

# CLIPFOX CLIPPING STANDARD OPERATING PROCEDURE

Content Multiplication & Distribution at Scale

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## 01 — BUSINESS OVERVIEW

# Business Overview

Clipfox Clipping (CC) is the distribution and short-form content wing of Clipfox, operating under clipfox.cc. CC helps businesses and personal brands maximise their content reach by repurposing a single long-form asset into high-quality short-form clips, then distributing them systematically across multiple owned accounts on multiple platforms — at scale, every single day.

## Core Promise

One piece of content. Three clips per day. Multiple accounts. Three platforms. Maximum distribution. We don't just edit — we build and operate an owned media network in your name.

## What Makes CC Different

- **Owned Infrastructure** Every account is created under the client's brand and handed over fully on exit. We build your asset, not ours.
- **Niche Fluency** We specialise in business, tech, and AI content — we know what a strong insight sounds like in your vertical.
- **Batch + Rotate Model** We produce clips in advance, build a buffer, and rotate them through accounts with per-account variation. No scrambling. No repeats.
- **Anti-Detection Built In** Every account operates on a separate browser profile and IP. Every clip gets a unique variation pass. Platform bans are prevented by design, not luck.
- **Editorial + Machine Speed** ClipHarvest, CaptionForge, and ReframeKit power our pipeline. Human editors make the final calls.

## 02 — SERVICE MODEL

## The CC Service Model

### How It Works

The client provides long-form content (podcast episode, keynote, livestream, or recorded talk). We extract the 3 strongest moments per day, edit them into platform-optimised short-form clips, generate per-account variations, and distribute them across a network of client-owned accounts on 3 platforms of their choice — every single day.

### Platform Options

Client selects any 3 from the following 5 platforms:

PLATFORM	FORMAT	CONTENT TYPE	IDEAL FOR
Instagram	Reels (9:16)	Hooks, quotes, insights	Personal brands, coaches
TikTok	TikTok Video (9:16)	Trend-aware, fast hooks	AI/tech audiences, Gen Z
YouTube	Shorts (9:16)	Searchable, evergreen	Podcasters, educators
Facebook	Facebook Reels (9:16)	Broad reach, shares	Business / B2B audiences
LinkedIn	Native Video (9:16)	Thought leadership	Founders, speakers

### Account Structure

One Profile = 1 account on each of the client's 3 chosen platforms. Accounts are created, branded, warmed up, and managed by Clipfox Clipping. All accounts are under the client's ownership at all times — Clipfox operates them as manager, not owner.

## 03 — SERVICE TIERS &amp; PRICING

## Service Tiers & Pricing

### Monthly Retainer — International (USD)

All tiers produce 3 master clips per day. Platform selection is flexible (any 3 of 5).

TIER	ACCTS / PLATFORM	TOTAL ACCOUNTS	PLATFORMS	MONTHLY BASE	MIN. TERM
Starter	6	18	3 of 5	\$750	3 months
<b>Growth ★</b>	<b>9</b>	<b>27</b>	<b>3 of 5</b>	<b>\$1,350</b>	<b>3 months</b>
Scale	12	36	3 of 5	\$2,400	6 months
Enterprise	Custom	Custom	All 5	Custom	6 months

★ Growth is the flagship recommended tier. All tiers post 3 clips/day.

### Performance Bonus

Every tier includes a performance bonus — payable monthly in arrears, calculated per individual published post per account.

TIER	BONUS / 1M VIEWS	BREAKOUT BONUS (10M+ VIEWS)
Starter	\$130 per 1M views	+25% on views beyond 10M
Growth	\$115 per 1M views	+25% on views beyond 10M
Scale	\$95 per 1M views	+25% on views beyond 10M
Enterprise	Custom	Custom

#### How Bonus Is Counted

Bonus triggers per individual post (per account, per platform). The same master clip posted across 9 accounts on the same platform = 9 separate bonus-eligible posts. Views counted in full-million increments. Invoiced monthly based on verified platform analytics.

## One-Time Setup Fee

TIER	SETUP FEE	COVERS
Starter	\$400	Account creation (18 accts), browser profiles, proxy setup, warm-up mgmt, content library
Growth	\$650	Account creation (27 accts), browser profiles, proxy setup, warm-up mgmt, content library
Scale	\$1,100	Account creation (36 accts), browser profiles, proxy setup, warm-up mgmt, content library

Setup fee invoiced once before the 3-week setup phase begins. Monthly retainer billing starts from Day 1 of live posting (Week 4).

## 04 — THREE-WEEK SETUP PHASE

## Three-Week Setup Phase

No posting happens until the setup phase is complete. This 3-week period exists to build accounts organically, batch-produce the content buffer, configure all technical infrastructure, and ensure zero platform risk on day one.

### 1 Week 1 — Foundation & Production Start

- **Account Creation** All accounts created across all 3 platforms. Handles, bios, profile images, and link-in-bio configured under client branding.
- **Browser Profile Setup** One unique browser profile per account created in GoLogin or AdsPower. Never shared across accounts.
- **IP Isolation** Each account or account cluster assigned a dedicated residential IP/proxy. No two accounts on the same platform share an IP.
- **Client Content Intake** Client delivers minimum 2 long-form pieces (60+ minutes combined). Footage stored in structured project folder.
- **Batch Production Begins** Clippers begin extracting master clips using ClipHarvest. Target: 40–50 master clips banked by end of Week 1.

### 2 Week 2 — Account Warm-Up & Variation Production

- **Account Warm-Up** All accounts begin organic warm-up: following niche accounts, watching content, occasional non-client posts. Platforms must read these as real human-operated channels before daily posting begins.
- **Variation Pass** Each master clip receives per-account variation: unique cover frame, caption/hook copy, hashtags, slight trim adjustment. No two accounts ever receive an identical file.
- **Content Library Build** All variation files organised: Client / Clip Number / Account / Platform. Naming convention enforced strictly.
- **Scheduler Load** First 14 days of content loaded into scheduling tool (Metricool or Vista Social). Posts timed and staggered — no two accounts on the same platform post within 30 minutes of each other.

### 3 Week 3 — QA, Briefing & Go-Live Prep

- **Full QA Pass** Operations Lead reviews every scheduled post: captions readable, aspect ratios correct, cover frames varied, posting times staggered, no duplicate files across same-platform accounts.
- **Client Dashboard Setup** Client given access to dashboard. Tracking sheet linked. Reporting cadence explained.
- **Client Briefing** Onboarding call: content delivery SLA, how to submit footage, what to expect in weekly/monthly reports, how bonus is tracked.
- **Buffer Confirmation** Minimum 7-day content buffer confirmed loaded before go-live is authorised.
- **Go-Live Authorisation** Operations Lead signs off. Live posting begins Day 1 of Week 4.

#### ■ IMPORTANT

The 7-day buffer rule is non-negotiable. If the scheduler ever drops below 7 days of queued posts, the Operations Lead must immediately escalate to the client for new long-form content. Clipfox is never liable for posting gaps caused by late client delivery.

## 05 — ONGOING PRODUCTION LOOP

## Ongoing Production Loop

### 01 Client Delivers Long-Form

Client uploads raw footage or episode to the shared project folder by the agreed cut-off. Minimum 60 minutes per delivery to sustain the 3-clips/day cadence.

### 02 Clipper Sources Master Clips

Lead Clipper runs content through ClipHarvest (Groq + Whisper) to identify highest-value moments: hooks, insights, stories, quotable segments. 3 best moments selected as master clips.

### 03 Post-Production

Each master clip edited: hook-first cut, CaptionForge subtitles, ReframeKit 9:16 reframe, b-roll/zooms/pacing. Platform-ready export. Masters stored in content library.

### 04 Variation Pass

Account Clippers apply per-account variation: unique cover frame, unique caption + hook copy, unique hashtags, minor trim-point adjustment. Every file is unique before entering the scheduler.

### 05 QA Check

Operations Lead spot-checks the batch: no duplicate files on same-platform accounts, captions correct, branding consistent, posting times staggered. Nothing publishes without QA clearance.

### 06 Load & Schedule

All variation files loaded into the scheduling tool. Rotation matrix applied (see Section 06). Posts go live automatically on the staggered schedule.

### 07 Analytics Pull (T+24 hrs)

24 hours after each post goes live, analytics pulled via scheduler API into the tracking sheet: views, reach, watch time, likes, comments, shares.

### 08 Reporting

Weekly delivery log sent to client. Monthly performance review call. View counts aggregated for bonus invoice.

## Content Delivery Requirements

To sustain 3 master clips/day = ~90 clips/month, the client must deliver sufficient long-form content:

CONTENT LENGTH	CLIPS EXTRACTABLE	DAYS COVERED	MONTHLY REQUIREMENT
30 minutes	10–15 masters	3–5 days	6–9 episodes/month
60 minutes	20–30 masters	7–10 days	3–4 episodes/month
90+ minutes	35–45 masters	12–15 days	2–3 episodes/month

## 06 — CONTENT ROTATION MATRIX

## Content Rotation Matrix

The rotation matrix controls how 3 daily master clips are distributed across multiple accounts without any two accounts on the same platform posting the same clip on the same day. This is the core anti-repetition and anti-detection mechanic.

### Platform-Level Rotation

Each platform receives one unique clip per day, on a 3-day cycle:

DAY	PLATFORM 1	PLATFORM 2	PLATFORM 3
Day 1	Clip A	Clip B	Clip C
Day 2	Clip B	Clip C	Clip A
Day 3	Clip C	Clip A	Clip B
Day 4	Clip A	Clip B	Clip C
Day 5	Clip B	Clip C	Clip A
Day 6	Clip C	Clip A	Clip B

### Account-Level Rotation (Growth Tier — 9 accounts per platform)

Within each platform, accounts split into 3 clusters. Each cluster gets a different clip — no two accounts post the same content on the same day:

DAY	ACCOUNTS 1–3	ACCOUNTS 4–6	ACCOUNTS 7–9
Day 1	Clip A (+ variation)	Clip B (+ variation)	Clip C (+ variation)
Day 2	Clip B (+ variation)	Clip C (+ variation)	Clip A (+ variation)
Day 3	Clip C (+ variation)	Clip A (+ variation)	Clip B (+ variation)

#### The Variation Rule

Even within the same cluster, every account receives a unique file — different cover frame, caption copy, hashtags, and minor trim point. No two accounts ever upload an identical file. This defeats platform duplicate-content and coordinated-behaviour detection.

### Staggered Posting Times — Example: 9 Instagram Accounts

ACCOUNT	POST TIME	CLUSTER	CLIP
IG Account 1	7:00 AM	Cluster 1	Clip A

IG Account 2	7:30 AM	Cluster 1	Clip A
IG Account 3	8:00 AM	Cluster 1	Clip A
IG Account 4	9:00 AM	Cluster 2	Clip B
IG Account 5	9:30 AM	Cluster 2	Clip B
IG Account 6	10:00 AM	Cluster 2	Clip B
IG Account 7	12:00 PM	Cluster 3	Clip C
IG Account 8	12:30 PM	Cluster 3	Clip C
IG Account 9	1:00 PM	Cluster 3	Clip C

## 07 — TEAM STRUCTURE &amp; ROLES

## Team Structure & Roles

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### Operations Lead

- Primary point of contact for the client
- Authorises go-live and signs off QA
- Tracks buffer levels and escalates content requests
- Compiles weekly and monthly performance reports
- Manages the centralised tracking sheet and client dashboard
- Calculates and prepares monthly bonus invoices

### Lead Clipper

- Ingests client long-form content on delivery
- Runs ClipHarvest pipeline to identify viral moments
- Selects and edits 3 master clips per content drop
- Applies CaptionForge subtitles and ReframeKit 9:16 reframe
- Produces final master files stored in the content library
- Briefs Account Clippers on clip context and variation guidelines

### Account Clipper A (Platform 1 + Platform 2)

- Receives master clips from Lead Clipper
- Applies per-account variation: cover frame, caption copy, hashtags, trim point
- Loads variation files into scheduling tool per account
- Executes staggered posting schedule for assigned accounts
- Submits upload report after every post
- Pulls and logs 24-hour analytics for assigned accounts

### Account Clipper B (Platform 3)

- Same responsibilities as Account Clipper A for assigned platform
- Ensures no posting times overlap with Clipper A on shared days
- Reports to Operations Lead on delivery and performance

## Staffing Per Client Tier

TIER	OPS LEAD	LEAD CLIPPER	ACCOUNT CLIPPERS	TOTAL TEAM
Starter (18 accts)	1 (shared)	1 (shared)	2 (9 accts each)	4
Growth (27 accts)	1 (shared)	1 (shared)	2 (13–14 accts each)	4
Scale (36 accts)	1 (shared)	1 (dedicated)	2 (18 accts each)	4
Enterprise	1 (dedicated)	1+ dedicated	Custom	Custom

## 08 — ANTI-DETECTION PROTOCOL

# Anti-Detection Protocol

**■ IMPORTANT**

This is the most operationally critical section of the SOP. Failure to follow these protocols will result in account terminations, shadowbans, or the entire network being flagged as coordinated inauthentic behaviour. No exceptions are permitted.

## Browser Fingerprint Isolation

- Tool: GoLogin or AdsPower — mandatory. Not Chrome incognito. Not separate tabs.
- One unique browser profile per account, no exceptions
- Each profile has its own fingerprint: unique user agent, canvas, WebGL, fonts, timezone
- Profiles never shared between Account Clippers
- Profiles stored and backed up — loss of a profile risks account association

## IP Isolation

- Each account assigned a dedicated residential proxy (not datacenter, not VPN)
- No two accounts on the same platform share the same IP address
- Proxies sourced from reputable residential providers (Brightdata, Oxylabs, or equivalent)
- IP assignment logged in the account registry alongside browser profile ID

## Content Variation — Per-Account Unique Files

- Every file uploaded to any account must be unique — no duplicate MP4s anywhere in the network
- Minimum variation per account: different cover/thumbnail frame, unique caption text, unique hashtag set, minor trim-point adjustment (1–3 seconds)
- Variation pass completed by Account Clipper before any file is loaded into the scheduler
- Operations Lead verifies no identical files appear in the same platform's scheduled queue

## Posting Behaviour

- No two accounts on the same platform post within 30 minutes of each other
- Posting times vary slightly day-to-day ( $\pm 10$ – $15$  min) to avoid robotic pattern detection
- All posting done via scheduling tool API — manual uploads only if API fails
- Account Clipper accesses accounts via browser profile + proxy only — never direct browser

### Account Warm-Up Compliance

- Zero client content posted until full 3-week warm-up is complete
- Warm-up activity logged daily: follows, watch history, profile updates
- New accounts never jump from zero activity to daily posting without warm-up
- Any account that receives a platform warning during warm-up is paused and reviewed before proceeding

## 09 — REPORTING &amp; ANALYTICS

## Reporting & Analytics

### Upload Report — After Every Post

Submitted by the Account Clipper to the internal reporting channel immediately after posting:

- Date
- Platform
- Account Name
- Account URL
- Video Title
- Video Link / Post URL
- Clip Number (from content library)
- Cluster + Rotation Day

### Analytics Report — T+24 Hours

Pulled via scheduler API 24 hours after every post. Logged automatically where API supports it; manually otherwise:

- Views
- Reach / Impressions
- Watch Time (where available)
- Likes
- Comments
- Shares / Reposts
- Follows gained (where trackable)
- Running total views per clip (for bonus calculation)

### Reporting Cadence

REPORT	FREQUENCY	OWNER	RECIPIENT
Upload Report	After every post	Account Clipper	Internal reporting channel
Analytics Log	T+24 hrs per post	Account Clipper	Tracking sheet (auto where possible)
Weekly Delivery Report	Every Monday	Operations Lead	Client
Monthly Performance	Monthly	Operations Lead	Client + review call
Bonus Invoice	Monthly in arrears	Operations Lead	Client (billing)

## 10 — CLIENT DASHBOARD

# Client Dashboard

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Every client receives access to a live dashboard providing complete transparency into the service without requiring frequent update meetings. The dashboard is the single source of truth for both the client and the Clipfox team.

## Daily Content Feed

- Live log of all posts published today
- Platform, account name, post link, clip title
- Posting status: Scheduled / Live / Missed

## Performance Overview

- Aggregate views across all accounts (daily, weekly, monthly)
- Top performing clip of the week and month
- Per-platform view breakdown

## Account Health

- Status of each account: Active / Warming Up / Flagged
- Follower count per account (updated weekly)
- Platform warnings or flags logged

## Bonus Tracker

- Running monthly view count per clip per account
- Current bonus accrued this month
- Historical bonus payouts

## Content Library Status

- Days of buffer remaining in the scheduler
- Clips in production vs. clips ready
- Next expected content delivery date from client

## 11 — CLIENT CONTENT SLA

## Client Content SLA

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Clipfox Clipping's output is entirely dependent on the client's long-form content input. These obligations are contractually binding and must be communicated clearly during onboarding.

### Minimum Monthly Delivery

Client must deliver a minimum of 120 combined minutes of long-form content per month (e.g. 2 x 60-min episodes, or 4 x 30-min sessions) to sustain the 90 clips/month output.

### Delivery Method

All footage uploaded to the designated client project folder in Google Drive or shared storage. No other delivery method accepted.

### Delivery Deadline

New content must be delivered by the agreed weekly cut-off day (typically Monday EOD). Late delivery shifts the posting calendar by the same number of delayed days.

### Content Quality Standard

Footage must be minimum 1080p with clear audio. Clipfox reserves the right to reject footage below minimum quality and request a replacement.

### Delivery Failure Clause

If the client fails to deliver content on time and the buffer drops below 7 days, Clipfox will notify the client immediately. Clipfox is not liable for posting gaps or missed days resulting from late or absent content delivery.

### Posting Pause

If the buffer hits zero and no new content is delivered, posting is paused. The monthly retainer continues to run — paused days are not refunded or rolled over.

## 12 — PERFORMANCE BONUS TRACKING

# Performance Bonus Tracking

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### Bonus Unit

Bonus is calculated per individual published post (per account, per platform). The same master clip posted across 9 accounts on Platform 1 = 9 separate bonus-eligible posts.

### Counting Method

Views counted in full-million increments. A post with 2.4M views = 2x the bonus rate. Views are taken at the monthly billing snapshot date, not at time of posting.

### Breakout Escalator

Any individual post crossing 10M views earns the standard bonus on views up to 10M, then +25% on every million beyond. This is Clipfox's performance incentive.

### Cross-Platform Counting

The same master clip posted on Instagram and TikTok counts separately — different platforms, different audiences, different distribution effort.

### Monthly Invoice

Bonus invoiced monthly in arrears. Operations Lead compiles the bonus report from the tracking sheet and issues a separate bonus invoice alongside the regular retainer.

### View Source

Views sourced from the scheduler's API analytics or native platform analytics. Screenshot evidence required for any post above 1M views for verification.

### Disputed Views

If a client disputes a view count, the platform's own native analytics are the final arbiter.

## 13 — SCALING MODEL

## Scaling Model

Clipfox Clipping scales linearly. Each client is a self-contained unit with dedicated Account Clippers. Adding clients adds staff — the model does not degrade at scale.

CLIENTS	TIER MIX (EXAMPLE)	TOTAL ACCOUNTS	OPS LEADS	LEAD CLIPPERS	ACCOUNT CLIPPERS
1	1x Growth	27	1	1	2
3	3x Growth	81	1	2	6
5	3x Growth + 2x Scale	135	1	3	10
10	Mixed	270+	2	4–5	20

### The CC Unit Model

One Lead Clipper can service 3–4 clients simultaneously (sourcing and cutting masters). Each client always has 2 dedicated Account Clippers. One Operations Lead can oversee up to 5–7 clients before a second is needed.

## 14 — ACCOUNT HANDOVER PROTOCOL

# Account Handover Protocol

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All accounts are client-owned from Day 1. Clipfox Clipping is the operator, not the owner. On contract end — planned or early — a full clean handover is executed within 7–10 business days. This is Clipfox's commitment and is non-negotiable regardless of departure circumstances.

## 1 Notice Period

Client gives minimum 30-day written notice for planned exits. Early termination (before minimum contract term) triggers one month's base fee as an early-exit handling fee to cover handover labour.

## 2 Credential Transfer

All account credentials (email, password, 2FA recovery codes) transferred to the client. Two-factor authentication reset to client's own device.

## 3 Proxy & Browser Profile

Proxy subscriptions either transferred to the client or cancelled. Browser profiles exported and provided for independent continuation.

## 4 Content Library Transfer

Full content library (master clips, variation files, raw assets) packaged and transferred via Google Drive or the client's preferred method.

## 5 Posting Calendar

Remaining scheduled content exported from the scheduling tool and provided to the client.

## 6 Analytics Archive

Full analytics history exported to a clean spreadsheet and provided to the client.

## 7 Handover Call

30-minute handover call with the Operations Lead to walk through everything transferred and answer any questions.

**■ IMPORTANT**

Clipfox never holds accounts hostage. Clean handovers are a core brand commitment. The early-exit fee covers labour cost only — not as a penalty. This is a key differentiator vs. competitors who use account control as retention leverage.