

# What Holly should post, when, and how often

A going-forward plan, not a research dump. Built from 43 similar UK family accounts and 200 videos we opened. PR stays — it just has to look like a days-out rec, not a menu review.

**If you only remember three things:** most videos 10–15 seconds · price or FREE on the first frame · 5 posts a week, not 8. Peppa (10s, 284k) is already the model. Restaurant PRs at 35s are what drag the average down.

## The week

**5 posts a week.** She was on ~8 in July and ~4 now. Five is enough to stay visible without burning the family. Norfolk's edge is a higher floor on every clip, not more volume.

| Day       | Time (UK)   | What                                                               | Length | Why this slot                                                                 |
|-----------|-------------|--------------------------------------------------------------------|--------|-------------------------------------------------------------------------------|
| Tuesday   | 7:30–9:00am | Short rec — park / farm / activity                                 | 10–15s | Her natural posting hour (half her posts go out at 8am). Mums after drop-off. |
| Wednesday | 7:00–8:30pm | <b>PR / paid</b> — wrapped as a rec                                | 10–15s | Money post. Evening is when the biggest clips in this niche actually landed.  |
| Thursday  | 7:30–9:00am | Short rec — hidden gem café or play café                           | 10–15s | Keeps cafés in the mix without letting food take over the week.               |
| Saturday  | 8:00–9:30am | Short rec — the weekend place (soft play if wet, park/farm if dry) | 10–15s | People planning the day. Hits in this niche also cluster Saturday morning.    |
| Sunday    | 6:30–8:00pm | <b>Save-list</b> — one place, full details                         | 60–75s | Fairytale Farm slot. Postcode, price, zones. For saves, not a view chase.     |

Skip a bonus Monday/Friday dump. Friday is her busiest posting day and the weakest day for 100k+ clips in this niche. If a PR deadline forces a different day, keep the 10–15s format and swap it with Wednesday.

## What to actually film (the mix)

Last 3 months she posted a lot of café/food and not enough of the formats that get saved. Keep cafés — they're her voice — but they are not the whole page.

| Each week                                     | Count                         | Examples in her patch                                                                   | Job on the page                                                 |
|-----------------------------------------------|-------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------|
| Family days out / farms / parks / activities  | <b>2</b>                      | Farm, zoo, lido, mini golf, railway, garden centre, PYO                                 | The view-winners. Named place + £ or FREE.                      |
| Hidden gem café / coffee / lunch with kids    | <b>1</b>                      | Play café, farm shop café, pretty coffee with a playground next door                    | Brand + local love. Only if kids can actually be there.         |
| Indoor / rainy (soft play, play café, museum) | <b>1</b>                      | Soft play, 3-floor play centre, boutique play town                                      | Saves on wet Tuesdays. New/opening is a cheat code.             |
| Country walk or free outdoor                  | <b>0–1</b>                    | Woods, deer park, springs, park with a café                                             | Swap with a days-out rec if the weather's good. FREE on screen. |
| PR / paid                                     | <b>1</b> (the Wednesday slot) | Attraction, play centre, farm, garden centre — not a chain restaurant if we can help it | Pays the bills. Must still look like a rec.                     |

Country walks: yes, if there's a hook (FREE, pram-friendly, café at the end, "secret"). A pretty path with no price and no kid-doing-something underperforms — that's the @ukhiddengems trap.

## PR stays — this is how it doesn't kill the page

She needs the money. Do not drop PR. Change the wrapping. Last 3 months, chain-restaurant PRs sat at 500–1,300 views. Same length as a bad rec. Paid play-centres and attractions in a 10s template still travel.

- **Take the brief** if it's a place families go: farm, park, play centre, garden centre, attraction, play café.
- **Push back on chain restaurants** unless there's a kids-eat-£X / play area / highchair-and-playground hook. If you have to take it, 10 seconds, price on screen, kids in shot — not "we tried the new menu".

- **PR = Wednesday evening slot.** One a week in the grid. Extra PRs go on Stories / a second account, not as extra feed posts.
- **Caption like a rec:** name, price or offer, postcode, SAVE. #ad in the first line so it's clean, then the usual 4 tags.
- **Say no to 35-second talking-head thank-yous.** Brands get a 10–15s montage they can also run as a cutdown.

## The format for every short rec (including PR)

| Bit     | Do this                                                                                 |
|---------|-----------------------------------------------------------------------------------------|
| Length  | 10–15 seconds. One 60–75s save-list on Sunday only.                                     |
| Hook    | Named place + £ or FREE in sentence one, on screen.                                     |
| Picture | Kids' hands on the thing. No "hi I'm Holly" intro.                                      |
| Sound   | Short recs: trending track + text. Sunday list: voiceover.                              |
| Tags    | 4–5: #thingstodowithkids #familydaysout #hertfordshiremums (or beds/cambs) + the place. |
| End     | SAVE / TAG. Postcode in the caption.                                                    |

## Watch these — then copy the shape

Tap the blue titles. These are the models. Ads stripped.

### [Highland cows for £6.50 — 879k](#)

21s · music (Boston) · Explore NW · 23 Aug

Why it's good: price is the first line. Kids' hands on the animal, no talking, one caption per cut, county hashtags, ends TAG. Cute + cheap + specific. This is the default shape for farms, deer, PYO, garden centres.

### [Hitchin Lido — 439k \(her county, smaller page\)](#)

10s · voiceover · OutAndAboutFamUK · 3.4k followers

Why it's good: same place-type Holly already posted (her Lido clip was 25s / 50k). They did "holiday vibes without leaving Herts" in 10s. Proof the gap is packaging, not the location.

### [Holly · Peppa Pig World — 284k](#)

10s · Peppa theme · her own video

Why it's good: she already has the winning format. Character music, POV, parent-survival tips, @ the park. Do this length every time, not as a one-off.

### [New play café, Manchester — 310k](#)

18s · music (The Look) · Explore NW

Why it's good: "brand new" is a cheat code. Indoor / rainy-day content with a price (£12.95) and TAG. Model for soft play and play cafés.

### [Garden-centre dinosaurs — 313k](#)

17s · voiceover · Explore NW

Why it's good: ordinary venue (garden centre) + a twist (dinos) + a price. This is how a café or farm shop becomes a days-out post, not a food review.

### [Thoresby Park, whole day £5 — 237k](#)

29s · voiceover · raisingcovey (8.8k followers, same size as Holly)

Why it's good: "whole day for £5" in the first seconds, then playground / parking / what to expect. Closest peer executing the Sunday save-list at a still-watchable length.

### [Temple Newsam Learn-to-Ride — 270k](#)

9s · Miles On It · Yorkshire for Families (6.2k, same size)

Why it's good: FREE/budget outdoor, parking cost on screen, 9 seconds. They recut the same place as "FREE" and it did another 137k. Repeat winners; don't retire a place after one post.

### **Fairytale Farm — 143k (Holly's Sunday slot)**

75s · music + voiceover · her own video

Why it's good: Cotswolds-vs-Disneyland hook, then zones, £9.89, under-2s free, postcode. This is the one long video a week. Don't make every post this long — views were half of Peppa.

### **Watford learn-to-ride mini town — 185k**

9s · voiceover · OutAndAboutFamUK

Why it's good: FREE, kids doing the activity, 9 seconds, her region. Activities and parks in this shape beat pretty walks.

### **Grassington village — 144k**

12s · piano · manchester.new.girl (only 1.9k followers)

Why it's good: storybook place, no talking, tiny account. Hidden-gem towns and country settings work when they're 12s of atmosphere + a pin — not a 40s stroll.

Same template at max volume (just outside the 90-day window): [Slick City 6.9M, 13s](#) · [lava slides 1.2M, 8s](#).

# A sample month

Swap the places; keep the slots. Wet week → indoor in the Saturday slot.

| Week | Tue 8am                                 | Wed 7:30pm PR                    | Thu 8am                                  | Sat 8:30am                      | Sun 7pm save-list                          |
|------|-----------------------------------------|----------------------------------|------------------------------------------|---------------------------------|--------------------------------------------|
| 1    | Farm / animals + price                  | Play centre or attraction (paid) | Play café or farm-shop café              | Park or PYO                     | One farm/park: prices, postcode, parking   |
| 2    | Lido / splash / railway                 | Garden centre or farm (paid)     | Hidden gem coffee + playground next door | Soft play (if wet) or deer park | Indoor place walk-round                    |
| 3    | New/opening activity                    | PR — whatever pays, 10s rec wrap | Café only if kids-first                  | Free woods + café at the end    | "Everything you need" for a bigger day out |
| 4    | Repeat a winner (Lido, farm, bike park) | PR                               | Play café                                | Weekend activity                | Seasonal (Halloween railway, PYO, lights)  |

Repeat winners. Yorkshire posted Temple Newsam twice (budget, then FREE) and both travelled. Holly can recut Hitchin Lido, Woburn deer, Lammas Land at 10s — she already has the footage story.

## What not to post in the main grid

- Chain restaurant "we tried the new menu" (unless kids-eat-£X + play area, and even then 10s).
- 35–50s talking-head intros and thank-yous.
- Numbered "5 rainy days in Herts" lists — one place with a price beats a list from the same account.
- Pretty walks with no kids, no price, no pin. That's a different niche and it doesn't travel here.
- Extra PR dumped on Friday night on top of the five. It trains the algorithm that the page is ads.

## Why this plan (one screen)

| Evidence                                                                 | So we do                                                                  |
|--------------------------------------------------------------------------|---------------------------------------------------------------------------|
| Holly's only 10s hit (Peppa) is her biggest video. Median length is 34s. | Default 10–15s.                                                           |
| A 3.4k Herts page got 439k on a 10s Lido; her 25s Lido got 50k.          | Own Hitchin/Herts in the short format.                                    |
| Restaurant PRs = 0.5–1.3k. Place PRs in a rec shape still travel.        | Keep PR, change the wrap, one a week.                                     |
| She already posts at 8am; 100k+ clips also land 6:30–8:30pm.             | Mornings for recs, Wednesday evening for PR, Sunday evening for the list. |
| Cafés were 23 of her last 96 posts; farms/parks did the views.           | One café a week, two proper days out.                                     |

**This week, if nothing else:** film one 12s named place with £ or FREE on screen, post Tuesday 8am. Hold the next food PR to 10s or move it to Wednesday evening.

Spreadsheet with this PDF: 200 checked videos (views, saves, length, sound, caption, URL). Filter Ad? = FALSE to see real recs.