



# Guy Massey

"The Hyperscale Hero" | Expert for Data Centre Scale | Network Infrastructure | Top voice for Global Service Delivery (\$1.5B Delivered)

53k followers • [View Profile](#)

6

POSTS / WEEK

1 PM, UTC

MAIN POSTING TIME

260

AVG REACTIONS  
55 comments

98%

CALL-TO-ACTION  
FREQUENCY

## #1 SUCCESS FACTOR

He consistently turns complex, expensive problems into simple, executive-friendly "tools" (one-page visuals, clear lists, and decision frameworks) that people can understand fast and reuse in meetings. His profile branding makes those tools instantly credible, and his posts end with clear "save/share/follow" instructions so the most useful ideas spread while his deeper content (newsletter and comment-keyword upgrades) catches the highest-intent readers.

## FORMAT BREAKDOWN

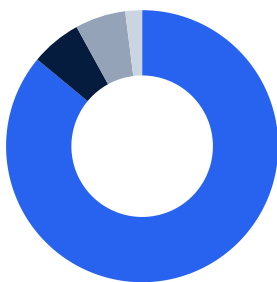


Image	86%	280 avg reactions
Text Only	6%	160 avg reactions
Carousel	6%	170 avg reactions
Video	2%	260 avg reactions

## 7 Tactics You Can Steal

01 [Make one simple picture people can save and send around](#)

02 [Start with a funny or surprising line, then prove it](#)

- 03 Teach with “old way vs new way” and a clear picture

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- 04 Tell a short story that removes shame, then give the fix

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- 05 Make a bold prediction, then stack the proof underneath

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- 06 Turn big news into a simple checklist of what it means

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- 07 End with a tiny “Save → Share → Follow” instruction stack

# 7 Tactics You Can Steal

## 1 Make one simple picture people can save and send around

He often turns the whole idea into one image that works like a cheat sheet, then tells people to save it and send it. This works because a picture you can reuse is more valuable than an opinion you forget, so people share it to look helpful. The numbers back it up: image posts average about 1.56× engagement (42 out of 49 posts), while text-only sits around 0.67×, and his biggest spike is an image infographic at 11.54×. To copy it: pick one common question, put the answer on one page with 5–8 labeled sections, and add one line like “Save this and send it to someone who needs it.”

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

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## 2 Start with a funny or surprising line, then prove it

Several of his strongest posts start with a line that makes you stop scrolling (a joke setup, a bold claim, or a sharp contrast), then immediately follow with hard facts. It works because the first line earns attention, and the numbers earn trust—so readers feel safe sharing it with their team. You can see this style in multiple top performers, including one that reached about 3.97× engagement. To copy it: write a first line that’s unexpected, then give 3–6 specific numbers and one plain-English takeaway people can repeat in one sentence.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

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## 3 Teach with “old way vs new way” and a clear picture

He often explains change by showing the “old way” that’s failing and the “new way” that works, usually with a graphic that makes the contrast obvious. This works because people love a simple before/after they can copy into a slide, and it makes your advice feel practical instead of abstract. Two of his top posts using this pattern landed around 2.40× and 1.89× engagement, and his best constraint-framework set averages about 2.65× across 5 posts. To copy it: pick one shift your audience is facing, write 3 bullets for the old way and 3 for the new way, and put it into one simple diagram or table.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

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4

#### Tell a short story that removes shame, then give the fix

He borrows a real, relatable moment (someone admitting they don't understand something) and makes it "no shame," then hands over a simple explanation. This works because people engage when they feel seen, and they share when the content helps them avoid an awkward moment at work. It's not just a vibe: his "made simple for non-experts" pillar averages about 2.15× across 12 posts, and his scene-based personal stories average about 1.49×. To copy it: start with a one-paragraph story about a common fear or confusion, say it's normal, then give a quick tool (a list, a picture, or a 60-second explanation).

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

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#### Make a bold prediction, then stack the proof underneath

He doesn't just describe trends—he makes a clear, testable prediction and backs it with a tight stack of numbers, deals, and timelines. This works because readers can quickly argue for or against it, which drives comments, and the evidence makes it feel like "signal," not a hot take. One of his strongest forecast posts reached about 2.55× engagement, and his sharper market-thesis posts average around 1.78×. To copy it: write your prediction in one sentence, then list 5–7 proof points (with numbers) and end with a simple question asking where people agree or disagree.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

6

#### Turn big news into a simple checklist of what it means

When a major announcement hits, he breaks it into a few labeled parts so people can understand the 'real reason' behind it. This works because it makes you the person who explains the story, not just repeats it, and the "can you spot it?" style question invites debate. One of these structured news teardowns reached about 2.10× engagement. To copy it: take one news item, split it into 3–5 buckets (like People, Money, Product, Power), add one surprising detail, and ask readers what they think the hidden motive is.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

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#### End with a tiny "Save → Share → Follow" instruction stack

He almost always adds a short action stack at the end telling people exactly what to do next (save, repost/share, follow, then a question). This works because readers are busy—clear instructions increase the chance they take one small action instead of doing nothing. It's also consistent: 48 of 49 posts (about 97.96%) include an explicit CTA, and the posts with CTAs still average about 1.44× relative engagement (the one no-CTA post is 1.55×, so CTAs don't appear to block performance). To copy it: after the value, add 2–4 short lines that match the post ("Save this for planning," "Share it with a teammate," "Follow for more," plus one easy question).

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

PART 2

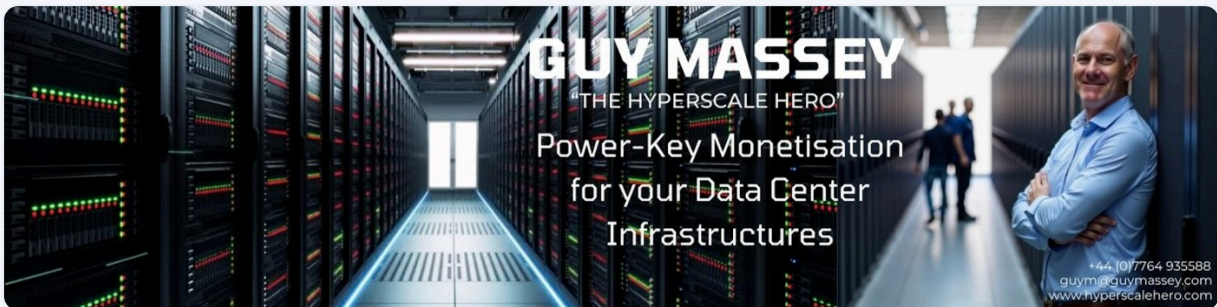
# Profile Breakdown

## HEADLINE FORMULA

"The Hyperscale Hero" | Expert for Data Centre Scale | Network Infrastructure | Top voice for Global Service Delivery (\$1.5B Delivered)

[Ownable nickname] | [Specific niche you're known for] | [2-3 keyword specialties] | [Authority marker + quantified outcome]. Why it works: the nickname is easy to remember, the niche/specialties make you searchable, and the hard number (e.g., "\$1.5B delivered") reduces buyer risk fast.

## BANNER STRATEGY



[High-signal niche image] + [clear portrait] + [repeat the nickname] + [one-line commercial promise] + [direct contact info]. Why it works: it instantly tells strangers "who this is for," repeats the same memory hook as the headline, and acts like a mini landing page so profile views can turn into inbound messages.

# Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Executive-friendly explainers (make complex things simple and saveable)	24%	This is the highest-performing content theme overall: "non-tech exec explainers" average about 2.15x engagement across 12 posts, and the most jargon-free foundational explainers jump to about 3.18x across 7 posts. What wins is one clear visual + a promise like "60 seconds" + a real-world use case ("send this to a leader who's been nodding along"). What tends to lose is entertainment-first metaphor posts or broad, generic AI-stat graphics (about 0.65x across 3 posts) where the reader doesn't walk away with a usable explanation.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
Constraints + playbooks (what's blocking progress, and what to do instead)	43%	This is the biggest share of output, and it spikes when each post stands alone as a fresh, practical playbook. The strongest "constraint framework" cluster averages about 2.65x engagement across 5 posts, especially when it's framed as "old way vs new way" and backed by hard numbers and a simple graphic. What underperforms is abstract theme-reiteration or "roadmap installment" posts that feel like they require prior context (about 0.45x across 6 posts).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
Market intel + geography (what's changing, where it's moving, what it means)	27%	This pillar performs best when it's "one decisive chart + one clear thesis," typically translating messy headlines into one bottleneck and one implication. The best version of this pillar (sharp thesis about a move, region, or company) runs around 1.78x engagement across 4 posts. It tends to flop when it turns into a dense watchlist or a link-out/newsletter-style digest (about 0.61x across 5 posts), where readers don't get a single clean takeaway to repeat.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
Human stories + credibility moments (inside	6%	Personal content works best when it's one vivid moment with a clear emotional arc (scene-based), not a broad career summary. The stronger scene-based personal stories average	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>

PILLAR

%

WHAT CRUSHES

EXAMPLES

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**the work, not a  
generic bio)**

about 1.49× engagement across 2 posts, while a more general reflection sits closer to 1.08×. These posts win comments because they feel real and specific, without needing charts or frameworks.

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# Conversion Strategy

## Their Offer(s)

Advisory/consulting on large-scale infrastructure strategy and delivery (positioning, constraint-led planning, and execution support).

Free newsletter / longform articles

Educational assets and repeatable frameworks (infographics, roadmaps, card-style explainers)

## How They Promote in Posts

CTAs are essentially always-on: 48 of 49 posts include an explicit CTA (97.96%), usually as a 2–4 line stack at the end after the value (often Save/Repost → Follow → a question). Engagement impact is inconclusive because there is only one no-CTA post (CTA posts average 1.44× vs 1.55× for the single no-CTA example), but his biggest winners still include strong “save/share” asks—so CTAs clearly don’t prevent breakout reach. For deeper conversion, he uses upgrades about every 1 in 6 posts: 8 of 49 posts (16.33%) push to a newsletter/article or a comment keyword (e.g., “comment X for the full list”), which doubles as lead signaling without a hard sales pitch.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

The profile sells trust first (ownable nickname + clear niche + quantified impact), then makes it easy to take the next step without friction: the banner acts like a mini landing page with a commercial promise and contact info, while Featured showcases a flagship explainer asset as proof of value. The About section reads like an executive credibility page (logos, outcomes, team scale), but it lacks an explicit written CTA, so most “contact me” behavior likely comes from the banner contact details and the authority built by the content.

[View Profile →](#)

# Top 10 Posts

1



## Stop Googling "what is a data centre".

He tells readers to stop searching for explanations and instead save a one-page, zero-jargon infographic. The post is framed as an executive-friendly shortcut that makes a complex topic "click" fast, with a few memorable numbers that make the situation feel real.

♡ 3419    💬 137    ↻ 401

2



## 3 Hyperscalers walk into a bar.

He opens with a joke-like setup and quickly pivots into a serious explanation of why major players are competing for the same limited resource. He anchors the claim with big, concrete stats and a simple image that makes the bottleneck instantly understandable.

♡ 1078    💬 157    ↻ 127

3



## Last week a CEO admitted to me he's been pretending to understand 'tech' for years. So I made him this and now he gets it. You will too.

He shares a specific moment where a leader admitted they'd been nodding along to jargon, then offers a simple infographic solution. The post promises a quick, shame-free way to finally understand the basics without getting lost in technical language.

♡ 1051    💬 101    ↻ 124

4



## \$3 trillion at the top. But a trickle at the bottom.

He frames the market as huge money chasing limited real-world delivery capacity and promises to show it "in one image." He cites named research and then translates it into practical planning implications, including who wins, who loses, and what to do differently.

♡ 928    💬 83    ↻ 111

5



## I've simplified The Cloud into 52 cards.

He introduces a distinctive way to teach a complicated topic by packaging it into a deck of cards with clear structure. The post leans on accessibility ("if this person gets it, you will too") and teases future releases to build anticipation.

♡ 754    💬 122    ↻ 54

6



## They said I was exaggerating.

He makes a bold, time-bound prediction about a major shift and supports it with a tight stack of numbers and named commitments. He ends by inviting readers to take a stance on whether they saw it coming.

♡ 702    💬 107    ↻ 64

7



### **\$3 Trillion Being Spent on Data Centers.**

He argues that most teams are using an outdated approach and lays out a new, more realistic approach for the years ahead. The post includes a vivid failure example and uses a simple graphic to make the “old vs new” contrast obvious.

♡ 653    💬 109    ↻ 61

8



### **Meta just blindsided the data centre industry.**

He takes a major company announcement and explains the deeper strategy behind it using a simple, labeled framework. The post is written like a puzzle, asking readers to spot the hidden “tell” and then walking through the evidence.

♡ 582    💬 77    ↻ 60

9



### **Your 2030 Data Centre Survival Guide (save it).**

He presents a short “survival guide” list of major shifts, each written as a clear transition from one state to another. The post is designed as a planning reference, with a matching infographic and a strong save prompt.

♡ 510    💬 66    ↻ 73

10



### **Your 2026 Data Centre Infrastructure Roadmap**

He wraps up a multi-part series by summarizing the road ahead and framing the next few years as a decision point with two possible futures. He uses memorable language to name a key risk and positions the content as useful for leadership discussions.

♡ 464    💬 49    ↻ 71