



Vedika Bhaia

Founder at Social Capital Inc.

312k followers • [View Profile](#)

2

POSTS / WEEK

1 PM, UTC

MAIN POSTING TIME

910

AVG REACTIONS

130 comments

43%

CALL-TO-ACTION

FREQUENCY

#1 SUCCESS FACTOR

She turns real work (tests, systems, lessons, and results) into “ready-to-use” posts that include proof and a clear next step. The biggest posts don’t just share opinions—they show templates, numbers, or a resource, which builds trust fast and makes people act (comment, save, share, DM, or email). Her minimal profile then stays out of the way and routes serious interest to one simple contact path.

FORMAT BREAKDOWN

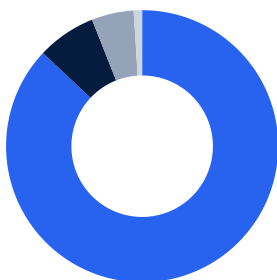


Image	87%	1020 avg reactions
Video	7%	490 avg reactions
Text Only	5%	460 avg reactions
Carousel	1%	390 avg reactions

7 Tactics You Can Steal

01 [Ask for one-word comments before giving a free guide](#)

02 [Put a copy-and-paste template inside the post itself](#)

03 Use a picture and real numbers to kill a popular myth

04 Tell a "I was wrong" story, then give one clear fix

05 Publish the full playbook, with rules and percentages

06 Borrow a big conversation, then explain how it changes your choices

07 When you win, skip the fake lesson list and be real

7 Tactics You Can Steal

1

Ask for one-word comments before giving a free guide

She offers a very specific free resource (a guide, workflow, or document) and asks people to comment one simple word to get it. This works because the value is clear, the action is easy, and the comment pile makes the post look active—so more people see it. In her content, comment-keyword giveaways are the most repeatable growth lever: 11 posts average about 2.155x relative engagement versus about 1.215x for other posts, and one of the biggest examples reached 6.62x. To copy it: preview what's inside (bullets + deliverables), pick a one-word keyword, and be ready to add an "edit" link once replies become unmanageable.

[Example 1 →](#)

[Example 2 →](#)

2

Put a copy-and-paste template inside the post itself

Instead of only giving advice, she drops a real template people can reuse right away (like a structured prompt format). This works because readers can judge the quality instantly and get a quick win without asking for anything first, which drives saves and shares. It matches a broader pattern: practical AI workflow/guide posts average about 2.944x relative engagement, far above AI posts that stay at "news/caution" levels (about 0.373x). To copy it: show one complete example, label each part in plain words, and end with an optional deeper resource for people who want more.

[Example 1 →](#)

[Example 2 →](#)

3

Use a picture and real numbers to kill a popular myth

She starts with a striking image, then walks people through the numbers in a way they can repeat in their own words. This works because "I can quote that" is what makes people repost, and the myth-busting angle makes them want to argue or agree in the comments. One example breaks down adoption into exact percentages and headcounts and still lands at 2.54x relative engagement because it feels like proof, not a vibe. To copy it: pick one chart or screenshot, explain the numbers in 5–8 short lines, and end with a simple "what this means for you" action.

[Example 1 →](#)

[Example 2 →](#)

4

Tell a “I was wrong” story, then give one clear fix

She opens with a belief she used to have, shows the painful result, then flips it with a lesson people can apply. This works because it feels honest (you can't fake the before/after), and the reader can immediately map it onto their own life or business. One pricing belief-flip post reached 2.78x relative engagement; similarly, her strongest operator-style lessons average about 2.360x when they include a clear point and a real outcome. To copy it: write the old belief in one sentence, add 2–3 “this is what happened” lines, then finish with one rule you'd follow next time.

[Example 1 →](#)[Example 2 →](#)

5

Publish the full playbook, with rules and percentages

When she teaches LinkedIn growth, she doesn't keep it vague—she shares the operating system (rules, structure, and stage-by-stage guidance). This works because people save “systems” more than opinions, and it's hard to argue with a clear checklist. Even though creator-meta is only about 10% of her output, it averages about 2.001x relative engagement, and her biggest playbook post hit 5.31x. To copy it: start with a strong result, then give your rules in bullets, include a simple breakdown of what to do at different stages, and keep everything scannable.

[Example 1 →](#)[Example 2 →](#)

6

Borrow a big conversation, then explain how it changes your choices

She uses a trending talk or famous person as the hook, but the post succeeds because she translates it into decisions she's making in her own work. This works because people get the fast summary and also learn “what to do differently on Monday,” which pushes saves and shares. One example using a widely discussed podcast still reached 3.27x relative engagement because it moved from recap to applied takeaways. To copy it: pull 3–7 strongest points, add one line for each about how it changes your strategy, and end with a clear stance readers can agree or disagree with.

[Example 1 →](#)[Example 2 →](#)

7

When you win, skip the fake lesson list and be real

Instead of turning a big moment into a canned “here are my lessons” post, she says what she actually feels in a few lines. This works because it lowers people's guard—readers are tired of performance, so a simple human reaction stands out and invites genuine comments. Her award post is a top performer at 4.17x relative engagement with almost no teaching, purely because it feels honest and anti-cliché. To copy it: share the win, name the stereotype you're avoiding, and write 2–3 plain sentences of gratitude or disbelief—no long thread needed.

[Example 1 →](#)[Example 2 →](#)

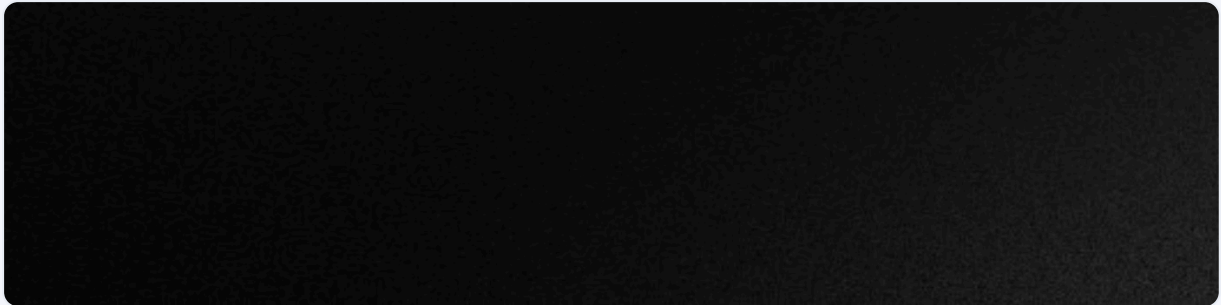
Profile Breakdown

HEADLINE FORMULA

Founder at Social Capital Inc.

Role/authority marker + company name (identity-first). It works because “Founder” signals seniority and decision-making power in two words, and the company name gives an institutional anchor—so the content and follower proof can do the persuasion without a long promise. Optional add-ons if needed: one category keyword and one proof point (e.g., community size).

BANNER STRATEGY



Low-information, dark minimalist banner (no readable text). It works as an “anti-ad” signal: the profile doesn’t look like a pitch, so attention goes to social proof (headline role, follower count, Featured credibility). This is strongest when your content distribution and proof are already doing the heavy lifting.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
AI workflows, prompts, and practical tool use	28%	Practical, step-by-step AI implementation content wins—especially when it ships a workflow, prompt structure, or deliverable people can copy today. In this dataset, workflow/guide-style AI posts average about 2.944x relative engagement (5 posts), while AI caution/news without a clear next step averages about 0.373x (4 posts). The common thread: show the exact inputs/steps/output (not just “AI is changing everything”).	Post 1 Post 2 Post 3
LinkedIn growth and writing (creator meta)	10%	This is her highest-performing pillar per post despite being small: “LinkedIn meta” averages about 2.001x relative engagement across 10 posts. What works is specific, operational breakdowns (rules, frameworks, stage-by-stage guidance) rather than vague prompts; low-effort engagement prompts/teasers average about 0.620x (3 posts). People share and save these because they feel like a playbook, not motivation.	Post 1 Post 2 Post 3
Agency/operator lessons + marketing examples (what worked, what didn’t)	38%	Operator-style posts do best when they have a clear point of view plus one specific internal change or outcome; in this dataset, the strongest agency/ops posts average about 2.360x (4 posts). Traditional sponsored/marketing content is the weak spot: marketing/sponsored posts average about 0.610x (17 posts), and the hardest-sell ads are the floor at about 0.195x (4 posts). The posts that recover performance in this pillar are framed like real discoveries (“I tried/saw this and here’s what it means”), which climb to about 1.368x (4 posts).	Post 1 Post 2 Post 3
Mindset, time, and personal decisions (with real behavior changes)	24%	The best personal posts aren’t generic inspiration—they tie a realization to specific actions and trade-offs. In this dataset, “specific realization + behavior change” posts average about 2.620x (4 posts), while lower-specificity introspection averages about 0.504x (5 posts).	Post 1 Post 2 Post 3

PILLAR

%

WHAT CRUSHES

EXAMPLES

The more concrete the moment (a number, a rule, a decision), the more people comment and share their own stories.

Conversion Strategy

Their Offer(s)

Social Capital Inc. (launch/marketing services for brands and founders, distributed through LinkedIn/X).

Free downloadable guides/prompts/workflows delivered via comment keywords

Hiring/recruiting for Social Capital roles via email/apply links

Sponsored/partner promotions (brands and products)

How They Promote in Posts

CTAs show up often and usually come after the value, in the last 1–3 lines. Depending on what you count as a CTA, it's roughly 36–43% of posts; one cut of the data shows 42 out of 98 posts (42.86%) with a CTA, while another counts 35 out of 98 (35.71%). Overall, CTA posts slightly underperform on average in one aggregate view (about 1.30 vs 1.34 relative engagement), but the exception is massive: comment-keyword lead magnets (11 posts) average about 2.155x and are the main conversion engine. Her selling style is mostly “proof first, then a simple ask” (comment a word, DM, or click a link), and she sometimes adds an edit link at the top once the comments spike.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is intentionally minimal and conversion-first: the headline establishes the business identity (“Founder at Social Capital Inc.”), the About section is essentially a single-step contact CTA (email only), and the banner avoids looking like an ad. Featured is used as credibility (award/event proof) more than as a lead magnet or case study, so most conversions are driven by in-post CTAs (comment keywords, links, DMs) rather than a profile funnel.

[View Profile →](#)

Top 10 Posts

1



**EDIT: this blew upppp, can't message so many people so here you all go-
<https://shorturl.at/TV3VV> (go crazy hope to see the ai version of u soon)**

She shares an "ultimate guide" her team built after 100+ hours testing two AI image tools, framed as a fix for generic AI images. The post lists exactly what the guide includes (workflow steps, prompting techniques, templates, feature breakdown) and asks readers to comment a keyword to receive it, then adds an edit with a direct link once it explodes.

♡ 3481 💬 3395 ↻ 15

2



0-295k followers on LinkedIn. 4 years of data. Giving away my entire strategy in this post. (no you don't have to comment anything to read this lol)

She publishes a full breakdown of how she grew her LinkedIn following from zero to hundreds of thousands over four years. The post is structured like a playbook: content mix rules, a stage-by-stage approach, a weekly creation process, and a list of things she avoided doing.

♡ 4968 💬 475 ↻ 84

3



Got the LinkedIn Influencer of the year 2025 award yesterday.

She announces a major award, but refuses to turn it into a typical "here are my lessons" post. Instead, she keeps it short, grateful, and honest about still figuring things out.

♡ 3956 💬 367 ↻ 15

4



Sam Altman's latest podcast with Nikhil Kamath has broken the internet.

She summarizes takeaways from a highly discussed podcast and connects them to how she's thinking about running her agency and working in an AI-driven world. The post is structured in numbered points and mixes quotes, urgency, and practical implications.

♡ 3024 💬 231 ↻ 145

5

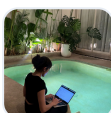


I'm giving away Naval's 20-page quote collection, that saved me from quitting my business three times.

She offers a curated document of quotes and ties it to a tough founder period where she almost quit. She includes a few of the quotes and explains how they changed her actions, then asks for a comment keyword to receive the file and later shares a link edit.

♡ 2358 💬 882 ↻ 12

6



I've been building Social Capital Inc. quietly.

She introduces her company through a "company I wish existed for my younger self" story. The post lists values and operating principles, then backs them with concrete proof points about team size, profitability, notable work, and a bold distribution guarantee.

♡ 2726 💬 230 ↻ 7

7



This might be the most underrated AI skill of 2025: JSON prompting (giveaway at the end)

She teaches a specific AI prompting skill by showing a full, structured example readers can copy and adapt. She explains why the structure works across multiple AI tools and offers a deeper guide via a simple comment keyword, later adding an edit link.

♡ 2144 💬 772 ↻ 31

8



I used to think charging less would get me more clients.

She shares a lesson about pricing from her own client experience: charging less didn't create trust, it reduced it. She uses client objections, a simple analogy, and a clear reframe toward outcomes and ROI instead of price.

♡ 2660 💬 228 ↻ 9

9



As a founder who works in marketing, I'm obsessed with metrics. But the most important number isn't revenue or followers. It's 4000. Let me explain how.

She reframes "important metrics" by using the idea that a human life is roughly 4,000 weeks and personalizes it with her own age-based calculation. She lists concrete behavior changes she made because of that realization and ends with a comment keyword to get a related tool.

♡ 2322 💬 412 ↻ 7

10



this image broke my brain a little.

She uses a visual about AI adoption to argue that "AI saturation" is a bubble illusion. The post breaks the chart into clear percentages and headcounts and ends with an opportunity takeaway about first-mover advantage for learning and building.

♡ 2345 💬 201 ↻ 100
