Content Batching Workflow

The Step-by-Step Process for Creating a Month of Posts in ~2 Hours

Why batching works: Task-switching costs your brain 20+ minutes of refocus time. When you batch, you switch modes once, work efficiently in 'social mode,' and protect your writing time for the rest of the month.

#	Action	How to do it	Time Est.
1	**Block 2 hours**	Put it in your calendar like a writing appointment. Protect it. Same day each month works best.	**0 min**
2	**Review your month**	What events, releases, or promotions happen this month? What is your posting goal (3x/week = ~12 posts)?	**5 min**
3	**Plan your rotation**	Use the Content Calendar template. Map Educational (~5), Personal (~4), Promotional (~4) posts to specific days.	**15 min**
4	**Write all captions**	Open a doc or your scheduling tool. Write every caption back-to-back. Do not stop to edit — just get the words out. You can fix tone later.	**40 min**
5	**Collect photos**	For each post: phone photo, book cover image, stock photo from Unsplash/Pexels, or a Canva graphic. Match to your caption list.	**20 min**
6	**Create graphics**	Open Canva. Use author templates for quote graphics or promotional posts. Keep branding consistent (same fonts, colors).	**20 min**
7	**Schedule everything**	Upload to Meta Business Suite (Facebook/Instagram), Later, or Buffer. Set publish times. Aim for your platform's peak hours.	**20 min**
8	**Set Engage reminders**	Block 5-minute Engage slots in your calendar for each posting day. This is the most important step and the most skipped.	**5 min**

Free Tools Reference

Tool	URL	Best Use
Meta Business Suite	business.facebook.com	Free. Schedule Facebook + Instagram posts, reels, stories. No third-party risk.
Later (Free)	later.com	Visual grid planner. Free: 30 posts/month per platform. Drag-and-drop.
Buffer (Free)	buffer.com	Clean interface. Free: 3 channels, 10 scheduled posts each.
Canva	canva.com	Free graphics + author templates. Use Magic Write for caption ideas.
Unsplash	unsplash.com	Free high-quality stock photos. No attribution required.
Pexels	pexels.com	Free stock photos and videos. Great for genre mood searches.
ChatGPT (free tier)	chatgpt.com	Brainstorm 5 caption variations from one idea. Ask for different tones.
Claude.ai (free)	claude.ai	Longer caption ideas, book descriptions, email subject lines.

My Batch Plan

Monthly batch day: _____ Time: _____ Location: _____

My scheduling tool: _____ My primary platform(s): _____

My posting goal: _____ posts per week Engage time blocked: _____ per posting day

Quick Phone Photo Ideas for Authors

20 Specific Prompts | No Professional Equipment Required

Phone camera tip: Natural window light beats every other lighting option. Sit your subject near a window on an overcast day. Tap the screen to focus. No ring light, no studio needed.

1	Book cover flat lay on a textured surface Wooden table + coffee mug + natural light = done in 3 min	2	Book cover on your reading chair or couch Cozy and relatable. No styling required.
3	Stack of books in your genre Include yours on top or in the middle.	4	Your writing desk or workspace Tidy up, shoot from above (bird's eye view).
5	Laptop + coffee + open notebook The universal 'I am writing' shot. It works because it's honest.	6	Close-up of a meaningful object from your book A compass for adventure, a teacup for cozy mystery, etc.
7	Book next to a seasonal item Pumpkin in fall, flowers in spring. Timely and shareable.	8	Your handwritten notes or outline page Process shots are high-engagement. Readers love behind the scenes.
9	Canva quote graphic (your book's best line) Free templates. Takes 5 min. Consistent branding every time.	10	Screenshot of a 5-star review (cropped) Use Canva to add a branded frame. High social proof.
11	Your pet 'supervising' your writing Consistently one of the highest-engagement post types.	12	The books on your TBR stack 'Research' reads. Tag the authors for cross-promotion.
13	Map, playlist screenshot, or mood board for your WIP Readers love seeing the creative process behind the story.	14	Your bookmarks, sticky notes, or annotation system Readers who annotate love this content.
15	Before/after: rough draft text vs. final published text Use a screenshot and simple graphic layout in Canva.	16	Stock photo from Unsplash or Pexels matching your genre Search your genre's mood words: 'foggy forest' or 'Victorian parlor'
17	Canva graphic with a writing statistic or fact E.g., 'The average novel takes 475 hours to write.' Easy, educational, shareable.	18	Your reader mail or reader fan art (with permission) Tag the fan. Massive engagement and community warmth.
19	Bookstore or library where your book is stocked Photo in the aisle. High shareability and local interest.	20	Your author workspace in a different location (coffee shop, library, park) Change of scenery = fresh content with no extra planning.

Stock Photo Resources (Free, No Attribution Required)

Unsplash (unsplash.com): Search by mood or genre keyword. 'Foggy forest,' 'vintage study,' 'ocean horizon' — find images that match your story world.

Pexels (pexels.com): Also free, strong for lifestyle and nature imagery. Download and add your book title overlay in Canva.

Canva Free Templates: Search 'book promotion,' 'author quote,' or 'reading aesthetic' in Canva templates. Customize with your title, colors, and branding.