



Social Media POSTING PLAYBOOK

SOCIAL MEDIA
THAT CONVERTS

THE STRATEGY BEHIND IT

The best speaker-manager partnerships work because leads flow from both directions. Your manager's superpower is taking warm leads and closing them; the more visibility and inbound interest you're generating, the more firepower they have to work with.

Think of it this way: managers are most effective when they're doing about 20% of the pitching and outreach, because the other 80% is already coming in organically from your content, your reputation, and the relationships you're building on and off the stage.

The good news? You don't have to do more. You just have to be *intentional* about the work you're already doing. Every stage you speak on, every post you publish, every conversation at a conference is already an opportunity. This guide helps you make the most of it.

QUICK TIP

Most leads come from referrals at conferences speakers have already spoken at. That means every event you attend is already a pipeline waiting to be activated.

PILLAR ONE

BE CONSISTENTLY VISIBLE

People can't book you if they don't know you exist. Consistent visibility on social media is the single most important thing you can do to generate inbound interest.

WHAT TO POST

- Stories from stages: share moments from events you've spoken at (behind the scenes, crowd reactions, the feeling of being on stage)
- Short-form authentic videos: a 60-second recap of a speaking trip outperforms a polished quote graphic every time. People eat up real, behind-the-scenes content
- LinkedIn posts: aim for 2–3 per week; mix insights from your topic, stories, and social proof
- Testimonials and audience reactions: let others do the selling for you

Real World Examples

FROM THE INKWELL ROSTER

JEFF HARRY

Jeff posted a 60-second video recapping his speaking trip: what the event was like, what he did outside the conference, and behind-the-scenes moments from the trip. It was personal, watchable, and real; exactly the kind of content that builds trust and interest.

But here's what made it especially smart: Jeff also sent the video directly to the client and tagged them on LinkedIn as a follow-up. That one video did double duty: great content AND a warm client touchpoint.

Check out his video on Youtube: [@JeffHarryPlays](#)

JAKE BROWN

Jake is one of the best examples of using a personal brand to build a recognizable presence over time. His #FailForward content spans Instagram, LinkedIn, and beyond and it all tells the same story.

What makes Jake's approach work is that his content feels lived-in. He shares real moments and hard lessons that connect. His LinkedIn activity in particular shows how staying consistently visible on one platform can compound into serious inbound interest.

Check out his Instagram: [@officialjakebrown](#)

Real World Examples

FROM LEADERS IN THE INDUSTRY

SARAH WELLS

Sarah is a great model of what consistent, authentic visibility looks like. She posts regularly, showcases where she is and what she's speaking about, and lets her audience follow her journey in real time. By doing this, it makes her obvious she's an active, in-demand speaker.

Check out her Instagram: [@sarahwells400mh](#)

TARA RENZE

Tara is a great example of a speaker who leads with her message. Her content centers on emotional intelligence and authenticity (the same themes she speaks about on stage) so every post reinforces her brand and reminds her audience exactly what she stands for.

She's also open about her personal journey, which creates the kind of relatability and trust that makes people want to bring her into their organizations.

Check out her Instagram: [@tararenze](#)

PILLAR TWO

MAKE IT OBVIOUS YOU'RE BOOKABLE

If someone has to figure out how to book you, they won't. Your profile and presence should make it effortless for the right people to take the next step.

YOUR PROFILE CHECKLIST

- "I'm a speaker" positioning in your bio or name field:
Don't make people guess
- A speaker reel: ideally pinned to the top of your profile
- Speaking topics listed clearly in your stories and highlights
- Strong personal branding: who you are, what you're about, why people should care

QUICK SELF-AUDIT

Go to your Instagram, LinkedIn, and any other active platforms. Within 5 seconds of landing on your profile, can a stranger tell: (1) that you're a speaker, (2) what you speak about, and (3) how to reach you? If the answer to any of those is no, that's where to start.

PILLAR THREE

MAKE ATTENTION PAY OFF

Visibility gets people interested. Your systems convert that interest into booked gigs. Every piece of content you post should have a path for interested people to follow.

THE THREE TOOLS

- Call to action on posts: tell people what to do next ("DM me 'SPEAK' to learn more," "Link in bio to check availability," etc.)
- DM response template: have a ready-to-send reply for when someone reaches out expressing interest
- Speaker inquiry form: a simple, professional form that captures the key info you need to qualify a lead

We can help you build these if you don't have them yet. The goal is that when interest hits, you're ready to respond quickly and professionally every time.

PILLAR FOUR

LEVERAGE THE ROOMS YOU'RE ALREADY IN

Some of your best leads aren't strangers, they're people you've already impressed. Don't let those relationships go cold.

YOUR WEEKLY ACTION PLAN

- Post 2–3 times on LinkedIn (content, story, or insight)
- Comment meaningfully on 5 posts from event planners or companies you want to speak for
- Reconnect with 2 past clients: check in, share a resource, or simply say hello
- Ask at least one person for a referral or introduction

OTHER HIGH VALUE ACTIONS

- Ask past clients for referrals after every engagement
- Stay in active contact with event planners
- Engage with companies you'd love to speak at
- Have conversations before, during, and after every event. A conversation is an opportunity, and an opportunity can be an introduction

YOUR WARM LEAD CHANNELS

Channel	What It Looks Like	How to Activate It
From the Stage	Referrals from attendees & event organizers	Have a conversation with 3+ people at every event; ask for introductions
From Content	Inbound interest via posts, videos, stories	Every post is a silent pitch. Stay consistent and visible
From Your Network	Past clients, peers, your existing audience	Reconnect with 2 past clients weekly; ask for referrals proactively
Strategic Visibility	Podcasts, partnerships, collaborations	Guest on podcasts in your niche; co-create content with aligned brands

THE GOAL

Turn every stage into 3–10 warm leads every single time.

QUICK-START CHECKLIST

YOUR PROFILE

- Speaker positioning appears in my bio or name field on all platforms
- I have a speaker reel pinned or featured prominently
- My speaking topics are clearly listed
- My branding clearly communicates who I am and who I serve

YOUR CONTENT

- I'm posting 2–3 times per week on LinkedIn and Instagram
- I'm sharing stories and moments from stages I've spoken on
- I've posted at least one authentic video in the last 30 days
- I'm sharing audience reactions and testimonials

YOUR SYSTEMS

- I have a call to action on my posts
- I have a DM response template ready for inbound interest
- I have a speaker inquiry form linked and accessible

YOUR NETWORK

- I've asked a past client for a referral in the last 60 days
- I'm regularly engaging with event planners on social media
- I'm having conversations before, during, and after every event