Promotion / Carousel / 10-15 min

The Comment Section Flex

The idea

Instead of telling people your new project is good, let others say it. Create a carousel entirely made of screenshots of the best, most unhinged, or highest-praise comments your recent release has received.

Objective

Provide undeniable social proof to convert casual scrollers into consumers.

Why this works

Word-of-mouth is the strongest form of marketing. Seeing that 10 other strangers (or one famous peer) are obsessed with the project removes the risk for a new listener to click the link.

Hook bank

Direct / What you guys are saying about the new album.
Curiosity / The comments on slide 3 are completely out of pocket...
Personality / The reactions have been more vivid than anything I could put on a poster.
Sarcastic / I was going to write promotional copy, but you have apparently handled it.

How to execute

1. Plan the opener

Try this opener as a starting point: “What you guys are saying about the new album”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Crop the comments cleanly. Make sure they are legible. Put your favorite one as the cover slide to immediately grab attention.

3. Shape the sequence

Use this order for your first cut: Title Slide > High Praise 1 > Unhinged Praise 2 > Bio Link. 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: "Thank you for the love. Keep streaming." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Title Slide > High Praise 1 > Unhinged Praise 2 > Bio Link.

Call to action

"Thank you for the love. Keep streaming."

What to avoid

Use real comments and keep their meaning intact when cropping. Get agreement before sharing private messages and credit public quotes appropriately.

Make it yours

1. Producers: Screenshot DMs from artists saying your beats changed their life.
2. Creatives: Screenshot customer reviews of your physical merch quality.
3. Pair each short comment with the exact lyric, visual, or moment the person was responding to.

Try this next

The Lore Map
"Assume Things About My Band"
Naming the Universe

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.