



SOCIAL-FIRST · CAROUSEL SERIES

The Translation

A field guide to what people on LinkedIn are *actually* saying.

THE INSIGHT

Nobody is lying. Everybody is translating.

Most LinkedIn posts are professionally dishonest. People perform success instead of sharing reality — because the platform rewards aspiration over honesty. So we all quietly learned to speak fluent LinkedIn.

New here? Here's what the locals actually mean.

**A translation guide for the most
fluently fake language online.**

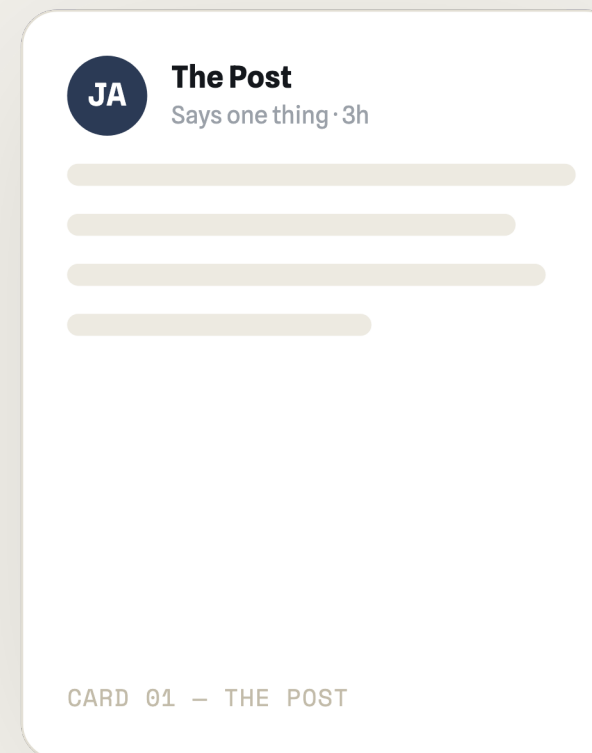
THE MECHANIC

One swipe from the truth.

Every unit is a pair. Card one is the post — dressed in the genre's full uniform. Card two translates it.

4:5 FEED

9:16 VERTICAL



THREE DIRECTIONS – THE REVEAL CARD

A Redline

RE: YOUR POST

~~Happy to share that I've accepted a
new role!~~

See ya. Love ya. Bye.

x EDITOR'S NOTE

An editor caught the lie. Honest, literary, ownable.

B Phrasebook LEAD

TRANSLATION

happy to share

/ 'hæpi tə ʃɛr / · phrase

1 *See ya. Love ya. Bye.*

REAL TRANSLATION

The big idea, literally. A dictionary entry for fluent LinkedIn.

C Stamp

Happy to share that I've accepted a
new role!

TRANSLATED

See ya. Love ya. Bye.

Loud, meme-ready, instantly screenshottable.

PAIRS · POST × TRANSLATION

5



Entries in the field guide

tone




DEADPAN · KNOWING

Happy to share

Gratitude meets vagueness

 gratitude meets vagueness **Jordan Avery** ·
2nd Driving Growth & Synergy | Thought Leader | Dad
3h · Edited · 

Happy to share that I've accepted a new role! 🙏
Beyond grateful to the incredible team, my mentors, and everyone who believed in me on this journey. Onwards and upwards! 🚀
...see more

   Riya & 1,203 others · 86 comments

Like Comment Repost Send



TRANSLATION 01 / 05

"Happy to share..."

happy to share

/ 'hæpi təʃeɪ / · phrase

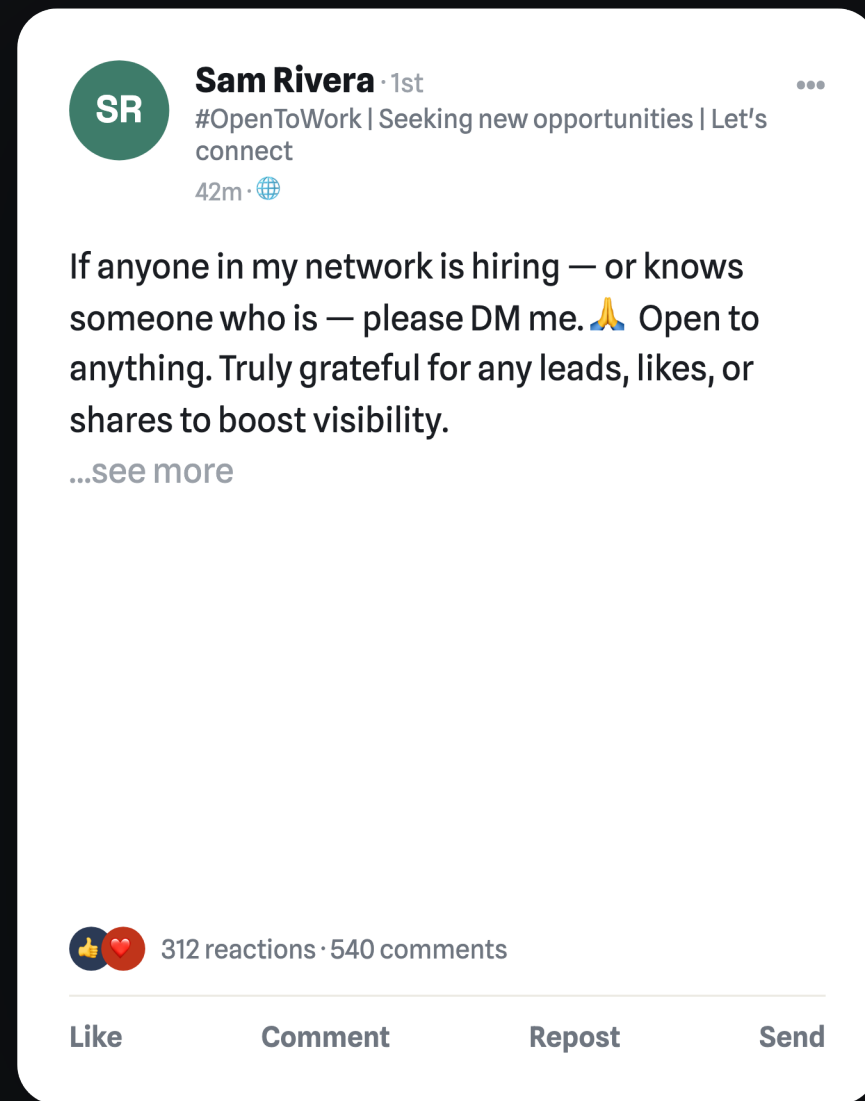
- See ya. Love ya. Bye.*

ALSO ACCEPTED

- Good bye forever, until I need a recommendation.*


If anyone is hiring

A public flare, fired after every private door.



5 take-aways


A thread. An airport. And a lot of AI help.

 **Priya Desai** · 2nd
Keynote Speaker | Future of Work | 🗨️ + ideas
1d · 🌐

Just got back from #SaaSConnect2026 and honestly? My mind is BLOWN. 🤯

Here are 5 takeaways that will completely change how you think about leadership:

1/ Culture isn't a perk, it's the product...
...see more

 2,841 reactions · 193 comments

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TRANSLATION 03 / 05

"Here are 5 takeaways..."

here are 5 takeaways

/ hɪr ar faɪv 'teɪk,eɪwəʊz / · phrase


1 *AI wrote this.*

ALSO ACCEPTED

2 *Tucson was hot and I smiled a lot.*

Hot take

Not really that "Hot"

 **Marcus Cole** · 3rd
Contrarian | Disruptor | Building in public 🚧
5h · 🌐

🔥 Hot take:

Most meetings could have been an email.

Agree? Disagree? Let's debate in the comments.
👉 Brave enough to say what everyone's thinking.
...see more

👍 58 reactions · 4 comments

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TRANSLATION 04 / 05

"Hot take..."

hot take

/ hot teɪk / · phrase

- 1 Not even lukewarm.*

ALSO ACCEPTED

- 2 The most widely held opinion in human history.*

PAIR 05 – THE LAYOFF ANNOUNCEMENT

My next chapter

A triumphant exit, written the morning after.

TB **Taylor Brooks** · 2nd
Ex-Megacorp | Open to what's next | Builder
7h · 🌐

After an incredible 4-year journey, I've made the difficult decision to move on to my next chapter. ✨ So grateful for the memories, the lessons, and the people. Watch this space.
...see more

👍❤️👏 3,902 reactions · 421 comments

Like Comment Repost Send



TRANSLATION 05 / 05

"...on to my next chapter."

on to my next chapter
/ ɒn tə maɪ nekst 'tʃæptər / · phrase

1 *The layoffs got me.*

ALSO ACCEPTED

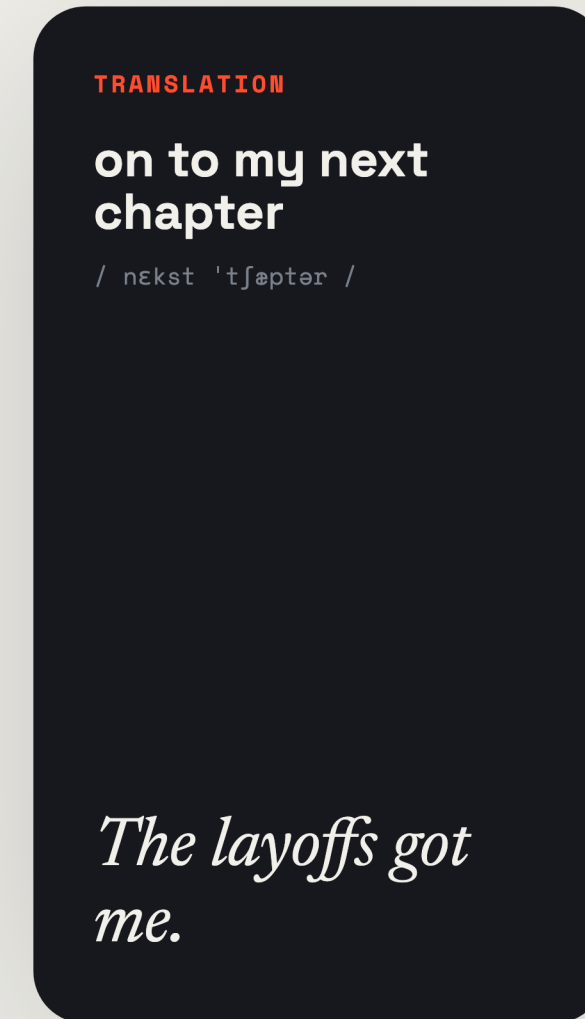
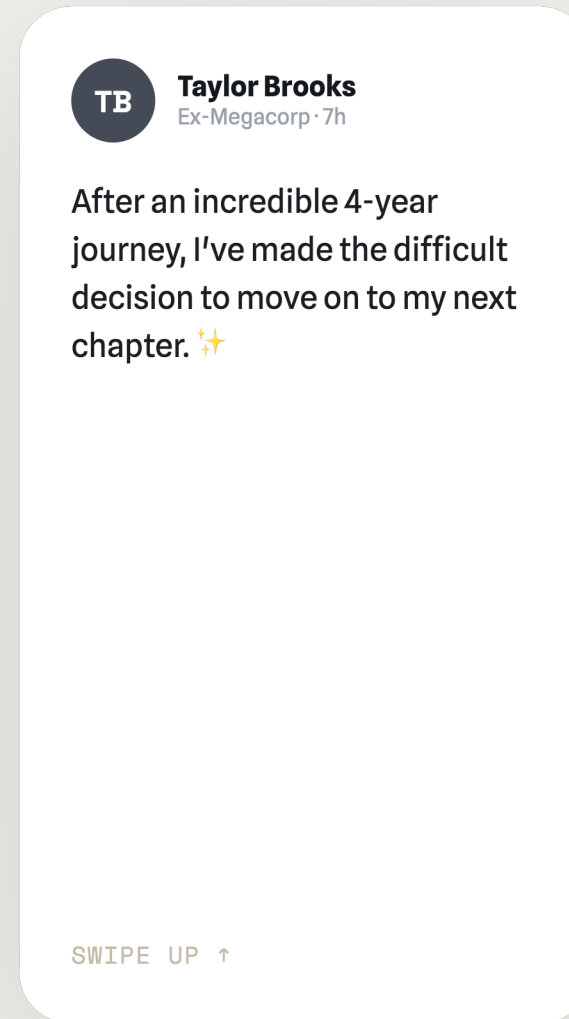
2 *OMG OMG OMG I'M OUT.*

FORMAT — 9:16 VERTICAL

Built for the thumb.

The same pair runs full-bleed for Stories & TikTok. The post fills the screen — a swipe up drops the translation.

INSTAGRAM · TIKTOK · LINKEDIN



WHY IT WORKS

01 Fits the culture. LinkedIn users recognise the inauthenticity instantly — the joke is already in their feed.

03 On brand. LinkedIn can lean all the way in without ever breaking character.

02 Built to be shared. People save these and send them to someone who works — which is everyone.

04 Self-aware. It proves the platform understands its own absurdity — and likes itself anyway.

CAMPAIGN 02 – TRANSLATION

LINKEDIN SAYS:

Connect to Opportunity

↓ TRANSLATION ↓

lets get you going

END