Promotion / Photo / 10-15 min

The Anti-Announcement

The idea

When dropping a major project, don't write a 3-paragraph caption begging people to listen. Post a single, striking image (the cover art or a weird BTS photo). The caption should just be a single emoji or a link.

Objective

Project elite confidence and let the community drive the narrative.

Why this works

Desperation is a turn-off. The "Anti-Announcement" projects supreme confidence. It implies the art is so massive and important that it speaks for itself and requires no marketing pitch.

Hook bank

Direct / The new project is here. Find it through the link in my profile.
Curiosity / (Or any relevant single emoji).
Personality / I have explained this project to myself enough. It is yours now.
Sarcastic / After months of overthinking, here is one image and a link.

How to execute

1. Plan the opener

Try this opener as a starting point: “The new project is here. Find it through the link in my profile”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

The image must be incredibly high quality or visually arresting to make up for the lack of text. Trust your core fans to do the explaining in the comments.

3. Shape the sequence

Use this order for your first cut: Striking Visual > Minimalist Caption. Check that the subject reads at thumbnail size and that any text is legible on a phone.

4. Check and publish

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

Suggested sequence

Striking Visual > Minimalist Caption.

Call to action

(None. Just the link).

What to avoid

Make the listening or viewing link easy to find even with minimal copy. Do not remove every useful detail just to make the announcement look mysterious.

Make it yours

1. Producers: Post a black square with a small white link.
2. Creatives: Post the finished piece with no watermark and no context.
3. Use one strong finished image and place the title, availability, and working link in the caption or profile.

Try this next

Why I Cut My Favorite Part
The Fan Cameo Request
The Fake Leak

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.