4.6 BILLION VIEWS

WITH 2 VAs AND ZERO AD SPEND

The Complete Organic Traffic Playbook for OFM Agencies and Models

By FlyMedia

847+ Accounts Managed. Every Platform. Real Numbers Behind Everything.

What this actually is

This is everything. Every platform, every trick, every weird thing that randomly worked at 3am on a Tuesday and every painful lesson learned from watching agency owners burn through hundreds of accounts because they did not understand the basics.

We built this from running 847+ accounts hitting 4.6 billion organic views with a tiny team. Two VAs. No ad spend. No phone farm at the start. Just systems, patience, and an obsession with figuring out what actually moves the needle versus what just sounds good in a Telegram group.

Some sections in here are long. Some are short. Reddit gets a lot of space because Reddit deserves a lot of space and most people are doing it wrong. Threads gets barely anything because there is barely anything to say about Threads right now. That is the honest truth of how these platforms compare.

No motivational padding. No filler. Skip to whatever platform you care about or read the whole thing. Either way this is current, tested, and backed by real numbers.

The method that runs everything

Before platforms, you need this. Because tactics change every month. What worked in January might be dead by March. The method stays the same.

Step 1: learn it yourself first

You personally need to figure out how a platform works before handing it to anyone. Not from a course. Not from YouTube. By actually posting 50 times and watching what happens.

This is where most agency owners go wrong immediately. They hire a VA on day one, hand them a vague brief, and wonder why nothing happens. Your VA will have questions you cannot answer because you have never done it yourself. Spend a week doing it. You will learn more in that week than months of outsourcing blind.

Step 2: build stupidly detailed SOPs

Write everything down like you are explaining it to someone who has never seen the internet. Literally that level. What to click, what to type, what times to post, what words to use. A good SOP means your VA can hit 80% of your level on day one without asking a single question.

If they are messaging you every hour for clarification, the SOP is bad. Fix the document. Do not blame the person.

Step 3: the 3 day feedback loop

This might be the most important thing in this entire guide. Every 3 days your VA sends a report. What they posted, what got views, what flopped, patterns they noticed.

Why 3 days? Daily is too noisy, you cannot see patterns in one day. Weekly is too slow, by the time you realize something is broken you have wasted a full week. Three days is the sweet spot.

What the report looks like: total posts, top 3 performers with links, bottom 3, any observations, follower and sub growth. Takes 10 minutes to write and 5 to review. You reply with: keep doing X, stop doing Y, try Z. Rinse and repeat forever.

Step 4: the 80/20 rule

After a few weeks of feedback loops you will see clear patterns. One platform crushes. One content style gets 10x the views. One posting time dominates. That is your 20%.

80% of time goes into that 20%. The remaining 20% stays on testing so you do not get caught when something changes. Push content everywhere for the first 2 to 3 weeks, collect data, then ruthlessly cut what is not working.

STOP. Read this before you touch a single account.

Having multi account automations blasting 100s of accounts daily is a HUGE waste of time if you do not understand what the algorithms actually love first.

I need to say this because I have watched it happen over and over. Agency owners get excited, spin up 50 accounts, start blasting content, and within 3 weeks they have burned every single one. Shadowbanned, flagged, dead. And they have no idea why because they never understood the basics.

Focus on quality first. Get 1 to 3 accounts working properly. Understand what makes the algorithm push content. Then scale. It compounds like crazy when you do it right.

Even the smallest things make a massive difference when you are managing lots of accounts:

- Lighting. Seriously. A well lit video gets 3x to 5x the engagement of a dark grainy one. Natural light or a cheap ring light changes everything.
- Dynamism. Static content is dead on most platforms. Movement, transitions, camera angle changes. The algorithm can literally detect how dynamic a video is.
- Body position and framing. Centered, confident, intentional framing signals quality to both the viewer and the algorithm. Sloppy framing signals amateur.
- Eye contact with camera. This one is underrated. Direct eye contact in the first 2 seconds is one of the strongest scroll stoppers there is. It triggers a primal response in the viewer.

I have seen agency owners with 100+ accounts burn them all and completely fuck it up because they skipped this. They thought volume was the answer. Volume without quality is just noise. Get the fundamentals right on a small number of accounts, prove it works, then scale the system. This order matters.

When you finally do scale, the quality foundation means every new account has a higher floor. Your worst performing account still outperforms someone else's best because the basics are locked in.

Reddit

Reddit is probably the most underrated traffic source in OFM right now. The audience is massive, it is free, and the traffic quality is excellent. Most of the biggest agencies are getting a huge chunk of subs from Reddit and not talking about it.

I am going to go deep here because Reddit has more nuance than any other platform and most people do it badly.

How Reddit actually works for models

Reddit runs on subreddits. Each one is its own community with its own rules. For OFM the NSFW subreddits are where you post. There are literally thousands of them ranging from tiny niche communities to massive ones with millions of members.

The algorithm is simpler than other platforms. New posts get shown to a small group. If they upvote, more people see it. If those people upvote, it goes wider. The first 30 to 60 minutes after posting decide everything. Get early upvotes and you ride the wave.

The subreddit list

This is gold. There are curated lists of 10,000+ NSFW subreddits sorted by size and niche.

We have put together a massive guide with 10,000+ subreddit lists sorted and categorized. Get it here: https://drive.google.com/file/d/109Fu7DD9xVcM5-jSt6KlVbcjYvsP2UEE/view?usp=sharing

Do not just spam all 10,000 though. Sort by relevance to your model's look and niche. A petite brunette has completely different subreddits than a curvy blonde. Match the model to the community. Most people blast the same photo to every subreddit and wonder why they get banned.

Start with 20 to 30 highly relevant ones. Once those work, expand to 50, then 100. Quality over quantity here especially.

Posting strategy

3 to 10 posts per day spread across different subreddits. Never post the same image to more than 3 or 4 subs at once because the spam filter catches it. Space crossposts by at least 30 minutes.

Titles matter way more than you think. Do not write "hey come check me out." Use specific descriptive titles that match the subreddit. If you are in a fitness sub mention the gym. If it is a specific body part sub be direct. Look at what gets upvoted in that sub and copy the pattern.

Best times: 6am to 10am EST for US morning scroll. 7pm to 11pm EST second best.

Verification

Many subs require it. Model holds a sign with username and sub name, takes photo, mods approve. Get verified on the biggest ones first because it unlocks posting and gives credibility.

Do verification in batches. One session with the model, knock out 15 to 20 photos. Different sub names on a whiteboard, snap them quick.

Avoiding bans

Reddit is ban happy. Do not put links in titles. Link goes in profile bio or pinned post only. Use the 9:1 rule loosely, for every promo post engage in a few comments elsewhere. Never use the same caption word for word across subs. Rotate wording.

If an account gets shadowbanned check on a logged out browser. If you cannot see posts, that account is done. New account, new email, new verification. Always have backup accounts warming up.

Different email per account. Do not log into multiple Reddit accounts from the same IP without a VPN. Reddit chain bans everything.

Reddit tips that actually move the needle

- GIFs and short clips almost always outperform static images. If the model can provide 5 to 10 second clips your performance jumps significantly.
- Comment on your own posts with something casual like "link is in my bio if you wanna see more." Less spammy than putting it in the title.
- Pin your best post to your profile with a clear CTA and link. Everyone who visits from any sub sees it.
- Award your own posts from an alt in the first 10 minutes. Signals engagement to the algorithm and pushes visibility.

The subreddit tier system

Not all subreddits are equal. Here is how to think about them in tiers so you do not waste time in the wrong places.

Tier 1: beginner friendly (start here). r/adorableporn (750k+), r/OnOff (1M+), r/GWNerdy (400k+), r/GoneMild (450k+), r/GirlsInYogaPants (600k+), plus ethnicity specific ones like r/AsiansGoneWild or r/LatinasGoneWild. High traffic but less competition.

Tier 2: mid level growth. r/RealGirls (3.5M+), r/PetiteGoneWild (2M+), r/BreedingMaterial (1M+), r/GodPussy (700k+), r/SluttyConfessions (text posts that link to profile), r/NSFWverifiedamateurs (800k+). These need karma and ideally verification.

Tier 3: body type and attribute specific. Match your model exactly. Body type subs: r/Petite, r/Curvy, r/Thick, r/BBW, r/Slimthick. Breast size: r/TinyTits, r/SmallBoobs, r/BigBoobs. Hair colour: r/RedheadsGoneWild, r/BlondeGoneWild, r/BrunetteGoneWild. Age: r/GoneWild30plus, r/40plusGoneWild. Ethnicity: r/PaleGirls, r/DarkAngels.

Tier 4: kink and content specific. r/GoneWildAudio (audio performs amazingly), r/BDSMcommunity, r/Femdom, r/GirlsFinishingTheJob, r/FacialFun. These have dedicated audiences who spend more.

Tier 5: direct OF promotion subs. r/OnlyFansPromotions, r/OnlyFans101, r/OnlyFansPetite, r/FreeOnlyFansPage. Limit these to 20% of your total posts max. They convert lower but they are a necessary part of the mix.

The 7 day posting rotation

Do not just randomly post to whatever sub you feel like. Structure it:

- Monday: r/RealGirls (primary) + r/PetiteGoneWild + r/GoneMild
- Tuesday: r/adorableporn (primary) + r/GWNerdy + body type specific sub
- Wednesday: r/OnOff (primary) + content specific sub + r/NSFWverifiedamateurs
- Thursday: niche day, focus on 3 to 4 smaller specific subs
- Friday: r/GoneWild (primary) + 2 kink specific subs
- Saturday: r/BreedingMaterial (primary) + ethnicity sub + 1 OF promo sub. Saturday is the highest NSFW traffic day, save your best content.
- Sunday: content type focus day (audio, stories, specialty)

Never post to the same subreddit within 72 hours. Rotate images so nothing looks repetitive.

Title engineering

Most people write boring titles and wonder why nobody upvotes. These title formulas actually work:

- Pattern interrupt: "I was told not to post this but..."
- Scarcity: "Deleted in 24 hours..."
- Vulnerability plus confidence: "Nervous to share but feeling confident today"
- Question formula: "Would you do [specific thing] with a [your attribute] girl?"
- Reddit classic: "For the 10 people who will see this..."

Look at what titles get upvoted in each specific subreddit and copy the pattern. Every sub has its own style.

Karma building for new accounts

New accounts start at zero karma and most good subs need 100 to 500+ to post. Here is the fast track:

Days 1 to 3: Post in r/FreeKarma4U and r/DeFreeKarmaNSFW. Upvote others, comment on their posts, they do the same back. Also post a few SFW photos to r/amihot on day 1, this avoids spam filters and gets early karma. Target: 200 karma by day 3.

Days 4 to 7: Move to r/AskRedditAfterDark (ask engaging questions, comment on others). Start posting to Tier 1 subs. Target: 500 karma by day 7.

Days 8 to 30: Expand to Tier 2 subs, 10 posts per day, heavy commenting. Target: 1500 karma, 500 followers, first 5 to 10 subs.

Delete underperformers

If a post has fewer than 10 upvotes after 4 hours, delete it and try different content in that sub next rotation. Do not leave dead posts sitting on your profile. They drag down the overall impression when someone visits.

Shout for shout (S4S)

Message other creators with similar follower counts and offer to promote each other. "Hey your content is fire, want to do a S4S? I will shout you out if you do me." This doubles reach for both of you. Aim for 1 to 2 new S4S partners per week.

Conversion tracking

The formula: subscribers divided by followers times 100 equals your conversion rate. For new creators 3 to 8% is normal. Top performers hit 10%. If you are under 3% something is wrong with your profile, your bio, or your teasers. Use a discount code like REDDIT25 to track how many subs come specifically from Reddit.

Analytics tools

- social-rise.com for subreddit analytics, peak hours, member counts. Free and essential.
- mysubs.cc for curating subreddit lists matched to your model's look.
- Later for Reddit for scheduling posts to hit optimal times.

Day of week strategy

Not all days are equal on Reddit. Monday and Tuesday have lower competition, good for building momentum. Friday evening is high traffic, post your premium content. Saturday is the highest overall NSFW traffic day, this is when your absolute best content should go out. Sunday morning has high engagement rates, good for conversation starting posts.

Competitor analysis on Reddit

Find 5 to 10 successful creators who look similar to your model. Check their posting history. Which subs get them the most upvotes? What titles do they use? What time do they post? Which subs are they verified in? Do not copy them directly but use it as research to inform your own strategy. This takes 30 minutes and saves weeks of guessing.

Twitter / X

The reach potential on Twitter is insane. One viral tweet can put you in front of millions overnight. It is noisy and competitive but if you play it right Twitter can be your single biggest source.

Account setup

Profile photo: model's face or best photo. Banner: CTA or at least professional. Bio: short, direct, includes link. Pin your best tweet with a clear path to the page. Get X Premium for algorithmic priority.

What gets reach

Quote tweet method. Find viral tweets in your niche getting thousands of likes. Quote tweet with model's photo or video and relevant caption. You piggyback off their viral moment.

Thirst traps with personality. Photo with a question beats photo with a statement. "Would you take me on a date here?" gets people responding which pushes the tweet further.

Engagement bait. Polls, questions, slightly controversial takes about dating or lifestyle. Gets replies and retweets which feed the algorithm.

Threads. 4 to 6 tweet threads with photos sprinkled in get way more engagement. Algorithm favors them because they keep people on platform longer.

Mass engagement method. Reply to popular tweets from large accounts in your niche with model's photo and a witty comment. 30 to 50 times per day. If you hit one viral reply you gain hundreds of followers in a day. VA can do this with pre approved photos and caption styles.

The niche reply playbook

This is where Twitter gets really fun. You need to follow at least 30 accounts in EACH of these niches with notifications on for anyone above 250k followers. Then reply differently depending on the niche:

- Sports (football, basketball, NFL, NBA): wind them up and relate. Anything around big games or trending moments. "Messi last minute goal or a night with me?" Model in a team jersey performs insanely well.
- Redpill community: piss them off to the max. They hate the idea that girls make money from simps. Pretend your simp just bought you a car or a holiday. This gets insane engagement because they cannot help but respond.
- Bluepill and liberal: be friendly, have discussions, agree with them. They will share your content and be supportive.
- Gaming and anime: act like you need a boyfriend. "Need someone to watch Attack on Titan with" with a sexy pic. This niche is full of your ideal audience.
- Viral meme accounts: anything for engagement. Relate to whatever they posted. Just get seen.
- Breaking news: just comment where you will be seen. Not disrespectful, just visible.
- Other models: sexy reply. "Let me join you babe" with a photo. Cross pollination.

The daily split should be roughly: 50 to 100 replies from notification tweets, 5 to 10 model replies, 10 to 20 sports, 10 to 20 meme and viral, 10 to 20 redpill and bluepill. Experiment and find what creates most engagement for your specific model.

The reply to replies trick

This is something most people miss entirely. When you are still small, replying directly under viral tweets does not always work because bigger accounts dominate the top replies. But here is the hack: go to viral tweets from the last 3 to 4 hours with lots of engagement. Instead of replying to the tweet itself, reply to the TOP COMMENTS that have the most views. This is way more guaranteed to get you views especially when starting. Once your account is fully grown you will not need this as much but early on it is a goldmine.

The simp comment strategy

Find models with 10k to 70k followers. Go onto the replies on their photos and find simp comments that have under 2 to 3 likes each. Like 50 of these comments every single day. Why? Because if they have very few likes, those simps will see the notification and check your profile. If you do this on accounts with 500k+ followers the simps get loads of likes already and they will not bother checking who liked them. Small to mid models is the sweet spot.

The retweet and unretweet trick

When a reply catches a lot of attention and people start visiting your profile, retweet all your best photos immediately. This pushes them to the top of your profile. Then after the traffic dies down unretweet them. Next time you get traction, retweet them all again. Your views and link clicks will multiply 3x to 5x every time you do this.

The viral bait pin

This is powerful but you have to get it right. Post a tweet along the lines of "if X scenario happens I will let anyone who likes this tweet [something provocative] on onlyfans." Pin it to your profile. Now all the engagement you do everywhere comes straight back to that pinned tweet. It becomes a flywheel. This will not go viral overnight but over time with consistent engagement driving back to it, the numbers compound. Not everyone can pull this off every day but when you get the hang of it you can make almost any topic go viral by playing with peoples heads.

Keyword hijacking

Whenever a big cultural or sporting event happens, Twitter explodes with trending keywords. Your job is to create posts that include those keywords alongside your model's content. When Argentina won the World Cup someone posted "Im so happy for Messi, everyone who likes gets a free nude." That is the energy. Trending keywords can get you 10x more attention than a normal post. Keep an eye on whats trending and move fast.

Thread days

Once you build to around 1000 followers start doing Twitter threads. The format: Titty Tuesday, Thong Thursday, Meaty Monday, etc. These are community engagement events where creators and simps interact together. When people post under your thread it makes your account show up on other peoples feeds. Massive compounding effect.

Male model and trans strategy

If you are running MM or TS accounts the strategy is different. The goal is not to snipe or beg for promotion but to reply to NSFW content and creators with your models photo or video and make friends organically. Follow 100 to 500 NSFW MM and TS pages in the first week and interact with all of them. Female models who post sex content, big models with 600k+ followers, porn stars, and as many MM and TS accounts as possible. Keep doing this and you will find good RT groups because people see you are genuine and engaging. The niche community is tight and rewards authenticity.

Twitter tips

- Post 4 to 8 times per day. Morning, lunch, evening, late night. Schedule the whole month in one sitting using desktop scheduler.
- Video tweets get 2x to 5x engagement of photos. Even a simple 5 second clip outperforms high quality photos.
- Retweet your own best content every few days. Algorithm gives it another push.
- The oddball angle works. Content that makes someone stop because it is slightly unexpected.

- Use open ended captions that make people use their imagination: "What would you do if you found me like this?" "Home alone and bored who can help me?"
- Captions should use words like Would You, Will You, making people feel spoken to directly.
- Half your tweets should include your OF link. Push it. The whole point of Twitter is driving traffic.
- If managing 3+ models consider hiring a VA just for Twitter or give them this guide and they will rock it.

Instagram

Instagram has gotten harder for OFM but still works if you understand the shift. The platform heavily favors Reels over static photos. If you are only posting photos you are leaving most reach on the table.

Reels

Reels get shown to non followers. Photos mostly reach existing followers only. A Reel with 1000 views brings more new followers than a photo with 5000 likes. This is the most important thing to understand about IG right now.

Keep Reels 7 to 15 seconds. Algorithm tracks watch time percentage. 7 second Reel watched to the end beats 60 second Reel skipped after 5. Use trending audio. The hook in the first 1 to 2 seconds is everything.

Stories

Stories do not get reach but they convert followers to subs. 5 to 15 per day. Mix personal moments, polls, questions, teasers. Use question and poll stickers constantly. Link sticker in at least 2 stories daily.

IG tips

- Carousels still work well. Put best photo second not first. First hooks them, second is payoff.
- Reply to every comment within the first hour. Signals conversation to algorithm.
- Collab posts with other models double reach instantly.
- New accounts: do not put a link in bio for the first week. Build follower base first.
- Hashtags: 5 to 15 per post not 30. Mix large medium and small niche ones. Rotate them.

TikTok

TikTok's algorithm is the most generous for new accounts. Zero to 100k views on your first post is possible. The challenge is staying within guidelines because TikTok bans fast for explicit content.

The new account boost

TikTok gives new accounts a visibility boost on their first 5 to 10 posts. Do not waste this on test posts. Have 10 bangers ready before you even create the account. Create account, fill bio and photo, wait 24 hours before posting.

Content rules

Suggestive not explicit. Outfit transitions, dance trends, get ready with me videos, lifestyle content showing personality. Trending sounds are mandatory. 7 to 20 seconds for maximum completion rate. Text overlays drive engagement.

Dealing with bans

TikTok will ban OFM accounts. When not if. The strategy is volume. Run 3 to 5 accounts simultaneously with different content. Different phones or devices for each. Do not put links in bio directly, use "link on my IG" or "check my other socials."

TikTok lives

If the model will do lives this is one of the highest converting methods. 15 minutes can bring dozens of new subs. Algorithm pushes lives to non followers. Engage by name, answer questions, tease content. Keep it casual not salesy.

YouTube Shorts

Overlooked by most agencies which is exactly why it is worth doing. Lower competition, algorithm favors new creators, audience skews slightly older and more willing to spend. Repurpose TikTok and Reels content directly. More lenient on suggestive content than TikTok. 1 to 3 per day, consistency matters.

Threads

Repurpose Twitter content word for word. Audiences barely overlap. 5 to 10 posts per day. Goal is reach and driving to your IG profile. That is basically it for now.

Telegram

Telegram is your off platform home base. Once someone joins, you own that audience. No algorithm deciding who sees your content. Every member sees every post.

Use a channel for one way broadcast and a group for community. People who feel part of a community spend more money. Period. Cross promote between both.

Grow Telegram by driving traffic from other platforms. Every bio and CTA should include Telegram. Free groups in OFM are massive, getting shared in these organically can drive huge spikes. Sell premium channel access as additional revenue.

- Teaser content to free channel, premium behind paywall. Classic funnel works every time.
- Use bots for automated welcome messages, payments, scheduling.
- Shoutout swaps with other channel owners.
- Pin best content and pricing at top. New members should instantly understand the offer.

The psychology behind content that converts

Getting views is half the job. The other half is making those views turn into paying subscribers. Most agencies get tons of traffic but convert terribly because the content attracts window shoppers not buyers.

Whales vs cold audience

A whale spends hundreds or thousands on a single model. Whales are attracted to exclusivity, personality, and genuine connection. They are repelled by content that looks mass produced or desperate. Free content needs personality. Hobbies, opinions, humor, daily life. The model needs to feel like a real person. That is what opens wallets.

Pattern interrupts

Every platform is noisy. To convert you first need to make them stop. Unexpected backgrounds, bold captions that do not match the image, videos starting mid action, provocative text overlays. Create a moment of "wait what" that forces 3 extra seconds of attention. That is where conversion happens.

AI tools: what you actually need in 2026

I am going to keep this simple because there is way too much noise about AI tools right now. You do not need 15 different subscriptions. Here is what actually works.

For SFW marketing content

This is your daily driver for captions, ideas, rewrites, strategy, and general content creation.

- Grok. Fast, uncensored, good for brainstorming and rewrites. Works well for this industry because it does not have the same content filters as other tools.
- Gemini. Google's model. Great for research, trend analysis, and generating content ideas based on real time data.
- Nano Banana. Solid for quick image generation and visual content ideas for SFW marketing.
- ChatGPT. Still the best all rounder for writing captions, SOPs, response templates, and content planning. Just do not use the output word for word. AI captions are obvious and kill engagement. Always edit to sound human.

Honestly for 90% of your SFW marketing work these four cover everything you need. Do not overcomplicate it.

For NSFW and advanced content

- Higgsfield. Good for video generation and editing in this space.
- ComfyUI. The open source powerhouse for NSFW image generation. More flexible than anything else if you learn the workflows.

Full toolkit

- ElevenLabs. This is the one tool I would say is genuinely essential beyond the basics. Voice cloning, AI voiceovers, and now video capabilities. If you need voiceovers for content, narrated slideshows, or voiceover style Reels this handles everything. It covers voice, video, pics and basically gives you a full production suite.

CapCut for editing. Canva Pro for graphics. Lightroom Mobile for photo presets. That is your full stack. Do not let tool paralysis slow you down.

Working with VAs: the real guide

This is where agencies either scale or completely stall. You can only do so much yourself. VAs let you multiply output without multiplying your hours. But most people do this terribly.

I have hired, trained, fired, and rebuilt VA teams for years. Here is what I have learned the hard way.

Where to hire

Philippines and Africa (Kenya, Nigeria, South Africa) are the best regions. Large talent pool, decent English, affordable rates. Expect $3 to $6 per hour for a full time VA.

Use OnlineJobs.ph for Filipino VAs. For African VAs, Twitter and Telegram job boards work. But here is the thing most people get wrong: do not hire faceless randoms from Telegram OFM groups. Unless they show great proof and experience in DMs, you are gambling. Use proper hiring platforms where you can track their screen and verify their work.

Upwork is underrated for this. You can literally watch their screen while they work. That alone is worth it. You know your money is not being wasted. Search for "social media VA" or "content posting assistant." Do not use NSFW keywords on Upwork obviously.

The hiring filter

You will get 50+ applicants. Most of them are useless. Here is how to sort them fast.

Post a clear job listing with exact responsibilities, hours, and pay. Be specific. Then immediately ask 5 to 10 detailed questions related to the actual job. Make them find you 3 top pages in different niches. Ask about their experience with specific platforms.

This is the magic filter. Lazy candidates give one word or generic answers. They copy paste. They do not even read the questions properly. Good candidates take time, give comprehensive answers, and show they actually want the job. You will see the difference immediately.

Musts for this industry: understanding of western culture, good English texting skills, platform experience, comfortable with the industry.

The trial

Never commit without a trial. Give top candidates a 3 day paid trial with specific tasks. Watch how they handle instructions, whether they ask smart questions, and if they deliver on time.

Communication speed is the biggest indicator. If someone takes 12 hours to respond during the trial, they will take 12 hours during real work. You need 1 to 2 hour response times during working hours.

Protecting yourself

Make them sign NDAs. Get their passport or ID on file. This is not optional. You are giving them access to accounts worth money. Protect yourself.

Training material

This is where 90% of agency owners are lazy and then blame the VA. If you provide zero training material and expect amazing results you are the problem not the VA.

They should have: perfect examples to copy from, templates if needed, a place to log their daily tasks, and SOPs for every single thing they do. Give them your best performing posts as references. Show them exactly what good looks like and what bad looks like.

Structuring their work

Every VA gets a daily task sheet. Not vague goals like "post content today." Specific: post 5 photos to these subs using these titles by 10am. Reply to all comments on yesterday's IG posts by 11am. Schedule 3 tweets with these photos between 12pm and 6pm.

Shared spreadsheet or Notion board where they log everything. What they posted, where, when, link. This creates accountability and feeds your 3 day reviews.

Scaling

Start with one VA on one or two platforms. Once proven, add more. Each VA owns specific platforms completely. Do not have multiple VAs sharing one account.

At 3+ VAs you need a team lead. Your most senior VA handles daily check ins and escalates issues. You should not be managing every VA individually past 3.

Pay bonuses based on performance. Views, growth, conversions. A VA who gets $50 bonus when their platform hits a target will work harder than flat salary.

Common VA mistakes

- Copy pasting the same caption everywhere. Gets accounts flagged. Each post needs slightly different wording.
- Posting at wrong times. If you identified peak hours the VA needs to hit them. Use scheduling tools.

- Not following SOPs. Address immediately. Either the SOP needs updating or the VA needs correcting.
- Going quiet. If posting drops without explanation that is a red flag. Do not wait for the review.

Other tools you need

Scheduling: Later or Buffer for Instagram. Typefully for Twitter threads. Delay for Reddit (posting times matter hugely for early upvote momentum).

Analytics: Instagram Insights, Twitter Analytics (both built in, check weekly). Social Blade for cross platform growth tracking.

Communication: Telegram for VA comms. Notion for SOPs, calendars, knowledge base. Google Sheets for daily logging and 3 day reports. Loom for recording screen share instructions (way faster than typing and they can rewatch).

Account Safety: NordVPN or Surfshark. Each account should appear from a different location. Separate Chrome profiles minimum. Dedicated phones for TikTok if possible.

Quick tips nobody tells you

- One photoshoot should give you 30+ pieces of content across all platforms. If you are getting less you are being lazy with repurposing.
- Small watermark in corner. When content gets stolen your watermark drives free traffic back.
- Cross promote everything. IG bio to main page. Twitter pin to Telegram. Reddit profile to IG. Web of funnels, never a dead end.
- Study competitors weekly. Not to copy but to understand what the audience responds to.
- Test thumbnails on Twitter first. Fast feedback. If it flops there it flops everywhere.
- Content calendar for tracking not just planning. Easy to accidentally repost to the same sub.
- Seasonal content works. Holiday shoots, summer vibes, whatever is culturally happening.
- Custom content and personalized messages are highest revenue per interaction. Promote heavily.
- Never respond to trolls publicly. Delete and block. Engaging with negativity makes the algorithm show your content to similar negative audiences.
- Your bio and profile are landing pages. Clear offer, social proof, single CTA. If someone visits and does not instantly understand what you offer, you lost them.

Final words

The agencies making real money are not doing anything magical. Basics. Consistently. Multiple platforms. Decent content. Tight feedback loops. That is it.

The ones struggling try one platform for a week, declare it dead, move to the next, repeat. Or they hire VAs with no SOPs and wonder why nothing gets done. Or they post great content but never check numbers so they keep doing things that stopped working months ago.

Pick 3 platforms. Set up accounts. Write SOPs. Hire a VA. Run the feedback loop. 30 days and you will have more data than most agencies collect in a year. 90 days and you will know exactly what works for your model and you will be scaling something real.

This is a volume game with a strategy layer on top. Post more than everyone else, learn faster than everyone else, adapt quicker. That is the entire playbook.

Questions or need help implementing? Reach out to us at FlyMedia. We have been doing this for 3+ years and we genuinely enjoy seeing agencies win.

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