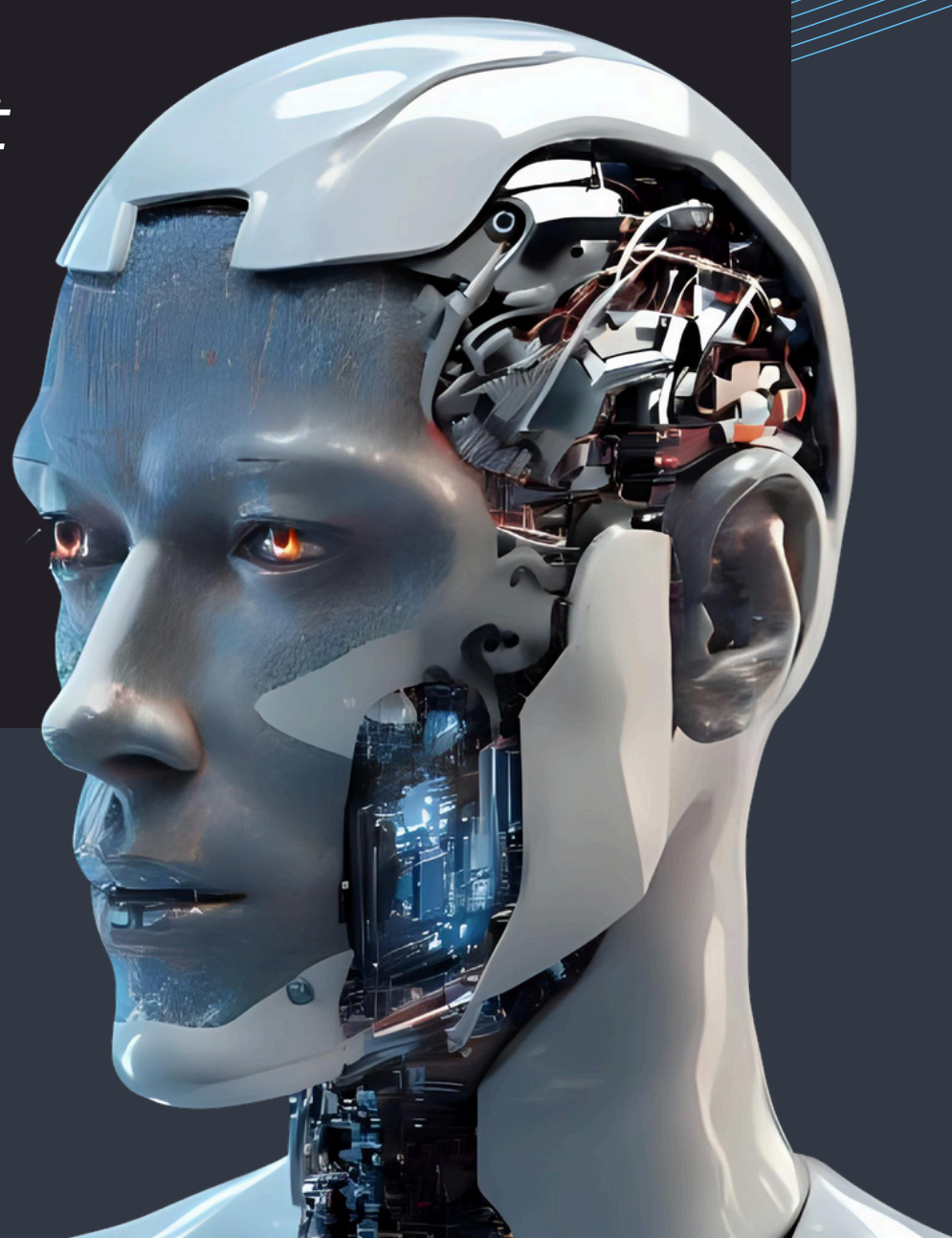


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# Organic Reach Is Down.

*LinkedIn, Instagram, even  
X... Organic reach is  
shrinking. Fewer people  
see your posts. But that  
doesn't mean you're  
powerless.*



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01

# Depth > Frequency

Posting daily won't save you.

One high-value, save-worthy post beats 5 shallow ones.

Founders win by creating content people bookmark, not scroll past.



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02

# Build for Shares

The algorithm now rewards shares > likes.

Create content that makes people say: 👉 "I need to send this to my team."



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03

# Storytelling Converts

Data is everywhere.

But stories cut through noise.

Share founder lessons, failures, and pivots → that's what builds trust.



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04

# Community > Audience

Don't just post. Engage.

Comment, DM, and collaborate.

Founders who build micro-communities win even when reach drops.





05

# Multi-Channel Leverage

Don't rely on one platform.

Repurpose carousels → Pinterest, email, blog.

Distribution = insurance against algorithm shifts.

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# Which of these 5 strategies will you try first?

Organic reach may be down. But founders who focus on value, trust, and community will always win.

