

Shadowban-Proof Promo Calendar

A 30-day posting plan for promoting digital products without turning your account into a wall of repetitive sales content.

A useful distinction: Creators often use "shadowban" as shorthand for a sudden reach drop. Reach can change for many reasons. This guide does not assume every decline is a hidden penalty. Its purpose is to reduce avoidable spam-like behavior and build a healthier promotional rhythm.

Use this calendar as a planning framework, then check the current rules and account-status tools on the platform you use. Platform enforcement and recommendation systems change.

The Promotion Mix

The calendar uses three post types. The objective is variation, usefulness, and a clear reason for people to follow you even when they are not ready to buy.

Type	Target Mix	Purpose	Examples
VALUE	60%	Earn attention by solving small problems.	Tutorials, mistakes, checklists, demonstrations, breakdowns, opinions backed by examples.
SOFT PROMO	30%	Connect useful content to the product naturally.	Behind the scenes, product use case, FAQ, case example, feature demonstration, problem-to-solution post.
HARD PROMO	10%	Make the offer directly.	Launch post, direct product demo, price/offer post, clear call to buy or learn more.

Do not treat the ratio as an algorithm hack. It is an editorial discipline. It keeps your feed from becoming repetitive and gives you more opportunities to learn which problems and formats earn attention.

Language That Deserves a Second Look

There is no universal public list of words that automatically suppresses every post. Context matters. The safer approach is to review language that can sound deceptive, exaggerated, manipulative, or like engagement spam, especially when combined with repetitive posting.

Money and income claims

Review This	Stronger Alternative
guaranteed income	describe the actual method or result without a guarantee
make \$10K overnight	state the specific process without an extreme outcome

	claim
easy money	describe the work involved
instant cash	describe the actual payment or sales mechanism
get rich quick	state the legitimate skill or business model
passive income guaranteed	explain what can be automated and what still requires work
zero work required	state the real effort required
risk-free profits	describe risks and limitations
secret money hack	name the actual tactic
print money	describe the revenue activity plainly
financial freedom fast	describe the concrete outcome the product supports
guaranteed ROI	use documented results only when you can substantiate them

Urgency and pressure

Review This	Stronger Alternative
act now or lose everything	state a real deadline if one exists
last chance forever	use only when it is genuinely final
only X spots left	use only when capacity is actually limited
price doubles tonight	use only when the price really changes
buy before it's gone	explain the real availability condition
don't miss out	state what changes or ends
urgent!!!	explain the actual reason timing matters
once-in-a-lifetime	describe the specific opportunity
today only	use only for a genuine one-day offer
ends in minutes	use only with a real deadline

External-link bait

Review This	Stronger Alternative
link in bio!!!	use a normal, contextual CTA
click this link now	say what the person will get when they click
go to my bio immediately	explain the resource and why it is useful
DM me 'MONEY'	use a relevant keyword and avoid repetitive mass CTA patterns
comment YES for link	invite a genuine response rather than manufacturing comments
tap before they delete this	remove the fake threat
hidden link	describe the destination plainly
you won't find this again	state where the resource lives
free link below	say what the free resource is
click everywhere	give one clear next action

Engagement bait

Review This	Stronger Alternative
like if you agree	ask a substantive question

comment YES	ask for a useful opinion or experience
tag 3 friends	invite sharing only when genuinely useful
save this or regret it	explain why it is worth saving
follow for part 2	make part 1 useful on its own
share this with everyone	name who would actually benefit
drop an emoji	ask a relevant question
spam the comments	remove entirely
boost this post	remove entirely
algorithm please find my people	write for the people instead

Overhyped product language

Review This	Stronger Alternative
revolutionary system	name the mechanism
never fail again	state what the tool helps reduce or improve
works for everyone	define who it is actually for
effortless results	state the work required
100% success rate	use substantiated data or remove
life-changing overnight	describe the specific benefit
magic formula	name the framework
one weird trick	state the tactic
guaranteed viral	describe the content objective
explosive growth guaranteed	describe the growth activity without a guarantee

30-Day Promo Calendar

Use the sample plan as written or replace the topic while keeping the post type. V = Value, S = Soft Promo, H = Hard Promo.

Day	Type	Post Idea
1	V	Teach the most common beginner mistake in your niche.
2	V	Show a 3-step process people can use today.
3	S	Show the problem your product was built to solve.
4	V	Answer one frequently asked question.
5	V	Break down a bad example and improve it.
6	S	Show one page, template, feature, or tool from the product in use.
7	H	Direct offer: who it is for, what it solves, what they get, and the next step.
8	V	Share a checklist related to the problem.

9	V	Explain a misconception in the niche.
10	S	Behind the scenes: how or why you created the resource.
11	V	Demonstrate one small technique.
12	V	Share 3 mistakes to avoid.
13	S	Answer a buying objection or product FAQ.
14	V	Tell a short lesson learned from doing the work.
15	V	Create a before/after example.
16	S	Show a specific use case for the product.
17	V	Share a tool, resource, or process you actually use.
18	V	Turn a customer/prospect question into a tutorial.
19	S	Explain what is inside the product and who will get the most from it.
20	V	Post a mini case breakdown or hypothetical example.
21	H	Direct product demonstration plus clear CTA.
22	V	Teach the first step of the larger solution.
23	V	Compare two common approaches without forcing a sale.
24	S	Show how the product saves time, reduces confusion, or organizes the task.
25	V	Share a five-point cheat sheet.
26	V	Respond to a current conversation or recurring question in the niche.
27	S	Show an overlooked feature, worksheet, example, or bonus.
28	V	Share what you would do if starting from zero.
29	V	Create a recap of the best lessons from the month.
30	H	Make the offer directly and summarize the strongest reason to act.

AI-Avatar and Faceless Content

AI-assisted content can become repetitive very quickly. Whether the video uses an avatar, stock footage, screen recordings, voiceover, or generated visuals, the practical objective is to make each post useful and distinct.

- Vary the opening. Do not publish a long run of videos with the same hook structure and only one noun changed.
- Vary the visual treatment. Mix demonstrations, screenshots, text-led explanations, examples, diagrams, and other formats appropriate to the platform.

- Write captions for the actual post instead of pasting the same caption template repeatedly.
- Avoid bulk-posting near-duplicate videos in a short window.
- Add original analysis, examples, demonstrations, or commentary rather than relying on generic generated narration.
- Keep claims supportable. AI-generated presentation does not reduce your responsibility for what the content says.
- Use a sustainable cadence. More posts are not automatically better if quality and variation collapse.
- Review platform-specific labeling or disclosure requirements when using realistic synthetic or altered media.

Weekly Posting Planner

Week 1

Day	Type	Topic / Hook	CTA / Notes
Day 1			
Day 2			
Day 3			
Day 4			
Day 5			
Day 6			
Day 7			

Week 2

Day	Type	Topic / Hook	CTA / Notes
Day 8			
Day 9			
Day 10			
Day 11			
Day 12			
Day 13			
Day 14			

Week 3

Day	Type	Topic / Hook	CTA / Notes
Day 15			
Day 16			
Day 17			
Day 18			
Day 19			
Day 20			
Day 21			

Week 4

Day	Type	Topic / Hook	CTA / Notes
Day 22			
Day 23			

Day 24			
Day 25			
Day 26			
Day 27			
Day 28			

Reach-Drop Recovery Checklist

If reach falls suddenly, diagnose before assuming a hidden penalty.

- Check account status, recommendation eligibility, policy notices, removed content, and copyright notices available inside the platform.
- Compare several recent posts, not one. Look at reach, watch time, completion, shares, saves, profile visits, and follower/non-follower distribution where available.
- Stop repeating near-identical promotional posts while you investigate.
- Review recent captions, hashtags, links, and claims for spam-like repetition or policy risk.
- Remove or correct content that clearly violates a rule. Do not attempt to evade enforcement by reposting the same material in disguised form.
- Publish several genuinely useful, original posts without aggressive promotion.
- Return to normal promotional cadence gradually.
- If the platform provides an appeal or review mechanism and you believe enforcement was incorrect, use the official process.
- Keep screenshots and dates so you can compare recovery instead of relying on memory.

Monthly Review

At the end of 30 days, record what actually happened.

Best-performing VALUE topic:

Best-performing SOFT PROMO angle:

Best-performing HARD PROMO offer:

Format with strongest retention:

Most common question or objection:

Posts that felt repetitive:

What I will do more of next month:

What I will stop doing:

The operating principle: Create for humans first. Use promotion deliberately. Vary the substance, not just the wording. When reach changes, diagnose with the information the platform actually gives you.