Chamath Palihapitiya

CEO at Social Capital

225k followers • **View Profile**

1

POSTS / WEEK

11 PM, UTC

MAIN POSTING TIME

340

AVG REACTIONS

20 comments

48%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He treats LinkedIn like a public "thinking journal" where every post has a clear point of view and a clear reason it matters right now. That steady stream of strong opinions and structured teaching builds trust, and then the off-platform links (Deep Dives, subscription, product) feel like the natural next step—not an ad.
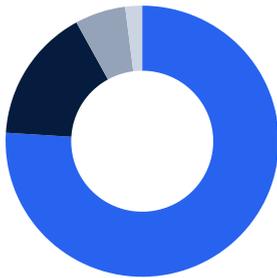

FORMAT BREAKDOWN

	Format	%	Avg reactions
🔵	Image	**76%**	320 avg reactions
⚫	Carousel	**16%**	390 avg reactions
⚫	Text Only	**6%**	1010 avg reactions
⚪	Video	**2%**	850 avg reactions

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7 Tactics You Can Steal

01 Start with a bold claim, then explain the "because" step-by-step

02 Turn hard topics into a "Deep Dive" with a clear roadmap

03 Before a big report, post the question list and ask for ideas

7 Tactics You Can Steal

1 **Start with a bold claim, then explain the "because" step-by-step**

He often opens with a line that sounds like "people are missing the real story," then immediately explains the cause-and-effect in plain words. This works because the bold claim grabs attention, and the simple "because" story gives people something smart to agree or disagree with in comments. The very best posts in this style reach roughly 3–9× his typical engagement (top post hits 9.08×). To copy it: write your one-sentence hot take, then add 3–5 short lines that explain why it's true and what it changes.

Example 1 →   Example 2 →   Example 3 →

2 **Turn hard topics into a "Deep Dive" with a clear roadmap**

When he teaches, he makes it feel like a mini-course: a clear title, what it covers, and the big questions it answers—then a link for people who want the full thing. This works because structure makes complex ideas easy to follow and easy to share as a reference. In this dataset, research "drops" average 2.00× engagement versus 1.39× for research promos that are more meta. To copy it: give the topic, list the sections you'll cover, name 2–3 questions you'll answer, then put the link at the end.

Example 1 →   Example 2 →   Example 3 →

3 **Before a big report, post the question list and ask for ideas**

He often "pre-sells" a report by posting the table of contents as a list of questions, then asks readers what else should be included. This works because people feel like collaborators, and it also creates comments that improve reach without begging for engagement. These outline-style posts can perform at top-post levels (one reaches 4.04×), even before the full report is published. To copy it: write 'Here's what I'm covering,' list 8–15 questions, then end with 'What did I miss?'

Example 1 →   Example 2 →   Example 3 →

4 Write in short labeled chunks so people can skim in seconds

A lot of his high-performing writing is broken into obvious pieces—short paragraphs, numbered points, and clear labels that guide the eye. This works because LinkedIn is a fast-scrolling feed: if people can understand the post in 10 seconds, they're more likely to finish it and comment. It also matches what performs by format: image-heavy posts are the weakest on average (about 1.09×), while text-led posts are much stronger (text-only averages 4.14× in this dataset). To copy it: use 1–2 line paragraphs, add numbers, and make each section say one thing.

Example 1 →   Example 2 →   Example 3 →

5 Use a weekly series, but change it up to avoid boredom

He posts about once per week, and over half of those posts are a recurring weekly digest (49 of 96). The format keeps a consistent habit, but it underperforms on average (0.86×), and the weakest digests drop to ~0.49×—a sign of 'same format' fatigue. To copy his best version: start the digest with one strong sentence about what matters this week (your take), then list the links; don't just paste a bulletin.

Example 1 →   Example 2 →   Example 3 →

6 If you want clicks, give the value first and link last

When he includes a CTA, it almost always comes after the main idea (often 'More below...' + a link). This works because people feel like they already learned something, so the link feels like a bonus, not a trap. CTAs slightly reduce average engagement here (about 1.43× with CTAs vs 1.47× without), so the 'value-first' setup matters if you don't want the post to feel like an ad. To copy it: write the whole post as if there's no link, then add one simple line at the end telling people exactly what they'll get if they click.

Example 1 →   Example 2 →   Example 3 →

7 Don't post job ads—explain the mission and what great work looks like

Hiring-only posts underperform badly in this dataset: five hiring posts average about 0.85× engagement, while a product-story post can reach 4.07×. Plain job ads are easy to ignore because they don't teach, surprise, or help the reader. To copy the better pattern: open with the mission, describe the kind of problems the person will solve, add one real example of the work, and only then drop the 'apply' link.

Example 1 →   Example 2 →   Example 3 →

Profile Breakdown

HEADLINE FORMULA

> CEO at Social Capital

[Authority title] at [recognized company/vehicle]. It works because it's instant credibility with almost no words—seniority ("CEO") plus an institutional brand ("Social Capital") does the selling without sounding salesy.

BANNER STRATEGY

Lifestyle/ambient interior photo + high-end art, no text. The lack of a pitch keeps it "status-first," and the refined, curated look signals taste, success, and an opinionated worldview—useful when your name/role already carries the offer.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Weekly "What I Read This Week…" digest (curation)	**51%**	This is over half the output (49 of 96 posts) but averages only 0.86× engagement, so it's best used to maintain a weekly habit—not as the main growth engine. The strongest digests (top set inside the series) reach ~1.34× and tend to anchor on big, widely relevant tech/macro/health headlines; the weakest digests fall to ~0.49× when they read like a routine bulletin without a strong POV line.	Post 1 Post 2 Post 3
Deep Dives / "Learn With Me" research (drops + teasers)	**26%**	Publishing the actual research beats meta-promos: Deep Dive drops average 2.00× engagement (14 posts) while promotional/administrative research posts average 1.39× (11 posts). Big-scope, beginner-friendly "primer" positioning (first principles, clear scope) performs best because it feels like a reference people can save and share.	Post 1 Post 2 Post 3
Sharp takes on AI, markets, and policy (non-digest)	**15%**	Depth beats "chart caption" posts. Longer, thesis-driven explainers average 2.66× (3 posts), while short, context-light market notes/Q&A captions average 0.91× (3 posts). The best-performing posts in this lane usually make one bold claim, then explain the cause-and-effect so people can argue with the reasoning (not just the conclusion).	Post 1 Post 2 Post 3
Building + promoting products/teams (8090) and other announcements	**8%**	Product storytelling outperforms hiring posts by a wide margin: one product-launch-style post reached 4.07× engagement, while five straightforward hiring posts average 0.85×. The posts that win here make the work feel big and real (mission, what's being built, tangible outcomes) instead of reading like a job board.	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

Learn With Me (Substack-based research subscription with Deep Dive reports; sometimes includes community access)

8090 Solutions / Software Factory (enterprise software product)

8090 hiring (applications for roles)

Annual letter / long-form documents

How They Promote in Posts

CTAs show up in about half the posts: 46 of 96 posts in one cut (~47.9%), while another cut lands closer to ~45.8%—either way, it's 'every other post' frequency. CTAs are usually placed at the end after a thesis/summary, most often as a value-first line plus an external link ('learn with me' / 'subscribe' / 'apply'). Engagement impact is slightly negative on average (about 1.43× with CTAs vs 1.47× without), but strong posts still convert because the pitch matches the topic and comes after real substance.

Example 1 →   Example 2 →   Example 3 →

How They Promote in Profile

The profile is credibility-first, not conversion-first: the headline is pure authority ("CEO at Social Capital"), the banner is status signaling without an offer, the About section has no CTA/link in the provided text, and Featured is unused. As a result, most conversion happens inside posts via outbound links, not from people landing on the profile and being routed to a next step.

View Profile →

Top 10 Posts

1 **Not nearly enough people are talking about the implications of Klarna rolling back some of their AI bets.**

He uses a recent, well-known company decision as a case study to argue that many AI applications break in real-world production. He explains why probabilistic systems create edge cases, then predicts where failures will show up first and what it means for the "AI app" category.

♡ 2879　⬜ 297　⇄ 119

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2 **I had a child "diagnosed" with ADHD several years ago. The immediate reaction of the people involved was to prescribe drugs.**

He shares a firsthand parenting story about an ADHD diagnosis and the push toward medication, then explains why his family refused. He expands it into a broader critique of how incentives, schools, and support systems shape treatment and outcomes.

♡ 2005　⬜ 258　⇄ 28

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3 **Deep Dive: The Current State of AI**

He introduces a structured, long-form AI report tied to a timely market catalyst and recent model progress. He lays out the timeline and what the report will cover, then anchors the piece around a few big questions about what comes next and where returns will come from.

♡ 1751　⬜ 92　⇄ 159

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4 **My lived experience:**

He breaks down AI model progress through multiple roles (builder, user, citizen, investor) to compare what's improving and what's worrying. He mixes personal usage claims with a performance comparison and ends with a pointed challenge to a major player.

♡ 1539　⬜ 70　⇄ 39

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5 **Amjad Masad (CEO of Replit): "I no longer think you should learn to code."**

He opens with a provocative quote from a credible industry leader, then adds his own firm agreement. He makes a short, time-bound prediction about how the job will change and warns that some startup categories will get squeezed.

♡ 1174　⬜ 308　⇄ 80

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6 **Deep Dive: Is India the Next Economic Giant?**

He frames a big macro question through his own investing history, including what he missed and what he learned. Then he lays out a broad, structured plan for how the deep dive will cover the topic from multiple angles and links to the full piece.

♡ 1327　⬜ 84　⇄ 73

7

18 months ago, I started 8090 Solutions with the goal of replacing/rewriting all the legacy software in the world with modern, useful alternatives.

He announces a product launch by starting with a mission and an origin story, then lists specific product capabilities in a numbered format. He includes a concrete enterprise ROI example and ends with a direct link to try it.

♡ 1344   ▢ 91   ⇄ 42

8

We will be publishing our deep dive on India's economy next week, covering everything from how India's education system works to how the country's infrastructure development varies across different regions.

He pre-announces an upcoming report and lists a detailed set of questions it will answer, written for readers with no prior knowledge. He then asks people to subscribe to receive it and invites suggestions for what else to cover.

♡ 1337   ▢ 91   ⇄ 37

9

I think marijuana is the most insidious of drugs. It is legal in many states, is socially acceptable to many and is relatively easy for kids to hide, access and consume (vape, gummies etc).

He takes a strong stance against a socially normalized behavior, framing it around youth access and harm. He backs the concern with specific real-world details and pushes for at least one concrete policy action.

♡ 1096   ▢ 188   ⇄ 42

10

Deep Dive: A Primer on Cryptocurrencies

He frames crypto as a confusing, polarizing topic and offers a beginner-friendly primer built from first principles. He uses timely headlines and big numbers to show scale and relevance, then outlines what the report will cover and links to it.

♡ 1115   ▢ 56   ⇄ 68

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