



ALGORITHM INSIGHTS 2024

5th Edition v1.0

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Credits & Sponsors

Just Connecting is honored to present the fifth edition of the LinkedIn™ Algorithm Report since our inception in 2018. Our gratitude extends to **AuthoredUp**, whose partnership and data has enabled us to surpass our analysis in previous years, scrutinizing an unprecedented volume of content. The 2024 edition encompasses an analysis of over **1.5 million posts**, from **34,000 individual profiles**, and over **26,000 company pages**, spanning over **50 countries** and **25 languages**. Our research team, together with AuthoredUp, devoted over **1,100 hours** to this project, yielding groundbreaking insights.

This comprehensive study was made possible through the collaborative efforts of the Just Connecting team, AuthoredUp, and the utilization of analytical tools such as Shield, SproutSocial, Hootsuite, and LinkedIn™ itself. We express our sincere appreciation to **Sales Automation Labs, Paiger, Your Next Adventure™, Blisspoint Consultancy** and **Richard Moore** for their generous sponsorship of this report, and to **Nurjesa Shehadeh** for her exceptional design work.

Lastly, our profound thanks go to our clients, whose challenging and intriguing inquiries regarding the algorithm, its reach, and conversion rates, constantly drive us to excel.

Warm regards,

Richard van der Blom
Founder, Just Connecting



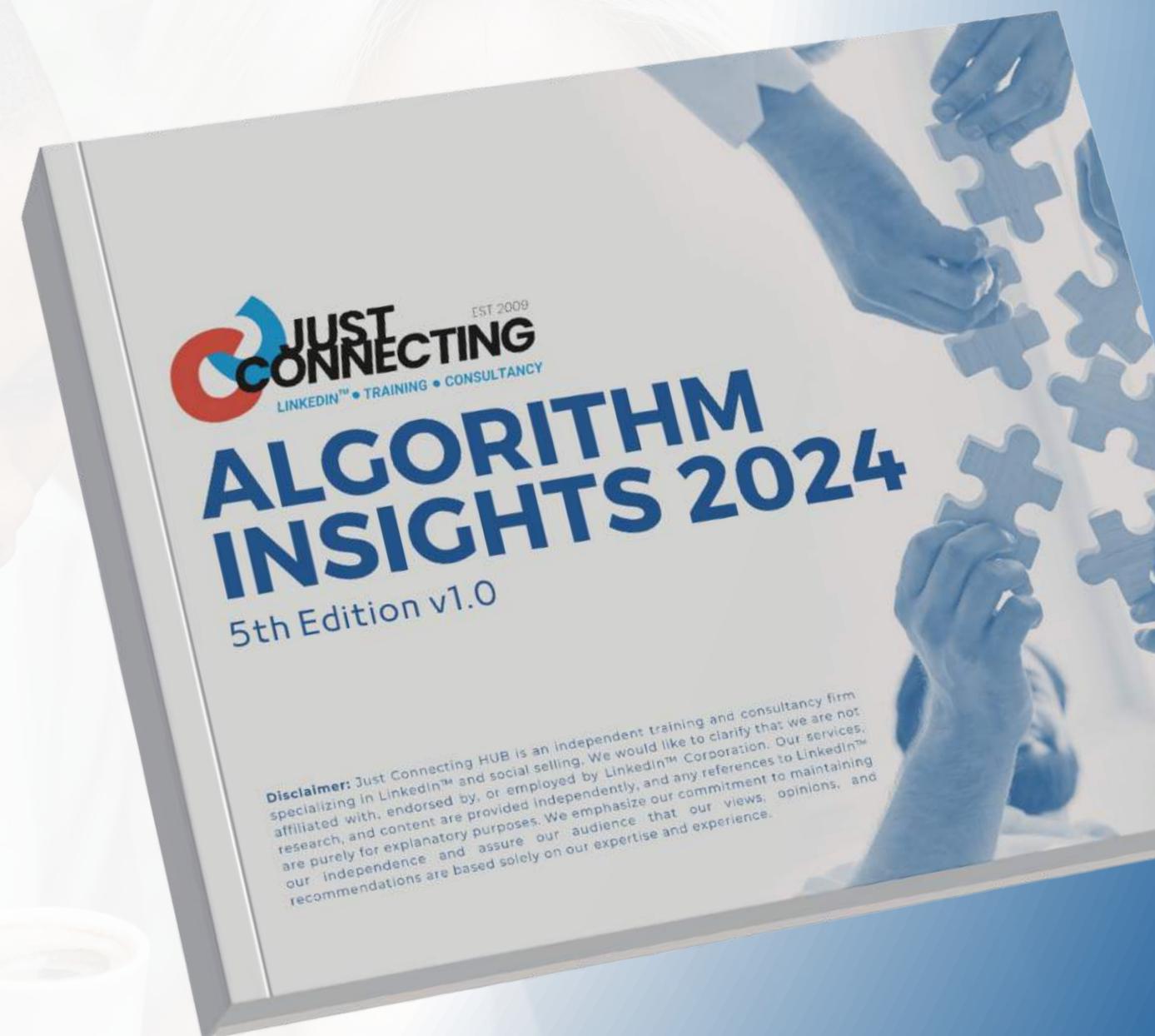
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Changes in 2023!

We planned to release our algorithm report in October 2023. However, a **significant algorithm update in September** prompted us to delay so we could assess its effects thoroughly.

Additionally, there was a minor tweak in February 2023, though it paled compared to September's changes—marking the third year in a row for such major shifts. LinkedIn™ periodically updates its algorithm, often to accommodate new functionalities, like the recent AI-powered features, or to align with the changing preferences and actions of its users.

These adjustments may also be designed to clear space in our feeds to highlight these new offerings, such as the roll out of Collaborative Articles.

Typically, July and August see a dip in both reach and engagement, likely due to holiday seasons and reduced activity. But it's noteworthy that early September brought about substantial algorithm modifications.

| Visibility of Content in our Feed | Dec 2021 - Dec 2023 |
|-----------------------------------|------------------------|
| Promoted Company Content | From 16% to 28% |
| LinkedIn™ Ads | From 5% to 11% |
| Organic Company Content | From 7% to 2% |
| Content from Top Creators | From 15% to 31 |
| Content from other Creators | From 57% to 28% |

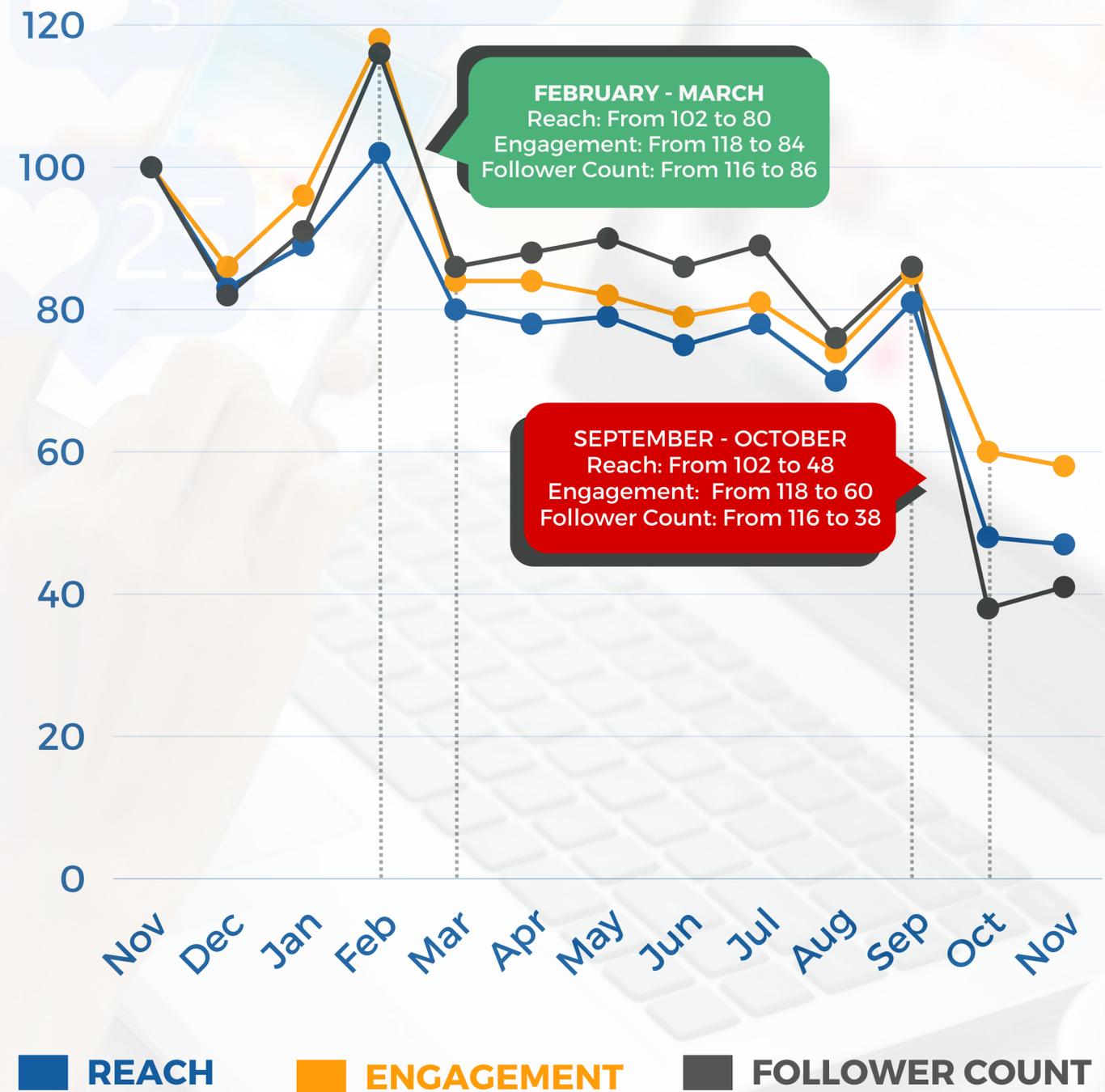
The Impact on Average Metrics

Here's a graph showcasing how algorithm updates have affected key performance indicators such as reach, engagement, and follower growth (*) on personal profiles. Please note that in this graph, all metrics are indexed to a baseline of **100** as of **November** of the previous year. Each subsequent month's data is then compared to November 2022's figures to illustrate the changes.

For **95%** of creators, reach has dropped an impressive **+50%**, and for some follower growth has slowed down to **40%** compared to a year ago.

(*)It's important to remember that while reach and engagement are notable, they're often just vanity metrics. **The goal should be meaningful actions: quality engagement, direct messages, inquiries, website visits with intent, scheduled demos, and so on.**

| MONTH | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| REACH | 100 | 83 | 89 | 102 | 80 | 78 | 79 | 75 | 78 | 70 | 81 | 48 | 47 |
| ENGAGEMENT | 100 | 86 | 96 | 118 | 84 | 84 | 82 | 79 | 81 | 74 | 85 | 60 | 58 |
| FOLLOWER COUNT | 100 | 82 | 91 | 116 | 86 | 88 | 90 | 86 | 89 | 76 | 86 | 38 | 41 |



Our Audience on LinkedIn™

LinkedIn™ continues to expand remarkably, outpacing peers like Facebook, “X” and others that have seen diminishing growth for years.

A deep understanding of your LinkedIn™ audience is pivotal for your strategy's effectiveness.

- Members have reached 1,010 million, with a surge of 120 million in the past year.
- Top Creators posting weekly have increased from 0.9% to 1.1%.
- Content Creators posting at least once in the past three months make up 7.1%, previously 5.4%. This jumps to 8.9% when including "Instant Reposts".
- Content Ambassadors actively engaging with content rose to 23.1% from 21.3%.
- The Silent Community, those who read without engaging, now account for 57%, down from 61%.
- Larger Company Pages (500+ employees) sharing weekly content have grown to 81% from 74%.
- Smaller Company Pages (<500 employees) sharing weekly content increased to 62% from 57%.
- LinkedIn™ Ad Campaigns' average conversion rates have improved to 0.61% from 0.44%.

This estimate includes analyses from various independent studies and incorporates Thought Leadership Ads, which boast significantly higher Engagement Rates.

Our Audience on LinkedIn™

TIPS ON AUDIENCE ENGAGEMENT

Member interactions with live video content have seen a 25% increase year over year, indicating a shift towards real-time engagement.

The use of LinkedIn™ Learning among members has grown by 30%, highlighting a trend towards continuous professional development.

Engagement with LinkedIn™ Events has doubled, suggesting virtual networking is becoming an integral part of the LinkedIn™ experience.

Audience Behaviour on LinkedIn™

LinkedIn™, known for its significant desktop/laptop usage among members, shows a current trend where **mobile engagement stands at 65%**, with **desktop/laptop usage at 35%**. This varies based on the activity:

- For **browsing the feed and interaction**, mobile usage is high at **88%**, compared to **12%** for desktop/laptop.
- When it comes to **post creation**, **62%** occurs on mobile, and **38%** on desktop/laptop.
- **Profile editing** is more desktop-centric, with **17%** on mobile versus **83%** on desktop/laptop.

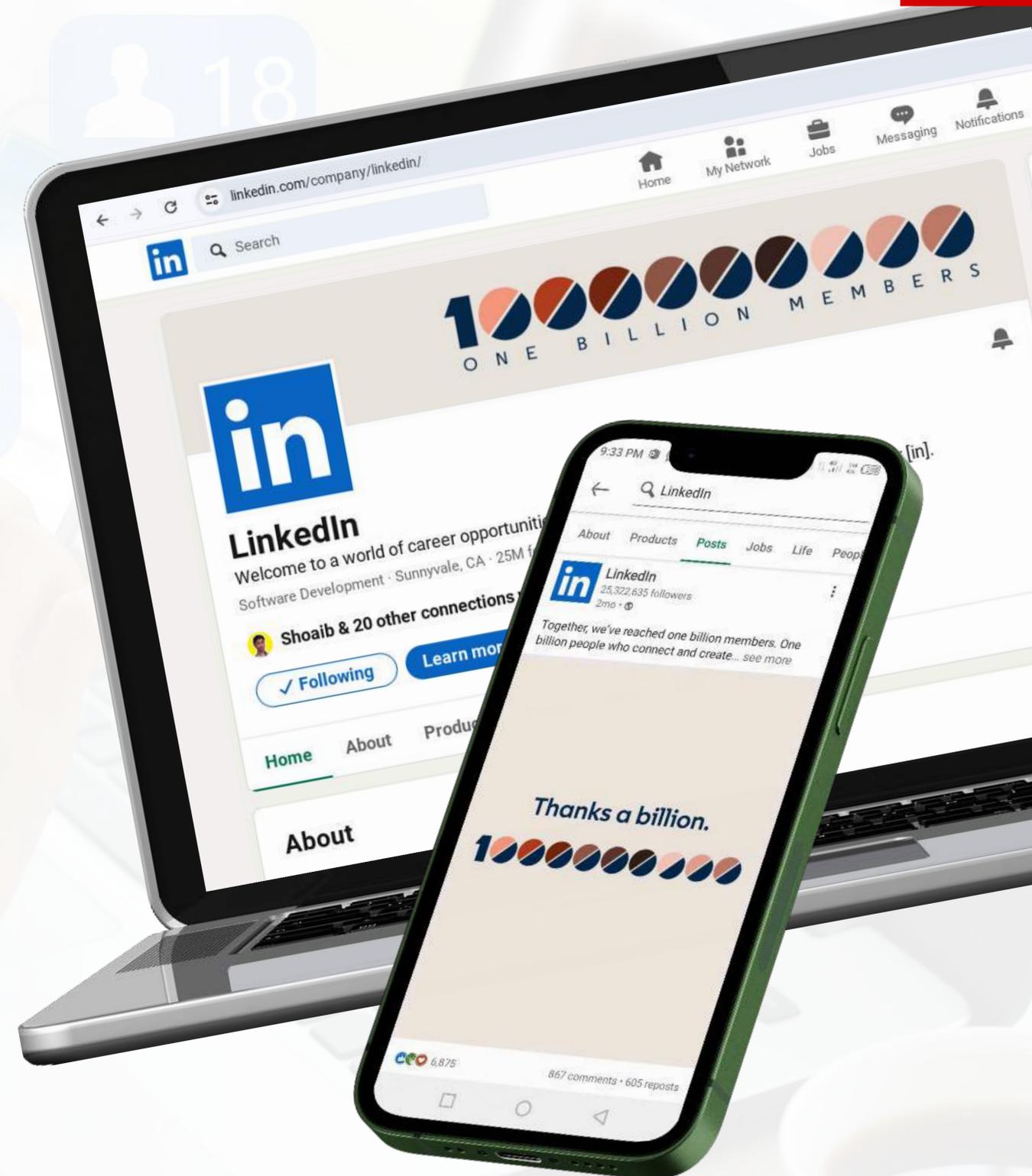
Understanding your audience's behavior based on their device choice is crucial:

For Mobile Users (65% of users):

- Average session duration: **1.39 minutes, 16 seconds shorter.**
- Monthly engagement time: **19 minutes, a 45% increase.**
- Average posts viewed per session: **14, two less.**

For Desktop/Laptop Users (35% of visits):

- Average session duration: **3.02 minutes, 13 seconds shorter.**
- Monthly engagement time: **24 minutes, a 25% increase.**
- Average posts viewed per session: **11, two more.**



How to Build a Relevant Feed

In the dynamic world of professional networking, LinkedIn™'s algorithm is a sophisticated engine that shapes each user's feed, ensuring it is tailored to their interests and interactions. **Despite approximately 40% of the feed being allocated to various advertisements and LinkedIn™'s own content, users have a significant impact on the remaining 60%.** Below is an exploration of factors that can influence your LinkedIn™ feed, including updated insights and probable statistics based on trends observed across social media platforms.

| | |
|--|---|
| Engagement with New Connections | When you add a new connection, LinkedIn™ tends to show you their content prominently for roughly two weeks. Actively engaging with these posts can help maintain their visibility in your feed. Conversely, not interacting with a new connection's posts may decrease their prevalence over time. |
| Interaction with Content Creators | The algorithm favors reciprocity; thus, engaging with a content creator boosts the likelihood of their future posts appearing in your feed. A single comment can increase the chances of seeing their next post. Reposting content 1.5 times or liking it thrice seems to have a similar effect. |
| Duration of Content Engagement | The length of time you spend viewing a post is considered an indicator of interest. If you consistently spend more time on a particular type of content or a specific user's posts, the algorithm is likely to show you similar content. For instance, pausing to read an article or study an infographic could result in more content of that nature being displayed in your feed. |
| Frequency of Engagement | If you interact with a content creator on a daily basis, the algorithm is likely to display multiple posts from them in a single browsing session, reflecting the intensity of your engagement. |
| Direct Messaging | Sending a direct message on LinkedIn™ significantly influences content visibility, raising the probability of seeing the recipient's subsequent post to around 70%. |
| Post Saving | When you save a post, LinkedIn™ takes note. There is an estimated 90% chance that the next post from that author will be featured in your feed, indicating a strong preference for saved content. |

How to Build a Relevant Feed

| | |
|-------------------------------------|--|
| Content Consumption Patterns | LinkedIn™'s algorithm closely monitors the type of content you consume. For instance, if you frequently watch videos, you can expect to see more video content. Conversely, if you consistently bypass polls, the algorithm will adapt and may cease to show you poll-type content. |
| Profile Visits | Visiting a connection's profile has a noteworthy impact, with a 50% chance of their new content surfacing in your feed afterwards. |
| Sales Navigator Integration | For users who utilize Sales Navigator, LinkedIn™ prioritizes content related to saved leads and accounts, underscoring the platform's focus on facilitating business relationships. |
| Engagement with Comments | The algorithm doesn't just look at how you interact with posts, but also with comments. Engaging with comments, either by replying to them or liking them, can increase the visibility of content from those involved in the conversation. This interaction suggests to the algorithm that you value this discourse, possibly leading to a higher frequency of similar discussions appearing in your feed. |
| Reciprocal Engagement | LinkedIn™'s algorithm places a high value on mutual interaction. The more you engage with another user's content – and they with yours – the greater the likelihood that you'll both continue to see each other's posts. This reciprocal engagement, which includes likes, comments, and shares, signals a strong connection and shared interest, prompting the algorithm to prioritize showing you more content from each other in your respective feeds. |

These additional insights offer a deeper understanding of the nuanced ways LinkedIn™'s algorithm works to personalize the user experience, highlighting the importance of active and thoughtful engagement on the platform to improve the relevance of your feed.

So you understand the algorithm. **What's next?**

Sure, get posting

Yes, generate more reach

But also, you'll need to convert, right?

My LinkedIn Content Conversion Workshop takes you through the full process.

CLICK HERE to access OR go to bit.ly/ContentConversionLI



Richard van der Blom

Richard coached my Tribe community, and his approach was both strategic and practical on how to effectively increase conversions from LinkedIn engagement.



Chris Do

Richard knows LinkedIn and how to get you clients in a way that's not salesy, pushy or sneaky. Listen to what he has to say.



Lara Acosta

I managed to go from underpricing my services, to going for those high ticket offers AND closing them.



Mastering LinkedIn™ Post Formats

On LinkedIn™, there are various methods and formats for publishing content.

Among these, **the combination of text and a single image in a post remains the favored format.** However, the choice of format goes beyond mere creativity—it has a tangible impact on how prominently your content features in your network's feed, ultimately influencing your reach and impressions. **For the first time, we've observed that factors such as the ideal length of text, subject matter, and posting frequency may differ depending on the format you choose.**

Understanding Views and Impressions:

- **Regular Post:** Counts how often LinkedIn™ displays your post in your network's timeline—a basic measure of reach.
- **Articles/Newsletters:** Tracks the number of clicks on your article to open for reading, indicating reader engagement—a more reliable performance metric.
- **Native Video Content:** Records the number of individuals who have viewed your video, either by clicking or through autoplay, for a minimum of six seconds—a metric indicative of high engagement.

It's crucial to note that while impressions can reflect content success, the ultimate goal is to foster engagement and achieve the desired conversions from your audience.



Text + Image (aka The Default Post)

Combining text and an image continues to be a strong strategy to grab attention on LinkedIn™. Even as the online environment changes, this method stands as a key factor in user engagement.

- **48%** of LinkedIn™'s posts are **text with a single image**.
- These posts are **3rd** in reach, with a **1.26 times increase** over the average.

What is the optimal Text + Single Image Post by LinkedIn™'s algorithm standards?

Notably, since 2018, the best text length has been found to vary depending on the post format:

- The most effective text length ranges from **900** to **1,200** characters.
- Each additional **300 characters** may reduce reach by about **10%**.

Brevity is beneficial.

- Posts with short sentences, **under 12 words** long, perform **20% better**.
- Posts that are **too promotional** can see up to a **75% decrease** in performance, so steer clear of product or service images.



The Power of Visuals

1. Choosing **relevant images** can boost reach by **15-20%**, and even more with a **relevant selfie**, up to **30%**.
2. **Personalized images**, rather than generic stock photos, can significantly increase engagement by **45%** and establish **stronger authority**.
3. Using **brand colors** and **themes** in images can help with a **15% increase** in **brand recall**.
4. **Each additional image** can contribute to a **5%** increase in reach, but only up to the **fifth image**. After that, more **images don't affect reach**.
5. Photos **featuring people** can lead to a **20% increase** in reach, or up to **60%** if the photo includes you, and a **50%** boost in engagement.

6. **Vertical photos** are the most effective, especially since **64% of users** are on **mobile devices**, yielding a **15%** higher click-through rate than square images and **25%** more than horizontal images.
7. Although informative, **screenshots generally receive 15% fewer clicks**.



Anatomy of Text + Image

1. Ideal Text Length: **900 - 1,200 characters**.
2. Exceeding the ideal length by **300 characters** leads to a 10% reduction in reach.
3. The choice of image is critical; **opt for genuine, personally created photos** over stock images.
4. More images increase reach, but it's best to **limit it to five**.
5. **Proper formatting** can have a positive impact on both reach and engagement.
6. While **timing** can usually be **flexible**, it should correspond with the message's intent.
7. These posts are best suited for **storytelling and sharing infographics**.



Document (PDF) Post

Document Posts, often referred to as Carousel or PDF posts, initially emerged as a distinctive tool for content creators to distinguish themselves in the vast ocean of LinkedIn™ content. However, as this format became more widely adopted, **prioritizing the format over content quality led to diminished effectiveness.**

- Text+Image posts continue to dominate, representing 48% of all posts.
- **Carousel Posts have seen growth, escalating from 4.2% in November 2022 to 8.1% by December 2023.**
- However, there was a **noticeable 45% reduction in reach for Carousel Posts as of June 2023**, indicating a shift in content strategy.
- Yet, they maintain a higher reach, **currently 1.6 times more than Text+Image posts**, down from their peak at 2.2 times in November 2022.



Slide Count & Copy

Performance analysis reveals **that the ideal number of slides in a Carousel Post is around 12.4.** However, the number of slides can inversely affect your content's reach:

- **Fewer than 5 slides** can result in a **35% decrease** in reach.
- **Between 5 to 10 slides** could lead to a **15% decline.**
- Having **20 to 50 slides** might cause a **25% drop** in engagement.
- A range of **50 to 200 slides** can lead to a significant **45% decrease.**
- **Beyond 200 slides**, the effectiveness is **highly questionable.**

Interestingly, a post's text length inversely correlates with its performance:

- **Maintain less than 500 characters to achieve the best results.**
- Each additional 500 characters can result in a **10% loss** in reach.
- It's essential to balance slide viewing with post reading to optimize for clicks and engagement.



Content & Layout

Content of the Slides

Slides with **25 to 50 words hit the sweet spot** for performance. But take caution:

- Slides with one sentence or fewer could see a 30% decline in engagement.
- Content not optimized for mobile viewing may suffer a severe 75% drop in reach.
- Slides with only text might experience a 15-25% decrease in performance.

Layout Considerations

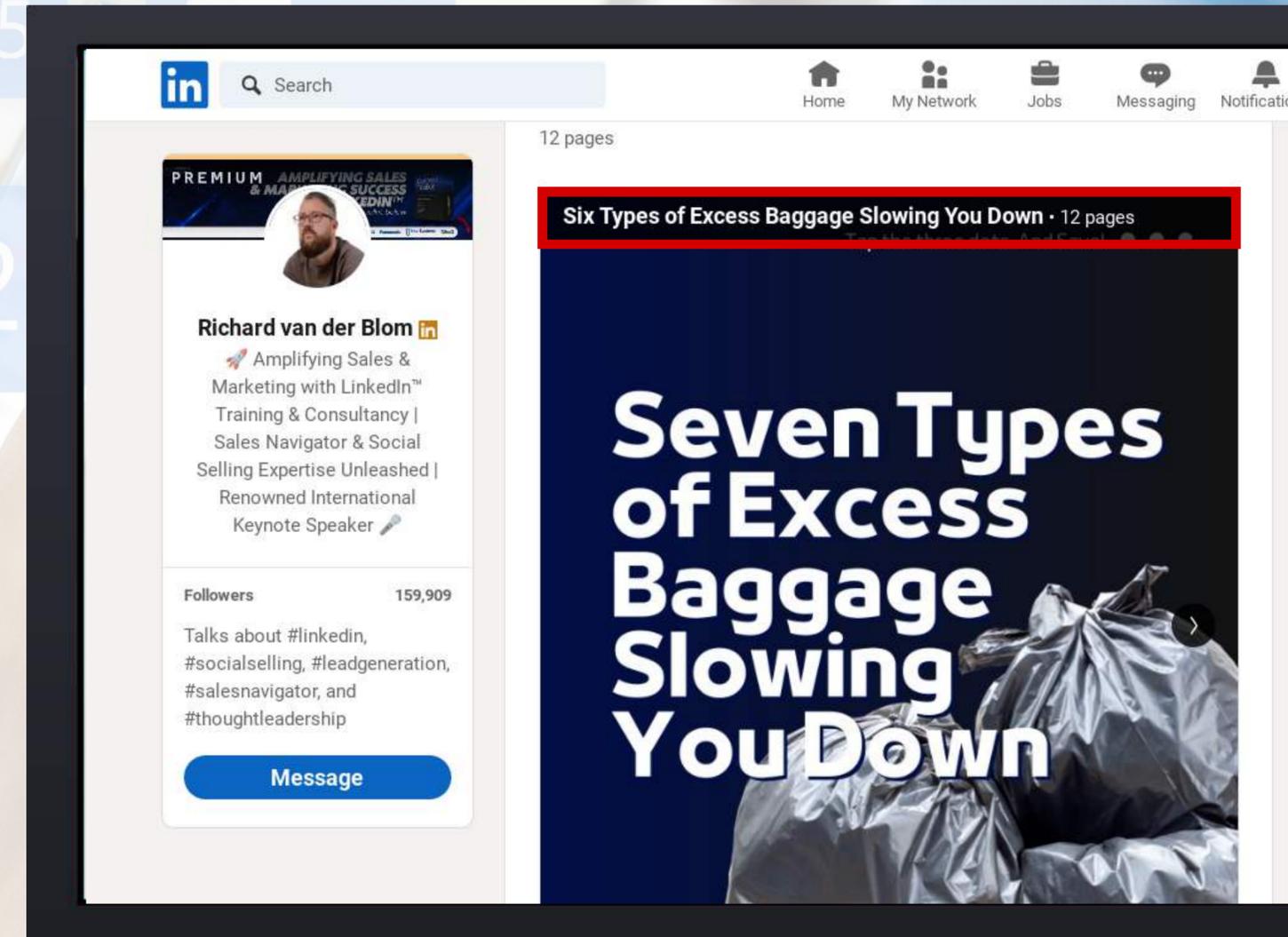
The design and layout of Carousels should be aligned with your personal brand, which can significantly enhance reach and engagement:

- Utilize **up to three colors for clarity**, as using more than four can be visually overwhelming and underperform.
- **Vertical layouts have the greatest impact**, with square formats seeing 20% less reach and horizontal ones up to 35% less.
- Rethink using handwritten fonts, which can lead to a 25% decrease in performance.

Anatomy of Document Post(*)

1. Aim for approximately 12 slides.
2. Include 25-50 words per slide.
3. Ensure the post's guidance is fewer than 500 characters.
4. Design should reflect your brand, use a maximum of three colors, and favor a vertical format.
5. Reserve personal stories for instructional carousels.
6. Combine with other content types for a successful blend.
7. Post in the morning for optimal results.

(*) Clearly, this report does not align with the criteria outlined above. There are always justifiable reasons to adopt a different approach. As part of the marketing for this report, we shared two Document Posts that adhered to all the specified criteria.



LinkedIn™ Polls

LinkedIn™ Polls have emerged as a pivotal resource for gathering opinions, fostering dialogue, and even capturing leads. **Surprisingly, only 1.2% of all posts on LinkedIn™ are polls**, which is quite low considering the level of interaction and reach they can achieve. Regarding **reach, polls are top performers, with a 1.99 times increase over the median reach**, and an even higher 2.16 times on Company Pages.

The Simplicity of Your Question

- Ensure your question is broad enough to engage a wide audience, as a larger respondent base typically leads to more reliable results.
- Articulate the context and objectives of your poll within the post text; this approach typically generates at least 35% more engagement.
- Avoid delving into divisive or sensitive topics such as religion, politics, or personal beliefs.
- Promotional polls are far less effective, often achieving merely 10% of the typical reach and negligible engagement.



How to Structure a Poll

The **most effective polls offer three answer choices**. Providing four options may reduce reach by 10%, likely due to confusion, while offering only two can lead to a 25% drop, possibly because it discourages voting altogether.

The optimal duration for a poll is one week!

- **One-day** polls see an 80% reduction in both reach and engagement.
- **Three-day** polls experience a 35% decrease in reach and a 25% fall in engagement.
- **Two-week** polls observe a slight 5% decrease in reach but a more significant 35% decline in engagement.

Including an **"Other, see comments"** option tends to increase engagement by **25%**, although it doesn't significantly affect total reach.



How to Position your Poll

- Providing a **concise explanation of the poll's purpose** can significantly boost results. **Keep the post below 500 characters.**
- Clarifying what you intend to do with the results can positively influence participation, with a 35% increase in engagement and a 15% increase in reach.
- Elaborate explanations and background information can lower participation.
- **Engaging with comments** is especially crucial for polls, potentially resulting in a **25% boost** in additional reach.
- Interesting Fact: **Polls are 1.4 times more likely to be featured in LinkedIn™'s "Trending Content."**



Invite participants to connect after they vote, referencing their answer and expressing gratitude. This can lead to an 80% acceptance rate for connection requests.

11:18 PM 794 B/s 40%

←

Richard van der Blom · 1st
Amplifying Sales & Marketing with LinkedIn™ ...
1mo · Edited ·

As I am growing my email newsletter (sign up here: <https://lnkd.in/dunTi4KC>), I also see huge engagement on my LinkedIn™ newsletter. So, please let me know how do you prefer to receive all the insights and tips from me?

PS: I am not sharing the exact same tips in my email newsletter compared to my Posts or LinkedIn newsletter, so make sure you pick right!

What's your favourite channel to receive valuable in-depth LinkedIn™ insights, tips and strategies from me?

The author can see how you vote. [Learn more](#)

| | |
|---------------------|-----|
| LinkedIn Feed | 61% |
| LinkedIn Newsletter | 12% |
| E-mail newsletter | 23% |
| 1-on-1 | 3% |

946 votes · Poll closed

110 65 comments · 2 reposts

Responding as RichardvanderBlom.com

Anatomy of the Perfect Poll

1. Keep **text length below 500 characters**.
2. Offering an explanation of the poll's purpose and intent is key to engagement.
3. **Three thoughtfully crafted answer options yield the best results.**
4. Consider making the last option "Other, see my comment."
5. Stick to the default **duration of one week** and avoid one-day polls.
6. Think about creating a Carousel or Text + Image post to **showcase and repurpose the results.**
7. Pose a clear, straightforward question—**avoid overly niche topics.**



Do's and Don'ts

DO'S

- 1. Incorporate relevant keywords organically.** To improve visibility and searchability within LinkedIn™'s platform.
- 2. Leverage timely and topical content** that aligns with current events or trending conversations to increase relevance and urgency.
- 3. Encourage interaction by inviting your network** to share their thoughts, which can foster a community around your content.
- 4. Maintain an authentic and conversational tone** to foster optimal engagement.
- 5. Begin with a strong, thought-provoking hook** to compel readers to click "see more."

DON'TS

- 1. Don't neglect the power of a strong closing statement.** While hooks are important, a memorable conclusion can reinforce your message and encourage further reflection or action.
- 2. Avoid posting large blocks of text without clear breaks.** As they can be daunting and discourage readers from engaging with the content.
- 3. Refrain from using ambiguous calls to action.** Be clear and specific about what you want your readers to do next, whether it's to comment, share, or follow a link.
- 4. Steer clear of jargon and overly complex language that may deter readers from finishing the post.** Engagement duration is crucial.
- 5. Keep it simple.** One post should convey a single message or story.

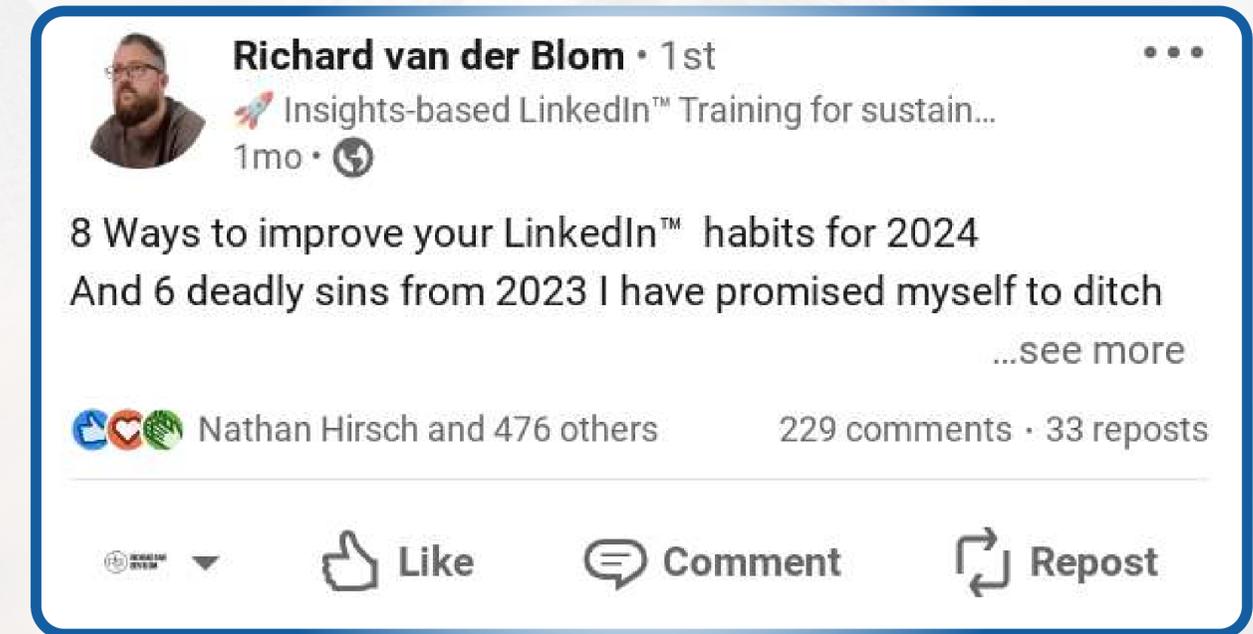
The Magic of Text Only Posts

In the vibrant world of multimedia, **text-only posts on LinkedIn™ have retained their potency for impact.** The focused simplicity of text alone can drive high engagement when executed skillfully.

Text-only posts **constitute 16% of all content on LinkedIn™**, prized for their ease of creation. For **personal accounts**, these posts are the fourth most impactful in terms of reach, **achieving 1.17 times the median.**

However, **for company pages, they perform less impressively, garnering only 0.46 times** the median reach.

Content creators who favor text-only posts have observed superior performance compared to other formats like Carousel Posts.



Here are some insights:

- The **optimal text length ranges between 1,800 and 2,100 characters.**
- Posts shorter than 1,000 characters tend to see a 25% reduction in reach.
- **Structuring** posts into **brief, readable paragraphs, no more than four lines** each, can enhance both readability and engagement by an additional 15%.
- **Thoughtful formatting**, including the use of white space, can improve **performance by 25%.**

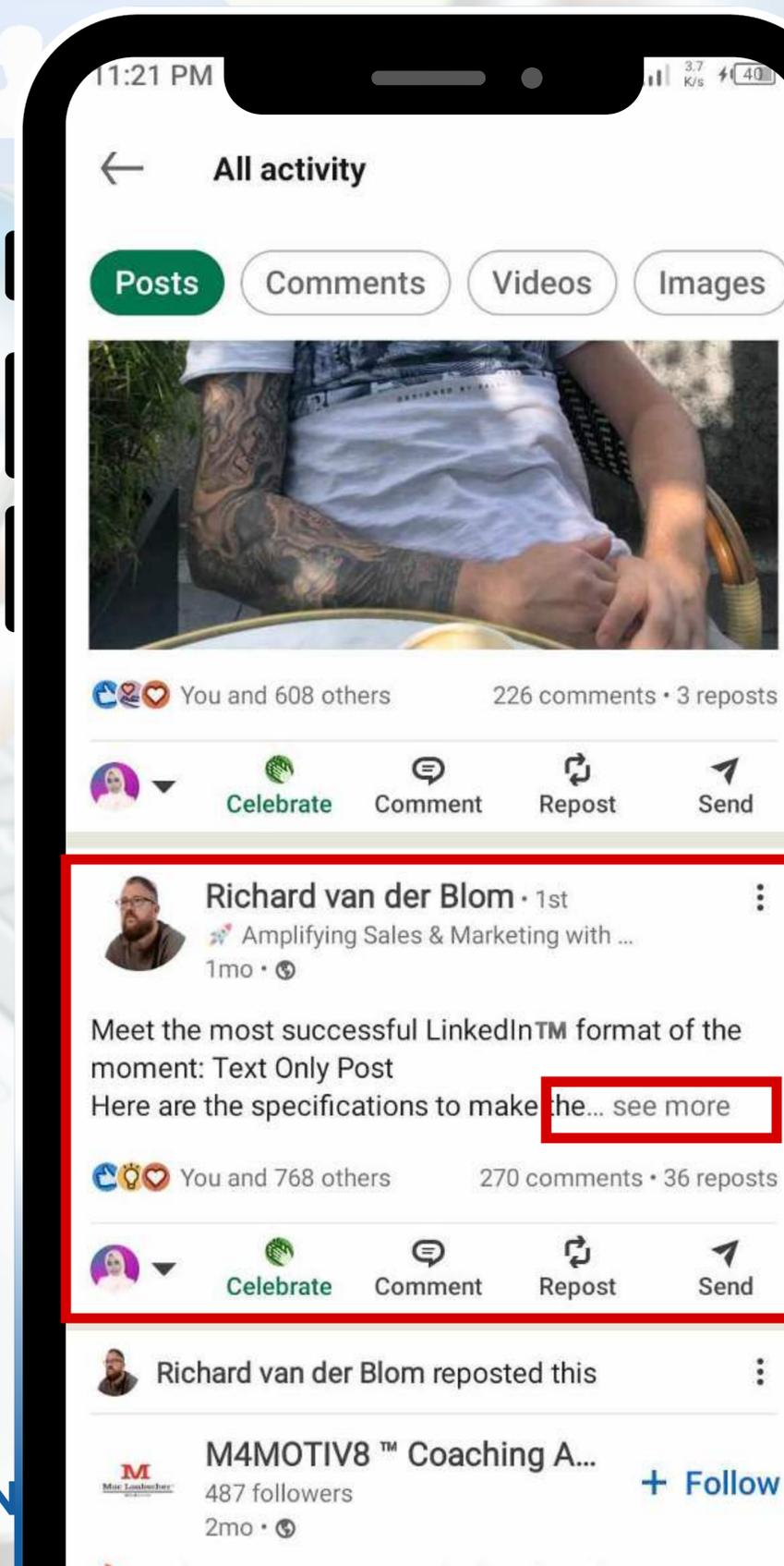
Hook & CTA

Crafting Your Opening and Conclusion

- The **opening two to three sentences are critical**, with a strong start potentially increasing reader retention by 30%.
- Hooks should be engaging: pose a question, make a bold statement, or be original to capture attention immediately. Avoid mundane beginnings to stand out.
- **Ending your post with a question** can lead to an **increase in engagement of 20% to 40%**.
- Text-only posts are particularly effective for external calls to action, like prompting downloads or event sign-ups, with **an average click-through rate that's 25% higher**.

Anatomy of the Perfect Text Only Post

1. Ideal text length is between **1,800 and 2,100 characters**.
2. Avoid too brief content; **posts under 1,000 characters typically see a 25% drop in reach**.
3. Ensure a concise and clear structure.
4. **Thoughtful formatting can positively influence reach and engagement.**
5. Invest effort in crafting **compelling hooks and conclusions**.
6. There is no negative impact for posting multiple text-only posts in succession.
7. These posts are **ideal for storytelling and sharing actionable tactics**.



LinkedIn™ Video Post

LinkedIn™ video posts are far more than a fleeting trend; they've become a compelling medium for sharing insights and stories. **Despite a lower reach due to platform-specific metrics for views, videos are outperforming other content types in terms of engagement.**

Currently, videos account for **8.2%** of all LinkedIn™ posts. They enjoyed favored status by the algorithm in 2019, became less prevalent for a while but are getting more reach since September 2023.

For **personal profiles, videos rank fourth in reach at 1.21 times** the median, while **for company pages, they are third at 1.44 times** the median.



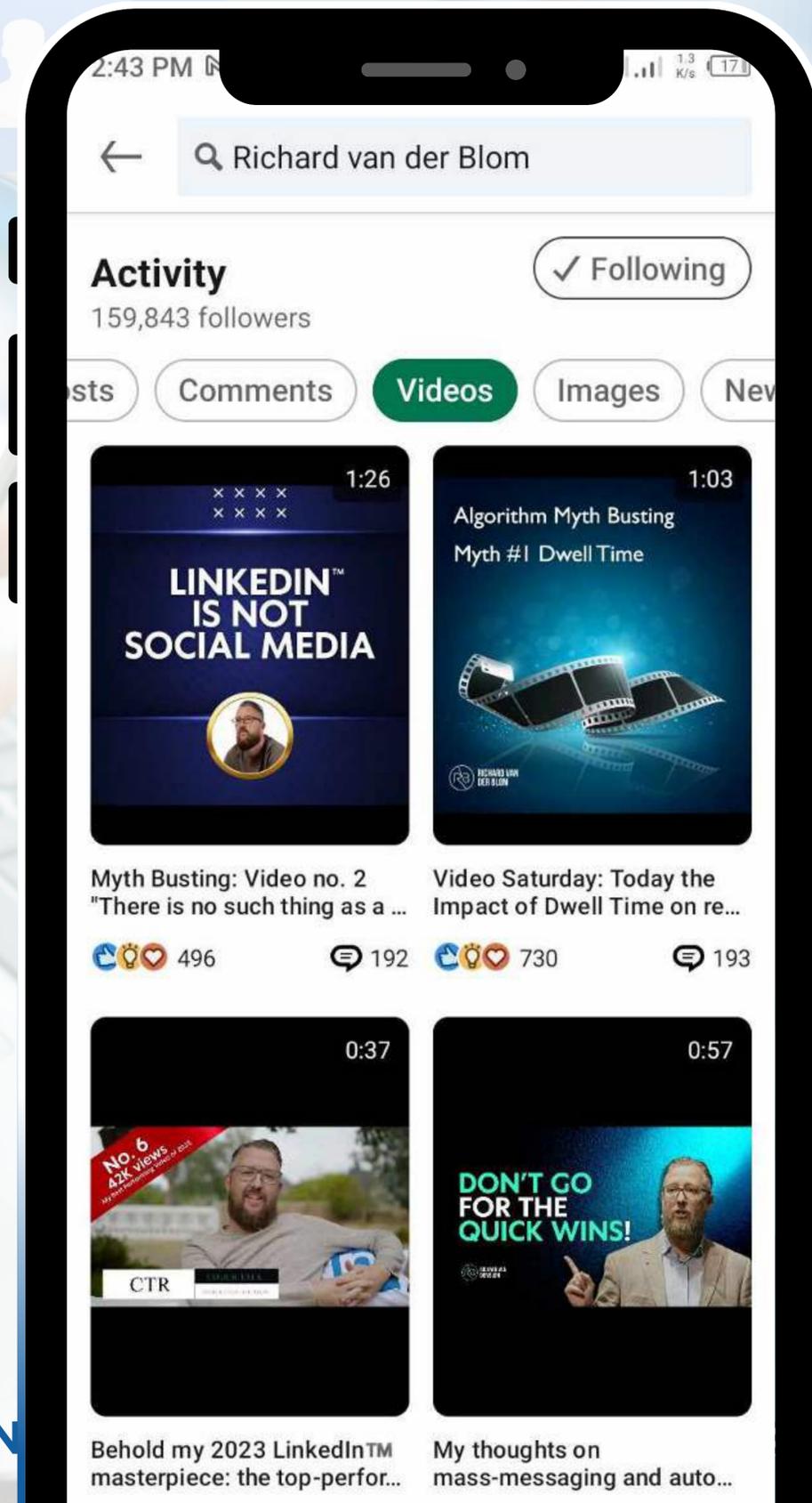
Crafting the Ideal Video for Optimal Engagement

Maximizing audience engagement hinges on video length. **The most engaging videos last between 1 and 2 minutes, enhancing viewer interaction by 40%.**

Conversely, **videos over 3 minutes see a 15% decline** in engagement, with additional decreases for each subsequent minute.

Though brief videos under 1 minute encourage prompt engagement, they may fall short in delivering complex messages. However, maintaining an audience retention rate above 70%, **short videos (1-2 minutes) can improve conversion rates by up to 30%.**

For more nuanced content, videos up to 5 minutes are acceptable, provided they remain engaging and concise.



Performance and Impact Tips for Video

To boost engagement, **focus on producing videos with high-quality visuals and clear audio, which can lead to a 50% increase in viewer interaction.** Including **subtitles** enhances accessibility, catering to those with hearing impairments and the 35% of users who watch videos without sound, **potentially increasing viewership by 40%.** The quality of your video production is a direct reflection of your brand, influencing viewer perception and trust.



When posting your video, this needs to be taken into account:

1. Pair it with a **concise text post of no more than 500 characters.**
2. Opt for a **vertical format to gain up to 15% more reach** compared to square, and 25% more than horizontal formats.
3. Native LinkedIn™ video uploads are crucial, as **external YouTube links can cut reach by 50% and conversions by 20%.** Vimeo links also see a reduced reach, although less.
4. **Thumbnails are recommended** to bolster brand recognition and authority.
5. Finally, **capture your audience's attention in the first 8 seconds** to prevent losing 30% of potential viewers.

Anatomy of the Perfect Video Post

1. Ideal Video Length is **1.20 minutes** (in between 1 and 2 minutes)
2. Use **Vertical format** and add a **Thumbnail**
3. Focus on the **first 8 seconds** as **30%** will leave if it's not insightful
4. Use Video Content to explain **processes, tools** or **cover events**
5. Depending on the Content Pillar Video can be used throughout the **whole week**
6. **Upload Native Video**, try to avoid YouTube or Vimeo links
7. Think about a **clear and compelling CTA**

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Understanding the LinkedIn™ algorithm is just the beginning.

To grow your business with LinkedIn™, you need more:

- Craft a compelling Unique Value Proposition.
- Master the art of engaging your Ideal Client Profile.
- Convert leads into loyal clients and brand ambassadors.



With LinkedIn™ evolving rapidly, staying up-to-date and ahead is crucial. Become a member of The TRIBE. Gain access to:

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Sarah Clay

*LinkedIn Trainer for
Teams & Entrepreneurs*

...I cannot recommend it highly enough... Not only does Richard help me with these things but he is super supportive and very generous with his knowledge and his time...by far the best membership I have ever joined.



Jens Tathoff

*Brand Strategist
& Consultant*

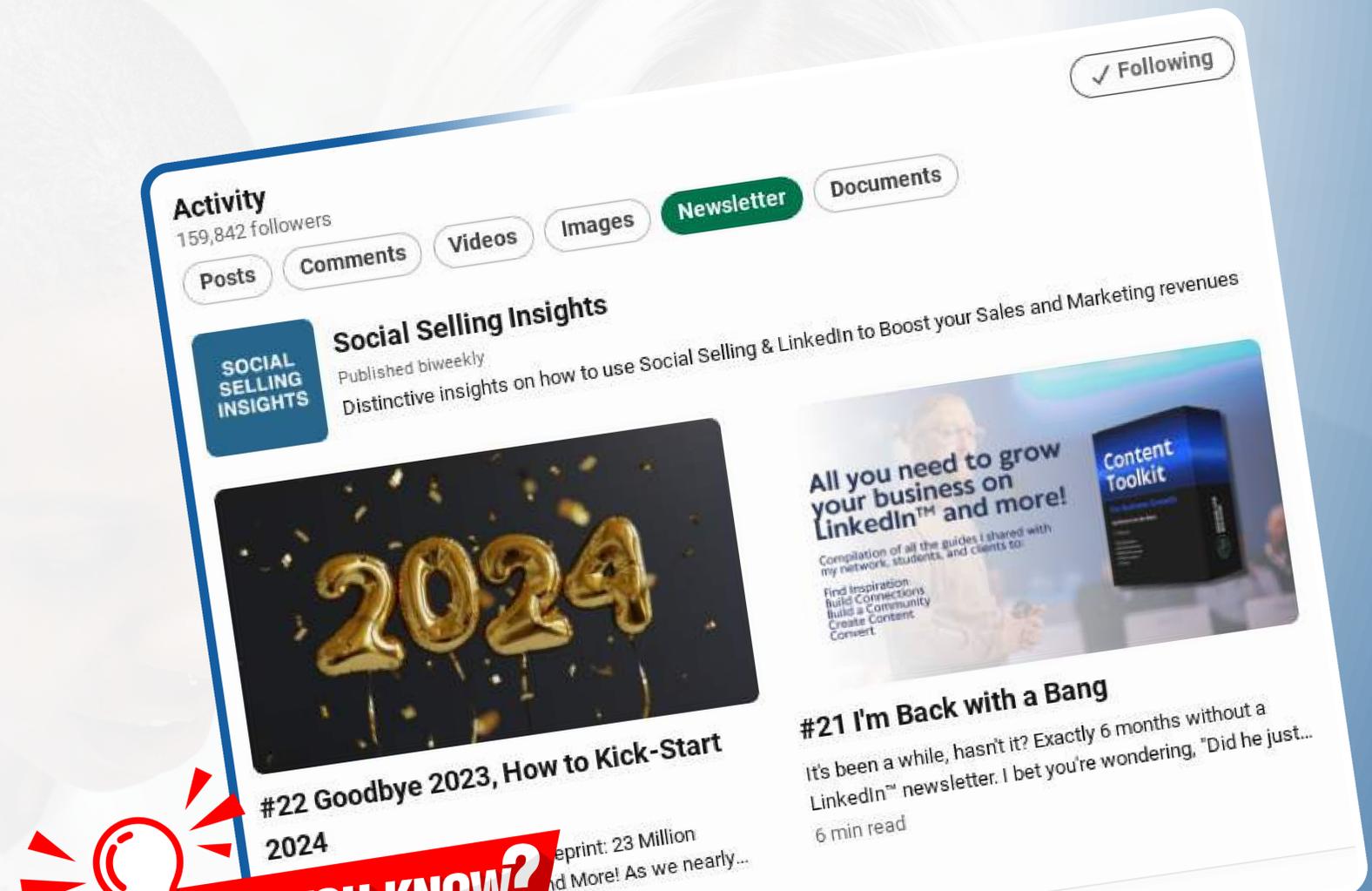
...His sessions are always to the point, no blah blah. Plus, he treats everyone with respect - regardless of their knowledge. Also, he invites LinkedIn thought leaders to his Tribe sessions, which is very valuable.

Articles & Newsletters

LinkedIn™ Articles serve as a vital tool for delving into topics deeply, enabling professionals to establish themselves as thought leaders. While their reach may be low on the platform, **they are invaluable for search engine optimization (SEO) and enhancing newsletter content.**

Just **4%** of posts on LinkedIn™ are articles, with **34%** incorporated into newsletters. Despite ranking near the bottom with 0.57 times the median reach, **articles integrated into newsletters see a nearly fourfold performance boost compared to standalone pieces.**

The Newsletter is a Creator Tool, exclusively accessible to individuals who have activated Creator Mode. As of Q2 2023, users can now initiate **several Newsletters from a single profile**, providing them with the opportunity to cover a broader range of topics or cater to varied audiences. Should Creator Mode be deactivated, your existing content will remain accessible, but you will be unable to publish new articles or newsletters unless you reactivate Creator Mode.



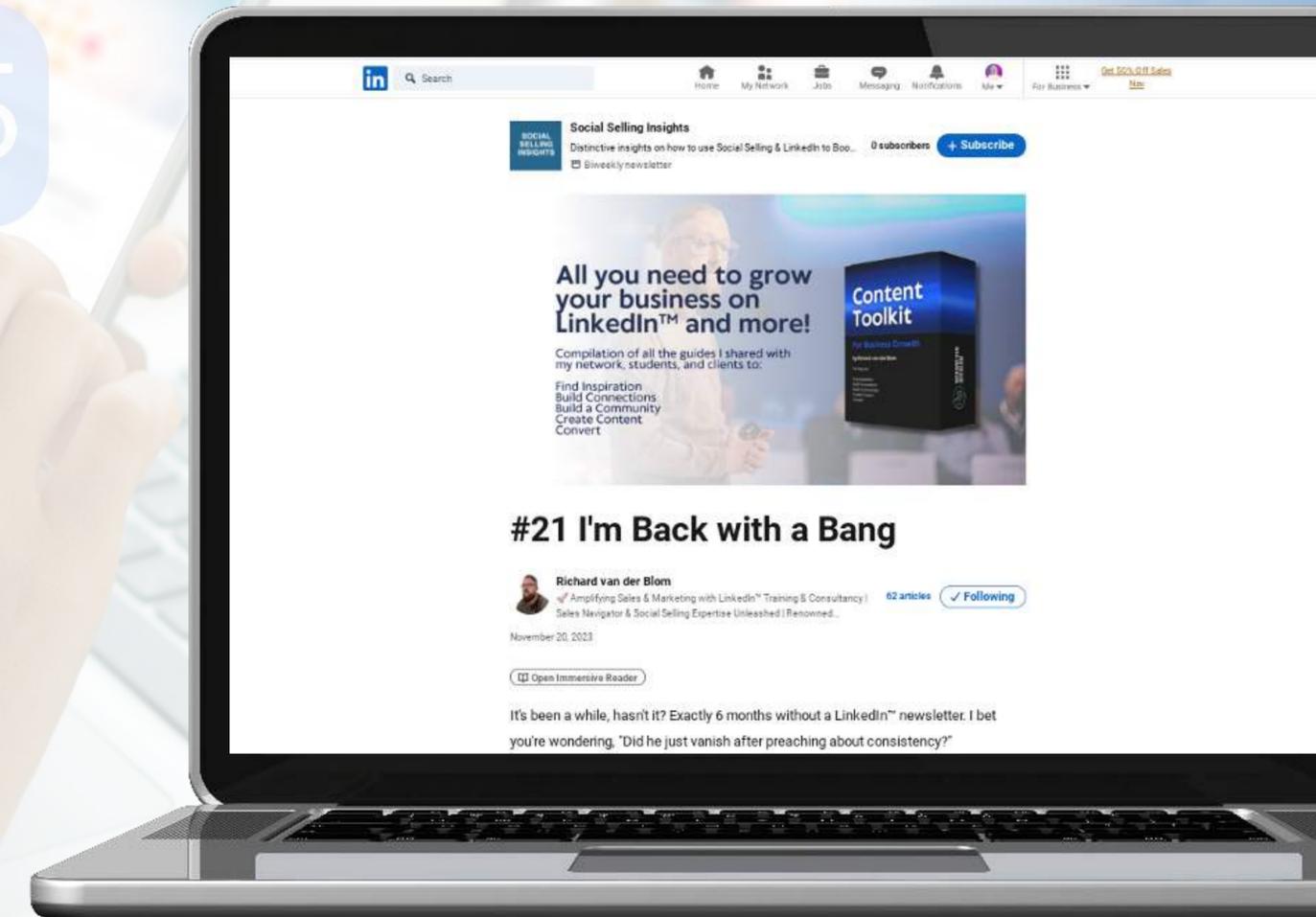
DID YOU KNOW?

New followers are automatically invited by LinkedIn™ to subscribe to your Newsletter. This feature has resulted in an impressive 30% increase in subscribers compared to 2022.

Crafting Impactful Articles

We advise the following guidelines for an effective article:

1. Aim for a **word count between 800 and 1,200**. Exceeding 1,500 words may result in a 10% reach reduction for every additional 150 words.
2. Structuring your article with **short paragraphs and clear headlines** can lead to a 50% increase in views and 20% more engagement.
3. The **cover image is also crucial** for attracting readers. Make it stand out.
4. In terms of content strategy, **bimonthly publication yields the best results**, while weekly posts are less effective.
5. Articles **including videos or summarizing trends and developments tend to outperform others**, boosting engagement rates by 30%.
6. The **average article** features **3.2 hyperlinks, 2.1 tags, 4.5 pictures, and 0.3 videos**.



Do's & Don'ts Articles

DO'S

1. Maintain authenticity and originality in your content to reflect your unique perspective.
2. Craft a compelling title to hook readers, treating it as you would the headline of a post.
3. Boost article visibility by promoting it in a post and sharing it across 2 to 3 relevant LinkedIn™ groups.
4. Create series of content, which can lead to a slight improvement in performance (5-15%).
5. Incorporate hyperlinks to credible sources to bolster the article's credibility and authority.

DON'TS

1. Avoid merely duplicating your corporate blog content; strive for fresh insights.
2. Refrain from using rich media excessively; limit it to one video or slide deck per article.
3. Don't neglect SEO; optimize your article to attract readers from search engines like Google.
4. Avoid publishing articles too frequently; the optimal frequency is twice a month.
5. Don't overlook the power of a captivating cover image to spark initial interest and draw in readers.

Anatomy of the Perfect Article

1. Ideal Text Length: **800 - 1,200 words**
2. Formatting: use **short paragraphs** and **headlines** to make it scannable
3. Go for **twice a month (or monthly)** #Frequency
4. Don't overdo Rich Media, **focus on one external source**
5. Timing: publish your article on **weekdays (Monday to Thursday)**
6. Credibility - optimise for **SEO** and use **hyperlinks**
7. Share your article on other social networks and LinkedIn™ Communities



Additional Facts on Formats

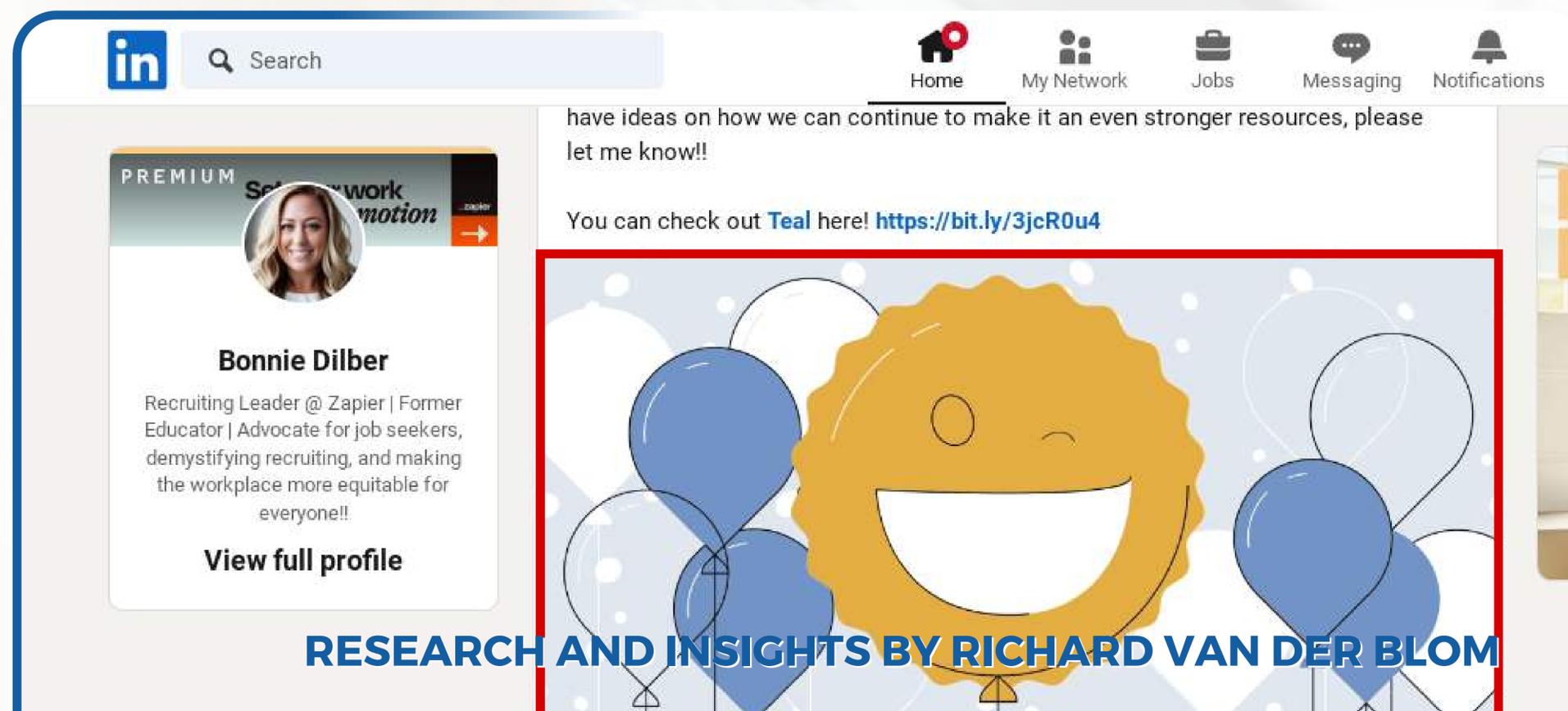
Visuals are key to capturing attention on LinkedIn™. **Gifs**, particularly those lasting up to **6 seconds**, have proven to be more effective than static images. They offer a dynamic edge, leading to an increased reach of **10-20%**.

“Celebrate Occasions” Templates are available on LinkedIn™, designed to facilitate content creation for members. However, our analysis shows that personalized content markedly **outperforms template-based posts**. The performance varies across different categories:

| | |
|---------------------------|------|
| Give Kudos | -60% |
| Project Launch | -45% |
| Welcome to the Team | -15% |
| Work Anniversary | -80% |
| New Position | -20% |
| New Educational Milestone | -70% |
| New Certification | -80% |

For a more genuine connection with your audience, **we recommend crafting unique posts and incorporating authentic, relevant imagery**, which resonates more effectively with your network.

Employing a consistent visual frame across your images, carousels, and videos can significantly boost brand recognition. This consistency in your visual branding can lead to increased reach and engagement within a span of three months.



The Dynamics of External Links on LinkedIn™

Incorporating external links in LinkedIn™ posts may seem straightforward, but independent research indicates a **substantial decrease in reach for such posts**. This diminished visibility stems from **two factors**:

- **Firstly, member behavior** on LinkedIn™ suggests a preference for staying within the platform's ecosystem, leading to fewer clicks on external content. While LinkedIn™ has not officially confirmed this, it is plausible that the algorithm may de-prioritize content that directs users away from the site.
- **Secondly, the ultimate aim of your content is often to drive conversions**, which may necessitate including an external link in your post. To navigate this, let's explore several effective strategies for incorporating external links without significantly compromising your post's reach.

3 Strategies for External Links

Method #1: Direct Inclusion in the Original Post. This is the most straightforward method, though it may result in approximately 40-50% (personal) and -25 – 35% (company page) less reach compared to a text post with an image. If immediate conversion is your objective, such as signing up for an event, this direct approach could be the most suitable.

Method #2: Adding the Link in the Comments Placing links in the comments can circumvent the algorithm's detection. However, LinkedIn™ has modified its approach to comments containing links as of October 2023, often hiding them as less relevant. Additionally, comments can become buried, making the link harder to find and potentially leading to lost interest. It's also important to note that when your post is shared, the comment with the link does not accompany it.

Method #3: Editing the Post to Include the Link After Publishing. You can edit your post to add a link after it has been published without incurring a penalty, provided you change less than 15% of the content. By doing so, you forfeit the preview generated for the link, so it's advisable to attach an image to the post before adding the link to maintain visual engagement.

Trend Analysis in Reach

Average reach and median reach are two statistical terms that help us understand the distribution and central tendency of data, such as the reach of content on LinkedIn™.

Average Reach: This is calculated by adding up the total reach of all posts and dividing that by the number of posts. It gives us the 'mean' reach, but it can be heavily influenced by extreme values (very high or very low reach posts). For instance, a few viral posts can significantly increase the average reach, even if most posts have a relatively low reach.

Median Reach: The median reach is the middle value when all the posts' reach numbers are lined up from smallest to largest. If there's an odd number of posts, it's the one right in the middle; if there's an even number, it's the average of the two middle numbers. The median is less affected by outliers and can often give a more accurate picture of what a 'typical' post's reach might be.

Now, let's apply this to LinkedIn™ content. The graph below shows how each LinkedIn™ format (like articles, videos, images, and text posts) has evolved over the last 12 months.

| TYPE OF POST | Average Reach | Median Reach |
|-------------------------|---------------|--------------|
| Text + Image Post | -18.5% | -21.7% |
| Document Post | -12.7% | -21.1% |
| Poll | -12.9% | -22.2% |
| Text Only Post | -14.3% | -26.7% |
| Video Post | -15.4% | -19% |
| Article (stand alone) | -21.2% | -32.1% |
| Article (in Newsletter) | -13.2% | -20.7% |
| External Link | -14.4% | -23.5% |

Matching Content with the Right LinkedIn™ Formats"

LinkedIn™ provides a variety of content formats, yet it's crucial to recognize that not all formats are equally effective for every content objective. In the following section, we present a comprehensive matrix. This matrix clearly shows the best match between different types of content and the most effective LinkedIn™ formats for each, guiding you towards achieving the best possible engagement and impact for your messaging.



| Purpose of Content | Use | Neutral | Skip |
|--------------------------|------------------------------|---------------------------------|----------------------------------|
| Personal Storytelling | Text Only / Text + Image | Video / Document Post | External Link / Polls / Article |
| Thought Leadership | Video / Document Post | Article / Text + Image / Poll | External Link / Text Only |
| Event Content | Video / Text + Image | External Link / Article | Poll / Text Only / Document Post |
| Educational Content | Text Only / Document Post | Video / Text + Image / Article | External Link / Poll |
| Industry-Related Content | External Link / Text + Image | Video / Document Post / Article | Text Only / Poll |
| Employer Branding | Video / Document Post | External Link / Text + Image | Text Only / Article / Poll |

Timing Your LinkedIn™ Posts for Maximum Visibility

General Rules:

Optimal posting times hinge on your audience specifics. Generally, LinkedIn™ sees 90% of activity from 7:00 AM to 9:00 PM. For local markets, morning postings yield prolonged exposure, offering a day's worth of engagement opportunities. **For a global reach, aim for 8:00 to 11:00 AM** in your time zone, enabling prompt interaction. **Consistency in your posting schedule is key**, as it conditions the algorithm to serve your content reliably to your audience.

Text Image + Posts:

- Best on workdays (Mon-Fri)
- Ideal Time: 8:00 - 10:30 AM

Document PDFs / Carousels:

- Weekdays, but shine on Tuesdays and Thursdays
- Avoid Sundays

Polls:

- Work related topics Weekdays
Personal topics Weekends
- Ideal Time: 8:00 - 11:00 AM

Text Only Posts:

- Effective on weekdays (Mon-Fri), except for storytelling (also weekends)
- Ideal Time: 10:00 AM - 12:00 PM.

Video Posts:

- Guides and tutorials perform well Tue-Thur; weekends are good for other types.
- Ideal Time: 11:00 AM - 1:00 PM.

Strategic Posting: The Power of Consistency

General Rules:

Maintaining a regular posting rhythm is key for success. Committing to a 3- or 4-day weekly posting pattern is preferable over a daily burst followed by silence. Keep in mind:

- A new post within 24 hours may split the average reach between the two, not the cumulative.
- Hold off on new posts if your recent one is still gaining significant engagement.
- LinkedIn™ counts a "repost with thoughts" as fresh content, so use this tactic judiciously.

(*) Company Pages are exempt from this rule.

Text Image + Posts:

- Avoid 3 consecutive posts to prevent 20% reach loss.

Document PDFs / Carousels:

- Mix with other formats to maintain reach.
- 3 consecutive carousels lead to a 35% reach loss.

Polls:

- Best published on Mondays or Wednesdays.
- 3 consecutive polls can cut your reach by half.

Text Only Posts:

- Can be used consecutively without reach loss.
- Posting more than once a day results in a 30% reach reduction.

Video Posts:

- Mix with other formats to optimize reach.
- Ideal frequency is 1 video per week for personal profiles; up to 2 on Company Pages.

Pusturing: The Art of Publishing & Nurturing

LinkedIn™ encourages active content cultivation rather than a "post and ghost" approach. **The platform now evaluates creator engagement throughout a post's life-cycle beyond the initial "golden hour."**

We've pinpointed three critical phases for engagement:

1. The First 60-Mins

Early engagement sets the momentum for the post's visibility in the next six hours.

2. After 6 Hours

The average hourly engagement during this window influences the growth trajectory for the subsequent 18 hours.

3. Post-24 Hours Engagement

Interactions received after the first day can either prolong the post's visibility into the third day or cause it to fade from feeds.

The above results in LinkedIn™ post seeing substantially more reach on the 2nd and 3rd day compared to 1 year ago



Pusturing: The Art of Publishing & Nurturing

Strategies for Nurturing Content:

Comment Threads - LinkedIn™'s algorithm favors robust discussions. Initiating 2 to 5 comments with further insights or inquiries can foster these valuable conversations.

Rapid Response - Aim to address as many interactions as possible within the first hour, particularly comments.

Reposting Strategy - Sharing your post again on the second day can surge engagement by an estimated 20% for that day and the next. However, liking your own post doesn't show a notable effect.

Engage with Your Network - After publishing, interact with 5 to 10 posts from your connections to potentially increase your post's reach by 15%.

Strategic Tagging - Mentioning others in comments can be beneficial if they contribute to the discussion. There's no downside to unresponsive tags, but lack of engagement from those tagged directly in your post might reduce growth potential by 25%.

Calls to Action - Contrary to previous announcements by LinkedIn™ about penalizing explicit engagement requests, our findings indicate a possible increase in reach by 10% for posts with such calls to action.

A Word of Caution

Prioritize Quality: The Algorithm retains a memory of the performance of your last 10-15 posts. A series of posts with low engagement could lead LinkedIn™ to limit the visibility of your future publications.

Maximizing Reach: Followers Over Connections

In an enlightening [interview with LinkedIn™'s Editor-in-Chief Daniel Roth](#) back in June 2023, some confusion emerged around the platform's content distribution hierarchy, specifically regarding the weight given to connections versus followers. In reality, the system is designed to favor followers rather than connections in terms of content reach.

Here's a breakdown of how LinkedIn™ disseminates your posts:

| | |
|---|---|
| 1. Notifications to Bell Ringers | Those who have opted to receive alerts about your posts are notified almost immediately, with the system's reliability restored to 70% after a temporary dip. |
| 2. Core Engagers Circle | Your content is first seen by users, whether followers or connections, who regularly interact with your posts. |
| 3. New Acquaintances | Newly added connections and followers are the next to see your content. |
| 4. Active Followers | Followers who are actively engaging on the platform are then reached. |
| 5. Active Connections | Lastly, connections actively using the platform will see your posts. |

Statistically, a typical post will be seen by roughly 10-15% of your connections. However, up to 25-30% of your followers may see it, highlighting the importance of building a follower base. Additionally, about 40% of your post views are likely to come from second and third-degree connections – neither followers nor direct connections – representing a significant untapped audience.

Strategic Engagement: Boosting Reach

When you come across a LinkedIn™ post that you appreciate and wish to engage with, it's essential to consider **your main objective**: Do you want to **amplify the visibility of the original post, boost your own profile, or both?** Here's how you can be intentional with your engagement:



Considering Multiple Actions

While you may think that performing multiple actions (like creating your own post and then commenting or reposting the original) would be beneficial, it's important to note that when you engage with the original post through more than one action (e.g., a comment and a like), **only the first action will impact the algorithm and contribute to the post's growth.**

Tagging: Creating Impact while Avoiding Penalties

Tagging on LinkedIn™, when done strategically, can significantly enhance the visibility and engagement of your posts. However, with the platform's evolving algorithm, **it's crucial to understand the nuances to avoid penalties and leverage tagging effectively.** It is generally considered that mentioning a few relevant profiles or company pages is good for your post's reach - and the data agrees! Moreover, **not mentioning any profile can result in a 10% drop in reach, while tagging up to 4 profiles can result in up to 48% increase in reach.**

Impact of Mentions (@)

1. Tagging Threshold - Tagging **more than eight individuals in the original post may activate a 'tag penalty'**. It's advisable to keep your tags below this number to avoid negative impacts on your post's reach.

2. Engagement Influence - If tagged individuals engage (comment) on your post, it positively influences your post's visibility. **Such comments are 1.5 times more impactful** than those from untagged users, making tagging a potentially powerful tool for growth.

Tagging: Creating Impact while Avoiding Penalties

3. Engagement Rate Check - For posts with **over five mentions**, LinkedIn closely monitors engagement rates. A **response rate lower than 60% from the tagged individuals could slow down** the post's organic reach, as it might be perceived as irrelevant tagging.

4. Spam Trigger - Exceeding **15 mentions significantly risks categorizing your post as potential spam**, with a 90% chance of triggering LinkedIn™'s algorithmic checks.

5. Smart Tagging - Tag up to 4 relevant profiles and encourage them to engage. Tag individuals in images, especially from events, for an immediate impact (+15% impact)

6. Safe Tagging in Comments - Tagging in comments is a safer approach, as it does not result in a penalty, even if the tagged individuals do not respond.

7. Removed Mentions - Removing your tag by individuals signals to the LinkedIn™ algorithm a potential spam activity, representing a highly undesirable form of negative engagement that should be avoided.

Tagging: Do's and Don'ts

DO'S

- 1. Personalize Your Tags** - Make each tag meaningful and relevant. Explain why you're tagging someone, ensuring it's tailored to their interests or expertise. Personalized tagging is more likely to engage the tagged individual and their network.
- 2. Maintain Positivity** - Use tags to express gratitude, celebrate success, or highlight contributions. Positive context encourages interaction and sharing, fostering a supportive network.
- 3. Tag for Mutual Benefit** - Choose tags that would be genuinely beneficial for the tagged individual or their network. This encourages not only engagement but also potential sharing of your content.

DON'TS

- 1. Avoid Over-Tagging** - Be strategic and thoughtful. Excessive or irrelevant tagging can be perceived as spammy and may harm your professional reputation.
- 2. Steer Clear of Mass Tagging** - Personalization is key. Mass tagging is often perceived as insincere and can lead to negative perceptions of your brand or profile.
- 3. Never Tag Negatively** - Always maintain a professional and positive demeanor in your tags. Negative tagging can be seen as unprofessional or even as online harassment.

In conclusion, while LinkedIn™ tagging can be a powerful tool for increasing visibility and engagement, it requires a strategic and mindful approach. Understanding the platform's algorithm and adhering to best practices can help you effectively leverage tagging to enhance your LinkedIn™ presence.

Hashtags: Navigating LinkedIn™'s Discovery Shift

In the ever-changing ecosystem of LinkedIn™, hashtags have been a late bloomer. **Independent research over the past three years has consistently found that using 3 to 5 hashtags is optimal**, a practice LinkedIn™ itself endorsed in its official communications.

However, our latest findings indicate shifts in this trend

- Presently, **the presence of hashtags in posts does not significantly boost reach, with 4 hashtags providing a modest 9% increase in median reach.** Only beyond 20 hashtags does the potential for detriment emerge, possibly triggering spam alerts.
- LinkedIn™ maintains a database of associated hashtags, meaning a hashtag like #SocialSelling will also expose you to related content, such as #Sales.
- In practice, **hashtagged content rarely surfaces in the initial sweep of the organic feed**—only after scrolling through 30 posts might you see a 15% increase in their occurrence.

#Social Selling

51

#B2B

#LinkedInByRichardvanderBlom

- While searchable, **hashtags in comments don't seem to affect a post's reach.**
- The **positioning of hashtags** within the content—mid-text or at the end, in a vertical or horizontal line—**has no discernible impact on engagement.**
- Interestingly, **hashtags listed in your profile when using Creator Mode no longer boost your post's reach**, a departure from 2021 where they could increase reach by 8%.
- For now the **first 2-3 hashtags are still included in the URL** of your post, hinting at their significance for search engine discoverability (**SEO**).

Hashtags: Navigating LinkedIn™'s Discovery Shift

Additional Insights

1. Hashtags now contribute less to content categorization, as LinkedIn™'s algorithms have evolved to comprehend the full context and expertise demonstrated in a post.
2. Despite their reduced impact, LinkedIn™ still recommends relevant hashtag use, not as a critical factor, but as a tool for content discovery.
3. Hashtags continue to play a role in conversation topics and keywords, aiding users in finding pertinent content amidst a sea of information.

In summary, while the hashtag's role on LinkedIn™ has diminished in direct impact on reach, they remain a valuable tool for topic association and searchability in 2024.



🔍 **Blisspointconsult.com** ✕

BlissPoint Consulting is a Silicon Valley-based LinkedIn™ and Sales Navigator Training company helping executives and their sales teams master the power of LinkedIn™

Richard Bliss



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Gated & Committed Content

Understanding the nuances of different content sharing strategies is crucial for maximizing reach and engagement. Here's a detailed analysis of three predominant content types: Gated Content, Commitment Content, and Free Content, enriched with the latest statistics and insights.

1. Gated Content

This strategy involves offering valuable content in exchange for user information, typically via Lead Gen Forms or driving traffic to an external website for conversion. However, recent stats indicate that up to 90% of users are hesitant to convert when personal data is required, leading to 7x fewer clicks on action buttons and significantly reduced visibility, almost 95% less than other content types. Furthermore, over 80% of users who provide their data tend to unsubscribe within the first two emails, highlighting the challenges in retaining engagement post-conversion.

2. Commitment Content

Here, the author requests explicit user engagement, like specific comments or follows, in exchange for content. Despite earlier suggestions from LinkedIn™ that such tactics might be penalized by the algorithm, data shows no substantial reach reduction. Commitment Content excels in engagement, particularly in comments, yet it achieves only about 65% of the reach compared to Free Content. A notable drawback is the often unreliable delivery of promised content due to the high volume and unstructured nature of responses.

3. Free Content

This approach involves sharing content without any strings attached. While it doesn't gather user data directly, Free Content is currently the most effective strategy in terms of reach and authentic engagement. The engagement ratio is directly proportional to content quality, significantly outperforming both Gated (up to 30 times more) and Commitment Content (up to 1.6 times more) in terms of reach.

Conclusion and Our Strategy

In light of these findings, we continue to advocate for Free Content as our primary sharing strategy for the fifth consecutive year. This approach not only maximizes reach and engagement but also fosters trust and authenticity within the LinkedIn™ community. We value your interaction and feedback immensely and remain committed to delivering high-quality, freely accessible content.

Creator Mode: Elevating your Influence (*)

Activating **Creator Mode** on LinkedIn™ transforms your professional profile into a powerful platform for content creation, audience engagement, and influence expansion. Here's how stepping into Creator Mode can accelerate your journey as a LinkedIn™ influencer:

1. Profile Optimization for Followers

- Your profile's 'Connect' button morphs into a 'Follow' button, prioritizing follower growth.
- The number of followers you have becomes a feature in your profile introduction.
- Incoming connection requests automatically convert to followers, bolstering your audience even if you don't accept the connection.

2. Enhanced Content Discovery

- Introduce your content themes directly below your headline with a maximum of 5 hashtags, enhancing content discoverability.
- Your original content shines, with the Featured and Activity sections taking prime real estate on your profile—minus the clutter of likes and other interactions.

3. Direct Traffic Generation

- Add a website or event link in your introduction to direct followers to your chosen destinations.



CREATOR MODE ON

Creator tools

Creator mode gives you more ways to engage with your audience by enabling access to select tools. [Learn more](#) about creator tool access.

LinkedIn Live

✓ Available >

Audio Event

✓ Available >

Newsletters

✓ Available >

Follow link

✓ Available >



Creator mode **On**

Get discovered, showcase content on your profile and get access to creator tools.

Creator Mode: Elevating your Influence

4. Amplified Visibility Opportunities:

- Eligibility for featuring as a suggested creator on LinkedIn™, helping potential followers easily discover you.

5. Exclusive Access to Creator Tools:

- Qualify for specialized tools such as LinkedIn™ Live and Newsletters, depending on access criteria.
- Utilize creator analytics for a comprehensive view of post performance and audience demographics.
- Navigate to a centralized hub for all creator resources and tools to enhance your content strategy.

6. Comprehensive Content Creation Suite:

- Leverage a variety of formats with access to LinkedIn™ Live, Audio Events, Newsletters, and more, for dynamic and engaging content delivery.

7. Criteria for Tool Access:

- Maintain a base of over 150 followers/connections and an active content sharing record.
- Adhere to LinkedIn™'s Professional Community Policies to ensure your standing remains in good stead.

VERY IMPORTANT



In the next few months, LinkedIn™ will integrate Creator Mode features into **all profiles**, removing the need for a toggle switch.

This update, following feedback from 18 million users, simplifies profiles by enhancing visibility and interaction options.

Members will retain access to key tools and analytics, ensuring continued support for impactful content creation and professional networking.

Impact of Creator Mode

Activating Creator Mode on LinkedIn™ can significantly enhance your visibility and follower engagement, contingent upon several factors including your current follower count, content posting frequency, and how effectively you're utilizing the tools that Creator Mode offers.

Let's examine the differential impacts across various user segments (percentages compared to members not using Creator Mode)

An essential point to note is that **with Creator Mode active, the algorithm gives greater priority to your followers over your connections when distributing content.** This means that as a content creator, your material is more likely to be seen by those who choose to follow you, amplifying your influence within your network.

| | |
|--|--|
| 1 - LinkedIn™ Newbies (up to 1,000 followers) | For these members, the benefits of Creator Mode materialize with a steady content output—posting at least four times can lead to a 20% increase in reach and an 8% uptick in follower growth. |
| 2 - Active Creators (1,001 - 5,000 followers) | This group stands to gain considerably. With consistent posting of three times weekly, they can experience a 35% boost in reach and accelerate their follower growth by 26%. |
| 3 - Rising Influencers (5,001 - 10,000 followers) | The advantage of Creator Mode for these users is highly dependent on posting frequency. Less than four posts per week show no significant benefit; however, four or more weekly posts can yield a 20% increase in reach and a 14% faster rate in gaining followers. |
| 4 - Influencers (10,001 - 25,000 followers) | For influencers, aiming for 4 to 5 posts per week is optimal, potentially enhancing reach by 35% and increasing follower numbers by 12%. Surpassing this post frequency may actually neutralize the positive effects. |
| 5 - Giants (over 25,000 followers) | The largest benefit is seen when posting 3 to 5 times per week, with a 25% increase in reach and a 16% rise in follower growth. Daily posts may slightly decrease these percentages, but the absolute impact can be significant due to the volume of content shared. |

LinkedIn™ Live – The Stats

Introduction

In the dynamic world of professional networking and content creation, LinkedIn™ Live continues to emerge as a powerful tool for engagement. This feature, exclusively accessible to members with Creator Mode and Company Pages meeting specific criteria, has revolutionized the way businesses, marketers, and professionals connect with their audiences.

Evolution and Impact

Since 2022, LinkedIn™ Live has witnessed remarkable growth and enhanced user engagement. The platform reports a staggering engagement increase on live videos compared to native videos. **This significant increase underscores the growing preference for real-time interaction and the immense potential of live streaming in building vibrant online communities.**

Key Statistics

- A notable **rise in LinkedIn™ Live users:** Personal profiles saw a 51% increase, while Company Pages experienced a 96% surge (compared to 2022)
- Live sessions now show an **average engagement almost 12x higher than standard video posts** (7x more reactions, up to 24x more comments)
- The **optimal length for LinkedIn™ Live sessions has been identified as 25 minutes**, striking a balance between engagement and audience retention.
- The **average engagement rate** for LinkedIn™ Live sessions is now **5.2%**.
- **Content categories** such as **interviews with external thought leaders, live event coverage, and employer branding** content show higher engagement rates, ranging from 5.6% to 8.0%.

LinkedIn™ Live – Best Practices

Best Practices for LinkedIn™ Live:

- 1. Content Relevance:** Stay abreast of trends and audience preferences using LinkedIn analytics. Develop content that resonates and adds value.
- 2. Broadcast Duration:** Aim for a broadcast length of around 15 minutes to maximize engagement without overwhelming your audience.
- 3. Advanced Planning:** Schedule your events well in advance (preferably 1 month), allowing ample time for promotion and content preparation.
- 4. Authentic Interaction:** Ensure your presentation style is genuine and engaging. Overly scripted content may detract from the authenticity of the interaction.
- 5. Profile Optimization:** A successful LinkedIn™ Live event can drive significant traffic. Ensure your profile accurately represents your brand and is optimized for new visitors.
- 6. Post-Event Engagement:** Continue the conversation by interacting in the comments section, sharing resources, and breaking down the live video into shorter, highlight posts.

Event format*

Select ▼

-  **LinkedIn Audio Event**
An audio only format that allows participants to raise their hand to join the conversation.
-  **LinkedIn Live**
Stream from a 3rd party tool. Attendees join on LinkedIn to watch and comment.
-  **External event link**
Share event details on LinkedIn. Enter an external link for participants to join.

Innovative Content Ideas:

- 1. Product or Service Launches:** Utilize the live format to introduce new offerings and engage with your audience through real-time Q&A sessions.
- 2. Expert Interviews:** Establish your authority by hosting discussions with industry experts.
- 3. Industry Trend Showcases:** Share insights on current trends, success stories, and upcoming events relevant to your audience.
- 4. Interactive Workshops:** Conduct short workshops on topics of interest, encouraging real-time participation and learning.

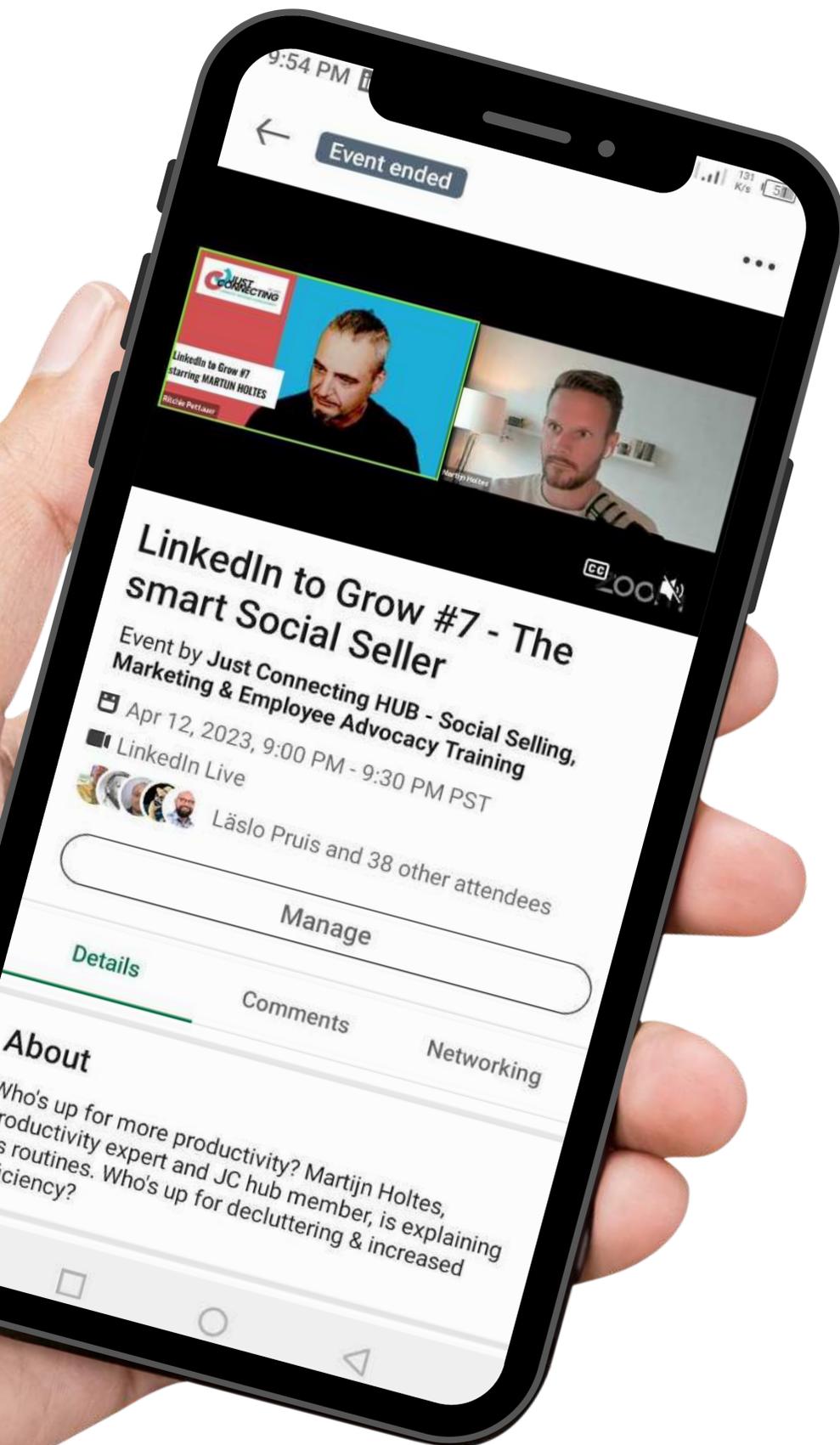
LinkedIn™ Live – Holistic Approach

As we delve deeper into the best practices for running successful LinkedIn™ Live events, it's essential to **consider a holistic approach that covers both pre and post-event strategies.** These insights draw upon successful practices implemented by leading organizations, adapted to suit the unique dynamics of LinkedIn™ Live.

Pre-Event Strategy: Laying the Groundwork

- **Content Tailoring:** Develop content that resonates deeply with your audience's interests. Tailored content not only captivates but also maintains attendee engagement.
- **Expert Participation:** Involve guest speakers with expertise in your event's subject matter. Their involvement not only lends credibility but also expands your event's reach through their networks.
- **Strategic Promotion:** Employ a multifaceted promotional strategy. Utilize a mix of LinkedIn™ posts, countdowns, and cross-platform promotion to generate buzz and anticipation.
- **Technical Savvy:** Ensure proficiency with your chosen streaming platform. Features such as advanced scheduling and branding options can greatly enhance the viewer experience.
- **Optimal Timing:** The timing of your event is crucial. Consider your audience's time zones, preferences, and the nature of the event to choose a time that maximizes attendance and engagement.
- **Data Utilization:** Enable attendee data collection during your event setup. This valuable information can be instrumental for future marketing efforts.





LinkedIn™ Live - Holistic Approach

During the Event: Engaging and Interacting

- **Interactive Elements:** Incorporate interactive features like polls, Q&A sessions, and encourage audience comments to foster a community feel and sustain interest.

Post-Event Strategy: Capitalizing on Momentum

- **Data Capitalization:** Leverage the attendee data collected for targeted follow-up marketing initiatives. This includes personalized email marketing campaigns, tailored to the preferences and needs of your audience.
- **Content Repurposing:** Post-event, transform the live recording into various content formats. Distribute these across multiple platforms, enhancing reach and engagement.
- **Connection and Relationship Building:** Post-event, connect with attendees on LinkedIn™. This not only personalizes the relationship but also increases future engagement with your brand.

Incorporating these pre and post-event best practices can significantly enhance the effectiveness and impact of your LinkedIn™ Live events. These strategies, from expert involvement to data-driven follow-up, are designed to maximize engagement, extend your reach, and solidify your presence in the digital realm. LinkedIn™ Live, when executed with a comprehensive strategy, becomes more than just a broadcasting tool – it's a potent platform for community building, brand enhancement, and audience engagement.

LinkedIn™ Audio Events – New Kid on the Block

What is LinkedIn™ Audio, and How to Start One?

LinkedIn™ Audio Events, a **dynamic feature on LinkedIn™, enables real-time, interactive discussions in an audio format.** Launched in January 2022, this feature is accessible to users with Creator Mode enabled and a follower base of 150 or more. **Setting up an event involves a few straightforward steps on desktop or mobile, including creating an engaging cover image, defining your event details, and promoting it effectively.**

Benefits & Best Practices for Set-Up

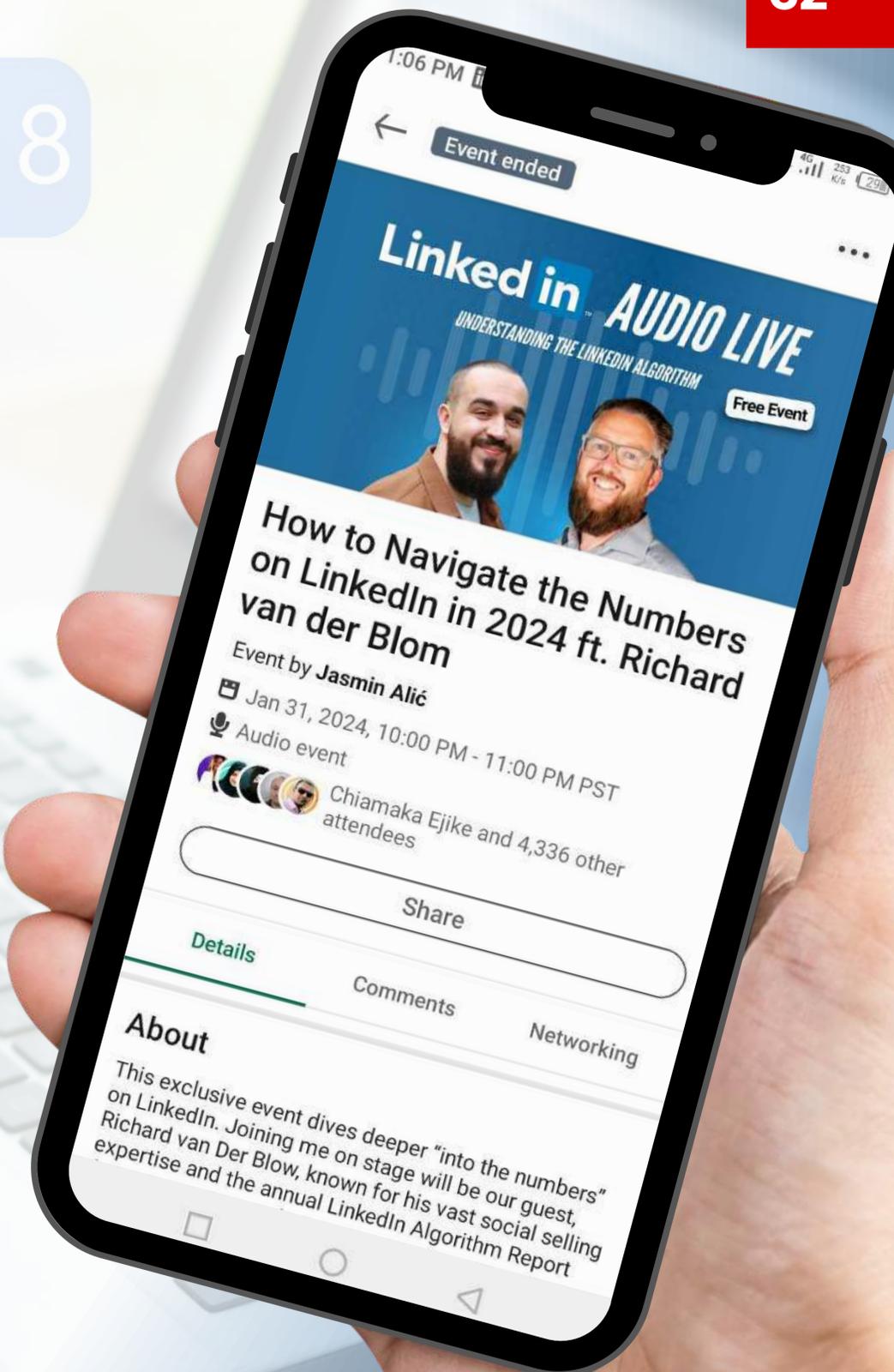
LinkedIn™ Audio Events offer a unique opportunity for direct engagement, lead generation, and insightful discussions. To maximize these benefits:

- Start with a clear goal in mind, understanding your audience's needs and desires.
- Choose a compelling, outcome-focused title for your event.
- Promote your event effectively using LinkedIn™'s tools and cross-platform strategies.
- Engage credible guest speakers to add depth and broaden your event's reach.
- Prepare technically to ensure a smooth and professional audio experience.

Goals, Attendees, and Conversion

LinkedIn™ Audio Events are versatile and can be used for various objectives, including lead generation, knowledge sharing, and networking. To increase attendees and conversion:

- Craft content that addresses the specific wants and outcomes desired by your audience.
- Utilize LinkedIn™'s promotional tools and your personal network to drive sign-ups.
- Offer clear, value-driven insights that align with your audience's professional interests.



LinkedIn™ Audio Events – Best Practices

Answers to Key Questions on LinkedIn™ Audio Events

1. Ideal Duration of LinkedIn™ Audio Events

The sweet spot for these events is between 30 minutes to 1 hour. Shorter sessions might not provide enough depth, while longer ones risk losing audience attention. Data on audio features suggest a 20 – 20% drop in attendees in sessions for every 10 minutes after the initial 45 minutes.

2. Three Tips for Increased Engagement

- **Interactive Segments:** Incorporate Q&A sessions, polls, or discussions to foster active participation (+40% engagement)
- **Value-Driven Content:** Share actionable insights and practical tips relevant to your audience.
- **Dynamic Pacing:** Keep the event lively with varied pacing and regular summaries of key points (easy to hop in)

3. Repurposing Audio Events

- **Content Segmentation:** Break down the audio into smaller segments for podcasts or short audio clips.
- **Transcriptions:** Convert the audio content into blog posts, articles, or LinkedIn™ posts.
- **Highlights and Quotes:** Share key takeaways and quotes on various social media platforms for broader reach.

LinkedIn™ Audio Events – Best Practices

4. Organizer vs. Guest Speaking Ratio

A balanced ratio is crucial for dynamic discussions. A 60:40 split, with the organizer leading 60% of the time, allows for substantial input from guests while keeping the conversation structured and focused. Interesting an organizer leading more than 80% of the time, results in -35% engagement and earlier drop of of listeners.

5. Key Performance Indicators (KPIs) for Audio Events

- **Attendance Numbers** - Track the total and peak number of attendees.
- **Engagement Metrics** - Analyze interactions such as comments, likes, and shares.
- **Conversion Rates** - Assess the number of leads or connections generated post-event.
- **Audience Retention** - Monitor how long attendees stay engaged during the event.
- **Audience Return** - When doing a series of Audio Events, monitor the people that join multiple events

In conclusion, LinkedIn™ Audio Events offer a compelling platform for professional engagement and content delivery. By understanding and implementing these best practices and insights, organizers can effectively harness this feature for meaningful and impactful virtual gatherings.

Create an event

Event format*

Select

 **LinkedIn Audio Event**

An audio only format that allows participants to raise their hand to

 **LinkedIn Live**

Stream from a 3rd party tool. Attendees join on LinkedIn to wa

 **External event link**

Share event details on LinkedIn. Enter an external link for pa



Never forget to update LinkedIn again

Approve posts by replying 'yes' to a text message



Ghostwritten content, fine-tuned to your sector

Your AI assistant, trained to talk to your ideal client and candidate audience



Daily market intelligence for you to share with your network

One email every morning briefs you on all the news you need to know



Take your personal brand to the next level

Best practice LinkedIn training built-in to Paiger



Scan the QR code or visit paiger.co to book a demo



LinkedIn™ Engagement: A Comprehensive Guide

The Power of Network Engagement

Engagement on LinkedIn™—marked by interactions such as likes, comments, shares, and sends—is a cornerstone of expanding your content's reach. But beyond these familiar buttons lies a spectrum of factors that can amplify your visibility on the platform.

Understanding Dwell Time

Since its introduction in 2021, dwell time, or the duration someone spends with your content, remains a crucial metric. Longer engagement signals to LinkedIn™ that your content is valuable, often resulting in greater reach. Document posts and detailed text-plus-image posts typically encourage more extended interaction, enhancing their success.

The Concept of Universal Reach

While engagement metrics do contribute to reach, they only account for a modest portion of variability—between 7.4% and 16.6% for most posts. This suggests each post receives a base level of visibility from LinkedIn™, regardless of engagement.

Performance Drivers

Our findings suggest that 'universal reach' is likely shaped by various elements:

- **The size and activity level of the poster's network at the time of posting.**
- **The balance between followers and connections, which impacts content dissemination.**
- **Regular posting habits that build a consistent presence.**
- **Content relevance to trending topics or network interests.**
- **The liveliness of the feed when the content is shared.**
- **The inherent appeal of the post, which can include content quality and type.**
- **Language choice, with posts in languages other than English showing 10-30% lower impressions.**

Additionally, the influence of the individual engaging with the content—a notable influencer versus someone with fewer followers—can affect reach.

LinkedIn™ Engagement: A Comprehensive Guide

The Viral Frontier: Top 5% Posts:

For posts that reach viral levels—the top 5% in terms of performance—engagement metrics become significantly predictive, accounting for 78.1% of their reach. This indicates a pivotal point where visibility leads to enhanced engagement-driven reach.

Welcome Back and New Creators:

Those resuming posting after a hiatus or new creators on LinkedIn™ experience a heightened importance of engagement buttons compared to performance drivers, indicating a warm welcome by the platform.

The Multichannel Effect:

Content shared across various channels, including LinkedIn™ Groups and other social networks, sees a 15-25% boost in engagement. This likely results from additional traffic funneling in from those external sources.



Leveraging Insights for Enhanced Engagement:

- 1. Craft for Dwell Time:** Create content that invites readers to spend time and click more, such as in-depth analysis or interactive documents.
- 2. Consistent Posting:** Maintain a regular content schedule to capitalize on the 'universal reach' factor.
- 3. Cross-Promotion:** Share your LinkedIn™ content on other platforms to drive cross-channel traffic and increase engagement.

By integrating these strategies and insights into your LinkedIn™ engagement approach, you can significantly elevate your content's performance and tap into the platform's full potential for networking and growth.

Understanding the Dynamics of Likes

In the realm of LinkedIn™, the influence of various reaction types on post performance is noteworthy. While any interaction can boost engagement, specific reactions such as **PRAISE, EMPATHY, and INTEREST** are often found in tandem with **high-performing posts**. Although garnering a LIKE remains the most straightforward method to drive engagement—accounting for 83.17% of all reactions—strategizing content to elicit more comments and shares can substantially influence growth.

Self-Liking Phenomenon and Its Impact

An intriguing observation is that over 20% of the 215k posts analyzed involve authors who 'like' their content. Despite the common belief that this has no effect, these posts experience a 7.8% increase in reach compared to those without a self-like.

The Fundamentals of 'Likes' on LinkedIn™

'Liking' is perhaps the most effortless and oldest form of engagement on social media. It's a simple action that doesn't require much effort, sometimes serving as a polite nod to peers or customers. But the question remains: how effective is it in genuinely enhancing visibility?

Statistics Enlightening the Impact of 'Likes'

1. A 'Like' on your post signals LinkedIn™ to present your content to **an additional 1.4% of your connections and approximately 2.5% of the network belonging to the engaging individual.**
2. Out of all engagement actions, a 'Like' currently has **the minimal positive effect on the expansion of your post's reach.**
3. Internal Engagement: **Interactions from colleagues** connected to the same Company Page result in **roughly 15% less growth** than those from external networks.
4. LinkedIn™ **seems to cap the algorithmic benefits of 'likes' per session at about 40-50.** Beyond this threshold, there's negligible algorithmic response, possibly to discourage the use of engagement pods.



The Art of Commenting

Understanding the intricacies of commenting on LinkedIn™ is essential for anyone looking to amplify their post's performance and engagement. **Here's a detailed breakdown of the impact of comments and strategic timing for interactions.**

Insights into LinkedIn™ Comments

1. Self-Comments for Growth: Initiating the conversation by commenting on your own post can encourage further discussions, often branching into various topics. These indirect comment threads are powerful in significantly expanding your post's reach.

2. Strategic Timing for Comments: The prime windows for commenting on your own post are within the first hour of publishing, then between 6-8 hours, and finally after 24 hours. These specific intervals can lead to an increase in total reach, sometimes by as much as 25%.

3. Visibility of Comments with Links: While there's no direct penalty for being the first to comment on your post, be cautious with comments containing links. Such comments, particularly from the post author, receive substantially less visibility — four times less than the previous year.

4. Prompt Responses to Kick-Start Engagement: To maximize your post's momentum, aim to reply to all comments received within the first hour of posting. This can lead to a remarkable 40% increase in post growth.

The Art of Commenting

The Reach Multiplier Effect of Comments:

1. Incremental Reach Boost: Each comment your post receives translates to a 5% boost in reach within your network, and a 2.8% rise in the commenter's network, marking a slight increase from previous figures.

2. Comment Length Matters: Comments exceeding 15 words wield twice the impact of shorter comments, suggesting that depth and substance in comments are valued by the algorithm.

3. Author Comments for Sustained Visibility: As an author, adding another 2-4 comments after the initial first hour can effectively reintroduce your post into the feeds of all participants, typically resulting in an additional 25% growth.

| Type of Engagement | Impact on the Reach of | |
|----------------------|------------------------|--------------------|
| | Original Post | Person Who engages |
| Like | 1 | 1 |
| Comment | 15 | 12 |
| Repost Instantly | 10 | 5 |
| Repost with Thoughts | 3 | 2 |
| Save | 8 | 0 |
| Click "see more" | 5 | 0 |

Understanding Engagement Ratios:

The graph above illustrates how different interactions affect the growth of a post—both for the original post and for the person interacting with it. This is measured against the baseline effect of a 'Like,' which is set as a standard value of 1.

Strategic Engagement Strategy

Comments on LinkedIn™ are the golden tickets to heightened visibility and authority. They're seen as the pinnacle of engagement by the platform's algorithm, serving as a catalyst for interaction and community building. For those who are hesitant to create original content, a thoughtful comment strategy can be an excellent alternative. **Our experience with over 200 clients demonstrates that consistently posting 10 quality comments daily for a month can lead to a significant increase in profile views (40%), engagement on one's content (25%), and follower/connection growth (20%).**

Maximizing Impact Through Strategic Commenting:

- 1. Provide Additional Insights:** Elevate a post by sharing what resonates with you and enrich it with your unique perspective or additional expertise.
- 2. Summarize the Takeaways:** Amplify the value of the original post by summarizing its key points, simultaneously boosting the visibility of your brand within your network.
- 3. Foster Curiosity with Questions:** Utilize posts as a springboard for dialogue. Inquire, engage, and don't miss the chance to connect with contributors who bring meaningful insights.

4. Share Emotions: Expressing emotions in your comments strengthens connections and fosters a sense of community within your network.

5. Tag to Highlight Expertise: When a discussion aligns with a contact's expertise, tag them to provide a platform for their valuable input.

6. Celebrate Successes: Acknowledge and commend the achievements or insights shared in the post. Celebratory comments often evoke positive responses and can increase the warmth of interactions.

7. Offer Constructive Criticism: When appropriate, provide constructive feedback or an alternative viewpoint. This can spark deeper conversations and position you as a thoughtful and engaged professional.

8. Link to Further Resources: When relevant, reference additional resources in your comment. This can position you as a helpful and knowledgeable source within your field.



Be aware: Comments 100% generated by AI tools results in 4.2 times less response from the Author and 5 times less follow up comments

Repost: Instant or with Thoughts?

LinkedIn™ has progressively introduced features to facilitate content sharing, seeking to stimulate content distribution among its users. The ability to transform a comment into a standalone post, and the introduction of the 'Repost' feature—later evolved into 'Instant Repost' and 'Repost with your Thoughts'—are part of these efforts to bolster content activity on the platform.

Impact of Sharing on Content Growth

For the Original Author:

- 1. The Power of Instant Repost:** When your post is 'Instantly Reposted' within the initial four hours of its life, it can experience a remarkable boost. Such actions can contribute to a 40% increase in growth, a notable improvement from the previous year's 30%.
- 2. Repost with Thoughts:** Although adding personal insights when reposting can offer depth, the 'Repost with your Thoughts' has significantly less impact on the original post's expansion—12 times less than the 'Instant Repost.' Prompting your network to use the 'Instant Repost' feature is advisable for maximizing reach.



Repost: Instant or with Thoughts?

From the Reposter's Perspective

1. Engagement on Reposts with Insights: Utilizing 'Repost with your Thoughts' necessitates prompt engagement. Without it, visibility is limited to a mere 8-10% of your typical reach. Garnering over ten engagements can propel that reach to 15-20%. Given the minimal notifications for such reposts, directly messaging your network to engage can be beneficial.

2. Adding Context to Shares: Posts shared without at least five lines (100 words) of personalized text tend to have three times less performance.

3. Employee vs. External Shares: When employees share company posts, the impact is reduced by about 30% compared to shares by individuals outside the company. However, infographics buck the trend, retaining around 25% of the average reach.

4. Instant Repost Visibility: An 'Instant Repost' can afford the original author an additional 4% reach, yet it offers virtually no increased visibility for the reposter. This act is primarily a gesture to support the visibility of others' content.

Additional Tactics for Increased Visibility

1. Strategic Sharing: Share content that aligns closely with your brand or message, as this can indirectly enhance your profile's perception as a valuable information source.

2. Timely Engagement: Engage with reposted content quickly to capitalize on LinkedIn™'s algorithm favoring early interactions.

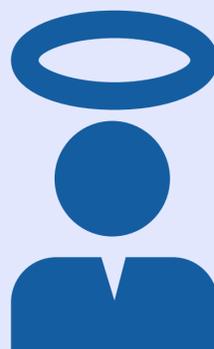
3. Diversify Content Types: Experiment with sharing a mix of content types, including articles, videos, and original posts, to determine which resonates most with your network and drives engagement.



Engagement Signals: The Good & The Bad

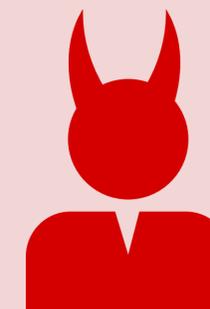
Positive Engagement Signals

- 1. Engagement Buttons Interactions:** Likes, comments, and reposts indicate valuable engagement.
- 2. Direct Messaging Shares:** Your post being sent through private messages expands its reach.
- 3. "See More" Clicks:** Users expanding to read your full post signals strong interest.
- 4. General Clicks:** Interaction with any clickable elements like links, images, slides, or polls.
- 5. Post Saves:** The top signal where users bookmark your post for later reference.
- 6. Connection Requests:** Receiving requests after someone reads your post suggests strong influence.
- 7. New Followers:** Gaining followers, especially those who activate profile notifications, enhances your authority.
- 8. Extended Dwell Time:** Users spending more time on your post before moving on.
- 9. Content Sharing on External Platforms:** When users share your LinkedIn™ post on other social media or platforms.



Negative Engagement Signals

- 1. Unfollows After Viewing a Post:** Users choosing not to see your content anymore.
- 2. Rapid Scrolling Past Your Post:** Indicates low interest in your content.
- 3. Negative Content Value Feedback:** Users indicating 'No' when asked if they find the content valuable.
- 4. Connection Removals:** Users disconnecting after engaging with your post.
- 5. DM Ignorance:** Not receiving responses to direct messages related to your post.
- 6. Tag Disengagement:** Users not responding when tagged in your post.
- 7. Mention Removal:** Tagged users removing their mention from your post.
- 8. Low Share Rate:** Few to no users sharing your content within their networks.
- 9. Negative Comments:** Receiving critical or unfavorable comments that might affect the post's perception.



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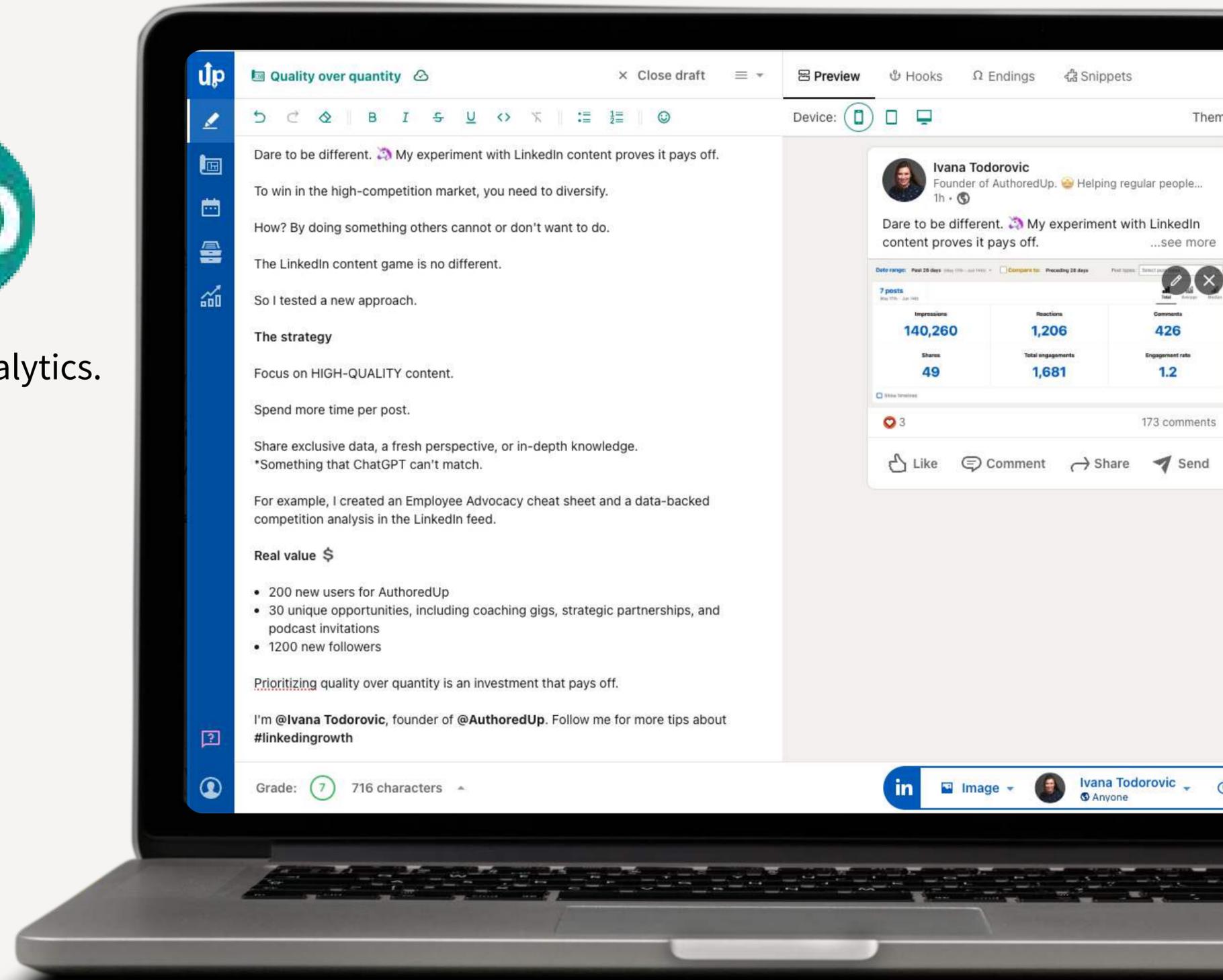
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AI Revolution: LinkedIn™ is Shifting, but are the Members?

LinkedIn™'s AI Integration: Recent Features

Over the past year, LinkedIn™ has significantly embraced AI technologies, integrating the capabilities of ChatGPT and other AI tools. This has led to the development of several innovative features:

AI-Generated Recruiter Messages - This feature uses AI to create personalized InMail messages for potential candidates, streamlining the recruitment process.

AI-Enhanced Job Descriptions - Recruiters can now generate customizable job descriptions with AI assistance, allowing for more precise and relevant job postings.

AI-Powered Profile Building - LinkedIn™ has introduced a tool that provides personalized writing suggestions for users' profiles, enhancing their presentation and visibility.

Account IQ in Sales Navigator - Generative AI that thanks to the power of LinkedIn™'s real-time data, can be used to show up to every call with a strong understanding of the customer

Collaborative Articles - These AI-conceived articles foster knowledge sharing, with LinkedIn™'s Skills Graph matching member experts to relevant content.

AI-Enhanced Content Creation (still in BETA) - Write 30 words and ask AI to create a post targeted at your audience in any preferred style

AI Revolution: LinkedIn™ is Shifting, but are the Members?

Impact on Member Behavior: Benefits and Risks

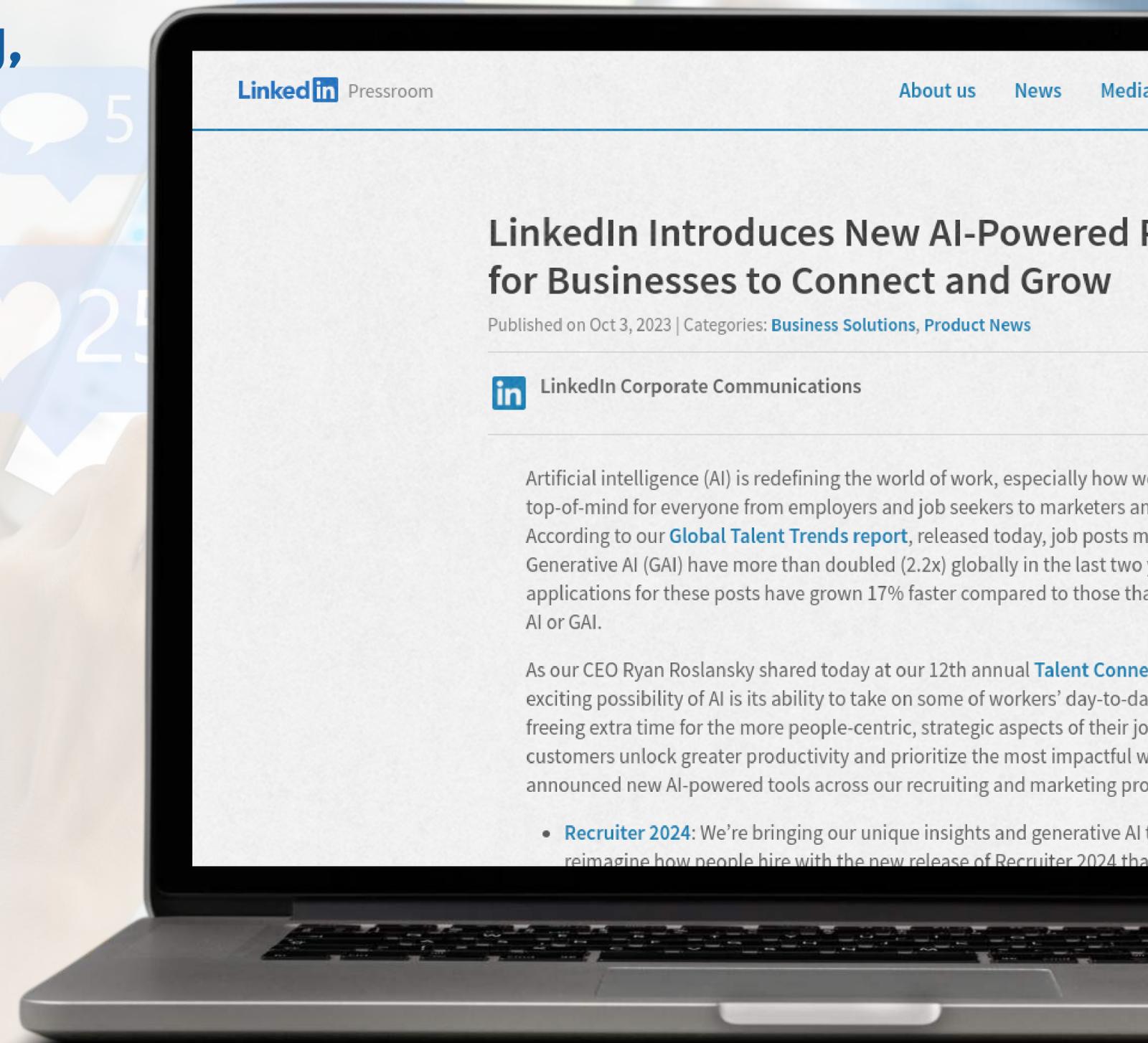
The integration of AI features has led to several behavioral changes among LinkedIn™ members:

Benefits:

- Increased efficiency and personalization in recruitment.
- Improved quality and relevance of job descriptions.
- Enhanced user experience in profile building.
- More dynamic and engaging knowledge-sharing platforms.

Risks:

- Potential loss of authenticity in content creation.
- Increased prevalence of generic, less engaging AI-generated content.
- Reduced effectiveness in standing out among AI-assisted profiles and job descriptions.



AI in Content: Statistical Insights

- The introduction of AI on LinkedIn™ **has catalyzed approximately 16 million users to create their first-ever post**, signifying a significant boost in platform engagement.
- About **15% of existing content creators have increased their posting frequency**, leveraging AI tools for more consistent content generation.
- There has been a **notable 28% increase in the length of text posts**, indicating a trend towards more detailed and comprehensive content driven by AI assistance.
- **AI-generated content experiences a 30% drop in reach, 55% decrease in engagement, and 60% less click-through rate compared to original content (!)**

- 
- Common **AI-generated hooks are now used 16 times more frequently**, diminishing the uniqueness of content. Same for Post Endings (aka CTA) used 11 times more frequently.
 - **AI-generated images receive up to 70% fewer clicks.**
 - **Ai-generated Comments result in 4.2x less response from the author and up to 5x less engagement in general (indirect comments)**
 - Profiles actively using AI tools for content creation have seen a **20% increase in network growth, but a 15% reduction in personal message responses**, suggesting a trade-off between reach and engagement.

AI in Content: Statistical Insights

1. AI-Driven Post Engagement

LinkedIn™ profiles utilizing AI for content creation **report a 40% increase in "reposts" per post, yet these posts typically see a 25% decrease in "comments,"** suggesting a trend towards broader dissemination but less in-depth engagement.

2. Time Spent on Profile Optimization

Users leveraging AI for profile optimization spend **30% less time updating their profiles,** yet these AI-optimized profiles have shown only a 5% improvement in appearing in relevant search results.

3. AI and Networking Efficiency

Members using **Pods and Automation** to send out connection requests have experienced a **15% increase in network growth.** However, there's a notable **40% decrease in subsequent meaningful interactions (like follow-up messages or endorsements),** and almost a **85% decrease in accepted connection requests,** indicating a possible dilution in the quality of connections made through AI assistance.

Collaborative Articles

Collaborative Articles Explained - Collaborative Articles on LinkedIn™ serve as a knowledge-sharing platform, tapping into the vast expertise of the LinkedIn™ community. These articles, accessible publicly and indexed by Google, offer significant SEO benefits, making them an invaluable tool for professionals looking to amplify their online presence.

Participation and Access - Initially exclusive to selected 'Thought Leaders', Collaborative Articles have expanded their accessibility, allowing a broader spectrum of LinkedIn™ members to contribute. By engaging with these articles, fine-tuning profile skills, and following relevant pages, members can share their insights and experiences, broadening the diversity of knowledge on the platform.

Impact and Benefits:

The interaction with Collaborative Articles brings several key advantages:

Increased Feed Visibility - Comments on Collaborative Articles have an 80% higher chance of being featured in your network's Feed compared to comments on a member's post, especially if they quickly receive a follow-up comment.



Collaborative Articles

Other Impact and Benefits:

Enhanced Profile Views - Profiles adorned with a 'Community Top Voice Badge' witness a significant increase in profile views, ranging between 25 and 40%. LinkedIn™ further promotes these profiles in relevant People and Post searches.

Cumulative Badge Effect - Each additional Badge can boost profile views by approximately 10%, reflecting the growing influence of multiple badges.

Earning Badges - By commenting on a minimum of three articles and garnering substantial engagement, members can earn Badges. Sharing the article URL with your network can accelerate this process.

Rising Engagement Thresholds - The criteria for earning a Badge have become more challenging, with January 2024 requiring roughly 2.5 times more comments and engagements than in October 2023, indicating a trend towards increased competitiveness for these accolades.

In conclusion, engaging with Collaborative Articles on LinkedIn™ not only positions professionals as authorities in their fields but also significantly boosts their visibility and SEO presence. Critics argue that Collaborative Articles are a tactic by LinkedIn™ to incentivize members into creating more content, serving primarily the platform's interests. They point out two main reasons: firstly, an increase in content creators adds value to the platform; and secondly, more comments, opinions, and contributions translate into a richer data pool for LinkedIn™.



Company Pages

On LinkedIn™, Company Pages have become dynamic hubs for brand interaction and content dissemination. **A data-rich overview reveals that specific content types significantly amplify reach and engagement**, offering strategic insights for businesses looking to optimize their presence on the platform.

Type of Content and Performance

- **Polls stand out, with 6% achieving over 100k impressions** and, on average, doubling the reach compared to other content types.
- **Documents also perform exceptionally well**, suggesting that interactive and informative content resonates with LinkedIn™ users.
- Conversely, **traditional content types like text posts and reposts tend to diminish reach**, with an increasing number of posts leading to a lower average reach.

| Content Format | x of median reach |
|----------------|-------------------|
| Poll | 2.19x |
| Document | 1.44x |
| Video | 1.40x |
| Image | 1.19x |
| Article | 0.77x |
| External Video | 0.69x |
| Repost | 0.47x |
| Text | 0.46x |
| Others | 0.46x |

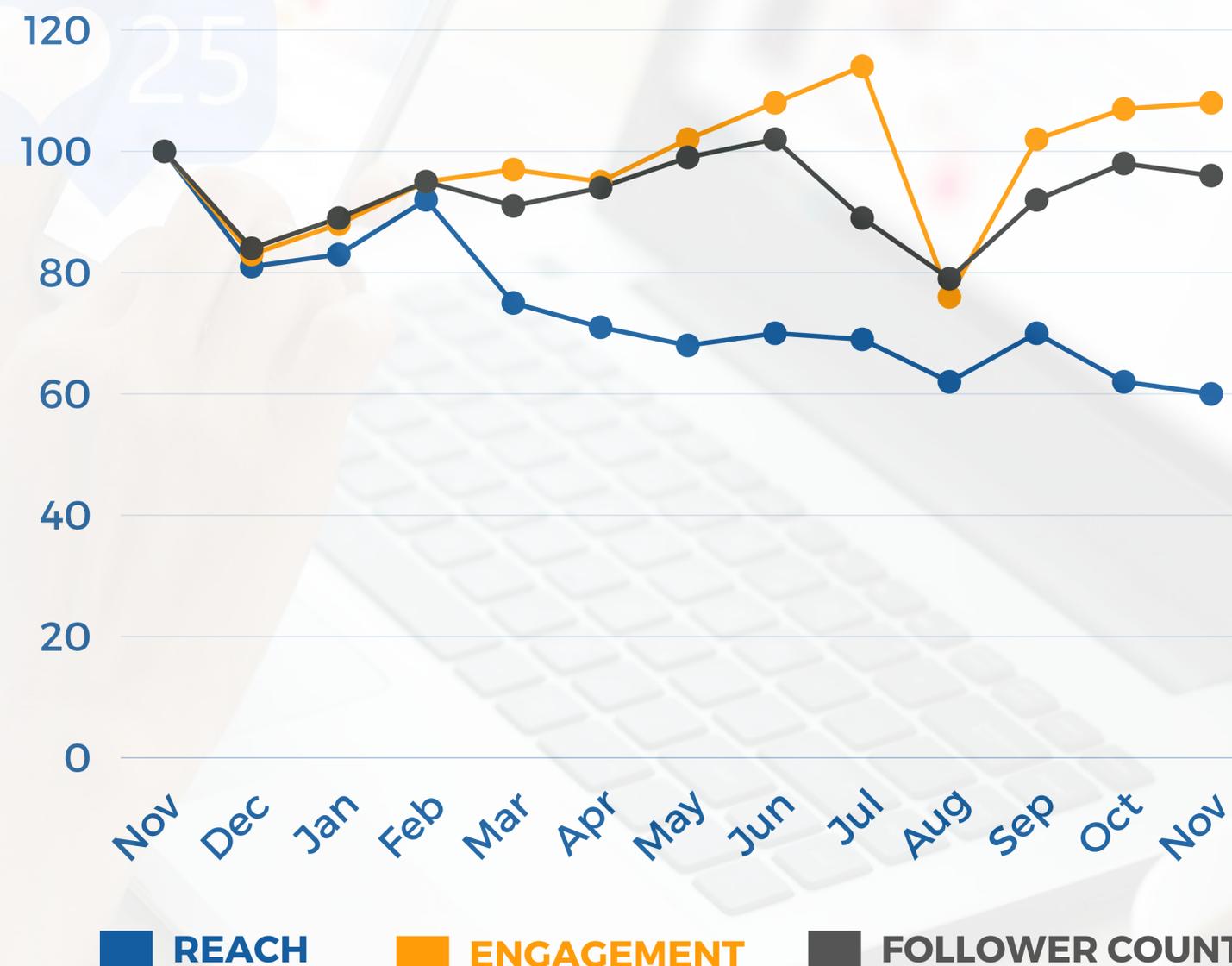


Company Page Metrics 2023

The graph presents an assessment of key metrics — reach, engagement, and follower growth — for Company Pages, averaging the data irrespective of the company size. Unlike Individual Profiles, which exhibited significant metric fluctuations in March and September due to algorithm updates, **Company Pages did not experience such pronounced drops. This could be attributed to the already minimal visibility of organic content in users' feeds, rendering the impact of algorithm changes less noticeable.**

1. There has been a **noticeable decline in overall reach** for Pages, with figures falling by approximately **30-40%**.
2. On a positive note, **engagement has marginally increased** by **8%**, likely a result of the effective use of Employee Advocacy tools and increased internal engagement.
3. The **rate of follower growth has remained relatively stable**. Despite a general decline in interest towards following company pages, the likelihood of encountering a Company Page post through an employee's engagement seems to counterbalance this trend.

| MONTH | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| REACH | 100 | 81 | 83 | 92 | 75 | 71 | 68 | 70 | 69 | 62 | 70 | 62 | 60 |
| ENGAGEMENT | 100 | 83 | 88 | 95 | 97 | 95 | 102 | 108 | 114 | 76 | 102 | 107 | 108 |
| FOLLOWER COUNT | 100 | 84 | 89 | 95 | 91 | 94 | 99 | 102 | 89 | 79 | 92 | 98 | 96 |



Company Pages

Different Types of Company Pages & Results

Company Pages are not one-size-fits-all; they differ based on employee size and show distinct content performance patterns:

- **Solopreneurs:** Highly active in self-promotion, they excel with Document posts, Images, and Polls, but see reduced reach with Text posts and Reposts.
- **Small Teams:** Benefit greatly from Image posts and Documents, similar to Solopreneurs.
- **Growing Teams:** Based on our data, Polls, Images, and LinkedIn™ native videos have shown promise in extending reach.
- **Large Teams:** Find the most success with Image posts and native videos, but generic content types can lead to a 10-80% drop in reach.

Content Preferences: Personal Profiles vs. Company Pages

Content preferences diverge between personal profiles and company pages. Personal profiles favor text and images, reflecting personal insights and experiences, while company pages predominantly utilize promotional forms like articles, videos, and slideshows. Notably, tagging relevant profiles or companies on Page posts can significantly boost reach, up to a 78% increase.



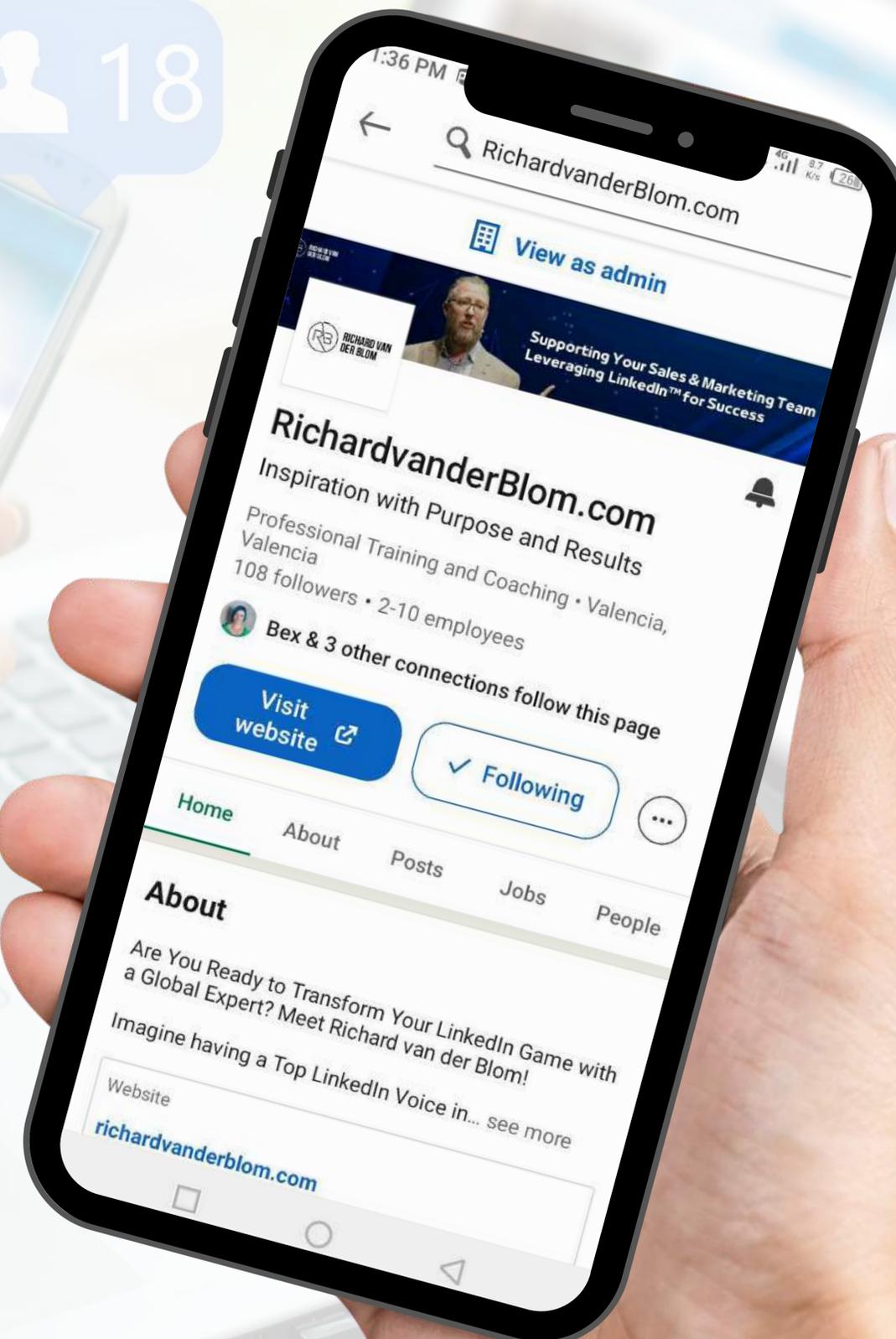
Company Pages

Best Time to Post on Company Pages

Data reveals a **mid-week dominance in posting, with weekends accounting for only 8% of content.** However, the weekend scarcity in posts presents an opportunity, with a notable 50% increase in reach and engagement for content published on Saturdays and Sundays.

Strategic Insights

- Company Pages are witnessing a surge in posts and engagement, with personal post mentions **doubling since 2022.**
- **Solopreneurs are the most prolific content publishers** on Company Pages.
- Content strategies **vary with team size**, advocating for a tailored approach.
- **Company mentions by employees have tripled**, highlighting increased advocacy.
- **External hyperlinks in posts have become a prevalent strategy for driving website traffic** - 61% of all website traffic generated by social media comes from LinkedIn™)
- Larger teams **face challenges with content variety**, impacting their reach metrics.



Content Strategies on Pages: A Comprehensive Analysis

In our analysis of over 26,000 LinkedIn™ Company Pages, we have identified significant shifts in content strategies that aim to fulfill a variety of objectives. **Companies are diversifying their approaches to not only enhance reach and engagement but also to build a robust brand narrative.** Here are the seven pillars that have formed the core of successful content strategies, along with two new emergent pillars, rated for their impact on Reach and Engagement (with 1 being the lowest and 10 being the highest):

The 7 Core Content Pillars:

- 1. Personal Stories (9 & 8):** Content that humanizes the brand through personal stories, opinions, experiences and informal content
- 2. Thought Leadership (7 & 6):** In-depth knowledge-sharing through white papers, research, articles, and digital downloads such as e-books, showcasing the company's intellectual capital.

3. Industry Insights (4 & 5): Leveraging third-party content to inform audiences about industry trends and developments, providing a broader context without always generating original content.

4. Product/Service Highlights (4 & 1): Focused updates on product specifications, new releases, and demonstrations, aiming to educate and inform about the company's offerings.

5. Event Announcements (5 & 6): Communications about company-organized events or highlighting attendance at external events by employees, providing networking and participation information.

6. Employer Branding (7 & 4): Leveraging "Personal Stories" for potential recruits to highlight career opportunities, open positions, and company culture.

7. Social Responsibility (6 & 3): Showcasing the company's commitment to sustainability, equality, and the values it upholds, reinforcing its corporate citizenship.

Content Strategies on Pages: A Comprehensive Analysis

New Emerging Content Pillars:

8. Customer-Generated Content (6 & 4): Featuring reviews, testimonials, and user stories, this pillar leverages the voice of the customer to build trust and validate the brand's impact.

9. Behind-the-Scenes (7 & 8): Giving audiences a glimpse into the day-to-day operations, company culture, and the people behind the products or services. This transparency builds a stronger connection with the audience by showing the authenticity and human aspect of the brand.

In **summary**, successful LinkedIn™ Company Page strategies are characterized by a **rich tapestry of content types**. From the authenticity conveyed through "Personal Stories" to the trust established by "Customer-Generated Content," these strategies are designed to cater to diverse audience needs while reinforcing brand identity. **The emphasis on "Conversational Content" further underscores the shift towards more engaging and participatory experiences on the platform.**

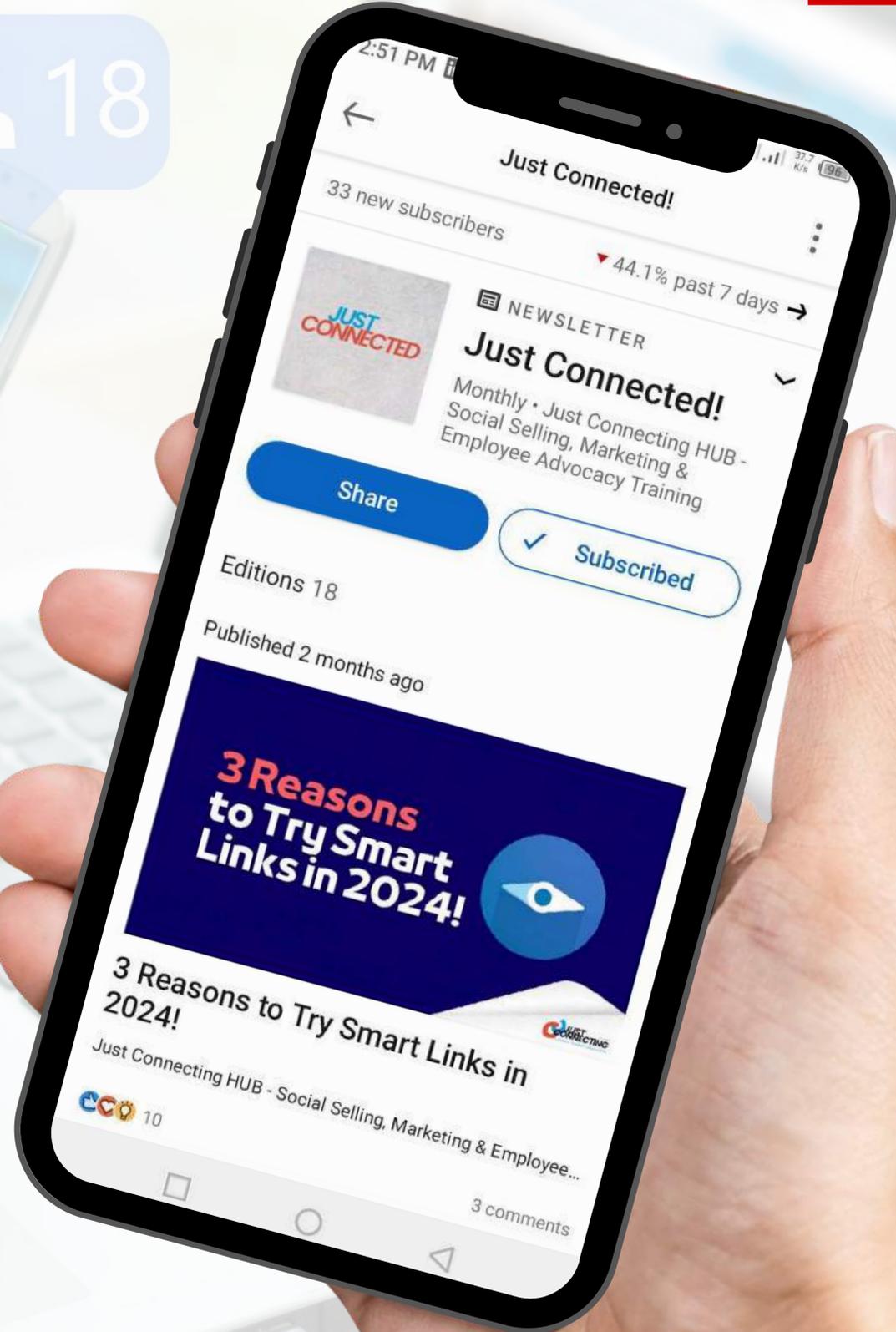
Company Page Success: 20 Top Tips

| | |
|--|--|
| 1. Complete Your Page Details | The addition of sections like "Workplace" and "Commitments" may not have a direct impact on performance, but a complete Page improves search engine visibility. |
| 2. Optimize Lead Gen Forms | Use "Get Started" or "Start Free Trial" for better conversion rates on your Lead Gen Forms. Avoid "Request Free Demo" and "Contact Sales" as they perform 2.5 to 3 times worse. |
| 3. Understand Post Reach | Currently, posts are shown to about 1.8% of followers initially, a 25% decrease from 2.4% in 2022. |
| 4. Leverage Non-Employee Engagement | a comment is 8 times more effective than a like, 4 times more than an instant repost, and 6 times more than clicks on "see more." However, engagement from employees has about 40% less impact on reach and performance, although it still helps to disseminate the content further. |
| 5. Boost with Ads | Active ad campaigns can increase organic content reach and engagement by 10-20%. This might not be related to the algorithm, but it could be due to the fact that after seeing the ad, more people are likely to visit the Company Page for additional content and information. |



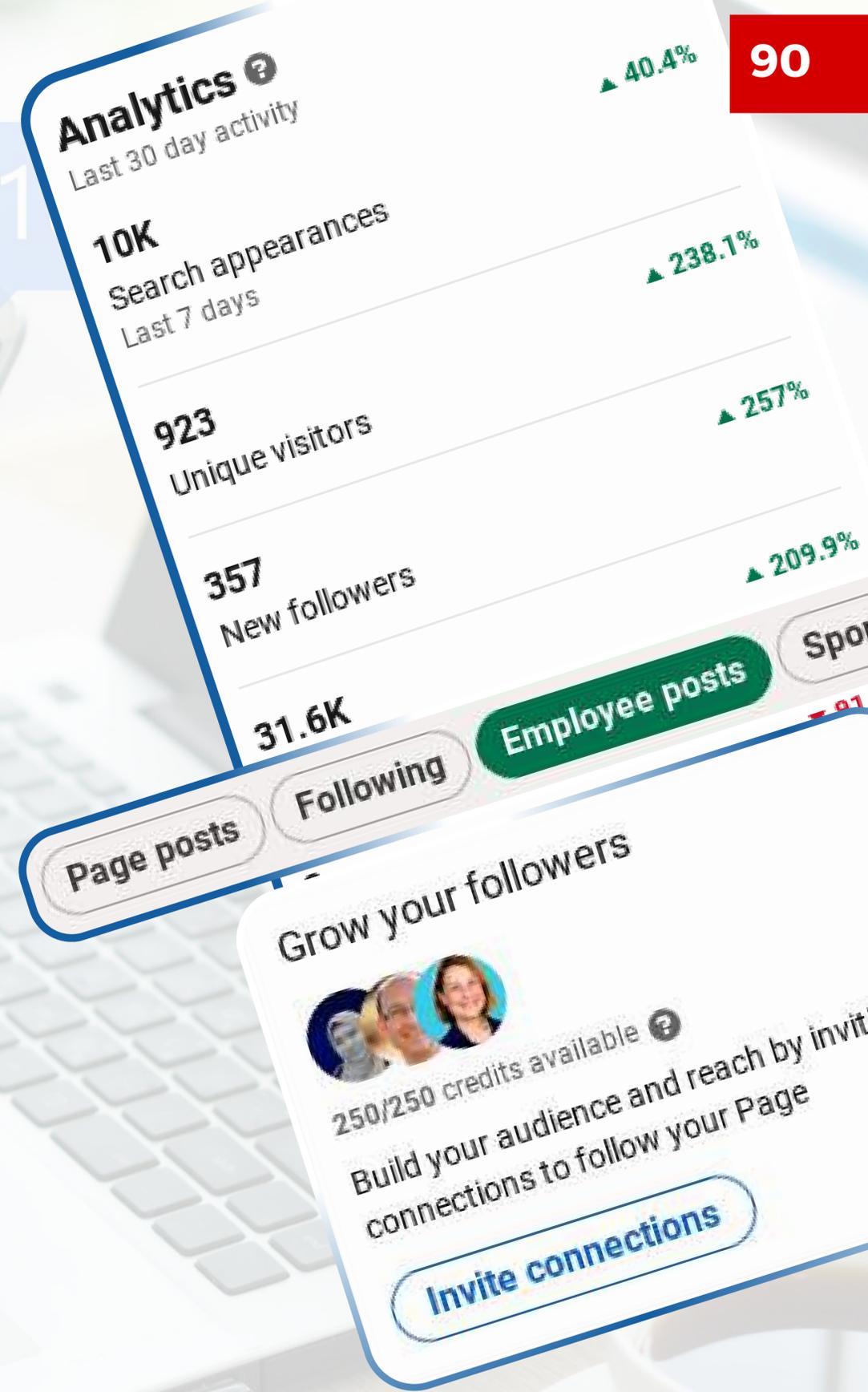
Company Page Success: 20 Top Tips

| | |
|--------------------------------------|--|
| 6. Newsletter Performance | Company Newsletters have seen a 35% increase in reach and 20% increase in engagement, but they still lag behind personal newsletters. |
| 7. Showcase Page Decline | Engagement on Showcase Pages has dropped an additional 25% from 2022, on top of the 60+% drop between 2020 and 2022 (!) |
| 8. Multilingual Advantage | Pages with multilingual setup see 20-30% better reach and up to 25% higher engagement, with Spanish and French being the 2nd and 3rd popular language |
| 9. Improve Follow Invitations | Because of the default invitations (unable to personalise via LinkedIn™'s credit system), data shows a very low acceptance rate of 3-8%. |
| 10. Use Targeted Posting | Contrary to Personal Profiles, admins can publish multiple posts without affecting the performance of previous posts by utilizing the "Targeted Audience" feature. However, multiple untargeted posts within 24 hours may compete with each other in the Feed. |



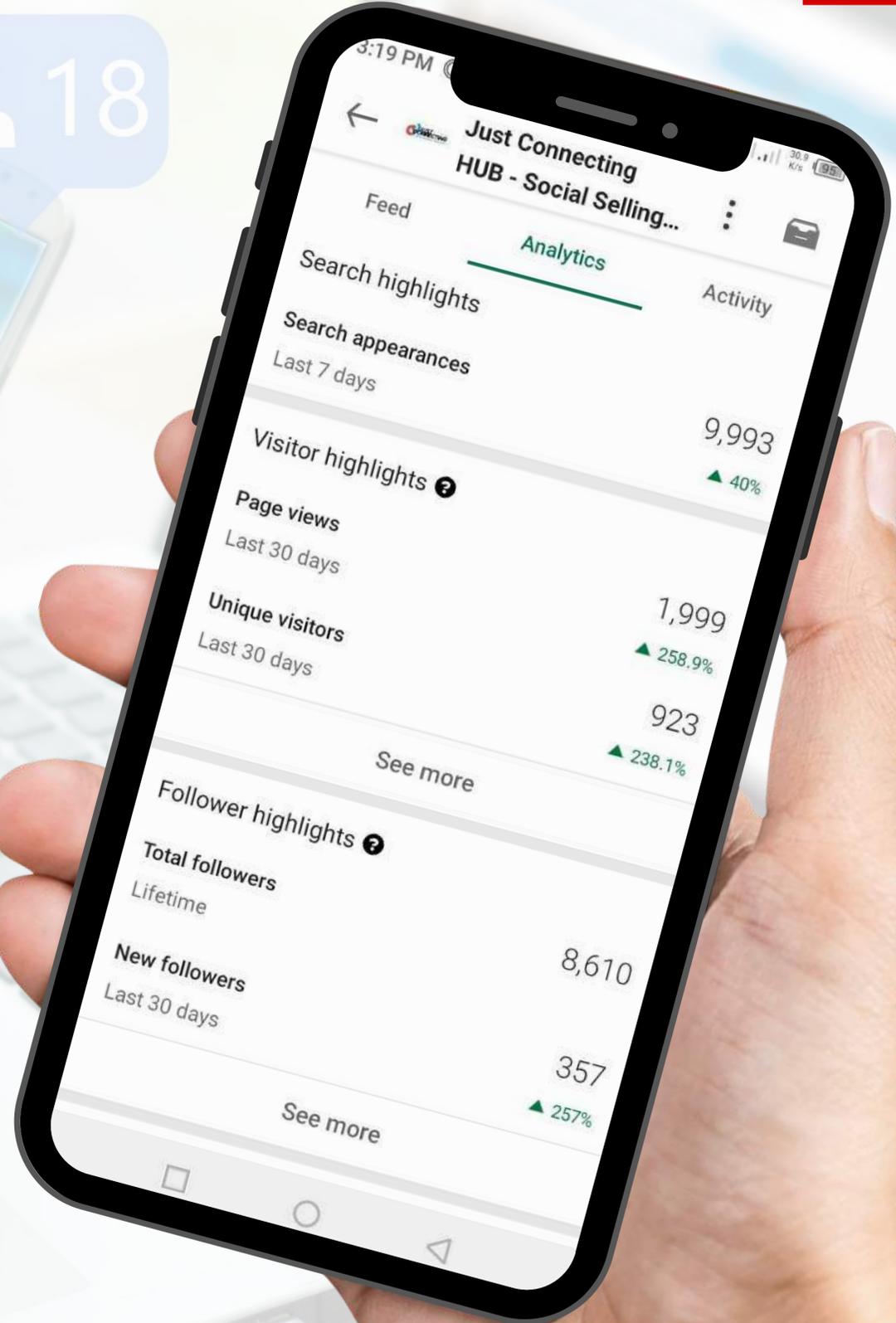
Company Page Success: 20 Top Tips

| | |
|--|---|
| 11. Posting Frequency by Company Size | Large companies excel with one post per day, while small companies do better with three posts maximum per week. |
| 12. Identify Best Engagement Days | Post from Tuesdays to Thursdays and Saturdays for best engagement. Avoid Mondays, Fridays, and Sundays. |
| 13. Diversify Content Formats | Using at least four different content formats can yield a 10% increase in reach (preferably Image, Video, Document and External Link) |
| 14. Target Audience Feature | Utilize "Targeted Audience" to boost post relevance in the first 90 minutes because of more relevant viewers in the first batch |
| 15. Engage from Your Page | Since the end of 2021, LinkedIn™ has enabled Company Pages to engage with other posts. By liking and commenting on posts from employees, suppliers, or clients, a Company Page can significantly boost its visibility. Engaging with 3+ comments a day from your Page can increase the reach of your posts by approximately 12%, while 6+ comments a day can enhance your reach by 18%. |



Company Page Success: 20 Top Tips

| | |
|---|---|
| 16. LinkedIn™ Live Engagement | Company Page broadcasts on LinkedIn™ Live have an average engagement rate of 6.1% (compared to overall 5.2%) |
| 17. Hashtag Usage | As of January 2024, LinkedIn™ disabled three featured hashtags on Pages. Adapt by integrating relevant hashtags directly into your posts. |
| 18. Employee Advocacy | Encourage employees to engage with Page content. While less impactful than external engagement, it still helps to spread your message. |
| 19. Optimize Posting Times and Formats | Experiment with weekend posts, which can see up to a 50% increase in reach and engagement on those days due to reduced competition, especially for Personal Storytelling, Behind the Scenes and Employer Branding Content (more easy to digest) |
| 20. Monitor Content Performance | Regularly analyze which content types drive the most engagement and adjust your strategy accordingly to maintain a dynamic and effective content mix. |



Content Strategies on Pages: A Comprehensive Analysis

| | Top Formats | Top 3 Pillars Used | Best frequency | Top Days |
|-----------------------------|-------------------------------------|---|----------------|-------------------------------|
| Solopreneur | text only, image and documents | personal storytelling - product/service highlights - behind the scenes | 2 - 3 posts | Tue + Thu + Saturday |
| Small Companies (2 - 50) | documents, images and videos | thought leadership / product / service highlight / personal stories | 2 - 4 posts | Monday to Thursday + Saturday |
| Medium Companies (51 - 200) | videos, documents and polls | industry related, event and thought leadership | 3 - 5 posts | Monday to Friday |
| Large Companies (201+) | videos, documents and external link | employer branding / product/service highlights / thought leadership | 5 - 7 posts | All week |





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Adventure™



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- San Francisco to Paris, France

I was lost; my life had no meaning & I knew I needed to make a change that would include making major decisions. Julien picked me up, made me face my fears & made me dig deep and find it in me to go forward. ”



Megan
- San Francisco, USA

Julien's coaching methods and expertise are exactly what I needed to make a big career change, to be more confident and to live a more fulfilled life. ”



Inna
- London, UK

The most significant aspects was the purpose & clarity that emerged from our sessions. Julien's approach is not just professional; I had a feeling that it was his calling. ”

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And learn to tell yourself what to do

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Leveraging Employee Advocacy

The trend on LinkedIn™ shows a consistent decline in the organic reach of company posts, now engaging only about 1.8% of followers, a step down from the previous 2.4%. Despite this, there's a silver lining: average engagement has surged by nearly 10% since last year. This uptick is likely due to the increasing adoption of Employee Advocacy strategies, which simplifies interaction with company content for employees.

Employee Advocacy Growth and Impact:

Employee Advocacy on LinkedIn™ is an authentic endorsement of a company by its workforce. It has become a cornerstone for companies aiming to amplify their message, with several compelling statistics underscoring its importance:

- Utilizing LinkedIn™'s **"Recommend to Employees"** notifies approximately 75% of a company's workforce, yet only about 10% notice it within a day.
- **External Employee Advocacy tools** with push notifications lead to higher engagement rates than LinkedIn™'s native options.



Boost Your Brand's Impact

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EMPLOYEE ADVOCACY PROGRAM!**

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Including an innovative tool that could triple
your advocacy results. **GET IN TOUCH NOW!****

Leveraging Employee Advocacy

Three-Tiered Ambassador Approach (*)

To optimize your Employee Advocacy program, target **three distinct groups**:

- **Passive Ambassadors:** Typically, they repost or share pre-written content.
- **Active Ambassadors:** These employees engage more deeply, often personalizing the content they share.
- **Thought Leaders:** They usually have a sophisticated content strategy that aligns with and enhances the company's messaging.

Challenges to Overcome:

Implementing an Employee Advocacy strategy isn't without its hurdles:

- A clear social media policy is essential for guiding employee engagement online.
- Encouraging widespread participation can be challenging, especially for those who don't see immediate benefits.
- Education on the broader impact of advocacy beyond direct sales is crucial for buy-in.

Employee Advocacy: Strategy & Stats

For effective Employee Advocacy

- Clearly outline your advocacy goals and strategy.
- Identify and support your advocates with the necessary training and tools.
- Create and share content that resonates with your brand's narrative.
- Monitor the program's performance and celebrate the advocates' efforts.

Additional Insights and Statistics

- Companies with active Employee Advocacy programs witness a 26% boost in employee retention.
- Employee networks have, on average, 10 times the reach of company pages, with six times the engagement rate on their posts.
- Content shared by employees is perceived as more authentic and is 7 times more likely to prompt positive actions compared to company-shared content.

New Insights for Enhanced Strategy

- **Content Diversification:** Encourage employees to share a variety of content types to cover more audience preferences and increase overall engagement.
- **Incentivization:** Develop a recognition system for employees who actively participate in advocacy to maintain high engagement levels.
- **Feedback Loop:** Create channels for employees to provide feedback on advocacy content, ensuring it remains relevant and genuine.
- **Analytics Utilization:** Regularly assess employee engagement analytics to fine-tune the strategy and content for optimal performance.

Employee Advocacy is pivotal in shaping a company's presence on LinkedIn™, fostering reach, and building a credible brand image. By effectively mobilizing employees, companies can overcome the challenges of reduced organic reach and create a more impactful and authentic engagement on the platform.

Navigating Popular Topics

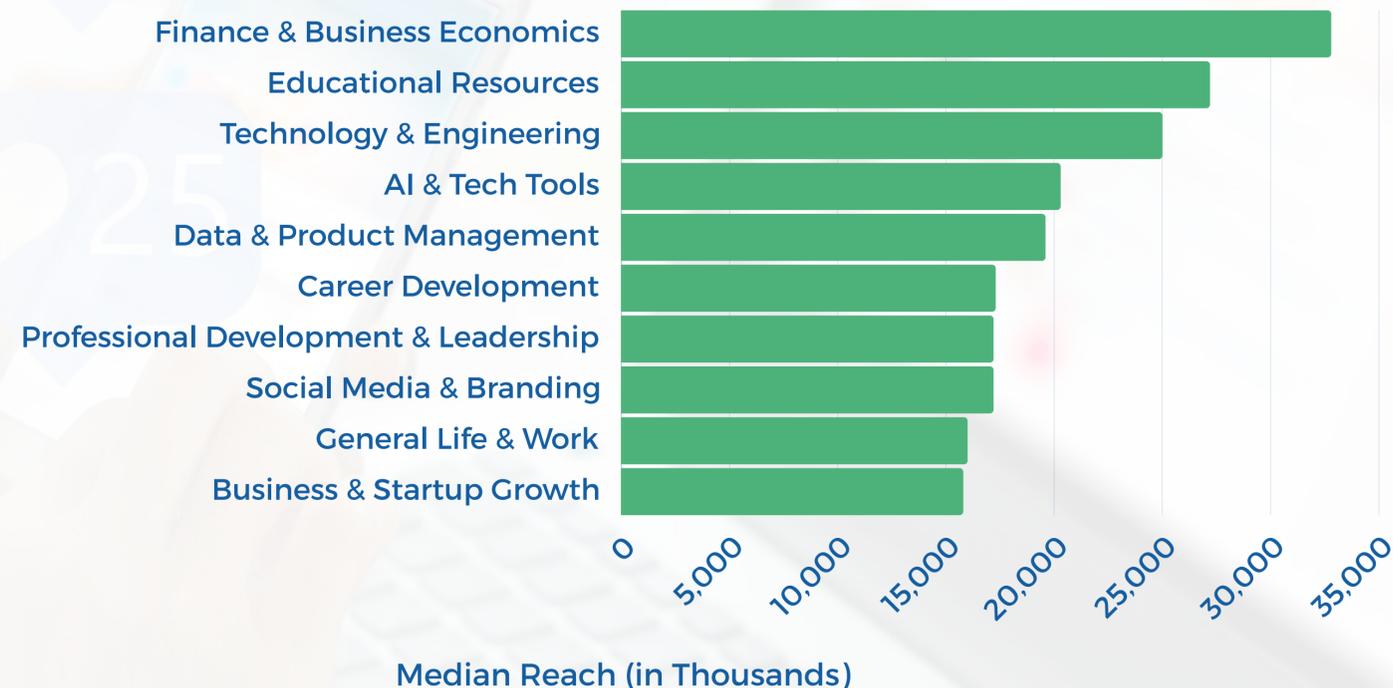
In the quest for virality and engagement on LinkedIn™, selecting the right topic can be as critical as the content itself. Our analysis of the top 5% performing posts for personal profiles has revealed a distinct trend towards content that enriches professional knowledge and skills.

Categories Fueling Top Performers:

Among personal profile posts, there's a pronounced preference for content that offers value in professional development and learning. The most impactful topics based on median impressions are:

- 1. Finance & Business Economics:** Leading the charge with the highest engagement.
- 2. Educational Resources:** A strong contender, showcasing the value placed on continuous learning.
- 3. Technology & Engineering:** Reflecting the platform's professional user base's interest.
- 4. AI & Tech Tools:** Gaining traction as technology becomes increasingly integrated into business.
- 5. Career Development:** Addressing the universal pursuit of career growth and advancement.

Median Reach by Topic



The gap in median reach between the highest-ranking topic and the tenth is a significant 17,034 impressions—indicating a 52% variance. This highlights the strategic advantage of choosing topics that resonate with the audience, particularly for those aiming for widespread visibility.

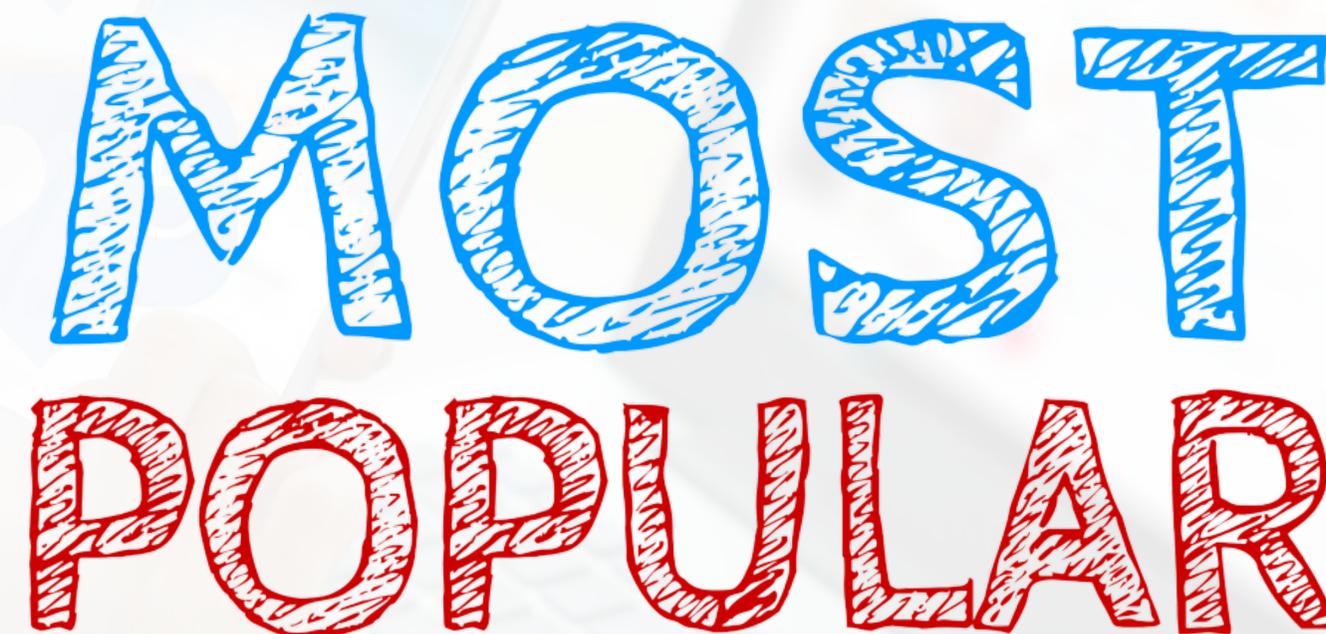
Navigating Popular Topics

Competition and Content Preferences:

In the realm of 'General Life and Work,' competition is fierce among the top 5%, with a multitude of posts vying for attention. Yet, when examining the broader spectrum of all profiles, 'Life and Personal Development' stands out as the most populated category. This suggests a general leaning towards content that fosters individual growth and personal development.

Top 5 Most Popular Topics last 6 months

1. Job Seeker Advice / Career Development
2. AI / Chat GPT
3. Work-Life Balance
4. Sustainability
5. Mental Well-being



MOST
POPULAR

Popular Topics for Pages

For company pages, the landscape is markedly different, with a more balanced spread across various topics. No single subject dominates in terms of reach, hinting at the effectiveness of a diverse content strategy. **The relatively narrow 34% difference in median reach among topics indicates less variability in what drives engagement for pages, highlighting the lack of a singularly "preferred" topic.**

This diversity reflects the constraints company pages often have, being tied to specific industries and guided by their branding and advocacy strategies.

Challenges for Company Pages

It's also evident that company pages face an uphill battle in matching the reach personal profiles can achieve. This underscores the importance of crafting a content strategy that not only aligns with industry and branding but also taps into the interests and needs of the platform's user base.

| PROFILES (Top 5%) | | | |
|---------------------------------------|-------------|------------|--------|
| Topic | Media_Reach | Post_Count | |
| Finance & Busines Economics | 32830.5 | 1826 | 4.18% |
| Educational Resources | 27246.5 | 1032 | 2.72% |
| Technology & Engineering | 25015 | 2411 | 6.35% |
| AI & Tech Tools | 20321 | 2893 | 7.63% |
| Data & Product Management | 19587 | 2909 | 7.67% |
| Career Development | 17335 | 3770 | 9.94% |
| Professional Development & Leadership | 17250 | 4677 | 12.33% |
| Social Media & Branding | 17216 | 4955 | 13.06% |
| General Life & Work | 16018 | 9955 | 26.24% |
| Business & StartUp Growth | 15796 | 3511 | 9.25% |

Median Reach by Topic



LinkedIn™ Advertisement Mastery

20 Top Tips & Trends

In 2022, LinkedIn™ generated 5.91 billion U.S. dollars in advertising revenue. This figure is expected to further grow to reach 10.35 billion U.S. dollars by 2027. The business platform is responsible for roughly 0.9 percent of the global ad revenue.

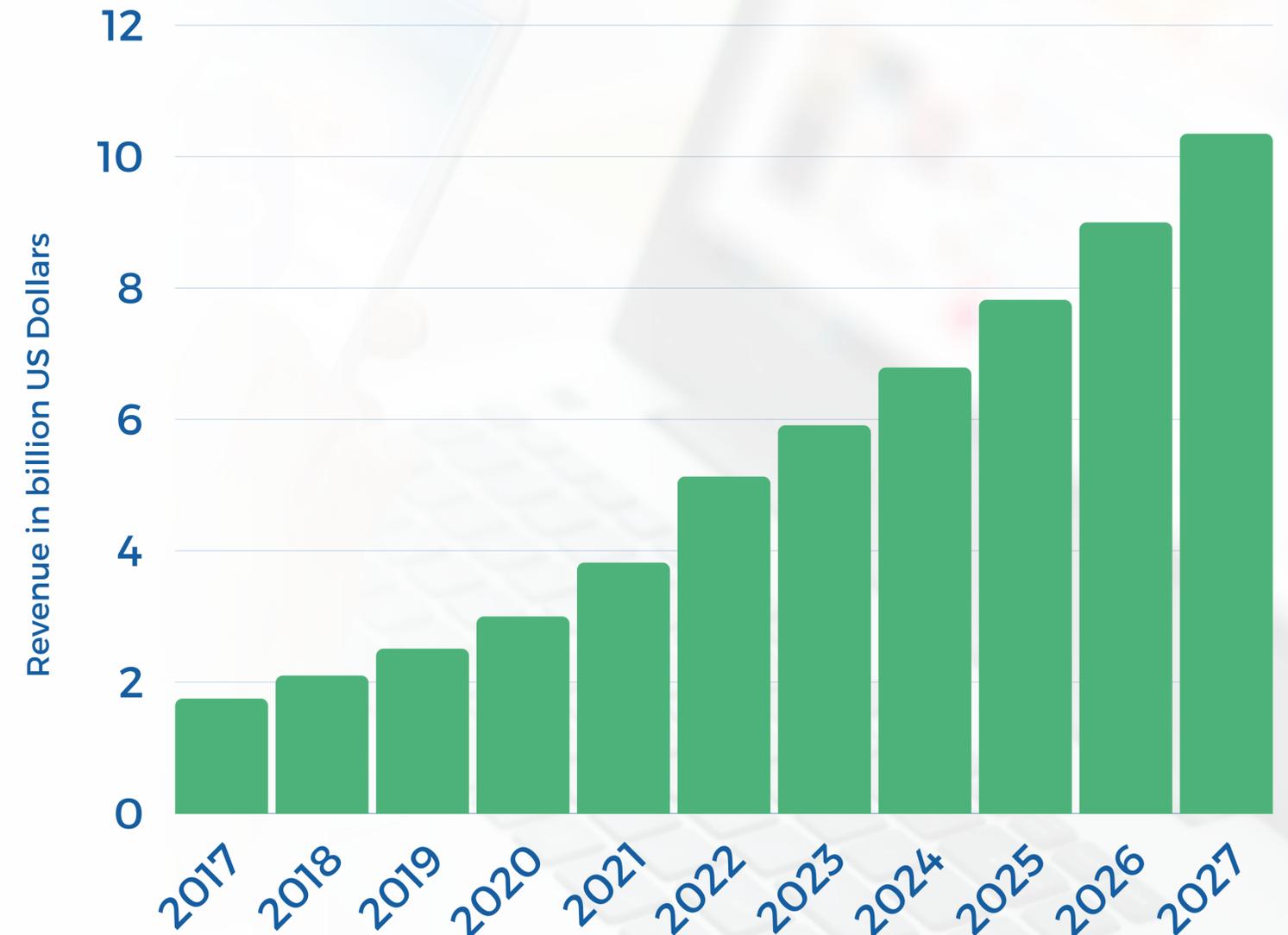
Harness the full power of LinkedIn™ advertising by understanding the best practices and emerging trends.

In the next three page is a consolidated guide with essential tips and fresh insights, shared with us by [Justin Rowe](#) (Founder of LinkedIn™ Ads Agency Impactable that manages over 200+ B2B brands with LinkedIn™ advertising being their core focus



Justin Rowe
Founder/CMO of Impactable

Annual advertising revenue generated by LinkedIn™ worldwide from 2017 to 2027 (in billion U.S. dollars)



Source: Statista.com

LinkedIn™ Advertisement Mastery

20 Top Tips & Trends



Preferred Ad Types

- 1. Single Image Ads:** The staple of campaigns due to their consistent performance.
- 2. Video Ads:** Currently underused, offering retargeting options based on viewer engagement.
- 3. Text Ads:** A must-have for nearly cost-free, high-frequency visibility and effective retargeting.
- 4. Spotlight Ads:** Costlier than text ads but valuable for their high frequency and impact.
- 5. Thought Leader Ads:** These can be image + text, video, or even sponsored articles. They blend precise targeting with a personal touch, ideal for sharing expertise and announcements.
- 6. Thought Leader Video Ads:** Arguably the most effective ad type, yielding excellent results and engagement rates (best performing Q4 2023)



Ad Types to Approach with Caution

- 1. Cold Lead Gen Forms:** Avoid using them in initial campaigns; they're better suited for warmer, retargeted leads.
- 2. Carousel Ads:** Typically underperform in most campaigns.
- 3. Message Ads:** While appealing, they rarely deliver great success.

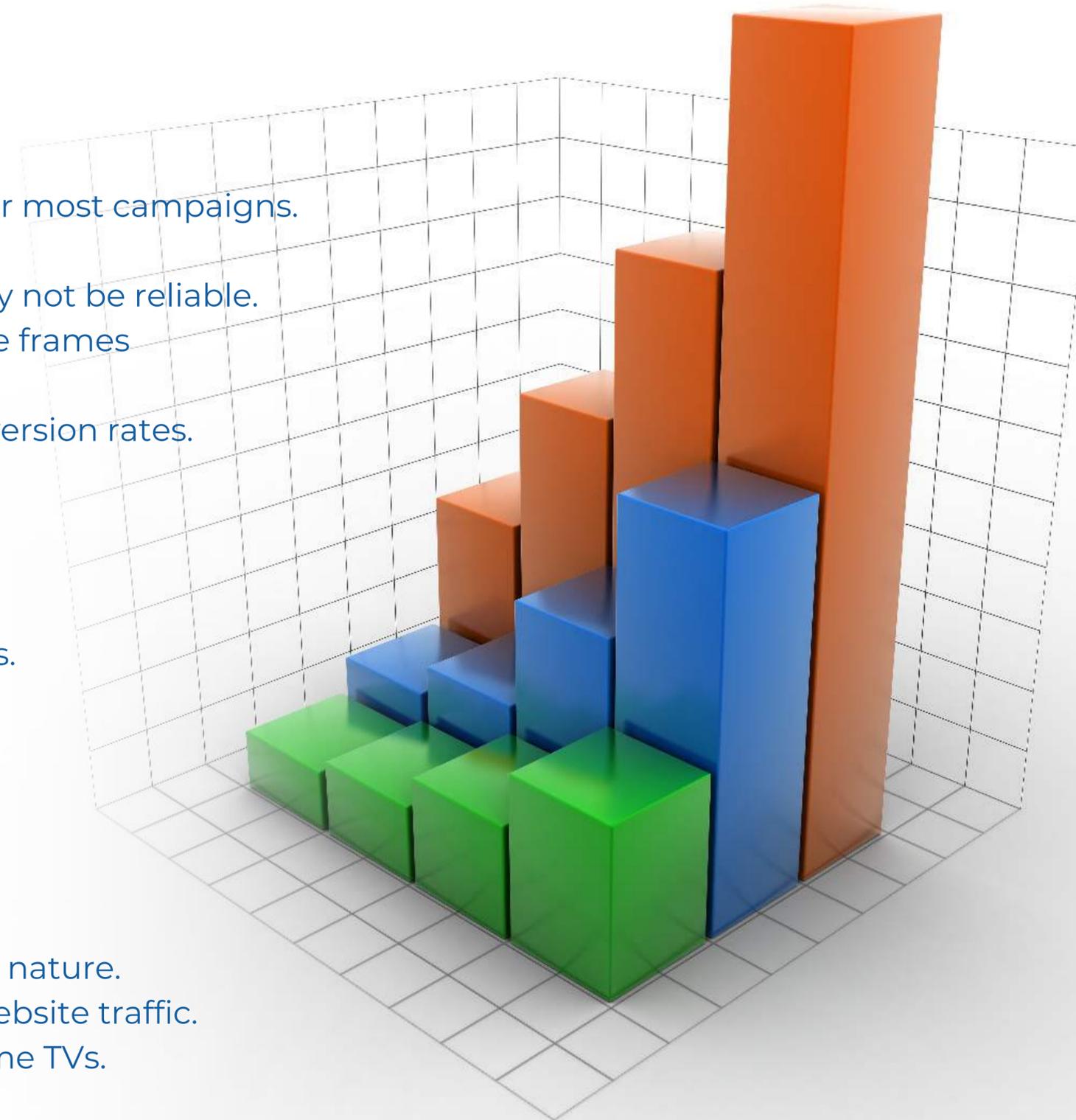
Learnings & Emerging Trends

Top Advice from 200+ Active Client Campaigns

- 1. Avoid LinkedIn™ Audience Network (LAN):** It's not yet effective enough for most campaigns.
- 2. Skip Audience Expansion:** Stick to your defined audience parameters.
- 3. Distrust Lookalike and Predictive Audiences:** LinkedIn™'s algorithms may not be reliable.
- 4. Set Up Retargeting Buckets Early:** Include website visits from various time frames for comprehensive reach.
- 5. Monitor Post Frequency:** Saturation is crucial; too much can dampen conversion rates.
- 6. Assign Value to Conversion Events:** This helps in measuring the return on investment accurately.
- 7. Implement Dual Conversion Tracking:** Use both "last touch" and "each touch" tracking for valuable events.
- 8. Even Rotation for Retargeting Campaigns:** Helps in fair exposure of all ads.
- 9. Max Delivery vs. Manual Bidding:** Max delivery generally suffices; manual bidding offers marginal savings.
- 10. Don't Rely Solely on ABM:** Use LinkedIn™'s native filters to target active prospects.

Emerging Trends in LinkedIn™ Advertising

- 1. Sponsor LinkedIn™ Articles:** Leverage their SEO advantage and evergreen nature.
- 2. LinkedIn™ Retargeting Focus:** Start with retargeting to capitalize on all website traffic.
- 3. New CTV and Live Event Ad Placements:** Extend brand influence into home TVs.



Vital Statistics & Industries

Vital Statistics for Strategic Planning:

- Thought Leader Ads perform 3-5x better in CPC and CTR compared to company page content.
- Average CPL across 200 clients stands at \$200.
- Cold campaign CPC ranges from \$10-\$15 with a 0.4% CTR.
- Retargeting campaigns see a CPC of \$5-\$8 with a CTR of 0.8%.
- A 20% increase in frequency can boost conversions by 30% and decrease cost per conversion by 20-30%.
- Average cost per B2B meeting ranges from \$250-\$750, highly variable based on the offer and brand presence.
- Shifting lead gen from cold to retargeting can cut CPL by up to 40%.

Frequency Goals for Retargeting:

- Aim for a 7-day frequency of 3-5.
- For 30-day frequency, target 5-10.
- For a 90-day stretch, a frequency of 15-20 is optimal.

Leading Industries Excelling with LinkedIn™ Ads: B2B brands where key decision-makers are actively engaging and driving conversions on LinkedIn™.

- 1. Software**
- 2. Financial services**
- 3. IT Services + Consulting**
- 4. Coaching and Consulting**
- 5. Advertising Services**
- 6. Construction**
- 7. Staffing and recruiting**
- 8. Human Resources**

Least active industries for LinkedIn™ ads (very hard to get positive ROI campaigns)

- 1. Legal services**
- 2. Accounting**
- 3. Medical Offices**
- 4. Military**
- 5. Government**

Social Selling Index Update

Launched in 2016, LinkedIn™'s Social Selling Index (SSI) measures daily the activity and professional brand of its members, accessible **at [linkedin.com/sales/ssi](https://www.linkedin.com/sales/ssi)**. Initially, SSI aimed to enhance lead generation and sales effectiveness, also promoting LinkedIn™ Sales Solutions. **High SSI scores, particularly above 75, have been linked to greater commercial success and more efficient use of LinkedIn™.**

Our 2019 report noted a positive correlation between high SSI scores and increased content reach. Yet, recent glitches and sporadic score drops have somewhat eroded the SSI's reliability, with the **reach boost for scores over 70 now at about 10%, down from 25% in 2022.**

Keep in Mind

- Rumors since early 2021 suggest LinkedIn™ might introduce a new tool to augment Sales Navigator performance, potentially leveraging AI advancements.
- SSI reflects your last 90 days of LinkedIn™ activity.
- Scores are updated with a 3-day lag; for instance, Friday's score reflects activity up to the previous Tuesday.



How to Grow your S.S.I. score

Here's a restructured list highlighting how various activities may contribute to your Social Selling Index (SSI) on LinkedIn™, though these point distributions are speculative and not officially verified by LinkedIn™.

Establishing Your Personal Brand

- **Profile Optimization:** Up to 19 points for a well-crafted and optimized profile with visuals, media added, a compelling Featured section, an insightful About narrative, strategic use of keywords, and completed Education and Accomplishments.
- **Network Interactions:** Approximately 4 points for receiving endorsements and recommendations from your network.
- **Thought Leadership:** Around 2 points for publishing articles (and/or Newsletters) that showcase your expertise.

Finding the Right People

- **Active Search Engagement:** Up to 17 points for regular use of LinkedIn™'s search function, visiting 2nd and 3rd degree connection profiles, and a high acceptance rate for sent connection requests.
- **Sales Navigator Utilization:** About 8 points for effectively using Sales Navigator for Personas, Lead/Account searches, Saved Searches, Relationship Mapping and maintaining a high InMail acceptance rate.

Engaging with Insights

- **Content Engagement:** Up to 18 points for engaging content you create that receives diverse engagement, your activity in groups, and your contributions to Collaborative Articles
- **Insightful Interactions:** Around 7 points for using Sales Navigator features like InMails and SmartLinks and engaging with Buyer Intent data.

Building Relationships

- **Platform Engagement:** Points are allocated based on the use of multiple devices, responsiveness to notifications, messages, and invitations, active participation in feed posts, overall time spent on LinkedIn™, and the frequency of monthly logins.

Remember, these are indicative values that help underscore the importance of each category in building a strong presence on LinkedIn™ for social selling purposes.

**Leverage the Insights from Richard van der Blom's
“Algorithm Insight 2024” to Enhance your
B2B Sales Strategy with**

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LinkedIn™ Groups

Harnessing LinkedIn™ Groups for Brand Growth

1. Engagement and Community Building: LinkedIn™ Groups are pivotal for brands aiming to deepen audience engagement and foster community. Members join groups with a specific interest in mind, and the ensuing discussions promote connectivity and relationship building. Regularly responding to posts and questions keeps the dialogue flowing, and recommending popular posts can further this engagement.

2. Audience Insight and Pain Point Discovery: The conversational nature of Groups is perfect for uncovering your audience's challenges. Utilize polls and Q&A formats to elicit pain points and preferences, providing valuable insights for tailoring your content and offerings.

3. Reach Expansion: Creating a group and inviting connections can exponentially expand your reach as members bring in their networks. Tagging in top-performing posts and leveraging the algorithm's preference for active interactions can significantly extend your content's visibility.

4. Meaningful Relationship Cultivation: The specificity of Groups makes it easier to form genuine connections around shared interests. Owning a group allows you to guide these interactions, with group analytics informing your strategy to effectively engage your audience.

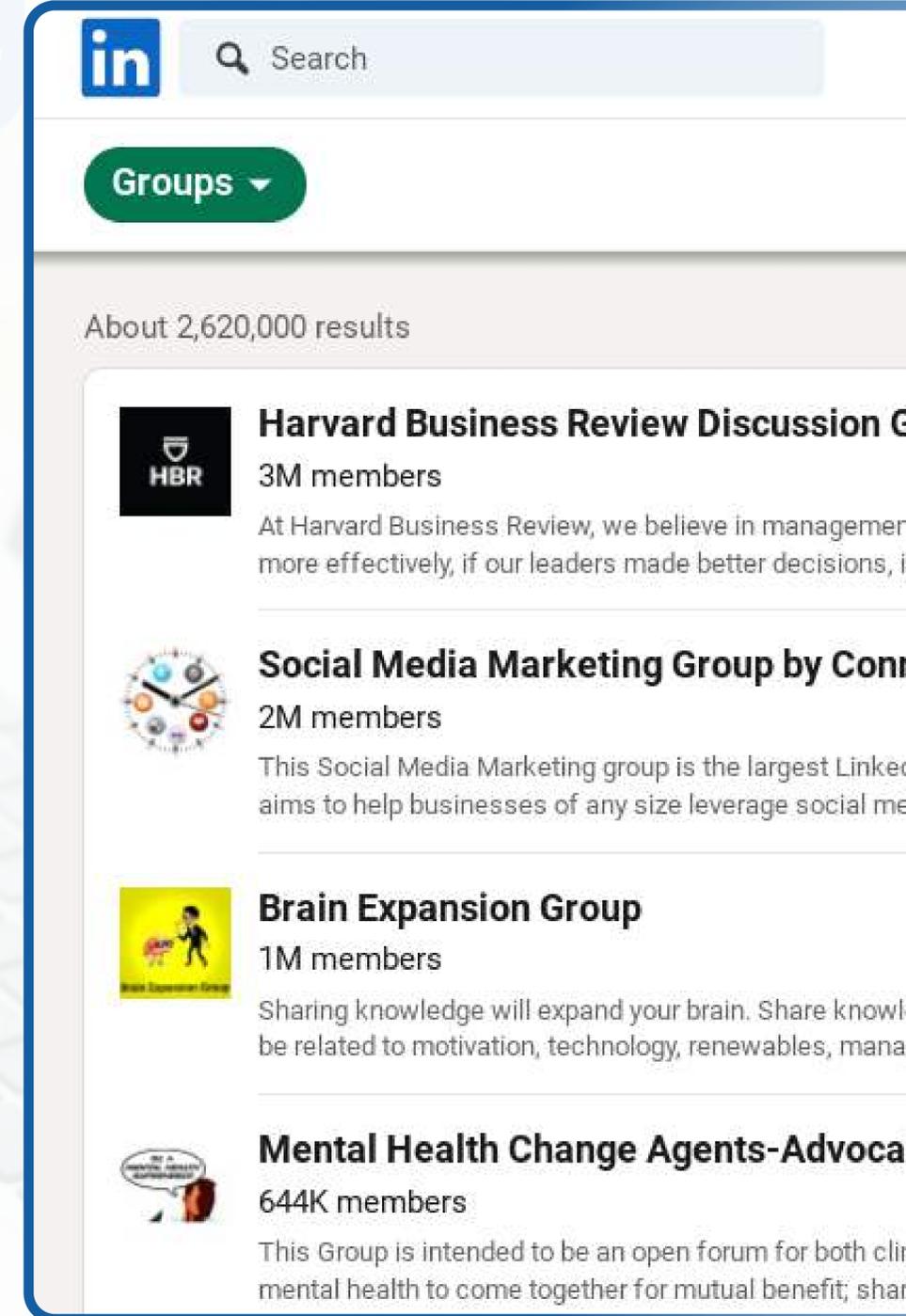
5. Thought Leadership Establishment: Showcasing expertise through informative answers and consistent, quality content positions you as an industry thought leader. Engage in discussions and initiate conversations that highlight your knowledge.



Groups! Stats, Strategy & Dynamics

Algorithm Insights and Group Dynamics

- 1. Group Engagement Uptick:** Though LinkedIn™ Groups have seen dormant periods, active engagement has seen a 9% increase, with 11% of members participating in at least one group, and 3.4% being a member of at least 10 Groups (100 maximum)
- 2. Groups Growth and Activity:** There are over 2.62 million LinkedIn™ Groups, a 3.2% growth since last measured (October 2022). Despite this, about 92% still exhibit no recent activity, making the choice of group for participation crucial.
- 3. Algorithm Favorability for Groups Posts:** Content shared in Groups doesn't conflict with feed posts, allowing for simultaneous sharing without algorithmic penalties. To maximize impact, always post to your feed first before sharing in active groups.
- 4. Spamming Cautions:** Sharing in more than five groups without engagement could trigger spam alerts. It's essential to select active, relevant groups for sharing content.
- 5. Visibility and Ranking Benefits:** Active participation in Groups can improve your overall visibility on LinkedIn™, enhancing your profile's search ranking and Social Selling Index (SSI) growth.



Groups! Stats, Strategy & Dynamics

Key Statistics and Strategic Insights

- 1. Engagement Metrics:** Groups foster a 20% higher likelihood of forming professional connections than non-participatory networking strategies.
- 2. Visibility Impact:** Active group participants see a 15% increase in profile views and a 10% uplift in content engagement.
- 3. Search Ranking:** Engaging in group discussions can boost your profile's search discovery by up to 12%, enhancing your professional footprint.

Additional Strategic Considerations

- 1. Quality over Quantity:** Prioritize active groups that align with your brand to maintain a high-quality engagement rather than casting a wide net.
- 2. Diverse Content Sharing:** Mix up the content you share in groups to keep engagement high and avoid monotony.
- 3. Monitoring Group Performance:** Keep an eye on the activity levels and engagement within the groups to ensure your efforts are well-placed.



More Facts & Tips

As we almost close the curtain on LinkedIn™'s algorithm, let's explore a series of intriguing facts and stats that offer a glimpse into the dos and don'ts of boosting your post's performance and presence on the platform.

Self-Tagging: Despite some users tagging themselves in their own posts, this tactic shows no significant impact on either reach or engagement.

First Action Impact: On LinkedIn™, the initial engagement action is pivotal. If you 'Like' a post and then comment shortly after, the comment won't carry much weight. Space out your interactions by at least 4 hours for maximum effect.

Event Engagement Dip: LinkedIn™ Events have taken a hit with a 25% drop in sign-ups since the removal of in-event content publishing, compounded by confusion over registration processes.

Scheduling Posts: Using LinkedIn™'s own scheduling tool or third-party software no longer reduces reach. However, a lack of immediate engagement often leads to a decrease in total reach by 8-16%.

More Facts & Tips

Unified Algorithm Approach: Past observations suggested separate algorithms for mobile and desktop. Now, content is tailored for device specificity, but the engagement rates and differences have nearly evened out.

Anatomy of a Top 5% Post: Analysis reveals that posts with around 10 paragraphs and up to 15 sentences see a significant reach boost.

Reading Time and Clarity: The top 5% of posts hold an audience's attention for 90-150 seconds, with a readability index score between 0-7, confirming that simplicity aids engagement.

Language Advantage: Posts in English outperform those in other languages by about 12%. LinkedIn™ is trialing a feature that shows posts in a user's preferred language by default.

Link Preview Strategy: Disabling link preview cards when including hyperlinks can improve reach, enabling the use of high-performing content types like documents and polls.

More Facts & Tips

Growth Dynamics on LinkedIn™:

- Follower count begins to exceed connection numbers as you gain traction.
- Top creators post more frequently, about 1.6 to 2.0 times the average rate.
- Regular posting (+5 a week) correlates with follower growth and an increase in total reach.
- For large profiles, document and poll content performs best, despite a tendency to post more images.

Editing Posts: Avoid editing more than 15% of your post's content after publishing to prevent a reach reduction.

Personal Hashtag Decline:

Custom hashtags like **#LinkedInByRichardvanderBlom** have seen up to a 75% decrease in growth, affected by new features and the diminished role of hashtags.

Bad Formatting Penalties:

Posts with inconsistent formatting, such as excessive line breaks or font changes, may incur penalties for manipulating engagement metrics.

More Facts & Tips

LinkedIn™ Search Ranking Factors:

- Job titles in your current position can influence your visibility, both on LinkedIn™ and Google.
- Proximity within the network, location, follower count, and mutual connections are key ranking elements.
- Surprisingly, content creation and publishing frequency do not impact your search ranking.

Feature Testing: LinkedIn™ occasionally tests new features with a select group of users, which can temporarily impact the visibility and functionality of posts.

Company Page Advantages:

Complete and active Company Pages experience a 5x increase in page views, 7x more impressions per follower, and 11x more clicks per follower, showcasing the benefits of an up-to-date and vibrant page.

Time Zone Tweaks: Posts may receive different engagement levels depending on the time zone of the majority of your network, suggesting that timing can be a subtle factor in reach.

Content Lifespan: Certain content types, such as evergreen articles or long-form posts, can have a prolonged lifespan, continuing to garner engagement well beyond the typical decay period.

Engagement Reciprocity: The algorithm seems to favor profiles that not only receive engagement but also actively engage with others, creating a cycle of reciprocal interaction.

How can we work together?



Looking to leverage the power of LinkedIn™ for your marketing, sales, and content strategies? Eager to unlock your sales team's full potential with expert guidance?

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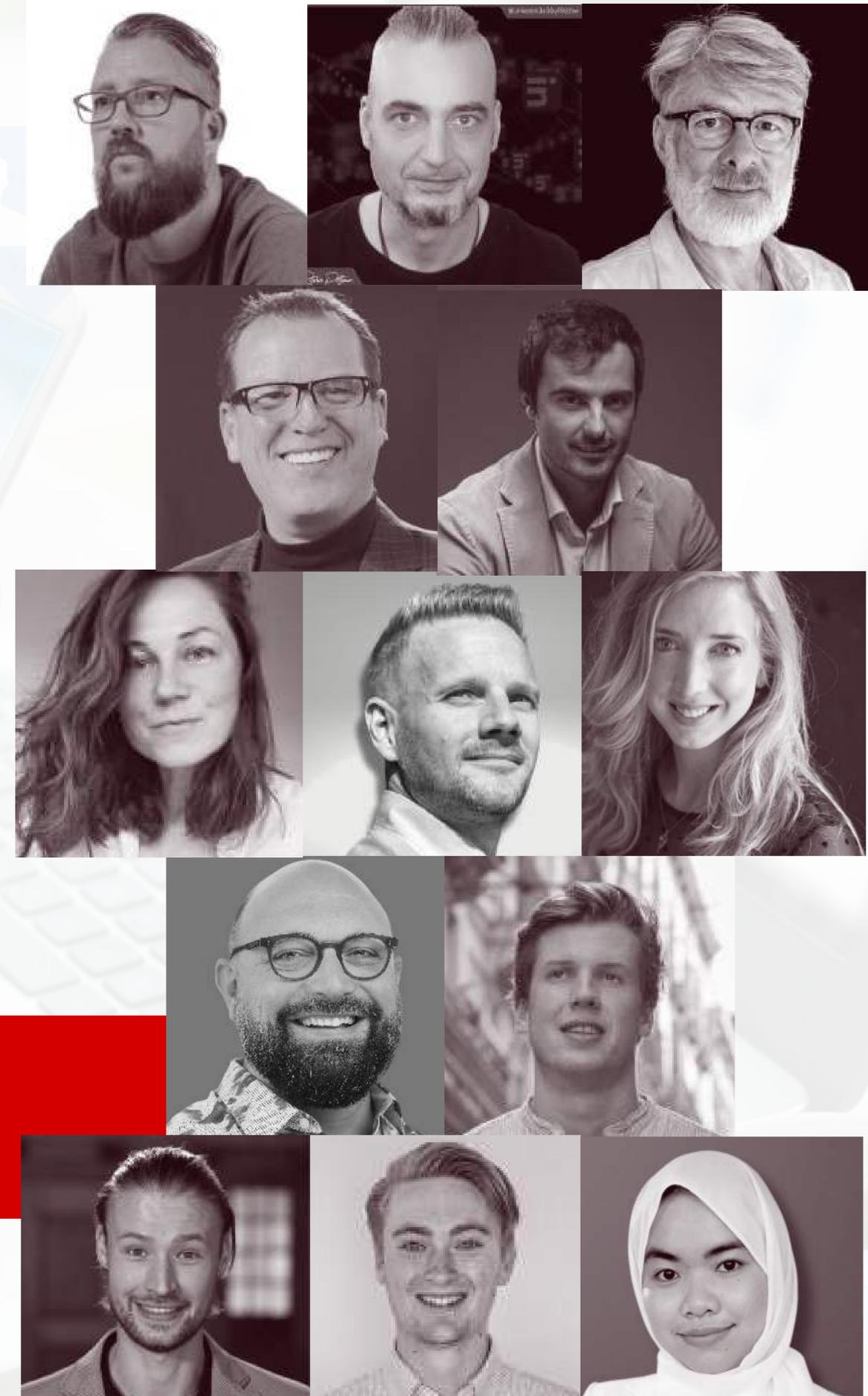
Social Selling Mastery & Sales Navigator Program: Empower your team with cutting-edge social selling techniques.

Comprehensive Marketing Program: Gain competitive insights with our detailed analysis, including a benchmark against your competitors.

Thought Leadership & Digital Influence: Position yourself as a leading voice in your industry.

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Act now and secure a special 10% discount on any program booked by March 31st, 2024 – just mention the code “AlgorithmInsights2024” in your correspondence.



How can we work together?



Seeking a dynamic speaker for your next event, conference, or sales meeting? Want Richard's insights on your podcast, LinkedIn™ Live, or webinar?

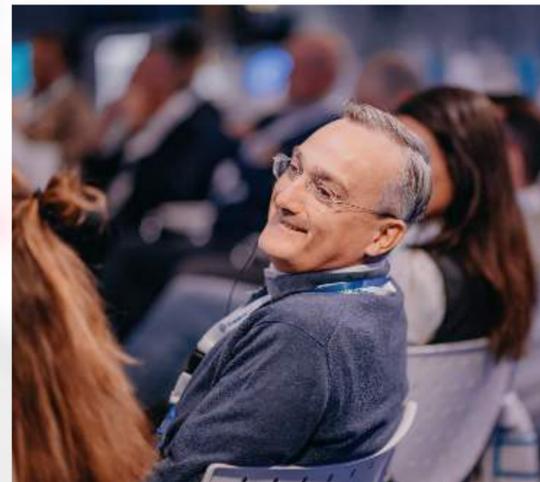
With a track record of guiding over **300,000 professionals**, supporting more than **900 companies**, and delivering over **60 talks** with an average stellar rating of **9.1/10**, Richard is ready to bring his expertise to your audience.

Richard is just a digital step away — reach out today to bring his insights and energy to your platform!

 **Michael Geary, CAE** · 2nd
Chief Executive Officer
September 12, 2023, Michael was Richard's client

I am delighted to write this LinkedIn recommendation for Richard, an expert on LinkedIn. I have had the pleasure of witnessing him in action at our annual marketing conference, Amplify A|E|C, and I am impressed by his ability to captivate and engage audiences. He's a true master of a stage presentation and communication skills. Richard possesses the talent for making complex ideas accessible and compelling. He has the ability to distill intricate concepts into clear, concise messages that resonate with our audience. His presentation to a room full of industry experts or newcomers was well-received and will leave a lasting impact.

In conclusion, I wholeheartedly recommend Richard for his presentation abilities and expertise—and a good sense of humor.



Who we are

Just Connecting: Your LinkedIn™ & Social Selling Epicenter. Discover why we're the ideal partner to propel your business forward!



Expertise at Your Fingertips:

Our team of 14 international LinkedIn™ experts and consultants are 100% dedicated to mastering all facets of LinkedIn™. We specialize in areas like Social Selling, Sales Navigator, Marketing, Advertising, Recruitment, and Employer Branding/Advocacy.

Multilingual Mastery: Communication barriers are non-existent as we deliver training sessions in 7 native languages, ensuring clarity and comprehension.

Flexible Training Solutions: Whether you prefer online or on-site sessions, we offer flexible training that fits your schedule and needs.

Cutting-Edge Knowledge:

Stay ahead with our up-to-the-minute insights on the latest and upcoming LinkedIn™ features and developments.

Research-Driven Strategies: Our approach is grounded in proven strategies, bolstered by extensive research, facts, and statistics. Experience the added value of best practices drawn from our successful partnerships with over 850 international companies.

Impressive Track Record: Join the ranks of the 900,000+ professionals we've trained and inspired to harness the power of LinkedIn™ for achieving business objectives.

At Just Connecting, your growth is our mission.

Who we are

Richard van der Blom: The Guiding Hand in your LinkedIn™ journey

Richard van der Blom, the architect of Just Connecting, has subtly crafted his mark on the world stage as **an international keynote speaker**, imparting wisdom in cities across the globe (Buenos Aires, Austin, Marrakech, Athens, Singapore, Paris etc).

His presentations, characterized by **depth and practical insights**, consistently receive **commendable appreciation**, reflecting in an impressive **average attendee rating of 9.1 out of 10**.

In the digital realm of LinkedIn™, his influence is marked by a significant following, with his contributions in **2023 garnering over 23 million views**. His initiative, the Algorithm Insights Report, has become a cornerstone resource for understanding LinkedIn™'s intricacies, complementing his extensive library of over **500 thought-provoking blogs and educational carousels**.

At the core of his offerings is **the TRIBE community**, a carefully curated initiative that provides a platform for like-minded professionals to sharpen their LinkedIn™ strategies. It's a space where members engage with live online training, tap into a dynamic Slack community, and access a trove of resources, all reflecting Richard's commitment to empowering others in their pursuit of LinkedIn™ proficiency.

Just Connecting, Richard's agency, mirrors his dedication to empowering businesses with actionable LinkedIn™ insights. Serving a clientele that ranges from **startups to large enterprises**, the agency has become a go-to source for training and consultancy rooted in data-driven wisdom. Just Connecting translates Richard's individual acumen into collective progress for companies eager to harness the full potential of LinkedIn™ for growth, branding, and industry leadership.



Partner & Sponsors

Partner:

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Sponsors:

- Bliss Point Consulting
- Richard Moore
- Sales Automation Labs
- Julien Fortuit
- Paiger

BlissPoint



RICHARD MOORE



SAL
salesautomationlabs

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Methodology

Data Collection and Pre-processing

This dataset was sourced exclusively from AuthoredUp and Just Connecting customers and relations, with strict adherence to data privacy norms and ethical standards. Notably, we refrained from employing any automation or scraping techniques for data collection in compliance with LinkedIn™'s policies. The dataset includes posts in over 25 languages, predominantly English, German, and Spanish.

The pre-processing phase was critical in preparing the dataset for robust analysis

- **Outlier Detection and Noise Reduction:** The Interquartile Range (IQR) method was utilized for outlier identification and removal. Data binning was employed to categorize continuous variables, simplifying the analysis and mitigating minor observational errors.
- **Text Pre-processing:** We standardized text data, removed non-essential elements, and derived new variables from the existing dataset to enrich the analytical process.
- **Advanced Imputation for Missing Data:** In addition to fixed-value imputation and listwise deletion, we implemented multiple imputation strategies to address missing data, enhancing the robustness of our dataset.



Statistical Analysis and Modeling

The core of our methodology involved a combination of traditional statistical techniques and advanced machine-learning techniques.

Traditional Statistical Analysis

Initially, our study focused on basic yet insightful statistical methods. We employed descriptive statistics to understand the general trends and characteristics of the data. This was followed by the application of **Pearson correlation coefficients** and **linear regression models** to identify relationships between variables. To assess differences between various groups, such as personal and company profiles or different clusters, we utilized **ANOVA** and **t-tests**. Additionally, we explored thematic structures using **Latent Dirichlet Allocation (LDA)** and **Structural Topic Modeling (STM)**. **Sequential Pattern Mining (SPM)** helped us detect temporal patterns in posting behaviour. Sentiment analysis was conducted to categorize the emotional tone of the posts, providing insights into user reactions and engagement.

Integration of Advanced Machine Learning Techniques

To delve deeper into the complexities, we integrated sophisticated **ML models** into our analysis. **Random Forest** and **Gradient Boosting Machines (GBM)** were particularly instrumental in uncovering non-linear and intricate relationships within the dataset. The Random Forest method was utilized for its robustness in handling diverse data types and its ability to model complex interactions. GBM allowed us to iteratively refine our understanding of the factors influencing algorithmic preferences on LinkedIn™.



Limitations of Methodology

Ethical Considerations and Reporting Standards

Our study was conducted with a high regard for ethical standards, particularly concerning user privacy and data security. We ensured that all data were anonymized and processed in compliance with data protection regulations. Furthermore, it is crucial to note that all insights and findings in our report are based on statistically significant parameters, except where explicitly stated otherwise.

Limitations

Our methodology, while robust, is subject to certain constraints:

- 1. Data Source:** The dataset, solely comprising AuthoredUp users, might not fully encapsulate the diverse content strategies across the entire LinkedIn™ platform, potentially leading to selection bias.
- 2. Lack of Internal LinkedIn™ Data:** Without access to LinkedIn™'s internal algorithm data, our understanding of the platform's content distribution mechanics remains indirect.
- 3. Language Representation:** The concentration on English, German, and Spanish in the dataset may restrict the applicability of our findings to global LinkedIn™ user interactions.

The "**Algorithm Insights 2024 Report**" by Just Connecting offers valuable insights into the ever-evolving LinkedIn™ algorithm. We emphasize the following key points for our readers and collaborators:

1. Intellectual Property Rights: This report is the exclusive property of Just Connecting. While we encourage sharing this insightful resource freely, it's important to understand that copying, repurposing, translating, or using any part of this document is not permitted without explicit written consent from Just Connecting.

2. Collaboration and Media Inquiries: For those interested in further discussions, interviews, podcast features, or LinkedIn events related to our report, we welcome your inquiries. Please direct these requests to Richard van der Blom at richardvanderblom@justconnecting.nl.

3. Sharing Guidelines: You are free to share the original copy of this report both on and outside the LinkedIn™ platform. We kindly request that all shares include proper credit to Just Connecting as the author, maintaining the integrity and acknowledgment of our work.

Additional Points to Note:

4. Accurate Representation: When citing or discussing our report, please ensure that the information is represented accurately and in context. Misrepresentation of our findings can lead to misinformation and undermine the report's integrity.

5. Feedback and Engagement: We value your feedback and engagement with our report. Your insights and discussions enrich our understanding and foster a collaborative environment for future research and development.

6. Continuous Learning: This report is a snapshot of the current landscape. We encourage readers to view it as a starting point for ongoing learning and adaptation in the dynamic world of LinkedIn™ and digital marketing.

By adhering to these guidelines, you contribute to a respectful and productive use of the "Algorithm Insights 2024 Report," enhancing professional growth and understanding within our community.

Thank you for reading the

ALGORITHM INSIGHTS 2024

5th Edition v1.0

