



Yurii Rebryk

YC W24 | Founder & CEO at Fluently 📌 Improve English with AI | Forbes 30 under 30

125k followers • [View Profile](#)

4

POSTS / WEEK

3 PM, UTC

MAIN POSTING TIME

520

AVG REACTIONS
70 comments

91%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He repeatedly turns hard-to-ignore proof (rejections, wins, money, growth) into posts that are so easy to skim they feel "obviously true," then follows with something practical people can use right away (a checklist, a guide, a resource). That trust makes a short, low-pressure link at the end work, because the audience already believes he's done the work and has receipts.

FORMAT BREAKDOWN

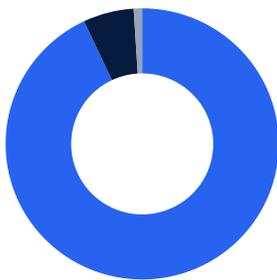


Image	93%	560 avg reactions
Carousel	6%	390 avg reactions
Text Only	1%	220 avg reactions

7 Tactics You Can Steal

01 [Write a failure-to-win timeline that's easy to skim fast](#)

02 [Give one great free resource and ask people to comment for it](#)

03 Make posts that feel like a cheat sheet people want to save

04 Write advice like a recipe: short steps, clear rules, no fluff

05 Share tools with exact steps, not fun facts and memes

06 Sell softly at the end—or skip the CTA on your best stories

07 Use single-image posts more than carousels and text-only posts

7 Tactics You Can Steal

1 Write a failure-to-win timeline that's easy to skim fast

He often writes in short lines that move through setbacks and wins like a timeline, so you can understand the whole story in seconds. It works because people instantly relate to the struggle, and the payoff feels real when it includes hard numbers (money, growth, counts). In his dataset, personal posts average 3.4075 relative engagement, and the tight timeline versions average 5.4980 (vs 1.6212 overall). To copy it: write 8–15 short lines, keep each line to one event, and add at least 3 specific numbers (counts, dates, results).

[Example 1 →](#)

[Example 2 →](#)

2 Give one great free resource and ask people to comment for it

He packages a specific “thing” people want (a doc, list, or guide) and tells them to comment and connect so he can send it in DMs. This works for two simple reasons: the comments push the post farther, and the DMs turn strangers into real conversations he controls. These DM-gated resource posts average 5.3900 relative engagement across 3 posts and drove unusually huge comment threads (including posts with 700+ and 1,000+ comments). To copy it: offer one clear asset, tell people exactly what word to comment, then message everyone who followed the instructions.

[Example 1 →](#)

[Example 2 →](#)

3 Make posts that feel like a cheat sheet people want to save

He writes dense lists that people can reuse (credits, tools, channels, “lies,” examples), often ending with a simple prompt like “What did I miss?” to invite additions. It works because a good list becomes a reference people save and share, and the open-ended question makes it easy to comment without “writing an essay.” He uses engagement-question prompts like this in 26 posts, and the best-performing resource formats in his account are the ones that feel like a ready-to-use reference. To copy it: pick one topic, list 15–40 items, add 1 useful detail per item (price, step, link, or rule), then end with “What would you add?”

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4

Write advice like a recipe: short steps, clear rules, no fluff

A lot of his best “teaching” posts are written as simple steps or rules instead of long paragraphs. This works because readers can try it right away, and they’re more likely to share something that feels like instructions, not opinions. You can see the same style in posts that break down what to do next (steps, lists, rules), and it pairs well with his highest-performing content types (resources and practical guides). To copy it: write a bold claim, then give 5–10 steps with verbs (“Do...”, “Don’t...”, “Track...”), and remove anything that isn’t an action.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**5**

Share tools with exact steps, not fun facts and memes

When he posts about AI, the winners teach a usable workflow (what to do, in what order), not just an interesting fact. That works because people can copy it, test it, and share it with a friend who needs it. In his data, tool/workflow posts average 1.8100 relative engagement (5 posts) while quirky trivia averages 0.3533 (3 posts) — about a 5× difference. To copy it: show the tool, give a 3–6 step “how to use it,” and include one example input/output so it feels real.

[Example 1 →](#)[Example 2 →](#)**6**

Sell softly at the end—or skip the CTA on your best stories

Most of his selling is a short P.S. or “Bonus” line after the main value, and some of his biggest posts don’t sell at all. That works because people don’t feel tricked; they got value first, and the offer feels optional. In the provided set, posts with a CTA averaged 736.1 likes versus 1731.6 likes for posts without a CTA, and another sample shows CTA posts averaging 1.4580 relative engagement versus 2.6275 without a CTA. To copy it: write the full post with zero selling, then add one calm line at the end only when the post already delivered real value.

[Example 1 →](#)[Example 2 →](#)**7**

Use single-image posts more than carousels and text-only posts

He is heavily image-first, and the data shows it matches what performs best for him. Image posts average 1.6894 relative engagement versus 0.7580 for carousels (about 2.23× higher), and median likes are higher on images (560) than carousels (388) and text-only posts (220). The simple reason: one strong image plus short text is faster to consume and easier to share. To copy it: pick one image that supports the point (photo, chart, collage, screenshot), then write a short, skimmable caption instead of a slide deck.

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

Profile Breakdown

HEADLINE FORMULA

YC W24 | Founder & CEO at Fluently 🏠 Improve English with AI | Forbes 30 under 30

[Top authority/affiliation] | [Role] at [Product/Company] 🏠 [Simple outcome] with [Clear mechanism] | [1-2 proof markers]. It works because the trust signals (YC/Forbes) come first, the promise is in everyday words ("improve English"), the mechanism is clear ("with AI"), and the arrow acts like a tiny "read this part" cue for skimmers.

BANNER STRATEGY



Warm, sepia NYC skyline lifestyle image (no product UI, no CTA). It works as a "premium founder" mood-setter that matches the high-status headline, signaling global ambition and seriousness; it's not meant to explain the offer, just to make the profile feel credible and high-end at first glance.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Founder journey + building Fluently in public	14%	Personal resilience stories outperform almost everything else here: personal posts average 3.4075 relative engagement, and the tight, timeline-style versions average 5.4980 (vs an overall average of 1.6212). The best ones are high-contrast (many setbacks → one breakthrough) and include specific counts and outcomes so it doesn't feel like generic motivation. What tends to underperform inside this theme: creator-ops/meta content and small product announcements (2 posts, avg relative engagement 0.5050).	Post 1 Post 2
YC / fundraising / founder resources	35%	The standout mechanic is giving a concrete resource and controlling distribution. DM-gated "comment + connect and I'll send it" resources average 5.3900 relative engagement across 3 posts and also generate extreme comment volume (2,487; 1,122; 721 comments). In contrast, non-gated link-out lists/announcements inside this pillar tend to underperform (5 posts, avg relative engagement 0.5480).	Post 1 Post 2 Post 3
AI / tech news + tools	34%	When he covers AI/tech, the posts that win are the ones that teach a usable action or workflow. Tool/workflow posts average 1.8100 relative engagement (5 posts) versus quirky trivia/meme-style posts averaging 0.3533 (3 posts) — about a 5× gap. The practical posts read like "here's the tool + what to do with it," while the low performers feel like interesting news without a clear takeaway.	Post 1 Post 2 Post 3
General startup advice + contrarian takes + partner posts	17%	Punchy, data-backed takes beat low-signal jokes and partner/sponsored-style content. Within this bucket, contrarian/data-backed posts average 1.6950 relative engagement (4 posts), while sponsored/partner posts and low-signal joke frameworks average 0.3650 (4 posts). The	Post 1 Post 2 Post 3

PILLAR

%

WHAT CRUSHES

EXAMPLES

pattern: clear opinion first, then numbers or
concrete examples that make it hard to dismiss.

Conversion Strategy

Their Offer(s)

Fluently — AI English tutor/coach to improve English speaking (GetFluently.app)

English Accent Guru (free accent test) — guru.getfluently.app

DM-delivered founder resources (pitch decks, YC/application guides, templates)

Occasional partner promotions (e.g., #FramerPartner)

How They Promote in Posts

CTAs appear very frequently (about 86–91% of posts, depending on the sample) and are usually placed at the end as a P.S./“Bonus,” after the main value. Product mentions are common (54 posts, 62.8% of the provided set), but the data also shows a clear tradeoff: posts with any CTA averaged 736.1 likes versus 1731.6 likes without a CTA, and another sample shows CTA posts at 1.4580 relative engagement vs 2.6275 without. The practical pattern: let the biggest story/value posts run clean, and use CTAs when the post is already “worth saving” or when you’re offering a genuinely high-value resource or free tool.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built as a single, clear path: the headline stacks credibility first (YC + Forbes) and then states the offer in plain language (“Improve English with AI”). The About section repeats the same simple promise and includes a direct link, and the Featured section pushes one primary click to GetFluently.app using a score/report style visual that previews the outcome. The banner supports a premium founder identity but doesn’t add product clarity, so the headline + Featured section carry most of the conversion work.

[View Profile →](#)

Top 10 Posts

1

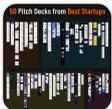


Got rejected.

A rapid-fire, skimmable timeline of setbacks while building the company, followed by a sharp turn into a clear breakthrough. It pairs the emotional reality of repeated rejection with concrete actions taken behind the scenes, and then anchors the ending with measurable business results.

♡ 5248 💬 368 ↻ 61

2



50 real Pitch-Decks from startups that raised \$380M+ across Pre-Seed to Series A stages 🔥

A curated resource offer: a large collection of real pitch decks, framed as a shortcut for founders who want to understand what strong fundraising materials look like. It explains what's inside, why it matters, and how to get access through a simple comment-and-connect flow.

♡ 2862 💬 2487 ↻ 33

3



My career journey:

A year-by-year "life resume" that starts with early failures, includes a major external setback, and then transitions into entrepreneurship. It ends with a clear turnaround and stacked proof points that show the long arc from struggle to results.

♡ 3839 💬 174 ↻ 32

4



At 18, I failed to get an internship abroad.

A sequence of key life and career failures presented as a simple list, followed by later wins that show persistence paying off. The post directly calls out how social media hides the "failure stack" behind visible success.

♡ 3253 💬 254 ↻ 43

5



I scaled Fluently app from \$48K → \$5M+ ARR during this year (that's 100x growth)!

A growth story that leads with big business results and then shares an operational playbook focused on short-form video and creator content. It explains the rules, the daily cadence, and how performance is tracked, then ends with a product mention.

♡ 2691 💬 231 ↻ 64

6



My first 3 years as a startup founder:

A clean before/after comparison between an early phase of repeated failures and a later phase of rapid wins. It explains what changed in behavior and focus, not just what changed in outcomes.

♡ 2485 💬 181 ↻ 27

7



Y Combinator is super competitive - only 1.5% of founders get accepted.

A practical guide to a highly desired goal, framed around a low acceptance rate and common mistakes. It offers a step-by-step resource and uses a keyword comment plus connection request to deliver the link by DM.

♡ 1452 💬 1122 ↻ 35

8



CEO of Y Combinator shared his **CLAUDE.md** prompt for Claude Code 🔥

A copyable coding workflow template shared as a practical artifact, paired with a plain-English explanation of how to use it. The post frames the tool as a way to get structured planning, review, and testing without a large team.

♡ 2258 💬 79 ↻ 78

9



All the best startup accelerators for early-stage founders:

A large directory-style list of accelerators and programs, often including terms like funding and equity. It ends with a simple prompt for readers to add what's missing.

♡ 1901 💬 163 ↻ 211

10



All 3 co-founders of Mercor became the youngest self-made billionaires at 22, beating Mark Zuckerberg's record from age 23 🤖

A mini case study of a breakout company with a headline-worthy hook, then a structured breakdown of how the business started, pivoted, and scaled. It uses many concrete numbers (valuation, round size, revenue milestones, ownership) and ends with a clear business lesson.

♡ 1887 💬 114 ↻ 42