Storytelling / Photo / 10-15 min

# The "We Did It" Group Chat

## The idea

Post a screenshot of your internal team/friend group chat at the exact moment you hit a major milestone (1M streams, signing a deal, selling out a show). Show the raw, unedited, all-caps celebration.

## Objective

Let the audience share in the raw, unfiltered euphoria of a milestone.

## Why this works

It shows the village behind the artist. Fans love seeing the human, euphoric reaction to success before the PR-friendly "thank you for the support" post goes up. It brings them into the inner circle.

## Hook bank

Direct / The group chat when we found out the song hit a million streams.
Curiosity / My manager texted me at 3 AM. I thought it was bad news...
Personality / We have literally been working for this exact text message for 5 years.
Sarcastic / Just a bunch of grown men crying in a group chat.

# How to execute

## 1. Plan the opener

Try this opener as a starting point: “The group chat when we found out the song hit a million streams”. Choose the first image or moment that makes its promise clear.

## 2. Make the first pass

Screenshot of iMessage. Manager: "CHECK SPOTIFY RIGHT NOW." Artist: "NO WAY." Producer: "WE DID IT!!!" Caption: "I have no cool words to say. Just thank you."

## 3. Shape the sequence

Use this order for your first cut: The Screenshot > The Emotional 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: "Thank you to every single person who streamed this." Preview the finished post and verify that any link, tag, or instruction works.

## Suggested sequence

The Screenshot > The Emotional Caption.

## Call to action

"Thank you to every single person who streamed this."

## What to avoid

Get everyone's agreement before posting a group-chat screenshot. Cover contact details and private discussion outside the celebration.

## Make it yours

1. Creatives: The group chat reacting to a massive celebrity sharing your artwork on their story.
2. Singers: The FaceTime screenshot of you calling your mom to tell her the album is finished.
3. Recreate the exchange as simple text cards using only the messages everyone is happy to share.

## Try this next

The Missing Piece
The Show That Changed Everything
The Comment Section Flip

## 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.