Engagement / Carousel / 20-25 min

Celebrating the Day-Ones

The idea

When you hit a major milestone, dedicate a post specifically to the fans who were there in the beginning. Post screenshots of early supportive comments from years ago next to the current milestone.

Objective

Cement core loyalty by publicly validating early supporters.

Why this works

It validates early adopters and prevents them from feeling left behind as you grow. It shows new fans that your community is deeply loyal and appreciated.

Hook bank

Direct / This milestone is dedicated to the Day-Ones.
Curiosity / I found these comments from 4 years ago...
Personality / Some of you were encouraging this before there was much to encourage.
Sarcastic / Before the big numbers, there was a very committed group chat.

How to execute

1. Plan the opener

Try this opener as a starting point: “This milestone is dedicated to the Day-Ones”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Dig through your old posts. Find comments from fans who supported you when you had nothing. Screenshot them. Put them alongside a photo of your current success.

3. Shape the sequence

Use this order for your first cut: The Old Receipts > The Current Milestone > The Gratitude. Give each slide one job and swipe through the whole sequence on a phone to check that the payoff follows the opener.

4. Check and publish

Use this call to action as your starting point: "If you've been here since 2020, drop a ." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Old Receipts > The Current Milestone > The Gratitude.

Call to action

"If you've been here since 2020, drop a ."

What to avoid

Choose genuine early support and get agreement before identifying people. Avoid implying newer listeners matter less than the first followers.

Make it yours

1. Singers: Thank the 15 people who came to your first acoustic gig.
2. Producers: Thank the first rapper who ever bought a $20 lease.
3. Pair an early supportive message with the specific project it helped you finish.

Try this next

The Direct DM Password
The "Guess the Beat" Freestyle
Post-Session Wind Down

Before you post

Read the caption out loud. Check that the first frame and the opener make the same promise. Verify captions, credits, and any link or tag. Save a copy of the final asset and caption so you can reuse what works.