PostUp is the Instagramification of Linkedin. It’s mission is to provide an environment for professionals, hobbyists and enthusiasts to proudly show off what they do best as well as be a platform that promotes professional discourse throughout its community.

Members are encouraged to post photos of their main occupation, hobby, favorite pastime and anything they feel both passionate about and possess in-depth knowledge of. There is also the option to share bio and curriculum vitae information.

Users are also expected to *schedule* chats and video conferences with willing participants who have knowledge of a particular subject that others find interesting. This is PostUp’s way of spreading substantive, insightful and useful information throughout its user base.