Promotion / Story / 10-15 min

The Folder Leak

The idea

Take a quick, slightly blurry photo of your computer screen showing a folder directory. The folders should have highly suggestive names (e.g., "ALBUM_FINAL_MASTERS," "TOUR_ROUTING_2027").

Objective

Generate grassroots hype and speculation through an "accidental" leak.

Why this works

It feels accidental and unauthorized. Fans love feeling like they are seeing behind the curtain before the "official" PR announcement. It sparks immediate rumor-mill engagement in the DMs.

Hook bank

Direct / (Text) Just organizing the hard drive.
Curiosity / (Text) Don't look too closely at these folder names...
Personality / There is a reason my desktop has looked like this all week.
Sarcastic / Nothing suspicious here. Just a folder name doing far too much announcing.

How to execute

1. Plan the opener

Try this opener as a starting point: “(Text) Just organizing the hard drive”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Make the text legible but not overtly staged. Post it to Stories without any further context. Let the audience screenshot it and analyze it.

3. Shape the sequence

Use this order for your first cut: The Casual Photo > The Hidden Information > Silence. Check the frame order and keep important text and stickers clear of the interface at the top and bottom.

4. Check and publish

Use this call to action as your starting point: (None. Let them DM you). Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Casual Photo > The Hidden Information > Silence.

Call to action

(None. Let them DM you).

What to avoid

Only show project names you are ready to make public. Hide private client files and do not imply an unconfirmed collaboration through a suggestive folder name.

Make it yours

1. Creatives: A screenshot of a Premiere Pro timeline with a massive project titled "Nike_Final_Draft."
2. Rappers: A screenshot of a notes app with a tracklist.
3. Frame the shot tightly around one real project folder and a meaningful date instead of exposing the whole screen.

Try this next

The Direct DM Password
The Reverse Psychology Drop
The Guerrilla Billboard

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.