

# How interpreters can create engaging content for LinkedIn, YouTube and beyond...

Michelle Deeter



# Introduction to Michelle

- Translator and interpreter, Chinese to English
- MA in Interpreting from Newcastle University
- Active on LinkedIn since January 2010
- +105 articles posted on LinkedIn
- Active in public service interpreting groups on Facebook
- I consume Instagram and YouTube personally, but do not post for work





The case for content creation

Do's and Don't's

Some prompts to inspire you

Examples of content on LinkedIn, Instagram,  
Facebook and YouTube

Questions

# The case for content creation

- Most interpreters, especially those who are just starting out, underestimate how much marketing they need to do.
- Marketing is necessary to avoid the feast or famine phenomenon
- Having a website is not sufficient!
- Colleagues cannot recommend you and clients can't become repeat clients unless you are top of mind.
- Be clear on what your specializations are/what you are good at!
- My little experiment was successful—I got more work, including new clients directly from LinkedIn.



# Do: Post on a regular schedule

- This could be once a week, or once a month, or once every three months.
- I have posted roughly once a week since last November
- Adrian posts once a week but gives himself time off in summer and over Christmas.
- Some freelancers post more frequently but shorter content

# Don't: Push yourself hard to post



- Pushing yourself too hard will lead to burnout
- Quality posts on a daily schedule is probably too much
- Start by loading up your vault, then try and keep that routine going
- Using social media too much can impact your physical and mental health. Curb your time on your phone if necessary.

# Do: Keep your ideas in one place

22 Jan	Cocaine smuggled in banana boxes		Bananas from the supermarket
5 Feb	Maintaining a termbase		"Graph Paper" by Calsidyrose is licensed under CC BY 2.0. To view a copy of this license, visit <a href="https://creativecommons.org/licenses/by/2.0/?ref=opensearch">https://creativecommons.org/licenses/by/2.0/?ref=opensearch</a> .
12 Feb	Dangerous driving	DPSI dialogue	Saved as dangerous driving
19 Feb	Recovery in the ward	NCL dialogue	Intravenous drip
26 Feb	CV tips	short post	We discussed writing up a CV in translation class last week, and I'm pretty sure <u>all of</u> my students learned something new. Even the ones who thought they knew everything about making a good CV! I'll share one of those

- You can use fancy CMS software
- Or you can just use Microsoft Word, or Notes
- This is my Ideas sheet, left to right is date I want to post, title of post, type of post, file name or description of photo, date of actual post

You can mix up the types of posts you do—I typically post dialogues for public service interpreters, but I do other things too! Different pillars of content can help you stick to your schedule.

# Don't: Just post because it's post day



- If I'm not happy with the post, or if I'm still waiting for one of the pieces to fall into place, I don't rush the post.
- I just wait until the next Wednesday (my posting day)
- Sometimes you want to collaborate with or get feedback from someone else, it is worth it to wait.



# Do: Post photos of yourself



- You can even be in your interpreting outfit if you like!
- If you enjoy posting photos of yourself, this can be a great way to make content creation easier for yourself
- Most of my interpreting jobs are less glamorous so I have not done a post like this for a long time

# Don't: Reveal confidential information

Just renewed my registration with the [NRPSI](#) for another year.

As professional interpreters in the UK, we still have a long road ahead, but ...more



- That includes conference information, client information, and your own information!
- Even notes for a conference should be treated as trade secrets
- The photo here is OK because NRPSI number is hidden.
- Learn more about Hugo's Hush campaign:  
<https://www.youtube.com/watch?v=mzv8dgXcWc&t=28s>



# Do: Spread positivity

Compliment in public

Criticize in private

Try to support others in the  
industry rather than complaining  
all the time.

# Do: Be cautious about what you share



Photo credit: musicalsmagazine.com

- As Carrie Hope Fletcher says, “Make sure that is a story that you 100% want to tell.” So give yourself a little space after the event if you need to.
- Or as Merlin Mann says, keep your powder dry. So don’t use up all your good ideas at once

# Don't: Give up after negative criticism

- It's so much easier to tear something down rather than build something up.
- Remind yourself that haters are going to hate, and some people on the internet are just going to say stupid things.
- If you are faced with a bully, you can
  1. Report the person who is bullying you
  2. Unfriend, block, or delete the person who is bullying you
  3. Take a screenshot of the bullying



## Do: Keep records of your posts

- If your content only lives online and the platform goes bust, you could lose all your hard work!
- Make an archive of your content and store your ideas somewhere that they won't disappear (Dropbox, One Drive, GoogleDrive, BackBlaze).

# Do: Post in the language you are comfortable in



- English might get you more followers, that's an advantage
- But if you might make mistakes or if trying to make the perfect English post makes content creation too stressful, just use your other working language(s).
- Some people post in multiple languages. That works too!
- Photo credit: giuliabrugnettinterprete



## So take a walk

- See what kind of content would inspire you to post. Your target audience can be clients, or it can be other linguists, or freelancers generally, or people who are busy...



# Hashtags

## **#1nt**

- Stands for interpreting

## **#xl8**

- Stands for translate

## **#CIOL**

- Of course you can promote the Chartered Institute of Linguists!
- Or promote any other societies or groups you are in

## **#medicalinterpreting**

- Used widely on LinkedIn

## **#legalinterpreting**

- Used widely on LinkedIn

## **#viewfromthebooth**

- But remember, don't share any confidential information!



# A Word In Your Ear

On YouTube @Lourdes De Rioja

Professional style videos aimed at interpreters

Lots of interviews of well-known interpreters

Target audience

Interpreters

Takeaways

18.2K subscribers and 345 videos, so this is the only monetized channel about interpreting that I discovered.



# Patrick Kendrick

On YouTube @kendrickpatrick

Some work showing off his commentating skills, some work is interpreter-specific

Patrick does not post very regularly but does a good job of demonstrating that he is an expert in his niche.

Target audience

Beginner interpreters

# Found in Interpretation

On YouTube @Found-in-Interpretation



- Two interpreters interview a third person about a topic related to interpreting.
- Often a local focus, which explains their low subscriber numbers

Target audience

- Interpreters in Canada

Takeaways

- Started in Oct 2024, so they have created a lot of episodes in a short period of time!

# Tips for Interpreters

On YouTube @TipsForInterpreters



- Aggie Kwiecień interviews an industry professional about a topic related to interpreting.
- She focuses on the Diploma in Public Service Interpreting

Target audience

Legal interpreters, clients

Takeaways

Posts weekly on YouTube and monthly on LinkedIn, so creating different content on different platforms

# TROUBLE SOME TERPS

## Troublesome Terps

Podcast/YouTube

@Troubleterps

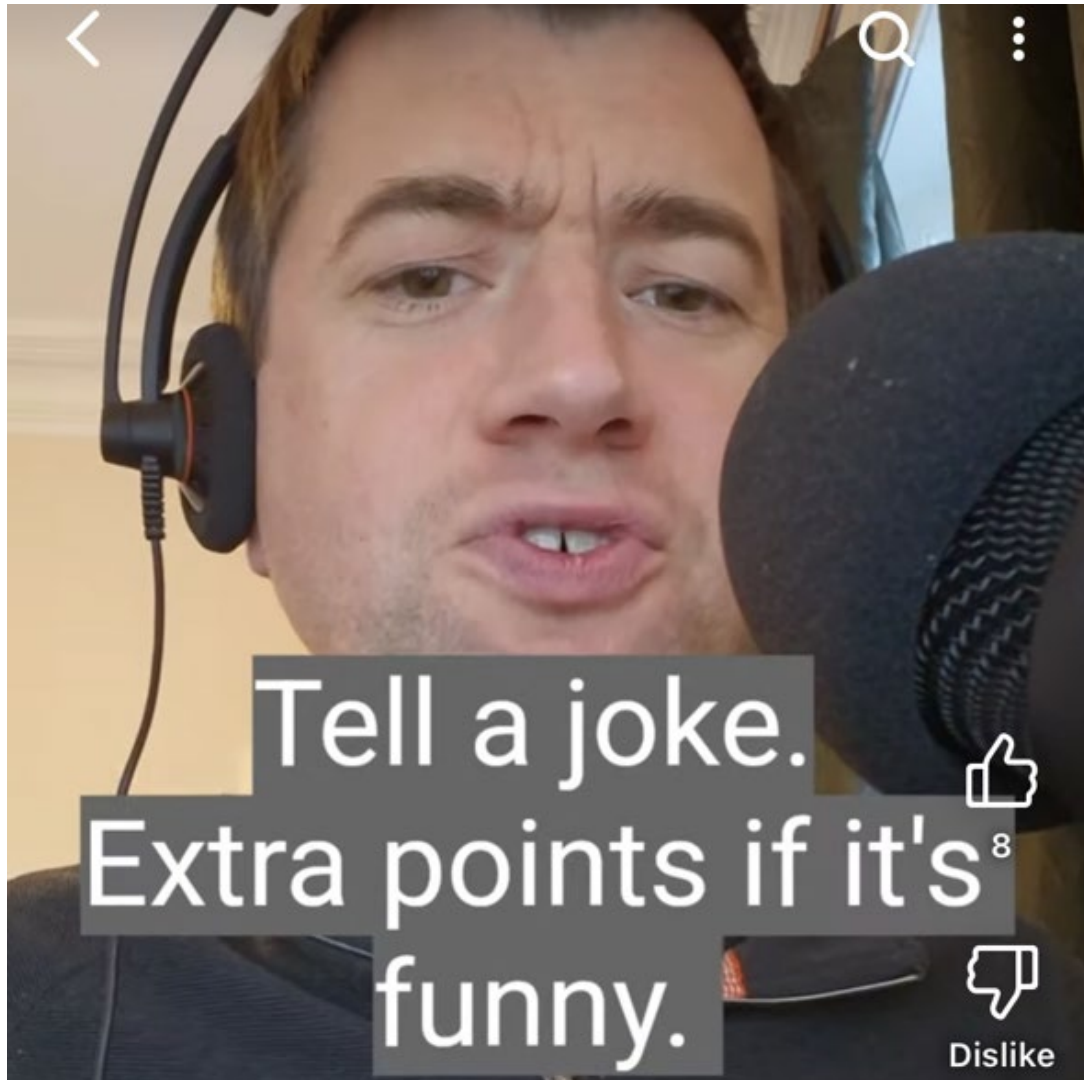
Target audience

- Established interpreters
- Academics

Note!

This podcast is no longer active but it probably still generates leads for the main hosts.

If anyone wants to become the new hosts of the podcast, they can contact one of the hosts



# Inside Interpreting

On YouTube @insideinterpreting



Possibly also on TikTok. Part academic part interpreter consultant.

Target audience

Church clients, other clients, interpreting researchers

Takeaways

939 subscribers! He's so close!

 Ciarán Simpson • 1st  
Spanish <> English Interpreter for live events | Subtitled | T...  
3h • Edited • 

I was back in the booth this week, simultaneously interpreting (ES<>EN) at the **UEFA Champions League** playoff round first-leg match between **Manchester City Football Club** and **Real Madrid C.F.** at the Etihad. Given the recent history between the clubs, both on and off the field, a lot of extra preparation went into this. I wanted to be ready for anything that might come up in the live press conferences and limit any surprises. On the field it was another bonkers instalment of this modern-day clásico.

[#interpreting](#) [#spanish](#) [#footballinterpreter](#)



 19

5 comments

# Ciarán Simpson

On LinkedIn at:  
[linkedin.com/in/ciaransimpson](https://www.linkedin.com/in/ciaransimpson)

500+ connections, posts about interpreting about once every 6 months. Usually photos and summaries of past jobs.

Target audience

Clients and potential clients

Takeaways

Ciarán always uses photos! Photos are carefully curated to not show confidential information.



**Sabrina Toscani** • 1st  
 Italian Business & Conference Interpreter | EN<>IT • ES>I...  
 5h • 🌐

Earlier this week, I had the pleasure of being one of the panellists for a Q&A session on Sports Interpreting organised by the [ITI Sports Network](#), alongside with my colleague [Lara Fasoli - Italian Interpreter in London](#).

Some key points we discussed:

- 👉 **Essential Skills** – A sports interpreter needs more than a solid grasp of sports terminology. Quick thinking, adaptability, and the ability to stay calm under pressure are all must-haves.
- 🗣️ **Different scenarios** – From press conferences and live interviews to stadium safety announcements delivered from a control room, sports interpreters work in a variety of settings, each with its own challenges. Flexibility and cultural sensitivity are key!
- ⚽ **Football and beyond** – While the Beautiful Game often takes centre stage, being a sport interpreter doesn't necessarily mean working during the World Cup! Clear communication is required across a multitude of disciplines and settings, from physiotherapy sessions to eSports tournaments.

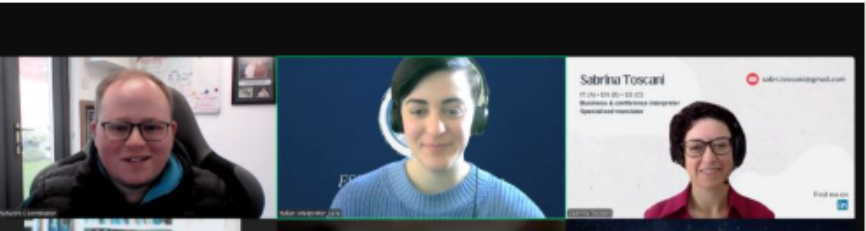
If you are a network member and you missed the session, you can still catch up with the recording. I'd love to keep the discussion going, so feel free to reach out. Looking forward to connecting!

[#sportsinterpreting](#) [#footballinterpreting](#) [#esports](#) [#sportingevents](#)

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Hello! I'm Sabrina, a London-based Italian interpreter and specialised translator. My areas of expertise include:

- 👤 Remote and in-person interpreting at corporate events, trade fairs and multilingual conferences
- ⚽ Sports/eSports
- 🎰 Betting & Gaming
- 📄 Market Research
- 👉 Creative translation



# Sabrina Toscani

On LinkedIn at:

[linkedin.com/in/sabrinatoscani-xl8-1nt](https://www.linkedin.com/in/sabrinatoscani-xl8-1nt)

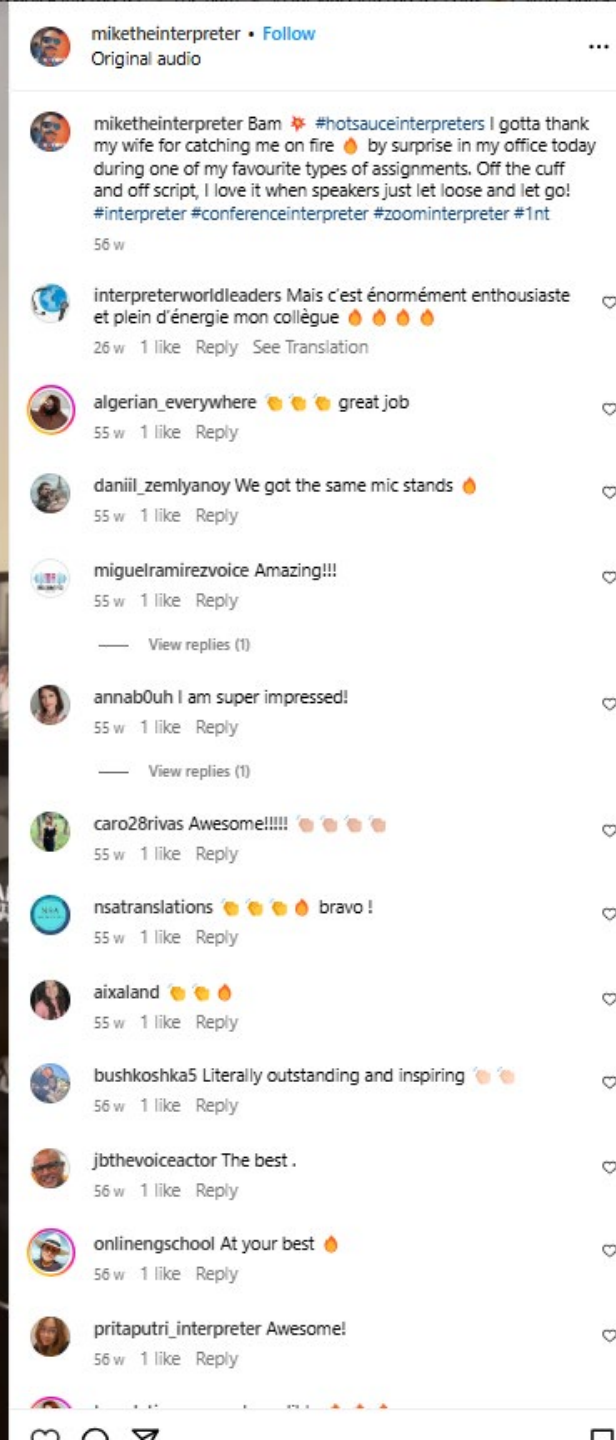
500+ connections, premium member. Posts about once every three months. Often posts about events that she is attending or talking at, so one event is giving her face-to-face marketing opportunities and social media marketing opportunities

## Target audience

Other interpreters and potential clients

## Takeaways

Posts don't have to be long or very frequent to have impact. It's a great idea to add a "signature" to your LinkedIn post!



# Mike Lemay

On Instagram @miketheinterpreter

Over 4k followers. Active on social media and built multiple WhatsApp groups for interpreters. Sometimes posts frequently.

Target audience

Other interpreters and potential clients

Takeaways

Definitely sees interpreters as a community. He puts in a lot of effort but then he gets recommended by colleagues a lot! So you get what you give.



# Sabrina Sbaccanti

On Instagram @sabrinاسبaccanti\_interpreter

Over 2k followers. Posts about once every few weeks, usually related to translation or interpreting

Target audience

Clients and fellow interpreters/linguists.

Takeaways

Has some lovely photos, making it fun to consume her content! Photos are edited to avoid revealing confidential information.



# Final thoughts

Content creation works.

It's not easy, but anyone can do it as long as they make the commitment and try to be consistent.

It can be fun. (I find it fun!)

It's not a vending machine where you put something in and get something out! It takes persistence!

# Any questions?

Michelle Deeter

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(Please write a note if you add me on  
LinkedIn!)

[www.michelledeeter.com](http://www.michelledeeter.com)



# Further reading

Frick, K. 365 Days of LinkedIn Prompts for Freelance Translators. <https://frickinfreelance.com/>

Townsend, S. Survival Skills for Freelancers.

McKay, C. (2015) How to Succeed as a Freelance Translator. Two Rat Press.

McKay, C. (2014) Bad translations as a marketing tool. Available at:

<https://www.trainingfortranslators.com/2014/03/03/bad-translations-as-a-marketing-tool/>

(Accessed 13 February 2025).

<https://www.unspokenasl.com/aslblogs/how-can-i-use-social-media-and-online-platforms-to-connect-with-other-interpreters-and-find-resources-and-support/>