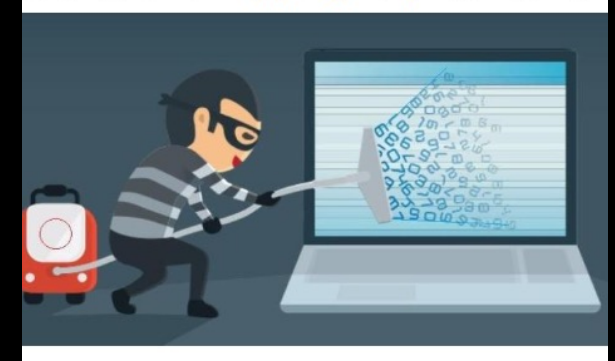
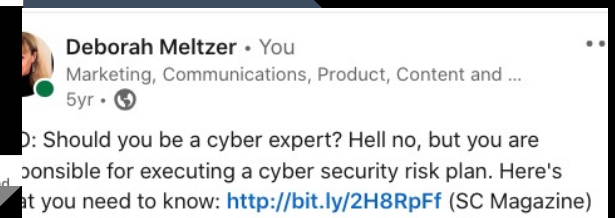
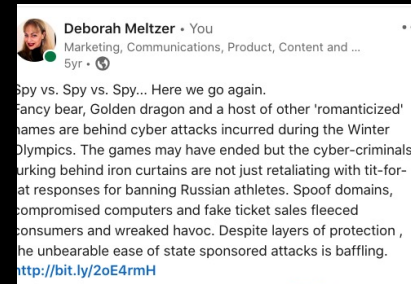


An isometric illustration on a blue background. A laptop is the central focus, with a large megaphone emerging from its screen. The screen also displays a 'LIVE' indicator, a star icon, and a play button. Surrounding the laptop are various social media icons like hearts, thumbs up, and laughing faces. In the background, there are stylized figures of people in different poses, some holding bags, suggesting a busy, social environment. Yellow lightning bolts are also visible near the bottom left.

# Social media samples

Sample reposts for organisations I worked with



Sample posts / reposts for organisations I worked with



Sample posts / reposts  
for organisations I  
worked with



the #Startup of the Year category. Honored to be among co.s  
recognized for their #innovation. Thank you  
@cyberdefensemag. <https://bit.ly/2IPe0Y5> #cybercrime  
#ransomware #cybersecurity

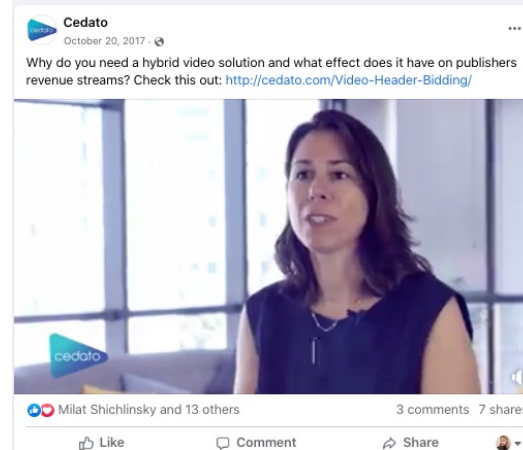
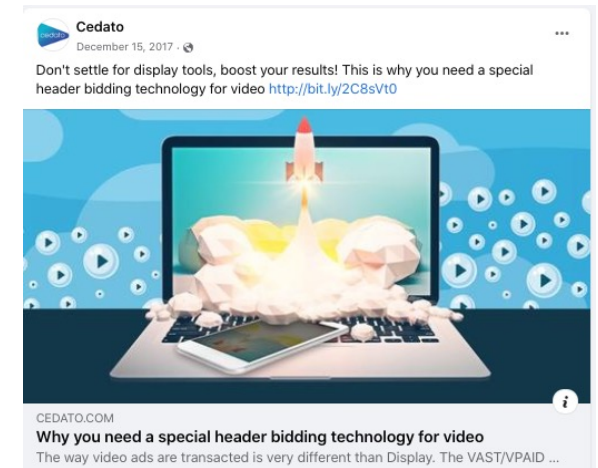
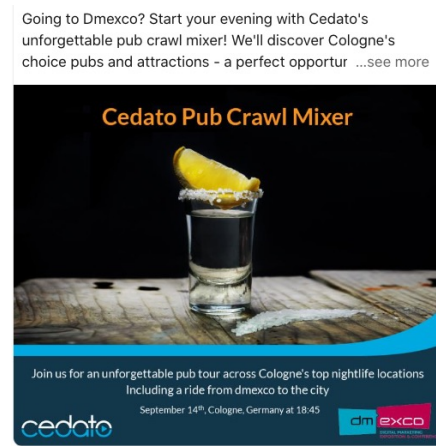
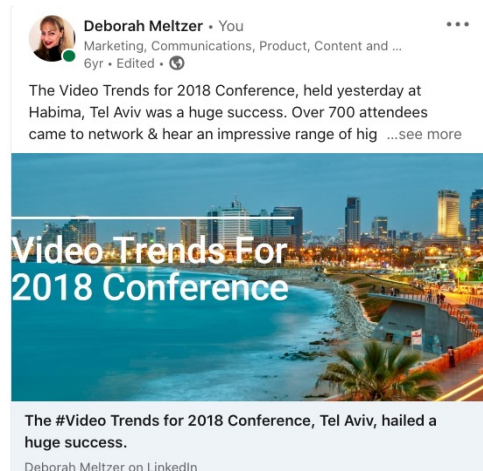


5yr • 🌐

Despite all the #cybersecurity threats. Neta won hands down &  
kicked back all the 'dark knights' . Congratulations NETA  
#Eurovision2018



# Sample posts / reposts for organisations I worked with





**Deborah Meltzer** • You  
Marketing, Communications, Product, Content and ...  
4yr • 1


Thank you Bat Chen, MCforum & host **#42gamechanger** + a savvy line-up of marketers for sharing insights on trending tools & automation channels for **#tradeshows**. Stay ...see more



8


**Marketing, Communications, Product, Content and ...**  
3yr • Edited • 1

Working remote again? How do you get personal with your customers with lean marketing? How can you transition from another bland Customer Experience (CX) strategy to Deep Digital Consumer Relationships (DCR)? Research shows:  
-2020+ customers are increasingly valuing 'specialism'  
-Far more discerning about what they purchase  
-Crave more authentic brands perceived to be on the right side of the PC agenda  
Below some examples to help realise a Deeper Consumer Relationship:  
1. A/B test with new distribution models— from shipping direct to consumers to partnerships with physical retailers and pop-up shops  
2. Run regular chat surveys to follow up on customers and receive their feedback  
3. Launch micro-marketing campaigns that improve brand awareness and boost leads not just for you but for your channel partners **#digitalcustomers** **#customerexperience** **#CX** **#ABtest** **#surveys**



8


Welcome SiteMinder to the unicorn club. Great to see another Australian company hit the \$1B+ milestone. **#unicorn** **#Siteminder** **#milestone** More: <https://lnkd.in/esN5Ez3>



10

**Deborah Meltzer** • You  
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3yr • Edited • 1

Excited to announce I'm **#OpenForBusiness**. Please by all means reach out to me for a friendly obligation-free chat and valuation of your Digital Marketing Strategy. Happy to give you some feedback on your projects and campaigns.  
**#projectmanagement** **#digitalmarketing** **#marketingcommunications** **#marketingautomation** .  
**#communications** **Debbie Meltzer**



**I'm open for business**  
Reach out to learn more

1 comment

Had the privilege to partake in 'The people's vote of choice' at StartUp Victoria pitch night, paying tribute to inclusion. Congrats to: **#Raine** Electric Scooters & Cybersec startup **#Cynch**, the runner up finalists, & winner; **#Hike** Perfectly organized by **#StartupVic** **#launchvic**



Was great to present on PR for Startups at Oracle this morning. Thank you Yotam Regev



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Marketing, Communications, Product, Content and ...  
3yr • 1

Giving an act of kindness stimulates the production of serotonin - the 'feel good' chemical that helps us feel happy and calm. It also stimulates endorphins - the brain's natural pain killer and oxytocin - a hormone that lowers blood pressure, aids heart health and increases self-esteem.  
**#mentalhealth** **#kindness** **#worldmentalhealthday2020** **#mindfulness**



**Deborah Meltzer** • You  
Marketing, Communications, Product, Content and ...  
8yr • 1

Need proof why a sound PR strategy and compelling creative will always stand the test of time?

**TOP PR CAMPAIGNS — A HISTORY**



10

Great turnout today at the IACC property biz luncheon. Excited to meet formidable leaders of the Melbourne property community. Panel discussions on market bounces and falls always captivates a Melbourne audience. In future would love to see sustainability, innovative energy savings, and intelligent buildings technologies enter the conversation. There are some great Melbourne tech companies in this niche. Would love to see the industry rally behind them. Hope today's news on the CBD apartment building evacuation acts as a wake up call.  
**#iacc** **#sustainability** **#construction** **#melbourneproperty**

