



**30 social media
prompts
for job seekers**

ANTISOCIAL SOCIAL MEDIA

Hi from Amelia!

Being present on social media (particularly LinkedIn) is hard enough to fit in around your life when you do have a job, and somehow 100 times harder when you don't.

If you haven't been posting all that much recently, I understand it doesn't feel good to show up now you need to lean on your network. That's going to end today.

This series of prompts will take you through being present during your job search to a consistent practice even when you are settled into your next role. The goal is that if you have been caught sleeping on networking, you'll never need to start from zero again; you'll build momentum and credibility, help others in your industry, and keep building opportunities for yourself for the rest of your career.

What is Antisocial Social Media

This is the framework I built for individuals and small businesses to learn to become present on social media in a way that fits around their lives. You don't have to post every day or spill your guts out for likes; you're bringing your best self to the table, doing what you need to do, and then getting on with your day. It's as easy as that!

How to use these prompts

You can pick and choose depending on how far you are on your journey. If you're starting from the very beginning, you might want to create your own series from one to thirty. That's great if you do, but if you just want to use the five to six that inspired you, that's fine too. This is a free resource, so there's no need to try to get your money's worth.

The explanation around the prompts and the bullet points is there to help you see the potential and story for your posts; they're not meant to be the structure for a post. They're there to get your imagination going.

If you have already done Prompt 1 (since most people do) when they're looking for work, don't feel like you can't do it again in a few weeks; you may have a completely different set of people see it this time.

On to the framework and the prompts!

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Antisocial Social Media is intentional

As job seekers, it's key that we make our intentions known. If your network and followers don't realise you're looking for your next opportunity, they'll probably scroll past your posts and not twig that they can help you.

Being intentional with our social media presence also means we know why we're showing up, what we want to achieve, and what will realistically get us to where we want to go.

1. The (re)introduction post

In this post, let people know:

- Who you are and what you do
- What is your situation
- What you're looking for

A call to action is key in a post like this. What do you want? Well, you want to reconnect with old colleagues, meet new people and be put on to open roles and new opportunities. You could do this post multiple times with different calls to action each time if you so desired!

Don't be shy, say it, and don't wait for people to come to you. In fact, why not forward your post to anyone you think might have a suitable role or ask them to make an introduction?

If your role didn't end on your terms, you don't need to be angry or perform grace and gratitude, but you do need to stay calm and factual. Make this post only when you feel emotionally ready and able to. Don't let panic to find employment drive you.

This is the moment where you may get the most reactions and comments, and so it's important to engage with as many as you are able to to keep the reach and engagement going.

2. What do you want to get out of being on social media?

This is a change for you. You might not be able to post every day or every week, but you're willing to commit to your network and your career.

Let your followers know:

- You're committing to this practice, even beyond finding a job.
- What do you want to get out of social media.
- How followers/connections can help you to achieve these goals.

This isn't the moment to announce your plans for a new influencer empire, rife with brand deals and adoration.

It's enough right now if you want to grow your network, meet new people, share your hard-earned knowledge, or even show up to see what happens.

You don't need a five-year plan right now, but you do need to tell your existing and new connections an understanding of where you are right now, where you want to go, and most importantly, how they can help you do that.

3. Why are you posting more often?

Following on from your previous post, not everyone may have seen it, so this progression of your story is helpful to those who are just catching up on your situation and career transition.

Go ahead and share:

- Why have you committed to this practice.
- What value you think you bring by posting.
- How you believe posting can help you and others on the next stage of your journey.

We're looking for a best-self answer, something that you would say in a job interview: prepared and purposeful. Think about how staying hidden isn't helping anyone and keeps you close to your industry while in between roles. Posting helps to keep your thinking and skills current and sharp, and you're already caught up on industry conversations when you start your next role.

4. What topics do you intend to talk about

This is really important, especially for LinkedIn in 2026. Sharing what you're about, what topics you are interested in and qualified to talk about based on your profile is vital to making sure that your posts are getting seen by your industry peers, collaborators and leaders.

- What is your area of expertise?
- Why do you like talking about it?
- How do you think you can benefit others with your knowledge?

For early-career professionals, this might be harder to quantify, but you can ask questions and bring a fresh perspective, inviting others to share their greater experience.

Lack of experience doesn't mean you can't participate; it means you can give others the chance to share what they know.

This post will be so handy for helping you to attract new followers. People in the same situation or building their personal brand will be looking for other people in their arena to follow and posts to comment on, so this is a clear signal that you are aligned with them.

5. How do you intend to be present on social media?

We manage a lot of expectations in our personal and professional lives, and it's no different in our online lives.

If you post every day, your followers may have an expectation that you'll reply to messages and comments every day, but you have been scheduling your posts and only logging in once a week!

Therefore, a post like this isn't a defensive statement of your boundaries; it's more like you're modelling your routine and showing your network that you're showing up intentionally. You're logging in, doing what you need to do and getting out rather than scrolling and floating around in some ghostly fashion, waiting for something to happen.

A post like this might look like:

- Including how often you log on and what you do when you're online.
- Do you schedule your posts in advance?
- Sharing how you find time boxing helps you to fit social media around your life.

If your presence grows quickly, this might be the kind of post you keep pinned or featured, so that anyone messaging you can see that it may take a few days to hear back from you.

6. How can you help others?

If you're showing up online to get a desired outcome, who do you think is going to give it to you if everyone else is only showing up to get their outcome?

That means you're going to have to do a bit of giving yourself. This could mean encouraging or helpful comments that add to the conversations you see, but let's take it one step further.

You might be job-seeking, but you still have a lot to give, so why not feed into that great continuum and start giving yourself?

- Who could you help?
- How could you help them?
- Why do you want to do something to help others?

Industry advice, mentorship, CV reviews, introductions, LinkedIn recommendations, it all helps to build relationships. It might not get you your dream job today, but you are going to feel like you have done something to make someone's world a bit better.

7. Who do you want to talk to

I know this one can seem a bit like “I only want to talk to certain types of people that can get me to where I want to go, and everyone else can go away”, but we don’t mean it like that.

- What sort of people do you want to talk to: industry experts? Recruiters? Up and coming talent?
- Why? Do you want to keep up to date with your skills? Meet new peers? Mentor the next generation?
- What do you want to happen next? Comment to say hello? DM? Send a connection request?

Not everything needs an agenda. As of 2026, LinkedIn is showing posts to people to whom your content might be relevant to, and it’s the same for many other social media platforms.

Who you want to speak to could include peers or new customers, remembering that what you talk to them about is more important than ever.

8. Share more about the situation you're looking for

Ok, so you're looking for a job, but not any old job... right?

Letting people know what you're about and what matters to you. Think about how you might present this in a post:

- Remind your followers that you're still looking for your next opportunity.
- What values do you want to see from your next company (no disparaging of your old ones!)
- What are you looking for in your next opportunity: seniority, experience, collaboration, development, purpose?

Without going all 'manifesty', when you speak these things out, your followers and people who see your posts get a sense for who you are. If they're going to recommend a role or connect you, knowing this about you is going to help you find the right role.

9. Your posting philosophy

By now, you've been posting for a little while, and you're starting to find your rhythm. This post is a chance to step back and reflect on what posting actually means to you: beyond just thinking "I need to be visible".

In this post, share:

- Why do you think posting matters (for you specifically, not in general)
- What you're learning about yourself through the practice
- How your approach might be different from what the "gurus" say to do
- What you're trying to achieve beyond just landing a job

Here, you're talking about what matters to you. Perhaps you have realised that posting keeps your mind sharp or staying connected to an industry while you aren't in a role.

For me, I found that posting was a key part of my resilience. I needed to show that I could still be present and have something to offer and be someone despite the ghosting and rejections.

10. The community you want to be a part of

While you don't want to only be seen as a perpetual job seeker, your situation is going to change one day and you want to build something that feels like you belong, whether you are working or not.

Write your post acknowledging:

- You're talking to people who are currently in the same situation
- You know it's a temporary chapter in your life
- Invite anyone with whom you have lost contact or anyone who the post resonates to reach out
- Ask a question like, How are you building a new community for yourself?

This is another key opportunity to invite people to connect with you. Not for solidarity and wallowing during uncertain times, but to create accountability and support one another.

Antisocial social media is authentic

You are who you are, and you are all you have, so there is no one else to be, except yourself. Only we sometimes learn that the directive “be yourself” is shortened from “be your (best) self” a little too late.

That means no imaginary scenarios, set up selfies or toe-curling oversharing. Performative posting is a shortcut to middle-of-the-road quality content. Even if it’s meant to be polarising, there’s no edge to it, and that makes it forgettable. Posts like this are no better than junk food, filling, but it doesn’t nourish the reader.

If you can’t make someone think or feel something real, then there’s no point in posting.

11. Your career story

This is something you could draw out over multiple posts. The whole career arc will be a very long post, and you'll find yourself getting discouraged. Instead, pick out one element of your career story to talk about in a post. Consider posts based on:

- How you got your first break
- Who was your first mentor
- How you felt on your first day of work compared to today?
- Why did you choose your industry?

Post like these allow you to tell a serialised version of your career story, broken into manageable chunks for readers, and people don't need to see all posts in chronological order as well. You will also catch different types of people depending on the time of life you're talking about. People who are in that same position right now, or people reminiscing over days gone by.

12. A lesson you learned

Think of the kind of lesson you'd share in a job interview, not at 1 am while six beers deep. If you're not the type of person to share much about yourself, this is going to be really hard, but with posts like this, you're looking for resonance, people who have learned that same lesson and know how it changes you for the better.

It doesn't have to be a mistake you made. You could draw from:

- What have you learned after a year, five years, ten years in your industry?
- How certain challenges (like redundancy, promotions, or change) have shaped who you are today.

You're looking to demonstrate key skills that new employers are looking to see, adaptability and resilience, along with deep knowledge or leadership skills.

13. A recent conversation you had

Some conversations are great to share your take on social media because they're the kind of conversations that everyone has and can relate to. During my most recent job search, I wrote a post of a conversation between myself and my parents, where they were constantly asking for updates on my search. Instead of displaying irritation or despondency, I talked about that messy middle side of things where you're waiting, and there is nothing to update until you have something to update.

Conversations like:

- Where your industry is developing and growing
- An observation on job seeking
- The impact of new technologies on your future roles.

Don't assume that the more controversial and adversarial, the better.

Quieter realisations and moments can be more impactful because they're the things that the majority miss in the race to hit huge reach and engagement, yet truly resonate with people's lived experiences. You're not looking for that; you're here for a purpose, and you're here to share who you are.

And it goes without saying, don't make the conversation up, don't share anything company-confidential or embarrassing to the other person. Don't share names (unless they say it's ok), anonymise where you can... oh and ask for permission! If the conversation was a good one, they'll probably write their own post too.

14. Observations on job seeking

This isn't an opportunity to complain about all the ways that modern jobseeking is changing or broken. It's ok to admit that you're struggling, but that needs to be tempered in a way that feels right with how you choose to share with people in real life. It doesn't mean that you only talk about the positives, but you're thoughtful and measured in how you communicate this and one step back from you and your feelings if you need to.

Things like:

- What stock phrases do people say to you while you're looking for work? Does it encourage you or add to the pressure?
- What trends are you seeing with recruiters/job boards/job descriptions
- How has CV writing and development changed since you were last looking for work?

These sorts of questions give you an opportunity to focus on posting from a place of introspection and thought rather than impulsively sharing your (inevitable) frustration with the job-seeking process.

15. What are your non-negotiables in your next role?

Again, this isn't about aggressively stating your non-negotiables. Many things are negotiable, but what really matters to you?

- How important is company culture to you?
- How important is learning to you? What do you want to learn?
- What sort of team dynamic are you looking to find?
- Can your connections recommend any roles, recruiters or companies that meet that brief?

These sorts of discussion points can kick off a more nuanced and detailed discussion about assessing packages from a wide range of people and signal to your connections what sort of situation you're looking for. If you are looking for work/life balance or somewhere that commits to employee networks, then that's something they can remember matters to you if mentioning an open role they want to suggest to you.

Posts like this are all about subtly showing your network that you're still open to work and what you're looking for in your next job. Any recommendations that come your way, you can follow up on and keep an eye out for anything suitable.

16. A problem you solved

Another post type that you do need to tread carefully due to company confidentiality or sharing people's personal situations, so you may need to choose your example carefully, and anonymise.

If you really don't want to use a real-life example, though, try these:

- Take an example from the public domain in your industry and talk about what you would do differently, acknowledging you don't have the full context.
- Talk about the different types of problems there are in your field and how you go about solving them.
- What frameworks do you use when it comes to problem-solving?

Posts like this can be a great way to show rather than tell your thought process and what you're capable of. They can also foster discussion as people agree, disagree, or add their own thoughts. They help people get to know you much better.

17. What are you good at

More storytelling, fewer lists of skills, unless of course that's what you feel moved to share. What we're trying to achieve with posts like this is jogging the memory of your connections and passersby that you have a lot to offer, and what you have to offer might just be what they or someone they know is looking for in their next hire.

- What hidden skill do you bring to your desired role that no one realises is important until you show up?
- What skills positioned you for stretch projects?
- How do you use your expertise to help juniors, peers and leaders?

Storytellers are always trained to show, not tell, because it helps the reader to stimulate their imagination and feel something, and more importantly, think and come to conclusions themselves. No one likes to be told what to think, after all!

18. What's (really) going on with you right now

Now, this one is a challenge: how do you balance sharing how you really are (flat, worried, hopeful) in a way that doesn't feel negative or 'too much' amongst strangers you want to make a good impression on? I won't blame you if you don't post this one, but will you do me a favour and write it anyway? It's always good to give space for your feelings.

Think about how you can:

- Keep things factual... "this week was hard because..."
- What are you doing about it "I'm looking after my mental health by taking breaks for exercise".
- Acknowledge that you know you are not alone.

I think the purposes of posts like these are two-fold: firstly, they show that you're a real person behind the screen and give you and others the chance to connect and acknowledge someone who is feeling the same way. The second thing is you're sharing another signal of resilience. Times are tough, but so are you, and how you think through and deal with these things. No one wants to see fake optimism or melodrama, but they do want someone they can cheer for.

19. The jalapeno-spice hot take

Hot takes are not going anywhere soon, and while it's a risky strategy to make spicy takes your whole personality, the odd post signals that you're passionate and you have high standards about what you do. Think of your audience heaving a sigh of recognition instead of being whipped up into a frenzy.

It takes some balance to get it right, but here are some ideas to find the right way for you to approach these topics:

- Where can you see well-intentioned but ineffective approaches?
- What behaviours or opinions are widely tolerated in your industry, but everyone wishes would go away?
- If you were in charge of your industry or job title tomorrow, what would you change?

Before you post, it's good to reflect on why you want to post this. If it's purely for the engagement, then that's not intentional; it's external motivation, and that means it's not always in your best interests to publish.

If you're putting this post out because you want to share who you are, what you value and what matters to you, then go ahead. Any other reason, just enjoy the emotional expression and keep it for your journal or private conversations.

20. What gets you up in the morning?

Everyone works to make money, of course they do, but of all the jobs in all the world and all the industries, why this one? I love asking people why they do what they do, and finding out why.

Getting to know people on a deeper level without getting deep into their emotions, vulnerability and inner world is a challenge because no one wants to show that much of themselves, but these considerations below offer a look behind the curtain without sharing too much.

- What specifically excites you about your role or industry?
- What skills do you love getting to use in your area of expertise?
- Does the future of your industry/role excite you? Why?

The beauty is that you, as the writer, can decide if you want to do this through telling stories of your career, or share thoughts, or perhaps keep things on a factual level. Whichever level you choose, you are choosing to show up authentically on social media that day and tell your connections who you are.

Antisocial social media is sustainable

Being intentional about your purpose for being on social media, then authentic when you get there, what's the point if you cannot keep it up? Putting yourself out there and showing up is tiring, physically, emotionally, and intellectually.

That's why the most important of all the antisocial social media pillars is sustainability. No one tells you how hard it is to live like you don't create, and create like you don't live, so I suppose that's why I'm really here, to tell you that you don't have to. Social media is what you make of it, especially when you fit it around your life, not in your life.

21. What progress have you celebrated this week, even if it didn't lead to a job offer?

If we wait for the big things to happen, that's a lot of time waiting. Find and enjoy all the small wins in the in-between. Posts like these signal resilience and positivity without going overboard or presenting life as all rainbows and unicorns.

- Did you have an inspiring conversation or meet someone new?
- Did you put yourself out there with a proactive approach to someone?
- Have you achieved a small win (like updating your CV) and now feel confident?

These moments don't feel like much to share, but they resonate a lot with people as they see themselves. That's a moment that someone could feel inspired to try something or keep striving for improvement/connect, all because of you and your post.

22. How are you protecting your energy and preventing burnout during your search?

Looking for work is a job in itself, and that can lead to stress, tiredness and burnout if you're not careful. Demonstrating how you're protecting your energy demonstrates that you have your priorities right and have good personal boundaries.

Think about demonstrating this by:

- What wellbeing activities do you always make time for?
Exercise? Journaling? Family?
- Sharing how much time a day/week are you spending on applying for jobs?
- Your philosophy on avoiding burnout.

I know posts like these can seem performative, and that's where your framing and tone of voice help to show the human behind the professional.

23. What skills and areas of knowledge are you building right now?

I believe that these sorts of posts are sustainable because we're always learning and growing. There's potential to post something like this once a quarter and never run out of something to say because in today's world, change happens so fast, and there's always something new to learn! Think about:

- What skills for the future are you prioritising?
- What in your industry do you want to know more about?
- Which sources do you go to learn more about certain topics?

Posts like these encourage discussion and opportunities for others to share what works for them, and they can get a lot of engagement because collaborative people always want to talk positively about what's working for them.

24. How are you exercising resilience during this time?

Searching for a new job has a lot of silence, rejection, and completely nonsensical moments along the way.

It's easy to become overwhelmed or despondent. If you have methods that help you to stay focused and positive, don't keep them to yourself!

- What does resilience mean to you?
- What mindset and practices help you to stay positive?
- Do you/can you hold space for yourself and others on tough days?

Resilience, if you're not familiar, is not about enduring hard times; instead, you're acknowledging your struggles and adapting in the face of change. These are the moments that test you and help you to strive for more, rather than getting bitter about it.

25. How did you find “your thing”

The thing that truly lights you up is something you can keep doing for a very long time, which is sustainable social media activity.

Reflecting on how you found that thing is a wonderful way to start a conversation where those around you think about that for themselves. Just think of how many great people you could learn from and vice versa, knowing that you're passionate about the same thing and on different points of the path.

- Was it easy to find ‘your thing’, or did it take several tries?
- What do you like best about your niche area of expertise?
- How did you know you had found your niche?

I don't think anyone wakes up at 18 years old and knows what they're good at or their specialist areas. I think that skills, self-awareness, and that perfect spot where people appreciate and are willing to pay for it can take years to find.

26. Is there a trend right now that you have an opinion on?

I generally don't like to post or post about trends unless they speak fundamentally to me and about me, or would look like something I would say or do if I were to look at the post five years from now. That's just the way I prefer to conduct myself on social media, you might be that way inclined (or more... or less!)

Trends absolutely have a place in capturing a moment or connection, but sometimes, analysing and discussing a trend can have a lot more longevity than the trend itself. Trends don't just mean dances, audio and memes; they can be trends of discussion points, technology adoption and changes in attitude with the power to transform your industry, maybe even the world of work!

- What do social media trends mean to you and your industry?
- Are you seeing people leaning into trends more in your industry? What do you think about that?
- How do you consider trends in your industry? Are they observed? Adopted? Studied or happily accepted.

Occasionally, talking about trends in your industry, especially in relation to how they show up on social media, can be a really smart way to think about how you post, what you say and who you speak to. Being the person who sparks of a productive and thoughtful conversations with your own opinion is a clear signal that you are a thought leader in your field.

If you think trends are 'not strategic', then it's time to reflect on that.

27. What advice would you give to your past self?

No matter what stage of your career you're at, those reflective posts show that you have the capacity to reflect and grow, and this is something that can change over time.

We can change our position on a topic and still be the same person because it's informed by our values; that's a beautifully authentic thing to do, but acknowledging it is what I believe makes this exercise a sustainable social media practice, because you can always find something new to say.

- What would you say to your past self about job hunting?
- What insights would you tell a junior version of you to help them on their way?
- What career reflections have you made over the last year, five years, twenty years?

You could post this at any time in your career and get a range of different answers and conversational directions.

Asking questions of your audience also helps to get the focus off you, so you don't have to give a long, emotionally revealing post; you can cover the headlines, ask the question, sit back and have wonderful conversations with wonderful humans!

28. Have you managed to let go of perfection yet? If so, how has it helped you?

Having high standards in a professional arena is expected, but sometimes when we're trying to achieve a goal (like finding a job), it's easier to fall into perfectionism because it makes us feel safe. We think that if we do all the right things, it might get us back on track quicker.

This isn't a post about lowering your standards; it's sharing how you have reflected on whether perfectionism has teetered into something that's less sustainable.

- What small stuff do you think is worth sweating?
- How has your relationship with perfectionism changed during your job search?
- At what point can you let go and say something is good enough?

While I have been looking for work, I agonised over changing every bullet point of my CV around because I thought it would make a difference. I soon realised I was optimising at levels of detail that no reasonable person would notice.

While I may swap bullet points of my achievements in order that I see they're of importance, I'm a lot more realistic and relaxed, and focused on highlighting the most essential skills the company is looking to see.

29. Have you ever considered pivoting?

When facing challenges, many people wonder if life would be easier for them if they started fresh and tried something new. Sustainability and resilience not only support pivoting if it's right for you, but they sit with you through those feelings if it's not.

Everyone thinks about giving up sometimes, but how do you deal with those big feelings?

- How do you see the bigger picture and stay on track when you want to give up?
- Is there a moment where you decided to pivot... or persist?
- What helped you to make that decision?

Storytelling in those moments can help your followers to connect with that message. What is the purpose of what you're telling them? Do you think your industry is so wonderful that they should hang on, or do you think every situation is different?

30. How are you maintaining your social media presence and identity beyond 'job seeker'?

This is another one that I thought about a lot while I was looking for work because I wanted to be seen as a professional as a whole, not as a person who was only and would only ever be looking for a job. How do you create a balance of making it clear you're networking to get a job, but that you're a person with a track record who has much more to give?

- How do you try to present your situation as a chapter of your life?
- What activities outside of work transfer into your work-life?
- How are you keeping in touch with your professional network, and how do you intend to when you're working again?

This is meant to be a positive, forward-looking post. You're showing hope, investment in yourself and a commitment to keeping the relationships you have built over time. If you keep showing up in this way, your followers will learn to get a sense for who you are. Maybe you'll be in touch with them and be able to support their career progress, but the same could apply to you, too.

Final thoughts

I know a lot of people find posting on social media hard at first. There is self-doubt and fears of many different things that can make you not want to post at all. But the trouble is, during times that we're looking for work, our network becomes essential to lean on. That's the worst time to start building, when you need it.

But the next best time to start building is now. Applying the antisocial social media framework to your approach, writing, and networking means that you're working in a purposeful way that's right for you. You can show up on your terms, help others, do what you need to do and log off, safe in the knowledge that you are being present for yourself, your peers, the next generation, and if you want it, positioned as a leader in your field.

These things are like a continuum rather than an exchange, and there, you have networking in a way that is intentional, authentic, and sustainable.

Ready to go deeper?

These 30 prompts are based on my Antisocial Social Media framework from my book. If you want the full methodology for posting with intention, showing up authentically, and building a sustainable presence for the rest of your career, you can buy my book on [Amazon](#) and online at most major bookstores.

Let's stay connected

I'm on LinkedIn sharing digital marketing and social media insights. [Follow me](#) for more professional presence without the performance.