

Subject: Just posted [insert content you recently posted to the social media platform]

The other day I invited you to connect with me on [social media platform] because I saw you are interested in [type/topic of content you share or help you provide].

Well, I just posted [insert what you recently posted and how it will help your subscriber].

If we're not connected yet, please add me here. [LINK]

See you there!

To your success,  
[Your NAME]