

# Guide 02 — Grow Your Social Pages with AI Video

*How to turn AI clips into a page people follow — honestly*

**Made your first clips? Now let's turn them into a page.** This is the part nobody explains simply, so we did.

## 1. Start with one clear niche

A page works when it's about **one thing**. Focused pages grow; scattered ones struggle. Pick one: cozy scenes, product showcases, fashion, animated quotes, art, or a specific hobby.

*Example:* not "a page about AI" but "calming rainy-night scenes with one short quote."

## 2. Match the format to the goal

- **Products & reviews:** animate it rotating or picked up by a hand. (Seedance) For a talking review, Veo 3.1.
- **Outfits & fashion:** one photo into a model turning, fabric moving. Faceless. (Seedance / Kling)
- **Influencer / host:** an AI character that talks to camera. (Veo 3.1 / Kling)
- **Quotes & stories:** animate a background, add text. (Pika / Kling)

## 3. The faceless advantage

You can run a whole page without showing your face: animate products, a recurring AI character, or scenery and artwork. The trade-off: your ideas and consistency have to carry it.

## 4. A simple weekly routine

- Brainstorm 10 clip ideas at once.
- Gather or generate the images.
- Animate each (Seedance for speed, Kling for your best).
- Add sound and captions.
- Schedule across the week.

*One focused afternoon can make a full week of posts.*

## 5. Posting on each platform

Make the clip **once**, post on all three. Only the caption changes.

- **TikTok / Reels / Shorts:** vertical 9:16, 3-8s, strong hook in the first 2 seconds, trending sound.
- **Instagram:** same clips; lead with your cleanest, most aesthetic results.
- **Facebook:** same clips; relatable captions tend to do well.

## 6. Realistic expectations

- Your first 30-50 posts are practice, not a payday.

- Most clips underperform; a few pop. Normal.
- Watch what works, make more of that, drop the rest.

If anyone says this is fast, guaranteed money, they're selling you something.

## 7. The rules you must follow

- **Label AI content** — use the toggle every platform provides.
- **Disclose affiliate / sponsored links** (#ad / affiliate).
- **Respect rights** — no real people without consent, no copyrighted characters or brands you don't represent.

Open Pollo AI and start building (free tier): <https://pollo.ai?ref=mte0nzq> (affiliate link)