CREATE CONTENT THAT DRIVES ENGAGEMENT

Simple strategies, proven formats, and real examples to help your posts get seen, saved, and shared.

Strategy	Format	Desired Engagement	Example
Share a strong POV on leadership	Short & Sweet text post	Comments, reshares	"People don't leave companies. They leave managers." → Ask: "Agree or disagree?"
Teach a helpful lesson	List post with emojis	Saves, comments	"5 ways to prep for your next interview ✅" → Invite: "What would you add?"
Humanize your brand	Long-form story	Reactions, DMs	Share a hiring fail or career win → Ask: "Has this happened to you?"
Highlight your team or company culture	Static photo or carousel	Likes, shares	Celebrate a promotion or moment with visuals and a short caption
Start a debate or gather feedback	Poll with 4 options	Votes, comments	"What's the most overlooked skill in our industry?" + comment with your take
Spark emotion or relatability	Visual quote, video or GIF	Shares, comments	"You can be both: kind & assertive. Vulnerable & strong."
Drive traffic to a blog, event, or video	Link post + CTA in comments	Clicks, follows	"I wrote about 3 things I've learned in hiring this year. Link in comments 👇"
Repurpose something you already said	One concept, 3 post types	Reach, repetition	Text post → carousel → visual quote over time