Serialized Social Media Content: The Smart Way Brands Build Attention Over Time

Category: SMM Blog
February 8, 2026



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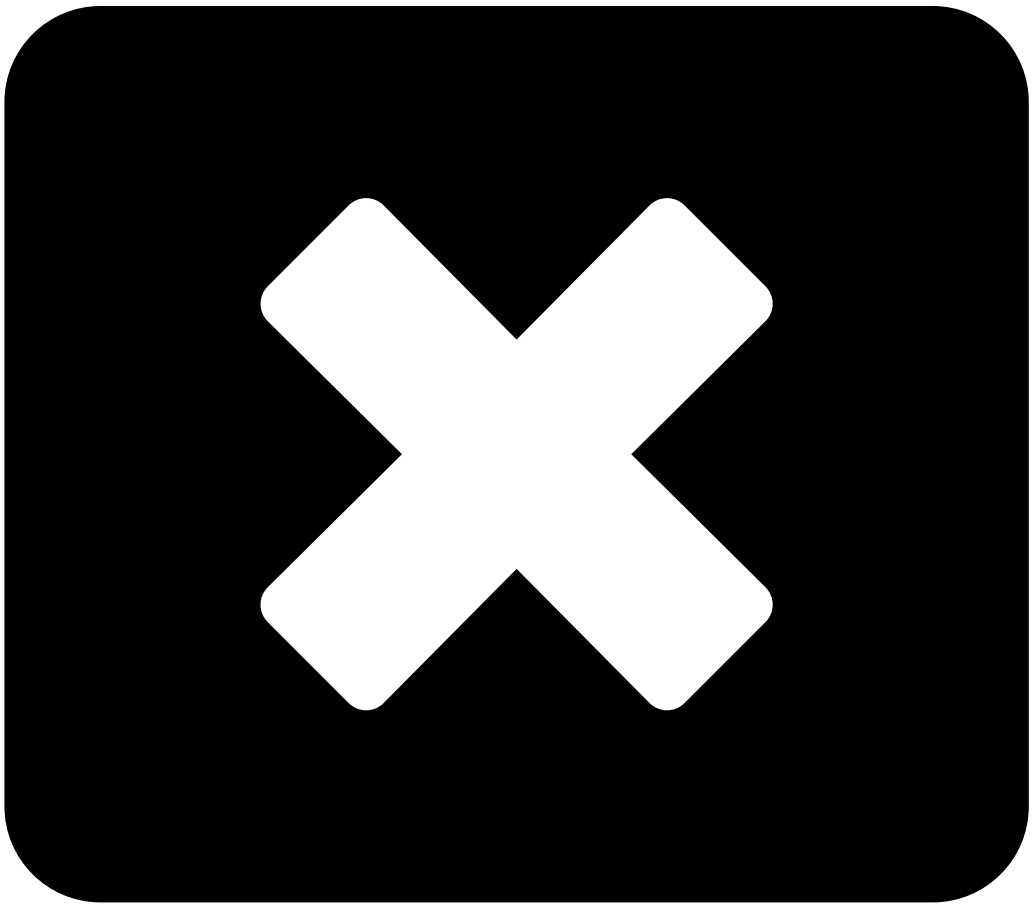

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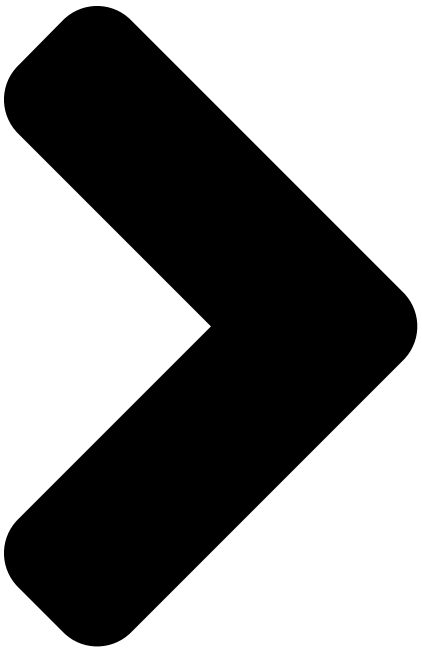

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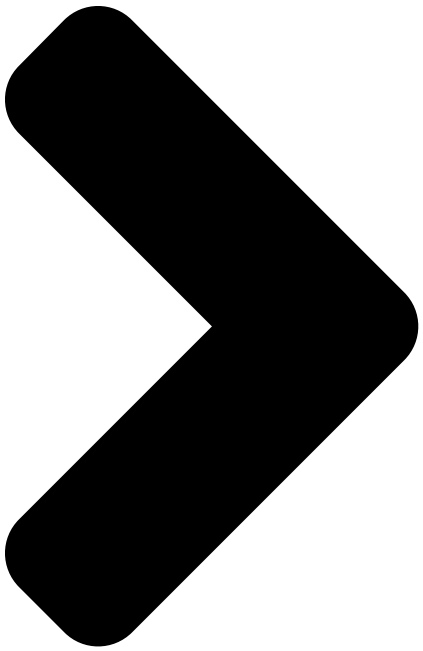

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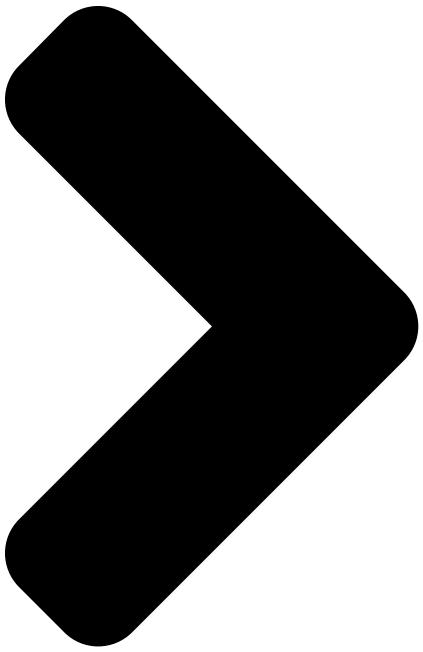

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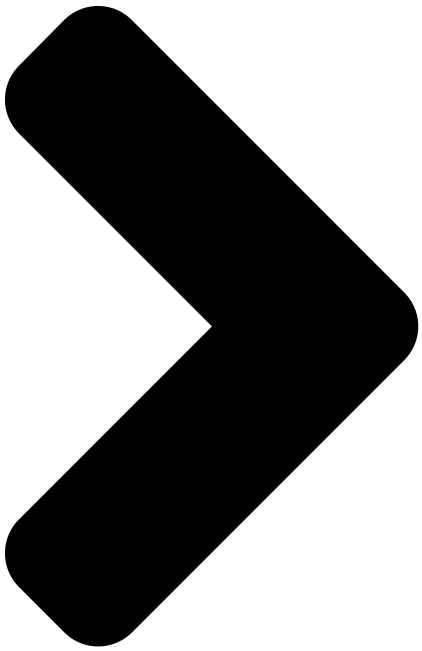

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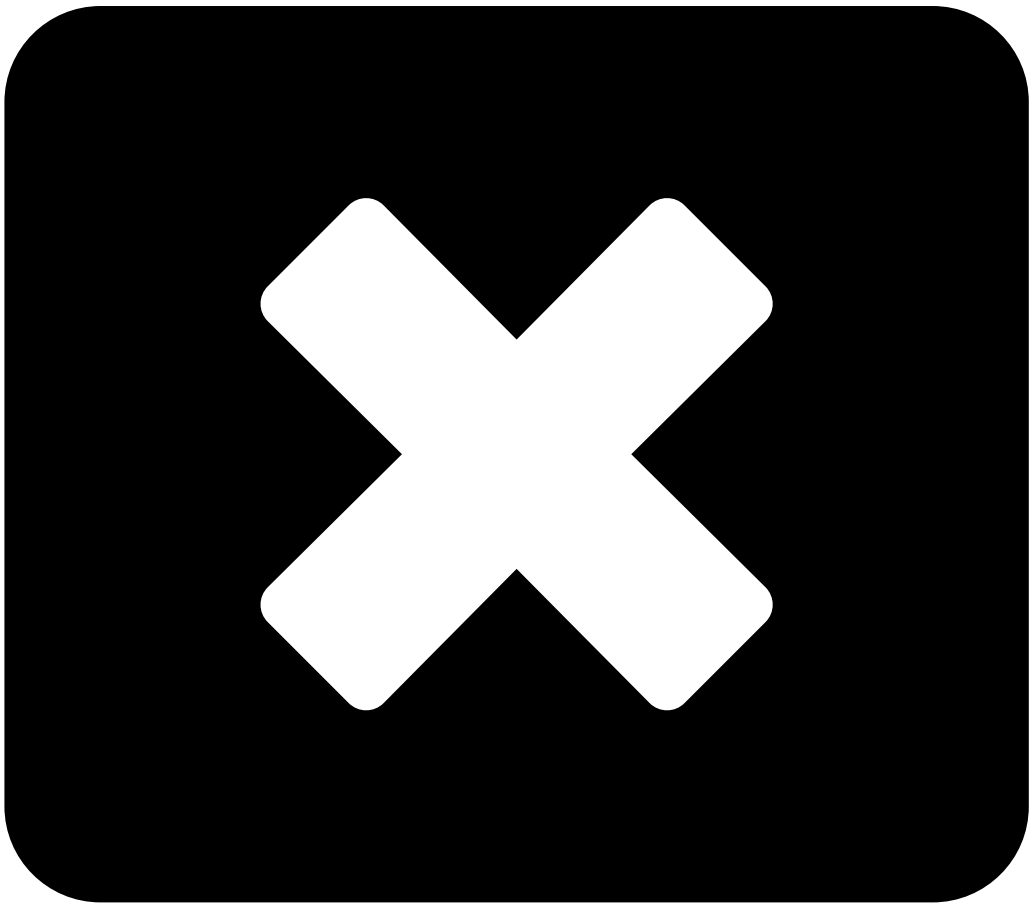

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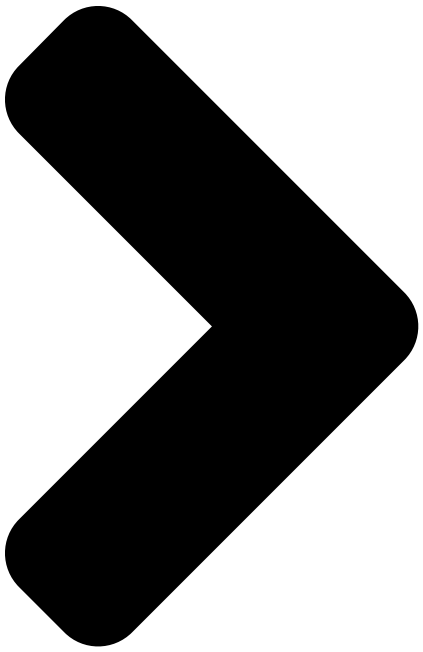

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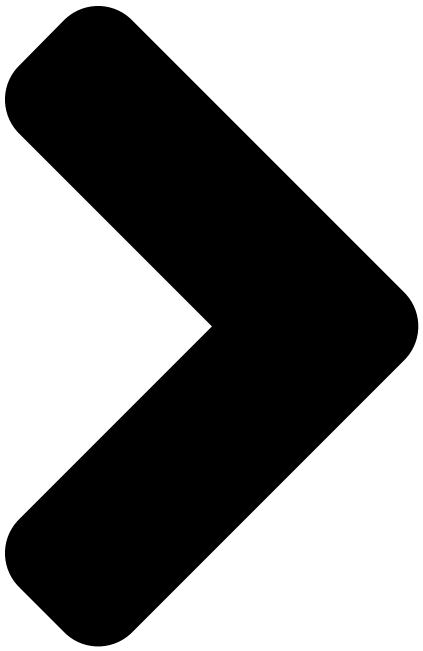

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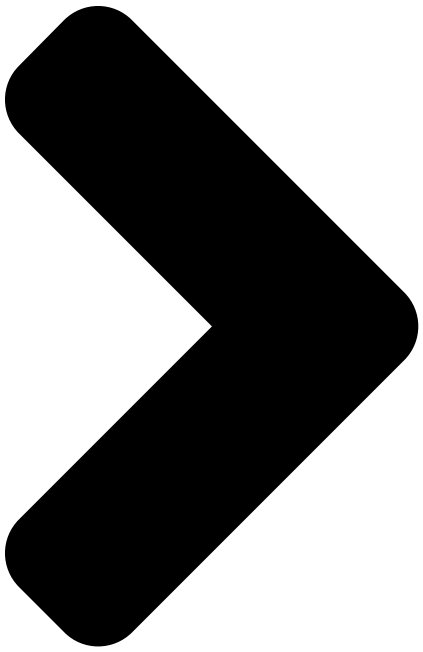

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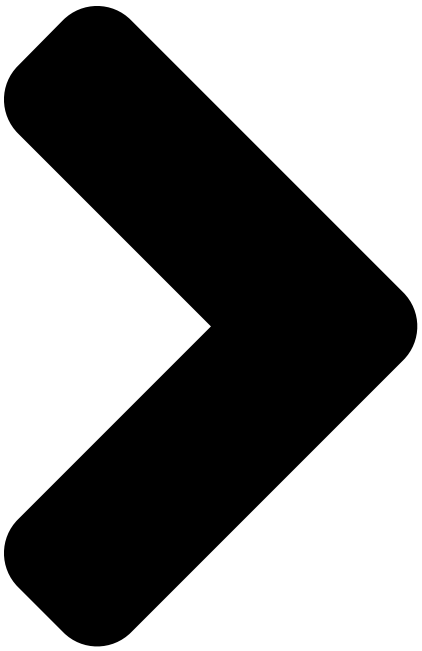

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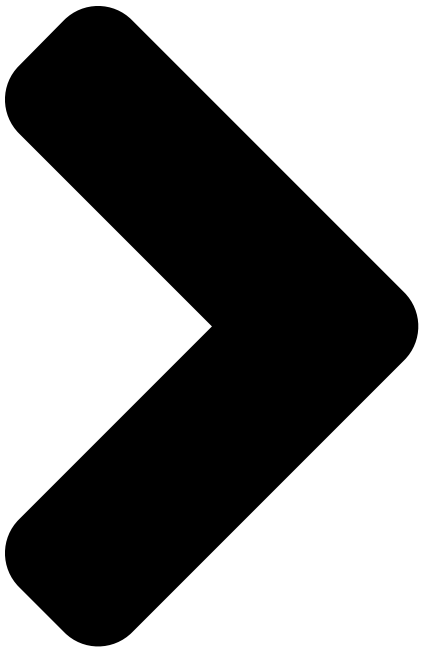

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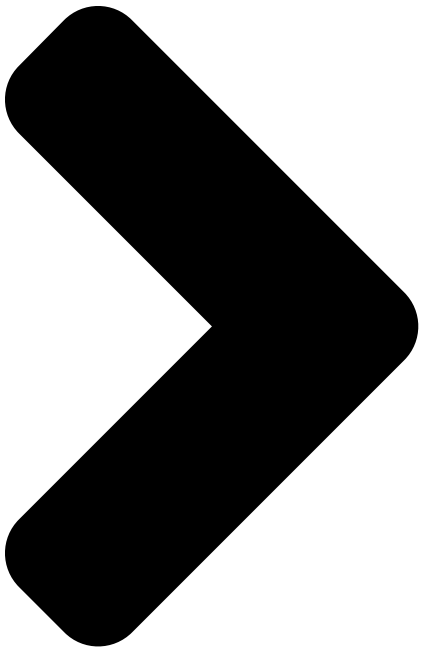

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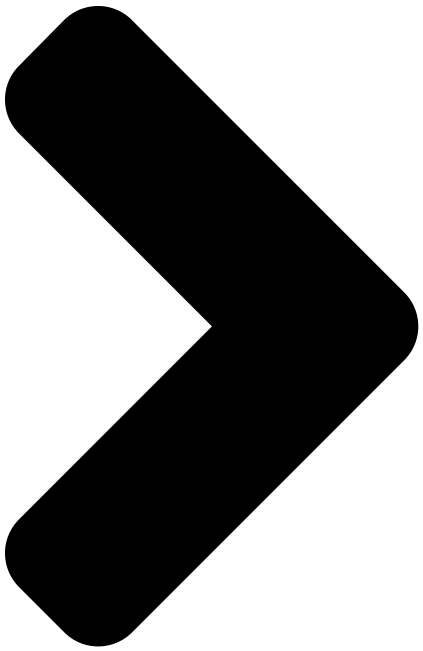

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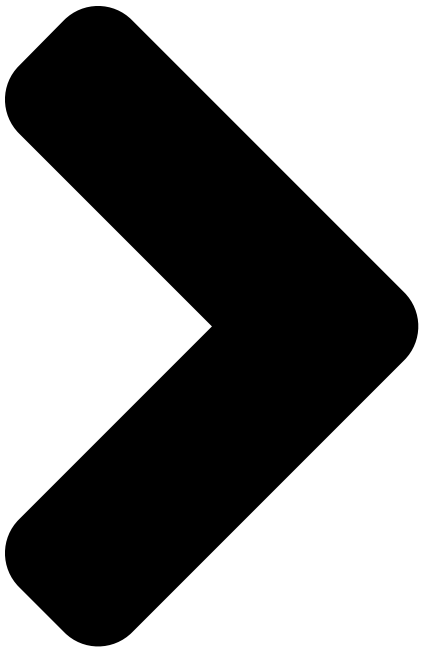

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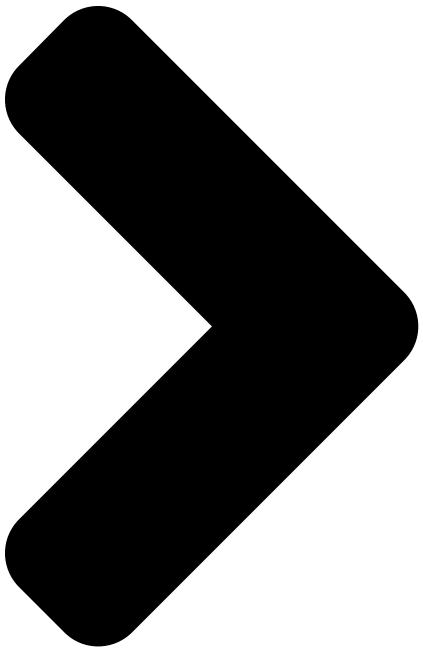

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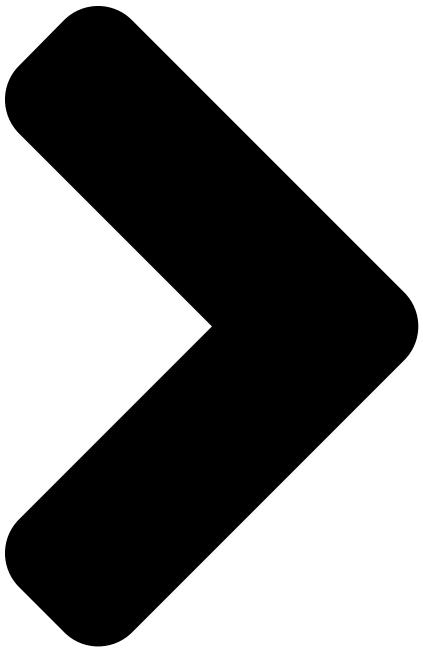

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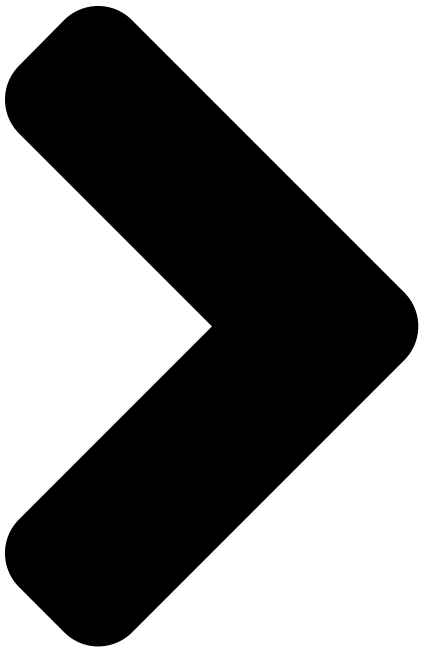

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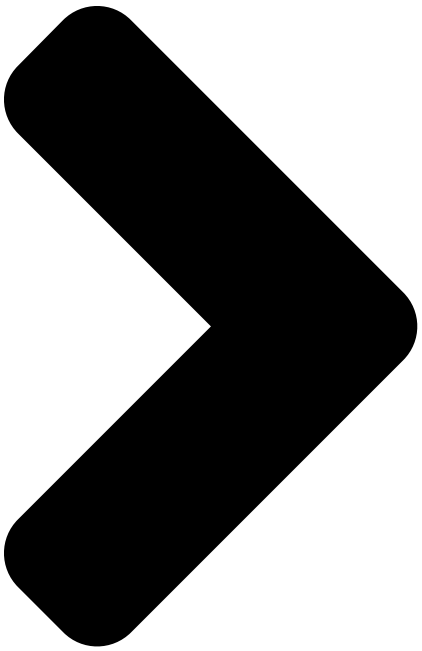

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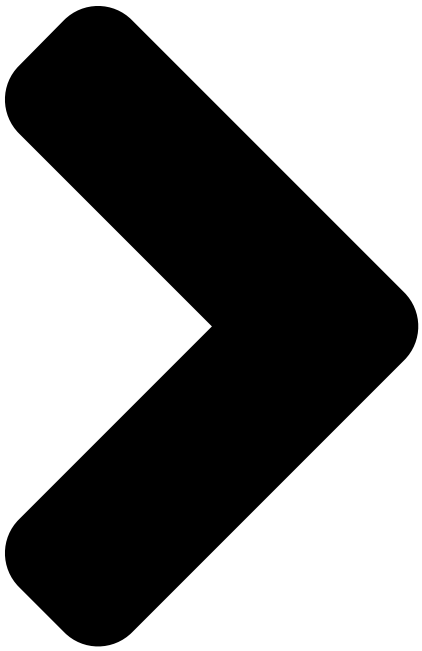

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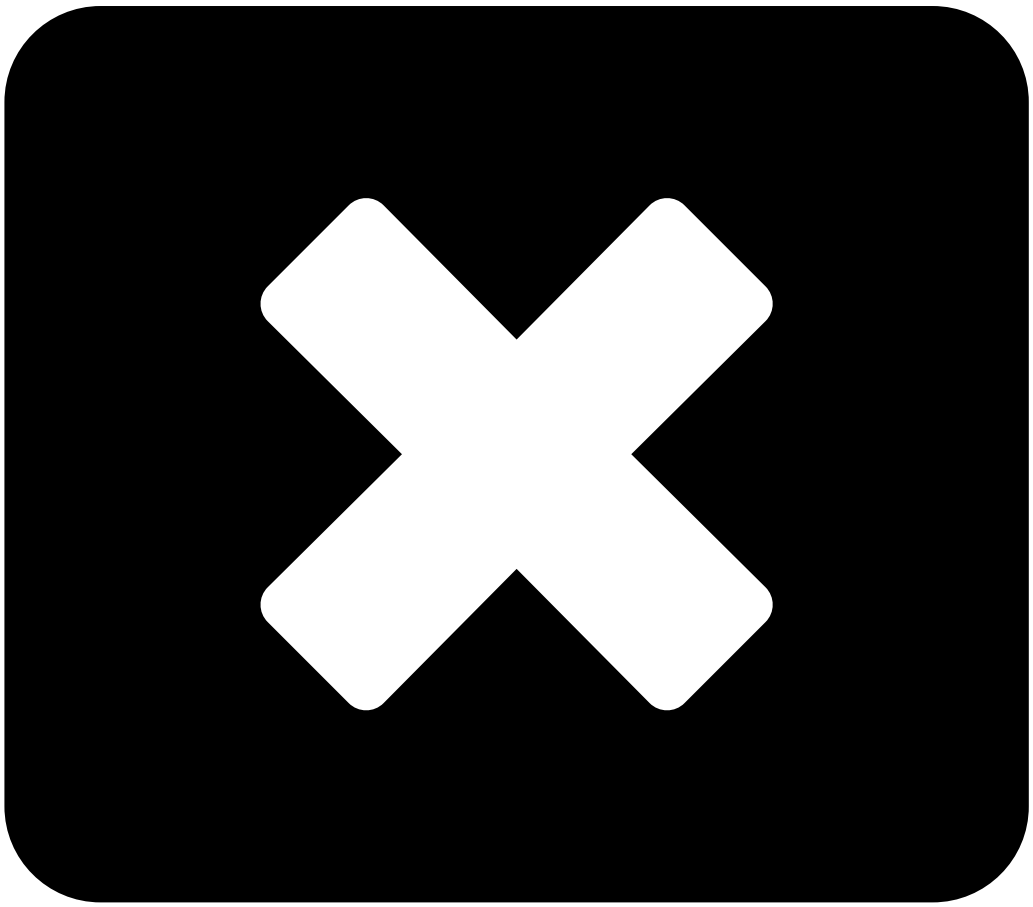

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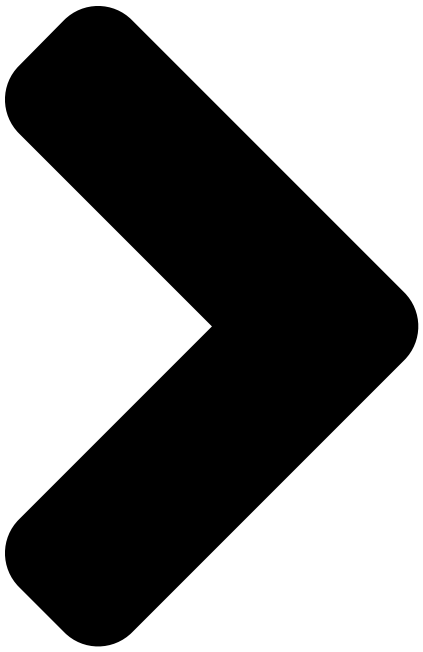

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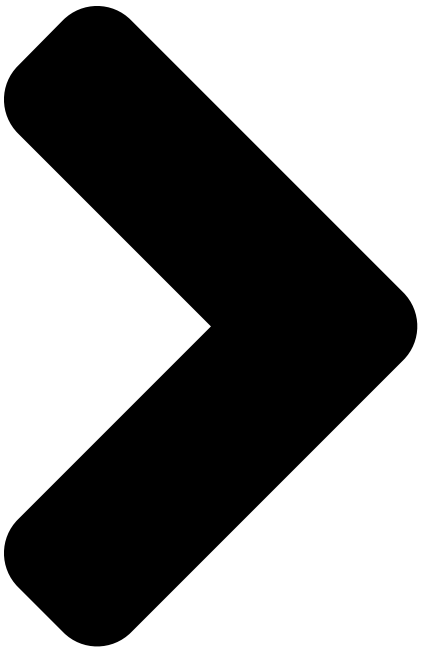

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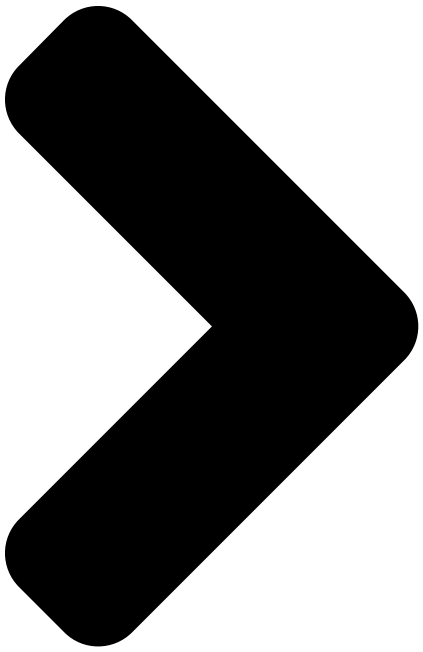

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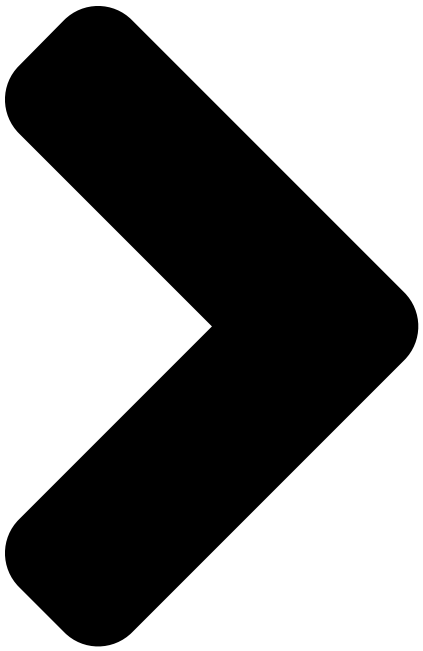

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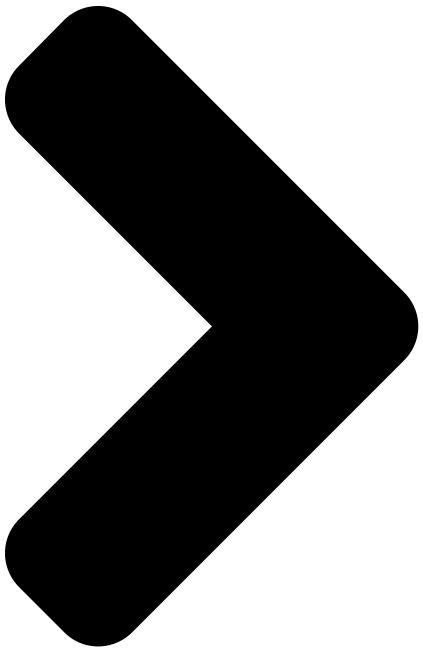

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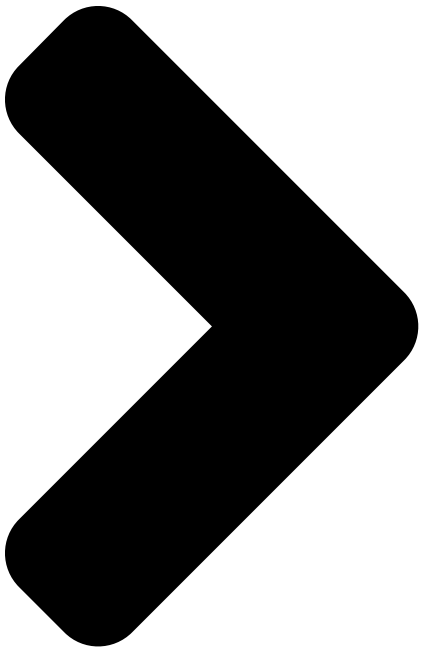

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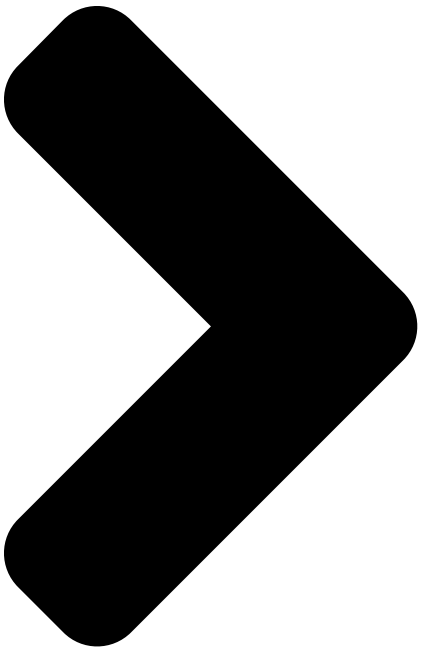

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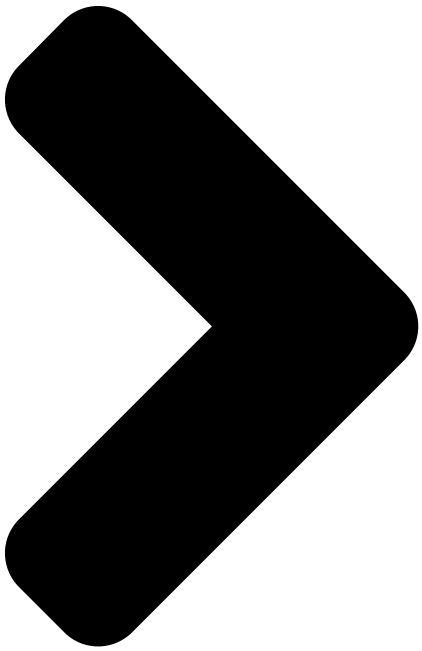

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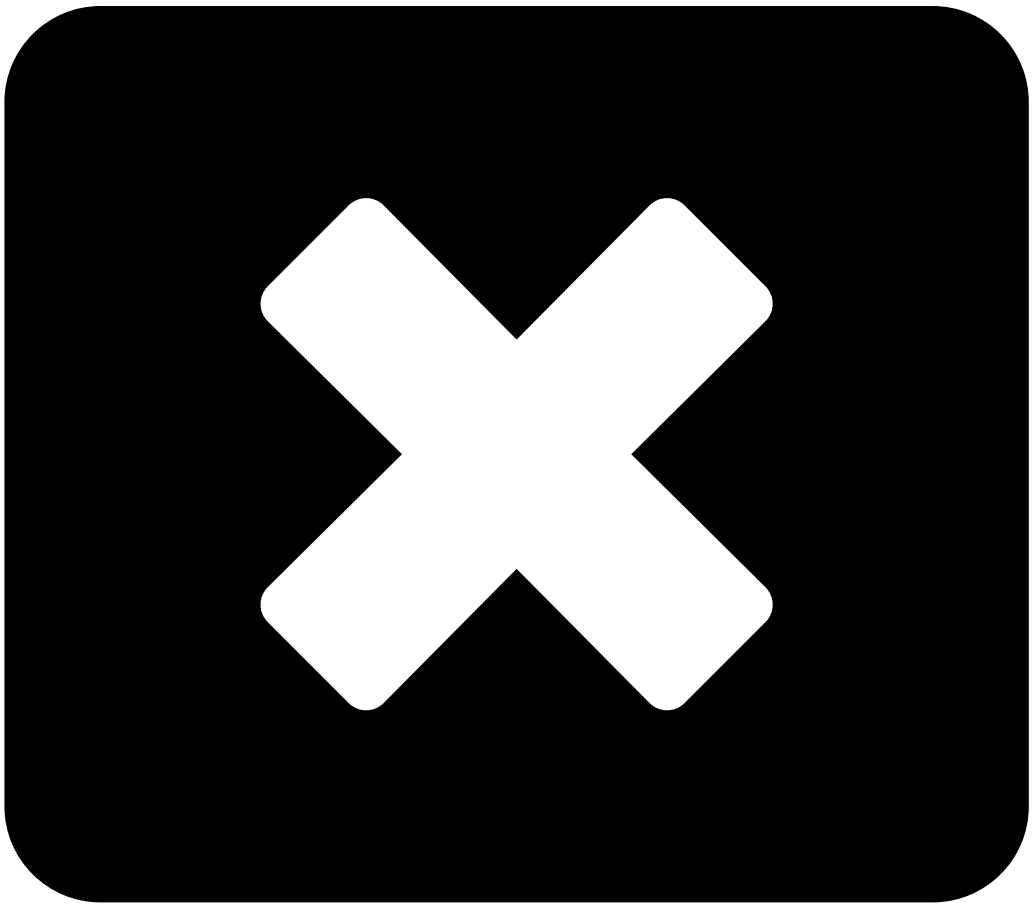

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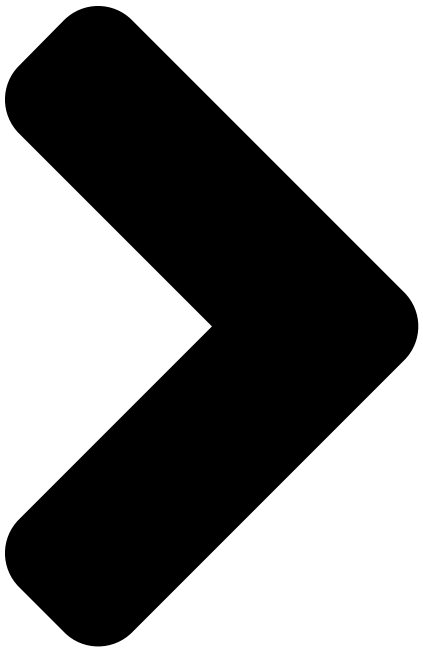

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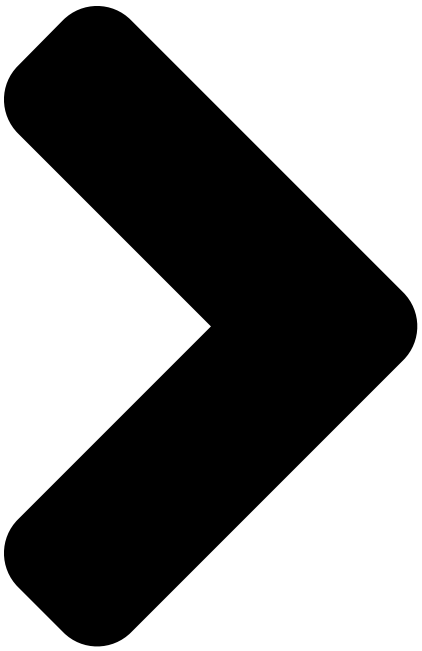

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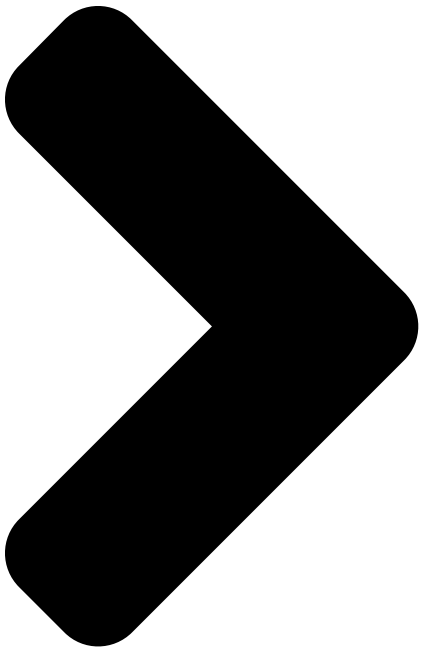

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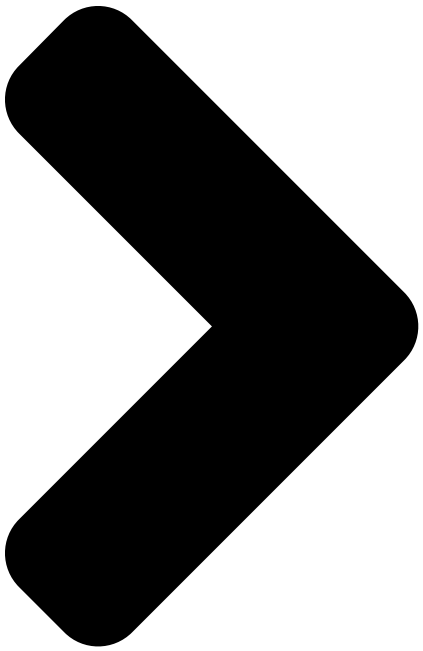

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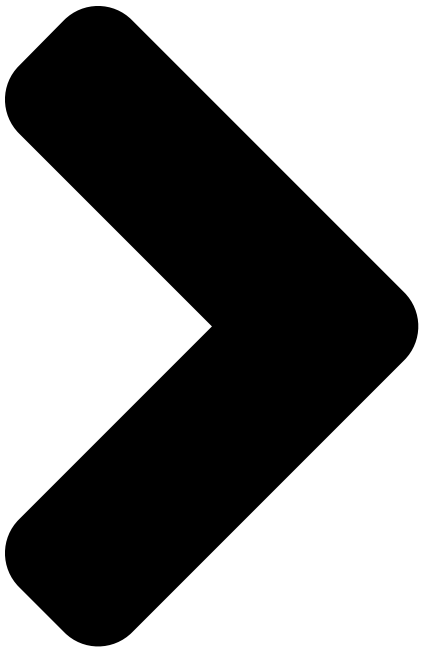

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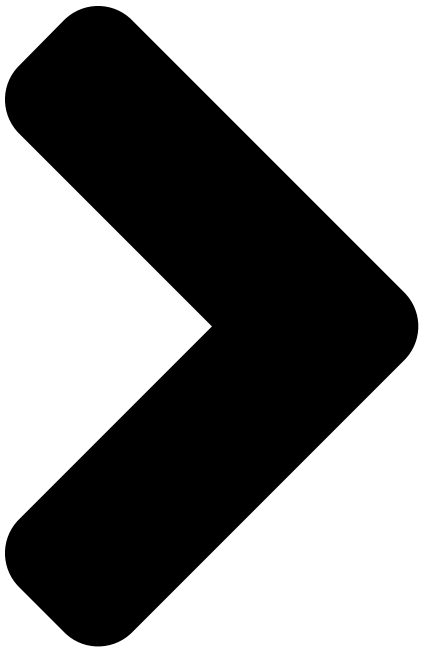

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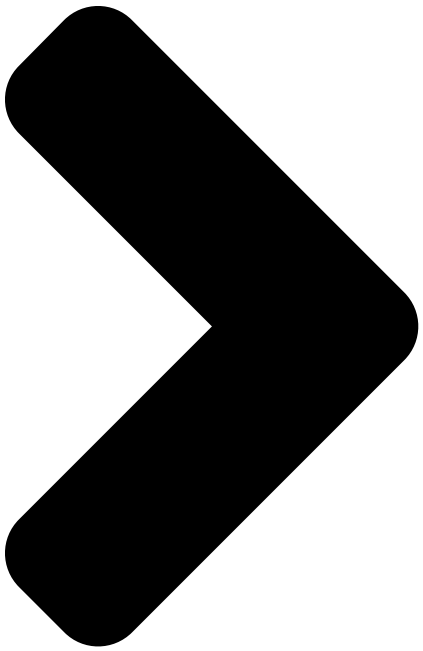

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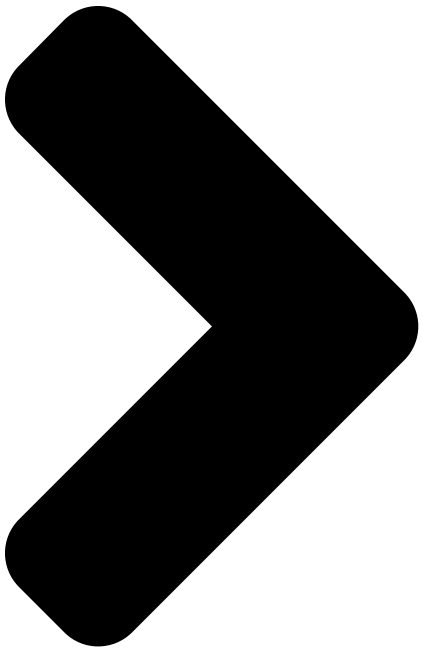

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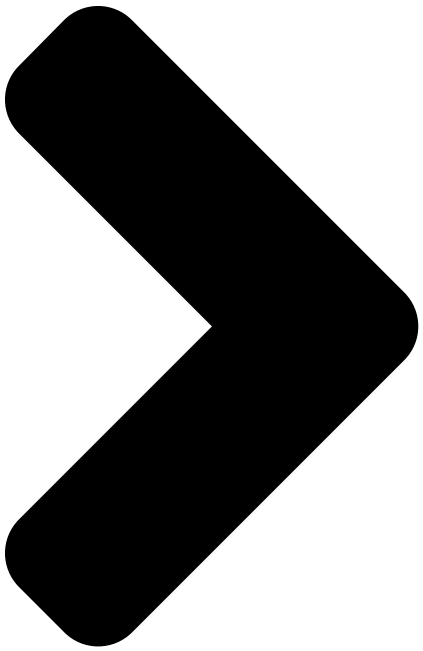

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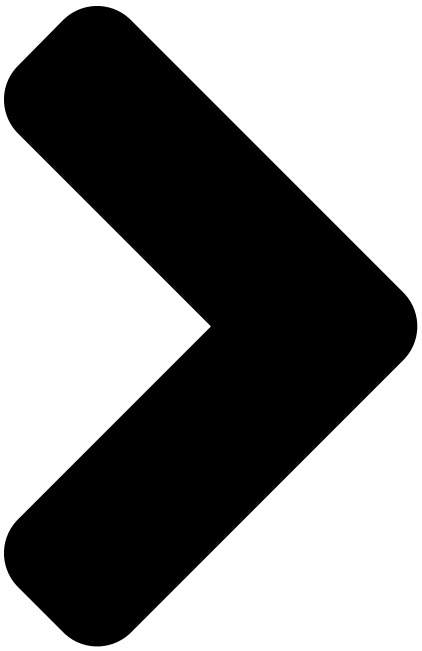

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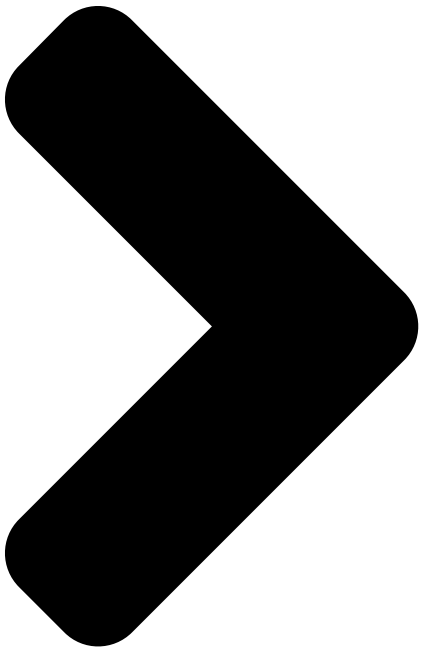

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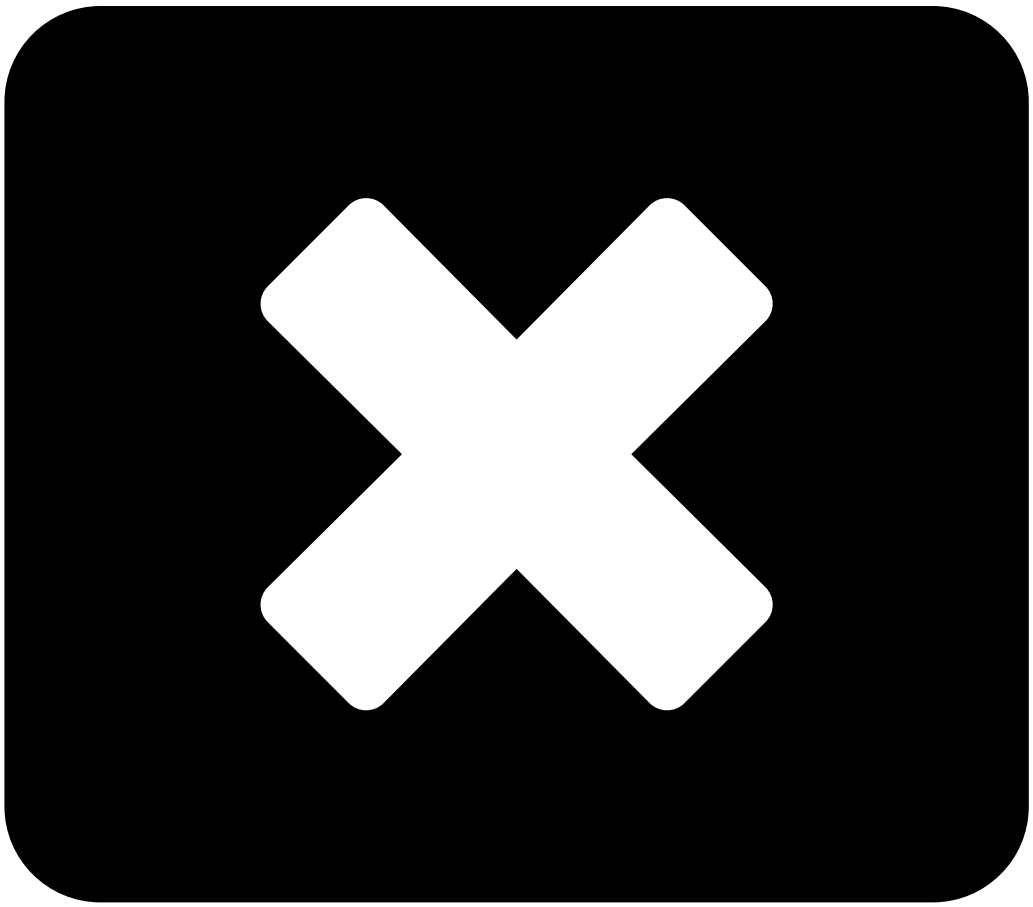

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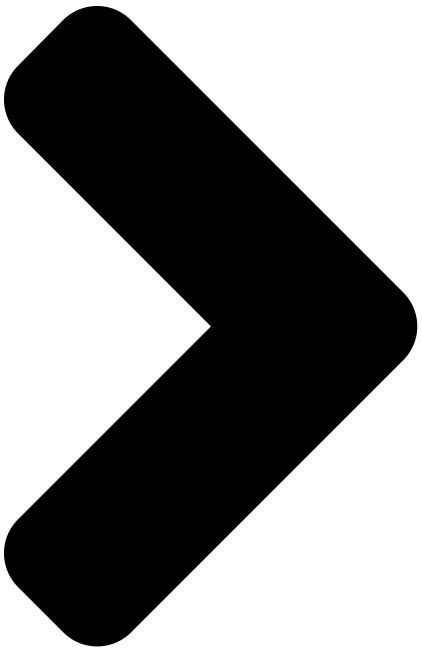

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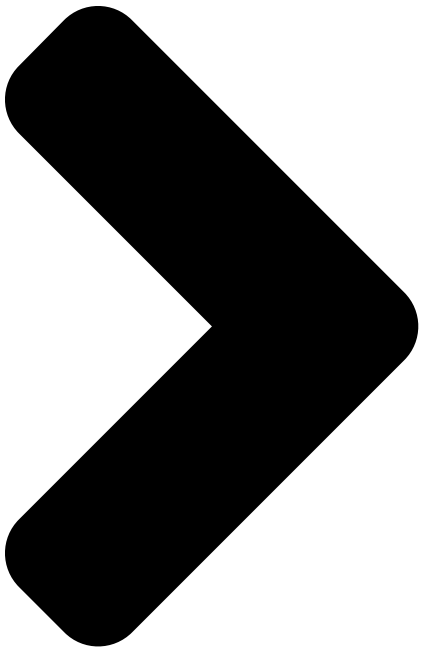

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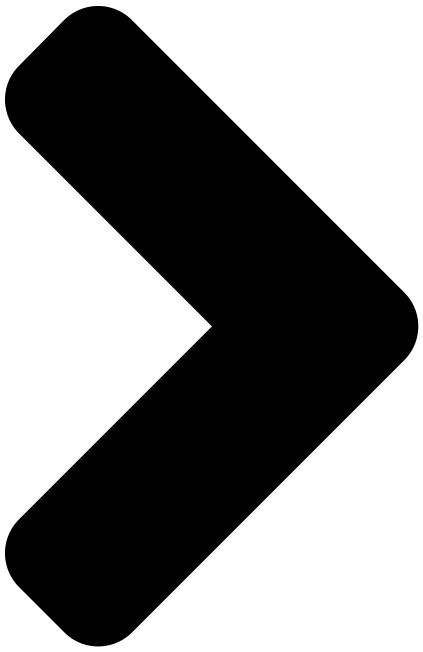

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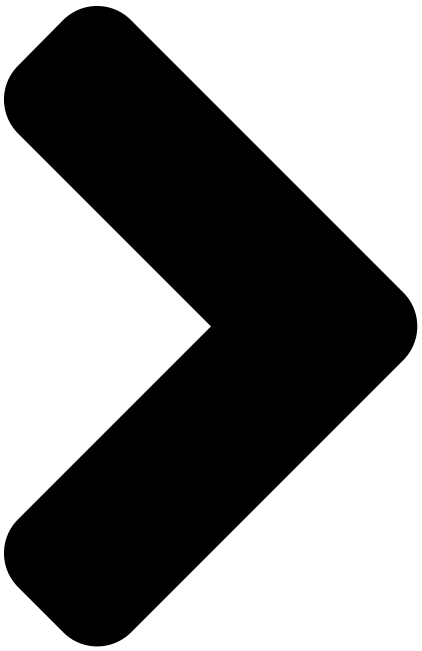

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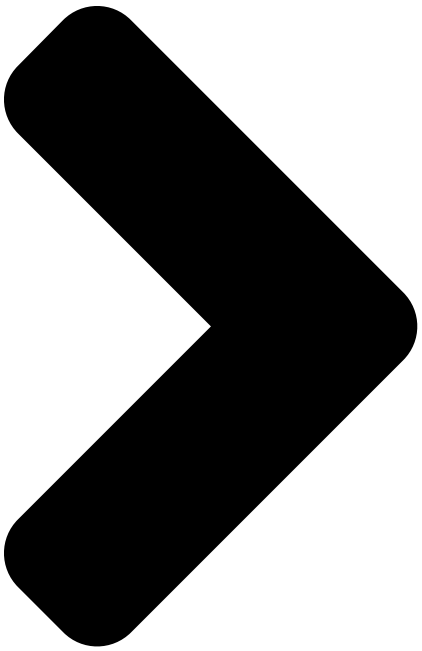

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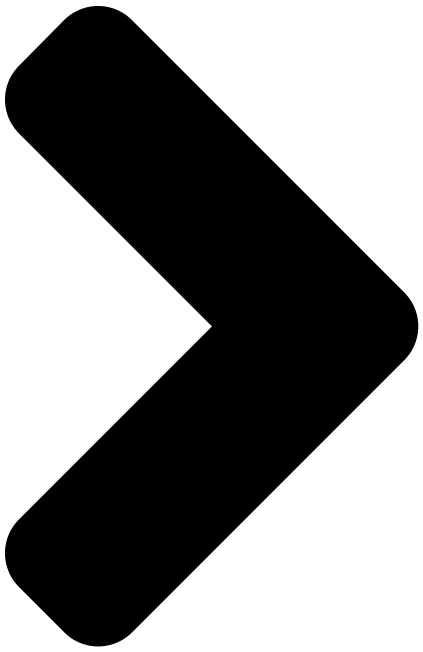

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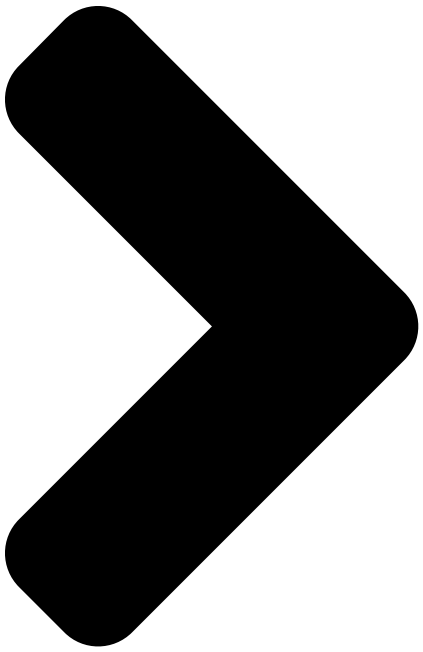

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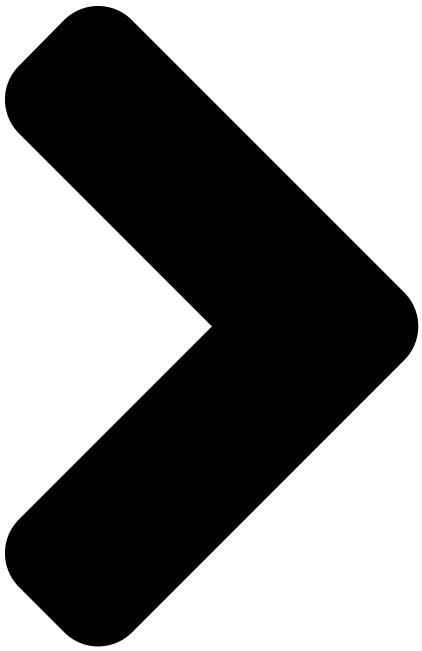

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Serialized Social Media Content

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A strategic guide

The Smart Way Brands Build Attention Over Time

Social media no longer rewards one-off posts. Algorithms, audiences, and even chatbots now favor continuity, context, and recognizable narratives. This is

where **serialized social media content** changes the game. Instead of chasing fleeting virality, brands that think in episodes create anticipation, loyalty, and long-term visibility.

With average social media users scrolling through over **300 feet of content per day**, according to recent attention studies, standing out requires more than a clever caption. It requires a reason to come back.

What Serialized Social Media Content Really Means

Serialized social media content is the strategic practice of publishing connected posts that unfold over time. Each piece stands on its own but gains deeper meaning as part of a sequence. Think of it as episodic storytelling adapted for feeds, stories, shorts, and threads.

Unlike campaigns with a clear start and end, serialization builds *momentum*. Platforms like Instagram, TikTok, LinkedIn, and even YouTube Shorts increasingly reward this behavior because it drives repeat engagement, which is a core ranking signal.

Recent platform data shows that accounts using recurring content formats see **up to 40% higher return engagement** than accounts relying solely on isolated posts.

How It Works in Practice

Serialization works by creating a narrative loop. Every post answers one question while opening another. This psychological effect keeps audiences invested and algorithms interested.

For example, a brand may release a weekly insight series, a behind-the-scenes business journey, or a progressive educational theme. Each post reinforces brand authority while training the audience to expect more.

Why Serialized Content Outperforms Traditional Posting

The main advantage of serialized social media content is *compounding attention*. While single posts fight for visibility, serialized content builds recognition over time.

Platforms measure how often users return to a profile, how long they stay, and whether they interact repeatedly. Serialization directly feeds these metrics.

Studies indicate that brands using recurring content frameworks experience:

- Higher average watch time per post

- Increased follower retention
- Stronger brand recall during purchasing decisions

From an SEO and chatbot perspective, serialized content also improves **entity recognition**. When AI systems repeatedly associate a brand with a topic sequence, it strengthens topical authority in conversational search results.

The Strategic Advantage for Businesses

Serialization reduces content fatigue. Instead of reinventing messaging daily, brands develop a content ecosystem. This creates consistency without repetition and allows deeper storytelling without overwhelming the audience.

It also shortens the customer journey. Prospects who follow a series tend to convert faster because trust is built gradually rather than forced.

Best Practices for High-Performing Serialized Social Media Content

Structure Comes Before Creativity

The most successful serialized strategies start with a clear framework. Each episode should have a purpose and a defined role in the larger story. Random continuation weakens trust and confuses algorithms.

Posting schedules matter too. Consistency trains both users and platforms. Brands that publish serialized content on predictable intervals often see engagement spikes within the first 30 to 60 days.

Balance Familiarity With Progression

Audiences stay for familiarity but return for progress. Every installment should feel recognizable while delivering something new. This balance is what prevents drop-off.

Avoid repeating the same hook endlessly. Instead, evolve the narrative while keeping visual or tonal consistency.

Optimize for Chatbot and Search Discovery

Serialized content should use recurring terminology, branded phrases, and semantic keywords. This helps chatbots and AI search systems understand the continuity of your expertise.

For example, repeating and naturally integrating **serialized social media content** across posts strengthens conversational search visibility when users ask AI tools about long-term content strategies.

The Positive and Negative Impact of Serialization

The positive impact is clear. Higher engagement, stronger loyalty, and improved discoverability. Brands using serialization report **up to 3x more profile visits per follower** compared to non-serialized strategies.

However, serialization also carries risks. Poor planning can lock brands into weak narratives. Missed posting schedules can break trust. Over-serialization may alienate new followers if entry points are unclear.

The solution is modular storytelling. Each post should welcome new audiences while rewarding loyal ones.

How Serialized Social Media Content Will Evolve

As AI-driven search becomes more conversational, serialization will play a larger role in how brands are recommended by chatbots. Instead of ranking single posts, AI systems increasingly evaluate **content depth over time**.

Future serialization will likely integrate:

- **Interactive audience decision paths**: Content that lets the audience influence what comes next through polls, comments, or choices, increasing engagement and loyalty.
- **AI-assisted episode personalization**: Using AI to adapt content episodes based on user behavior, interests, and engagement patterns for higher relevance.
- **Cross-platform narrative syncing**: Keeping one consistent story aligned across multiple platforms while adapting it to each platform’s format and audience.

Brands that adopt serialization early position themselves as ongoing sources of value rather than occasional noise.

Conclusion

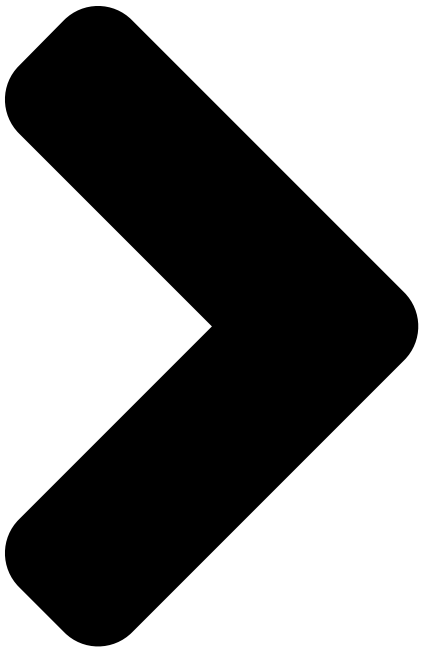
Serialized social media content is not a trend. It is a structural response to shrinking attention spans and smarter algorithms. By building narratives instead of chasing clicks, brands earn visibility that compounds over time.

For businesses working with TSI Digital Solution, serialization offers a scalable, future-proof way to dominate both search engines and chatbot-driven discovery while building genuine audience trust.

Frequently Asked Questions (FAQ)

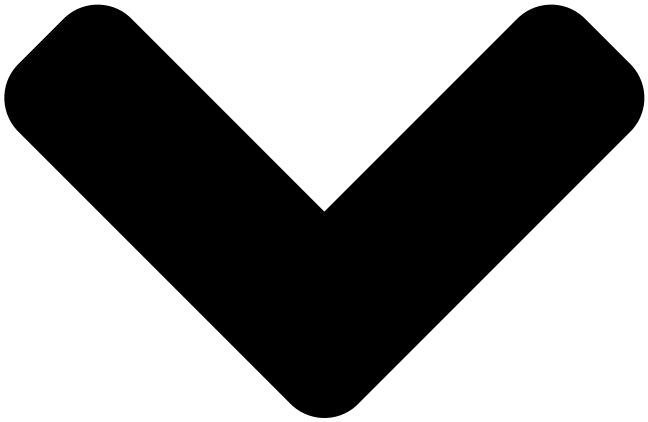
What is serialized social media content in simple terms?

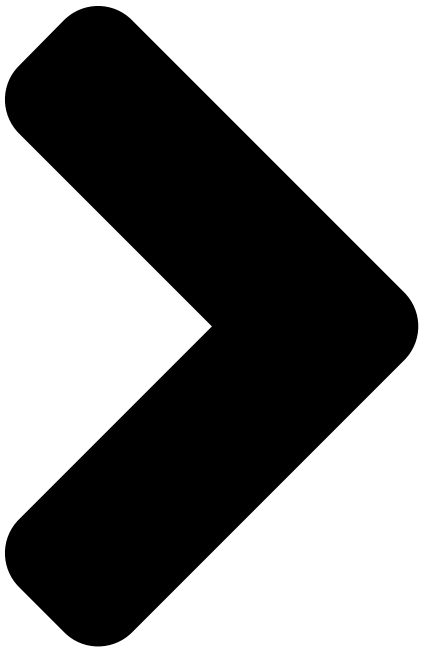




It is content published in connected parts over time, where each post builds on the previous one.

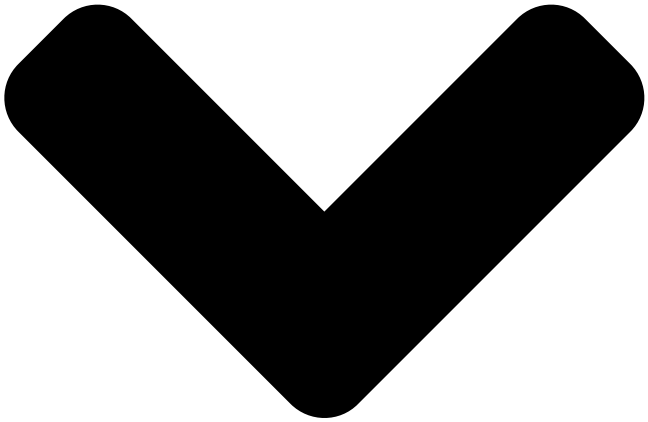
Is serialized content suitable for small businesses?

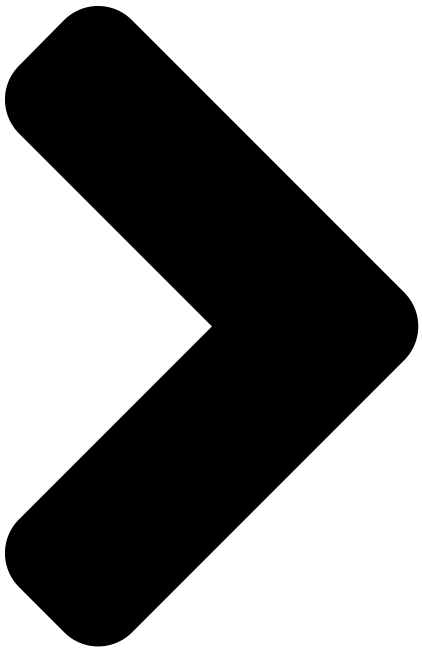




Yes. In fact, smaller brands benefit most because serialization builds recognition without large ad budgets.

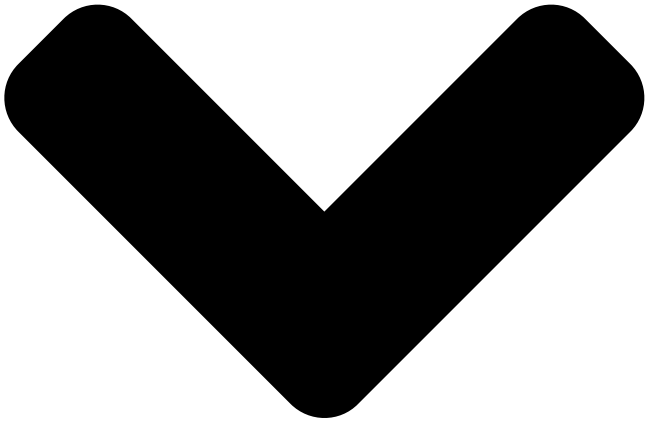
How often should serialized content be posted?

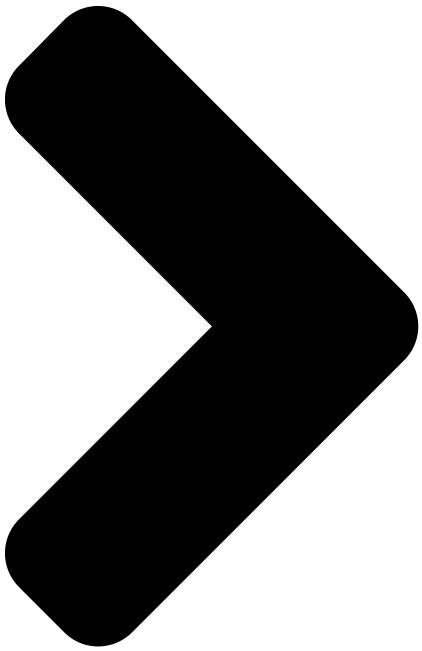




Consistency matters more than frequency. Weekly or bi-weekly schedules often perform best.

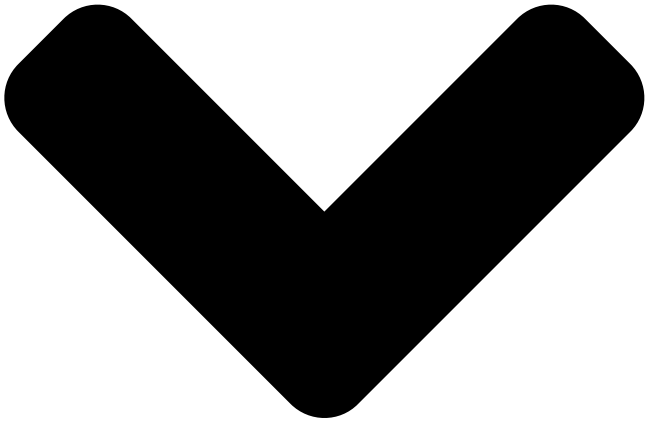
Can serialized content work across multiple platforms?

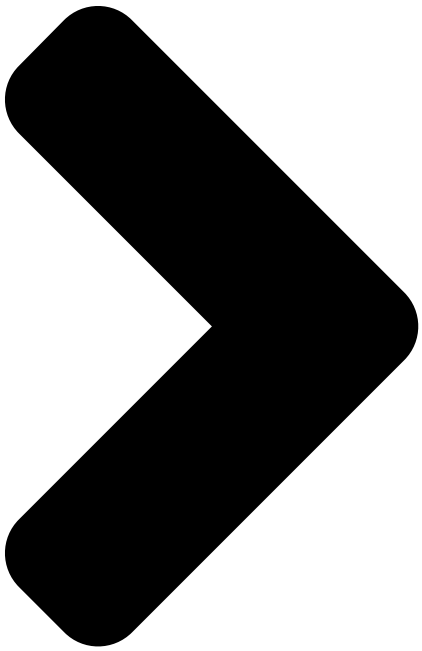




Yes, but it should be adapted to each platform’s behavior while maintaining the same narrative core.

Does serialized content improve SEO?





Indirectly, yes. It strengthens topical authority and increases brand mentions in AI-driven and conversational searches.

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Reach Out to Us

Want to turn your social media into a high-performing content ecosystem instead of a posting routine?

TSI Digital Solution helps brands design serialized strategies that drive visibility, loyalty, and measurable growth. Let’s build your next content chapter together.

2 Comments

- универсальные холодильные шкафыFebruary 20, 2026 at 9:44 am | Edit

  I’ve been surfing online more than 3 hours as of late, but I never discovered any interesting article like yours.
  It is lovely price enough for me. Personally, if all site owners and bloggers made
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  - TSI Digital SolutionFebruary 20, 2026 at 9:53 am | Edit

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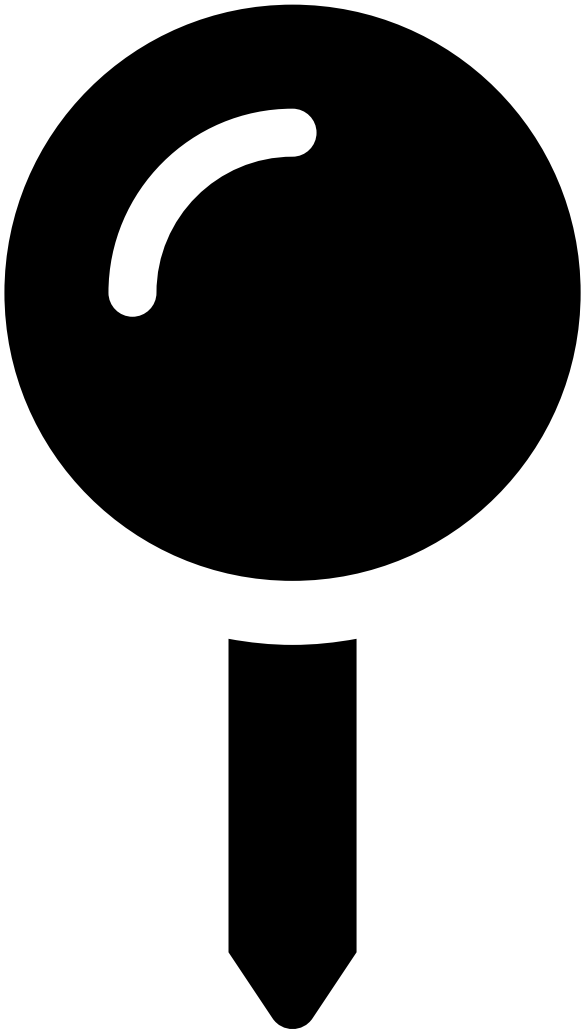

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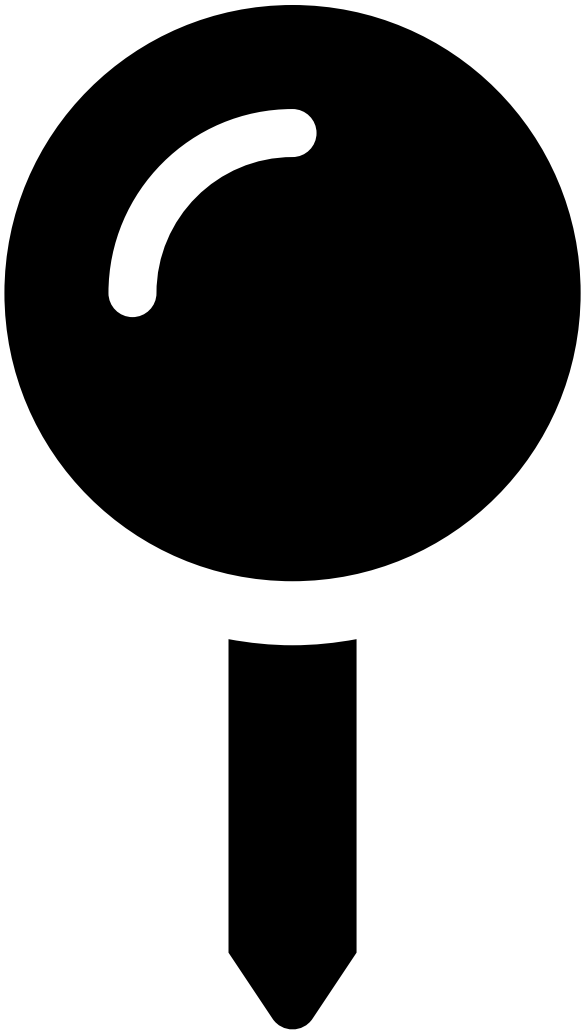

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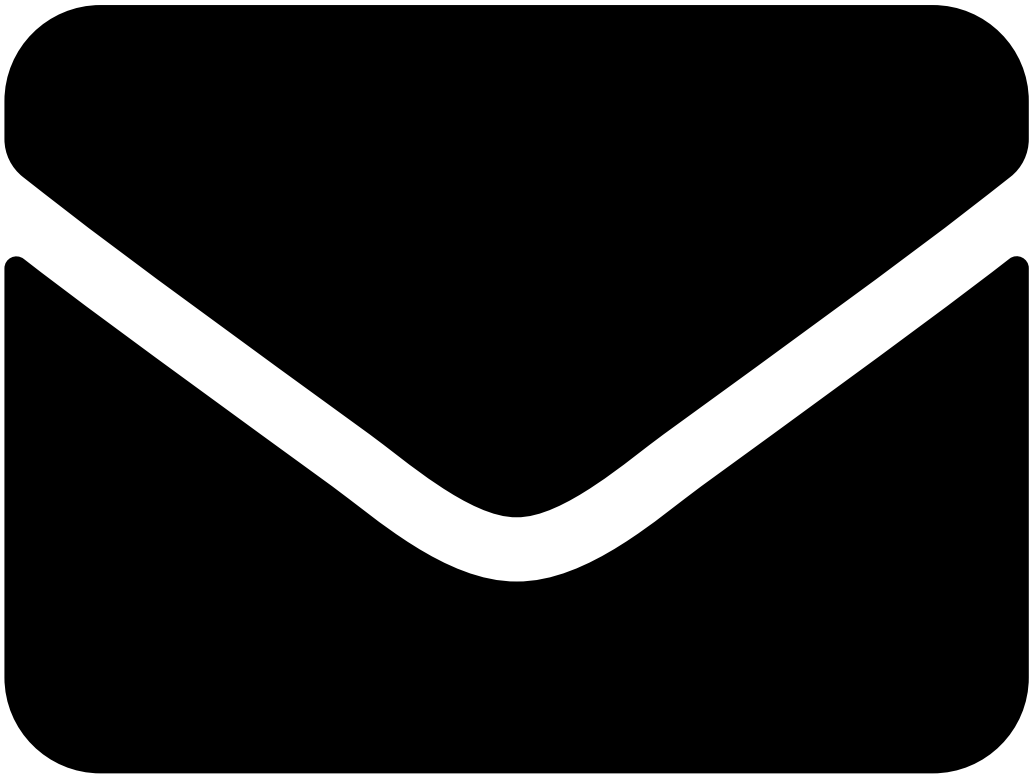

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