

Introducing Streaks: Your Path to Social Media Consistency

Staying consistent on social media is one of the best routes to success on any platform – though that's easier said than done. Which is why we wanted a way to make this easier (and more fun!).

Enter: Streaks!

What are streaks?

Streaks is more than just a feature – it's your personal trainer for social media content creation. The concept is beautifully simple: **share a post every week, and watch your streak count grow**. Miss a week, and your streak resets, gently nudging you to stay on track.

How streaks work

We've designed streaks with three key motivational elements:

Weekly streak counter: A clear, visual representation of your posting consistency. Each consecutive week you post builds your track record, motivating you to keep the momentum going.

Achievement milestones: As your streak grows, we'll celebrate your progress.

Gentle reminders: Our smart notifications will alert you when you're at risk of breaking your streak, ensuring you stay connected with your audience.

Why consistency matters

Did you know that people who post consistently get up to 5x more likes, comments, and shares than folks who don't?

Regular posting also:

- Keeps your audience engaged
- Builds trust and credibility
- Improves social media algorithm performance
- Helps you develop a reliable content creation habit

Here's what some of our community members shared about the power of scheduling content every week.

*Consistent social media posting has been **everything** for my one-person business. I show up, people engage with my content, and I get inbound leads as a result. Even if the actual engagement isn't from my ideal clients, consistency keeps me in their feeds and on their minds for future work.*

Anna Burgess Yang – Content Marketer and Journalist

Buffer allows me to schedule all my social media posts in advance, so I can focus on my customers which gives me peace of mind. Thanks to Buffer, I've become more visible on social media and, by extension, in my community. I can confidently say it's been a vital tool in growing my business and reaching more people. It's like having an extra set of hands in your business

Joyce Leak – Owner, Dove InnerCity Notary

I'm blogging reviews about books and use social media to inform my followers about new articles. With Buffer it is easy to share this information in all channels at the same time. In addition I'm able to choose a different time for each channel.

Detlef Knut – Author

When it comes to entertainment news and reviews, posting consistently on social media helps us keep our followers up to date with what we are posting and for non-followers to see what we do and follow. Using Buffer to schedule social media updates has been key to growing our social audience and allowing us to post at times we know that our followers will see.

Karen Woodham – Founder, Blazing Minds

Who is Streaks for?

Streaks is designed for anyone who wants to:

- Build a more disciplined social media presence
- Turn content creation into a sustainable habit
- Grow their online audience organically
- Overcome content creation procrastination

So if you're an aspiring content creator, building your personal brand, or growing a small business – consistency is key! Buffer is here to help you every step of the way.

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<https://buffer.com/resources/build-a-consistent-posting-habit-with-streaks/>