



Derivation — 1 post, 3 networks

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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9 constraints held · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **The three versions say the same thing without looking alike.** If the information changes in one version — a lead time, a price, an address — **it is carried into the other two automatically:** that is where mistakes slip in when three texts are written by hand.

What is identical across the three versions

Element	Why it doesn't move
The information and the promise	A derivative is not a rewrite
The order lead time	A lead time that differs between networks is a complaint in the making
The origin of the products	Brand guide rule
The sign-off	Brand guide rule

What is adapted, network by network

LINDBERGH FORMATION — a simplified joint-stock company with share capital of €250,000 · Registered office: 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114 · SIRET 817 946 114 00029 · VAT FR 60 817 946 114 · "Blue Lemon Agent" trade mark · Training-provider registration no. 119 108 635 91 (Île-de-France prefect — this registration does not amount to State approval) · Qualiopi certified, no. 03896, for the "training actions" category · contact@bluelemonagent.ai · dpo@bluelemonagent.ai · Hosted in France.

Network	Length	Angle	Link	Image
LinkedIn	780 characters	Back-to-work meeting	Order form, clickable	1200 × 627
Facebook	420 characters	Local, warmer tone	Clickable, in the body — never in the first comment	1200 × 628
Instagram	210 characters before the fold	Whole hook visible without “see more”	Not clickable: points to the profile link, updated	1080 × 1350

The nine constraints held without anyone thinking about them

Constraint	Checked	What it prevents
Usable length	Yes	A text cut mid-sentence
Hook before the fold	Yes	A promise invisible without a click
Number of hashtags	Yes	Falling reach on LinkedIn
Link clickable or not	Yes	A dead link in an Instagram caption
Image format and crop	Yes	A cropped subject
Alt text	Yes	A post unreadable by a screen reader
Origin notice	Yes	A brand guide breach
Call to action	Yes	A post with no follow-through
Sign-off	Yes	A brand guide breach

The time moved

Area	Before	With the agent	Across 12 posts a month

Deriving a post for 3 networks	55 % of the time of a post	16 %	about 6 hours given back every month
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Version to review first, as decided by the house: _____

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