YOUTUBE SHORTS RELEASE SEQUENCE

Four uploads, eight Shorts, one month, one song.

Every Short uses the official audio and links a related video. Write your dates in the first column.

Before release: the three settings

☐ **Official audio**	Pick the song from the audio picker in every Short. That connects it to your channel.
☐ **Related video**	Studio > Content > Shorts > Edit > Related video. Links in descriptions don't click.
☐ **Channel current**	Banner, featured video and latest release all show THIS song. You own the login. Two-step on.

The sequence

MY DATE	DAY	UPLOAD	SHORTS THAT WEEK	LINKS TO
_____	Day 0	Official video (or best clip)	3: hook, lyric, you on one line	The premiere
_____	Day 7-10	Visualiser	2, cut from the visualiser	The visualiser
_____	Day 14-18	Art track / packshot	1, behind the scenes	The art track
_____	Day 21-28	Lyric video	2: a fan's Short, your thank-you	The lyric video

Measure once a week (artist analytics)

NUMBER	WK 1	WK 2	WK 3	WK 4	WHY
Subscribers from Shorts					People who chose to come back
Song views from Shorts					Shorts doing their one job
Creations with your song					The only sign it's travelling

Ignore raw Short views. 900 views and 30 subscribers beats 40,000 views and none.

Don't

Buy views	The drop-off buries you.
Advertise	Make a moment from the song, not an ad for it.
Skip the link	The related-video setting is the only step that matters.