The 7-Day Platform Checklist

The exact order we run when standing up a Xiaohongshu (RedNote) account from outside China — no Chinese ID, no trip, no workarounds.

7 days, in order | 1 platform — Xiaohongshu only | 0 Chinese ID documents | Sources cited

ONE DECISION IS ALREADY MADE FOR YOU

If you have no Chinese ID and you do not live in China, your practical option is **Xiaohongshu (RedNote)** — the other platform does not let a pure overseas individual open a monetizable account. That is a verification rule, not a preference. Every step below points at one platform.

DAY 1 — Assemble the kit

- ✓ **A valid passport.** It is your identity document — no Chinese ID is involved.
- ✓ **An overseas mobile number** that can receive SMS abroad. Keep it active; it is your recovery channel.
- ✓ **A stable email you actually check.** Account and review notices land there.

DAY 2 — Open the app and start the sign-up

- ✓ Pick the **foreign-passport entry** on the verification screen — not the ID-card path.
- ✓ Enter your details **exactly as they appear on the passport**, name order included.
- ✓ One account, one identity. Do not open a second account "to test".

DAY 3 — Submit verification once, cleanly

- ✓ **One shot:** your face and the passport photo page in the same frame.
- ✓ **Even, flat light.** No flash glare, and nothing covering the MRZ line at the bottom.
- ✓ Submit, then stop. The next step is waiting, not retrying.

DAY 4 — Wait it out — do not resubmit

- ✓ **Do not re-submit** while a review is pending. Repeated submissions are a common flag.
- ✓ Review times vary and change. Follow the on-screen guidance at the moment you submit.
- ✓ Use the wait to draft your first five posts.

DAYS 5–7

Package it, protect it, post it

DAY 5 — Package a profile the algorithm can read

- ✓ **Name:** the category plus who you are, in plain words. No cryptic handles.
- ✓ **Avatar:** a clear, well-lit face. Faces travel further than logos.
- ✓ **Bio:** one line on what you will post and why to follow you — no links, no contact handles.
- ✓ **Tags / niche:** pick 1–2 topics and stay on them.
- ✓ **The test:** a stranger should be able to say what your account is about in three seconds.

DAY 6 — Red-line audit + network check

- ✓ Scan your name, bio and pinned posts against the red-line list below.
- ✓ **Hold one stable region.** Do not hop between countries week to week.
- ✓ **No public proxy pools.** Shared, rotating IPs are a classic risk signal.
- ✓ Log in from consistent conditions — steady and boring reads as a normal user.

DAY 7 — Post — and declare AI

- ✓ Publish your first post.
- ✓ If AI generated or substantially edited the images, video or text, switch on the platform's **AI statement** for that post.
- ✓ Declaring costs almost nothing. **Not** declaring risks reduced reach.

Keep off the profile

- ✗ Political content of any kind
- ✗ Contact handles (WeChat / WhatsApp / email)
- ✗ Links to other platforms
- ✗ Absolute claims — "guaranteed", "100%", "fast money"
- ✗ Medical or efficacy claims
- ✗ Anything implying an investment return

If it gets rejected

CAUSE	FIX
Passport or face unclear	Re-shoot in even light
Details do not match	Match the passport exactly
Repeated submissions	Wait the review out
Commercial-looking name or bio	Remove prices, "DM me", shop language

Anyone selling a "workaround" for the passport, the phone number or the email is selling something you do not need.

BEFORE YOU RELY ON IT

The parts you will re-read

NEVER DO THESE

- ✕ Use someone else's ID, or a "bought" account
- ✕ Run account farms or proxy pools to fake activity
- ✕ Borrow an identity to bypass verification
- ✕ Post content whose source you cannot explain
- ✕ Pass off an AI-generated scene as a real event
- ✕ Chase a second platform's rules instead of Xiaohongshu's

60-second pre-flight check, before every post

- ✓ Does this post match the one topic the profile promises?
- ✓ Is any contact handle, link or price leaking into the caption?
- ✓ Any absolute claim or result promise in the wording?
- ✓ If AI touched it, is the AI statement switched on?
- ✓ Can I name the source for every figure in the post?
- ✓ Would I still be comfortable if the platform reviewed it manually?

WHERE THIS COMES FROM

Every step above is condensed from **Course 01 — Open Your Account Without Ever Going to China**, the 7-section handbook that walks the full flow with the rejection causes and the red-line list in context.

Sources

Douyin's verification limit on foreign passports: public statement by a Douyin vice-president, January 2025. Xiaohongshu's foreign-passport verification path: Xiaohongshu's official verification page. AI labelling: the Measures for Labeling AI-Generated Synthetic Content (four ministries) together with national standard GB 45438-2025, both effective 1 September 2025. Red-line categories reflect Xiaohongshu community rules and standard app-store compliance themes.

Educational reference only. Income and results vary for every individual and no outcome is guaranteed. Platform rules change often — confirm the current requirements on the official page before you act. This is companion material to a pre-recorded, self-study course: **no coaching, no 1-on-1 support and no community access are included.**

Next: 30 Post Ideas + 5 Hook Templates

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