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ALGORITHM INSIGHTS REPORT 2026



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Credits & Sponsors

This is the ***7th edition of the Algorithm Report*** and in many ways, the most ambitious one yet.

When we published our first edition back in 2018, LinkedIn™ was a fundamentally different platform. The algorithm was simpler, the creator community was smaller, and the idea of dedicating 1,400+ hours to analysing how content travels through a professional network would have seemed excessive. Today, it feels like the bare minimum.

What started as an independent research project has grown into one of the most referenced LinkedIn™ studies in the world, read by creators, marketers, sales leaders, executives, and LinkedIn™ insiders across more than 60 countries. We don't take that lightly.

The Research

The 2026 edition is built on an analysis of **over 1.3 million posts**, collected between September 2025 and February 2026, drawn from more than **50,000 individual profiles** and **30,000 company pages** across **60+ countries** and **25+ languages**. Our team, together with our research partner **AuthoredUp**, invested over **3,000 hours** into gathering, cleaning, analysing, and interpreting this dataset.

The breadth and depth of this research is only possible because of the tools and partners we work with. This edition was made possible through the combined use of AuthoredUp, Shield, SproutSocial, Hootsuite, Narify, and LinkedIn™ itself.

Our Research Partner

A special word of gratitude to **AuthoredUp** and **Ivana Todorović**, whose analytical precision and relentless curiosity have once again pushed the boundaries of what independent LinkedIn™ research can achieve. Their platform doesn't just help creators publish better, it helps us see patterns that would otherwise remain invisible in the noise of 1.3 million posts.

Our Sponsors

This report exists because of the belief our sponsors place in independent research. We are grateful to **Sales Automation Labs**, **Stanley**, **Narify AS**, and **Blisspoint Consultancy** for their continued support. Their backing makes it possible to keep this report accessible to the global LinkedIn™ community without compromising on independence or quality.

Design

Every data point, chart, and page in this report was brought to life by **Nurjesa Shehadeh,** whose design work transforms dense research into something people actually want to read. Her contribution to this report goes far beyond aesthetics as clarity of presentation is part of the research itself.

Our Community

The most important thank-you belongs to you, our readers, clients, and community members. The questions you ask in sessions, the DMs you send after reading a chapter, the pushback when something doesn't match your experience, all of it sharpens this research.
You are not just the audience for this report.
In many ways, you are a co-author of it.

Warm regards,

RICHARD VAN DER BLOM
Founder, RichardvanderBlom.Com BV



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CHAPTER 1

The Algorithm Has a New Brain

From Relationship Graph to Interest Graph: The Shift That Changes Everything

Chapter 1: The Algorithm Has a New Brain

From Relationship Graph to Interest Graph: The Shift That Changes Everything

For years, people have talked about "beating the LinkedIn™ algorithm" — as if there were a single formula to crack. That framing was always a simplification. In 2026, it's obsolete. LinkedIn™'s fundamental logic — what gets seen, by whom, and why — has changed. Not incrementally. Structurally. Everything in this report flows from understanding that change.



FROM RELATIONSHIP GRAPH TO INTEREST GRAPH

For more than a decade, LinkedIn™ distributed content through relationships. Your connections saw your posts. The stronger your network, the wider your reach. Who you knew determined who heard you.

Since spring 2025, that logic has been replaced.

LinkedIn™ shifted decisively from a **Relationship Graph** — built around who you know — to an **Interest Graph** — built around what you engage with. The same transition that turned TikTok into a discovery engine and Instagram's Explore page into its most powerful feed. LinkedIn™ drew the same conclusion: people don't just want to hear from people they know. They want to hear from people who talk about things they care about.

This shift explains everything that follows in this report. Why reach dropped sharply in 2024–2025. Why engagement recovered while reach stayed flat. Why a creator with 8,000 focused followers can now outperform one with 80,000 unfocused ones. And why content from complete strangers now makes up more than a third of the average LinkedIn™ feed.

The Relationship Graph rewarded **popularity**.
The Interest Graph rewards **relevance**.
These require very different strategies.



HOW IT WORKS: TOPIC FINGERPRINTING

The mechanism behind the Interest Graph is **topic fingerprinting** and understanding it is the most useful thing you'll take from this chapter.

Every action you take on LinkedIn™ builds a continuously updated picture of your professional interests. Not the interests listed on your profile — the interests your behaviour reveals. Every post you stop to read, every comment you leave, every search you make, every piece of content you save. LinkedIn™ translates all of it into your topic fingerprint.

Every post gets one too — built from its language, topics, media, and the engagement it attracts in its first hours. LinkedIn™ then matches them. When a post's fingerprint aligns with a reader's, it gets routed to that reader's feed — regardless of whether they follow the author. This is why your connection list no longer defines your audience.

Your fingerprint also places you inside **interest clusters** — pools of members built around shared professional themes: AI, sales strategy, sustainable business, HR leadership. When your post enters a cluster and performs well, the algorithm interprets that as a quality signal and extends its reach to adjacent clusters.

Topic clarity is no longer a stylistic choice.
It is the prerequisite for distribution.

If LinkedIn™ can't categorise your content, it can't route it. And content without a cluster doesn't travel.

ONE PLATFORM, SEVERAL ALGORITHMS

There is no single algorithm making all the decisions. There never was — but in 2026, understanding the difference matters more than ever.

LinkedIn™ operates multiple simultaneous systems, each optimising for different objectives. This is why the platform can feel contradictory — rewarding both depth and speed, both niche expertise and broad appeal. For simplicity, we refer to these collectively as "the algorithm" — but here's what's actually running in parallel:

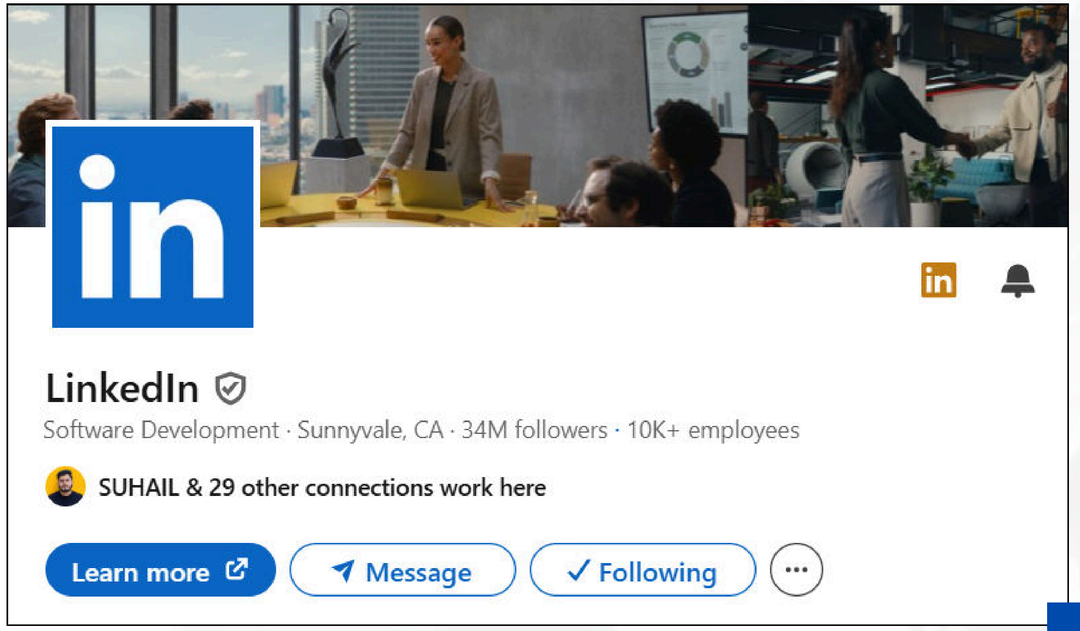
TEAM	MISSION	REWARDS	PENALISES
News Team	Be first, be credible	Breaking news reactions within 60 min	Late takes on stale news
Engagement Team	Quality over quantity	12 real comments > 200 likes	Shallow reactions, no discussion
Trust & Safety Team	Keep it human	Authentic, distinct voice	Spam, bait, AI-generated filler
Design & UX Team	Stay on platform	Docs, carousels, text+image	External links, off-platform redirects

Every post is evaluated against all four simultaneously. The ones that score well across the board are the ones that travel furthest.

UNDER THE HOOD: WHAT LINKEDIN™ ACTUALLY BUILT

In March 2026, LinkedIn™'s engineering team published a detailed account of how the feed now works. Two systems operate in sequence. First, an LLM-based dual-encoder retrieval model — trained on LinkedIn™ data using transformer architecture — pulls a candidate set of posts based on semantic and professional relevance, not keywords or connections. Second, a Generative Recommender ranking model takes that candidate set and re-ranks it by treating your entire interaction history as a sequence — weighing your long-term professional interests against your most recent behaviour to decide what surfaces next.

The practical implication: the feed doesn't just react to what you clicked last. It reads a pattern. A consistent posting and engagement strategy within your topic area isn't just good practice — it's the input the system was designed to reward. Scattered behaviour produces scattered distribution. Consistent topic signals produce consistent reach.



WHAT THIS MEANS BEFORE YOU READ ANOTHER PAGE

Every finding that follows is downstream of this shift. Format multipliers, posting frequency, engagement tactics — all of it is a consequence of how the Interest Graph thinks.

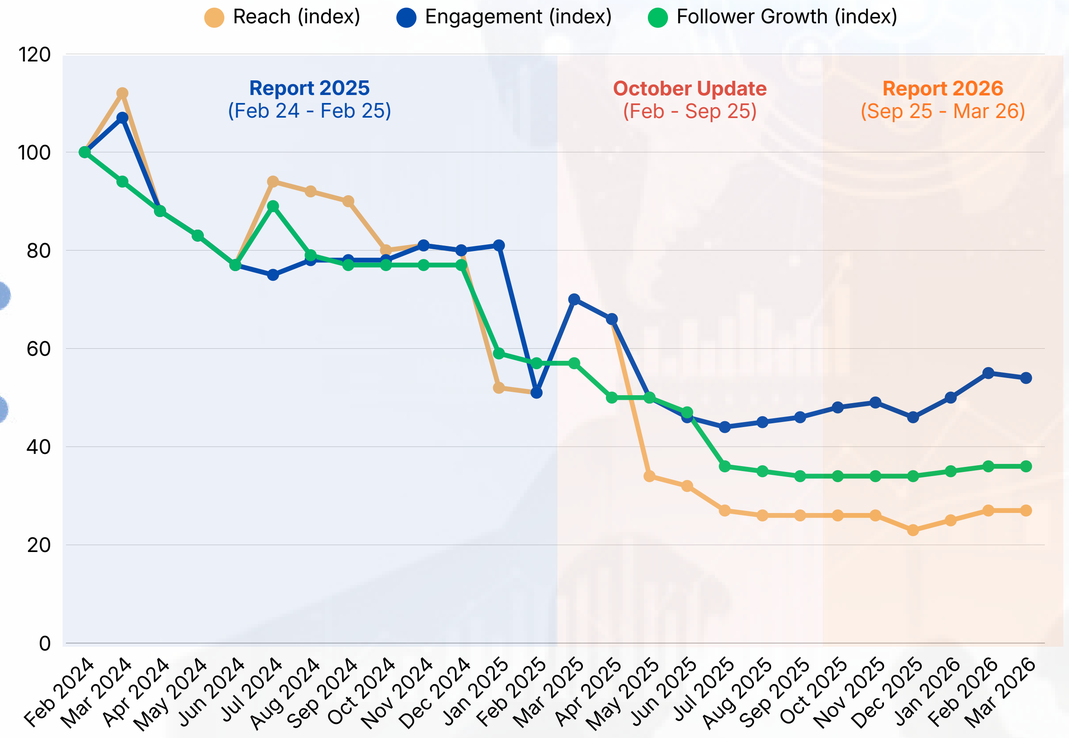
LinkedIn™ now thinks in topics, not connections. It rewards clarity, not volume. It distributes to the right audience, not the biggest one. The data that follows shows exactly what that looks like in practice — and how to make it work for you.



TWO YEARS OF DATA. ONE CLEAR STORY.

The graph below tells the story of LinkedIn™ over the past two years more honestly than any single headline number could. It isn't a story of simple decline. It's a story of **reset** — and, for those paying attention, the beginning of something new. Let's walk through it.

Reach, Engagement & Followe Growth - February 2024 to March 2026 (Indexed: each period starts at 100 at its baseline month)



FEBRUARY 2024: THE LAST "NORMAL" MONTH

When we set our February 2024 baseline at 100, the platform felt relatively stable. Reach was high, follower growth was ticking along, and while experienced creators sensed the algorithm tightening, the numbers hadn't turned dramatically yet. That changed quickly.

FEBRUARY 2024 — AUGUST 2025: THE GREAT DECLINE

Over the following 18 months, organic reach fell by more than **70% from its February 2024 baseline** — a decline that accelerated sharply from spring 2025 onwards as LinkedIn™ began aggressively re-engineering its feed around the Interest Graph model. Engagement proved more resilient initially, holding above 75% of baseline through most of 2024, before dropping steeply in the first half of 2025. Follower growth, meanwhile, declined steadily throughout — the quietest casualty of the shift, but a real one.

By July–August 2025, all three metrics had hit their lowest points. For many creators, this period felt brutal. Posts that had reliably reached tens of thousands of people were now reaching a fraction of that audience. Follower counts stalled. Engagement felt increasingly like shouting into a smaller and smaller room.

It was done on purpose. LinkedIn™ was deliberately compressing organic reach to force content through a new distribution filter — one built around topic relevance, interest clusters, and engagement quality rather than connection proximity. The platform wasn't breaking. It was changing its fundamental logic.

The mechanism behind this shift is more sophisticated than a simple rule change.

LinkedIn™ rebuilt its feed infrastructure around two connected systems: an **LLM-based retrieval layer** that selects candidate posts using semantic and professional relevance — not just network proximity — and a **Generative Recommender** that ranks those candidates based on your long-term interests and the full sequence of your recent interactions.

Before your next post is distributed, the system evaluates your entire content history, comment behaviour, and topic consistency. Posting frequently was no longer enough. Posting on-topic, consistently, across your established area of expertise, became the only thing that counted. Generic output wasn't just ignored. It was penalised.

Creators who understood that adapted. Those who kept posting the same way, hoping the old reach would return, are still waiting.

SEPTEMBER 2025 ONWARDS: THE STABILISATION

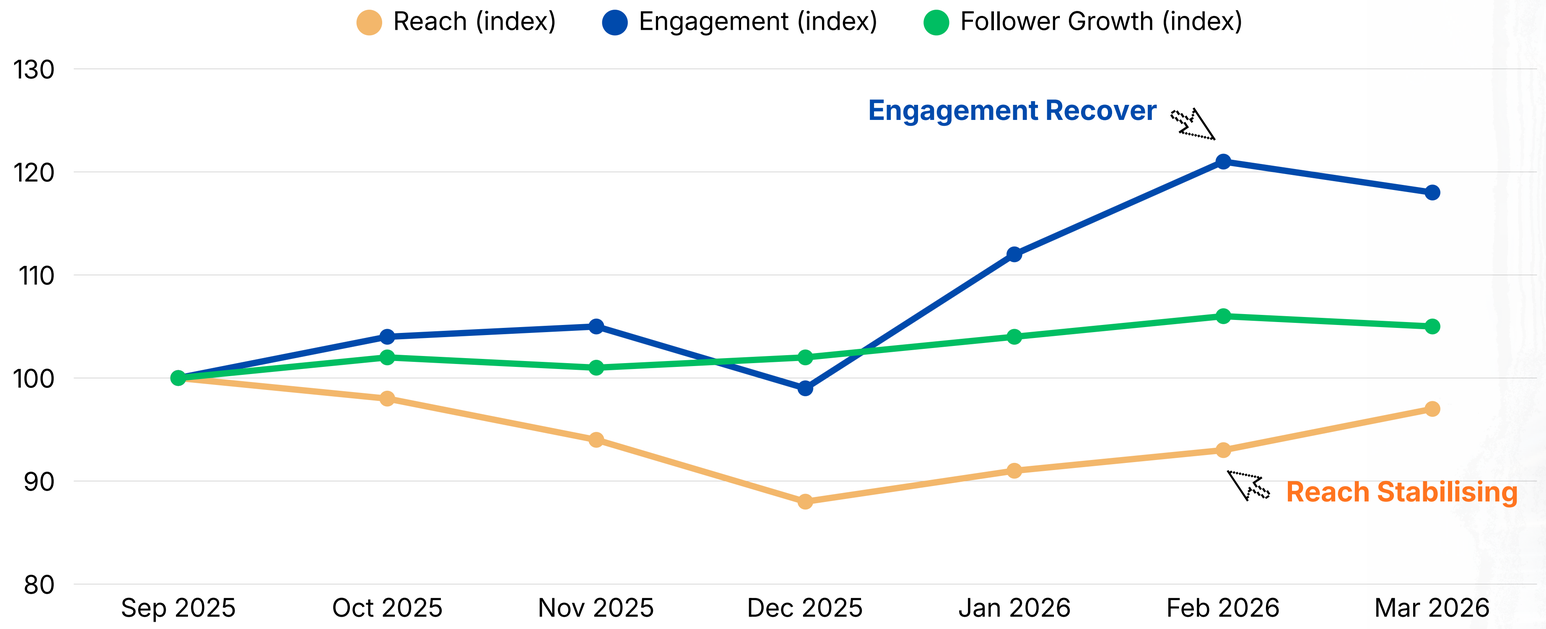
Something shifted in September 2025 — and the data confirms it clearly. All three metrics stopped their freefall. Reach stabilised. Engagement began climbing. Follower growth flattened into a narrow, consistent band.

This matters because it tells us the algorithm reset was largely complete by late 2025. The Interest Graph wasn't still being built — it was operating. And creators who had adjusted to its new logic started seeing the rewards.

The full picture of that recovery period deserves its own analysis. Which is what comes next.

September 2025 to March 2026: A New Chapter Begins

Reach, Engagement & Followe Growth - September 2025 to March 2026 (Indexed: September 2025 = 100)



This is the core research period of the Algorithm Report 2026 — six months of data from over 1.3 million posts across 80,000+ profiles. And unlike the previous two years, the story here is not one of decline. It's one of **divergence**: reach and follower growth stabilised, while engagement did something nobody predicted at scale — it recovered strongly.



REACH: STABILISED, WITH A DECEMBER DIP

From our September 2025 baseline, reach dropped a further **12% by December** before recovering to sit just **3% below baseline by March 2026**. Net effect over the full period: essentially flat.

That December dip is worth noting — it coincided with a surge in posting volume as creators pushed year-end content, compressing per-post distribution across a more crowded feed. By January, as posting frequency normalised, reach recovered almost immediately.

The practical takeaway: **reach has found a floor**. It is not returning to 2024 levels — that ship has sailed. But the era of month-on-month freefall appears to be over for creators who have adapted their content strategy to the Interest Graph. What you're working with now is the new normal. The question is how well you're operating within it.

ENGAGEMENT: THE COMEBACK NOBODY EXPECTED

This is the most significant finding of this research period, and it deserves to be read carefully. Between September 2025 and February 2026, average engagement **rose 21% above our September baseline** — peaking at its highest point in over two years. By March 2026 it had settled at **18% above baseline**, where it held steady.

Read that again. Reach is down roughly 70% from its February 2024 peak. Engagement is up 18% from just six months ago. This is not a contradiction. It is the Interest Graph working exactly as designed.

When LinkedIn™ stopped distributing content broadly and started distributing it selectively — routing posts to members whose topic fingerprints aligned with the content — something predictable happened: the people who saw your posts were increasingly the right people. Smaller audience, higher relevance, stronger reaction. Fewer impressions. More meaningful interactions.

For creators, this reframes the entire conversation about performance. **Reach is no longer the right primary metric.** If your engagement is rising even as your raw impression numbers stay flat, your content is performing better than it was in 2024 — not worse. You are reaching fewer people, but the right ones are responding. That is the Interest Graph delivering on its promise.

The question every creator should now be asking isn't *"why is my reach down?"* It's *"is the engagement I'm getting converting into something — conversations, DMs, profile visits, new followers, business opportunities?"* If the answer is yes, your LinkedIn™ strategy is working. If the answer is no, the problem isn't reach. The problem is relevance.



FOLLOWER GROWTH: THE QUIET STABILISATION

Follower growth told the calmest story of the three metrics during this period — holding within a **4–6% positive band** above our September baseline throughout the entire six months, before settling at **+5% by March 2026**.

This is meaningful for a simple reason: follower growth had been declining consistently since early 2024. The fact that it stabilised — and turned slightly positive — suggests that the Interest Graph's discovery mechanisms are starting to work in creators' favour. When your content reaches the right interest clusters, the people who find it are also more likely to follow you, because what you create is directly relevant to what they care about professionally.

Put simply: **the new followers you're gaining are better quality than the ones you were gaining in 2024**. They found you through topic relevance, not network proximity. That's a fundamentally stronger foundation for an audience.

THE DECOUPLING NOBODY TALKS ABOUT

There is one finding from this period that deserves its own moment before we move on.

Follower growth stabilising sounds like good news — and in isolation, it is. But set it against the reach data and a more uncomfortable pattern emerges. Across the research period, median follower counts grew 31%. Median impressions fell. If reach had simply tracked that audience growth at a neutral ratio, the expected impression figure would have been roughly 29% higher than what was actually recorded.

The gap between those two numbers is not a rounding error. It is evidence that follower count and reach have been structurally decoupled. A growing audience no longer guarantees growing distribution. The subscribers are there. The algorithm is choosing, post by post, whether to show them your content — based not on the connection, but on the relevance of what you've just published.

This is why vanity metrics have never been less useful. Your follower count tells you almost nothing about your reach potential in 2026. Your topic consistency tells you everything.

THE THREE-LINE SUMMARY

If you take one thing from this data into your 2026 LinkedIn™ strategy, make it this:

Reach is the old game. Engagement is the current game. **Relevance is how you win it.**

The platform has reset. The metrics that matter have shifted. And the creators who accept that reality — and build their strategy around depth, topic clarity, and genuine conversation — are already seeing the numbers move in their favour.

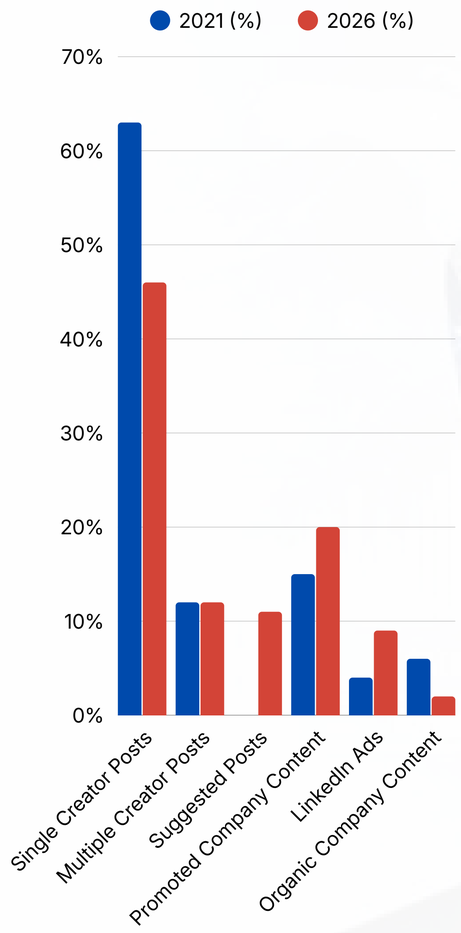
Everything in this report that follows is built on that foundation.

WHAT'S ACTUALLY IN YOUR FEED?

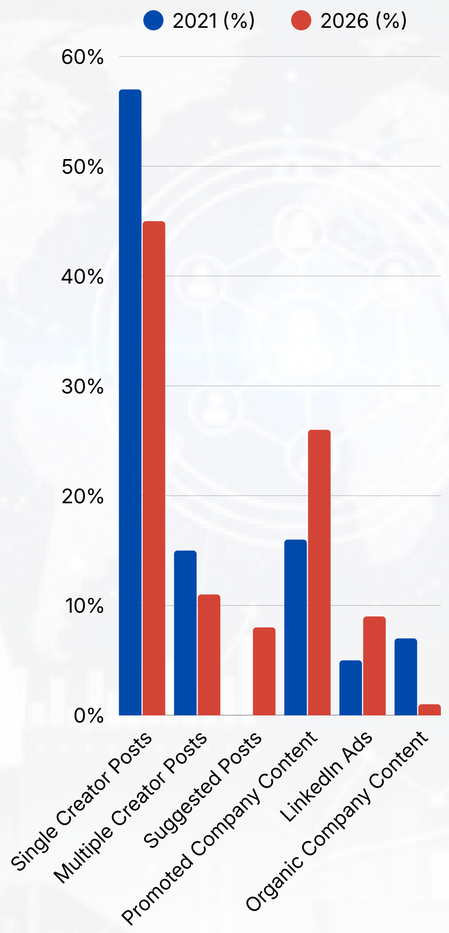
Five years ago, your LinkedIn™ feed was simple: mostly individual creators you'd chosen to follow, a handful of company posts, and a small but growing slice of ads. The 2021 feed was a reflection of your deliberate choices. The 2026 feed is something different entirely.

WHAT APPEARS ON YOUR LINKEDIN FEED? MOBILE VS DESKTOP

CONTENT TYPE	Mobile			Desktop		
	2021 (%)	2026 (%)	Change	2021 (%)	2026 (%)	Change
Single Creator Posts	63%	46%	-17pp	57%	45%	-12pp
Multiple Creator Posts	12%	12%	—	15%	11%	-4pp
Suggested Posts	0%	11%	+11pp	0%	8%	+8pp
Promoted Company Content	15%	20%	+5pp	16%	26%	+10pp
LinkedIn Ads	4%	9%	+5pp	5%	9%	+4pp
Organic Company Content	6%	2%	-4pp	7%	1%	-6pp



Source: RichardvanderBlom.Com BV / AuthoredUp. 2026 edition uses 2025 full-year data. **Mobile feed**.



Source: RichardvanderBlom.Com BV / AuthoredUp. 2026 edition uses 2025 full-year data. **Laptop / Desktop feed**.

SINGLE CREATOR POSTS ARE HOLDING UP

Dropping from 57% to 45% on desktop and 63% to 46% on mobile. Not a collapse, but a clear compression as other content types claimed more space.

MULTIPLE CREATOR POSTS FELL SHARPLY

From 15% to just 11% on desktop. LinkedIn™ actively capped repeat exposure from the same profiles. If your audience sees less of you despite you posting consistently, this is part of the explanation.

SUGGESTED POSTS GREW FROM NOTHING TO 8% ON DESKTOP AND 11% ON MOBILE

This category didn't exist in 2021. Today it occupies a measurable, growing slice of every feed — content served purely on the basis of topic relevance, with no network connection required. On mobile, where 72% of all LinkedIn™ activity happens, that 11% represents a genuine discovery channel that creators can tap into if their content is topically clear.

ORGANIC COMPANY CONTENT ESSENTIALLY VANISHED

Down to 1% on desktop and 2% on mobile. If you manage a company page, this number should settle the debate: unpaid brand content barely registers in the feed anymore. Employee voices are now the primary organic distribution channel for any business on the platform.

THE PRACTICAL TAKEAWAY

Your feed in 2026 is no longer shaped by who you know. It's shaped by what LinkedIn™ thinks you care about. For creators, that's the opportunity — if you post with enough topical clarity, you can appear in feeds of people who have never heard of you. For companies, it's a warning: your logo won't carry you. Your people will.

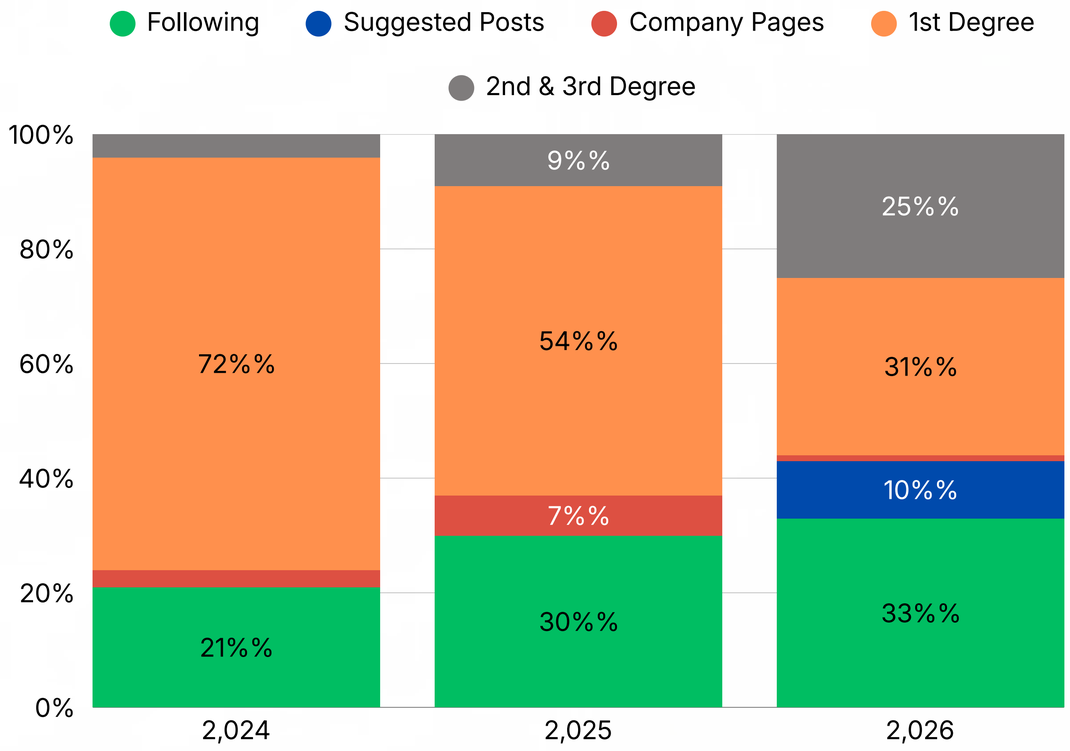
The feed composition data points in one direction. The reach data confirms it from another. Between March 2025 and February 2026, median impressions for personal profiles fell 6.6% — while median impressions for company pages grew 33%. Two groups, same platform, same algorithm, opposite trajectories.

That divergence is not a contradiction. It reflects exactly what the Interest Graph was designed to do: **reward content that matches an audience's professional interests with precision.** Personal profiles, when they lost that precision, lost distribution. Company pages, increasingly channelled through LinkedIn™'s own promotional mechanisms, picked up algorithmic tailwinds that personal profiles did not receive.

The practical consequence is addressed in detail in Chapter 6. The signal worth noting here: if you are a professional building a personal brand, the pages data is not your benchmark. Your competition is other creators in your topic cluster — and the gap between the ones who have adapted and the ones who haven't is already measurable.

The Biggest Shift of All: Who Is Showing Up in Your Feed?

The Shift From Social Graph to Interest Graph (2024–2026)



Source: RichardvanderBlom.Com BV / AuthoredUp | Data based on observed feed composition across 50,000+ profiles

Feed composition tells you what appears. But this next dataset tells you something far more revealing: *from whom*. And this is where the Interest Graph stops being a theory and becomes a number you can't ignore.

Year	1st Degree	Following	Suggested Posts	2nd & 3rd Degree	Company Pages
2024	72%	21%	0%	4%	3%
2025	54%	30%	0%	9%	7%
2026	31%	33%	10%	25%	1%
Change 2024→2026	**–41 pts**	**+12 pts**	**+10 pts**	**+21 pts**	**–2 pts**

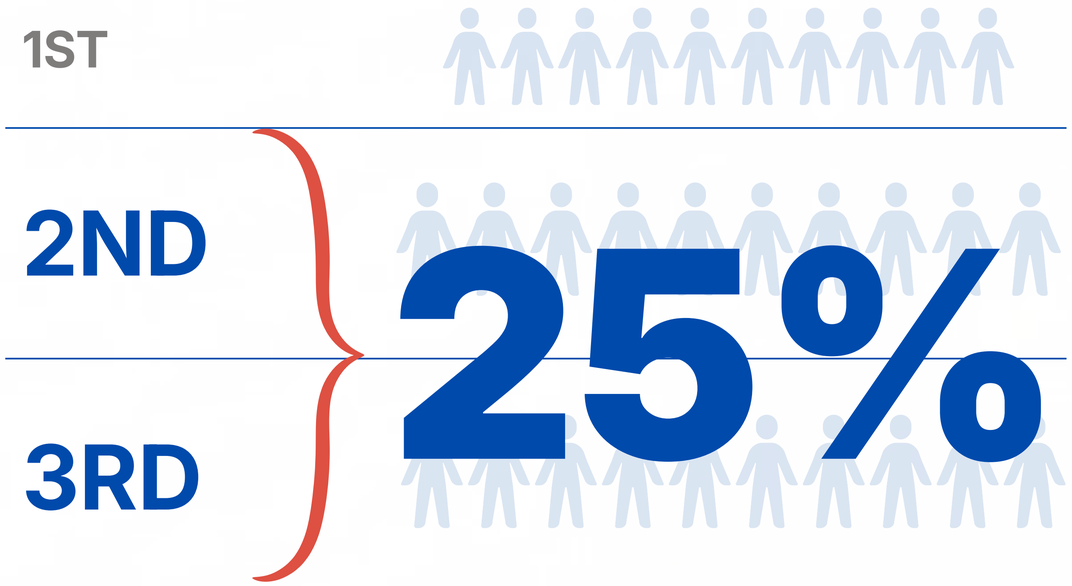
In 2024, your LinkedIn™ feed was essentially a reflection of your address book. **72% of the posts you saw came from your direct connections** — people you'd actively chosen to connect with. Another 21% came from people or pages you followed. Just 4% came from 2nd or 3rd degree connections, and Suggested Posts — content from people entirely outside your network — didn't even register as a measurable category.

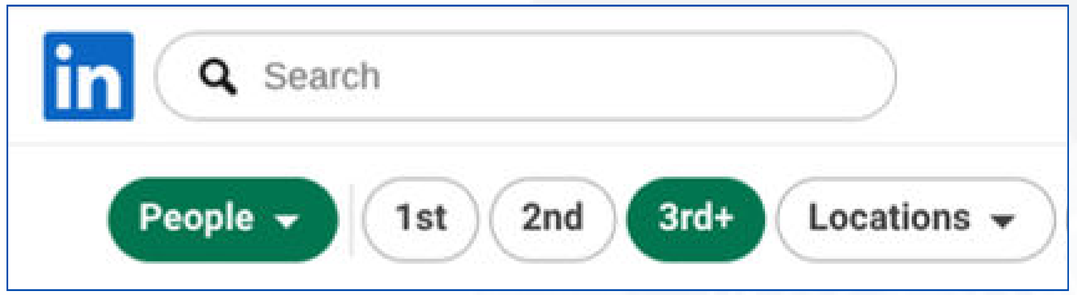
By 2025, cracks appeared. Connections dropped to 54%. 2nd and 3rd degree climbed to 9%. Suggested Posts appeared at 5% for the first time.

In 2026, the transformation is complete.

Connections now account for just **31% of your feed** — less than half of what they represented two years ago. Meanwhile, **2nd and 3rd degree connections represent 25%** — six times their 2024 share. Suggested Posts doubled to **10%**. Following held steady at 33%. Company page content essentially vanished at 1%.

Let that sink in. **More than a third of what you see in your LinkedIn™ feed in 2026 comes from people you have never connected with or chosen to follow**. The algorithm is making those decisions on your behalf — based on your topic fingerprint, your interaction history, and its best guess at what you care about professionally.
This is the Interest Graph. Not as a concept. As data.





What This Means If You Create Content

The shift in post sources is the single most important structural change for creators to understand — because it cuts both ways.

The bad news first: your connections are no longer your primary distribution network. The days of posting something and having it reliably travel through your 1st-degree network are over. That 72% connection-based reach of 2024 is gone.

The good news: **your potential audience is now far larger than your network**. If the algorithm classifies your content clearly within an interest cluster — AI, leadership, sales, sustainability, hiring, finance — it will show your posts to the 25% of people's feeds that come from 2nd and 3rd degree connections, and to the 10% that are pure Suggested Posts. People who don't know you, have never seen your profile, and would never have found you in 2024.

That's a discovery mechanism that didn't exist two years ago. And it's growing.

The practical implication is straightforward: **stop optimising for your existing network and start optimising for your topic cluster**. Write as if you're introducing yourself to someone who doesn't know you yet — because increasingly, that's exactly who's reading.

LinkedIn™ in 2026: The Platform by the Numbers

LinkedIn™ has never been bigger. As of January 2026, the platform has surpassed **1.3 billion registered members** — adding more than 200 million new accounts in a single year. When we published the Algorithm Report 2025, LinkedIn™ had just crossed 1.07 billion members. Twelve months later, it has grown by roughly the entire population of Brazil. Size, however, only tells part of the story.

LinkedIn™ does not publish official monthly or daily active user figures, so we rely on third-party estimates throughout this report. Those estimates point to approximately **310 million monthly active users** globally in early 2026, with around **130–140 million people logging in daily** — roughly 16% of total registered members.

WHO'S CREATING, WHO'S WATCHING — AND WHO'S LEFT

BEHAVIOUR	Report 2025	Report 2026	Change
Posting at least once a week	1.4%	1.8%	▲ 0.4pp
Posted at least once in 3 months	8.9%	12.2%	▲ 3.3pp
Active engagers (no posting)	26.3%	29%	▲ 2.7pp
Silent community	53%	42%	▼ 11pp
Dormant members	~10.4%	15%	▲ 4.6pp



Methodology note: Total member counts are taken from LinkedIn™'s own announcements via the LinkedIn™ Pressroom. Active user figures are derived from third-party analyses and EU Digital Services Act transparency reports, and should be treated as estimates rather than official LinkedIn™ disclosures. 2025 dormant figure calculated as remainder to 100%

53% → 42%

SILENT COMMUNITY SHRANK BY 11 POINTS

Passive consumers didn't convert — they vanished

~10% → 15%

DORMANT ACCOUNTS INCREASED

Registered members who no longer post, engage, or even scroll

SMALLER, INTENTIONAL AUDIENCE

THOSE WHO STAYED FOUND YOU THROUGH RELEVANCE

Not proximity, not accident genuine interest

COMMITTED POOL VS. BLOATED PASSIVE BASE

QUALITY OF AUDIENCE IMPROVED

Better environment for real business outcomes

11-POINT DROP

DIDN'T MOVE INTO ACTIVE PARTICIPATION

A significant share went fully dark

INTEREST-BASED DISTRIBUTION

ALGORITHM REWARDS TOPICAL CONSISTENCY

Inconsistent creators got deprioritised out of existence

MORE WEEKLY CREATORS + MORE ENGAGERS

SURFACE NUMBERS LOOK POSITIVE

But only readable alongside the dormant growth



10 Ways to Train LinkedIn™'s New Brain



Your feed is no longer a reflection of your network. It's a reflection of your behaviour. Every click, comment, save, and scroll teaches LinkedIn™'s Interest Graph what you care about — and determines what it shows you next. Here's how to use that deliberately.

1. FOLLOW TOPICS, NOT JUST PEOPLE

Follow creators and companies that consistently post within your 3–5 core professional themes. Unfollow or mute anything off-topic — not because it's bad content, but because every interaction with it dilutes your topic signal.

Goal: 80% of your feed should reflect your top 3–5 professional themes.

2. COMMENT WITH SUBSTANCE, NOT COURTESY

LinkedIn™'s Engagement Team scores comment quality, not volume. A two-sentence comment that adds a data point or counter-perspective carries far more weight than a reaction or one-liner.

"Great post!" tells the algorithm almost nothing. A genuine reaction with context tells it everything.

Aim for comments that could stand alone as a short post.

3. USE SAVES INTENTIONALLY

Saving a post is one of the strongest relevance signals you can send — stronger than a like, stronger than a repost. Save consistently within your core topics and LinkedIn™ maps you more precisely to that interest cluster.

Saves compound over time. Use them where they count.

4. SLOW DOWN ON POSTS THAT MATTER

Dwell time is a silent but powerful signal. You don't need to like or comment — simply stopping to read tells the algorithm this content is relevant to you. Most people scroll past good content in two seconds.

LinkedIn™ measures attention. Give it where it counts.

5. BUILD CONSISTENT ENGAGEMENT CLUSTERS

Three comments on someone's posts within a week significantly increases the likelihood of their future content appearing in your feed — and yours in theirs. Identify 15–25 people whose work genuinely overlaps with yours and engage with them consistently.

Quality of network beats size of network every time.

6. SWITCH BETWEEN TOP AND RECENT WITH PURPOSE

Use Top for discovery — the Interest Graph surfacing content you wouldn't otherwise find. Switch to **Recent** for maintaining specific relationships or catching time-sensitive posts. The two modes serve different purposes.

Start the day on Top. End it with five minutes on Recent.



7. ENGAGE WITH SUGGESTED POSTS SELECTIVELY

Suggested Posts now make up 10% of the average feed. Every interaction with one tells LinkedIn™ to show you more like it — so irrelevant engagement pulls your topic fingerprint in directions you don't want.

Ask yourself: if this person posted every week, would I want to see it every time?



8. CLEAN YOUR FEED REGULARLY

Most people only add — they follow, connect, engage — and never remove the noise. Every two weeks, spend five minutes using mute and unfollow on content that no longer fits your professional focus. A bloated feed produces a bloated topic fingerprint.

If you wouldn't miss that content for a month, unfollow.



9. POST CONSISTENTLY WITHIN YOUR TOPIC LANES

What you publish shapes what you see. Creators who post consistently within 2–3 defined themes develop stronger topic authority, which attracts more relevant content into their feed — and more relevant audiences to their posts.

If someone had to describe your content in one sentence, could they?



10. TREAT ENGAGEMENT AS A DAILY PRACTICE

Set aside 15 minutes a day. Engage only with on-topic, high-quality content. Add comments that contribute something. Hide what doesn't belong. Done consistently, the cumulative effect on your feed quality — and your own content's distribution — is significant.

Don't scroll. Train.



Chapter 1 Checklist: The Algorithm Has a New Brain

From Relationship Graph to Interest Graph: The Shift That Changes Everything

REMEMBER THIS	
Structural Shift	**The rules changed structurally, not incrementally.** The Interest Graph replaced the Relationship Graph. Everything else flows from that single shift.
Reach vs Engagement	**Reach is down. Engagement is up.** Fewer people seeing your content, but the right ones reacting — that's the Interest Graph working as designed.
Follower Count	**Your follower count no longer predicts your reach.** Follower growth is up +5%. Impressions are still down. The connection between audience size and distribution has been broken.
Platform Scale	**1.3 billion members. 310 million monthly actives.** Bigger than ever — but the active, engaged audience is more selective than ever. That's your opportunity.



UNDERSTANDING THE ALGORITHM	
Relationship Graph	Accept that the Relationship Graph is gone — stop optimising for your 1st-degree network.
Topic Fingerprinting	Every click, save, and comment shapes your profile.
4 Algorithms	News, Engagement, Trust & Safety, and Design run simultaneously — know which matters most for your content type.
KPI	Stop measuring reach as your primary KPI — measure engagement quality instead.

FEED & DISTRIBUTION	
Audit Your Feed	80% of what you see should reflect your 3–5 core professional themes.
Follow Deliberately	Follow people and pages within your topic cluster — unfollow noise deliberately.
Saves	Use saves intentionally — they are stronger relevance signals than likes.
Dwell Time	Slow down on posts that matter — dwell time is a silent but powerful signal.
Suggested Posts	Engage selectively — irrelevant interactions dilute your fingerprint.

TRAINING THE ALGORITHM	
Comment Quality	2 sentences adding a data point beats 10 one-liners.
Engagement Relationships	Build 15–25 consistent engagement relationships in your topic cluster.
Post Themes	Post consistently within 2–3 defined themes — topic clarity is distribution.
Feed Hygiene	Clean your feed every two weeks — remove off-topic follows and connections.
Daily Habit	15 minutes daily for deliberate, on-topic engagement — don't scroll, train.

STOP DOING	
Vanity Metrics	Measuring success by impressions or follower count alone.
Polite Engagement	Engaging with off-topic content out of politeness — it fragments your fingerprint.
Old Habits	Posting the same way you did in 2024 and expecting different results.



BONUS INSIGHT

Who You Are on LinkedIn™ Determines Half Your Reach Before You Post

Across 1.3 million posts, AuthoredUp modelled exactly what drives impressions. The result reframes how to think about reach growth entirely.

50.1%

YOUR PROFILE BASELINE

Follower count, history, past engagement

29.5%

THIS POST'S PERFORMANCE

Reactions, comments, reposts earned

20.5%

OUTSIDE YOUR CONTROL

Competition, timing, trending topics

The 29.5% driven by post performance is where **content decisions compound** — and where the data shows sharply nonlinear rewards for overperforming your own baseline.

THREE REACH TIERS AND WHY "AVERAGE" MISLEADS

TIER	SHARE OF POSTS	MEDIAN IMPRESSIONS	MEDIAN ENGAGEMENT RATE
Typical (bottom 80%)	80%	629	2.94%
High (next 15%)	15%	5,609	1.72%
Viral (top 5%)	5%	39,061	0.94%

Note the engagement rate drop as reach rises. Viral posts reach a broader audience that engages at a lower rate — which is why using ER as your primary success metric leads to the wrong conclusions.

THE NONLINEAR REWARD FOR OVERPERFORMING YOUR BASELINE

YOUR REACTIONS VS. YOUR PERSONAL NORM	MEDIAN IMPRESSIONS	REACH VS. YOUR BASELINE
Below 0.5× typical	428	−58.2%
0.5× to 1× typical	649	−31.3%
1× to 2× typical	992	+15.9%
2× to 4× typical	2,205	+133.9%
4×+ typical	9,182	**+639.6%**

The jump from 2–4× to 4×+ is not incremental — it reflects a qualitative shift in how LinkedIn™'s algorithm responds to a post clearly overperforming for its creator.

BlissPoint

Silicon Valley tech companies trust BlissPoint, so should you!

With BlissPoint, a top social selling training company, and Richard Bliss, a LinkedIn™ Top Voices, your teams will master social selling on LinkedIn™.

> *Richard Bliss continues to lead the industry in helping executives develop their online footprint”*
>
> Vice President at Juniper Networks

> *Richard’s fundamental understanding of the nuances of building a personal brand is unmatched.”*
>
> Vice President, Brand at NetApp



Blisspointconsult.com

CHAPTER 2

Visibility by Design

Content Pillars, Topic Authority & the New Rules of Audience Behavior

Chapter 2: Visibility by Design

Content Pillars, Topic Authority & the New Rules of Audience Behavior

Chapter 1 explained how LinkedIn™'s algorithm thinks. It maps your topics, clusters your audience by interest, and decides whether your content deserves to travel beyond your immediate network.

The question this chapter answers is simpler: **how do you work with that system instead of against it?**

The answer starts with a concept that didn't exist in last year's report — and will define how the best creators and brands operate in 2026.

The algorithm doesn't reward creators who post the most.
It rewards the ones it can classify fastest.



ALGORIT

Topic Authority: The New Currency of Discoverability

WHAT IT IS — AND WHY IT CHANGED

In the 2025 report, we introduced the shift from social graph to interest graph: LinkedIn™ moving from *who you know to what you care about*. That shift has matured in 2026. The platform no longer just tracks what topics you engage with — it actively scores how *authoritatively* you occupy them.

Topic Authority is LinkedIn™'s internal read on whether you are a credible, consistent voice in a specific subject area. It's built from three inputs:

- **Topic consistency** — how reliably your posts, comments, and engagement cluster around the same themes over time
- **Engagement quality within topic** — saves, deep comments, and shares from people who themselves engage with that topic
- **Semantic coherence** — whether LinkedIn™'s classification system can categorize your content quickly and confidently

The practical consequence: two creators with identical reach and posting frequency will perform very differently if one is topically focused and the other isn't. The algorithm rewards *predictability of relevance*.

Comparison to 2025: In last year's report, we noted that "if LinkedIn™ can't categorize what you talk about, it can't recommend you." In 2026, that's no longer just true — it's measurable. Creators with strong topic signals are entering larger initial distribution batches and sustaining post longevity up to 40% longer than scattered profiles.

The Creator Classification System (CCS)

LinkedIn™ is working on (and in many cases already operating) what internal signals suggest is like a Creator Trust & Relevance Score. It's not visible to users, but its effects are. Creators who post consistently within 2–3 topic areas, attract engagement from topically aligned audiences, and generate genuine discussion are being surfaced more frequently in Suggested Posts — LinkedIn™'s fastest-growing feed segment (up from 5% to 9% of total feed composition since early 2025). **What the CCS appears to evaluate:**

SIGNAL	WHAT IT MEANS
Topic consistency (90-day window)	% of posts clustering around the same themes
Engagement source diversity	Comments/saves from outside your direct network
Semantic clarity	How quickly 360Brew can categorize your post
Conversation depth	Replies to comments, thread length, return engagement

The implication is clear: a creator who posts 5 times per week across 6 different topics is working harder for less algorithmic reward than one who posts 3 times per week on 2 consistent themes.



HOW TO BUILD TOPIC AUTHORITY — PRACTICALLY

This is not about narrowing yourself into a corner. It's about giving LinkedIn™ enough consistent signal to know where to send you.

THREE MOVES THAT ACCELERATE TOPIC AUTHORITY:

No.1
CHOOSE YOUR ANCHOR TOPICS (2–3 MAXIMUM)

These should sit at the intersection of your expertise and your audience's needs. Everything else - personal stories, opinion pieces, event content - gets framed around those anchors, not posted independently of them.

No.2
ENGAGE INSIDE YOUR TOPIC, NOT JUST ON YOUR OWN CONTENT

Commenting on other creators' posts within your niche strengthens your topic fingerprint as much as posting does. LinkedIn™ reads your engagement pattern, not just your publishing pattern.

No.3
AUDIT YOUR LAST 30 POSTS

Could someone identify your top 2 topics from your recent feed alone? If not, the algorithm is having the same problem your audience is. Topic Authority isn't built in a week — but it can be diluted in one.

THE BOTTOM LINE

Topic Authority is the bridge between Chapter 1's mechanics and everything that follows in this report. Your content pillars are the architecture that builds it. Your posting formats, timing, and engagement behavior are the materials. Without a clear topical foundation, the rest is construction without a blueprint.



The era of visibility is ending.

The era of relevance has begun.

Content Pillars 2.0: What to Post, and Why It Works

Why Pillars Matter More in 2026 Than Ever Before

In the Algorithm Report 2025, we made the case that content pillars turn random posting into a strategic growth engine. That argument stands — but the context has sharpened considerably.

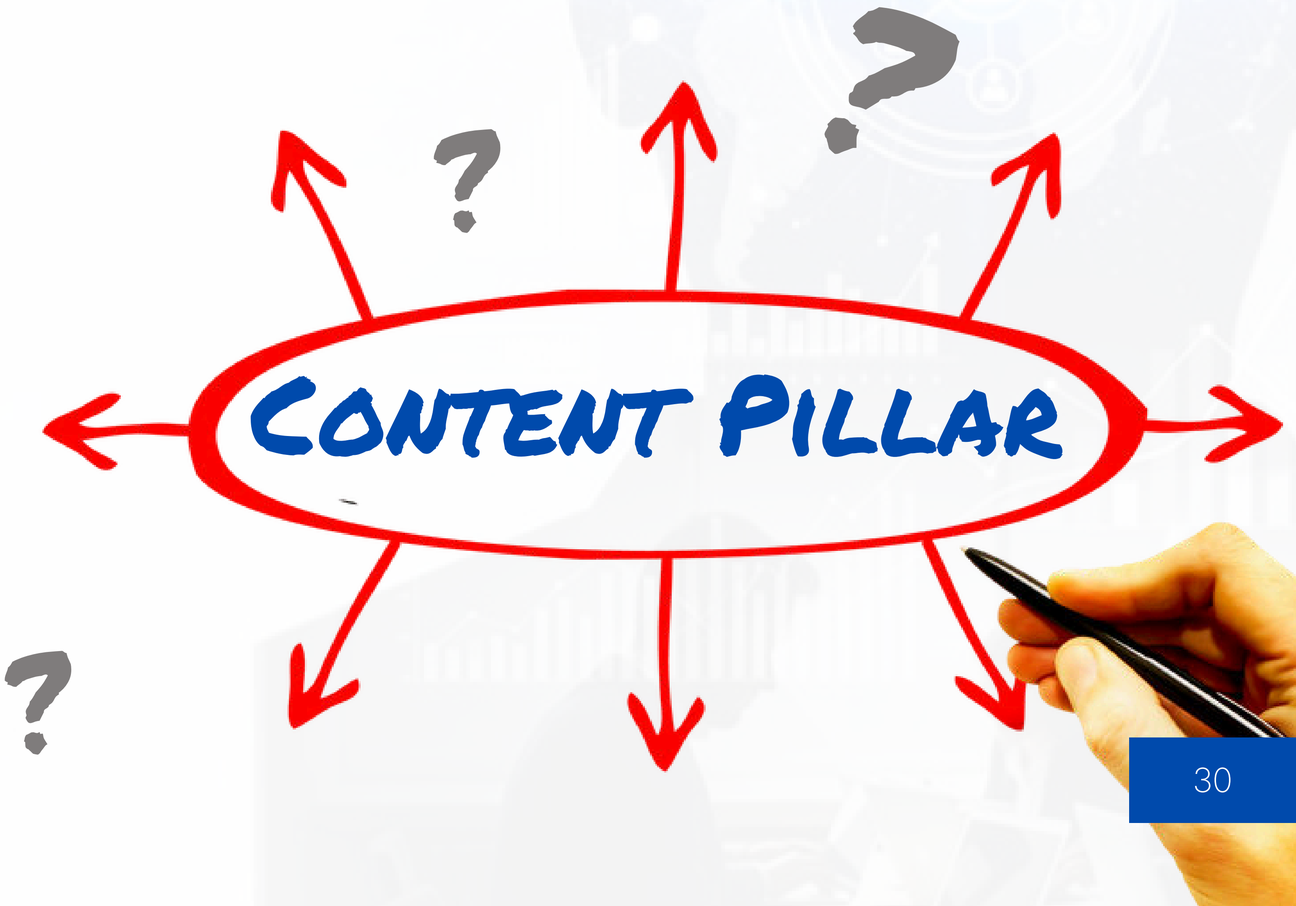
LinkedIn™ in 2026 is noisier, more video-heavy, and more saturated with personal brands and company pages all competing for the same professional attention. At the same time, the algorithm has evolved from rewarding output to rewarding clarity. As we explored in Chapter 1, 360Brew is actively classifying every creator by topic — and the creators it can classify fastest get distributed furthest. As we explored in Chapter 1, LinkedIn™'s AI classification system is actively categorising every creator by topic — and the creators it can classify fastest get distributed furthest.

Content pillars are no longer a strategic nice-to-have. They are the mechanism through which you build Topic Authority — and through which your audience learns what to expect from you.

...fewer, broader pillars actually produce better content behaviour because creators **stop optimising for variety** and **start optimising for depth**.

The key shift vs. 2025: the data now shows a clear divergence between what works for individual profiles and what works for company pages. Profiles win when they feel human, opinionated, and specific. Pages win when they feel consistent, value-led, and ecosystem-driven. Last year's pillar model applied broadly to both. This year, we separate them — sharply.

We've also consolidated the structure. Five pillars for profiles and nine for pages gave readers a comprehensive framework. What we've learned is that fewer, broader pillars actually produce better content behaviour — because creators stop optimising for variety and start optimising for depth.



Content Pillars for Individual Profiles

FROM 5 PILLARS TO 4 AND WHY

The 2025 model covered Personal Storytelling, Educational How-To, Achievements & Activities, Conversion, and Industry Insights. All five still describe valid content types. But in practice, the top-performing creators in 2025–2026 don't think in five buckets — they think in four instincts: *teach, connect, prove, convert. The new model reflects that.*

1. AUTHORITY CONTENT	40–50%

Previously: Educational How-To (30–40%) + Industry Insights (separate)

The biggest structural change in 2026. Educational and insights content have merged into a single dominant pillar — because the algorithm treats them the same way. Both build your topic fingerprint. Both signal expertise to LinkedIn™'s classification system. Keeping them separate was a strategic distinction that didn't match how distribution actually works.

WHAT BELONGS HERE	Frameworks and how-to breakdowns. Your take on industry news and trends — with a clear opinion, not just a share.
PERFORMANCE SIGNAL	Consistently the strongest pillar for saves and reach into non-follower audiences via Suggested Posts. Authority content is what gets you found by people who don't know you yet.
TOPIC AUTHORITY LINK	This is your primary pillar for building it. If you post Authority content consistently within 2–3 themes, LinkedIn™ learns to route you to audiences interested in those themes.



2. AFFINITY CONTENT	15–25%

Previously: Personal Storytelling (10–15%) + human side of Achievements

Affinity content is what makes people like you, not just respect you. In a feed increasingly dominated by polished frameworks and AI-assisted posts, genuinely human content stands out more sharply than it did in 2025 — not less. The bar for authenticity has risen: vague "vulnerability" no longer works. Specific, personal, and professionally relevant does.

WHAT BELONGS HERE	Stories from your career with a real punchline — failures, pivots, beliefs. Behind-the-scenes moments that reveal how you operate, not just what you know. Reflections on values or ways of working that your audience will recognise in themselves.
PERFORMANCE SIGNAL	Highest pillar for comments and emotional engagement. Often the post that converts a lurker into a follower. Declining slightly in raw reach vs. 2025 — but driving stronger quality engagement, which matters more under the current algorithm.
TOPIC AUTHORITY LINK	Affinity content should still be anchored to your core topics. A personal story about a client failure is Affinity content and Authority content when it connects back to your area of expertise. Disconnected personal content dilutes your topic fingerprint.

3. PROOF CONTENT	15–20%

Previously: Achievements & Activities (15–20%) — reframed and sharpened

This is the pillar that was most underused in 2025. Achievements posts often felt like announcements — "I spoke at X", "We launched Y." Proof content reframes the same material around outcomes and evidence. Not what happened, but what it demonstrates.

WHAT BELONGS HERE	Client wins with specific before/after metrics. Case studies condensed into post format. "We tried X — here's what happened" experiments. Testimonials contextualised with what they mean.
PERFORMANCE SIGNAL	Lower reach than Authority or Affinity content, but highest for driving inbound interest and DMs. This is the pillar that moves your audience from engaged to interested in working with you.
TOPIC AUTHORITY LINK	Proof content reinforces Authority content — it's the evidence base for your expertise claims. One proof post for every three or four authority posts is a strong ratio.

4. DEMAND CONTENT	5–10%

Previously: Conversion — Offers & Referrals (5–10%) — same weight, cleaner framing

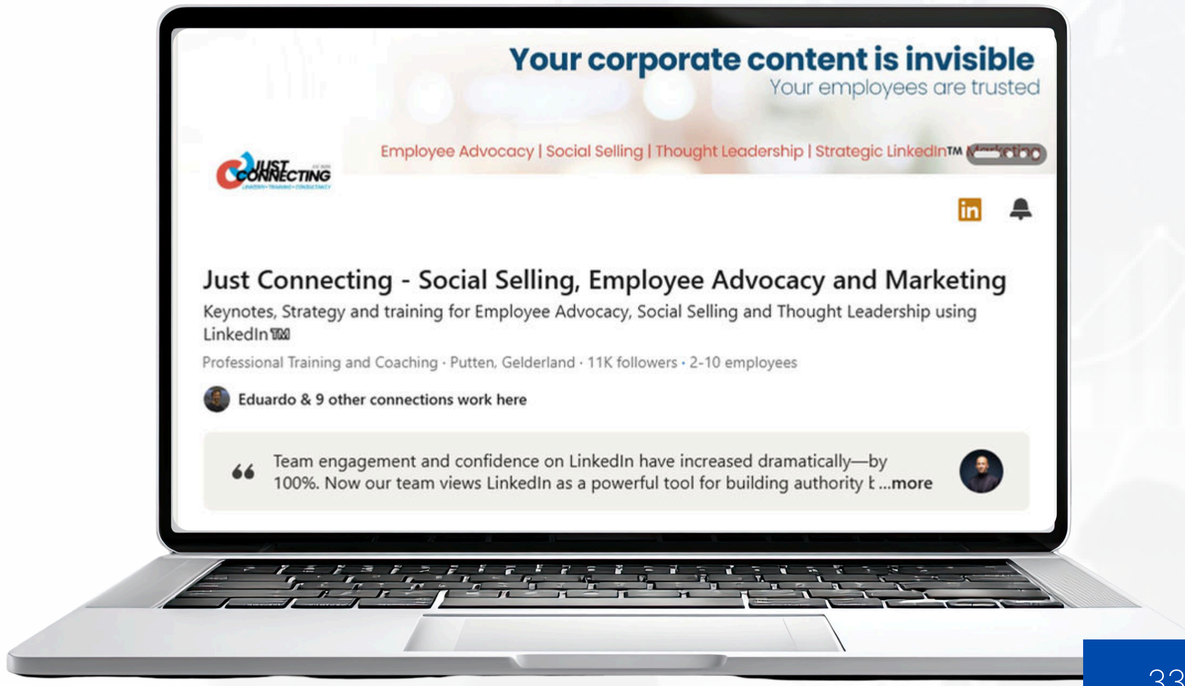
The percentage hasn't changed. What has changed is how the best creators frame it. "Conversion" implies selling. "Demand" implies inviting. The posts that perform best in this pillar in 2026 are the ones that feel like a natural next step after everything else you've shared — not an interruption.

WHAT BELONGS HERE	Clear, specific offers: "I've opened 3 spots for X type of client." Resource posts: "Download the checklist I mentioned yesterday." Referral asks framed helpfully: "If you know someone struggling with Y, tag or DM them."
PERFORMANCE SIGNAL	Lowest reach of the four pillars — expected and by design. Highest direct ROI when the other three pillars have done their job first. Skipping this pillar entirely is the most common reason good LinkedIn™ content doesn't convert.
TOPIC AUTHORITY LINK	Minimal impact either way — but Demand content that connects clearly to your topic area performs better than generic offers.

Content Pillars for Company Pages

FROM 9 PILLARS TO 4 CLUSTERS — AND WHY

The 2025 model gave pages nine pillars to work with. For experienced social media managers, that granularity was useful. For most organisations, it created decision fatigue — and inconsistency. The four clusters below preserve all the content types from 2025 but organise them around business jobs, which is how the strongest brand pages actually think about their content.



1. BRAND & POINT OF VIEW	30–40%

Consolidates: Thought Leadership + Industry Insights + Sustainability/CSR

This is the dominant cluster for pages — and the most important one for long-term authority. In 2025 we noted that thought leadership was "great for sustained engagement." In 2026, the expectation has risen: audiences want pages to have a clear and consistent perspective, not just share relevant information. Commentary without a point of view is increasingly invisible.

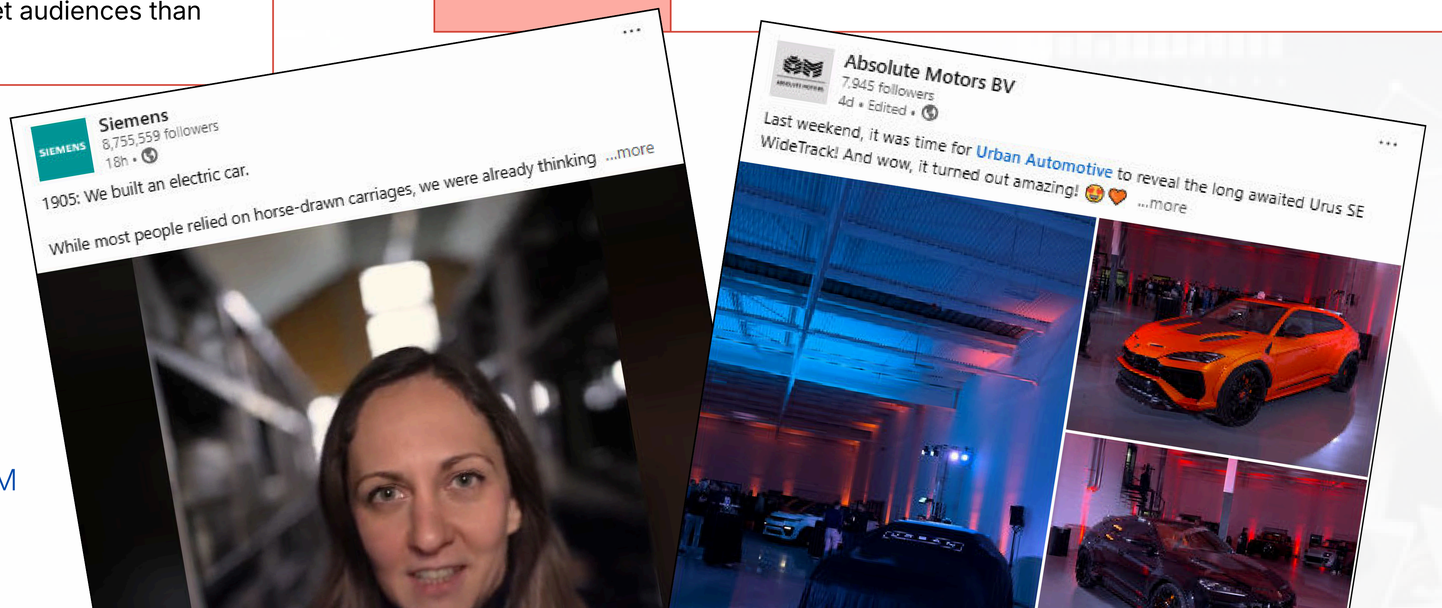
WHAT BELONGS HERE	Original takes on market shifts, data, and industry trends. Research and report findings repackaged with your brand's interpretation. Occasional social responsibility stories — when they connect to your core narrative, not as standalone PR.
PERFORMANCE SIGNAL	Strongest cluster for follower growth and inbound interest from non-followers. Pages with a consistent POV in this cluster record significantly stronger engagement from target audiences than those that post broadly.

2. PRODUCT, CUSTOMERS & PROOF	20–30%

Consolidates: Product/Service Highlights + Customer-Generated Content + Case Stories

Buyers want specifics. The most common failure mode for company pages in 2025 was product content that described features without anchoring them in customer outcomes. In 2026, this cluster only works when it answers three questions: who is this for, what problem does it solve, and what results are realistic?

WHAT BELONGS HERE	Use-case storytelling and product demos anchored in one specific pain point. Customer case studies with real metrics. Testimonials contextualised — not just quoted.
PERFORMANCE SIGNAL	Mid-range reach, but strongest cluster for driving website traffic and pipeline activity. The content that moves a follower to click.



3. PEOPLE & CULTURE	20–30%

Consolidates: Personal Stories + Employer Branding + Behind-the-Scenes

Consistently one of the most underinvested clusters relative to its performance. In 2025 we reported that Personal Stories drove strong reach and engagement for pages. That signal has strengthened — and expanded beyond recruitment. Buyers want to know who they're buying from. Candidates want to know who they're joining. People & Culture content serves both audiences simultaneously.

WHAT BELONGS HERE	Employee stories that show the human behind the role. Team milestones and real moments from work — not staged. "We're hiring" posts that show culture, not just job specs.
PERFORMANCE SIGNAL	Highest engagement rate of the four clusters. Particularly strong for video content featuring real employees. Pages that post in this cluster at least once a week consistently outperform those that don't on both reach and follower growth.

4. EVENTS & COMMUNITY	10–20%

Upgrades: Event Content pillar — expanded to reflect LinkedIn™'s platform direction

This cluster has grown in strategic importance since 2025. With LinkedIn™ doubling down on Events, Live, and newsletters, pages that act as hubs for ongoing activity build stronger, more loyal audiences than those that only post static updates. Events & Community turns your page from a broadcast channel into a destination.

WHAT BELONGS HERE	Event promotion and post-event recaps — using LinkedIn™'s before/during/after framework. LinkedIn Live session content. Collaborations with partners, creators, and guest contributors. Newsletter teasers and subscriber growth posts.
PERFORMANCE SIGNAL	Lower average reach per post, but strongest for building repeat engagement and return visitors. Pages investing in this cluster are building what the algorithm increasingly values: *an engaged community* rather than a passive follower count.



THE BOTTOM LINE ON PILLARS IN 2026

Fewer pillars, deeper execution. The creators and brands gaining ground in 2026 are not those posting across the most topics — they're the ones returning to the same themes, angles, and audience problems with enough consistency that LinkedIn™ learns to route them there automatically. Pillars are the architecture. Topic Authority is what gets built on top of them. The next section looks at how your audience is actually responding — and what that means for how you prioritise.



Audience Behavior in 2026: Less Noise, More Depth

THE SHIFT IN ONE SENTENCE

More people are posting more than ever — but feed time per session hasn't grown to match. Audiences responded the only rational way: by becoming far more selective about what earns their attention, their comment, or their save.

The result is paradoxical. Average engagement per post is down. But the *quality* of engagement on posts that earn it has gone up — and LinkedIn™'s algorithm has moved in the same direction. Saves, meaningful comments, sends, and profile visits now carry more weight than likes or reactions. A post with 30 in-depth comments and strong save signals consistently outperforms one with 200 quick reactions — both in distribution and in business outcomes.

VS. 2025

Last year we said "*it's no longer about volume, it's about resonance.*" In 2026 that's built into the system. Low-quality interaction patterns — engagement bait, one-word comments, spammy reactions — are actively de-weighted. Sustained shallow engagement doesn't just underperform; over time it pulls your baseline distribution down.

> In 2024–2025, showing up personally and honestly on LinkedIn™ was an edge. By late 2025, it had become one of the most over-used patterns on the platform, often templated, frequently AI-assisted.
>
> The feed is full of "here's what I learned from failure" posts that look and feel identical.



WHAT AUDIENCES STOP FOR IN 2026

SPECIFICITY BEATS AUTHENTICITY

Authentic posts no longer stand out — they're everywhere.

What stops the scroll is concrete: a real client, a specific number, an actual decision.

Vague vulnerability is invisible. Specificity plus expertise is the new differentiator.

SAVES AND SENDS OVER LIKES

A save means "I'll need this again." A send means "someone else needs to see this."

Both now outrank likes in LinkedIn™'s distribution model — and both share one trigger: content specific enough and useful enough to return to.

Posts without a clear save reason stall within 24–48 hours.

COMPLETION OVER DURATION

Dwell time still matters but completion rate now matters equally.

A tight 8-slide carousel that most people finish outperforms a 20-slider that most abandon at slide 4.

Shorter, tighter, and fully consumed always beats longer and half-read.

YOUR VOICE, AI-ASSISTED

LinkedIn™'s classification system detects fully synthetic content — and audiences feel it before the algorithm does.

AI-generated posts attract shallower comments and fewer saves.

The rule is simple: use AI to draft and refine, but your experience, opinion, and examples must drive the substance.

REACTIVE + AUTHORITATIVE

Timely posts in your niche — published within 4–24 hours of a relevant development — earn disproportionate reach through the Interest Graph.

The window is short. Creators with established topic authority in that area get routed into Suggested Posts. Speed plus expertise beats evergreen posted at random.

WHAT AUDIENCES ARE TUNING OUT

GENERIC EDUCATION

Format alone no longer carries a post. "5 tips for better leadership" with no unique angle is invisible, even as a well-designed carousel.

Educational content needs at least one of three things:

- **a surprising data point,**
- **a niche-specific scenario, or**
- **a perspective only you could offer.**

VANITY METRICS

Impressions and likes have decoupled from business impact.

A post with 8,000 impressions and 60 meaningful comments outperforms 80,000 impressions and 200 passive likes for the algorithm and for your pipeline.

Track who engages and where, not just how many.

LAZY POLLS

"Agree or disagree?" polls attract low-quality clicks and train the algorithm to see your engagement as shallow.

Polls that work are specific, consequential, and always followed up with results or a take. The format isn't dead.

The lazy version of it is.

The audience **hasn't** stopped engaging. They've **stopped accepting anything less than something worth their time**. That's a higher bar and for creators willing to meet it, a significant advantage.



Micro-Content, Loop Strategy & Series-Based Posting

What Micro-Content Means on LinkedIn™ in 2026

Micro-content is not defined by length alone. It's defined by focus — one idea, one insight, one question, one frame per post. On LinkedIn™ this includes short text posts, single-stat image posts, polls, sub-60-second videos, and individual carousel slides repurposed as standalone posts.

What the data tells us about why it works:

34% of top-performing personal profile posts in 2026 are under 600 characters, up from 21% in 2024. The trend is accelerating, not plateauing.

72% of LinkedIn™ users are on mobile. Short, vertically structured content is not just preferred — it fits the physical reality of how people consume the feed.

240–360 Post character range show the highest click-through rate for external links, outperforming longer copy by 14%.

"Value-first" micro-posts
short insights, single frameworks, one-line hooks — outperform longer text posts by 21% on engagement, particularly when posted outside peak hours.



The algorithm's logic is consistent with this: **micro-content generates full consumption in seconds, a positive completion signal.** It invites fast reactions — a comment, a vote, a save — which are exactly the engagement signals LinkedIn™ uses to determine whether a post deserves broader distribution.

The Operational Advantage

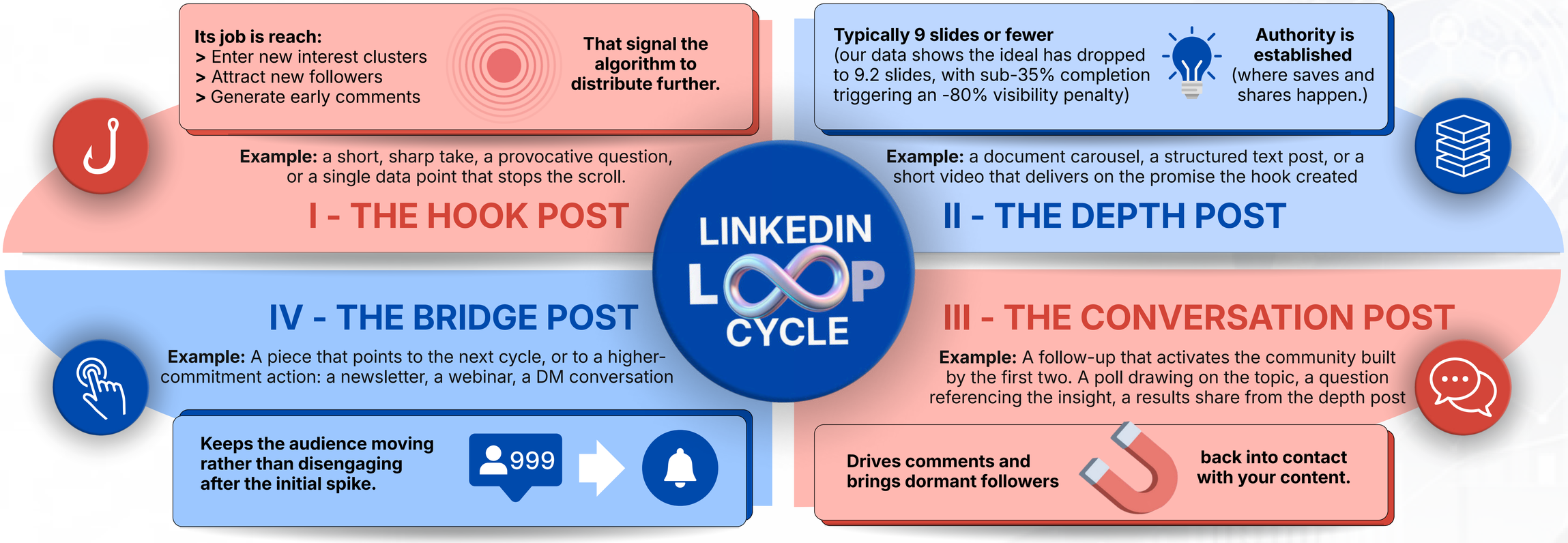
There is also a practical argument for micro-content that often gets overlooked: it is sustainable.

Our data confirms that 2–3 posts per week is the optimal cadence for most creators (more on that in Chapter 4) — maintaining reach performance while avoiding the content fatigue that daily posting accelerates (-45% reach impact). Micro-content makes that cadence achievable without burning out your ideas or your team. A single framework, case study, or research finding can generate three to five individual micro-posts. You are not creating more — you are creating smarter.

For company pages, the case is equally strong. Pages posting shorter copy with clearer, more focused visuals see 17% higher engagement than those publishing longer, multi-message content. Micro-content is not a compromise on quality — it is a format discipline that performs.

The Loop Strategy: Turning Posts into a System

Where micro-content becomes a genuine growth engine is when individual posts are designed to work together — not as isolated pieces of content, but as a deliberate sequence. This is the Loop Strategy. The principle is straightforward. Each piece of micro-content plays a specific role in moving your audience from awareness to action:



Each loop runs across roughly one to two weeks of posting. Then it resets with a new topic cluster — or extends the same cluster deeper. Over time, the cumulative effect is not just individual post performance. It is a topic fingerprint that LinkedIn™ can categorise clearly, which expands distribution into interest clusters beyond your existing network.

SERIES-BASED POSTING: THE SIMPLER VERSION OF THE LOOP

Not every creator needs the full loop architecture. Series-based posting is the lighter version — and for many, the more practical entry point.

The mechanic is simple: break one big idea into a sequence of smaller posts, published across several days or a week.

"5 things I learned from 1,000 LinkedIn™ posts."
"The sales framework I use in 3 parts."
"Why engagement is up 18% — and what we did differently."

Series posting works for **three specific reasons**.

1st	**GIVES FOLLOWERS A REASON TO RETURN** Each post closes with an implicit promise of what comes next.
2nd	**TRAINS THE ALGORITHM FASTER** Multiple posts on the same theme within a short window creates a denser, more consistent topic signal than sporadic single posts.
3rd	**CREATES NATURAL ENGAGEMENT** Audiences who engaged with part one are more likely to comment on part two, and LinkedIn™ surfaces the second post to those same people, compounding reach without starting from scratch.

THE COMMENT STRATEGY: MICRO-CONTENT YOU DON'T EVEN POST

One of the most underused applications of the micro-content mindset is the comment itself. Posting a short, bold question as your primary post — then delivering the full answer in the first comment — is a tactic that is gaining measurable traction. It increases time-on-post as readers scroll down to find the value, generates threaded conversation, and effectively doubles the content surface of a single post.

It's micro-content at its most efficient: one post, two pieces of content, twice the engagement signal.

WHAT TO STOP DOING

Micro-content fails when it becomes **micro-commitment** — shallow posts that generate impressions but no real interaction. The algorithm tracks not just whether people see your content, but whether they engage meaningfully. Posts that generate scroll-past without interaction are now negative signals, actively suppressing future distribution.

The goal is not to post less and say less. It is to post precisely, so that every piece of content has a clear job, generates a real reaction, and contributes to a topic fingerprint that LinkedIn™ can place — and amplify — with confidence.



Top Performing Topics in 2026

Not all topics are created equal. The data makes that very clear.

Across 12 months of research — March 2025 through February 2026 — we tracked median reach performance across 20 topic categories for personal profiles. The results reveal a platform that is increasingly decisive about which conversations it amplifies, and which it quietly suppresses.

THE TOP 5 BY REACH — PERSONAL PROFILES

AI content is the clearest breakout story of the research period. A topic that ranked mid-table in 2024 now leads the entire dataset by a significant margin — driven by LinkedIn™'s own push to position itself as the home of professional AI conversation, and by an audience that is actively seeking practical, expert takes on how AI is reshaping their industries.

The Interest Graph amplifies this topic aggressively because engagement quality is high:

comments are substantive, saves are frequent, and the audience spans industries in a way few other topics can match.



Based on median reach across the full research period, the five highest-performing topic categories for personal profiles are:

AI, Industry Innovation & Events	**1,644 median reach, reach multiplier 1.72x —**
LinkedIn™ Content Creation	**1,395 median reach, reach multiplier 1.61x —**
HR, Job Search & Recruitment	**1,328 median reach, reach multiplier 1.54x —**
Politics & Global Conflicts	**1,180 median reach, reach multiplier 1.36x —**
Fashion & Personal Style	**1,101 median reach, reach multiplier 1.26x —**

LinkedIn™ Content Creation and **HR & Recruitment** hold their positions as two of the most consistently high-performing categories — reliable anchors for any content strategy targeting broad professional audiences.

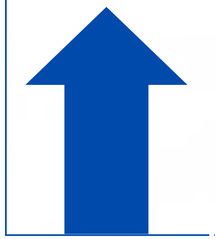
Politics & Global Conflicts warrants a specific note: reach performance is strong, but engagement depth is uneven. Posts in this category can travel far but generate polarising reactions. For most professional creators and brands, it carries reputational risk that outweighs the reach benefit.

Company Pages operate on a different topic hierarchy — with AI, Corporate Growth and Tech leading performance there too. We cover Company Page topic strategy in full in **Chapter 6.**

THE MOST SIGNIFICANT MOVERS

Year-on-year trend data — comparing March 2025 to February 2026 — reveals the topics gaining and losing ground fastest. **Rising sharply:**

+30.1%



ENGAGING COMMENTS & AGREEMENTS

The single biggest mover in the entire dataset. As the Interest Graph increasingly rewards conversational content and back-and-forth engagement, posts that facilitate discussion — debate-style takes, bold opinions, agreeable frameworks — are reaching meaningfully larger audiences than they did a year ago. This is not a niche finding. It is one of the clearest signals in the data about where LinkedIn™'s algorithm is heading.

+13.7%



PERSONAL WELL-BEING & HEALTH

A category that barely registered in earlier editions is now consistently mid-table. As professional burnout and work-life balance have moved from taboo to mainstream conversation on LinkedIn™, this topic cluster has grown both in volume and in algorithmic favour.

+11.6%



FASHION & PERSONAL STYLE

A sustained rise that reflects LinkedIn™'s broadening identity as a platform. Personal brand content that incorporates visual presentation and professional identity is finding larger audiences than pure business content in several cases.

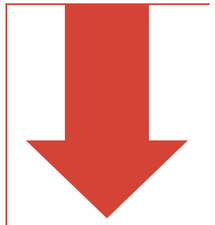
+10.0%



BOOK WRITING & PUBLISHING

Thought leadership content tied to expertise and authorship continues to benefit from the Interest Graph's bias toward depth and credibility signals.

DECLINING NOTICEABLY



–37.7%

HOLIDAYS & GREETINGS

the steepest fall in the dataset, and arguably the most instructive. Generic seasonal content — "Happy New Year" posts, holiday wishes, congratulatory updates — is being actively deprioritised. The Interest Graph has no meaningful topic cluster to place this content in, which means it stays local to your network and rarely travels further. If this category anchors part of your content strategy, the data suggests a fundamental rethink is overdue.



–18.1%

BUSINESS FINANCE & ACCOUNTING

A category that performed well in earlier periods is losing ground, likely as audiences become more selective about dry, data-heavy financial content without a strong personal or narrative angle.



–14.6%

ESG & INCLUSION

A notable shift. Content in this category reached peak performance in mid-2025 before declining. The data suggests audience fatigue with broad, abstract ESG messaging, while more specific, data-backed sustainability content continues to hold up.



–12.8%

SALES & COLD CALLING

Sales-focused content has been losing reach steadily. The audience for this category is self-selecting and increasingly resistant to overtly sales-oriented framing. Engagement multiplier remains reasonable (1.04x), suggesting the right audience still responds — but the top-of-funnel reach advantage has diminished significantly.

THE ENGAGEMENT OUTLIERS

Reach and engagement do not always move together. Two categories punch significantly above their reach ranking when it comes to engagement multiplier:

LinkedIn™ Content Creation

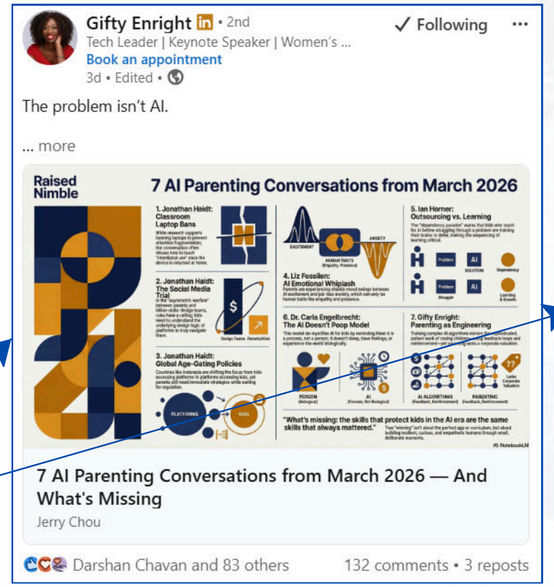
Leads on both: 1.61x reach multiplier and 1.50x engagement multiplier. Rare. Most high-reach topics sacrifice engagement depth for breadth.

Parenting & Family Life

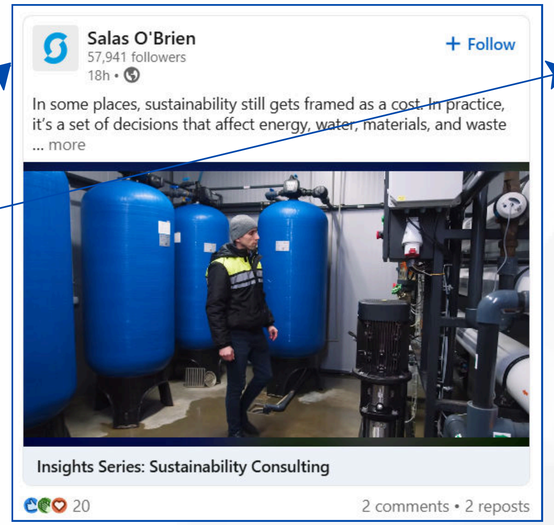
Shows a 1.50x engagement multiplier despite sitting mid-table on reach — meaning the audience that does see this content is highly reactive. For creators whose ICP includes working parents or talent-focused professionals, this is a notably underused category.

Sustainability & Climate Change

Sits at the bottom of reach rankings (0.70x multiplier) but has posted a +16.5% improvement in its engagement multiplier year-on-year — the strongest engagement trajectory in the dataset. A small but increasingly passionate audience. Worth watching closely in 2026.







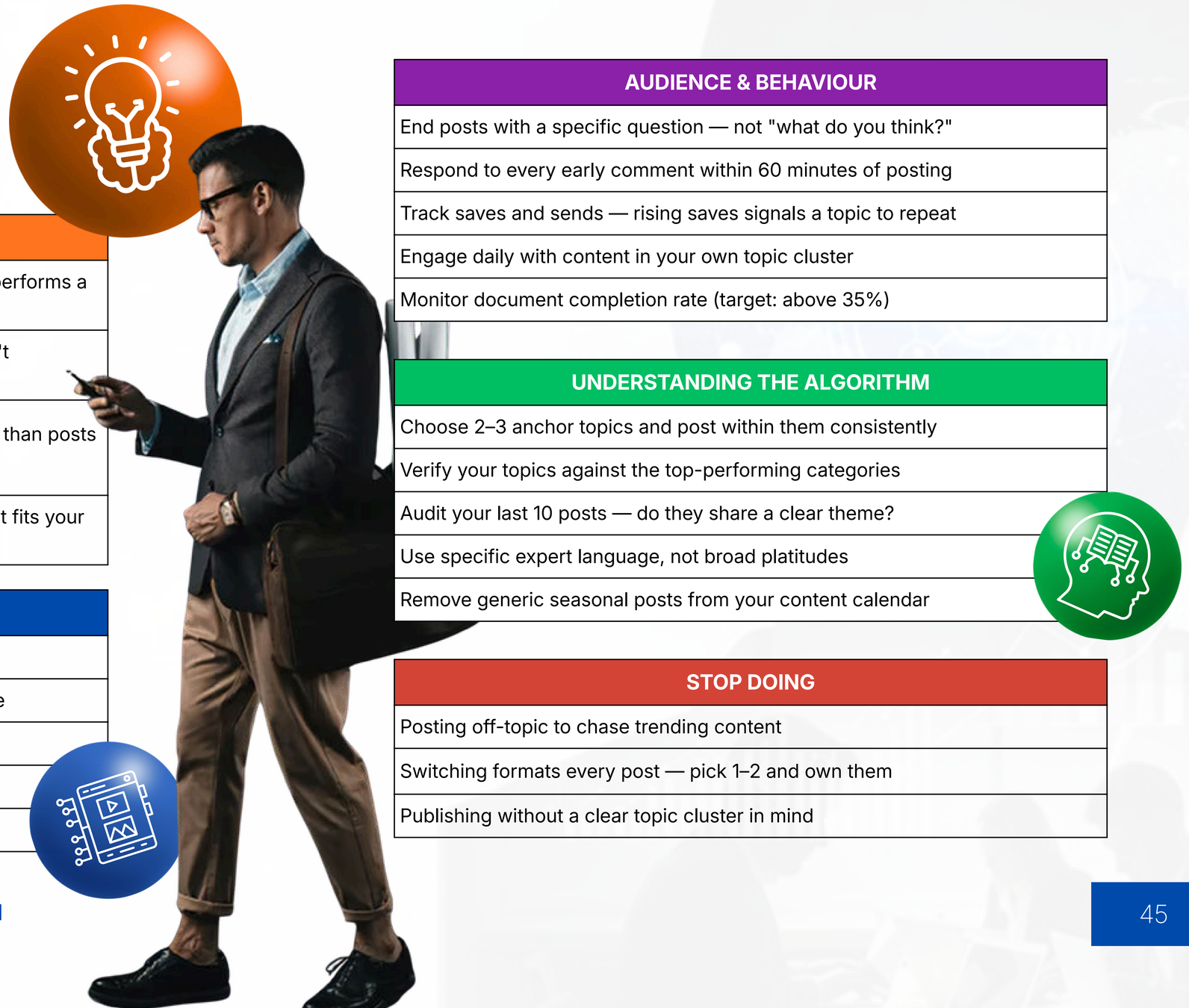


Chapter 2 Checklist: Visibility by Design

Topic Authority, Content Pillars & Audience Behaviour

REMEMBER THIS	
Relevance beats reach	A smaller, topic-matched audience outperforms a large unfocused one.
Consistency is distribution	LinkedIn™ can't recommend what it can't categorise. Stay on theme.
Conversation is the new reach signal	Posts designed for replies travel further than posts designed for likes.
AI is the #1 topic	1,644 median reach, 1.72x multiplier. If it fits your expertise — use it.

CONTENT PLANNING
Map your content across the 5 pillars — aim for the right mix
Plan one Loop per month: Hook → Depth → Conversation → Bridge
Break one big idea into a 3–5 part series this week
Keep post copy under 600 characters where possible
Post 2–3x per week — no more, no less



AUDIENCE & BEHAVIOUR
End posts with a specific question — not "what do you think?"
Respond to every early comment within 60 minutes of posting
Track saves and sends — rising saves signals a topic to repeat
Engage daily with content in your own topic cluster
Monitor document completion rate (target: above 35%)

UNDERSTANDING THE ALGORITHM
Choose 2–3 anchor topics and post within them consistently
Verify your topics against the top-performing categories
Audit your last 10 posts — do they share a clear theme?
Use specific expert language, not broad platitudes
Remove generic seasonal posts from your content calendar

STOP DOING
Posting off-topic to chase trending content
Switching formats every post — pick 1–2 and own them
Publishing without a clear topic cluster in mind

BONUS INSIGHT

The Engagement Signals That Actually Move the Reach Needle — Ranked

Not all engagement is equal. AuthoredUp's regression model across 1.3 million posts quantifies exactly how much each signal moves the needle.

+6.4%

REACH PER +10% REACTIONS

Highest elasticity signal

+2.2%

REACH PER +10% REPOSTS

Rare but front-loaded

+2.1%

REACH PER +10% COMMENTS

Strongest intent per unit

Reactions carry the highest mathematical weight. But a single repost on a post with zero reposts adds +16.7% reach — more than a single reaction on a typical post adds (+4.0%).

WHAT A STRONG-BUT-REALISTIC POST ACTUALLY PRODUCES

SIGNAL	AT 75TH PERCENTILE	REACH GAIN	AT 90TH PERCENTILE	REACH GAIN
Reactions	1.53× your median	+31.5%	2.57× your median	**+83.5%**
Comments	1.75× your median	+12.5%	3.0× your median	**+26.1%**
Reposts	1.50× your median	+9.5%	2.0× your median	**+16.7%**

THE VALUE OF ONE EXTRA ENGAGEMENT — CONTEXT MATTERS

STARTING POINT	+1 REACTION	+1 COMMENT	+1 REPOST
TYPICAL POST (15 reactions, 3 comments)	+4.0%	+4.8%	**+16.7%**
HIGH POST (78 reactions, 17 comments)	+0.8%	+1.1%	**+9.5%**
VIRAL POST (309 reactions, 54 comments)	+0.2%	+0.4%	**+2.0%**

Early engagement on a cold post is disproportionately valuable. The same repost that adds +16.7% reach to a typical post adds just +2.0% to a viral one.

This directly reinforces the CTE data in Chapter 4: Closed Questions generating 2.7× more comments is not just a writing tip — it is a reach strategy backed by the elasticity model.

Create Your Best-performing Content Yet with Stanley!

Stanley turns your LinkedIn into a revenue channel. He analyzes what's already working, helps you create more of it, and positions you as the go-to expert in your space — **in your voice**, **backed by real data**.

> In one week Stanley helped me get 73K impressions and 929 new followers—that's equivalent to $5,800 worth of ads for just $100.



Patrick Voorma
@patrick-voorma

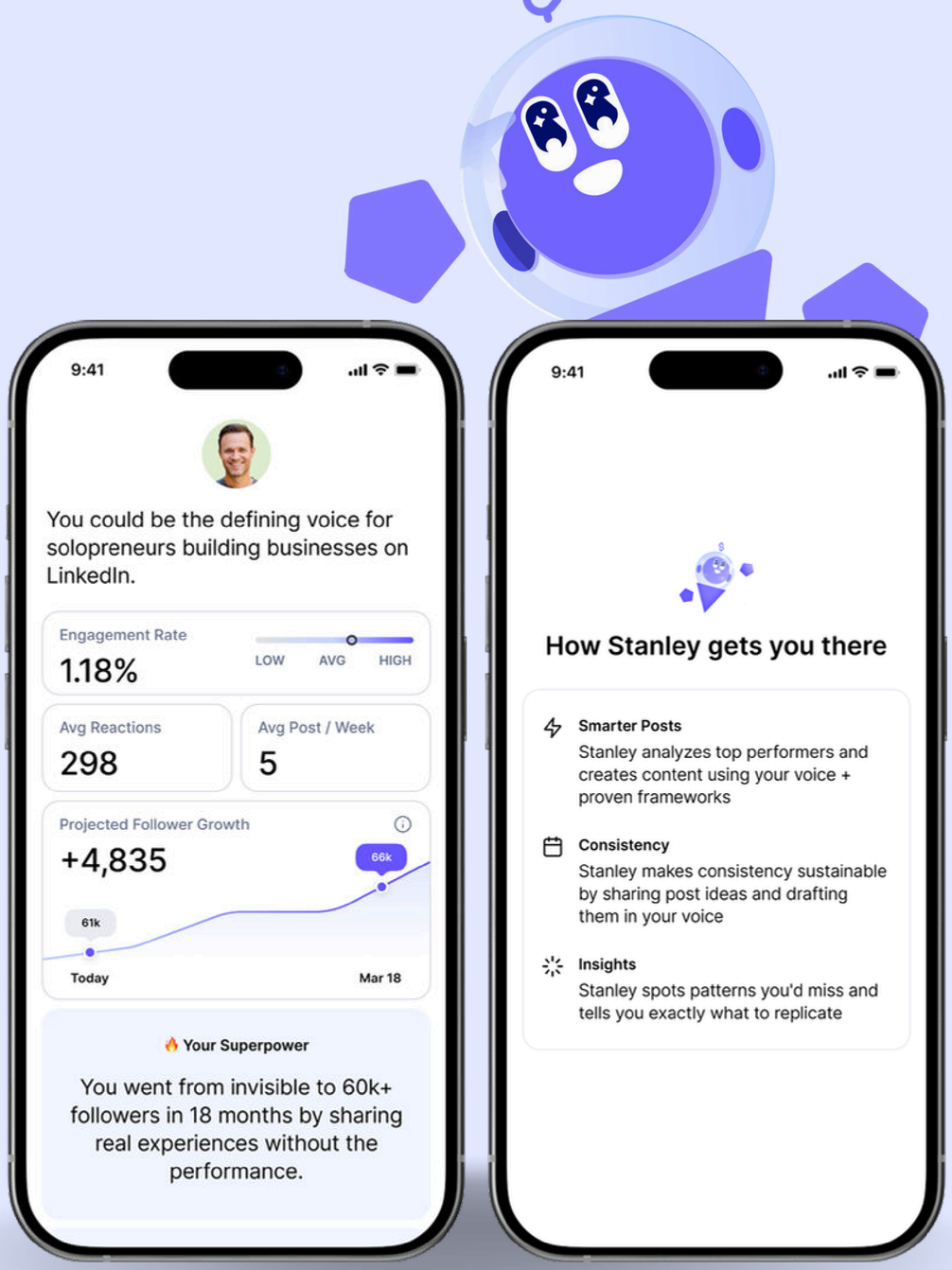
> Stanley showed me exactly why some posts popped while others flopped, and boosted my engagement by 87% in the first week.



Adriene Bueno
@adrienebueno

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CHAPTER 3

Formats in the Age of Relevance

Format Overview: What the Algorithm Is Actually Rewarding Now

In the Algorithm Report 2025, we tracked a content landscape in transition. Video was surging on the back of a temporary mobile feed experiment. Documents were declining. Polls were losing credibility. Text-only was fading. The headline story was one of format volatility — the algorithm reshuffling the deck and creators scrambling to keep up.

Twelve months later, the deck has been reshuffled again. And this time, the data tells a more definitive story.

For the Algorithm Report 2026, we are working with a full year of data — March 2025 through February 2026 — across 1.3 million posts and 80,000+ profiles. What that dataset reveals is not another round of temporary spikes and corrections. It is a structural reordering of how LinkedIn™ values each format — one that reflects the Interest Graph's logic far more clearly than anything we have seen before.

THE FRAMING SHIFT: LINKEDIN™ NO LONGER JUST MEASURES WHAT PEOPLE ENGAGE WITH. IT MEASURES HOW.

A vote on a poll and a substantive comment on a document post are not equal signals. A passive video view and a save on an article are not interchangeable. The Interest Graph has made LinkedIn™'s format evaluation more nuanced than it has ever been — rewarding formats that generate intentional engagement and penalising those that collect passive reactions without meaningful follow-through.

This is why the multiplier tables alone no longer tell the full story. A format with strong reach but collapsed engagement — polls — is algorithmically different from a format with strong engagement but moderate reach — documents. Understanding that distinction is the foundation of a format strategy that actually compounds over time.

Three years of data. One clear direction.

When you map format performance across our full three-year dataset the structural picture is unambiguous. Some formats have held their ground through every algorithm shift. Others have ridden temporary boosts and corrected sharply. And the gap between the two groups is now wider than at any point in our research history.



TABLE 1A — REACH MULTIPLIER BY FORMAT (THREE-YEAR OVERVIEW)

Format	Reach 23–24	Reach 24–25	Reach 25–26	% Change vs 24–25
Poll	**1.64**	**1.74**	**1.78**	**+2.3%**
Document	1.43	1.41	1.39	–1.4%
Image	1.04	1.18	1.20	+1.7%
Video	1.12	1.11	0.86	–22.5%
Text Only	0.88	0.92	1.07	+16.3%
Article	0.54	0.61	0.69	+13.1%
Reshare	—	0.31	0.29	–6.5%



POLL

highest reach,
lowest engagement

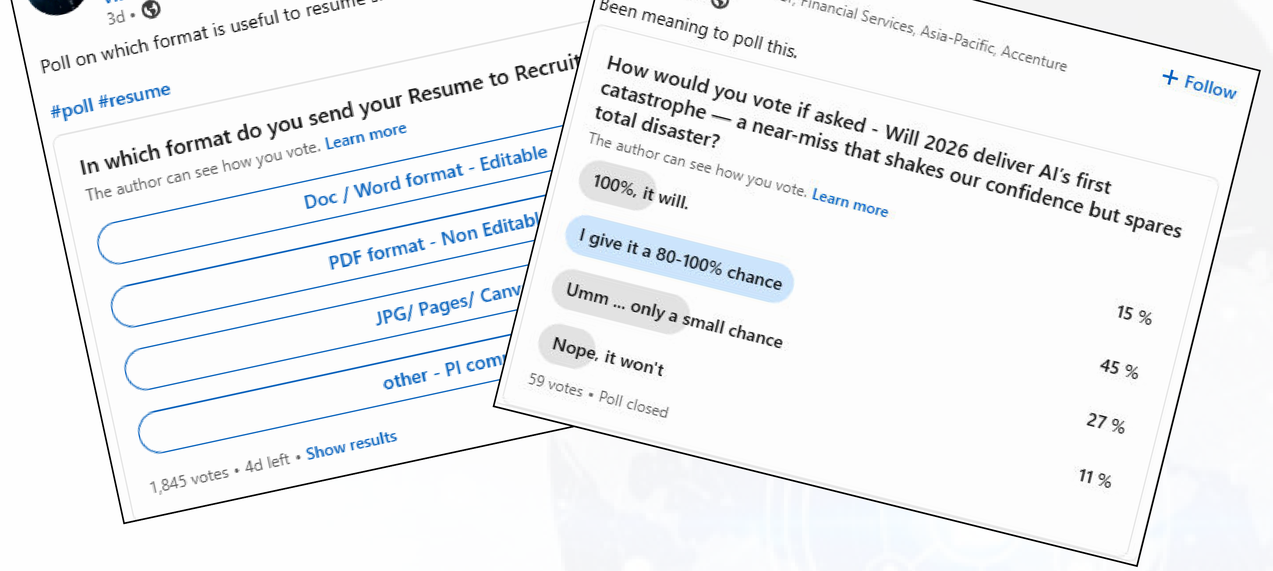


TABLE 1B — ENGAGEMENT MULTIPLIER BY FORMAT (THREE-YEAR OVERVIEW)

Format	Eng. 23–24	Eng. 24–25	Eng. 25–26	% Change vs 24–25
Document	1.60	1.07	1.30	+21.5%
Image	1.26	1.16	1.33	+14.7%
Video	1.21	1.34	0.93	–30.6%
Text Only	1.17	0.82	0.78	–4.9%
Article	0.36	0.29	0.44	+51.7%
Reshare	—	0.33	0.22	–33.3%
Poll	**1.99**	**1.26**	**0.37**	**–70.6%**

Reading across both tables, the movements that matter most are these.

Image has quietly become the most reliable format on the platform.

Reach multiplier up to 1.20, engagement up to 1.33 — both improving year-on-year, both above 1.0, both consistent across three periods. It does not generate headlines, but it delivers results with less volatility than any other format.

Document remains the authority format — top two on both reach and engagement, the only format to achieve that double distinction.

Reach multiplier held at 1.39 despite a modest year-on-year dip, while engagement recovered to 1.30 after a difficult 2024–2025 period. The combination of strong dwell time, high save rates, and the Interest Graph's bias toward depth continues to reward this format for creators who invest in it properly.

Poll presents the sharpest divergence in the entire three-year dataset.

Reach multiplier has actually strengthened to 1.78 — the highest of any format. But engagement multiplier has collapsed to 0.37, down from 1.26 the previous year and 1.99 the year before that. Polls travel far. They no longer generate meaningful conversation. That gap is now so wide that using polls purely for reach — without a deliberate strategy to drive follow-up discussion — actively dilutes your engagement signals with the algorithm.

Video is the biggest faller across both dimensions.

Reach multiplier down 22.5% to 0.86, engagement down 30.6% to 0.93 — both below 1.0 for the first time in three years. The 2024 surge driven by the mobile video feed experiment is fully unwound. What remains is a format that still works for creators who use it with intent — short, story-driven, subtitled — but no longer rewards creators who adopted it purely for algorithmic reach.

Article posts the most significant positive shift of the year — not the dramatic one-month spike reported in the October 2025 update, but something more durable: a sustained improvement across the full twelve months.

Engagement multiplier up 51.7% year-on-year to 0.44, reach up 13.1% to 0.69. Still below 1.0 on both, but the trajectory is consistent and the direction is clear. Articles are recovering their position as a credibility and authority format — slower than a viral post, but significantly more durable.

Text Only tells a counterintuitive story

Reach multiplier has actually recovered to 1.07 — back above 1.0 for the first time in three years — while engagement continues its gradual decline to 0.78. The interpretation: LinkedIn™ is still willing to distribute well-written text posts, but audiences are becoming increasingly selective about which ones they engage with. Text only works when the writing is genuinely strong. It fails faster than any other format when it isn't.

What changed in the format mix

It is not just multipliers that shifted. The distribution of formats — how often creators actually use each one — tells an equally important story.

IMAGES DOMINATE

57.16% of all posts — up 3pts YoY

Most used format, most saturated

VIDEO IS RETREATING

Down 1.32pts to 10.61%

Production fatigue + end of mobile feed experiment

DOCUMENTS ARE THE HIDDEN OPPORTUNITY

4.88% of posts — top performer on reach + engagement

Less than 5 in 100 creators use the best-performing format

ARTICLES ARE UNDERUSED DESPITE STRONG MULTIPLIERS

6.00% — flat YoY

Algorithmic momentum building where attention isn't

EVERYTHING ELSE IS SHRINKING

Reshares, text-only, polls all declined

Consolidation toward richer, native formats

THE ASYMMETRY IS THE POINT

Best formats. Least used.

The gap between what works and what people post is the opportunity

DOCUMENT POSTS

The Format That Rewards Investment

Document posts remain the highest-performing format on LinkedIn™ in 2026 — and the gap between what they deliver and how rarely most creators use them is the clearest strategic asymmetry in this report. With a reach multiplier of 1.39 and an engagement multiplier of 1.30, no other format achieves that double distinction. What drives it is alignment: the Interest Graph rewards depth, dwell time, and saves — and document posts generate all three simultaneously. The algorithm does not just distribute them; it uses interaction patterns to build your topic fingerprint and resurface posts through interest clusters long after publication. A well-constructed document is not just content — it is a long-term visibility asset.

What Changed vs. 2025

- **The usage gap has become a strategic opportunity.** Only 4.88% of all profile posts are documents — essentially unchanged year-on-year. Among top 5% creators, that figure nearly doubles to 8.83%. The creators who understand this format are quietly extracting disproportionate returns while the majority underinvests.

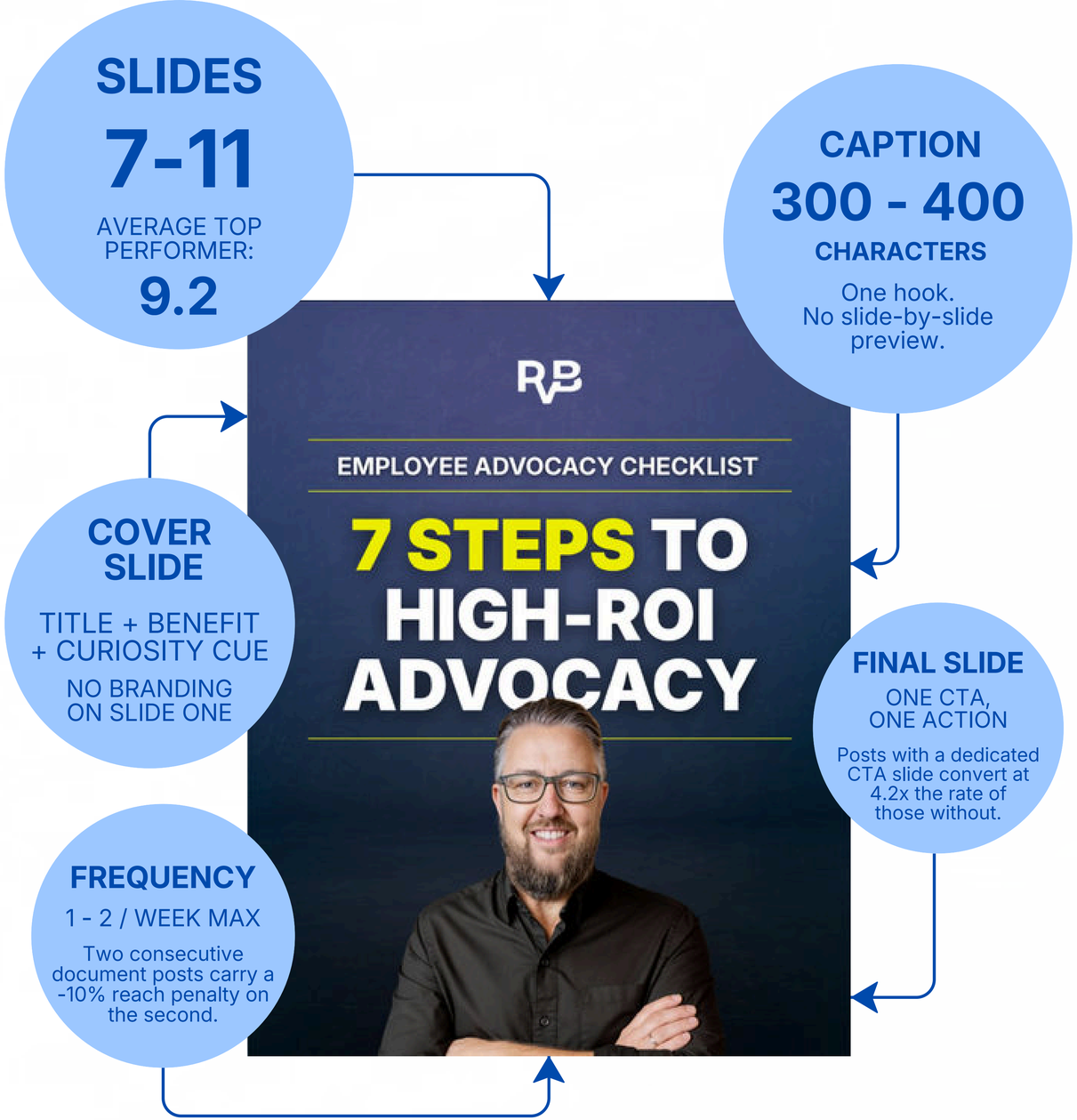
- **Saves have become the format's defining signal.** Documents are saved at a 12.92% rate across all profiles — the strongest save-to-usage ratio of any format. Among top 5% profiles, that rate climbs to 22.09%, triggering the interest cluster resurfacing covered in Chapter 2.

- **Slide count optimisation has tightened.** The sweet spot has narrowed to 7–11 slides, with 9.2 as the observed average for top performers. Outside that range, completion rates decline measurably — and a sub-35% completion rate triggers a significant visibility penalty.

- **Caption length now works against most creators.** The optimal caption for a document post is 300–400 characters. The carousel does the work; a longer caption competes with it for attention — and loses.

- **A closing CTA slide is no longer optional.** Posts ending with a single, clear CTA — save this, comment below, DM for the template — show 4.2x higher conversion than those without one.





When This Format Gets Best Results

Matched to the Content Pillars from Chapter 2:

Authority Content (40–50% of your mix) — The document's home territory. Frameworks, playbooks, and data-led analyses earn saves, build topic fingerprint, and travel into non-follower feeds via Suggested Posts.

Social Proof Content — Case studies and ROI narratives translate naturally into slide sequences. Readers who save a case study signal intent — far stronger than a like.

Conversion Content — Lead magnets in carousel form with a final-slide CTA. The document educates; the last slide converts. This combination outperforms any text-based conversion post.

3 Pitfalls to Avoid	
Designing for desktop	72% of LinkedIn™ users are on mobile. Dense slides with small text or complex layouts destroy completion rate. Design every slide for a 375px screen first.
Inspiration over education	Quote cards and vague motivational carousels collect passive scrolls, not saves. Documents perform because of their save rate — and saves happen when content is specific, referenceable, and useful.
Front-loading the caption	A caption that previews every slide kills the reason to swipe. Its only job is to create one question that the slides must answer. Write it last.

IMAGE POSTS

The Format Everyone Uses, Few Use Well

Image posts are the most published format on LinkedIn™ by a distance — 57.16% of all profile content — and that ubiquity is precisely the problem. With a reach multiplier of 1.20 and an engagement multiplier of 1.33, the format delivers consistent, reliable performance. But consistency has made it invisible. In a feed where nearly six in ten posts carry an image, the image itself is no longer a differentiator — the image quality is. The Interest Graph has sharpened that distinction further: it now reads visual content as a signal of topic relevance and post intent, not just an aesthetic choice. Creators who treat image posts as their default "fill" format are leaving reach on the table. Those who treat every image as a deliberate content decision are quietly pulling ahead.

What Changed vs. 2025

- **Single-image posts have lost ground.** Compared to multi-image posts, single images now underperform by -10% on reach and -15% on engagement. The format's overall multiplier masks this split — single images are dragging the average down while multi-image posts carry it.

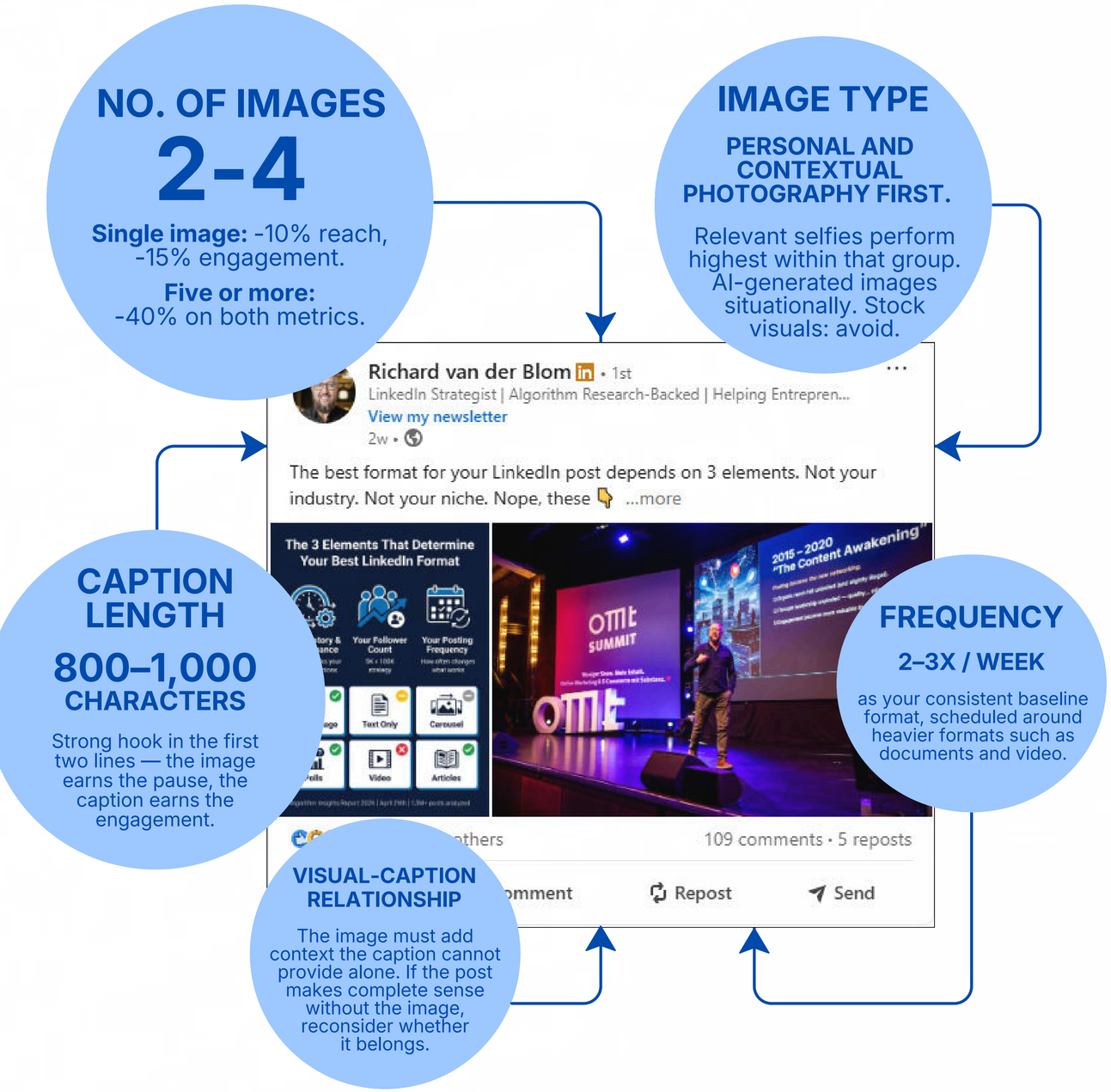
- **The multi-image sweet spot is 2–4 images.** Posts in that range outperform single-image posts significantly. Go beyond four and the penalty is sharp: posts with 5+ images drop -40% on both reach and engagement. More is not better — more is worse past the threshold.

- **Image type now drives performance more than image quantity.** Personal, contextual photos outperform stock visuals and AI-generated images. Within personal photography, relevant selfies — images that add direct visual context to the post's narrative — consistently rank highest. AI-generated images perform variably depending on quality but cannot match authentic photography. Stock images have become a meaningful liability, significantly underperforming across all profile segments.

- **Image posts reclaimed ground as the most-used format.** Usage climbed from 54.39% to 57.16% year-on-year — up 2.76 percentage points — confirming that creators are doubling down on the format even as its per-post performance ceiling has dropped.

- **Text-only has recovered on raw reach**, creating a genuine strategic question for the first time: an image now needs to earn its place. A weak visual attached to a strong caption will underperform that caption posted alone.





When This Format Gets Best Results

Matched to the Content Pillars from Chapter 2:

Personal Brand & Story Content — The format's strongest home. Relevant selfies, behind-the-scenes moments, and event photography paired with a narrative caption generate the comment density that the Interest Graph rewards most. The image is not decoration here — it is evidence.

Social Proof Content — Client wins, event appearances, team moments, and media features. The visual confirms the story; the caption contextualises it. Authenticity signals credibility in a way no designed graphic can replicate.

Conversion Content — Product screenshots, feature visuals, and simple contextual images paired with a story-led caption and a single CTA. The image reduces scroll speed; the copy does the conversion work.

3 Pitfalls to Avoid	
Defaulting to stock or AI imagery	In 2026, a generic stock photo or a low-quality AI image does not just fail to help, it actively signals low intent to the algorithm and low effort to your audience. If a personal or contextual image is not available, a well-written text post will outperform a weak visual every time.
Treating the image as decoration	Posts where the image and caption tell the same story twice are wasting the format's primary advantage — dwell time. The visual should stop the scroll; the copy should complete the thought. One earns attention, the other earns engagement.
Ignoring the 5-image ceiling	The instinct to show more — more event photos, more product shots, more team pictures — works against the algorithm past five images. Curate to your strongest three and post the rest elsewhere.

TEXT ONLY

The Quiet Comeback of the Hardest Format to Master

Text only has done something no other format managed in 2026 — it recovered. After three consecutive years of declining reach, its multiplier has climbed back above 1.0 to 1.07, a milestone that reflects a genuine shift in how the Interest Graph evaluates pure writing. Some external datasets suggest an even steeper recovery — our own data is more conservative, but the direction is unambiguous. What has not recovered — and is unlikely to — is engagement, which remains below 1.0 at 0.78. That split defines exactly what this format is in 2026: a reach tool, not an engagement tool. It distributes well when the writing is strong. It converts less than documents, carousels, or video. Understanding that distinction is the difference between using text only strategically and using it as a default.

What Changed vs. 2025

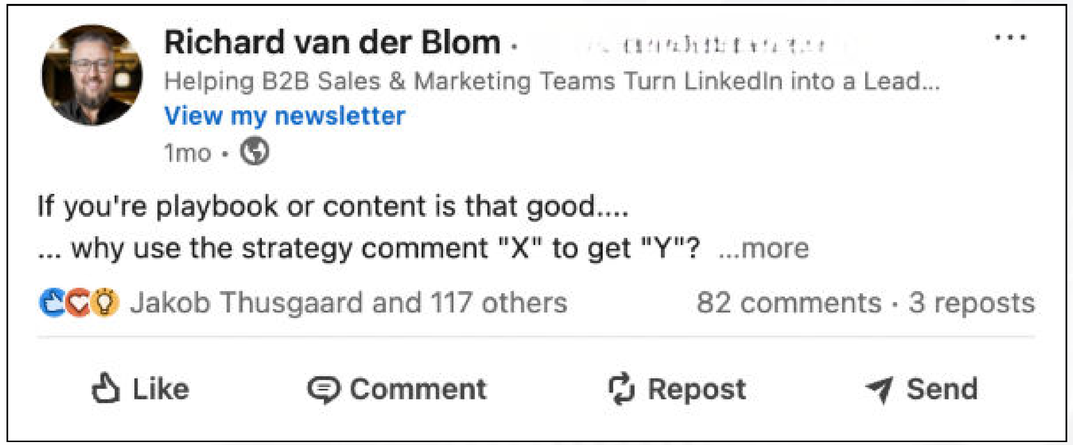
- **Reach has crossed back above 1.0 for the first time in three years.** The multiplier sits at 1.07 — modest, but directionally significant. The Interest Graph's bias toward topical clarity has partially rehabilitated text posts that stay tightly on-theme and demonstrate genuine point of view.

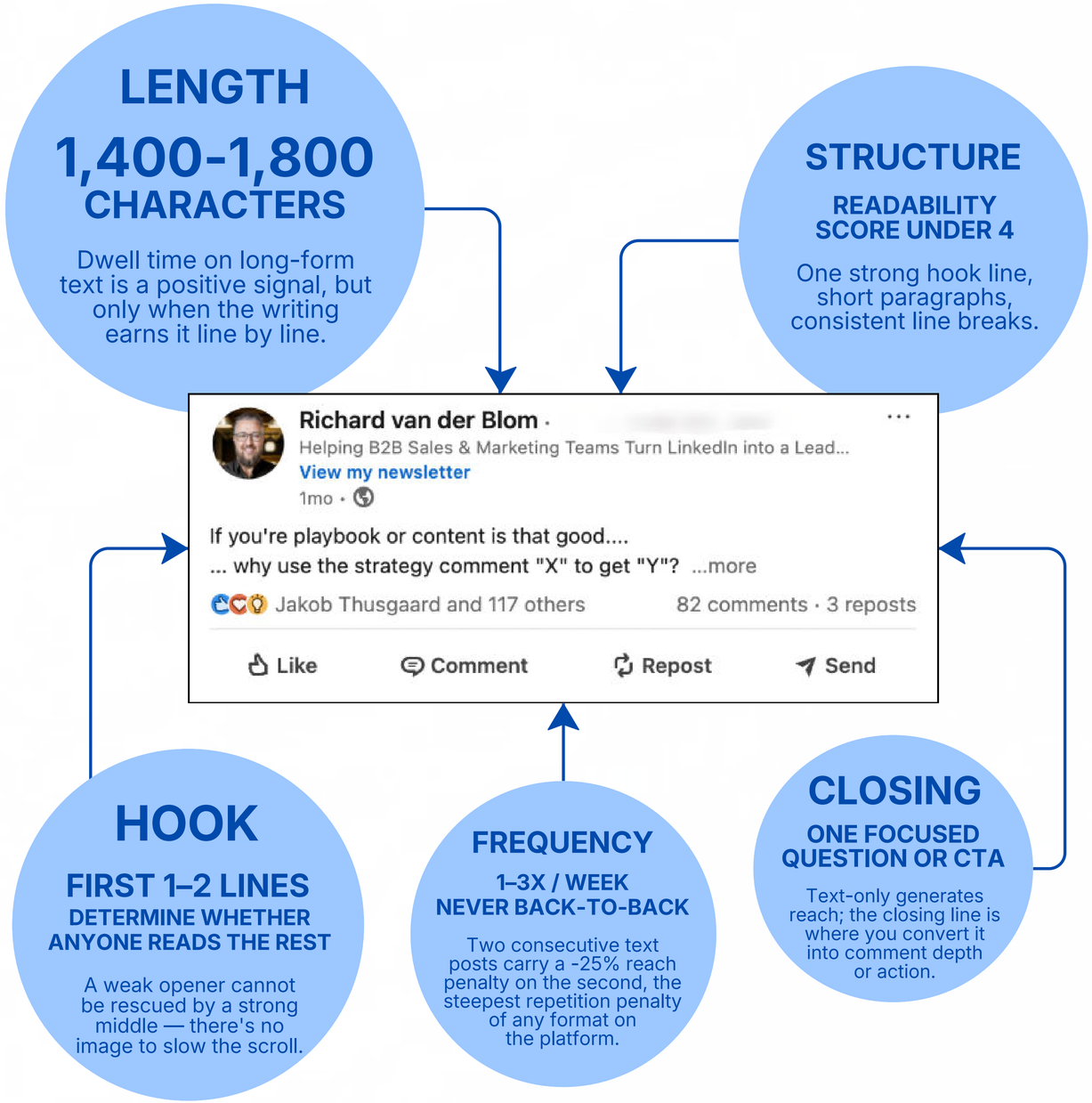
- **The skill gap is wider here than any other format.** Top 5% creators achieve a reach multiplier of 1.26 on text posts — nearly 20 points above the average profile's 1.07. No other format shows a comparable performance gap between top creators and the rest. One likely factor is the more efficient use of AI writing tools among top performers — sharper hooks, tighter structure, optimal length — though the data shows correlation, not causation.

- **Engagement remains soft at 0.78.** Reach and engagement are moving in opposite directions on this format. Text only reaches people; it does not move them to act at the same rate as depth formats. This is not a problem to solve — it is a characteristic to plan around.

- **The sweet spot has shifted significantly upward.** Optimal character count is now 1,400–1,800 characters — well above previous benchmarks. Longer, well-structured text posts generate increased dwell time, which the algorithm now reads as a quality signal. Short text posts — under 600 characters — underperform sharply.

- **The consecutive posting penalty has intensified.** Publishing two text-only posts back-to-back triggers a -25% reach penalty on the second — the steepest format repetition penalty in the entire dataset, and the only format where overuse produces a measurable algorithmic decline rather than just audience fatigue.





When This Format Gets Best Results

Matched to the Content Pillars from Chapter 2:

Personal Brand & Story Content — Vulnerable stories, career inflection points, and strong opinions land harder without visuals. The absence of an image signals authenticity — when the words carry the weight, the audience responds.

Authority Content — Short mini-essays that introduce a framework or sharp observation. Use it as a feeder format: test an idea cheaply, measure response, then invest in a carousel or document if it resonates.

Community & Engagement Content — Hot takes, contrarian views, and direct questions designed to generate comment threads. Text-only's reach-first profile makes it well suited to sparking conversation rather than delivering depth.

3 Pitfalls to Avoid	
Writing short	Under 600 characters underperforms. The algorithm rewards dwell time — your writing needs to be long enough to generate it. A two-liner isn't a strategy; it's a missed opportunity.
Using it as your default format	Text-only has the narrowest performance ceiling. It works because it's selective — reserved for stories, opinions, and ideas that don't need a visual. Used as a catch-all, it caps your growth and trains the algorithm to expect low-investment content.
Low conviction, low specificity	The engagement multiplier on text-only is already below 1.0. Generic observations and safe opinions have nowhere to hide without a visual to carry weight. In 2026, text-only works when it carries a strong point of view or emotional honesty — and fails visibly when it doesn't.

NATIVE VIDEO

The Format That Builds Trust Fastest — And Exposes Weaknesses Just as Fast

Native video is the only format on LinkedIn™ where the person behind the content is the content. That intimacy is its greatest strength and its most significant risk. On reach, the data tells a sobering story: video's multiplier has dropped to 0.86 on reach and 0.93 on engagement — both below 1.0 for the first time in three years, confirming that the 2024 surge driven by the mobile video feed experiment has fully unwound. What remains is a format that builds authority and accelerates trust faster than any other — but only for creators who are genuinely comfortable delivering it. One important distinction: external data showing video consumption up 36% year-on-year reflects how much video people are *watching* on LinkedIn™ — not how far native video posts are being distributed algorithmically. Those are different numbers telling different stories.

What Changed vs. 2025

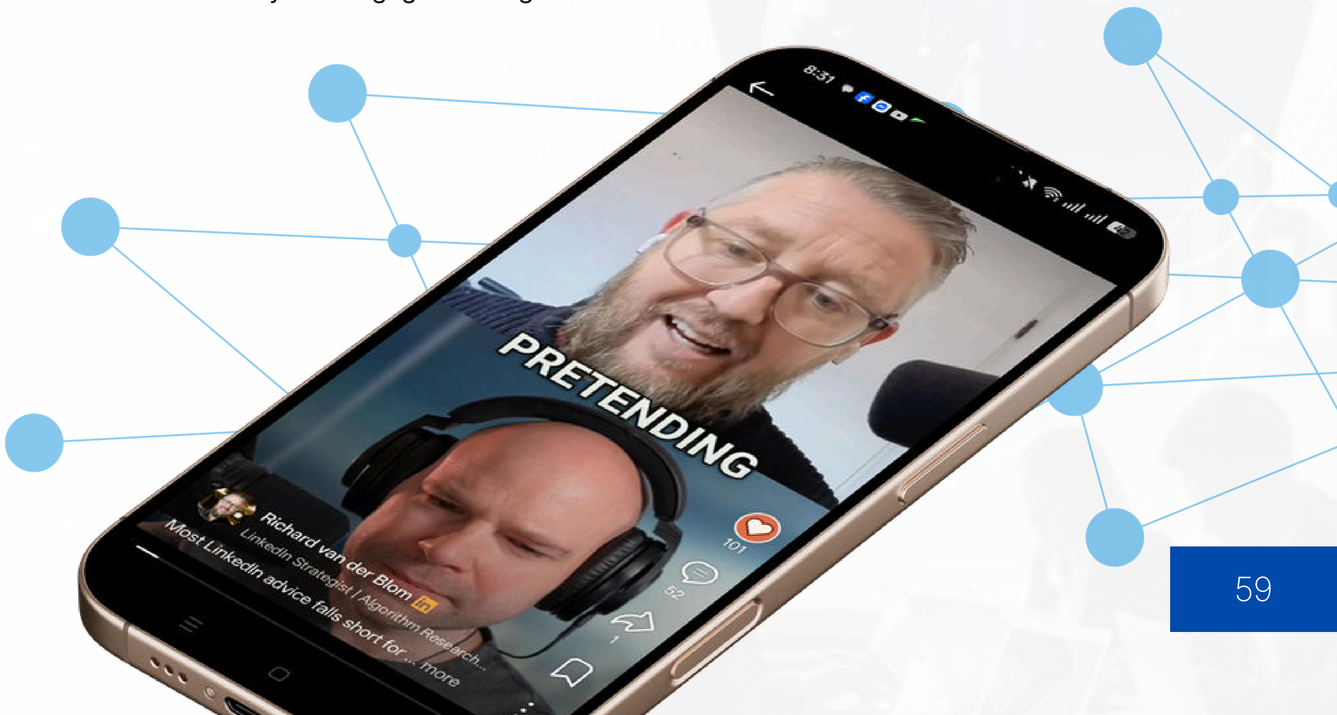
- **Both multipliers have fallen below 1.0 for the first time.** Reach dropped 22.5% to 0.86, engagement dropped 30.6% to 0.93. The correction is structural, not cyclical — the algorithm boost that accompanied the 2024 video feed experiment is gone, and what remains reflects video's organic standing without artificial amplification.

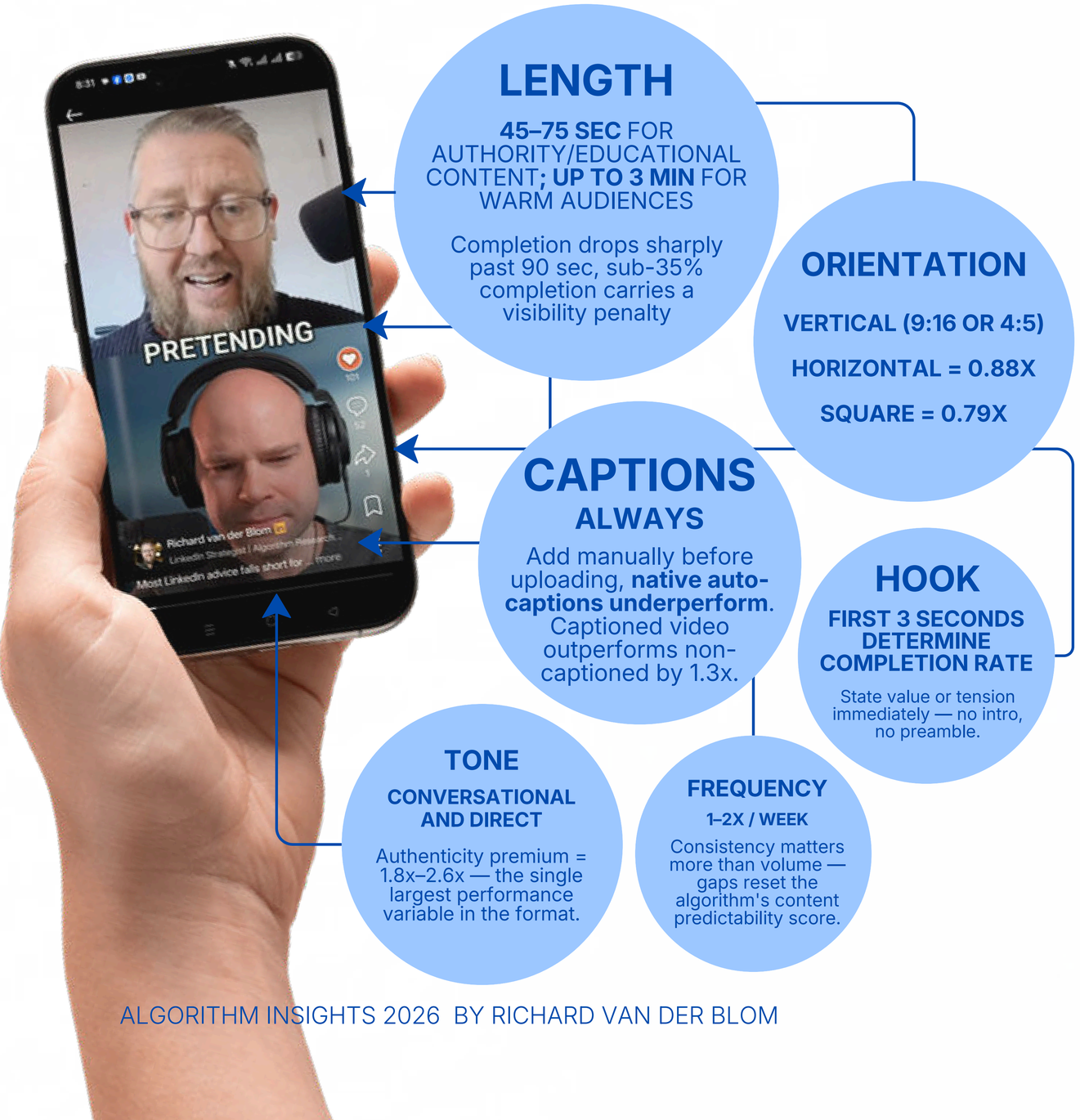
- **Consumption is rising while distribution is tightening.** Video views are growing and creation is accelerating across the platform — but algorithmic reach per post has contracted. More video is being made and watched; less of it is being pushed to new audiences. The Interest Graph is becoming more selective about which videos it distributes beyond existing followers.

- **Authenticity now outperforms production quality by a measurable margin.** Lo-fi, conversational, lightly edited video performs between 1.8x and 2.6x better than polished, heavily produced content. LinkedIn™ audiences respond to people, not commercials. Overproduced video increasingly reads as brand content — and gets treated like it.

- **Format orientation has standardised around vertical.** Vertical video leads performance. Horizontal format delivers 0.88x of vertical's performance; square delivers 0.79x. With 72% of users on mobile, this is no longer a stylistic preference — it is a distribution variable.

- **Captions have become standard but their advantage has narrowed.** Roughly 75% of native videos now carry captions. Captioned videos still outperform non-captioned by 1.3x — but that gap has closed compared to previous years as captioning has become the norm rather than the differentiator. One important nuance: externally added captions consistently outperform LinkedIn™'s native auto-captions on both accuracy and engagement signal.





LENGTH

45–75 SEC FOR AUTHORITY/EDUCATIONAL CONTENT; **UP TO 3 MIN** FOR WARM AUDIENCES

Completion drops sharply past 90 sec, sub-35% completion carries a visibility penalty

ORIENTATION

VERTICAL (9:16 OR 4:5)

HORIZONTAL = 0.88X

SQUARE = 0.79X

CAPTIONS

ALWAYS

Add manually before uploading, **native auto-captions underperform**. Captioned video outperforms non-captioned by 1.3x.

HOOK

FIRST 3 SECONDS DETERMINE COMPLETION RATE

State value or tension immediately — no intro, no preamble.

TONE

CONVERSATIONAL AND DIRECT

Authenticity premium = 1.8x–2.6x — the single largest performance variable in the format.

FREQUENCY

1–2X / WEEK

Consistency matters more than volume — gaps reset the algorithm's content predictability score.

When This Format Gets Best Results

Matched to the Content Pillars from Chapter 2:

Personal Brand & Story Content — Vulnerable stories, career inflection points, and strong opinions land harder without visuals. The absence of an image signals authenticity — when the words carry the weight, the audience responds.

Authority Content — Short mini-essays that introduce a framework or sharp observation. Use it as a feeder format: test an idea cheaply, measure response, then invest in a carousel or document if it resonates.

Community & Engagement Content — Hot takes, contrarian views, and direct questions designed to generate comment threads. Text-only's reach-first profile makes it well suited to sparking conversation rather than delivering depth.

3 Pitfalls to Avoid	
Posting video when uncomfortable on camera	Discomfort reads as lack of authority and damages credibility. Practice first — a strong document post beats an unconvincing video.
Uploading repurposed content	Horizontal underperforms vertical by 12%, square by 21%. Content that signals "made elsewhere" kills the authenticity premium.
Prioritising production over message	Authenticity outperforms polish by up to 2.6x. Nail the first 3 seconds before anything else.

POLLS

The Format That Travels Far and Converts Little — Unless You Know Why

Polls hold the most contradictory position in the entire format dataset. With a reach multiplier of 1.78 — the highest of any format — they travel further than documents, images, and video. Yet their engagement multiplier sits at just 0.37, the lowest on the platform. That gap is not a bug; it is the format's defining characteristic, and understanding it is everything. The confusion arises from how engagement is counted: votes register as engagement, which inflates participation metrics to around 4.4%. But votes are passive signals — quick taps that cost the voter nothing and tell the algorithm little about topical depth or intent. Meaningful engagement — comments, reposts, saves — is where polls collapse. The Interest Graph reads the difference. A poll that collects 400 votes and 3 comments is algorithmically weaker than a document post with 40 saves and a 25-comment thread. The creators extracting most reach from polls are often those whose audiences are less engaged with depth content to begin with.

What Changed vs. 2025

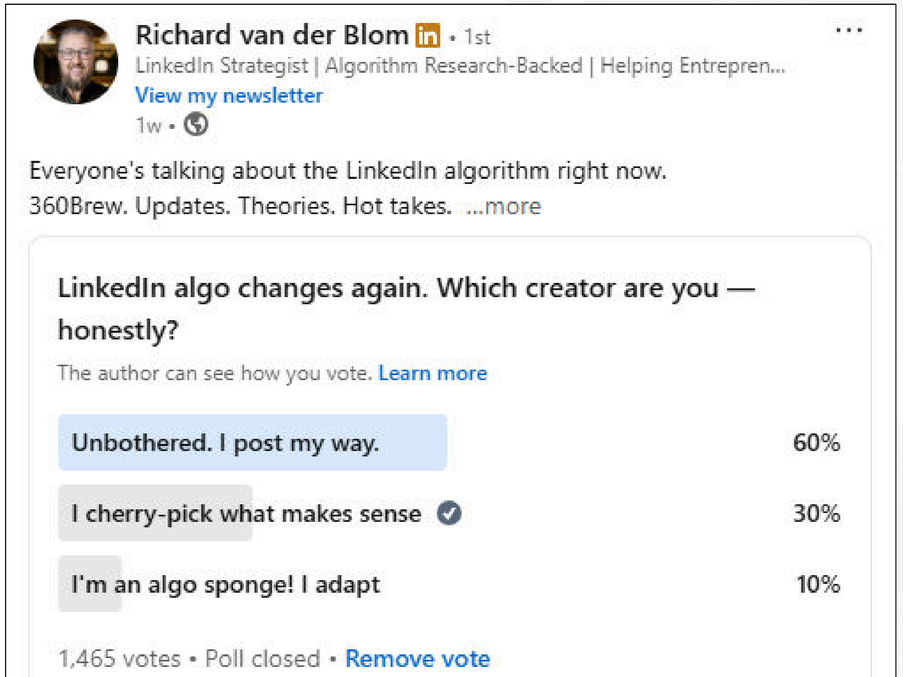
- **Reach has strengthened, depth engagement has not.** The reach multiplier climbed to 1.78 — up 8% year-on-year among all profiles. But meaningful engagement signals remain at 0.37. The format distributes widely and converts shallowly. That gap has widened, not closed.

- The Interest Graph now penalises low-intent poll construction. Generic, clickbait-style polls — "Coffee or tea?" style questions with no professional relevance — are being distributed less aggressively than in 2021–2022. The platform's bias toward topical relevance applies here as much as anywhere. A poll that fits your topic cluster travels. One that doesn't, barely moves.

- **Poll usage has declined among top creators, grown among average profiles.** Top 5% profiles now use polls at 0.71% of their content mix — down 0.52 points year-on-year. Average profiles use them at 1.16%. The divergence confirms what the multiplier gap already suggests: the more deliberately a creator builds authority, the less they rely on passive-signal formats.

- **The follow-up post has become the format's most valuable mechanic.** Polls that are explicitly framed as research — where voters are told upfront that findings will be shared — generate significantly stronger comment engagement on both the poll and the results post. Audiences engage more when they know they will benefit from the outcome. A series of polls exploring one topic over multiple weeks compounds this effect further, building anticipation and community investment across the sequence.

- **Duration still determines distribution ceiling.** 7-day polls outperform all other durations. 3-day polls deliver -35% reach. 1-day polls -70%. The default setting is the right setting — there is no algorithmic reward for urgency.

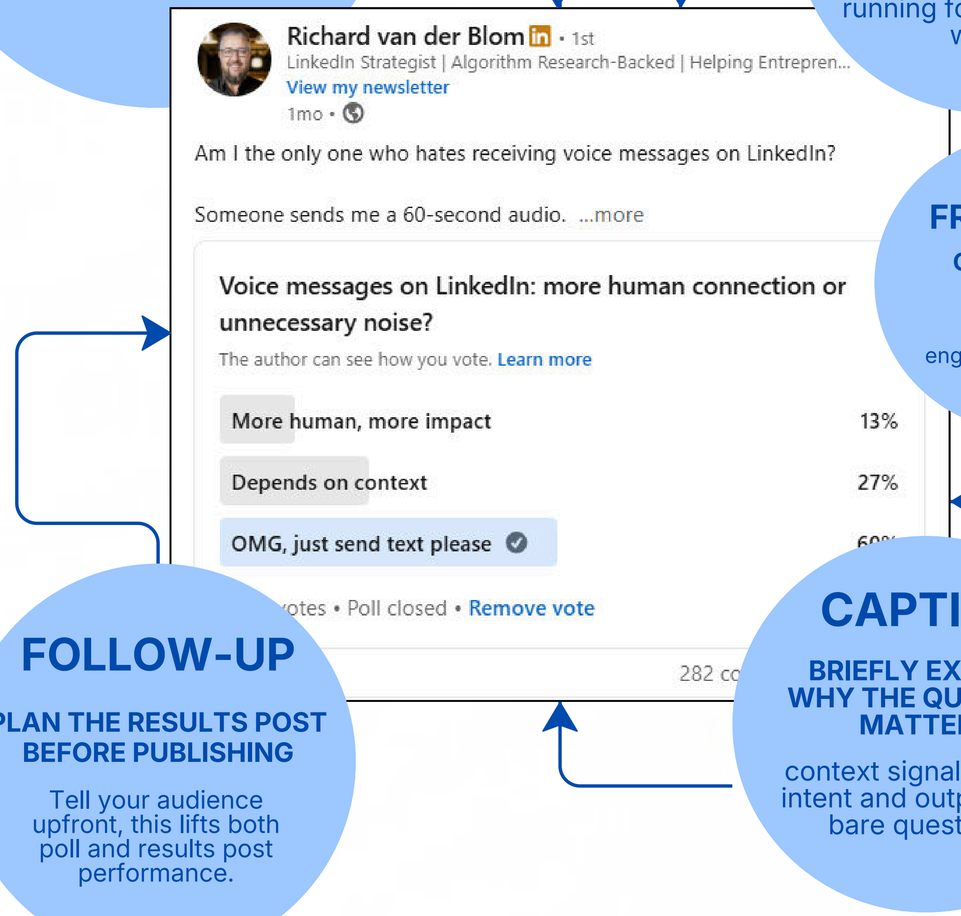


DURATION
7 DAYS ALWAYS

3-day polls lose -35% reach. 1-day polls lose -80%. The default setting exists for a reason.

OPTIONS
4 ANSWER CHOICES IS IDEAL

Although provocative 2 answer-Polls also perform very well when running for at least one week.



FREQUENCY
ONCE EVERY 2–3 WEEKS

More signals engagement farming.

FOLLOW-UP
PLAN THE RESULTS POST BEFORE PUBLISHING

Tell your audience upfront, this lifts both poll and results post performance.

CAPTION
BRIEFLY EXPLAIN WHY THE QUESTION MATTERS

context signals topical intent and outperforms bare questions.

When This Format Gets Best Results

Matched to the Content Pillars from Chapter 2:

Personal Brand & Story Content — The format's strongest home. Sharp questions on industry trade-offs or genuine debates generate the comment density that rescues the engagement signal from vote-only passivity.

Authority Content — Use polls as research instruments: test a hypothesis, share findings with your analysis in a follow-up. The poll earns reach; the results post earns credibility. Together they outperform either alone.

Community & Engagement Content — Problem-detection polls are the most underused application. "Where do you struggle most with X?" maps pain points, segments your audience, and opens the door for targeted follow-up. Every vote is a visible qualification signal.

3 Pitfalls to Avoid	
Treating votes as engagement	Votes move reach, not authority. A poll with 500 votes and no conversation signals passive attention — not professional leadership. Design for comments, not just clicks.
Posting polls in isolation	A poll without a follow-up is a missed opportunity. The results post — sharing findings and your analysis — is where the format's authority potential is realised. Without it, you collected data and gave nothing back.
Using polls as your primary reach strategy	Reach built on vote-taps doesn't compound into topic authority the way saves, comments, and shares do. Polls work as a supporting format — not a substitute for depth content.

ARTICLES & NEWSLETTERS

The Format Built for the Long Game

Every other format in this chapter competes for attention in the feed. Newsletters operate on a different logic entirely. They build a subscriber base that LinkedIn™ actively helps you grow, deliver content directly to inboxes, and generate discoverability through search engines and AI indexing that no other LinkedIn™ format can match. The reach multiplier for articles sits at 0.69 — below 1.0, and the lowest of the formats covered in this chapter. That number is misleading if read in isolation. It reflects feed distribution only. It does not capture email opens, direct subscriber reach, SEO traffic, or GEO authority — the four dimensions where this format compounds while everything else decays. A top-performing newsletter in our dataset, with 120,000 subscribers, achieves 29% view rate, 14% unique members reached, 58% email delivery rate, and 30% email open rate. Platform average for comparable newsletters sits at 22–24% views, 10–12% unique reach, 50–60% email delivery, and 24–26% open rate. For context: a standard LinkedIn™ post reaches 6–8% of your audience. The newsletter reaches nearly double that — and lands in an inbox.

What Changed vs. 2025

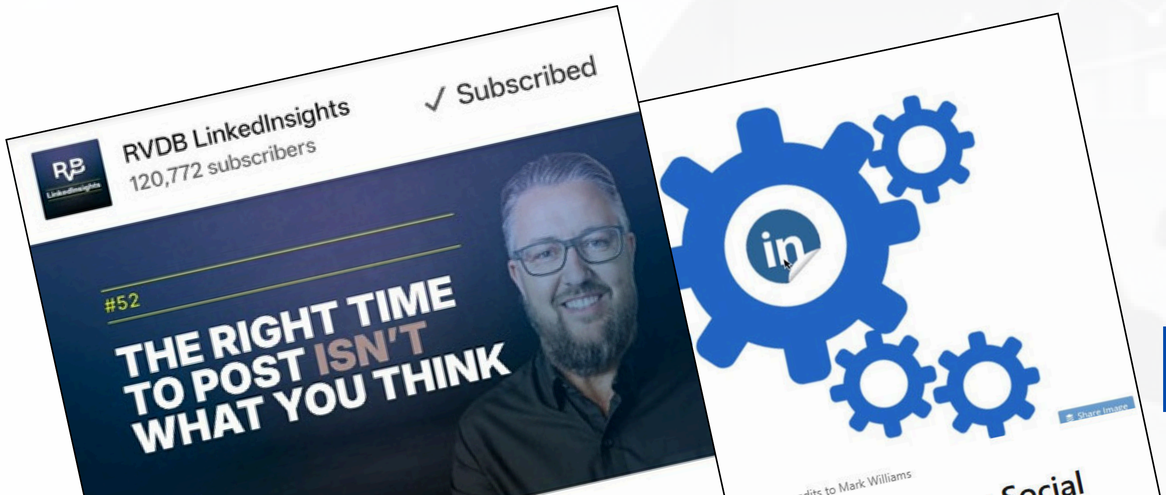
- **The October 2025 reach spike of +47.92% was a catalyst, not a correction.** It normalised in the months that followed — but it confirmed what the full-year data already showed: newsletters are recovering algorithmic distribution after years of decline, and the trajectory is sustained even if the peak was temporary. Engagement multiplier is up +51.7% year-on-year. The direction is unambiguous.

- **LinkedIn™ now actively grows your subscriber base for you.** New followers and connections are automatically invited to subscribe, creating a compounding growth mechanic no other format benefits from. Top newsletters in our dataset grew 20–25% in subscribers year-on-year — driven primarily by this auto-invite system and by feed posts that drive direct sign-ups.

- **How people discover and subscribe has shifted.** 65% of new subscribers find a newsletter by seeing an issue appear in the feed. 20% subscribe after following the creator. 10% discover it via the profile or Recent Activity tab. The implication is clear: your posts are your newsletter's primary growth engine. Authority built in the feed converts directly into newsletter subscribers.

- **Articles without a newsletter function as evergreen SEO assets — not reach formats.** Standalone articles receive 30–40% less performance than newsletter articles and lack the subscriber distribution and auto-invite mechanism entirely. Their value is long-term discoverability through search and AI indexing, not feed reach. Treat them accordingly.

- **Long-form depth is now the format's defining advantage.** Issues of 1,500–2,000 words consistently outperform shorter updates. The Interest Graph's bias toward topical depth rewards newsletter content that goes further than any feed post can — and readers who open a newsletter are already self-selected for engagement.



FREQUENCY

WEEKLY FOR ACTIVE NEWSLETTERS

Irregular publishing kills open rate momentum faster than any other variable. Consistency compounds.

LENGTH

800–1,500 WORDS FOR STANDARD ISSUES

1,500–2,000 for deep-dives. Below 800, the depth signal weakens. Above 2,000, completion rate drops unless the writing earns it.

ARTICLES

1–2 STANDALONE ARTICLES PER MONTH

as evergreen reference pieces targeting specific search queries. Long-term SEO assets, not feed content. Optimise accordingly.

DISCOVERY

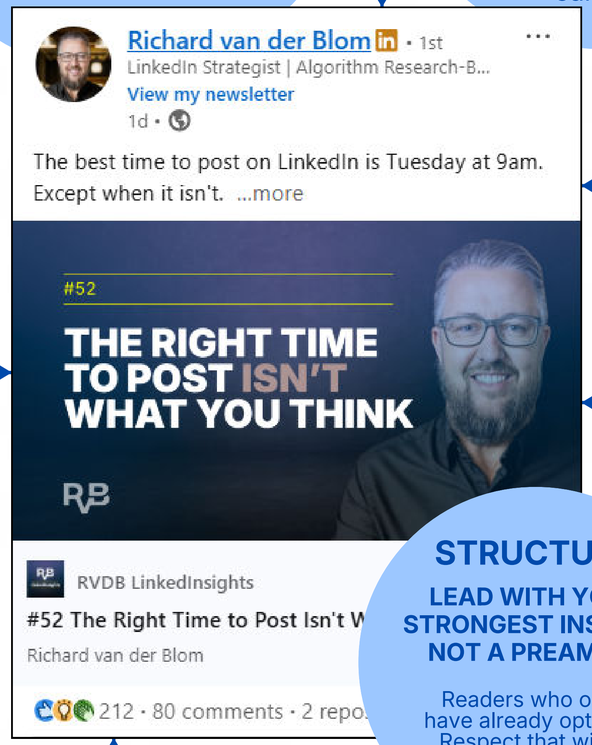
65% **OF SUBSCRIBERS FIND YOUR NEWSLETTER BY SEEING AN ISSUE IN THE FEED**

Every post is a potential sign-up moment, treat it as one.

STRUCTURE

LEAD WITH YOUR STRONGEST INSIGHT, NOT A PREAMBLE

Readers who open have already opted in. Respect that with a strong first paragraph.



When This Format Gets Best Results

Matched to the Content Pillars from Chapter 2:

Authority Content — The format's strongest home. Sharp questions on industry trade-offs or genuine debates generate the comment density that rescues the engagement signal from vote-only passivity.

Conversion Content — Staged nurture sequences across multiple issues: problem framing → insight → case study → soft CTA. No other LinkedIn format allows this conversion path. The inbox is the closest thing to owned audience on the platform.

Personal Brand Content — Editorial letters, founder notes, and strategy breakdowns. The newsletter format signals investment in the reader's time — that alone differentiates it from feed content.

Community Content — Recurring segments like reader Q&As and curated finds turn issues into expected touchpoints. Readers who anticipate your newsletter are your most valuable audience asset.

SEO & GEO Leverage

This is the dimension most LinkedIn™ creators have not yet factored into their newsletter strategy — and where the compounding advantage is greatest in 2026.

LinkedIn™'s domain authority is exceptionally high. Well-optimised newsletter articles frequently rank in search engine results faster than a creator's own website — and for niche professional queries, they often outrank it entirely. Every issue published with a clear SEO title, meta description, and topic focus becomes a long-term discoverability asset that works independently of the algorithm.

GEO — geographic and contextual positioning for AI-driven search — adds a second layer. AI search tools increasingly surface authoritative, topic-specific content from trusted domains. A newsletter that consistently covers a defined topic in a defined professional context builds the kind of topical and geographic authority that AI indexing rewards. A newsletter positioned as "LinkedIn™ strategy for B2B founders in the DACH region" or "sales leadership insights for SaaS teams in Southern Europe" occupies a niche that generalist content cannot compete with.

The practical implication: treat your newsletter SEO title, issue titles, and recurring topic focus as a search strategy, not just a content calendar. Each issue is a page on one of the internet's most authoritative professional domains. Use it accordingly.

3 Pitfalls to Avoid	
Treating your newsletter as a repurposed post	Subscribers opted in for depth. A 300-word newsletter that repackages a recent post signals you don't value their inbox — and unsubscribe rates will reflect it. Every issue should contain something that couldn't have been a post.
Inconsistent publishing cadence	Open rates compound with consistency and decay faster than any other metric with irregularity. Missing two consecutive weeks resets reader expectation more severely than a bad issue. Protect the cadence above everything else.
Building only on LinkedIn™	Your LinkedIn newsletter subscribers are LinkedIn's, not yours. The owned email funnel is not optional for serious creators — it's the only version that compounds entirely in your favour.



BONUS: The LinkedIn™ Newsletter → Owned Email List Funnel

LinkedIn™ gives you distribution. It does not give you ownership. Your newsletter subscribers live on LinkedIn™'s platform — if your account is restricted, your list is inaccessible. The move from LinkedIn™ newsletter to owned email list is the most strategically important transition a serious creator can make. Here is how to build that bridge:

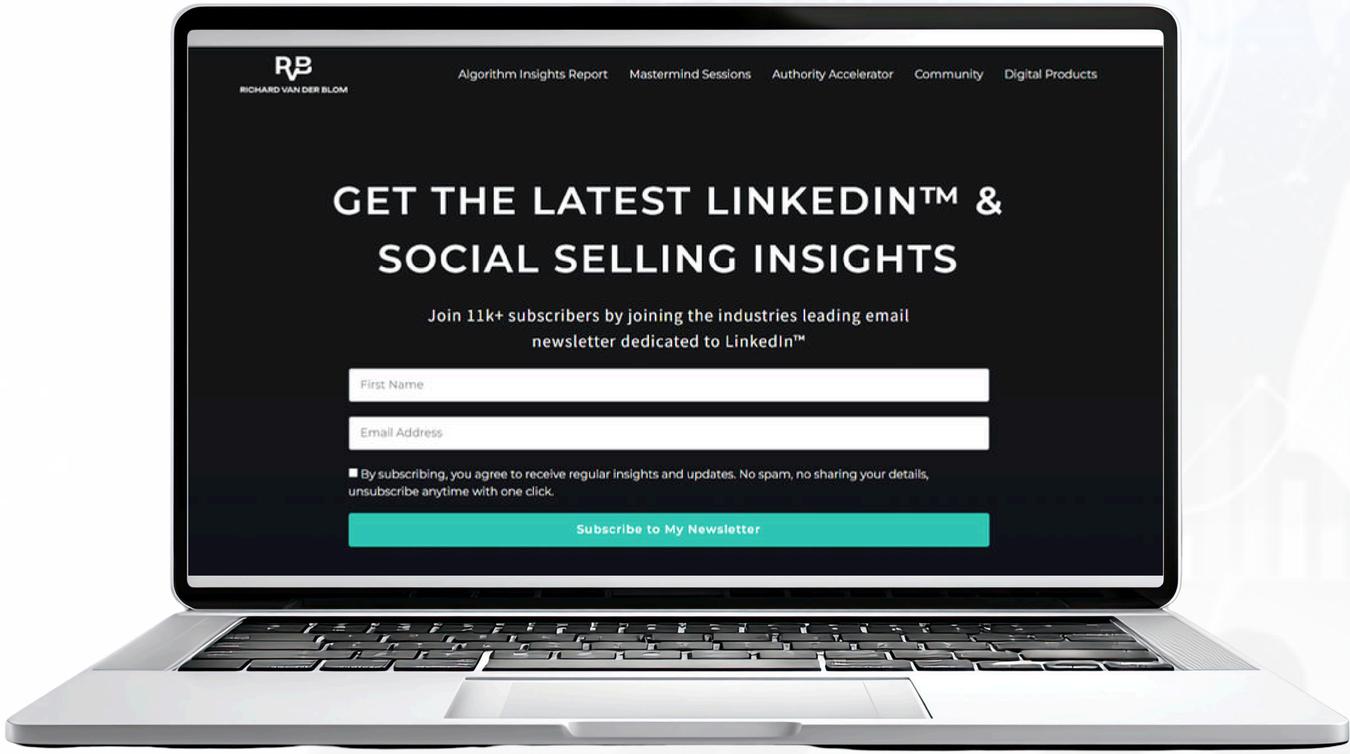
Step 1 — Establish value first. Do not ask for an email address until your newsletter has demonstrated consistent value. Readers need at least 3–5 issues to trust that subscribing elsewhere is worth the friction. Publish those issues without a migration ask.

Step 2 — Introduce a lead magnet tied to your newsletter content. Create one high-value asset — a framework, checklist, or resource — that extends a specific newsletter issue. Offer it exclusively to readers who sign up to your email list. The lead magnet should feel like a natural next step from the issue content, not a separate product.

Step 3 — Add a consistent off-platform CTA to every issue. One line at the end of each newsletter, every time: "Get the full resource library — sign up at [your site]." Consistency matters more than cleverness. Readers who see the same CTA repeatedly eventually act on it.

Step 4 — Use your email list to deepen what LinkedIn™ cannot. Your owned list allows external links, longer formatting, direct replies, and content that would underperform in the LinkedIn™ feed. Use it for what LinkedIn™ restricts: driving traffic, sharing detailed resources, and building direct relationships outside the algorithm's control.

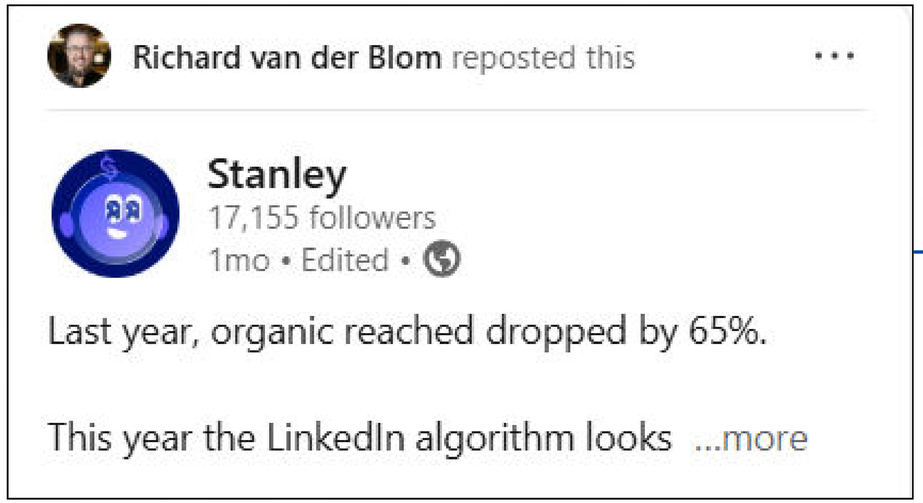
Step 5 — Cross-pollinate deliberately. Tease email-only content in your LinkedIn™ newsletter. Tease LinkedIn™ newsletter issues in your email. Each platform feeds the other — and readers who follow you in both places are your highest-value audience segment.

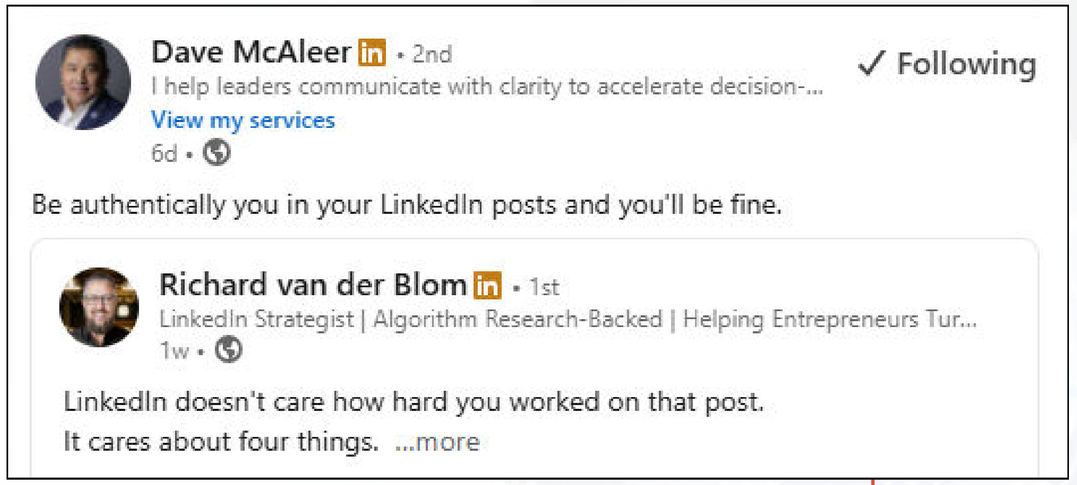


REPOSTS

The Format That Gives More Than It Gets

Reposts are the most misunderstood format on the platform — and the data makes the reason clear. With a reach multiplier of 0.29 and an engagement multiplier of 0.22, reposting delivers the lowest personal returns of any format covered in this chapter. That is not a failure of the format; it is the format working exactly as designed. Reposts exist to amplify others, not to build your own reach. The moment you treat them as a personal growth strategy, you are using the wrong tool for the job. Used correctly — strategically, selectively, and with the right type — reposting strengthens your network relationships, signals professional generosity, and contributes to the kind of reciprocal engagement behaviour that the Interest Graph rewards indirectly over time. The return is real. It just does not show up in your post metrics.





	INSTANT REPOST	REPOST WITH THOUGHTS
GOAL	Boost the original post	Build your own positioning
TIMING	Within 4 hours of original	Anytime — but only with strong POV
YOUR RETURN	Minimal direct reach gain	Full post metrics accrue to you
THEIR RETURN	Up to +40% reach boost	Significantly reduced amplification
USE WHEN	Amplifying others or your own hits	You can genuinely add a distinct angle

Portfolio mix: Reshares should represent 10–20% of your total content output at most — never your primary format. Surround them with original posts, documents, and video.

What Changed vs. 2025

- **LinkedIn™ now treats Instant Repost and Repost with Thoughts as fundamentally different actions.** Instant Repost is read as a strong endorsement — reach credit flows primarily to the original post, which can see up to +40% growth when reshared early. Repost with Thoughts creates an entirely new post under your name, judged independently on its own engagement quality.

- **Repost with Thoughts has a dramatically weaker amplification effect on the original.** When your goal is to boost someone else's content, Instant Repost is the only mechanism that meaningfully moves their numbers. Repost with Thoughts redirects algorithmic attention toward your commentary — not their post.

- **Timing is the most critical variable for Instant Repost.** Resharing within the first four hours of a post going live compounds its early distribution momentum. Resharing days later — when the algorithm has already completed its initial distribution cycle — delivers a fraction of the impact.

- **Reshare usage has declined year-on-year** across all profile segments — down from 8.31% to 7.69% of average profile content. Creators are recognising that original content consistently outperforms reshared content for personal authority building.

- **"Repost with Thoughts" only earns its place when the commentary is genuinely strong.** One-line additions — "great post, agree" — create low-value posts that drag down your content quality signals without meaningfully helping the original creator. If your thoughts do not add a distinct angle, Instant Repost is always the better choice.

When This Format Gets Best Results

Matched to the Content Pillars from Chapter 2:

Instant Repost — Employee advocacy and internal amplification programs. Boosting a colleague's, client's, or partner's post within the early engagement window. Amplifying your own top-performing post to a new time zone audience after initial distribution has peaked.

Repost with Thoughts — When you have a clear, distinct point of view: you disagree, want to reframe for a specific audience, or can add data or context the original post lacks. Authority Content and Personal Brand Content are the pillars where added commentary earns its algorithmic keep — but only when the commentary is substantive enough to stand as a post in its own right.

3 Pitfalls to Avoid	
Reposting with weak commentary	"Interesting post — thoughts?" is not a Repost with Thoughts — it's a low-value signal to the algorithm. If your commentary can't stand alone, use Instant Repost instead.
Reposting as a substitute for original content	Reshares don't build topic authority or personal reach. A feed of reshared content tells the Interest Graph you curate but don't create — and distributes you accordingly.
Reposting late	A reshare posted 3+ days after the original carries a fraction of the value of one posted within the first 4 hours. If you miss the window, move on.

LINKEDIN™ LIVE EVENTS

The Format That Turns Passive Followers Into Active Conversations

LinkedIn™ Live Events operate on different logic from every other format in this chapter. Where feed posts compete for attention in a scroll, Live Events claim it entirely — for 30, 45, or 60 minutes at a time. That distinction matters more in 2026 than it ever has. As feed reach contracts and the Interest Graph becomes more selective about what it distributes to non-followers, Live Events remain one of the few organic mechanisms that consistently reaches net-new audiences — with data from the 2025 report confirming that 60–70% of event attendees are not Page followers, and approximately 70% make new connections during or after the session. The format has also matured structurally: Audio Events were officially retired in December 2024 and absorbed into Live, making LinkedIn™ Live the single home for all synchronous broadcasting on the platform. What was once an experimental feature is now a full event engine — and the brands and creators treating it as a recurring show rather than a sporadic webinar are pulling significantly ahead of those who do not.

What Changed vs. 2025

- **Audio Events are gone — Live is the only synchronous broadcast format.** Since December 2024, all audio-led broadcasting runs through LinkedIn™ Live via third-party streaming tools such as StreamYard, Restream, or Riverside. Audio-first creators still have a home here — camera optional, conversation-led — but the infrastructure has consolidated entirely into Live.

- **Live Events and LinkedIn™ Events have merged into a single campaign system.** Event Pages, automated reminders — at seven days, three days, fifteen minutes, and broadcast start — and post-event replay distribution now function as an integrated funnel rather than separate features. A single Live broadcast can generate discovery, attendance, and follow-up reach across multiple weeks.

- **The repurposing model has become the format's primary ROI argument.** A single well-structured Live session generates a full week of derivative content: vertical clips for the feed, a document summarising takeaways, a newsletter recap, and image posts featuring quotes or data. Creators who plan for repurposing before going live extract significantly more value per broadcast than those treating it as a standalone event.

- **Recurring show formats outperform one-off broadcasts.** Monthly or bi-weekly Live series build audience familiarity, algorithm recognition, and notification habits that single broadcasts cannot replicate. The format rewards consistency — both with audiences and with LinkedIn™'s own distribution mechanics.

- **Live engagement directionally outperforms pre-recorded video on interaction depth.** Comments, reactions, and real-time Q&A during Live sessions generate meaningfully higher engagement than equivalent recorded content — though LinkedIn™ does not publish precise public benchmarks, and all engagement multiples should be treated as directional rather than absolute.



DURATION

30–60 MINUTES

Below 30 minutes, momentum is difficult to establish.

Above 60 minutes, drop-off and replay fatigue both increase sharply.

FORMAT

INTERACTIVE OVER PRESENTATIONAL

Polls, live Q&A, and chat prompts throughout.

Re-introduce topic and speakers every 10–15 minutes. Design each 5–10 minute segment as a standalone clip.



CADENCE

MONTHLY MINIMUM FOR SERIOUS CREATORS

Bi-weekly for brands with content infrastructure.

One-off broadcasts generate reach; recurring shows generate audiences.



BEFORE (3–4 weeks out)	**DURING**	**AFTER** (0–7 days)
Outcomes-focused Event Page. Launch content from all speakers. At least two pre-event posts the week before — multiple posts correlate directly with higher sign-ups.	Activate speakers at broadcast start — early comments trigger distribution. Use polls and Q&A to sustain interaction. Prioritise the first 5 minutes; drop-off risk is highest then.	Recap post within 24 hours. Clip into vertical feed videos. Follow up with attendees via DM. The post-event window is where Live's conversion potential is highest and most underused.

When This Format Gets Best Results

Matched to the Content Pillars from Chapter 2:

Authority Content — Webinars, AMAs, and expert panels where questions shape the conversation in real time. Perceived access to decision-makers builds trust faster than any recorded equivalent.

Conversion Content — Live demos and "why now" sessions for warm audiences. Live viewers are more likely to reach out within 48 hours — the format most naturally suited to bottom-of-funnel moments.

Social Proof Content — Customer spotlights and case study panels. Third-party voices in a live context carry credibility that written testimonials can't replicate.

Community Content — Recurring shows with consistent formats — Q&As, guest rotations, audience polls — that turn broadcasts into expected touchpoints. The audience that returns for edition 2 and 3 is your most valuable LinkedIn asset.

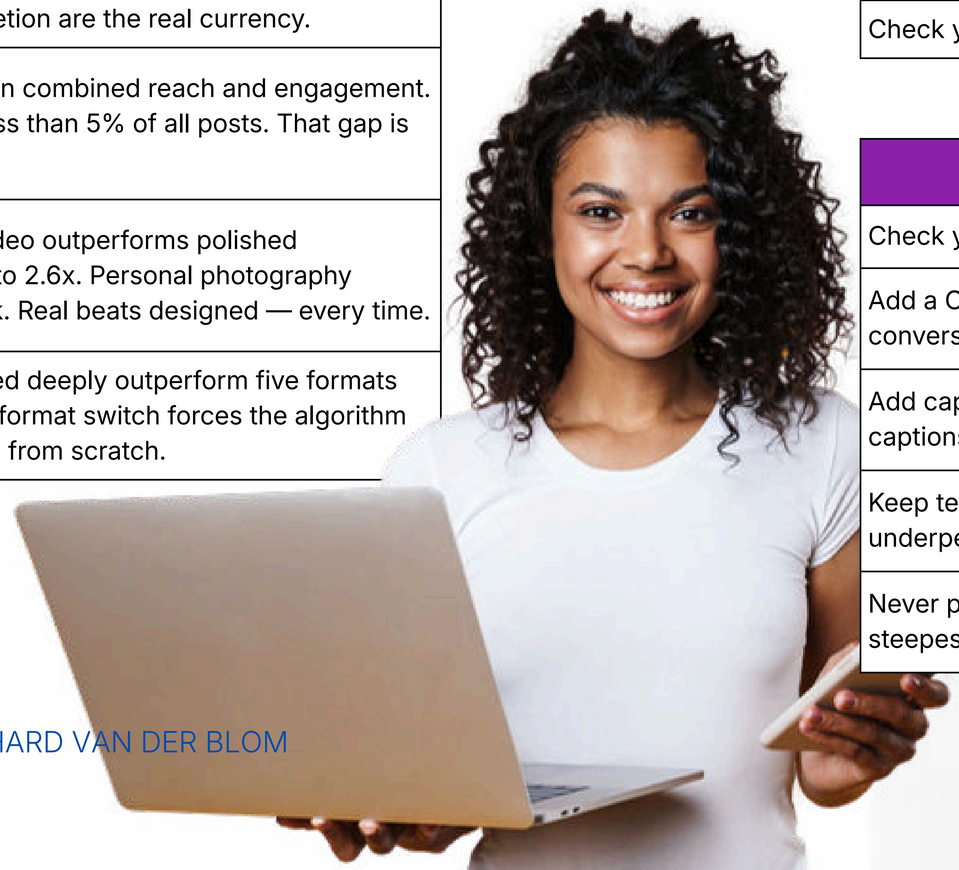
3 Pitfalls to Avoid	
Treating Live as a one-off	A single broadcast generates reach; a series generates an audience. Without committing to 3–4 editions, the investment rarely compounds.
Broadcasting without a repurposing plan	Plan your clips, carousel, and recap posts before going live — the content halo is where most of the reach lives.
Running broad, low-interaction sessions	Long monologues underperform. LinkedIn Live's advantage is real-time interaction — polls, chat, Q&A. Remove it and you've made a harder-to-produce recording.



Chapter 3 Checklist: Formats in the Age of Relevance

What Works, What Faded, and Why Intent Now Outranks Output

REMEMBER THIS	
Format is not strategy	The algorithm does not reward the format — it rewards what the format signals. Depth, dwell time, saves, and completion are the real currency.
The best-performing format is the one you use least.	Documents lead on combined reach and engagement. They represent less than 5% of all posts. That gap is your opportunity.
Authenticity has a multiplier	Conversational video outperforms polished production by up to 2.6x. Personal photography outperforms stock. Real beats designed — every time.
Consistency compounds, switching costs	Two formats owned deeply outperform five formats dabbled in. Every format switch forces the algorithm to re-evaluate you from scratch.



FORMAT SELECTION
Audit your last 20 posts — which formats are you actually using vs. which perform best?
Identify your primary format and commit to it for at least 60 days
Add documents to your mix if you are not already using them — the asymmetry between performance and usage is the clearest opportunity in this chapter
Match every format choice to a Content Pillar — never choose a format without knowing why
Check your image posts — are you using 3–5 images or defaulting to one?

OPTIMISATION
Check your document slide count — stay between 7 and 11, target 9.2
Add a CTA slide to every document post — posts without one leave 4.2x conversion on the table
Add captions to every video before uploading — externally added captions outperform LinkedIn™'s native auto-captions
Keep text only posts between 1,400–1,800 characters — short text posts underperform sharply
Never post two text only posts back-to-back — the -25% penalty is the steepest repetition cost on the platform

NEWSLETTERS & LIVE
If you don't have a LinkedIn™ newsletter, start one — it is the only format LinkedIn™ actively helps you grow
Publish weekly without exception — irregular cadence kills open rate momentum faster than any other variable
Plan your LinkedIn™ Newsletter → owned email list bridge — your subscribers belong to LinkedIn™, not to you
If running Live Events, commit to a series of at least three to four — one-off broadcasts do not compound
Plan your repurposing before you go live — clips, carousel, newsletter recap, and image posts

STOP DOING
Choosing formats based on what is easiest to produce rather than what performs best for your goals
Posting polished, overproduced video and wondering why authentic creators outperform you
Using polls as your primary reach strategy — poll reach is real, poll authority is not
Keep text only posts between 1,400–1,800 characters — short text posts underperform sharply
Never post two text only posts back-to-back — the -25% penalty is the steepest repetition cost on the platform

POLLS & RESHARES
Use polls as research instruments, not reach tactics — always follow up with a results post
Set every poll to 7 days — 1-day polls lose -70% reach, 3-day polls lose -35%
Keep reshares to 10–20% of your content mix maximum
Use Instant Repost within four hours to boost others — Repost with Thoughts only when your commentary is strong enough to stand alone
Never repost with a one-line comment — it produces a low-value post and weakens your content quality signal



BONUS INSIGHT

Saves and Reposts: The Hidden Accelerators Most Creators Ignore

Formats get your post into the feed. Saves and reposts get it out of it. These are the two most disproportionately powerful signals in the dataset — and the least used.

+2,086%

reach at 10+ saves

Rarity is what makes saves so powerful

97.7%

of posts get zero saves

Rare but front-loaded

60.9%

of posts get zero reposts

Making the jump to any reposts highly valuable

WHAT EARNS SAVES?

- Practical frameworks, step-by-step guides, and reference posts people will want to revisit.
- Counterintuitively, high-save content often attracts fewer comments, it's consumed privately, not publicly.
- Optimising for comments alone is an incomplete strategy.

REPOSTS: THE REWARD ACCELERATES SHARPLY

REPOST COUNT	HOW MANY POSTS	MEDIAN IMPRESSIONS	VS. ZERO-REPOST BASELINE
0 REPOSTS	60.9%	594	—
1 REPOST	18.1%	1,025	**+72.5%**
2–3 REPOSTS	11.1%	1,781	**+199.8%**
4+ REPOSTS	9.8%	8,902	**+1,398.3%**

SAVES: THE RAREST SIGNAL, THE LARGEST MULTIPLIER

SAVE COUNT	HOW MANY POSTS	MEDIAN IMPRESSIONS	VS. ZERO-SAVE BASELINE
0 SAVES	97.7%	851	—
1 SAVE	0.7%	1,402	**+64.7%**
2–4 SAVES	0.6%	2,516	**+195.7%**
5–9 SAVES	0.3%	4,514	**+430.3%**
10+ SAVES	0.7%	18,606	**+2,085.9%**

A save tells LinkedIn™ your post is worth returning to. Posts with 10+ saves reach nearly the same audience as a viral post — from content that earned no viral moment, just bookmarks.

Turn Algorithm Insights Into Posts That Perform

AuthoredUp

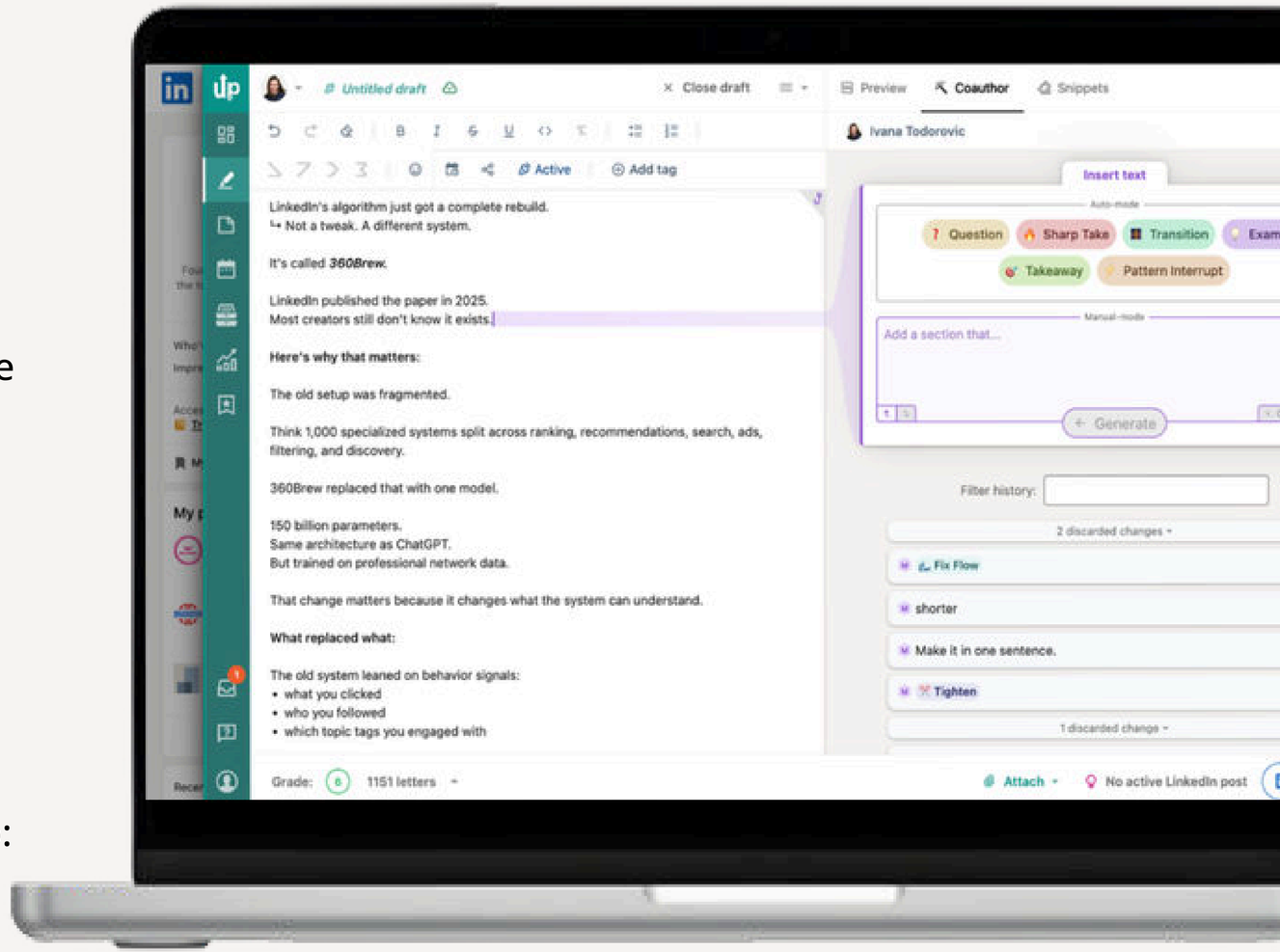
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CHAPTER 4

The Anatomy of a High-Performing Post

What separates posts that travel from posts that disappear





Chapter 4: The Anatomy of a High-Performing Post

What separates posts that travel from posts that disappear

Most LinkedIn™ advice focuses on what to write. This chapter focuses on something harder to see and more important to understand: **what happens to your post after you write it** — and how every decision you make, from the first word of your hook to what you do six days after publishing, determines how far it travels.

After analyzing over 900,000 posts across personal profiles and Company Pages, the data tells a consistent story. The gap between a post that reaches 3,000 people and one that reaches 30,000 is rarely the quality of the idea. It's the architecture around it.

That architecture has four phases: **Writing, Posting, Nurturing, and Re-using.** Each phase has its own logic, its own signals, and its own mistakes. This chapter covers all four — in the order you'll actually use them.

Before We Start: What LinkedIn™ Is Actually Measuring

To understand the four phases, you need to understand what the algorithm scores. In 2026, LinkedIn™ evaluates every post across two distinct signal types: **engagement signals** and **consumption signals**.

Engagement signals measure who interacts with your post, how, and how quickly. Not all interactions carry equal weight. The Like is used as the baseline — every other action below is measured against its impact.

SIGNAL	Impact on Post Reach	Impact on Engager's Reach
Like\Reaction	1	1
Save	14-16	0
Repost (Instant)	10-12	2-4
Comment	8-10	6-8
Send Post via DM	4-6	0
Repost with Thoughts	2-4	0-2
Click "See More"	0-2	0

Two things stand out in the 2026 data. First, Saves have become the single strongest reach multiplier when they occur — a post with ten or more saves reaches a median of **+2,085%** above posts with no saves at all. Because saves are rare (fewer than 3% of posts receive any), they don't appear in standard elasticity rankings — but when your content earns them, the distribution effect dwarfs every other signal. Second, sending a post via DM now registers as a scoreable engagement signal — a shift that reflects LinkedIn™'s growing interest in private, high-intent interactions as quality indicators.



CONSUMPTION SIGNALS	measure how people experience your content, not just whether they click it. Two metrics run in parallel.
DWELL TIME	measures how long someone pauses on your post. Longer is better — which is why structured, multi-paragraph content and document posts have consistently outperformed shorter formats.
COMPLETION RATE	measures how much of your content someone actually finishes — and in 2026 this has become the consumption signal that matters most.

A carousel where most readers abandon after the first few slides no longer gets credit for the dwell time it generates. LinkedIn™ now penalizes high abandonment rates, even when dwell time looks healthy on the surface.

Critically, **completing 100% of a post is itself a positive signal back to the algorithm** — meaning content that gets read all the way through earns compounding reach benefits that partial reads never trigger.

The practical implication is simple: **for completion rate specifically, shorter and complete beats longer and abandoned, every time**.

With these signals in mind, let's build the post from the beginning.



PHASE 1 — WRITING

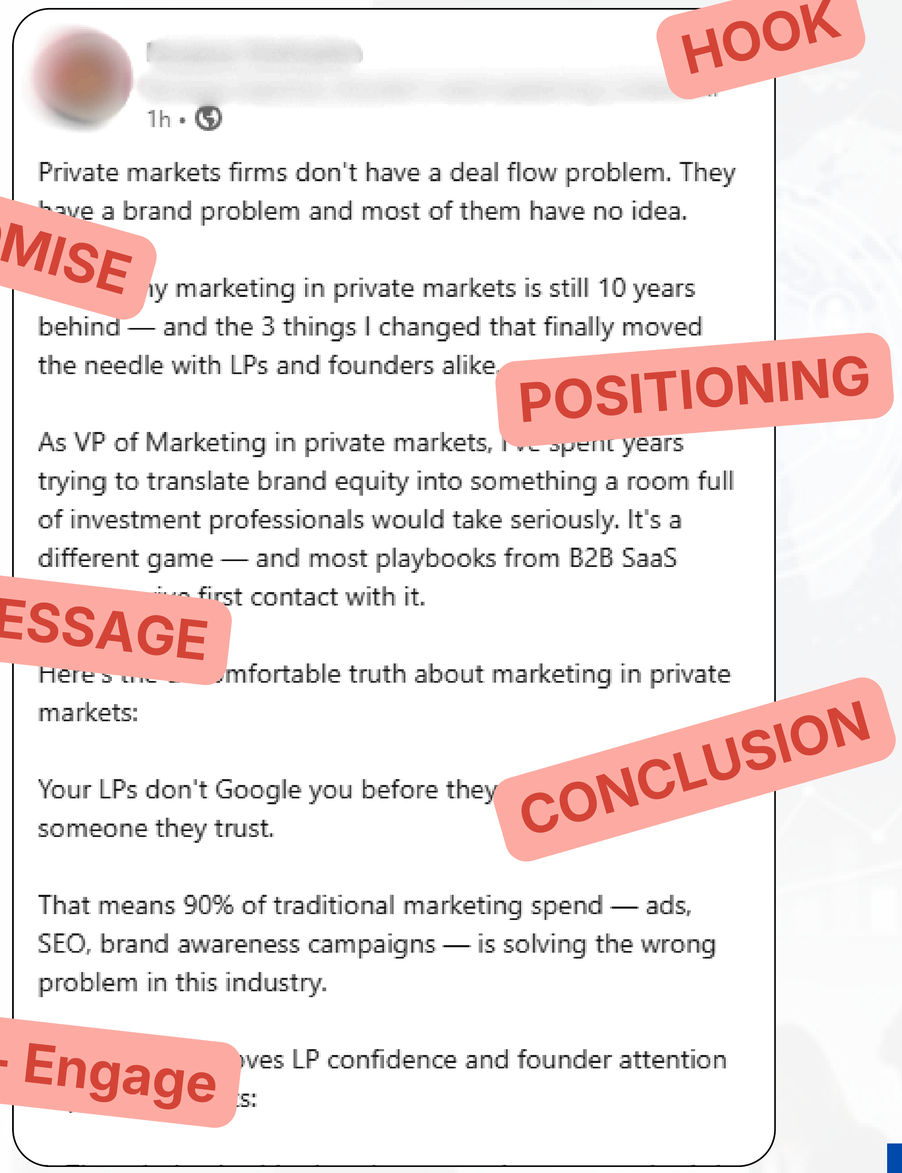
The work that happens before you hit publish

Post Anatomy: Six Elements of a High-Performing Post

Most creators think about what to say. The best creators think about how to architect it. A LinkedIn™ post is a sequence of deliberate decisions, each serving a specific function for two audiences simultaneously: the human reader and the algorithm scoring the interaction.

Posts following a clear six-element structure outperform unstructured posts across every format — not because structure is a trick, but because it mirrors how professional audiences actually decide whether to keep reading.





1 - HOOK

Stop the scroll. Earn the click.

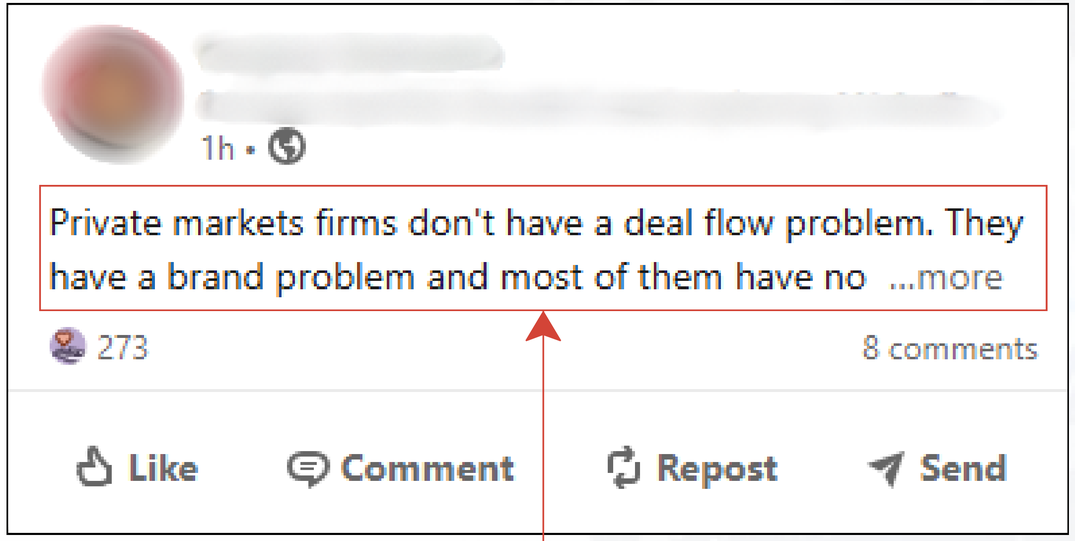
The Hook is the only part of your post visible before someone clicks "See more." Its single job is to make that click feel inevitable. Three data-backed principles:

GO NEGATIVE OR COUNTERINTUITIVE.
Negative and counterintuitive hooks generate around 35% more clicks than positive ones. We are wired for drama, tension, and surprise — not reassurance.

MAKE IT PERSONAL.
Personal hooks outperform generic ones by 3x.
"Here are 5 tactics that brought me 5,000 followers in 3 months" consistently outperforms "Here is the playbook to grow your following on LinkedIn™." Readers trust a lived experience over a promise.

USE SPECIFIC NUMBERS
Specificity signals credibility. *"8 ways I went from 200k to 225k followers in less than 3 months"* outperforms *"A guide to growing your LinkedIn™ following"* — because the detail makes the claim believable before anyone has read a word.

What the algorithm reads here: the "See more" click rate. A weak hook limits reach before a single comment or save arrives. Your hook does not just win readers — it wins algorithmic momentum.



The hook is the only element the algorithm scores **before** anyone engages. Get this wrong and nothing else matters.

2 - PROMISE

Tell them why their time is well spent.

Immediately after the hook, readers ask: what's in it for me? The Promise answers it in maximum three lines — the core value the post will deliver, stated clearly enough that the reader commits to reading in full.

SKIPPING IT COSTS YOU.
Posts without a clear Promise show up to 30% lower performance, because readers who cannot immediately see the payoff stop reading — dragging down completion rates before the post builds momentum.

Private markets firms don't have a deal flow problem. They have a brand problem and most of them have no idea.

Here's why marketing in private markets is still 10 years behind — and the 3 things I changed that finally moved the needle with LPs and founders alike.

As VP of Marketing in private markets, I've spent years trying to translate brand equity into something a room full

As VP of Marketing in private markets, I've spent years trying to translate brand equity into something a room full of investment professionals would take seriously. It's a different game — and most playbooks from B2B SaaS don't survive first contact with it.

3 - POSITIONING

Establish why you are the right person to say this.

Before committing to your Core Message, readers ask: why should I trust this person? Positioning answers in one or two lines, referencing experience, scale, or a specific vantage point that makes what follows feel like expertise rather than opinion.

SHARE AN EXAMPLE
"After working with over 1,000 companies across 10 years on their LinkedIn™ strategy, the pattern I keep seeing is this..."

ONE IMPORTANT WARNING
Many creators use a fixed LinkedIn™ signature — a repeated block of credentials and services appended to every post. LinkedIn™'s own published guidance flags repetitive and templated content as a negative quality signal, and our research directionally supports this. Positioning belongs inside the post, written fresh each time. Not as a footer.

4 - CORE MESSAGE

Deliver the value you promised.

This is the substance — the insight, story, framework, or argument. Everything before this point was designed to earn the reader's attention. Now you spend it. How you structure the Core Message matters as much as what it contains.

SCANNABILITY IS NOT A NICE-TO-HAVE — IT IS A PERFORMANCE VARIABLE

Posts without clear formatting show up to 60% less engagement and 40% less reach compared to equivalents with structured paragraphs, numbered lists, or visual breaks. Listicles and frameworks extend dwell time and improve completion rates. Walls of undifferentiated text underperform regardless of quality.

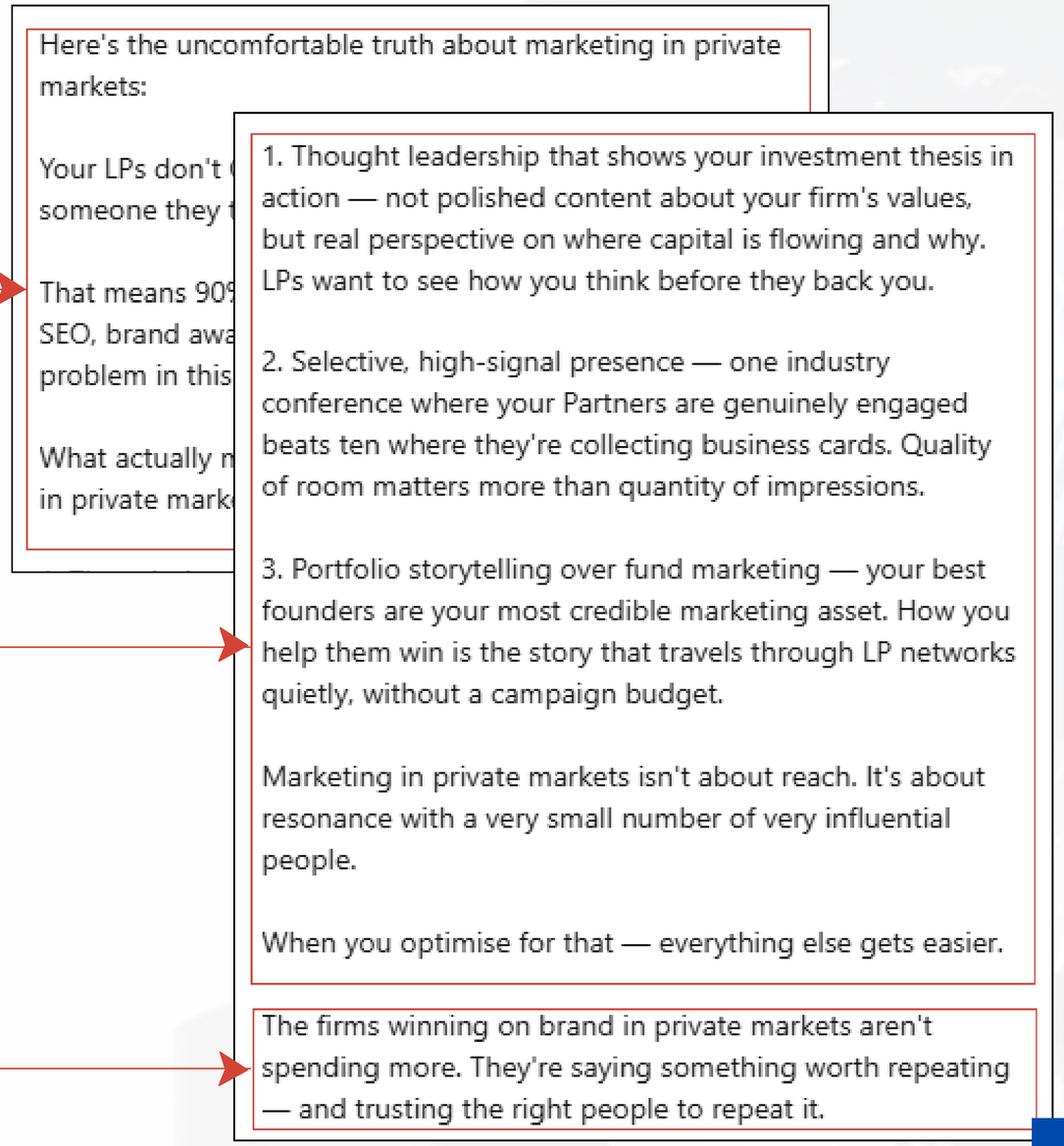
OPTIMAL POST LENGTH FOR 2026

Sits between 1,400 and 1,800 characters — the range where readers finish what they started and completion signals compound into reach.

5 - CONCLUSION

Land the plane deliberately.

The Conclusion is the most underused element in most posts. One deliberate line that crystallises the key takeaway and creates the emotional or intellectual state that makes the CTE feel natural — not bolted on. The difference between a post that lingers and one that is immediately forgotten is almost always here.



6 - CTE - CALL TO ENGAGE

Always leave the reader with something to do or think.

The CTE is not a Call to Action. Commercial CTAs — "Want to know more? Send me a DM" — suppress engagement by around 75%. The moment readers sense a sales follow-up, they freeze. Potential engagers who would have commented go quiet, anticipating your pitch in their notifications. The CTE has one job: invite conversation, or leave a thought that cannot be immediately resolved.

Three formats and how they perform:

CLOSED QUESTIONS

Yes/No or either/or — generate 2.7x more comments than open questions. Lower effort to respond drives volume, particularly in the critical first two hours.
"Have you made this mistake? Yes or No."

OPEN QUESTIONS

invite a more considered response and generate 1.5x more reach growth over time, because the longer comments they attract carry more algorithmic weight per reply. "What has your experience been with this — and what changed it?"

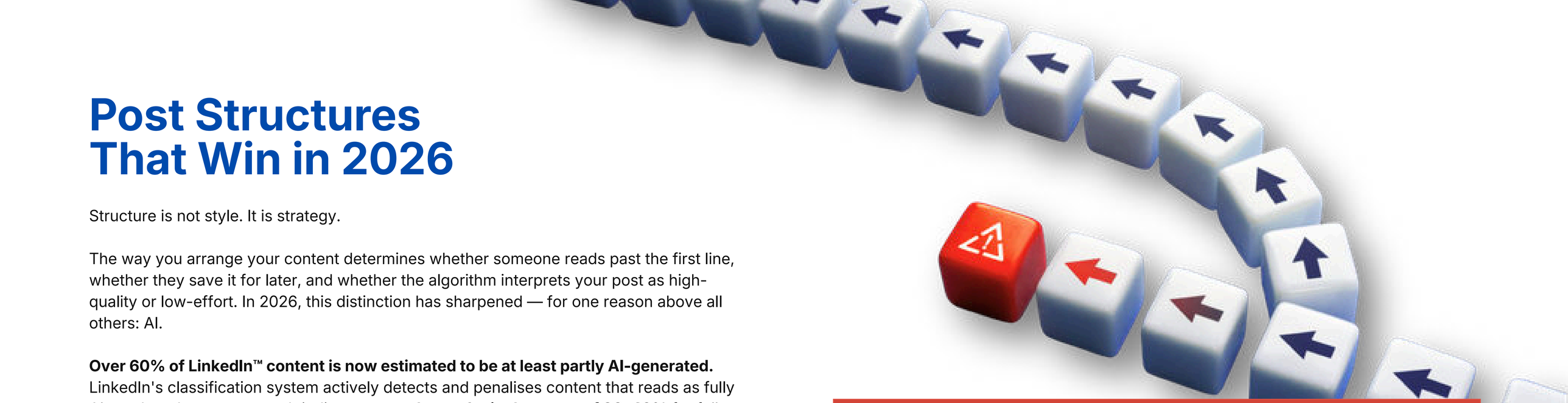
BOLD STATEMENTS

No question, just a strong closing declaration that compels agreement, disagreement, or reflection. Highest-risk format, but when it lands, the quality of comments and authority signals it builds are disproportionate. Best used by creators with established Topic Authority.
"Most LinkedIn™ advice is just recycled noise. The creators gaining ground in 2026 have stopped following it."

Whichever format you choose: always leave the reader with something to do or think. **A post that ends in silence is a post that stops travelling.**



Post Structures That Win in 2026



Structure is not style. It is strategy.

The way you arrange your content determines whether someone reads past the first line, whether they save it for later, and whether the algorithm interprets your post as high-quality or low-effort. In 2026, this distinction has sharpened — for one reason above all others: AI.

Over 60% of LinkedIn™ content is now estimated to be at least partly AI-generated. LinkedIn's classification system actively detects and penalises content that reads as fully AI-produced — our research indicates **a reach penalty in the range of 30–40%** for fully generated posts, and a further **25–35% drop in human engagement**. Readers have developed a finely tuned instinct for generic structure, over-polished language, and hooks that could have been written for anyone. When a post triggers that instinct, they scroll past — and the algorithm follows their lead.

Partly AI-assisted content tells a different story. Posts where AI supports research, ideation, or a rough outline — but where a human injects specific detail, lived experience, and a distinctive voice — show a much **smaller penalty, typically around 10% on reach and 15% on engagement**. The tool is not the problem. The absence of a human behind it is.

This context matters for everything that follows. The structures below win not just because they are well-designed — but because they are inherently difficult to fake.

STRUCTURES THAT CONSISTENTLY UNDERPERFORM	
BLOG-STYLE BLOCKS	Long paragraphs, no white space — cause scroll-past rates to spike before a single word is read. On mobile, a wall of text reads as effort before it reads as value.
WEAK, GENERIC OPENINGS	"Hey LinkedIn, happy Friday" — create no tension, no curiosity, and almost no "See more" clicks. Without that click, the post never gets scored.
VALUE DUMPS WITHOUT A CTE	Posts that deliver everything upfront but end without inviting a response. They generate views but few comments or saves, suppressing distribution precisely when the algorithm is looking for signals to amplify.

The 4 Structures That Outperform in 2026



1 - THE CASE STORY

Challenge → Strategy → Tactics → Outcome → Lesson

The most durable structure on LinkedIn™. It mirrors how professionals actually learn — through situations they recognise, decisions they can evaluate, and outcomes they can apply. The lesson transforms a story into a takeaway, which dramatically increases save probability.

What makes it distinctively human: the specificity of the challenge and the tactics. AI can produce the shape of a case story. It cannot produce your client, your numbers, your turning point.

2 - THE MISTAKES LIST

"X mistakes I made doing Y"

A numbered list built around failure, each mistake on its own line, specific enough to sting with recognition. This structure triggers the most powerful hook mechanic available: the fear of having made the same mistake.

Performance is strongest when mistakes are counterintuitive rather than obvious. *"I posted every day for 90 days and lost reach"* **outperforms** *"I wasn't consistent enough"* — because it creates genuine surprise. Unexpected mistakes produce comments. Obvious ones produce polite nods.

3 - THE BEFORE/AFTER CONTRAST

Old way → New way, formatted as contrast pairs

One of the most scannable structures on mobile. The visual contrast creates immediate clarity — readers grasp the point before they have consciously decided to read. Each contrast pair should stand alone in two lines maximum.

This structure performs particularly strongly on engagement because it invites a specific response: readers either confirm the shift from their own experience, or push back. Both outcomes are algorithmically valuable.

4 - THE PLAYBOOK

Do this → Do this → Do this (3–5 steps, each on its own line)

The highest-performing structure for saves and dwell time. A Playbook post is reference material — the kind of content someone bookmarks because they intend to act on it. Each step should be immediately actionable and short enough that the full sequence fits on a single mobile screen.

The risk: genericness. A Playbook with vague steps reads as AI-generated because it is indistinguishable from a thousand other posts. Specificity is the only thing that separates a Playbook that gets saved from one that gets skipped.

Structure Performance Matrix

Structure	Reach Potential	Engagement Depth	Save Probability	Execution Difficulty
Case Story	High	High	High	Medium
Mistakes List	High	High	Medium	Low
Before/After	Medium	High	High	Low
Playbook	Medium	Medium	High	Medium



Keywords Over Hashtags

The verdict for 2026 is clear: **posts without hashtags now outperform posts with hashtags by 5–10%**. After years of "use 3–5 hashtags" being standard advice — including from LinkedIn™ itself — our data has moved on. Hashtags are not dead, but their role has fundamentally changed.

LinkedIn™ removed the ability to follow hashtags, eliminated hashtag fields from profiles, and retired Creator Mode hashtag topics. The algorithm no longer relies on hashtags to classify content — it reads your full post context, engagement history, and Topic Authority instead. The result: hashtags have been demoted from a reach driver to a lightweight topic signal.

Three reasons to still use them selectively: the first 3 hashtags in a post are embedded in its URL, contributing to external SEO and Google discoverability. They help reinforce which interest cluster your post belongs to. And for events, campaigns, and industry moments, they remain the most practical way to aggregate content and let communities follow a thread.

The optimal approach for 2026: 0–3 hashtags for most posts, maximum 5 for topic-heavy content. Consistency of keywords in your post copy outperforms hashtag placement as a discoverability signal — the algorithm learns what you write about through language patterns over time, not through the tags you append.

HASHTAG DO'S

- **Use 0–3 hashtags per post as your default.** Reserve 4–5 only for topic-heavy or event-driven content where classification matters.
- **Choose hashtags that reinforce your topic — one broad industry tag, one or two niche tags.** They signal to the algorithm what cluster your post belongs to.
- **Place hashtags at the end of your post, inside the body — not in the first comment.** Tags attached to the content are classified with it.
- **Use hashtags for events, campaigns, and trends.** Where communities actively follow a specific thread — for events specifically, targeted hashtags can support up to 25% better performance by aggregating community engagement around a shared thread.
- **Treat the first 3 hashtags as SEO assets.** They appear in your post URL and contribute to external discoverability beyond LinkedIn™

HASHTAG DON'TS

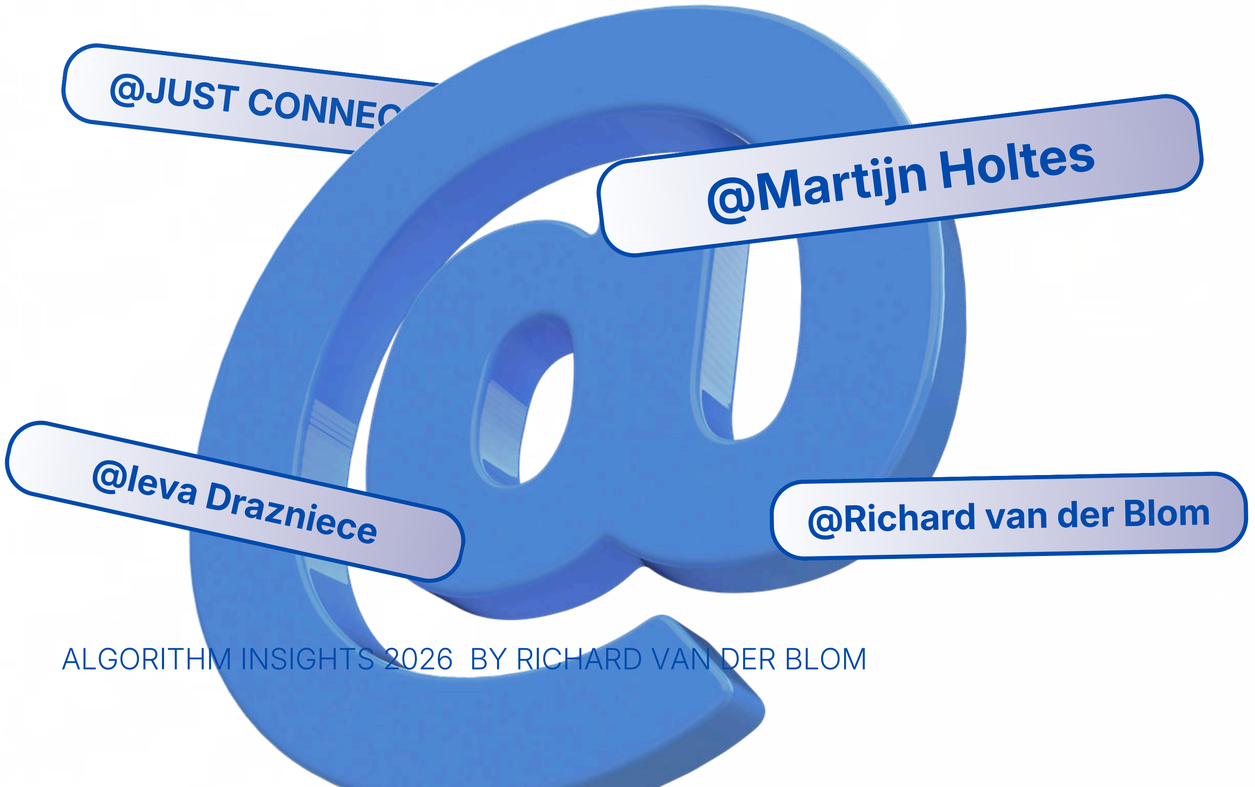
- **Don't exceed 10 hashtags under any circumstances.** Posts with more than 10 hashtags risk a **30–50% visibility drop** as the algorithm flags them as low-quality or spammy.
- **Don't use generic or aspirational hashtags like #Success, #Hustle, or #Motivation.** They confuse content classification and attract the wrong test audience.
- **Don't rely on hashtags for reach.** Posts without hashtags now outperform posts with 3–5 by **5–10%**. Hashtags support discoverability — they do not drive distribution.
- **Don't hashtag every word**. Hashtag clouds look outdated, hurt readability, and lower perceived content quality.
- **Don't use hashtags as a substitute for keyword strategy.** Consistent use of relevant topic keywords across your post copy is what teaches the algorithm where you belong — not the tags appended at the end.



Tagging & Mentioning

Tagging is one of the most powerful tools on LinkedIn™ — and one of the most misused. When a tagged person engages, it extends your post into their network and sends a strong quality signal to the algorithm. When they ignore it, the opposite happens. Tags function as two simultaneous signals: a **social graph signal** — who you are connected to — and a **quality signal** — whether those people found your content worth engaging with.

The difference between those two outcomes almost always comes down to one thing: whether the tag was earned or forced.

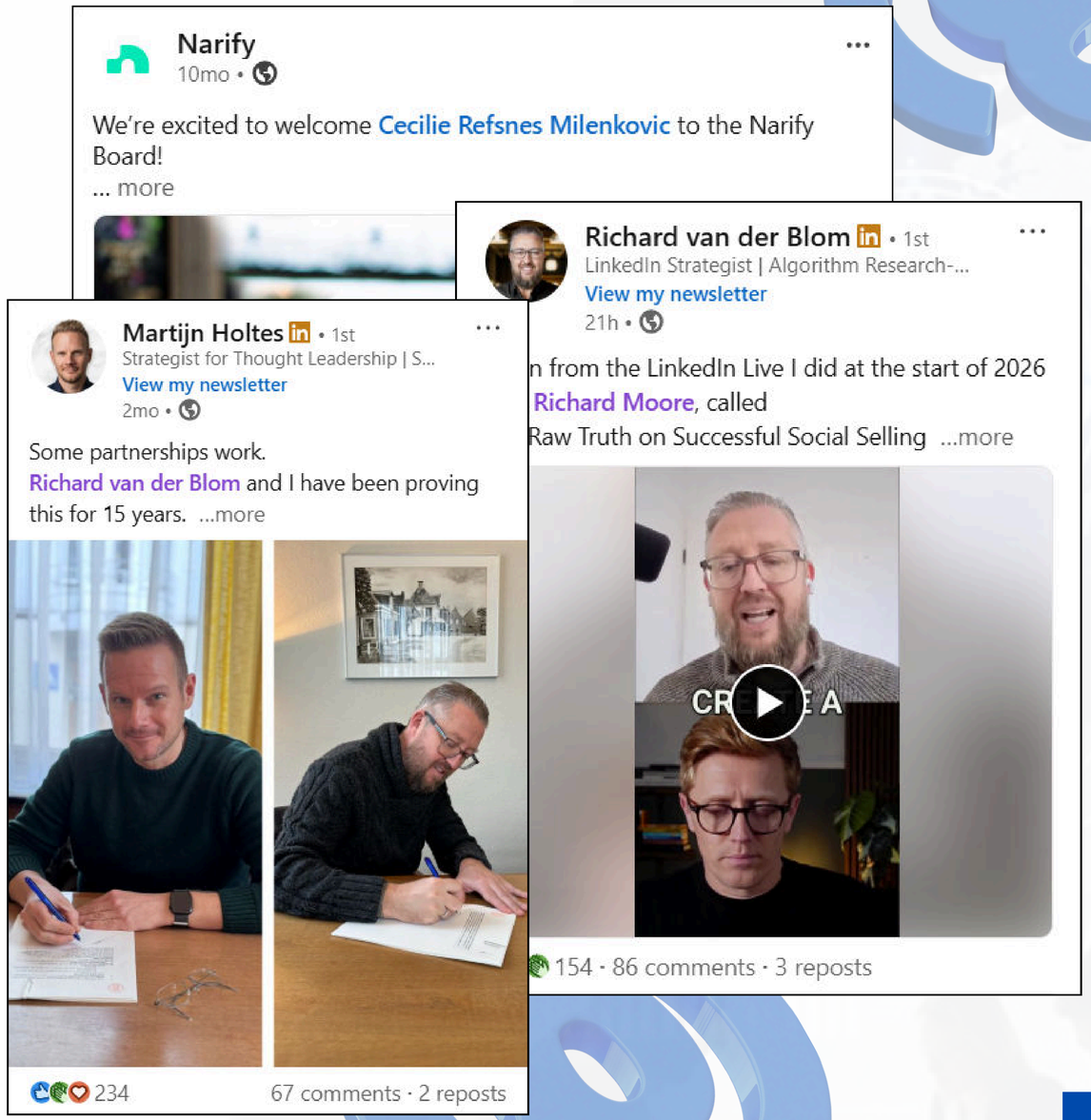


TAGGING DO'S

- **Tag only people who are genuinely involved** — co-authors, people you quote directly, event hosts, clients who approved being named. The tag should reflect a real connection to the content.
- **Give context in the copy.** "I learned this from @Name at..." A tag with context feels earned and prompts a real reply rather than a silent ignore.
- **Use tagging to route into micro-communities.** Events, partner announcements, expert panels, and multi-author content are where tagging delivers its strongest reach benefit — posts using tags in this way can see up to +35% reach and +50% engagement when tagged parties genuinely engage.
- **Keep post tags to a maximum of 5 personal profiles.** Tagging more than 5 people activates a spam mechanism — when more than 50% of tagged people don't respond, a reach penalty is applied automatically.
- **Tag Company Pages strategically — maximum 3 per post.** Posts with more than 3 Company Pages tagged perform -15% worse by default, regardless of whether those Pages engage with the content.

TAGGING DON'TS

- **Don't tag more than 5 people in a single post.** When most tagged users don't react, it registers as a negative quality signal — more tags means more risk, not more reach.
- **When tagging people or companies, do it inside a regular sentence.** Avoid listicles or lists of tags — this activates a spam mechanism and triggers a stronger penalty when tagged parties don't respond.
- **Don't tag people in multiple comments, each time with different names.** Repeated comments with rotating tags are detected as repetitive and manipulated engagement — resulting in up to **50% less visibility** for those comments.
- **Don't tag without a genuine relationship.** Repeated tags to people you have no real connection with lead to mutes, untag requests, and damaged trust — none of which are recoverable signals.
- **Don't post a link with a tag list and nothing else.** Posts that are just a URL plus mentions underperform on engagement depth and are actively deprioritised by the algorithm.



PHASE 2 — PUBLISHING

Timing & Frequency

When you post determines the conditions your content enters. Frequency determines whether you compound those conditions or dilute them.

The two windows that matter — and what each does

Most timing advice collapses into "post Tuesday to Thursday, 9am to 11am." The problem: when the majority of creators follow the same guidance, the same windows become the most competitive. Your post enters a feed already full of content targeting the same audience, at the same time.

The data separates two things that most timing advice conflates: **reach** and **engagement quality**. They don't always peak at the same moment.



Posting Time · Engagement Windows

OPTIMAL POSTING TIMES BY ENGAGEMENT SCORE

Time Window	Avg Score	What It Means
10:00 – 14:00 Midday Window	0.83	Highest-scoring band overall. Audience is most professionally active — most likely to read carefully, save, or comment with intent.
06:00 – 10:00 Morning Block	0.68	Solid secondary window. Less competition. Posts accumulate early engagement signals before the midday peak — building algorithmic momentum.

Early morning posts gain **algorithmic momentum** before the main scroll begins — engagement signals stack up ahead of the midday peak, giving them a head start in the feed. See Section 4.6.

If your priority is engagement quality, **target 10:00 to 14:00**. If your priority is early momentum with less competition, **07:00 to 09:00** gives your post a head start.

The afternoon drop is steeper than most creators account for. Scores fall 26% below the midday peak between 14:00 and 18:00, and **40% below by evening**. After 14:00 is not just suboptimal — it is a measurable cost.

The day-of-week finding that surprises most people

For average profiles, weekday versus weekend is essentially irrelevant: a gap of just **1.1%** separates them. The advice to avoid weekends does not hold in the data.

For **top 5% creators**, the picture reverses sharply. High-reach profiles score **21.2% higher on weekends** than on weekdays — a gap that holds across both morning and midday bands. The mechanism: fewer posts go out on weekends, so each post faces less competition. Average creators don't have a large enough established audience to exploit that dynamic. Top creators do.

Sunday is the highest-scoring single day in the dataset at **0.524** — ahead of Thursday (0.507) and every other weekday. Sunday 09:00–15:00 delivers some of the strongest individual slot scores of the week. If you have an established audience and content that suits a less work-mode mindset — affinity posts, personal narratives — Sunday is consistently underutilised.



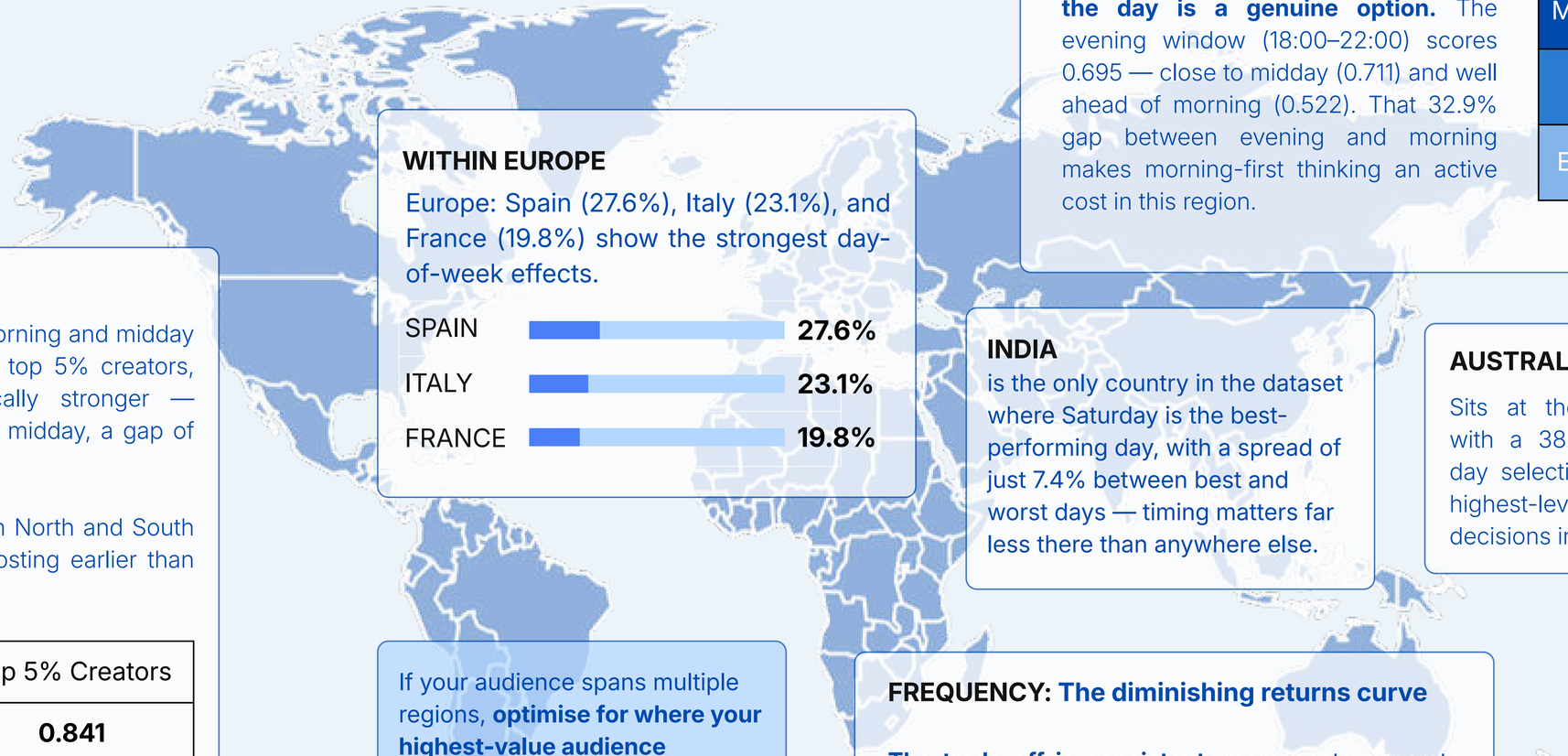
ENGAGEMENT SCORE BY TIME OF DAY (PERSONAL PROFILES)
(Europe & Africa)

	MON	TUE	WED	THU	FRI	SAT	SUN
NIGHT 00–06	**0.11**	0.10	0.09	0.11	0.11	0.12	0.14
MORNING 06–10	0.70	0.67	0.67	0.65	0.69	0.66	0.66
MIDDAY 10–14	0.85	0.88	0.88	0.86	0.87	0.80	0.87
AFTERNOON 14–18	0.63	0.62	0.64	0.65	0.63	0.59	0.70
EVENING 18–22	0.49	0.46	0.49	0.52	0.46	0.51	0.74

LOWER	0.80+	0.65-0.79	0.50 - 0.64	0.35 - 0.49	<0.35	HIGHER

** Hover a cell for score*

How timing shifts by region



The AMERICAS

For typical profiles, morning and midday perform similarly. For top 5% creators, morning is dramatically stronger — 0.841 versus 0.658 at midday, a gap of 27.9%.

High-reach creators in North and South America should be posting earlier than most advice suggests.

TIME SLOT	Top 5% Creators
MORNING	**0.841**
MIDDAY	**0.658**
GAP	**–27.9%**

WITHIN EUROPE

Europe: Spain (27.6%), Italy (23.1%), and France (19.8%) show the strongest day-of-week effects.

SPAIN	**27.6%**
ITALY	**23.1%**
FRANCE	**19.8%**

If your audience spans multiple regions, **optimise for where your highest-value audience concentrates** — and accept that a single post time will underserve everyone else.

ASIA PACIFIC

T**he only region where posting later in the day is a genuine option.** The evening window (18:00–22:00) scores 0.695 — close to midday (0.711) and well ahead of morning (0.522). That 32.9% gap between evening and morning makes morning-first thinking an active cost in this region.

MORNING	**0.522**
MIDDAY	**0.711**
EVENING	**0.695**

INDIA

is the only country in the dataset where Saturday is the best-performing day, with a spread of just 7.4% between best and worst days — timing matters far less there than anywhere else.

AUSTRALIA

Sits at the opposite extreme with a 38.0% spread, making day selection there one of the highest-leverage timing decisions in the data..

FREQUENCY: The diminishing returns curve

The trade-off is consistent: more posts generate more total reach, fewer posts generate more reach per post.

For most creators, **2–4 posts per week** is the current sweet spot. Moving from 1 post per week to 2–4 adds approximately **1,234 impressions per post** on average — not total, per post. That compounds significantly over time.

Daily posting tells a different story: **+18% total reach**, but **–26% average reach per post**. For most creators, that trade-off doesn't pay. And if daily posting becomes a pattern and then stops abruptly, the algorithmic recalibration can temporarily suppress reach below pre-increase levels. Consistency compounds. A sharp downward change in cadence costs.

Optimal frequency also scales with where you are in your growth journey:Smaller accounts benefit from higher frequency to build topic fingerprint faster. Mid-range accounts (5,000–10,000) are in a consolidation phase — fewer, higher-quality posts outperform more lower-quality ones. As audiences grow past 10,000, frequency can increase again because each post's engagement velocity builds faster with a larger initial distribution batch.

MATCH YOUR CONTENT TYPE TO THE MOMENT

One variable most timing advice ignores: the type of post you publish should influence when you publish it. Affinity content — **personal stories, career reflections** — performs better outside conventional working hours, when your audience is less task-focused and more receptive to human content. Authority and educational content belongs in the midday weekday window, when professionals are in active learning mode and most likely to save for later.

If your personal posts consistently underperform your educational content, timing and content-type mismatch may be a larger factor than quality.

OPTIMAL POSTING STRATEGY BY FOLLOWER COUNT

Frequency, format variety, and top-performing format by audience size

Followers	Posts / week	Format variety	Best format (engagement)
0 – 1,000	4	★★★ 3 formats	Text + image
1,000 – 5,000	3	★★☆ 2 formats	Carousel
5,000 – 10,000	2	★★☆ 2 formats	Video
10,000 – 25,000	3	★★☆ 2 formats	Text + image
25,000 – 100,000	4	★★★ 3 formats	Carousel
100,000+	3	★★☆ 2 formats	Text + image

+1,234
Avg impressions per post gained by moving from 1 → 2–4 posts/week

–26%
Reach per post when posting daily (6–10×/week), despite +18% total reach

Format variety = number of distinct formats to rotate per week · Best format based on engagement multiplier data from 1.3M posts

Engagement Signals & Baseline Boosters

Most creators think about engagement after a post goes live. The algorithm thinks about it before you publish. Every post enters the feed with a starting distribution budget — shaped by conditions that have nothing to do with the post itself. Understanding what sets that budget, and what signals expand or compress it once you're live, is the difference between a post that travels and one that stalls.

WHO SEES YOUR POST THE MOMENT YOU PUBLISH

Before a single engagement signal is read, LinkedIn™ makes an immediate decision: **who gets shown your post first.**

In 2025, that split was **70%** connections, **25%** followers, and just **5%** topic-related. In 2026, it has been restructured entirely: **50%** topic-related distribution via the Interest Graph, **40%** followers, and only **10%** direct connections.

This explains something many creators have been feeling but struggling to name: the sense of being trapped in a topic bubble. Your clients, long-term connections, and first-hour network are no longer the primary audience for your posts. The algorithm has replaced them with strangers who share your professional themes. That is not a malfunction — it is the Interest Graph working exactly as designed.

The practical consequence: your initial distribution is now determined by how clearly your content fits a topic cluster, not by the size of your network. Which means the conditions you build into your account before you publish matter more than ever.

BEFORE THE POST: BASELINE BOOSTERS

Your baseline distribution is the initial audience batch LinkedIn™ shows your post to before any engagement has occurred. Four factors determine its size.



Network quality over network size. A first-degree network of 3,000 relevant, active connections generates a stronger initial batch than 10,000 dormant ones. The algorithm tests your post against people it predicts will engage — and that prediction is calibrated against who has engaged before.



Topical consistency over time. Creators who post within 1–2 defined themes over months build a stronger Interest Graph placement, with approximately **25% higher follower growth** than topically scattered accounts. The algorithm knows where to send you because you have shown it, repeatedly, where you belong.



Account activity beyond publishing. Regular, substantive commenting within your topic cluster reinforces topical authority. An account that only publishes starts each post at a lower baseline than one that actively engages.



Format consistency. Accounts that regularly use one or two high-performing formats build a content predictability score that sizes the initial distribution batch. Frequent format-switching forces re-evaluation from scratch on every post.

BASELINE BOOSTER	WHAT IT MEANS
NETWORK QUALITY	Relevant, active connections outperform raw follower count for initial batch size
TOPICAL CONSISTENCY	1–2 defined themes over months → ~25% higher follower growth vs scattered accounts
ACCOUNT ACTIVITY	Commenting regularly in your topic cluster raises your baseline beyond just publishing
FORMAT CONSISTENCY	1–2 core formats build a predictability score; switching formats resets it each post
LANGUAGE MATCH	Posting in your audience's UI language avoids 10–30% lower impression matching
FOLLOWER/CONNECTION RATIO	A higher ratio signals credibility; positively influences initial distribution width

AFTER THE POST: WHAT THE ALGORITHM SCORES

Once live, the algorithm reads a continuous signal stream to decide whether to expand, hold, or suppress distribution. The visual below maps every significant signal in both directions — use it as a diagnostic checklist after your next post

.

Three signals that have changed most since 2025 are worth calling out explicitly. Saves now outrank comments and reposts as the single strongest individual engagement signal, triggering a **+60% resurfacing probability** in Suggested Posts. DM sends registered as a scoreable signal for the first time — private, high-intent sharing carries proportionally high weight precisely because it cannot be manufactured. And scroll-past without engagement is now an active negative signal: under LinkedIn™'s LLM-based system, impressions without interaction actively hurt future distribution rather than simply failing to help.



POSITIVE SIGNALS (Boost Distribution)	
Saves → +60% resurfacing	**DM sends** → High-intent private sharing; new signal in 2026
Comment threads & replies → +29% reach	**Early engagement velocity** → 3× amplifier
High dwell time after "see more" → Top-tier ranking factor	**Profile visits from a post or comment** → Drives organic reach
New followers from a post → Improves baseline for next post	**2nd & 3rd degree engagement** → Confirms interest cluster fit
Audience tagging others in comments → Organic amplification	**Reaction diversity** → Mix of types signals broader resonance
Cross-platform shares → +15–25% engagement	**Repeat engagement from same account** → Across recent posts

NEGATIVE SIGNALS (Suppress Distribution)	
Fast scroll-past without engagement → Now an active penalty	**Low completion or consumption rate** → Short & complete always wins
Engagement bait → "Comment X to receive Y" explicitly downgraded	**Early engagement velocity** → 3× amplifier
Full AI-generated content → –30–40% reach	**Frequent external links in post body** → up to –50% reach
Off-topic posting → Dilutes Interest Graph placement over time	**Unfollows, "don't want to see this," post reports** → Active suppression signal
Tag removal by a tagged person → Registered as spam signal	**Low share rate vs impressions** → Signals low perceived value
Toxic or polarising comments → Limits further distribution	**Weak hook / low "see more" rate** → Limits reach before scoring starts

External Links

The question isn't whether to use them. It's what you're trading when you do.

Every time you add an external link to a post, you are making a choice: reach or conversion. Understanding that trade-off — precisely — is what separates creators who use links strategically from those who use them out of habit.

THE REACH COST OF A SINGLE LINK

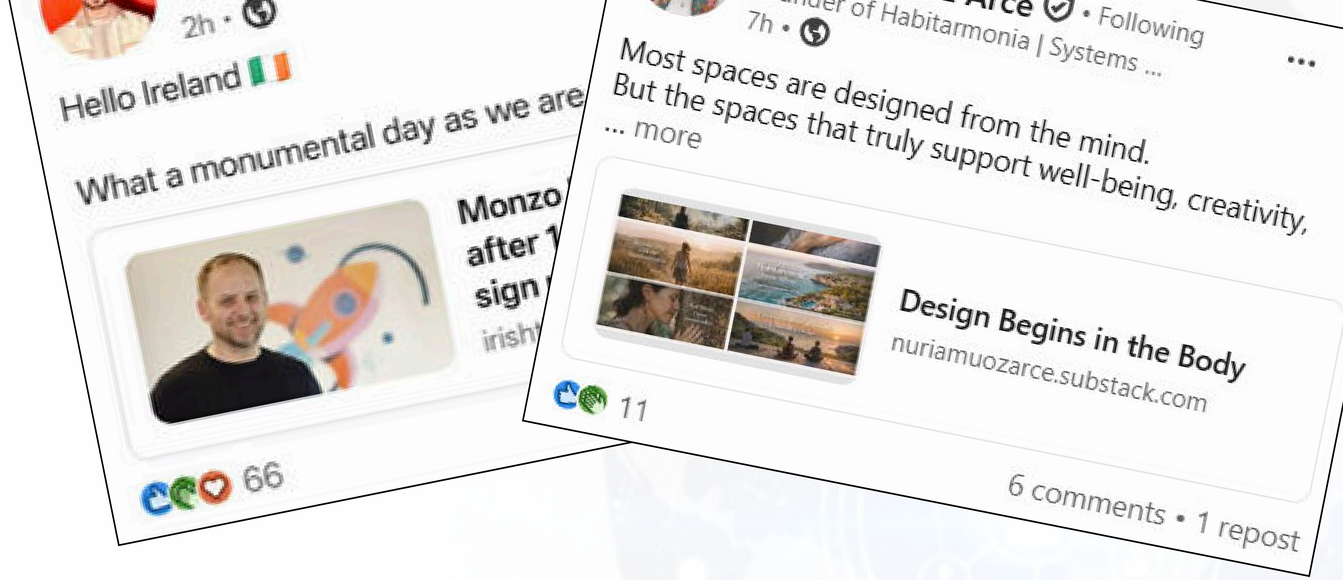
No external link in the post body is always the highest-reach option. Our data across 1.3 million posts puts the no-link median reach at **896** for personal profiles. Add one external link and that drops to **728** — a penalty of **–18.8%** on reach, applied the moment the link appears in the caption.

That is a meaningful cost. Nearly one in five potential readers never sees the post because the algorithm deprioritises outbound traffic from the moment of publishing.

Adding a second or third link does not significantly compound the penalty — reach partially recovers to around **–9%** versus baseline. But it does not recover to zero. Any external link in a post body costs you reach. That is the baseline reality to build your strategy around.

LINKS IN COMMENTS: NOT THE WORKAROUND IT USED TO BE

The instinct to "put the link in the first comment" was sound advice in earlier years. In 2026, it has reversed. LinkedIn™ actively suppresses comments containing external links — particularly those generating a link preview — with visibility reduced by up to **–80%**. The link is now less likely to be seen in the comments than it would be in the post body.



More critically: if your goal is conversion, a link in the comment performs **3.4x worse** than the same link in the post body. The combination of algorithmic suppression and the friction of an extra click collapses conversion rate in a way the post-body penalty never did.

THE DECISION IS SIMPLE ONCE YOU KNOW YOUR GOAL

If the post's goal is **reach or awareness** — post without a link, or route through a native LinkedIn™ destination (article, newsletter, document) that keeps the audience on-platform before sending them off.

If the post's goal is **conversion** — put the link in the body, write the post so it delivers genuine standalone value first, and treat the link as a natural next step. Accept the reach cost. The conversion rate difference more than compensates.

The mistake most creators make is applying the comment workaround to conversion posts — chasing reach while undermining the outcome the post was built to drive.

HOW TO USE EXTERNAL LINKS WITHOUT LOSING REACH

The goal is never to avoid links entirely — it is to earn the right to use them by building enough value around them that the reach cost becomes acceptable and the conversion rate makes it worthwhile.

1 VALUE BEFORE THE LINK, ALWAYS.

Write every post containing a link so it works completely without the click. The key insight, the framework, the short case study — all in the post.

The link becomes the next step for readers who want more depth, not the only reward for reading. Posts that lead with the link and let the caption do the teasing — "New article is live, link below" — underperform on dwell time, generate fewer comments, and take the full reach penalty with nothing to show for it.



2 THE COMMENT TIMING WINDOW.

If reach is the priority, publish without a link and let the post build early engagement. Once the first wave of interaction arrives — typically 30 to 60 minutes in — add the URL in a comment and reference it lightly.

This captures unpenalised initial distribution and a retrievable destination for motivated readers. A link dropped in the comments at the point of publishing offers none of the reach benefit and all of the suppression risk.

2 ROUTE THROUGH NATIVE LINKEDIN™ DESTINATIONS FIRST.

Link to a native article, newsletter, or document in your post and place the external URL inside that asset.

The audience stays on LinkedIn™ longer, the algorithm reads it as native engagement, and your external destination remains reachable.

One extra step that costs the reader almost nothing and saves you a meaningful reach penalty.

THREE THINGS THAT MAKE IT WORSE

1 HABITUAL EXTERNAL LINKING

in most posts trains the algorithm to read your account as a traffic source rather than a content source.

The baseline reach cost compounds over time in a way that individual post penalties do not.

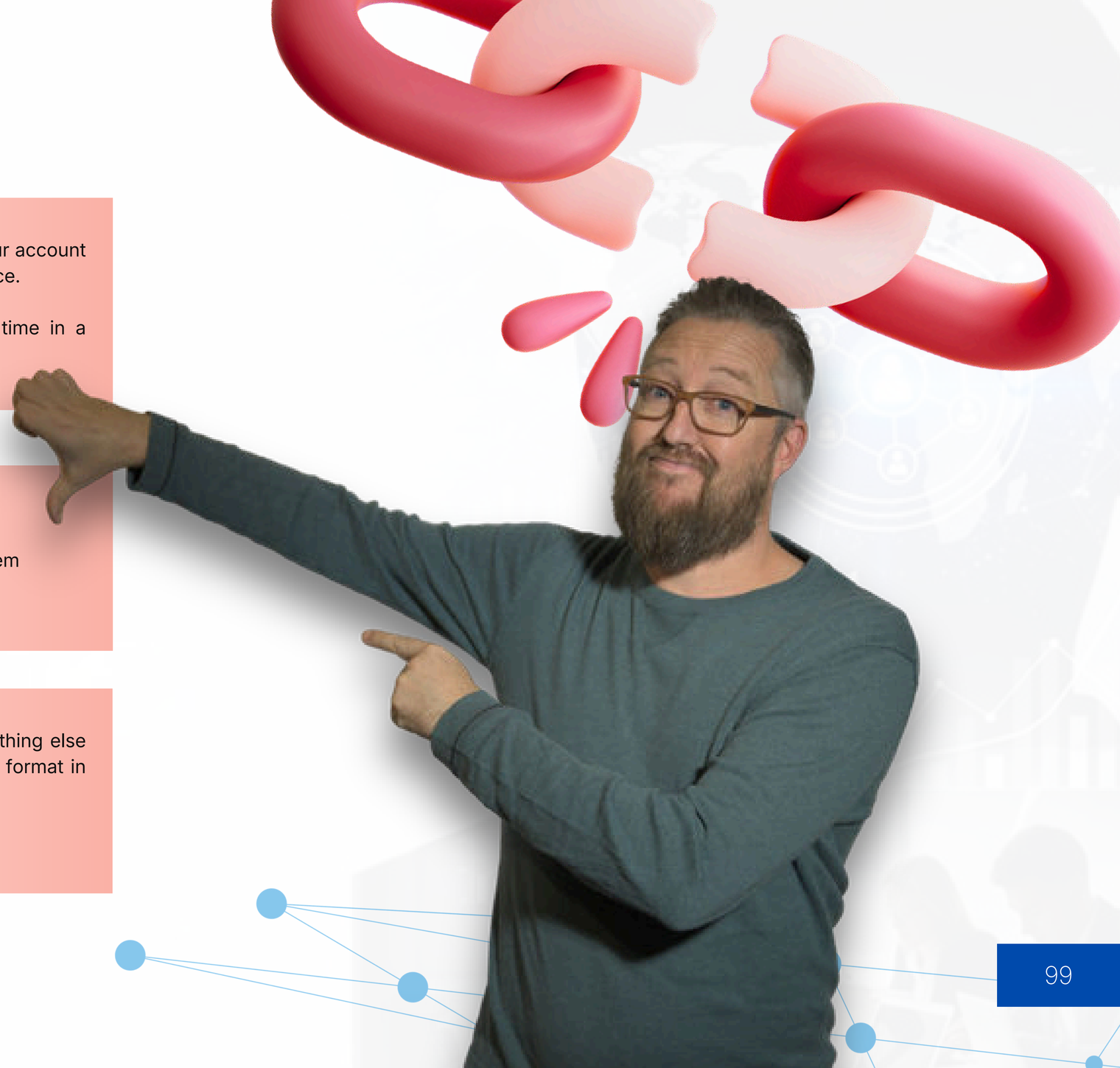
2 SHORTENED, CLOAKED, OR IMAGE-EMBEDDED LINKS ARE DETECTED.

Attempting to obscure a link does not reduce the reach penalty, it adds a trust signal problem on top of it.

3 TEASER-ONLY POSTS

"podcast episode is out, link below" with nothing else in the caption, are the worst-performing link format in the dataset.

No dwell time, no comments, full penalty.



PHASE 3 — Nurturing

Nurturing: The Work After You Publish

Publishing is not the finish line. Under the 2026 algorithm, what you do in the hours and days after hitting publish can multiply your post's reach by anywhere from **2x to 10x** — or leave most of that potential on the table entirely. Nurturing is now as important as the post itself.

The reason is the **Depth Score**. LinkedIn's ranking system in 2026 optimises not just for whether people interact with your post, but for the quality and depth of those interactions:

DWELL TIME, COMMENT DEPTH, SAVES, PRIVATE SHARES, AND CONVERSATION QUALITY.

A post that generates a short spike of likes and goes quiet scores very differently from one that sustains a genuine conversation across multiple days. Nurturing is the practice of building that second outcome deliberately.



1 - THE FIRST FOUR HOURS

The golden window for post performance has extended in 2026. What was previously a 60-minute critical window now spans up to **four hours** — the period in which strategic engagement has the most direct impact on algorithmic distribution. Meaningful interactions in this window can generate **10–14× more reach** compared to publishing and disappearing.

The single highest-leverage action in that window is author response speed. Posts where the author replies to comments within **30 minutes** of receiving them generate **64% more total comments** and **2.3× more views** than posts where the author is absent. The reply itself is not just courtesy — it deepens the thread, extends dwell time, and signals active conversation to the algorithm, which pushes the post to a larger second distribution batch.

Reply with substance. A reply that adds an opinion, asks a specific follow-up question, or introduces a new angle scores measurably better than a thank-you. The goal is a comment-to-like ratio that signals depth — posts with high ratios are pushed harder. Encourage nuanced responses, not single-word replies.

Beyond responding, leave **two of your own comments on your post** in the first hours — additional facts, a counter-perspective, a follow-up insight that did not fit the original post. These are not self-promotional. They are content additions that extend the conversation surface and give late arrivals something new to react to.

Activate a small, relevant engagement circle — team members, partners, clients — to react and comment within the first **15–30 minutes**. The emphasis is on small and relevant. Closed, repetitive pods where the same group engages on each other's content every day are now detected and their reward removed. **Goal:** quality conversation from genuinely interested people, not a coordinated spike of passive likes.

THE GOLDEN WINDOW

60 min → 4 hours

(the window has extended)

10–14× more reach

for strategic engagement
vs. posting and disappearing

AUTHOR REPLY SPEED

Reply within 30 min

+64% more total comments

2.3× more views

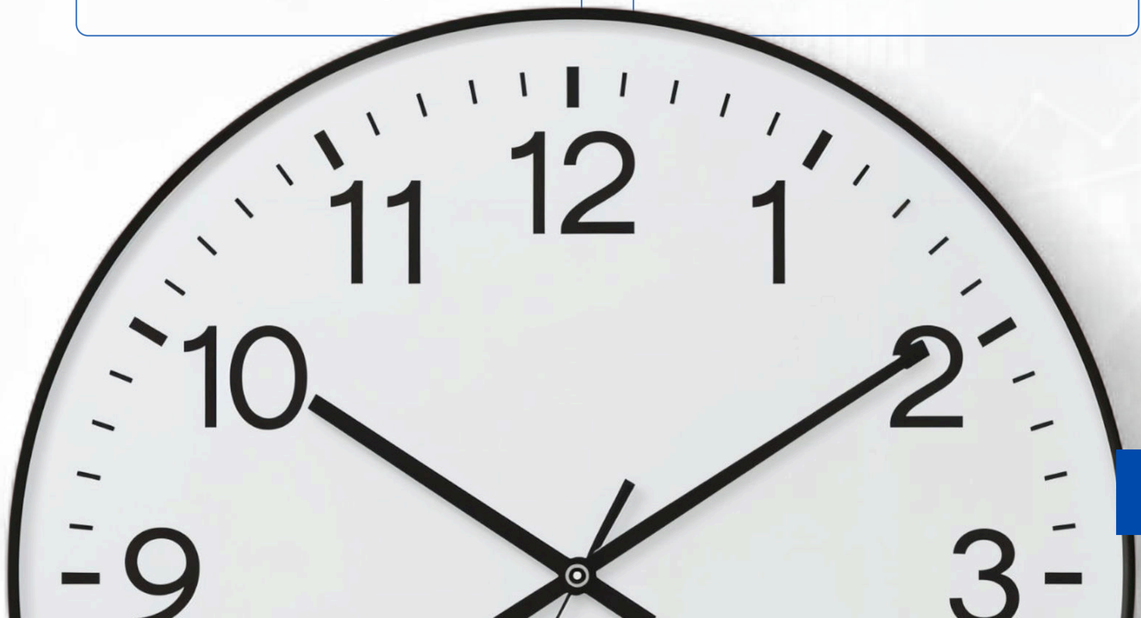
QUALITY OF REPLY

Opinion / follow-up question / new angle = measurably better

SELF-COMMENTS

Leave 2 of your own comments in the first hours

Additional facts, counter-perspective, follow-up insight



2 - WARMING UP: MYTH DEBUNKED

A widely repeated tactic is to leave comments on other posts in the minutes before publishing, on the premise that it warms up your account's activity signal and improves reach. Our research shows no correlation between this behaviour and better reach. The warming-up effect on distribution is a myth.

What it does do is guarantee that your content becomes visible to the accounts you commented on — with approximately **90% certainty**. That is a content steering tactic, not a reach tactic. If the accounts you comment on before publishing are the exact audience you want to see your post, it is worth doing for that reason. Not for algorithmic reach.

3 - KEEPING THE POST ALIVE: DAYS 1-3

High-performing content in 2026 can remain active in feeds for **2–3 weeks** when it continues generating comments and dwell time. The post's lifespan is not fixed at publication — it is extended or shortened by what happens in the days that follow.

Re-enter your own comment thread on days two and three. Add a clarification, respond to late comments, ask a public follow-up question. Each re-entry creates a micro-wave of renewed engagement that resets the post's momentum in the algorithm's eyes. Turning a strong comment into a follow-up post — and tagging the commenter where appropriate — nurtures both the relationship and your content's continued distribution.



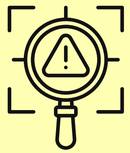
4 - THE SELF-REPOST WINDOW

Reposting your own post **4–6 hours** after initial publication increases visibility in a new network segment — often geography-based — producing **+12–24% additional reach** and extending the post's lifespan by approximately **two days**. For creators with a global audience, this is one of the highest-ROI nurturing actions available.

One hard rule: a second self-repost from the same creator almost immediately stops visibility. One repost, timed correctly, compounds reach. Two reposts collapse it. Do not do it twice.



5 - WHAT KILLS NURTURING

	**ENGAGEMENT BAIT** "Comment YES if you agree," forced prompts, emoji voting — is explicitly downranked in 2026. It generates the appearance of engagement while producing none of the Depth Score signals the algorithm actually rewards
	**STATIC ENGAGEMENT PODS** Where the same group engages on each other's content every day, are detected through pattern recognition. Closed loops of reciprocal engagement no longer earn algorithmic reward — and over time they damage the account-level trust score of everyone involved.
	**GENERIC "GREAT POST" COMMENTS** Contribute almost nothing to Depth Score and nothing to click-through to your profile. They are not neutral — they consume your commenting time and produce no measurable return.

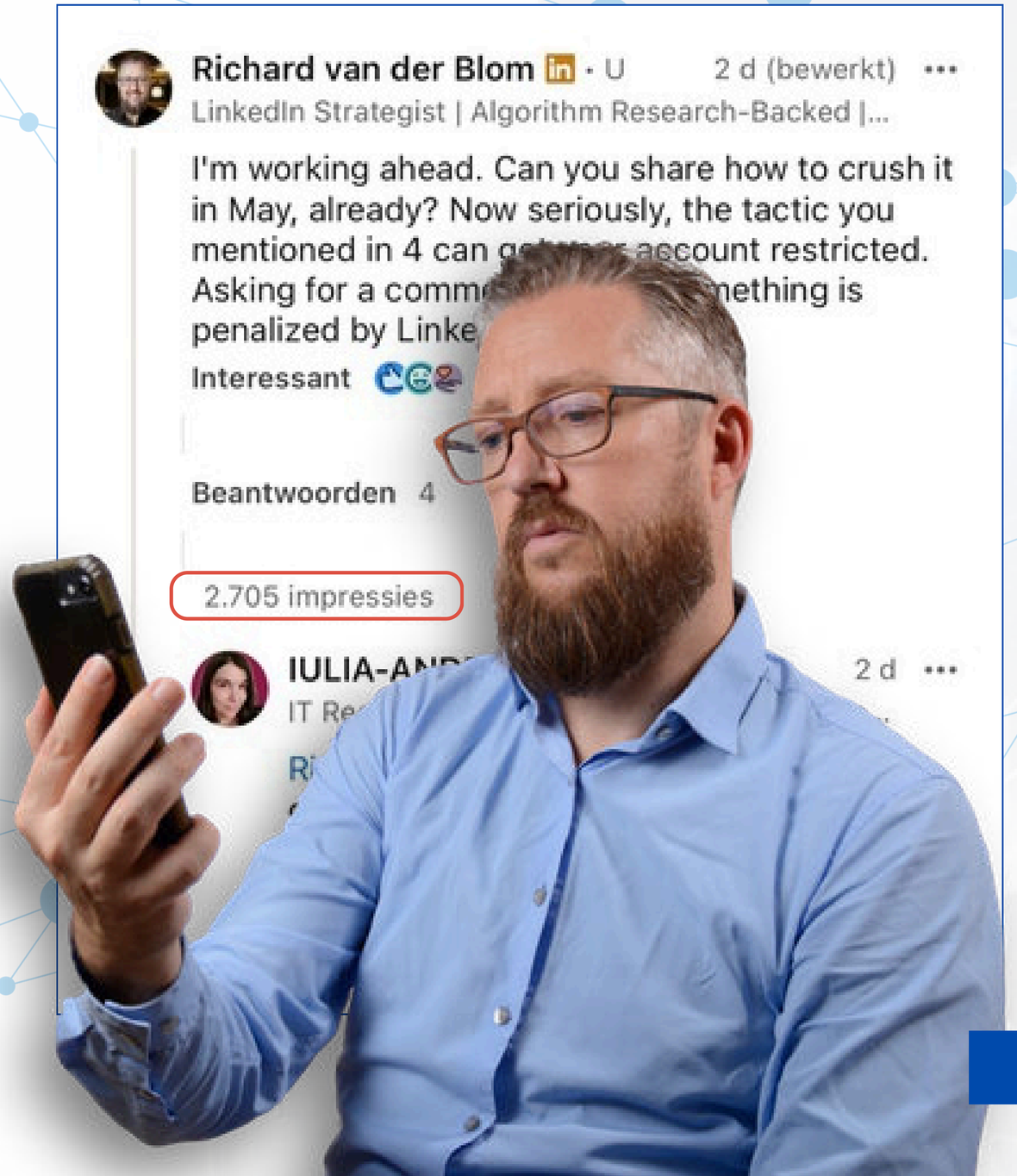
Comments as a Reach Strategy

The numbers make the case before any advice is needed.

For a creator with 10,000 followers 2 posts per week generates approximately **1,200 impressions weekly**. Five substantive comments per day generates over **18,000**. The same effort, measured in time. A completely different outcome, measured in reach.

The reason is structural. **93% of the impressions your comments generate come from the author's network — not yours.** That is borrowed reach you cannot replicate with a post. Every comment places you in front of a relevant, pre-warmed audience that has already opted into that topic. The algorithm's post-level gatekeeping does not apply. Your comment is simply there, visible, attributed to your name and headline.

This is why the recommended ratio is **30–50% of your active LinkedIn™ time spent commenting** — not publishing. Posting is how you build authority. Commenting is how you build reach, relationships, and pipeline simultaneously.



STEP 1 — BUILD YOUR TARGET ENGAGEMENT LIST

Unfocused commenting produces unfocused results. Before you open LinkedIn™, know whose content you are going to engage with.

Build a list of **20–40 accounts**. At minimum, 10 should be actual ICPs — current clients, active prospects, or companies that fit your ideal client profile precisely. The rest should be split between niche creators whose audience overlaps with yours, and brand-new accounts you have never interacted with.

The split that works: **5 comments on familiar creators** you already follow, **5 comments on brand-new people** you have never engaged with before. First and second degree connections already see you. Third-degree accounts expand you into entirely new networks — and that is where the growth actually happens.

Stay **1–2 steps adjacent to your niche**, not ten steps out. Commenting on content that has nothing to do with your ICP generates impressions from the wrong audience and dilutes your topic fingerprint. Proximity to your niche is what makes the borrowed reach valuable.



TO DO

- **Build your commenting list: 20–40 accounts**
- **The daily split: 10 comments total**
- **Why new accounts matter**
- **Stay 1–2 steps adjacent to your niche**





STEP 2 — SET THE DAILY WINDOW

Consistency outperforms volume. A **20-minute daily window** — blocked in your calendar, including weekends — produces more compounding reach than sporadic two-hour sessions twice a week.

The target is **10 substantive comments per day**. At that cadence, **25 relevant profile visits** convert to approximately **1 meaningful conversation per day** — the pipeline outcome most creators are trying to generate with posts alone.

Comment on posts within **30–120 minutes of publication**. Early comments ride the post's distribution wave while it is still expanding. Posts beyond six hours are typically past peak — a strong comment there generates minimal additional exposure.

STEP 3 — WRITE COMMENTS THAT WORK

A four-part structure separates comments that generate profile visits from those that disappear into the thread.

HOOK / STANCE

Lead with a point of view, not a compliment. Your first line should signal expertise or perspective immediately. "Great post" signals presence. A specific stance signals authority.

ADD, DON'T ECHO

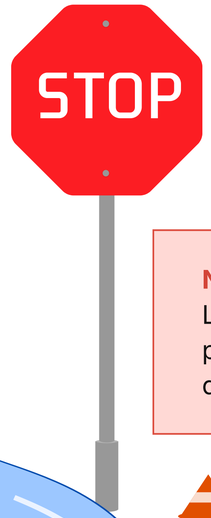
Bring something the post did not say. A data point, a counter-example, a nuance, a direct experience. If your comment could have been written by anyone who read the post, it adds nothing and earns nothing.

INVITE DIALOGUE

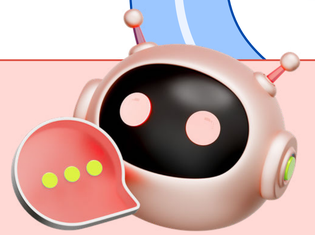
End with a missed opportunity: a question the post raised but did not answer, a tension it created but did not resolve. This is what opens the thread — and an open thread is an ongoing distribution signal.

STAY SKIMMABLE

3–6 lines. White space between ideas. No walls of text. On mobile, a dense comment block is not read. It is scrolled past.



NEVER USE AI-GENERATED COMMENTS.
LinkedIn™ detects and suppresses them — and the professionals reading the thread feel the difference before the algorithm does.



STEP 4 — LEAVE EXTRA VALUE IN THE COMMENTS

Author comments are automatically prioritised in the thread (almost “pinned”). This is one of the most underused mechanics on the platform.

On your own posts, leave **2 or more value-add comments** — not replies to others, but original additions that extend the post's substance. The highest-performing types: behind-the-scenes context that did not fit the post, resources and links (safer here than in the post body — delete the link preview and upload an image instead), AMA invitations, and questions that turn the comment section into a discussion.

This keeps the thread active, extends the post's lifespan, and gives late-arriving readers a reason to engage with content they would otherwise have scrolled past.

STEP 5 — THE COMMENT-TO-DM BRIDGE

A substantive comment that earns a reply is not the end of the interaction. It is the opening.

When someone replies with substance: reference the specific thread in your DM, lead with genuine curiosity, ask one question maximum, and keep it entirely agenda-free. No pitch. No CTA. No sales language. Send within **24 hours** of the reply.

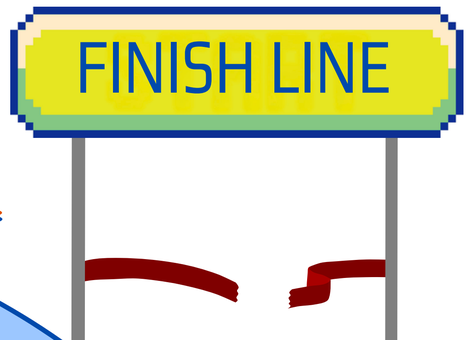
Our research confirms that commenting on a prospect's posts before any outreach produces **3.2× higher reply rates** in subsequent DMs, and up to **30% of prospects initiate the conversation themselves** — without you sending the first message. The comment does the warming. The DM closes the loop.

The connection acceptance rate using this sequence reaches **95%** — compared to the industry standard for cold outreach, which sits significantly below that.

#	TIMING	ACTION	STAT
1	**IMMEDIATE 0–2 HRS**	Reply to every comment within 30 minutes	+64% comments · 2.3× views
2	**IMMEDIATE 0–2 HRS**	Leave 2 of your own comments on your post	Boosts Depth Score
3	**SAME DAY 4–6 HRS**	Self-repost once at the 4–6 hour mark	+12–24% reach · +2 days lifespan
4	**SAME DAY**	Ask a follow-up question in your own comments	Restarts algorithmic momentum
5	**DAYS 2–3**	Re-enter your comment thread on day 2 and 3	Posts live up to 3 weeks
6	**DAYS 2–3**	Turn a strong comment into a follow-up post	Compounds reach across posts
7	**BEFORE PUBLISHING**	Comment on 5 posts in your topic cluster first	90% guaranteed visibility
8	**ONGOING HABIT**	Save posts in your topic cluster consistently	Strengthens topic fingerprint

WHAT TO AVOID

- "Comment X to get Y" prompts trigger shadow banning — explicitly confirmed in 2026.
- AI-generated comments are detected and suppressed.
- Generic reactions ("Great post!", "So true!") signal presence, not expertise, and generate no profile visits, no follows, and no conversations.
- Stopping at the comment — when someone replies with substance and you respond with "thanks!" and move on — is where most of the pipeline value gets left on the table.



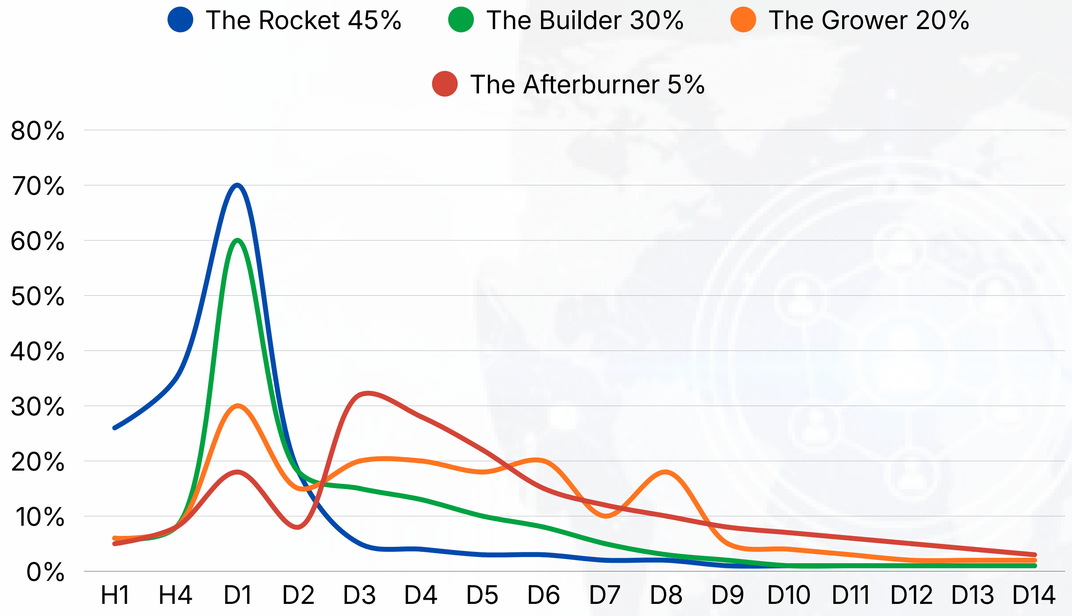
PHASE 4 — Re-Using

The posts you've already published are an asset. Most creators treat them as archive

Post Lifespan & Republishing

Publishing a post is not the end of its working life. It is the beginning. A post that performed well has already proven its value to your audience — the topic resonated, the format worked, the engagement was real. The only question is whether you extract that value once, or repeatedly. Phase 4 is about building a systematic approach to republishing, repurposing, and resurfacing content so that your best work keeps producing returns long after the original post has left the feed.

Understanding how long a post actually lives — and what determines that lifespan — is the foundation of any repurposing strategy worth building.



The Rocket

45% of posts

Strong out of the gate. 40% of reach lands within the first four hours, 70% within day one. Burns fast — done by day five.

Nurture hard in hours 1–4

The Builder

30% of posts

Modest start, steady climb. Engagement builds through day one and sustains to day eight. Save rates are disproportionately high.

Re-enter thread on days 2–3

The Grower

20% of posts

Slow to start, long to run. Only 30% reach on day one, then pulses across two weeks driven by saves and interest cluster resurfacing.

Don't abandon after 48 hours

The Afterburner

5% of posts

Underperforms days 1–2, then ignites. A share, comment, or save triggers a spike on day 3–4 and sustained distribution for two weeks.

Double down when it ignites

HOW LONG POSTS ACTUALLY LIVE

Not all posts age the same way. Our data identifies four distinct lifespan patterns — each with a different distribution curve, a different peak window, and a different nurturing priority.

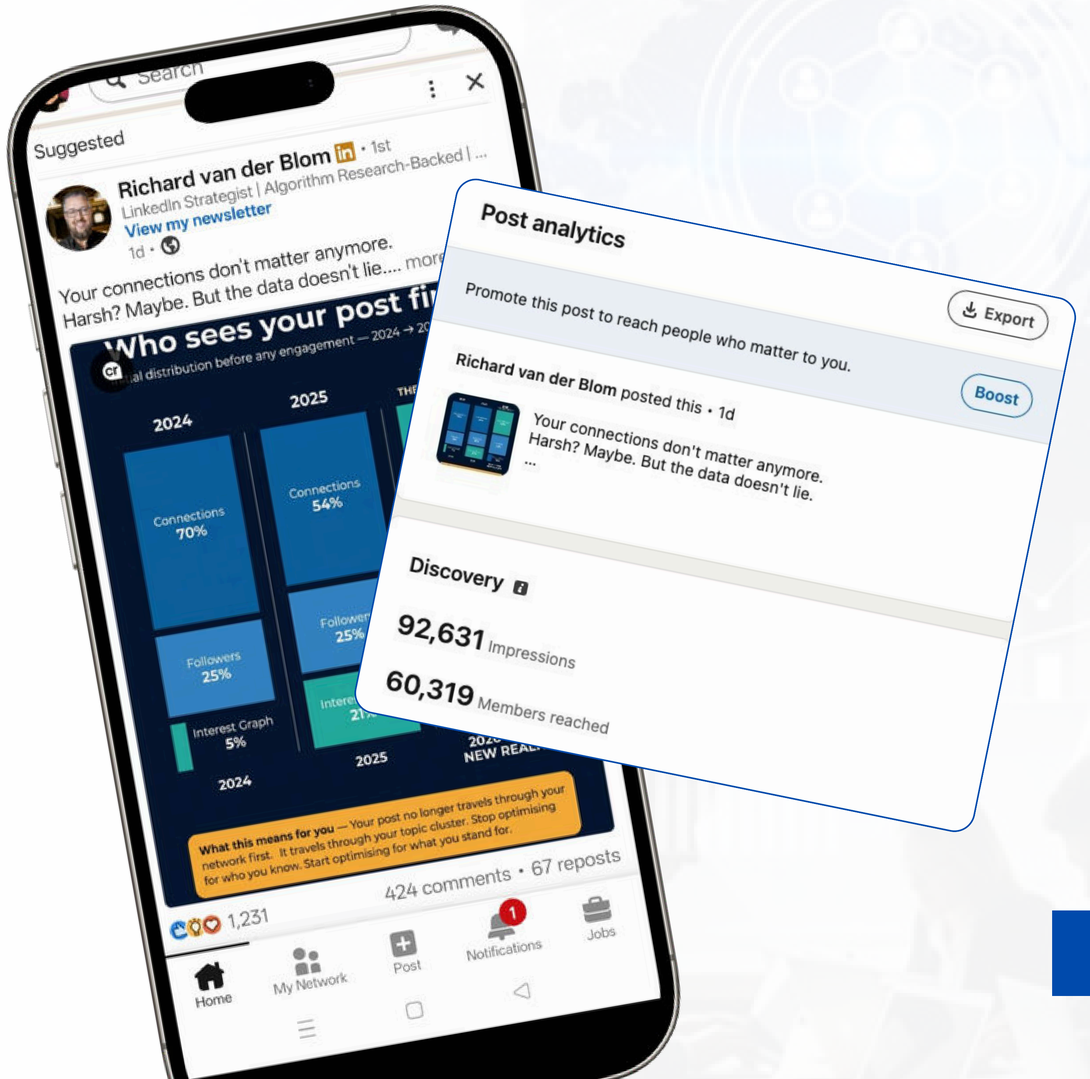
The Rocket (45% of all posts) delivers **70% of its total reach within day one** and is effectively done by day five. The Builder (30%) starts quietly, earns its reach across eight days, and carries disproportionately high save rates. The Grower (20%) opens slowly but pulses across a full two-week cycle — driven by resurfacing through saves and interest clusters. The Afterburner (5%) underperforms for the first two days before something triggers it — a share, a comment landing in a new cluster, a save pulling it back into Suggested Posts — and it sustains strong distribution for up to two weeks.

The practical implication is different for each type. Rockets need aggressive nurturing in the first four hours or most of their potential is wasted. Builders and Growers reward authors who re-enter the thread on days two, three, and beyond. Afterburners cannot be engineered — but they can be recognised early and doubled down on the moment they ignite.

The algorithm does not have a fixed expiry clock. It has a signal threshold — and as long as your post keeps producing meaningful interactions, it keeps receiving distribution. A post that earns a strong comment on day four gets re-evaluated and re-distributed. The same is true on day eight, and day twelve.

Saves are the single most powerful lifespan extender available. A saved post carries a **+60% higher resurfacing probability** in Suggested Posts — meaning it can reappear in feeds of people who never saw it the first time, sometimes weeks after publication. This resurfacing mechanic is the primary driver behind both the Grower and Afterburner patterns: a wave of saves on day two or three can restart distribution entirely, producing the pulse behaviour visible in both curves

Stop measuring post performance at 48 hours. For Rockets, the window is closed by then — but for everything else, check back at day three, day seven, and day ten. A post still generating saves and comments at day three is a Builder or Grower. One that suddenly spikes at day three or four is an Afterburner in motion — act on it immediately.



WHEN AND HOW TO REPUBLISH

Republishing a post does not mean reposting the same text unchanged. It means returning to content that proved its value and presenting it in a way that earns a second round of distribution without triggering the algorithm's duplicate content signals.

Three republishing approaches work consistently in 2026.

The first is the **angle shift**. Take the core insight from a high-performing post and reframe it around a different audience, a different consequence, or a different example. The data is the same. The entry point is different. Posts republished with a meaningfully different hook and framing perform close to their original reach — because the algorithm treats them as new content and the fraction of your audience that missed the first version encounters the idea for the first time.

The second is the **format conversion**. A high-performing text post becomes a document carousel. A strong carousel becomes a short video script. A poll result becomes an authority post analysing the findings. Converting format preserves the core content while generating a genuinely new post — one that reaches the portion of your audience that engages with that format more readily than the original.

The third is **seasonal or event-based re-entry**. Content that addressed a recurring professional challenge — a planning framework, a hiring insight, a sales strategy — earns a second publication when the context returns. A post about year-end review frameworks published in October has a natural republishing window the following October. The audience is different, the timing is relevant, and the post has already been validated.

The minimum viable gap between republications is **90 days** for the same format and framing. Below that, you risk audience recognition fatigue and reduced engagement from followers who remember the original. For format conversions, the gap can be shorter — 45 to 60 days — because the experience is materially different for the reader.



Does This Post Qualify for Repurposing?

Not every post deserves a second life. Republishing weak content wastes the reach you have built and trains your audience to expect less. The checklist below is the filter that separates posts worth returning to from posts worth leaving behind.

A post qualifies for repurposing when it clears the majority of these signals:



PERFORMANCE SIGNALS

- Reached above your personal median impressions for that format
- Generated a save rate above 12% of total engagements
- Produced comments that went beyond one-liners — substantive exchanges, follow-up questions, disagreements that generated further replies
- Earned engagement from 2nd and 3rd degree connections — evidence that the post broke out of your immediate network into interest clusters
- Generated profile visits or connection requests traceable to that post

CONTENT SIGNALS

- The core insight is evergreen — it applies beyond the week it was published
- The topic sits within your 2–3 anchor themes — repurposing off-topic content compounds topical inconsistency
- The post addresses a problem or question your audience faces repeatedly, not a one-time event or news hook
- The framing is not time-stamped — no references to "this week" or "yesterday" that date it on republication

AUDIENCE SIGNALS

- The comments included people asking for more detail, a follow-up, or the full framework — explicit demand signals
- New followers arrived in the 48 hours after posting — evidence the post attracted people who found you for the first time
- The post was shared via DM (see analytics) private sends are the strongest signal that someone found the content worth passing on

DISQUALIFIERS: STOP HERE IF ANY OF THESE APPLY

- The post was built around a news hook or trending moment that has since passed
- Engagement was driven primarily by a large tag list or coordinated pod activity
- The core data or information has since been superseded by newer findings — including by this report
- You have already republished this content in the last 90 days in the same format

A post that clears five or more of the performance and content signals, with no disqualifiers, is a strong repurposing candidate. Convert the format, shift the angle, update one data point if needed — and publish it as new content rather than a repost.



Chapter 4 Checklist: The Anatomy of a High-Performing Post

REMEMBER THIS	
Architecture beats ideas	The gap between a post that reaches 3,000 people and one that reaches 30,000 is rarely the quality of the idea. It is the structure around it.
Publishing is the beginning, not the end	Strategic nurturing in the first four hours can multiply reach by 10–14×. Most creators skip it entirely.
Commenting is a reach strategy	5 substantive comments per day generates 15× more impressions than 2 posts per week. The ratio most creators use is the wrong way around.
Know your post type	A Rocket needs you in the first four hours. A Grower needs you on day eight. Treating all posts the same wastes the potential of most of them.

PHASE 1 - WRITING
Open every post with a hook that earns the "see more" click — negative or counterintuitive hooks outperform positive ones by 35%
Follow the six-element structure: Hook → Promise → Positioning → Core Message → Conclusion → CTE
Keep post length between 1,400–1,800 characters — the range where completion signals compound
End with a Closed Question for volume (2.7× more comments) or an Open Question for reach growth (1.5× multiplier)
Never end with a commercial CTA — it suppresses engagement by ~75%
Use 0–3 hashtags maximum — posts without hashtags outperform posts with 3–5 by 5–10%
Tag a maximum of 5 people — more activates a spam mechanism
Keep document posts to 7–11 slides (ideal: 9.2) and always include a CTA slide



PHASE 2 - POSTING
Know your audience's primary region before choosing a posting time — timing differs significantly between Europe, Americas, and Asia Pacific
For Europe: target 10:00–14:00 for engagement quality; 07:00–09:00 for early momentum with less competition
Sunday is the highest-scoring single day for personal profiles — consistently underutilised
Post 2–4 times per week — moving from 1 to 2–4 posts/week adds ~1,234 impressions per post
Never post daily — +18% total reach but –26% reach per post
Match content type to timing: affinity content on weekends and evenings, authority content on weekday midday
If the post goal is conversion, put the link in the body — link in comment performs 3.4× worse
If the post goal is reach, avoid the external link or route through a native LinkedIn™ destination first
Know your initial distribution split: 50% topic-related, 40% followers, 10% connections



PHASE 3 - NURTURING
Reply to every comment within 30 minutes — author replies within 30 min drive +64% more comments and 2.3× more views
Leave 2 of your own comments on your post in the first two hours — original additions, not just replies
Activate a small, relevant engagement circle within the first 15–30 minutes — avoid closed pods
Never edit your post in the first hour — it resets algorithmic momentum
Self-repost at the 4–6 hour mark for +12–24% additional reach — once only, never twice
Re-enter your comment thread on day 2 and day 3 to extend post lifespan
Identify your post type early: Rocket (done by day 5), Builder (sustains to day 8), Grower (pulses two weeks), Afterburner (ignites day 3–4 — double down immediately)
Spend 30–50% of your active LinkedIn™ time commenting, not publishing
Comment on 5 posts in your topic cluster before you publish — 90% guaranteed visibility to those accounts
Build a target engagement list of 20–40 accounts — minimum 10 actual ICPs
Comment within 30–120 minutes of a post's publication to ride its distribution wave

PHASE 4 - RE-USING
Stop measuring post performance at 48 hours — check back at day 3, day 7, and day 10
A post qualifies for repurposing when it clears 5+ performance and content signals from the qualification checklist
Use the angle shift (same insight, different entry point), format conversion, or seasonal re-entry
Minimum 90-day gap for same format and framing republication; 45–60 days for format conversions
Never republish content built around a news hook, driven by pod activity, or already republished in the last 90 days

STOP DOING
Publishing without a nurturing plan for the first four hours
Treating commenting as a courtesy rather than a primary reach strategy
Abandoning posts after 48 hours — Growers and Afterburners are only just starting
Using engagement bait, pods, or AI-generated comments — all three are explicitly detected and penalised in 2026
Putting links in comments for conversion posts — it costs you 3.4× the conversion rate



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- **Monthly Pick-My-Brain & Networking sessions** bring your real challenges, get real answers
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- **Early access to all research**, including the Algorithm Insights Report 2026, before the public
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- **Private Circle community** - entrepreneurs who share what's actually working, right now



"The Mastermind calls alone are worth the membership. Richard shares what others won't — the actual mechanics behind LinkedIn growth. It's become a permanent fixture in my calendar."

John Keel
CEO & Founder, Improved Together

"Richard's ongoing research is the most reliable source for me and my clients when it comes to adapting our LinkedIn strategy to stay on track with business growth. Best investment ever."

Kathrin Koehler
CEO, Digital You Coaching und Training

CHAPTER 5

The Company Page Challenge

Company Pages, Employee Advocacy, and Paid Strategies

Chapter 5: The Company Page Challenge

Company Pages, Employee Advocacy, and Paid Strategies

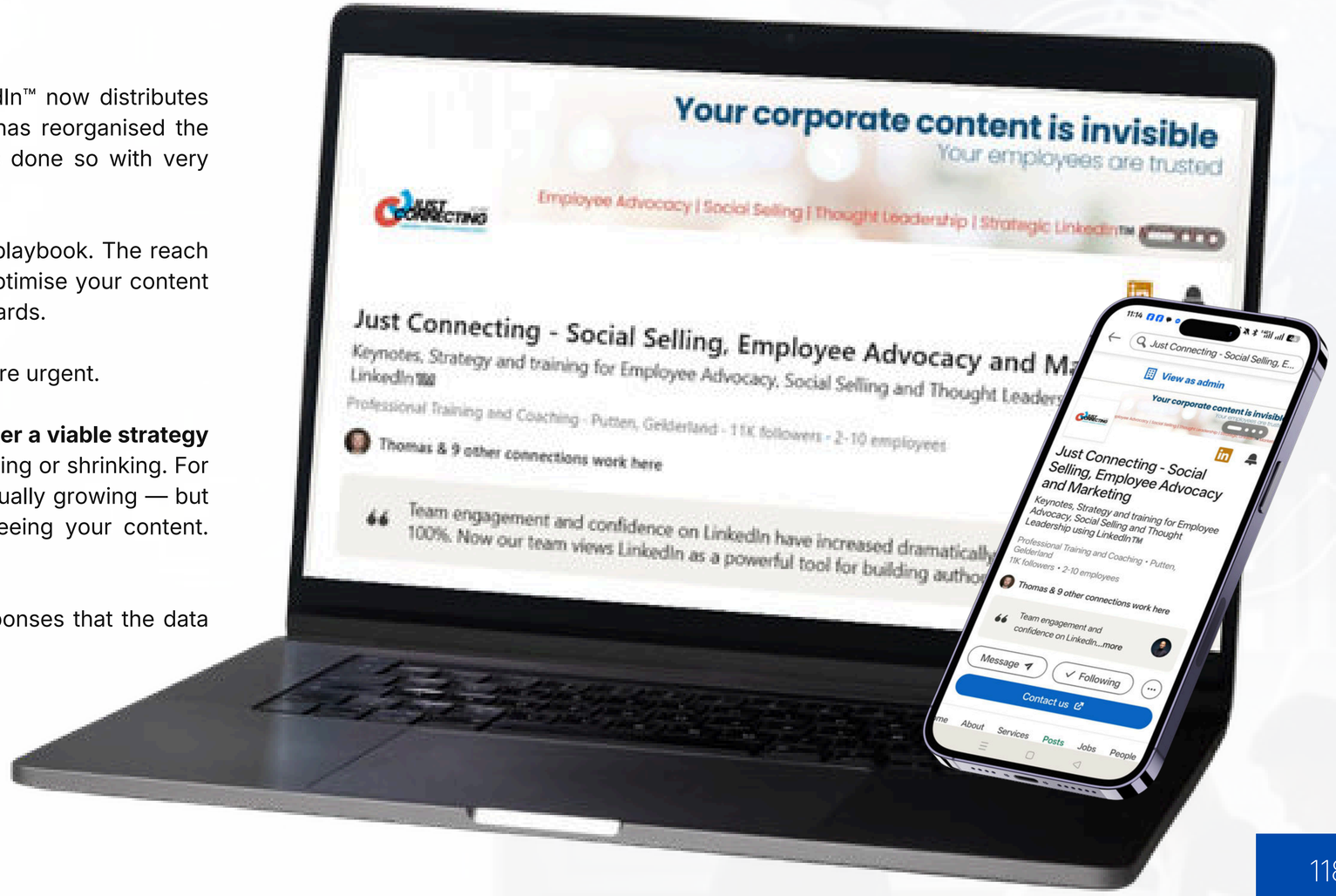
Every chapter in this report has built toward one argument: LinkedIn™ now distributes content based on relevance, not relationship. The Interest Graph has reorganised the entire platform around topics, signals, and precision — and it has done so with very different consequences depending on who you are.

If you are an individual creator, Chapters 2, 3, and 4 gave you the playbook. The reach decline is real, but the path forward is clear: build topic authority, optimise your content architecture, and invest in the engagement signals the algorithm rewards.

If you run a Company Page, the picture is more complicated. And more urgent.

Here is the problem in one sentence: **organic reach alone is no longer a viable strategy for brands on LinkedIn™** — regardless of whether that reach is growing or shrinking. For personal profiles, reach is contracting. For Company Pages, it is actually growing — but losing quality faster than it gains distribution. More people are seeing your content. Fewer are doing anything about it.

This chapter is built around that tension, and around the three responses that the data supports.



COMPANY PAGES

Covers the state of Pages in 2026: the reach and engagement reality, how the algorithm treats brand content differently from personal content, which formats and topics actually perform, and what the smartest brands are doing that the rest are not.

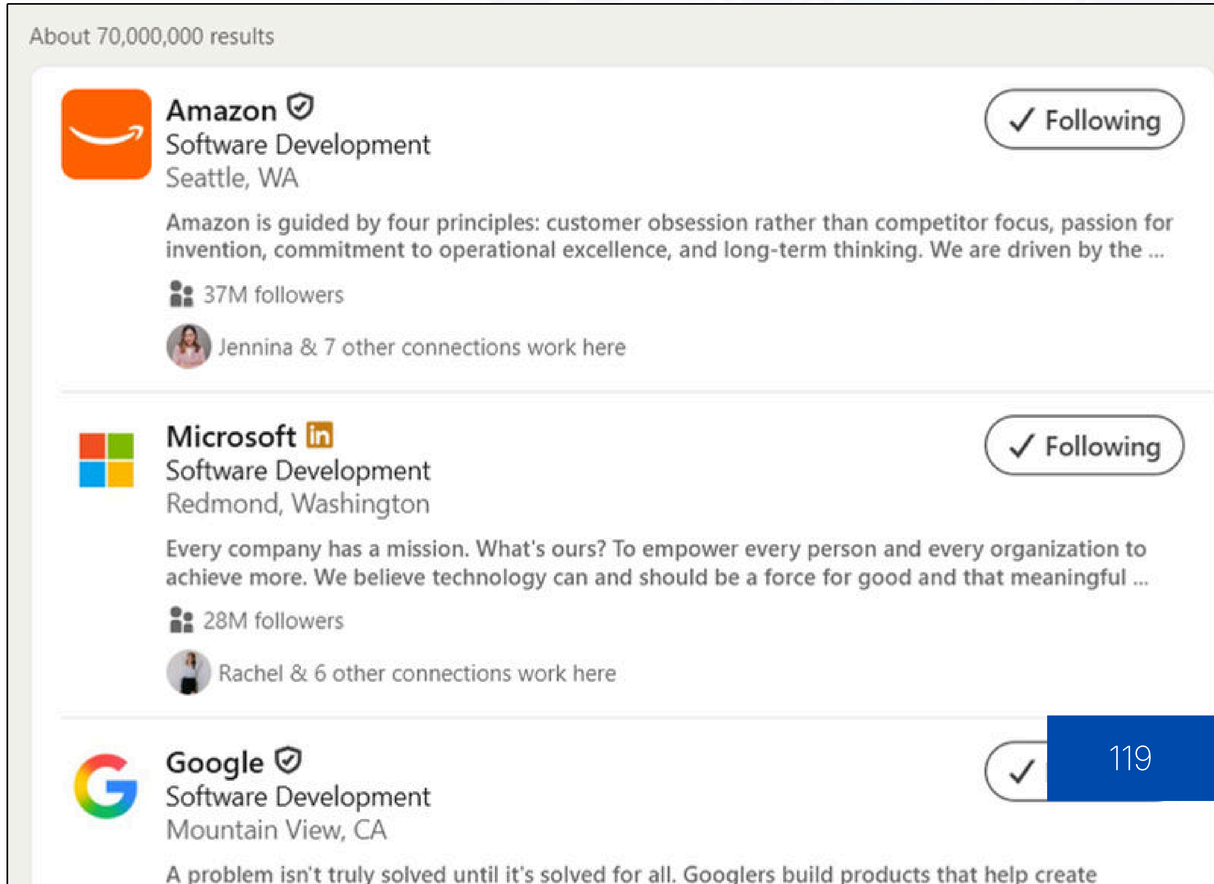
EMPLOYEE ADVOCACY

Makes the case that your employees are not a nice-to-have amplification layer. In the current algorithmic environment, they are your primary organic distribution channel. We cover what works between company and employee, what works between employees, the tools worth using, and the compliance boundaries you cannot afford to ignore.

PAID STRATEGIES

Addresses the ceiling that organic will always hit. When the content is right and the people are activated, paid investment multiplies what is already working. When the content is wrong, it accelerates the waste. We cover the formats worth investing in, the targeting logic that the Interest Graph has made more effective, and the performance benchmarks to hold your spend accountable to.

The brands that will win on LinkedIn™ in 2026 are not choosing between organic, advocacy, and paid. They are running **all three in sequence** and treating the Company Page as the **root system** that feeds the whole ecosystem.



The Page Paradox: More Reach, Less Engagement, and What to Do About It

The State of Company Pages in 2026: A Two-Speed Reality

Between March 2025 and February 2026, the **median Company Page saw impressions grow by +33.0%**. Followers grew **+24.5%**. The impression-per-follower ratio improved from 0.184 to 0.197. On the surface, that looks like progress.

Now look at engagement. Over the same period, median page engagement fell −6.2%. The engagement rate collapsed from **3.74% to 2.73% — a −26.9% drop.** More people saw the content. Fewer responded to it.

This is not a contradiction. It is a diagnosis: **pages gained distribution but lost audience quality**.

The expanded reach is pulling in users who are topically adjacent but not genuinely interested. LinkedIn's LLM-based retrieval system is surfacing Page content to broader audiences — but those audiences are increasingly mismatched. The reach number goes up because the algorithm is casting wider. The engagement rate goes down because that wider net is catching the wrong fish.

Across all four segments, not one improved engagement. The direction is uniform. **What differs is the cause** — for profiles it is a reach problem; for pages it is an audience quality problem.

PROFILES			
SEGMENT	**IMPRESSIONS**	**ENGAGEMENT**	**ENG. RATE**
AVERAGE	−6.6%	−13.8%	−2.5%
TOP 5%	−46.7%	−48.5%	−0.7%

VS

PAGES			
SEGMENT	**IMPRESSIONS**	**ENGAGEMENT**	**ENG. RATE**
AVERAGE	+33%	−6.2%	−26.9%
TOP 5%	−29.4%	−43.3%	−19.3%

More people are **seeing** your content.
Fewer are doing anything about it.

THREE THINGS THIS DATA TELLS YOU:

+33%

IMPRESSIONS FIGURE IS MISLEADING

It creates a false sense of momentum the engagement data immediately contradicts. Reach is not the goal — qualified reach is.

Top 5% pages lost –29.4% impressions and –43.3% engagement — numbers almost as severe as the top individual creators hit hardest by the Interest Graph shift. Scale without topic precision is now a liability.

LARGE, ESTABLISHED PAGES ARE NOT PROTECTED

1.6%

ORGANIC FEED SHARE IS STRUCTURAL, NOT CYCLICAL

Company Page content now accounts for just **1.6% of all organic impressions on LinkedIn™** — down from 2.1% in early 2025. This is not a temporary dip. The platform has redistributed feed real estate toward personal content consistently for three years.

The profile-to-page comparison makes the stakes clearer still. In March 2025, Company Pages held a **+27% engagement rate advantage** over personal profiles. By February 2026, **that advantage had disappeared entirely** — profiles now marginally outperform pages on engagement rate (2.86% vs 2.73%). Founder and employee profiles can outperform the corporate page by over **300% in engagement** and **270% in conversions**. Personal content retains audience quality. Brand content is reaching more people who care less.

The question is not how to recover the reach you used to have. It is how to work within the environment that actually exists. And the most important number in that environment is this: **just 3% of employees sharing company content can generate approximately 30% of total page engagement**. The organic reach the Page cannot generate alone, a small number of activated people can unlock.



What the Algorithm Actually Does with Page Content

Company Pages are processed by the same Interest Graph system that governs personal profiles. But the mechanics work differently — and most brands have not understood how.

THE FINGERPRINT PROBLEM

Individual creators build a topic fingerprint through what they post, comment on, save, and how their audience responds — all tied to a single human identity with a coherent professional history.

A Company Page has none of that. No personal history. No comment trail. No first-person voice. What it does have is its content history, company description, industry classification, and the keyword density of everything it publishes. LinkedIn's LLM-based retrieval system reads all of it to decide which interest clusters the Page belongs in — and therefore who sees its content.

TOPIC CONSISTENCY IS NOT A CREATIVE PREFERENCE FOR COMPANY PAGES. IT IS AN ALGORITHMIC REQUIREMENT

A Page posting about recruitment one week, sustainability the next, and product launches the week after builds no classifiable topical identity. Content that cannot be classified cannot be recommended. Content that cannot be recommended stays trapped inside the existing follower base — the same 1.6% of feed distribution every Page is already fighting over.



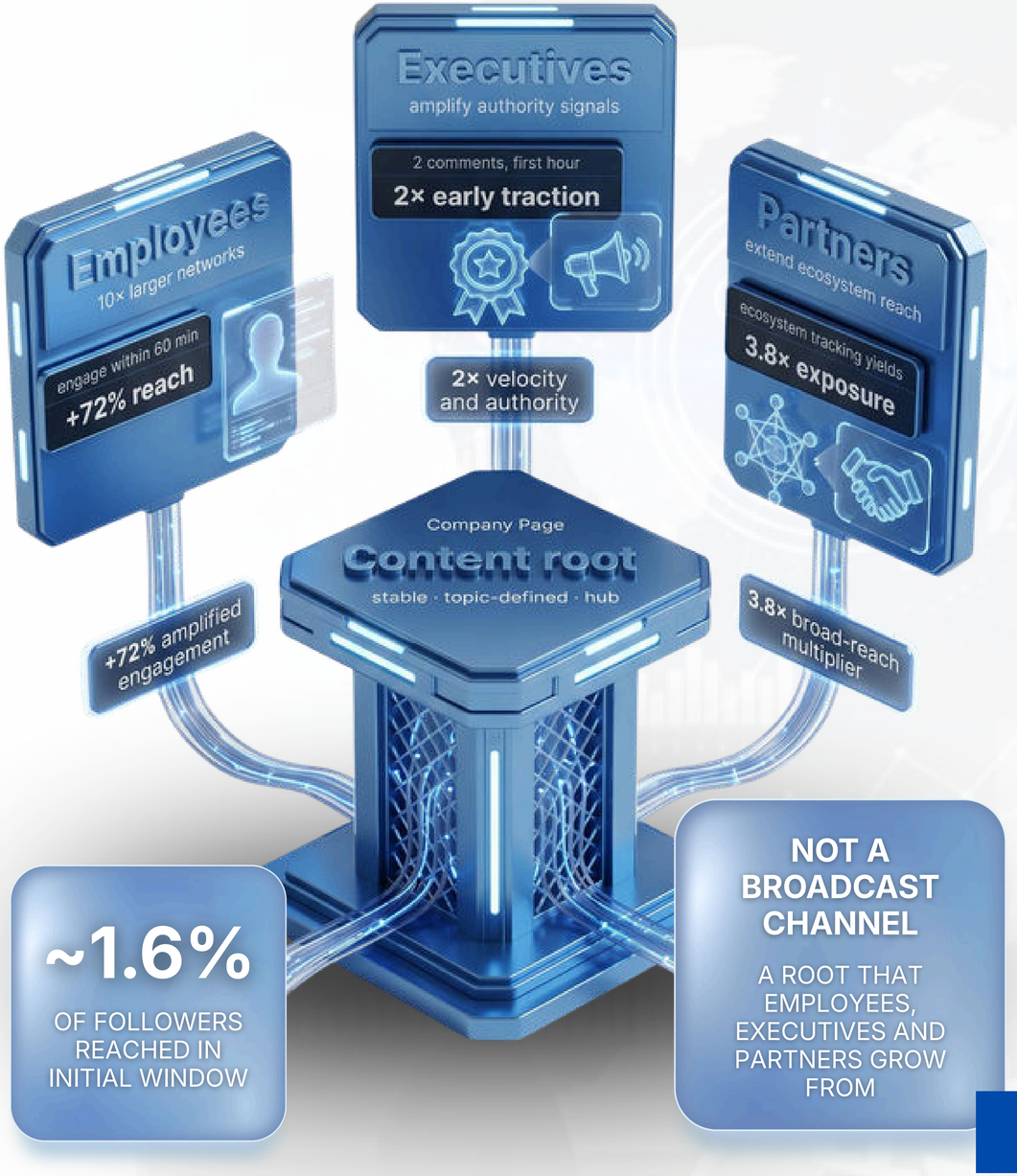
THE CONTENT ROOT MODEL

The most effective Company Pages in 2026 are not broadcast channels. They are **content roots** — stable, topic-defined hubs that employees, executives, and partners grow content from.

WHY THIS MATTERS:

- A Company Page post reaches **~1.6% of followers** in its initial distribution window
- Employee networks are, on average, **~10× larger** than the company's follower list
- An employee engaging within **60 minutes** of publication increases post reach by **+72%**
- Two thoughtful employee comments in the first hour can **double early traction**
- Brands tracking total ecosystem visibility achieve **3.8× higher campaign exposure** than those measuring Page reach alone

The Page generates the signal. The people generate the distribution. This only works when the Page has a clear enough topical identity that employees know what to engage with — and why.



WHY OUTSIDE ENGAGEMENT CARRIES MORE WEIGHT

This is where most brands make a measurement mistake that quietly distorts their entire strategy. Not all engagement carries equal algorithmic weight:

	Internal (Employees)	C-level / Thought leaders (Influential non-employees)	External (Non employees)
LIKES	Normal weight	Normal weight	Normal weight
COMMENTS	**–2–2.5× impact**	**+1–1.5x impact**	Full weight
REPOSTS	**–2–2.5× impact**	**+0.5–1× impact**	Full weight

Below full weight Full weight (baseline) Above full weight

LinkedIn discounts internal comments and reposts because the algorithm treats them as loyalty-motivated rather than genuine interest signals. But the weight asymmetry runs in both directions — and most brands only know about the penalty, not the bonus.



WHAT THE DATA SHOWS:	WHAT THIS MEANS IN PRACTICE:
Likes carry normal weight regardless of who sends them	Ten employees liking a post: contributes meaningfully
Employee comments and reposts carry **2–2.5× less impact** than the same action from an external audience	Ten employees commenting: contributes far less than ten external readers doing the same
External comments and reposts (customers, prospects, industry peers) carry **full algorithmic weight**	Two or three external comments often outperform twenty internal ones in terms of what the algorithm does next
C-level and thought leader engagement carries a measurable boost **+1–1.5× on comments**, **+0.5–1× on reposts** — because the algorithm recognises established authority accounts as topical endorsement signals, capable of pushing your content into new interest clusters those individuals already occupy	A single comment from a recognised industry voice can outperform an entire internal activation round

FROM DATA TO APPLICATION



The goal of employee advocacy is therefore not to generate engagement on the Page post itself — it is to **carry content into networks** where external audiences engage independently.

Posts earning **saves from non-employees** trigger resurfacing in the Interest Graph, extending distribution well beyond the original window.

And proactively engaging recognised voices in your topic territory — rather than relying solely on internal teams — is one of the most underleveraged reach levers available to Company Pages today.



FOUR THINGS TO ACT ON

1 DEFINE YOUR TOPIC TERRITORY FIRST

Two or three tightly scoped themes, consistently applied. If you cannot summarise your Page's topical identity in one sentence, the algorithm cannot either.

2 BUILD FOR EXTERNAL COMMENT, NOT INTERNAL REACTION

Data points, industry positions, closed questions — things that invite responses from people who do not yet follow you. Engineer for external engagement, not internal validation.

3 USE THE PAGE AS ANCHOR, PEOPLE AS AMPLIFIER

Employee posts are **2× more likely to be engaged with** than the same content from the brand handle. The Page provides the foundation. People provide the reach.

4 COMPLETE THE PAGE SETUP

A fully completed Page — all sections filled, description keyword-rich, industry classification accurate — improves performance by **5–15%**. Unglamorous. Measurable. Still unclaimed by most.

Format Performance: What the Data Says (and What Most Pages Are Getting Wrong)

Most Company Pages have a format problem they cannot see. They are investing time and budget in formats that feel productive — articles, video, regular reshares — while the formats that actually outperform sit underused in their content mix. The data from March 2025 to February 2026 makes this gap impossible to ignore.

THE FULL PICTURE: REACH MULTIPLIERS BY FORMAT

A multiplier above 1.0 means a format outperforms a Page's own average reach. Below 1.0 means it underperforms. The split between average pages and top 5% pages is where the real story lives.



LINKEDIN ALGORITHM INSIGHTS 2026 — FORMAT PERFORMANCE				
FORMAT		Avg reach multiplier	Top 5%	Trend Feb →Oct 2025
	Poll	1.34×	3.19×	21.64%
	Document	1.24×	1.80×	4.13%
	Video	1.06×	1.72×	40.48%
	Text + Image	1.18×	—	5.93%
	External link	0.74×	—	14.52%
	Article	0.43×	1.15×	27.91%
	Text only	0.29×	—	10.34%
	Reshare	severely underperforms	0.08× (profiles)	—

WHAT THE DATA REVEALS — FORMAT BY FORMAT

POLL
Highest multiplier, but a trap for most pages



- Reach multiplier for top 5% pages: **3.19×** — the single highest in the dataset
- For average pages: **1.34×** reach, but engagement collapsed from **1.26× to 0.38×** (−69.84%)
- The reach is real. The engagement is gone. Polls attract eyes but no longer drive meaningful interaction — audiences vote and scroll
- Best used sparingly for audience research, not as a reach strategy

DOCUMENT
The most consistently underused outperformer



- Reach multiplier: **1.24×** (avg pages), **1.80×** (top 5% pages)
- Engagement multiplier jumped from 1.07× to **1.57×** between Feb and Oct 2025 — a **+46.73%** gain
- Only **10.2%** of page posts are documents, despite the performance
- Caption rule: **0–100 characters outperform longer captions at 1.55×** — the document carries the content, the caption should introduce it and step aside

VIDEO
Rewards pages, not profiles



- For personal profiles: **0.86×** multiplier, reach down −36% year-on-year. Avoid.
- For average pages: **1.06×** — marginally above average
- For top 5% pages: **1.72×** — strong, but they post only **8.1%** video, not 15–18%
- The drop in reach between Feb and Oct 2025 (−40.48%) signals saturation and reduced completion rates. Video still works on pages — but only when production quality is high and the first two seconds earn the watch

TEXT + IMAGE
The reliable baseline



- Reach multiplier: **1.18×,** engagement: **1.34×** (up from 1.16×)
- Makes up **58.3%** of page content post-Oct 2025 — declining from 65.7% as brands diversify
- Image posts with **120–150 second reading time** achieve **3.09×** reach for pages — captions that take two minutes to read dramatically outperform short ones
- Readability note unique to pages: **complex, precise language outperforms plain language** on page image posts (1.39× vs 0.62×) — the opposite of what works for personal profiles. Institutional writing gains authority from depth; personal writing gains authenticity from simplicity

ARTICLE
The biggest misallocation in the data

- Average pages post articles at **10.7%** of their content — the highest share of any non-image format
- The reach return: **0.43×** — the worst multiplier in the entire dataset
- Top 5% pages post articles at just **1.7%**, and those few articles outperform at **1.15×**
- The lesson is not that articles never work. It is that volume kills them. Occasional, high-quality articles from established pages perform well. Routine article publishing from average pages is the most consistent waste of effort in the data.

RESHARE
The most consistent misallocation

- Underperforms in every single segment, often severely
- Makes up **7.0%** of average page output despite delivering near-zero reach return
- If your content calendar includes regular reshares as a volume tactic, they are actively diluting your account's content predictability score



THREE FORMAT RULES FOR COMPANY PAGES IN 2026

1 CUT ARTICLES OR MAKE THEM COUNT.

If you are publishing articles routinely, stop. Reserve the format for genuinely high-value long-form pieces — research, annual reports, flagship thought leadership. Fewer articles, better articles, better results.

2 ADD DOCUMENTS BEFORE YOU ADD ANYTHING ELSE.

The performance data for documents is strong and consistent across both average and top 5% pages. They are underused and they outperform. This is the lowest-risk format change any Company Page can make.

3 STOP RESHARING AS A VOLUME TACTIC.

Every reshare posted is a signal to the algorithm that your Page is a distributor, not a creator. It suppresses content predictability and delivers near-zero reach. Replace reshares with original posts that reference or respond to the content you would have reshared.



Content Pillars and Topics That Work for Pages

CONTENT PILLARS FOR COMPANY PAGES — THE 2026 FRAMEWORK

Chapter 2 covers the full content pillar framework in depth. The summary below is for context and to anchor the topic data that follows.

In 2026, the nine pillars from the 2025 report have been consolidated into four clusters organised around business jobs. The strongest brand pages do not think in content types — they think in what the content is *for*. The clusters reflect that.



CLUSTER (WHAT IT DOES)	RECOMMENDED SHARE
BRAND & POINT OF VIEW Original takes, trend commentary, research, CSR tied to your core narrative	**30–40%**
PRODUCT, CUSTOMERS & PROOF Use-case storytelling, customer outcomes, demos anchored In real problems	**20–30%**
PEOPLE & CULTURE Employee stories, team moments, employer brand, behind-the-scenes	**20–30%**
EVENTS & COMMUNITY Event content, LinkedIn™ Live, newsletters, partner collaborations	**10–20%**

THREE THINGS WORTH NOTING AS YOU APPLY THIS TO YOUR PAGE:



The most underinvested cluster relative to its performance.

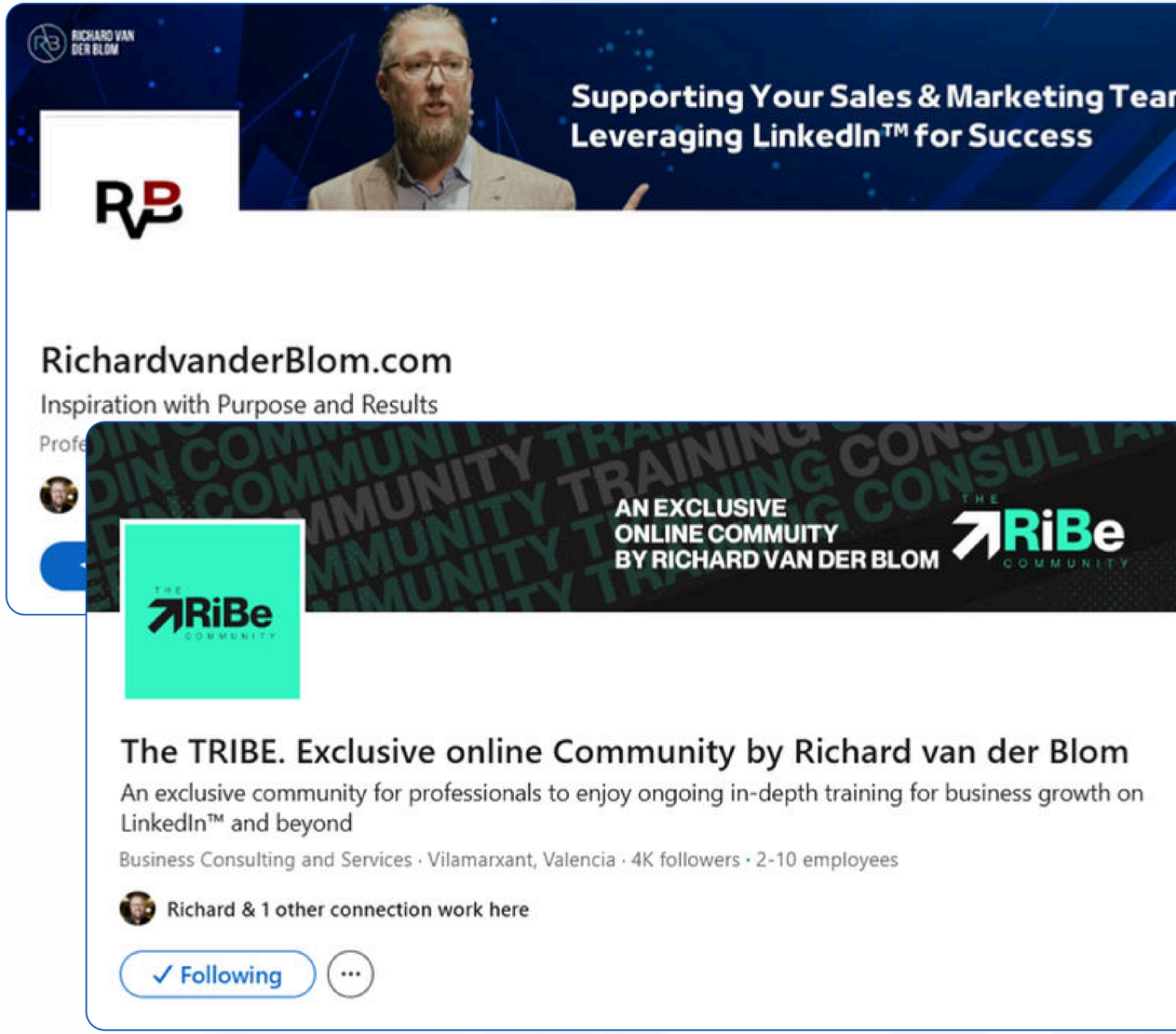
It delivers the highest engagement rate of the four and consistently outperforms on follower growth for pages that post in this cluster at least once a week. Most pages underweight it because it feels harder to produce. That gap is your competitive advantage.

Only works when anchored in outcomes.

The most common failure in 2025 was product posts that described features without connecting them to customer results. In 2026, that content is increasingly invisible. Who is it for, what problem does it solve, what results are realistic — answer those three questions or don't post it.

Dominant for a reason.

Audiences now expect pages to have a perspective, not just share information. Commentary without a point of view is not performing. Consistency of POV across this cluster is the clearest differentiator between pages that build authority and pages that fill feed space.



Topics that perform for Company Pages in 2026

Beyond pillar structure, topic selection now directly affects algorithmic distribution. Under the Interest Graph model, the topics your Page consistently covers determine which interest clusters your content enters — and who outside your follower base sees it. Below are the projected 2026 performance figures by topic, based on analysis of Company Page posts across industries.



TOPIC	MEDIAN REACH	MEDIAN ENGAGEMENT	GROWTH VS. LAST YEAR
AI, Industry Innovation & Events	820	24	+15%
Corporate Growth, Investment & M&A	780	19	+10%
Tech, Product & Digital Transformation	610	17	+5%
Business Strategy, ESG & Sustainability	540	15	+8%
Employment, HR & Client Management	520	13	+6%
Daily Work & Workplace Observations	460	13	+5%
Leadership, Team Building & Culture	340	12	+4%
Productivity, Skills & Goal Setting	320	11	+2%
Sales, Pipeline & Customer Engagement	290	9	0%
Social Media, AI Tools & Content Marketing	230	12	+9%

FIVE THINGS THIS DATA TELLS YOU

AI LEADS EVERYTHING

AI, Industry Innovation & Events is the top-performing topic for Company Pages in 2026 — highest reach (820), highest engagement (24), and strongest growth (+15%). If your business has a genuine connection to AI, this topic belongs in your Brand & Point of View cluster immediately.

CORPORATE MILESTONES STILL LAND

Corporate Growth, Investment & M&A is the second-highest performer. Data-led, structured announcements tied to real business outcomes consistently outperform opinion content. This is where your Product, Customers & Proof cluster earns its reach.

SUSTAINABILITY NEEDS EVIDENCE

Business Strategy, ESG & Sustainability is growing (+8%) but only when content is concrete — metrics, real actions, measurable outcomes. Vague purpose messaging does not move the needle and belongs in neither cluster.

SALES CONTENT IS DEAD ON PAGES

Sales, Pipeline & Customer Engagement sits at the bottom with zero growth and the lowest engagement in the table. This content belongs on individual profiles — not the brand page.

BROADER PATTERN HOLDS

Company Pages earn reach on topics that are inherently brand-scale: industry developments, business milestones, innovation, strategic direction. They lose reach when attempting to replicate the conversational, opinion-led content that works for individuals. Know which topics belong on the page — and which belong on the people.



WEEKEND POSTING

The 2024 report cited a +50% reach/engagement opportunity on weekends, and the 2025 report still referenced weekends as an "engagement hack" with up to 30% more reach. The new timing data directly contradicts this for pages: weekday scores average 0.513 vs weekend 0.413 — a **24.4% weekday advantage**, and "almost no advantage from weekend posting." **The new data wins. The 2025 weekend tip is superseded**. This section should explicitly note the update vs. 2025.

FRIDAY TIMING

The Oct 2025 update said "avoid posting Fridays after 15:00; reach drops 35%." The new data includes Friday in the top performing windows (Friday 10:30 scores 0.985, second highest overall).

These are compatible — Friday morning is strong, Friday afternoon is weak. Both can coexist in the copy.



POSTING CADENCE, TIMING, AND THE RULES THAT DON'T APPLY TO PROFILES

Company Pages play by different cadence rules than personal profiles. One of the most practically useful things this section can tell a brand manager is precisely where the profile logic breaks down — and what replaces it.

Frequency: more is not the same problem

For personal profiles, daily posting causes a **–45% reach reduction**. For Company Pages, the relationship is fundamentally different. Posting more frequently does **not** harm individual post reach — provided each post serves a distinct purpose and targets a specific audience segment.

The recommended cadence depends on company size:

SOLOPRENEUR (0–10 EMPLOYEES)	SME (10–200 EMPLOYEES)	MID-SIZED ORGANISATION	ENTERPRISE
Daily posting	Max 4 posts per week	Max 5 posts per week	Max 7 posts per week
Brand awareness, thought leadership, exposure	Quality storytelling, team culture, education	Consistency across multiple audience clusters	Diversified pillars: regional, product, employer brand streams

The key unlock for higher-frequency pages is LinkedIn™'s **organic audience targeting** feature — publishing posts targeted by function, seniority, region, or language. Multiple targeted posts per day do not compete with each other in the feed the way untargeted posts do. Pages using this feature see an average **+8–12%** boost in both reach and engagement within the targeted segment. Without it, multiple posts risk cannibalising each other.

Pages posting at least once per week see approximately 5.6× more follower growth than those posting less. Consistency matters more than volume — but for pages, volume does not carry the same penalty it does for profiles.

Showcase Pages posts excluded from all figures above.

Timing: A Different Logic Entirely

This is where the 2026 data marks a clear break from previous editions.

The 2024 and 2025 reports identified weekends as an underutilised opportunity for Company Pages. The new timing data does not support that finding. **Pages see a 24.4% weekday advantage over weekends** (weekday performance score 0.513 vs weekend 0.413). The audience for company content is in professional mode during the working week and disengages meaningfully on Saturday and Sunday. For Company Pages, the conventional wisdom is correct: **post Monday to Friday, during working hours**.

The best-performing windows cluster tightly:

DAY & TIME	PERFORMANCE
TUESDAY 09:00	top-performing slot (score 0.991)
FRIDAY 10:30	second-highest performer (score 0.985)
TUESDAY - FRIDAY 09:00–10:30	the core high-performance window
FRIDAY AFTER 15:00	avoid; reach drops –35% within two hours

Showcase Pages posts excluded from all figures above.

Unlike personal profiles, where timing effects are more distributed across the day, Pages benefit from a tighter, more conventional window. Monday remains valid but consistently underperforms Tuesday through Friday.

THREE ADDITIONAL TACTICS WORTH BUILDING INTO YOUR CADENCE

1

ENGAGE FROM THE PAGE HANDLE DAILY

Commenting on posts from employees, clients, and industry peers — 3+ comments per day — lifts page post visibility by approximately **8%**. At 6+ per day, that rises to **12%**.

2

USE ORGANIC AUDIENCE TARGETING BEFORE INCREASING VOLUME

It is the mechanism that makes higher-frequency posting safe. Implement it before adding posts, not after.

3

REPOST HIGH-PERFORMING EMPLOYEE CONTENT TO THE PAGE AFTER 48 HOURS

It refreshes reach, signals community recognition, and contributes original-feeling content to the Page without requiring net-new creation.

The Metrics That Actually Matter for Pages

Most Company Pages are being measured on the wrong things. Follower count tells you about your past. Impressions tell you how wide the net was cast. Likes tell you almost nothing useful. None of these three numbers predict whether your Page is actually building brand authority, activating your audience, or creating the conditions for commercial outcomes.

The **four metrics** below do. They are the indicators that correlate with real Page health in 2026 — and the ones most brand managers are not yet tracking.

1 - ENGAGED FOLLOWER RATIO
Followers engaging in the last 30 days ÷ Total followers
Healthy benchmark: >6%

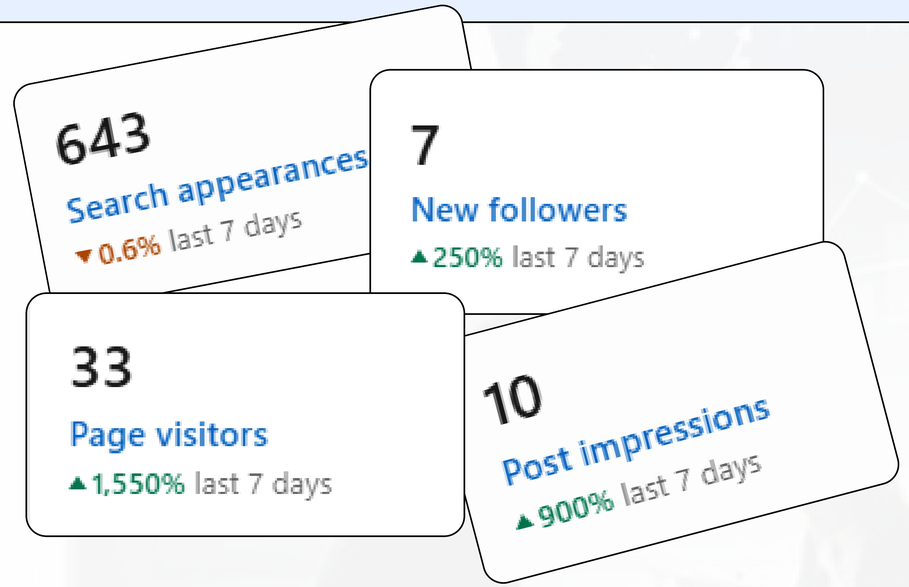
This is the metric that exposes the gap between audience size and audience quality. A Page with 50,000 followers and 300 monthly engagements has a 0.6% ratio — an audience that is almost entirely passive. A Page with 8,000 followers and 600 monthly engagements has a 7.5% ratio — a genuinely active community. The second Page is in a stronger position despite being six times smaller.

As page impressions grow but engagement rates fall (the core paradox of 5.1.1), the Engaged Follower Ratio becomes the clearest early warning signal that your content is reaching the wrong audience. If this number is declining while impressions are rising, your distribution has a quality problem.

2 - ADVOCACY REACH INDEX
Employee post impressions ÷ Company Page impressions
Strong benchmark: >3.0×

This metric captures what the Page alone cannot. If your employees' combined post impressions are three times or more the impressions your Page generates directly, your ecosystem is working. If the ratio is below 1.0×, your Page is your only distribution channel — which means you are operating entirely within the 1.6% organic feed share ceiling with no amplification layer.

Brands tracking total ecosystem visibility achieve **3.8× higher campaign exposure** than those measuring Page reach alone. The Advocacy Reach Index makes that ecosystem visible and manageable. It gives you a number to improve — and a clear lever to pull (activate more employees, prioritise employee content quality) when it needs improving.



3 - COMMENT DEPTH RATIO

Replies ÷ First-level comments

Target: >0.6

Not all comments are equal. A post with 20 comments, none of which received a reply, generated a single wave of reaction and stopped. A post with 20 comments and 15 replies generated real conversation — multiple people returning to the thread, extended dwell time, and the kind of engagement signal that triggers resurfacing in the Interest Graph.

The Comment Depth Ratio measures conversation quality, not just volume. A ratio above 0.6 means the post sparked genuine dialogue. Below 0.3, it generated noise. This metric is particularly useful for evaluating whether your Brand & Point of View content is provoking real discussion — or just collecting surface-level reactions.

4 - SAVE-TO-IMPRESSION RATE

Saves ÷ Impressions

Use as a relative benchmark, track directionally

Saves are the most underreported signal in Company Page analytics — and one of the most meaningful. When someone saves a post, they are telling the algorithm it has reference value worth returning to. That triggers resurfacing in the Interest Graph and extends the post's distribution window well beyond its initial reach.

For Company Pages, Save-to-Impression Rate is the clearest available indicator of whether your content is genuinely useful or merely seen. High save rates on document posts and thought leadership content confirm that the material is being treated as a resource, not just a scroll item. Track this directionally over time — a rising rate signals improving content quality; a flat or declining rate signals your content is informative but not indispensable.



WHAT TO STOP MEASURING

Three numbers that dominate most Page dashboards and should be demoted:

FOLLOWER COUNT

Growing at +24.5% while engagement rates fall.
A vanity metric in the current environment.

TOTAL IMPRESSIONS

Up +33% for average pages, down −26.9% in engagement rate. Volume without quality is not progress.

LIKES

The lowest-signal engagement action, treated by the algorithm almost identically regardless of source. Optimising for likes is optimising for the wrong outcome.

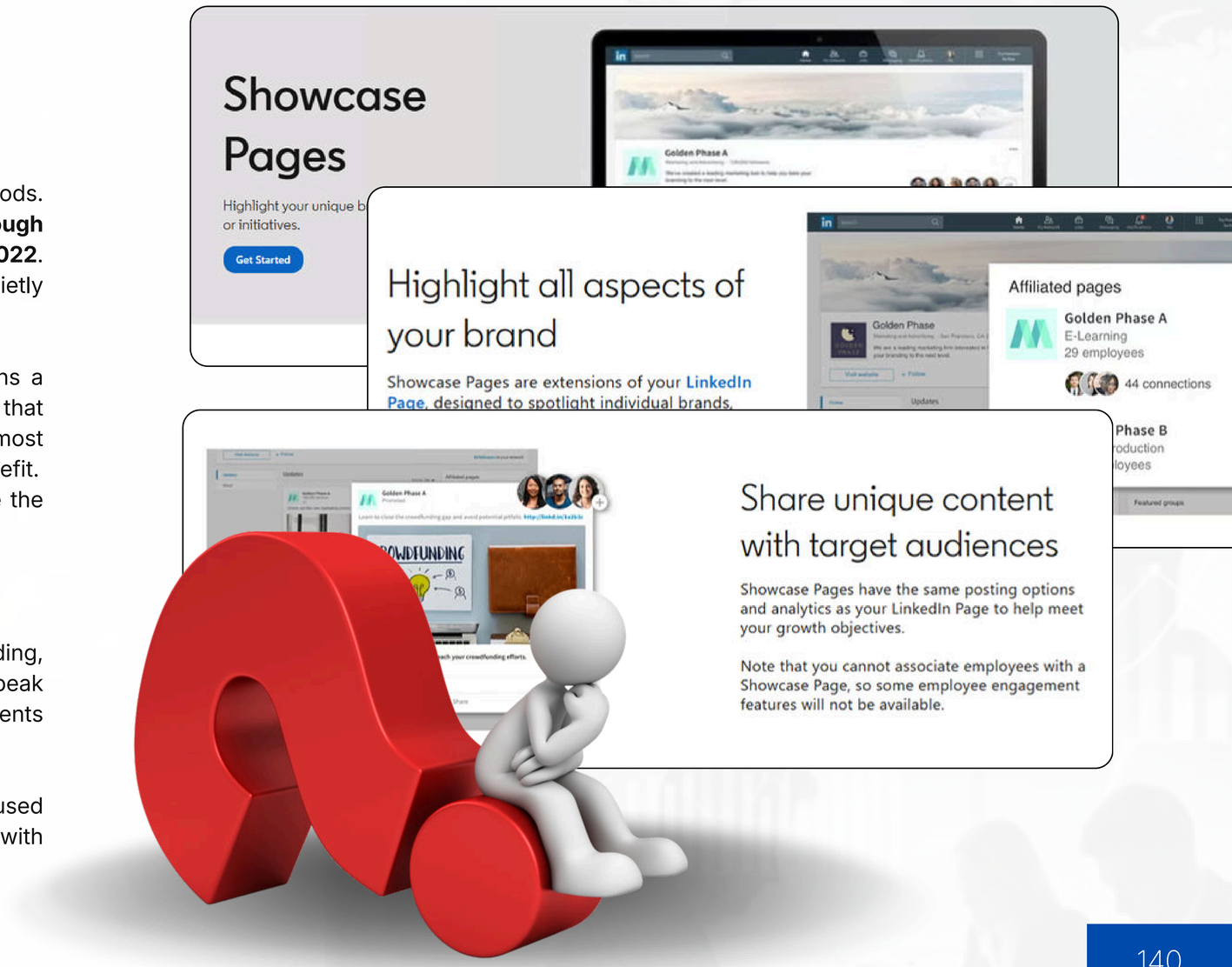
The future of Company Page analytics is not about how loud your brand is. It is ab how far your people take your message, how deeply your content sparks conversat and how often it earns the save.



LinkedIn™ Showcase Pages: Segment Engine or Distraction?

Showcase Pages have been declining for three consecutive measurement periods. Engagement dropped **over 60% between 2020 and 2022**, a further **–25% through 2024**, and another **–15% in 2025** — a cumulative fall of more than **75% since 2022**. That is not a format in recovery. It is a format most organisations have quietly abandoned.

And yet, used correctly and in the right circumstances, a Showcase Page remains a legitimate strategic tool. The key word is *correctly*. The majority of Showcase Pages that exist today were created when LinkedIn™ was actively promoting the feature, and most of them are now dormant — pulling brand credibility down without any offsetting benefit. The question in 2026 is not whether Showcase Pages work. It is whether they are the right tool for *your* situation.



WHAT SHOWCASE PAGES ACTUALLY ARE

A Showcase Page is a sub-page of a Company Page, with its own followers, branding, content stream, and analytics. They were designed to allow large organisations to speak to distinct audiences — different products, business units, regions, or market segments — without crowding the main page.

They receive no special algorithmic boost. They behave like smaller, more focused Company Pages — which means they inherit all the same organic reach constraints, with typically far fewer followers to work with.

WHEN TO USE ONE	
✓	You have genuinely distinct products or markets that require their own audience and narrative — separate SaaS products, distinct geographic regions, or separate ecosystems that do not overlap.
✓	You can commit to **3–5 high-quality posts per week per Showcase Page**, consistently. Below that threshold, the page does more harm than good.
✓	You need segment-level analytics and follower lists for ABM or product-specific campaigns — and the reporting separation is worth the content overhead.
✓	Your main Company Page is already performing well and actively managed. Showcase Pages only add value on top of a strong foundation, not in place of one.

WHEN NOT TO USE ONE	
✗	Your main Company Page is underperforming or inconsistently managed. A Showcase Page effectively doubles your content workload with no guaranteed return.
✗	Your topics overlap heavily with the main page. Duplicating content across two pages produces no additional algorithmic reach — it just dilutes both.
✗	Your audience is small and not yet clearly segmented. Build one strong Company Page and an activated employee base first. Segmentation becomes valuable when there is something substantial to segment.

METRIC	HEALTHY RANGE
ENGAGEMENT RATE PER POST	2–4%
FOLLOWER GROWTH	2–5% per month (active pages)
CTR ON LINK/CONTENT POSTS	0.5–1% baseline

These benchmarks apply to well-managed, actively posted Showcase Pages. Most inactive or low-frequency pages perform significantly below these thresholds and should be consolidated or closed rather than left to drift.

THE DECISION RULE

If you don't have a clear segment and a clear content stream to serve it, a Showcase Page will cost you more than it returns. Stick to one strong Company Page and activated employee profiles — that combination will outperform a fragmented multi-page strategy in almost every scenario.

If you do have both — a defined audience segment and the content engine to serve it consistently — a Showcase Page can be a powerful segment tool. But understand what it is and what it is not: **a segment engine, not a reach engine.**

The algorithm killed your brand page. Your employees can bring it back.

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MANDATED ADVOCACY CREATES COMPLIANCE, NOT ADVOCATES.

Most employee advocacy programs fail for the same four reasons. Recognising these patterns is the first step toward fixing them.

01 APPROACH PROBLEM

Employees distribute content they didn't create, on topics they don't care about, in a voice that isn't theirs.

02 VALUE PROBLEM

The company gains from their network and credibility but nothing comes back. It feels extractive, because it is.

03 CONTENT PROBLEM

Audiences spot corporate copy-paste instantly. When it doesn't perform, it confirms what employees already suspected.

04 TREATMENT PROBLEM

The executive, the engineer, the sales rep — all different needs, all ignored. One program can't serve all of them.



THE FRAMEWORK (The VIBE Method)

The VIBE Method is how Just Connecting has supported **1,000+ B2B companies** in turning their employees into a voice that **outperforms every paid ad or company page post**.



Four tiers. Four engagement strategies. One framework that turns your workforce into your most trusted channel.

VOICE — Deep experts. Original content, original perspectives. They need coaching, not scripts.

INFLUENCE — Active contributors sharing insights and engaging industry conversations. Visibility supports their work.

BOOST — Amplifiers extending reach through comments, reactions, and shares. Minutes per week. Zero content creation pressure.

ENGAGE — Internal and external partners extending your reach for key announcements and campaigns.

Ready to activate true ambassadorship? TAKE THE READINESS SCAN → justconnecting.com/ea-ready

Employee Advocacy

Your People Are Your Primary Distribution Channel

The Company Page has a structural ceiling. As covered in Section 5.1, **organic page content accounts for just 1.6% of all feed impressions on LinkedIn™**. Employee posts, by contrast, compete for roughly **65% of all feed space**. That is not a content quality gap. It is a platform architecture decision — and it makes your employees the most powerful organic distribution mechanism available to your brand, by a significant margin.

Employee Advocacy is not a new idea. But in 2026, the data has matured to the point where it can no longer be treated as a nice-to-have. **Employee networks are on average 12× larger than the company page follower list — up from 10× in 2025**. 98% of all cross-platform employee advocacy shares happen on LinkedIn™. And LinkedIn™ employee posts generate an average of **894,290** monthly impressions, **compared to 85,343 on X and 28,979 on Facebook.** The channel advantage is not marginal. It is structural.

This section covers the business case, why most programs fail, what the data says about format and frequency, how to build a program that lasts, and the tools and compliance boundaries that determine whether it scales.



The Business Case: Five Benefits That Have Strengthened in 2026



BRAND AMPLIFICATION

Employees reach audiences the Company Page cannot. Content shared by employees receives **8× more engagement** than the same content shared via the company page, and delivers **561% more reach** than corporate channels alone. In 2026, **~60% of B2B buyers** discover brands through employee or creator content — meaning for a large share of your potential customers, your employees are the first point of contact with your brand, not your marketing.

IMPROVED RECRUITMENT



75% of job seekers research a company's reputation before applying. What they find on employee profiles — authentic culture snapshots, career stories, team moments — outweighs what is on the careers page. Companies with **active EA programs are 58% more likely to attract top talent** than those without.

AUTHENTICITY AND TRUST



92% of B2B buyers trust employee recommendations over advertising. Not a general population stat — B2B buyers specifically. When employees share insights, behind-the-scenes moments, or genuine expertise, it builds the kind of credibility that branded posts cannot manufacture. People trust people, not logos.



COST EFFICIENCY

Typical LinkedIn™ paid CPC sits at approximately €5.98 / $5–10 per click. The best-performing EA programs **achieve a cost-per-click below $1 — and 29.4% of programs are now hitting below $2**. The earned media value of a structured EA programme significantly reduces dependence on paid spend. Thought Leader Ads — which amplify employee posts rather than company page content — **deliver a 20–35% lower cost-per-lead than Company Page Ads**.

EMPLOYEE EMPOWERMENT



94% of advocates say posting on LinkedIn™ has benefited their career — up from 86% in 2025. Structured EA programs help employees grow their personal brand, build professional credibility, and feel more connected to company mission. This is not a side effect of advocacy. It is the most reliable driver of sustained participation.

Why 90% of EA programs Fail and What the 10% Do Differently

Most Employee Advocacy programs are launched with good intentions and abandoned within six months. The failure rate is not random. There are six identifiable reasons — five structural, one systemic — and each one has a fix.

FAILURE 1 — TARGETING THE WRONG EMPLOYEES FIRST

Attempting to activate the entire workforce immediately creates noise and frustration. Top programs focus on the 10–20% who are already active or motivated — early adopters who become visible proof points and organically inspire the next wave. Employees who already post on LinkedIn™ are 3.4× more likely to become successful advocates when given the right support.

FAILURE 2 — ONE-SIZE-FITS-ALL APPROACH

Employees have different motivations, comfort levels, and audiences. A blanket strategy fails all of them. Personalised EA strategies result in 72% higher engagement compared to generic ones. Categorising advocates by persona — thought leader, amplifier, culture champion — and tailoring expectations accordingly is the difference between a programme that scales and one that stalls.

FAILURE 3 — NO PERSONAL BENEFIT FOR EMPLOYEES

If advocacy only serves company KPIs, employees disengage within weeks. 94% of advocates in structured programs report career benefits — but they need to experience this early. Reframe EA as professional development from day one. Show how sharing builds their personal brand and opens doors. The return on time investment must be visible to the individual, not just to the marketing team.



FAILURE 4 — NO REAL SUCCESS STORIES

Employees will not invest time in something they cannot see working. Original employee-created content delivers 9× higher engagement than templated content — and that number is itself the proof. Surface success stories regularly, at all levels, not just from senior executives. Advocacy must feel accessible.

FAILURE 5 — INSUFFICIENT TRAINING, TOOLS AND SUPPORT

Most employees lack the confidence or framework to post consistently and effectively. EA programs with structured training see 60% higher adoption and a 3× longer participation lifespan. As of 2026, 87% of programme managers provide structured training — up from ~62% in 2024. The top barrier reported by employees is not motivation — it is uncertainty about what to share (cited by 18%). That is a training and content supply problem, not a culture problem.

FAILURE 6 — NO MEASUREMENT FRAMEWORK (NEW IN 2026)

77% of programs now track KPIs — but only 44.4% benchmark against peers. programs that do not measure cannot optimise, and programs that do not benchmark cannot know whether their results are strong or merely adequate. The 18% of programs achieving cost-per-click below $1 are almost exclusively those that track performance rigorously. Define KPIs before launch, not after.

RECOMMENDED KPI FRAMEWORK FOR EA PROGRAMS

KPI	BENCHMARK (2026)
Participation rate (posting ≥3×/week)	68% of mature programme advocates
Engagement rate (reactions + comments + shares ÷ impressions)	5.7% for employee posts
Earned media value (EMV)	Target <$2 per click
Website traffic from LinkedIn™ (UTM-tracked)	Track directionally
Pipeline influence (EA-attributed contacts touching opportunities)	Track at account level



THE VIBE MODEL©: A FRAMEWORK FOR BUILDING PROGRAMS THAT LAST

One of the most consistent findings across EA programme data is that broad activation without structure produces fast dropout. The VIBE Model© — developed through 100+ programme implementations — is built around a single insight: you cannot skip layers. Programs that try to activate Thought Leaders without first building a strong base of Engagement Advocates see high attrition and low ROI. The 2026 data confirms this sequencing precisely.

ENGAGE. Potential Promoters (~60–70% of workforce) The base layer. Most employees sit here — they are aware of the program but post infrequently or not at all (0–1 post/week). The goal is not to immediately activate all of them. It is to make advocacy visible and easy, and to seed the ripple effect that moves a percentage to the next level. Target: activate 10–20% initially.

BOOST. Engagement Advocates (~15–20% of workforce) Not posting, yet supporting reach of Company Page and colleagues with engagement (80% likes, 15% reposts, 5% comments) 1–2 times per week. Currently, 52% of active advocates sit at this level — below best practice, and the primary upskilling opportunity in most programs. Content personalisation is the key lever here: small personal edits to captions triple engagement vs. copy-paste shares.

INFLUENCE. Brand Ambassadors (~8–10% of workforce) The benchmark tier. Posting 1+ times per week — achieved by 68% of advocates in mature programs. This group generates consistent brand visibility and sustainable engagement. Personalised content at this level produces the clearest ROI. 87% of Level 4 programs provide ongoing training to maintain and grow this tier.

VOICE. Thought Leaders (~2–5% of workforce) Posting 3+ times per week — achieved by only 12% of advocates. The highest-ROI tier for Thought Leader Ads (covered in 5.3). Executive participation has grown +40% year-on-year and is now visible in 79.5% of top-performing programs. This tier drives the most measurable pipeline impact.



CONTENT AND FORMAT: WHAT ADVOCATES SHOULD ACTUALLY POST

The most actionable gap in most EA programs is format guidance. Most companies default to sharing image + link posts. The data says that is the wrong default.

FORMAT	AVG. ENGAGEMENT RATE	YOY CHANGE	BEST USE CASE FOR EMPLOYEE POSTS
Document / Carousel	7.00%	+14%	Thought leadership, how-to guides, data reports, frameworks
Multi-image	6.45%	–2.3%	Team moments, event coverage, culture snapshots
Video	6.00%	+7%	Executive stories, product demos, behind-the-scenes
Single image	5.30%	+9%	Quick insights, announcements, quotes
Text only	4.50%	+12%	Expert opinion, bold takes, personal reflections
Poll	4.20%	–4.5%	Engagement starters, use sparingly

Document and carousel posts are the **highest-performing format at 7.00% engagement** (+14% YoY) — yet most companies default to image + link posts. Equipping advocates with ready-to-share branded document templates is the single highest-ROI content investment any EA programme can make.

On AI and content:

92% of EA programs now use AI for content production — making it table stakes, not a differentiator. The competitive advantage in 2026 is human authenticity layered on top of AI efficiency. **Programs that require employees to personalise AI-generated content see 3× the engagement of those that copy-paste.** Programs with tone-of-voice guidelines for AI: 47%. programs encouraging employee personalisation: 41%. The gap between those two numbers is the opportunity.

Industry benchmarks for context:

INDUSTRY	PARTICIPATION RATE	ENGAGEMENT RATE
TECH / SAAS	74%	6.2%
FINANCE / PROFESSIONAL SERVICES	68%	5.5%
HEALTHCARE	61%	5%
MANUFACTURING	58%	4.7%

TOOLS, COMPLIANCE, AND THE PLATFORM LANDSCAPE

The global EA tools market continues to grow rapidly, driven by demand for scalable, measurable advocacy at enterprise level. **Operationally, 67% of programs now use a dedicated EA platform**, while 28% are still managing manually — a gap that becomes unsustainable at scale.

HOW PROGRAMS ARE STRUCTURED AND MANAGED (2026):	
✓	Average content pieces provided to advocates per week: 4
✓	Who manages EA programs: HR (39.6%), Marketing (33.9%), Corporate Communications (17%)
✓	Sales team share of advocacy activity: 33%, a figure that reflects the growing integration between EA and pipeline generation

PROGRAMME OBJECTIVES RANKED BY PREVALENCE:	
Brand awareness and visibility Programs	81%
Employee engagement and morale	60%
Company culture and values	53%
Lead generation and sales	46%

LINKEDIN™ COMPLIANCE: WHAT YOU CANNOT IGNORE

LinkedIn™'s Terms of Service draw a clear line between authentic advocacy and coordinated inauthentic behaviour. programs must stay on the right side of it — not just for ethical reasons, but because LinkedIn™ detects and penalises patterns that look like automation or coordination at scale.

WHAT IS COMPLIANT

- Providing employees with content suggestions, templates, and scheduling guidance
- Encouraging employees to share and personalise content in their own voice
- Using EA platforms to streamline content delivery and track participation
- Running Thought Leader Ads that amplify genuinely employee-authored posts

WHAT IS NOT COMPLIANT

- Auto-posting or auto-commenting on behalf of employees without their active involvement
- Coordinated identical sharing from multiple accounts in rapid succession (pod behaviour)
- Using AI to generate and post content without employee review and personalisation
- Incentivising engagement in ways that create artificial signals (coordinated likes, manufactured comment threads)

The practical implication: the authenticity requirement is not just a policy constraint — it is an algorithmic one. LinkedIn™'s system detects low-novelty, high-coordination behaviour and suppresses it. programs built on copy-paste shares and scripted comments will underperform not because the content is bad, but because the pattern looks inauthentic to a system designed specifically to identify it.

THE EA MATURITY MODEL: WHERE DOES YOUR PROGRAMME SIT?

Only 64% of EA programs report meeting or exceeding their KPIs. The gap between programs that succeed and those that stall follows a clear maturity curve. Use this model to diagnose where a programme currently sits — and what the next level of intervention requires.

What Level 4 programs do that others do not:

- Training is structured and ongoing — 87% provide it (vs. 62% in 2024)
- Executives participate publicly and visibly
- AI scales content creation — employees personalise the output
- KPIs are tracked and benchmarked against peers
- Advocacy is positioned as career development, not corporate obligation

The sequencing matters. Programs that attempt to run **Level 4 tactics (Thought Leader Ads, executive visibility, AI-assisted content)** without first building the Level 3 foundation — dedicated platform, weekly content supply, reporting — consistently underperform. Build the infrastructure before optimising it.

Sources: DSMN8 Employee Advocacy Benchmark Report 2026; Thunderbit LinkedIn EA Statistics 2026; Narify 2026, AuthoredUp 2026; Socialinsider / Ailwin LinkedIn Engagement Rate Benchmarks 2026; LinkedIn Pulse Employee Advocacy Benchmarks 2026; Supergrow / Oktopost LinkedIn Employee Advocacy Guide 2025. Data gathered January–March 2026.

LEVEL	NAME	CHARACTERISTICS	KPI ACHIEVEMENT
1	AD HOC	No formal programme, random employee posts, no training, no platform, no measurement	<20%
2	EMERGING	Basic training delivered, content sharing started, KPIs defined but not yet benchmarked, manual management	~35%
3	STRUCTURED	Dedicated platform, weekly content delivery (4 pieces/week), segmented advocate personas, regular reporting	~55%
4	OPTIMISED	AI + human content, active executive involvement (79.5%), peer benchmarking, gamification, advocacy = career development	64%+

Interview with Kjetil Hundhammer and Cecilie R. Milenkovic (Narify)

The data shows 90% of EA programmes fail - and most collapse within six months. From what you see across clients, what separates the ones that sustain from the ones that quietly abandon?

Kjetil: It typically comes down to two core things. First, real involvement from management - not just support, but visible prioritisation and leading by example. Second, clear ownership. The programmes that work always have one or two internal champions driving it forward day-to-day.



Only 64% of programmes meet their KPIs - but that figure jumps sharply for organisations with the right infrastructure in place. What does that infrastructure actually look like in practice?

Cecilie: Most organisations try to run this through scattered tools - spreadsheets, Slack threads, and ad hoc coordination. That's where it breaks. In practice, strong infrastructure means one shared place where teams can plan, collaborate, learn, and track what actually works.

Not just distributing content, but activating people around a clear plan and actually measuring what drives results. When everyone works from the same structure, you get consistency - and consistency is what drives real impact in employer branding, reach, and hiring.

92% of EA programmes now use AI for content - but programmes requiring employees to personalise AI content see 3× the engagement of copy-paste approaches. How do you get that balance right without creating an extra burden for employees?

Kjetil: AI should support the process, not replace the individual voice - because trust sits with people, not templates. We focus on giving users a strong starting point: ideas, structure, and guidance. From there, they make it their own.

If everything sounds the same, engagement drops — and trust weakens over time The balance is simple: scale the support, not the voice. That's how you increase output without losing authenticity or adding unnecessary complexity.

94% of advocates say posting on LinkedIn™ has benefited their career. How do you help organisations make that case internally - especially to employees who are sceptical or time-poor?

Cecilie: You remove friction and make it relevant. This isn't about posting more - it's about posting with structure. One or two posts a month can really make a huge difference when people get the right support. We provide guidance, content input, and learning, so employees don't have to start from scratch. What we see is that most people aren't resistant - they're just unsure where to start. Give them a safe, structured way to participate, and it quickly becomes a clear win-win for both their career and the company's employer brand.

The VIBE framework sequences advocates from Potential Promoters to Thought Leaders — and the data confirms you cannot skip layers. What mistakes do companies make when they try to activate senior voices before the broader culture is in place?

Cecilie: The biggest mistake is trying to shortcut the process. Companies want quick visibility, so they jump straight to activating senior voices without building the foundation first. But you can't shortcut trust — if the culture isn't there, those voices won't carry real weight. I also see leaders delegating too much, even posting in their own name. That creates compliance risks and weakens authenticity. If you want to be a credible voice, you need to own both the content and the perspective.

LinkedIn™'s Terms of Service draw a clear line between authentic advocacy and coordinated behaviour — and the algorithm actively detects the difference. How does Narify help organisations stay compliant at scale, without that becoming a constraint on what they can do?

Kjetil: Compliance is non-negotiable, especially at the enterprise level - but it shouldn't limit impact. Our approach is simple: we activate people, we don't automate them. Content can be supported, inspired, or drafted, but it's never pushed out unchanged. The individual always has the final say. That's how you stay within LinkedIn's guidelines while still scaling authentic voices. If you try to automate people, you risk losing both compliance and credibility.

LinkedIn™ is increasingly rewarding individual voices over brand pages. Where do you see Employee Advocacy in two years - and what should organisations be building now before the competitive window closes?

Kjetil: This shift is only accelerating. LinkedIn is the primary B2B channel, and trust is clearly moving from brands to individuals. In two years, a growing share of meaningful reach in B2B will come from employees - not company pages. The organisations that succeed will be the ones that have already built a structured way of activating their people.

Cecilie: My advice is simple: start now. Involve your employees, give them a clear plan, and support them over time. Because once this becomes a team effort, it stops being a campaign — and becomes a long-term competitive advantage.



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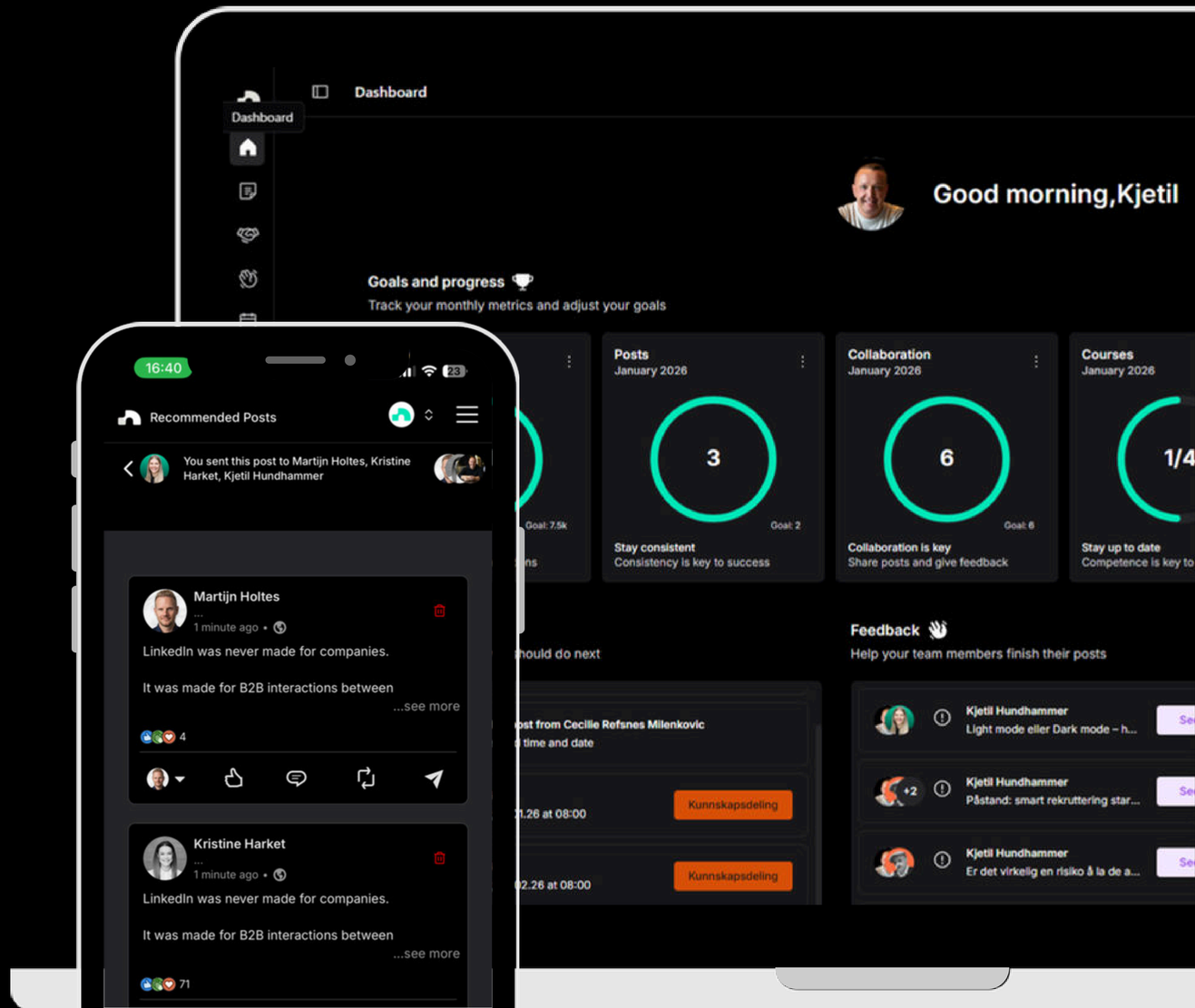
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LinkedIn™ Paid Strategies

Contributed by Justin Rowe, Founder & CEO, Impactable — North America's Leading LinkedIn™ Ads Agency - Powered by DemandSense Intelligence

Every section of this chapter has been building toward the same conclusion. Organic reach for Company Pages is structurally capped at 1.6% of feed distribution. Employee Advocacy extends that ceiling — but only as far as your people are activated and consistent. At some point, both levers reach their limit.

That is where paid comes in. Not as a fallback when organic fails, but as a deliberate third layer that does two things the other two cannot: **it reaches precisely defined audiences at scale**, and **it compresses the time between awareness and conversion**.

The synergy between the three is more valuable than the sum of the parts. Organic content builds the topic authority and trust signals that make paid campaigns more credible when audiences encounter them. Employee Advocacy generates the social proof and engagement signals that paid can amplify. And paid creates the retargeting pools, the ABM coverage, and the attribution infrastructure that tells you which organic and advocacy content is actually moving pipeline. Each layer makes the others work harder.

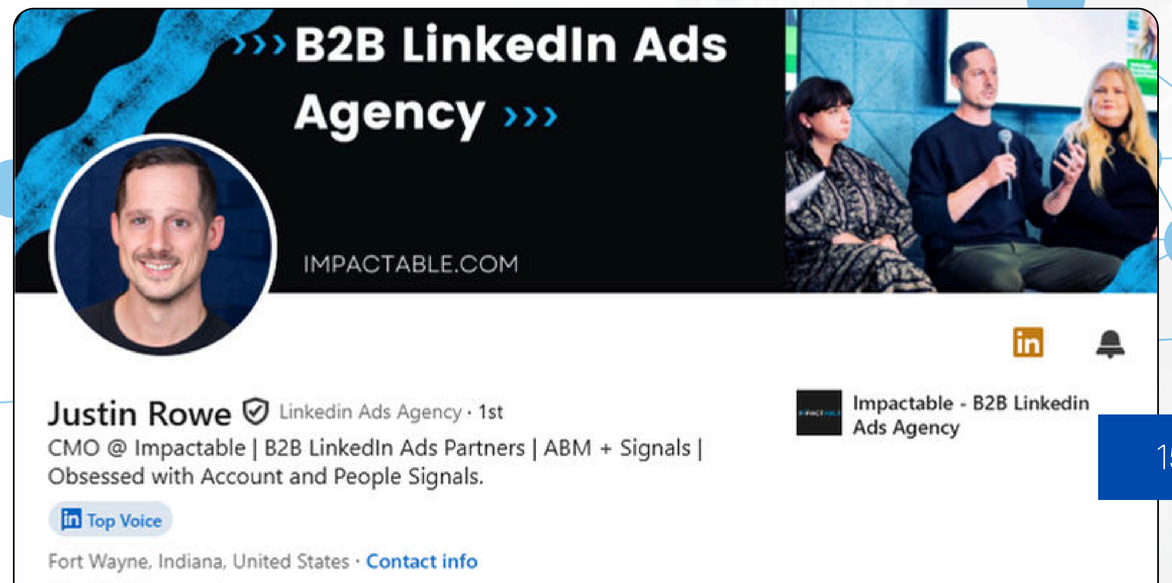
The case for paid is also structural. LinkedIn™ remains the **only major social network delivering positive ROAS for B2B** — consistently, across verticals and campaign types. CPCs are rising, which rewards brands that invest in strategy over those that treat it as a bidding exercise. And the introduction of Thought Leader Ads has collapsed the wall between organic and paid entirely: the best-performing paid content on LinkedIn™ today is not polished brand creative — it is individual voices, backed by budget.

The sections that follow are contributed by **Justin Rowe**, Founder and CEO of Impactable, North America's leading LinkedIn™ Ads agency. Justin's insights are drawn from Impactable's management of LinkedIn™ Ads campaigns across hundreds of B2B clients, combined with aggregate signal intelligence from **DemandSense** — Impactable's proprietary LinkedIn™ campaign optimisation and audience intelligence platform. Important to state that all data **reflects a 2025→2026 comparison update across real campaigns**.

THOUGHT LEADER ADS ARE NOW TABLE STAKES

What was an emerging tactic in 2024 is now a baseline expectation. The majority of serious B2B advertisers are running at least a portion of their spend through Thought Leader Ads (TLAs) rather than purely company-page sponsored content.

LinkedIn™ has also expanded the format to allow sponsoring posts from individuals *outside* your own organisation — opening the door to genuine influencer and brand partnership strategies in B2B. Combined with AI-assisted content creation lowering the barrier to producing high-quality thought leadership at volume, TLAs have moved from test budget to core strategy in twelve months.



WHY THE ALGORITHM FAVOURS THIS FORMAT

LinkedIn™'s own delivery system continues to favour individual-voice content over company-page content — in both organic and paid distribution. Thought Leader Ads work *with* that preference rather than against it. The result is measurably better performance at the same spend level.

BENCHMARKS

3-5×
Better CPC & CTR
vs.
Company page
(same creative)

2.3×
Higher CTR
vs.
standard
single-image ads

25-30%
Higher engagement
with external TL voices
vs.
in-house only

KEY CHANGES FROM 2025:

- TLAs from external creators outside your organisation are now widely available — brand partnership plays are becoming real B2B tactics
- AI-assisted content creation has significantly lowered the barrier to high-quality TL content at volume
- LinkedIn™'s algorithm continues to favour individual-voice content over company-page content in both organic and paid delivery

PRO TIP: Don't limit Thought Leader Ads to your CEO. Surface subject-matter experts, customer-facing team members, or trusted industry voices. Test content organically first — once a post resonates, amplify it via TLA for dramatically better results.

COSTS CONTINUE RISING BUT MULTI-CHANNEL PAIRING HOLDS EFFICIENCY

CPC inflation has continued at roughly **10–15% year-over-year**. Advertisers treating LinkedIn™ as a standalone channel are getting squeezed. Those pairing it with complementary channels — particularly Google Ads and programmatic display — are maintaining efficiency by using LinkedIn™ primarily for identity-matched retargeting and ABM rather than cold prospecting alone.

2026 BENCHMARKS (VS. 2025)

$12-18
Cold CPC (up from
$10–15 in 2025)

$200-250
Average CPL across
B2B clients

$300-800
Average cost per meeting
(varies by offer & brand)

THREE THINGS WORTH NOTING:

- LinkedIn™ remains the **only major social network delivering positive ROAS (100%+) for B2B**, despite rising costs
- High-value verticals — enterprise SaaS, financial services, PE/VC — often see CPCs of **$18–25+** for senior titles
- CPL varies widely (**$75–$400+**) depending on offer complexity, brand strength, and funnel stage of the conversion

PRO TIP: Use LinkedIn's Insight Tag to capture Google Ads and organic search visitors, then retarget only your ICP on LinkedIn. The combination of search intent + LinkedIn identity matching creates a significantly more efficient funnel than either channel alone.

RETARGETING: WHERE THE BUDGET IS SHIFTING

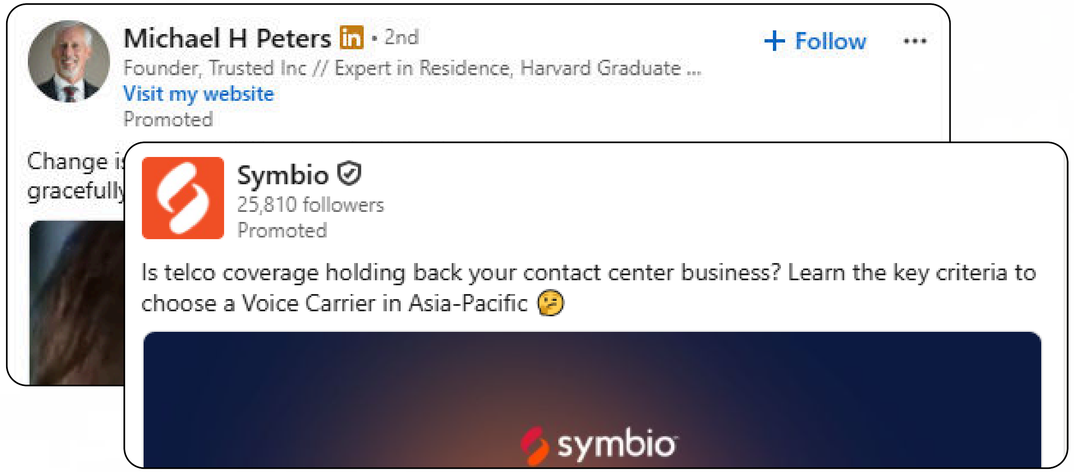
More advertisers are allocating **30–40% of LinkedIn™ budget to retargeting** as cold CPCs rise and warm audience ROI becomes harder to ignore. The shift reflects a broader maturation in how B2B teams think about LinkedIn™ — less as a cold outreach channel, more as a nurture and conversion layer for audiences already in-market.

BENCHMARKS

30-50%
Lower CPC in retargeting vs. cold

2×
Higher CTR in retargeted audiences vs. cold

Up to 40%
Lower CPL when shifting from cold to retargeting



ACTION-BASED VS. COOKIE-BASED RETARGETING — A CRITICAL DISTINCTION

LinkedIn™ action-based audiences (ad engagers, company page visitors, video viewers) achieve approximately **80% retargeting match rate** within 30 days. Cookie-based website visitor retargeting on LinkedIn™ is only **~5% match rate** — requiring the prospect to be logged in on the same browser and device.
For ABM, this means owning your audience data and using CRM lists and engagement signals is far more reliable than relying on site traffic alone.

FREQUENCY BENCHMARKS (VIA DEMANDSENSE)

WINDOW	TARGET FREQUENCY	GOAL
7 DAYS	**3–5**	Stay top-of-mind
30 DAYS	**5–10**	Warm nurture layer
90 DAYS	**15–20**	Full funnel saturation

PRO TIP: Segment retargeting pools by intent signal. Video viewers (75%+), lead form openers, and pricing page visitors should each have their own campaign and CTA — not a one-size-fits-all retargeting bucket. Allocate at least 25–30% of your LinkedIn budget to retargeting once you have sufficient audience volume.

ABM & AUDIENCE PENETRATION: THE METRIC THAT ACTUALLY MATTERS

Advertisers running ABM-style targeting are moving away from optimising purely on CPL — and toward **audience penetration across named account lists**. This reframes LinkedIn™ success from "how many leads did we get?" to "how much of our ICP universe are we actually reaching and warming?"

THE CORE PROBLEM: LINKEDIN™'S DISTRIBUTION BIAS

LinkedIn™'s native delivery algorithm tends to over-serve roughly **25% of an account list** while leaving the remaining 75% largely untouched. Without active intervention, most ABM campaigns are effectively marketing intensely to a small subset of target accounts while ignoring the rest.

DEMANDSENSE BENCHMARK DATA

40-50%
Of ABM lists are underexposed (<3 impressions / 30 days)

20-30%
Reduction in overserving with impression capping enabled

15-20%
Lower CPL from systematic account-level exclusions

HOW TO ADDRESS THE DISTRIBUTION BIAS:

- **Impression capping —** prevents LinkedIn™ from over-concentrating spend on 25% of an account list, ensuring more even saturation across the full ICP universe
- **Audience suppression — eliminates recurring irrelevant accounts at the account level, not just per campaign, reducing wasted spend across the entire account**
- **Ad scheduling (dayparting) —** rather than pausing campaigns (which disrupts LinkedIn™'s optimisation algorithm), drop bids to floor during off-hours to reduce waste while keeping campaigns active and the learning phase intact
- **Account-level signal reporting —** shows which companies in your target list have been reached, engaged with content, and are showing progressive buying signals over time

DYNAMIC AUDIENCE SEGMENTS

LinkedIn™ now allows advertisers to build dynamic company segments based on engagement thresholds. Accounts that meet a defined engagement level are automatically added to a higher-intent campaign; those that go cold are automatically removed. Combined with impression capping and suppression capabilities, this creates a self-managing ABM funnel that concentrates spend where it is most likely to convert.

PRO TIP: Check audience penetration regularly. If a large portion of your account list isn't being reached, don't just increase budget — use impression capping to redistribute spend more evenly, rotate creative, or segment high-engagement accounts into a lower-bid 'maintenance' campaign while pushing harder on untouched accounts.

AI-GENERATED VIDEO IS ENTERING THE B2B MEDIA MIX: NEW IN 2026

AI-generated executive video — including avatar-based content, AI voiceover, and synthesised talking-head formats — is moving from experimental to practical for B2B advertisers. Early adopters are using it to scale Thought Leader video content at a fraction of traditional production costs, particularly for campaigns requiring executive-voice messaging at volume.

BENCHMARKS

30%+
Higher brand recall: video vs. static image ads

<60 sec
Optimal video length for cold audiences on LinkedIn

~On par
AI-generated executive video vs. traditionally produced (early data)

WHAT IS WORKING

- Short-form educational video (30–45 seconds) consistently outperforms longer cuts for cold audiences
- AI-generated video with a real executive's voice or likeness performs on par with traditionally produced content in early tests
- Video viewers who watch **75%+ of a mid-funnel video** become one of the highest-intent retargeting audiences available on LinkedIn™

PRO TIP: You don't need a studio. Start with a well-scripted 30–45 second AI-produced video to test messaging angles at volume. Pair with Thought Leader Ads format for the humanization layer. Retarget 75%+ video viewers with Conversation Ads for a high-conversion bottom-of-funnel sequence.

DEMAND GEN OVER LEAD GEN: THE FUNNEL SHIFT CONTINUES

The most sophisticated B2B advertisers have largely deprioritised gated lead-gen forms as the primary LinkedIn™ objective, shifting toward educating, warming, and creating pipeline demand. This is not anti-conversion — it is about sequencing conversion requests more intelligently within the funnel.

BENCHMARKS

2-3×
Higher form-fill rate: LinkedIn Lead Gen Forms vs. landing pages

30%+
Higher brand recall: demand-gen campaigns vs. transactional ads

Higher
Lead-to-opportunity rate when converting off-platform (landing page)

THE TRADE-OFF

- On-platform Lead Gen Forms generate higher volume but often lower quality when served to cold audiences. Off-platform landing pages generate lower volume but higher quality leads — especially for complex or high-value offers.
- The winning approach: use LinkedIn™ content to create awareness and trust, then gate forms behind retargeting layers where audience intent is already established.

PRO TIP: Gate your lead forms behind a retargeting layer, not a cold audience. Cold form fills are almost always low quality. Warm your audience first — educational content, TL posts, short video — then ask for the conversion when intent is demonstrated.

ATTRIBUTION IS MATURING — FINALLY

LinkedIn™'s native attribution has long been a weak point for B2B advertisers. The combination of the LinkedIn™ Conversions API, third-party company-level attribution tools, and account-level signal reporting is finally giving marketers the visibility they need to tie LinkedIn™ spend to pipeline and revenue — not just form fills.

WHAT IS IMPROVING:

- The LinkedIn™ Conversions API reduces signal loss vs. pixel-only tracking — critical as cookie deprecation and browser privacy restrictions tighten
- Company-level attribution tools (Fibbler, HockeyStack) now connect ad exposure to pipeline stage and revenue, with look-back windows of up to 12 months
- Account-level reporting shows which ICP companies are receiving impressions, engaging with content, and progressing through the funnel — both paid and organic signals combined

Marketers using company-level attribution report more confident budget decisions and faster optimisation cycles — particularly in long B2B sales cycles where last-touch attribution dramatically undercounts LinkedIn™'s influence.

PRO TIP: Don't rely solely on LinkedIn Campaign Manager for attribution. Stack your Insight Tag with the Conversions API and a third-party CRM-connected tool. Multi-touch, company-level visibility is the only way to accurately tie LinkedIn to revenue in a long B2B sales cycle.

2025 → 2026 BENCHMARK SUMMARY

METRIC	2025	2026
COLD CPC	$10–15	$12–18
AVG. CPL (B2B)	~$200	$200–250
COST PER MEETING	$250–750	$300–800
TL AD CTR LIFT VS. COMPANY PAGE	3–5×	3–5× (sustained)
RETARGETING CPL IMPROVEMENT	Up to 40%	Up to 40% (more widely adopted)
ABM LIST UNDEREXPOSURE	~40–50% (DemandSense)	40–50% now actionable w/ tooling
IMPRESSION CAP BENEFIT	20–30% waste reduction	20–30% (now standard practice)

A FINAL NOTE FROM RICHARD VAN DER BLOM

Justin's data makes one thing clear: **LinkedIn™ paid is not a substitute for organic — it is the layer that makes organic accountable.** The brands that will get the most from their LinkedIn™ investment in 2026 are those running all three levers in sequence:

(1) a topic-defined Company Page as the content root, **(2)** an activated employee base as the distribution engine, and **(3)** a paid strategy that retargets, saturates, and converts the audiences both have warmed.

Each layer feeds the next. None of them works as well alone.

Chapter 5 Checklist: The Company Page Challenge

Your Action Plan for Pages, Advocacy & Paid

COMPANY PAGES	
	DEFINE YOUR TOPIC TERRITORY — IN ONE SENTENCE If you cannot summarise what your Page consistently covers in a single sentence, the algorithm cannot classify it either. Pick two or three core themes and stay in them.
	AUDIT YOUR ENGAGEMENT RATE, NOT YOUR IMPRESSIONS Your Page impressions may be rising. That is not the metric that matters. Check your engagement rate — if it is below 2.73%, you have an audience quality problem, not a reach problem.
	CUT ARTICLES FROM YOUR REGULAR ROTATION Regular pages posting articles at high volume get a 0.43× reach multiplier — the worst in the dataset. Reserve articles for genuinely flagship content. Replace the volume with documents.
	ADD DOCUMENT POSTS BEFORE ANYTHING ELSE Documents deliver 1.24× reach and 1.57× engagement for average pages — and they are consistently underused. If your Page does not publish documents, start there.
	STOP RESHARING AS A VOLUME TACTIC Every reshare signals to the algorithm that your Page is a distributor, not a creator. It suppresses content predictability and delivers near-zero reach. Replace reshares with original posts that reference or respond to what you would have reshared.
	WRITE LONGER CAPTIONS ON IMAGE POSTS Image post captions with 120–150 second reading time achieve 3.09× reach for pages. Short captions dramatically underperform. Write with depth and precision — complex, authoritative language outperforms plain language on page image posts.
	SET YOUR POSTING CADENCE BY COMPANY SIZE AND DO NOT EXCEED IT WITHOUT TARGETING Solopreneur/0–10: daily. SME 10–200: max 4/week. Mid-sized: max 5/week. Enterprise: max 7/week. Multiple posts per day only work if each one uses LinkedIn™'s audience targeting feature to serve distinct segments.
	POST TUESDAY TO FRIDAY, 09:00–10:30 Pages have a tighter, more conventional timing window than profiles. Weekend posting offers no meaningful advantage for company content. Avoid Friday after 15:00 — reach drops 35% within two hours.
	ENGAGE FROM THE PAGE HANDLE DAILY 3+ meaningful comments per day from your Page lifts post visibility by ~8%. At 6+ per day, that rises to ~12%. Your Page can engage like a person — and the algorithm rewards it.
	TRACK THE FOUR METRICS THAT ACTUALLY PREDICT PAGE HEALTH Stop optimising for followers and impressions. Track: Engaged Follower Ratio (target >6%), Advocacy Reach Index (target >3.0×), Comment Depth Ratio (target >0.6), and Save-to-Impression Rate (track directionally).
	COMPLETE YOUR PAGE SETUP FULLY A fully completed Page with keyword-rich description and accurate industry classification improves performance by 5–15%. It takes one hour and most Pages have not done it properly.



EMPLOYEE ADVOCACY	
	MEASURE YOUR ADVOCACY REACH INDEX BEFORE ANYTHING ELSE Employee post impressions ÷ Company Page impressions. If this is below 1.0×, your Page is your only distribution channel. That is the problem the rest of this checklist solves.
	START WITH THE 10–20% WHO ARE ALREADY ACTIVE Do not try to activate everyone simultaneously. Focus first on employees already posting on LinkedIn™ — they are 3.4× more likely to become successful advocates. Build from the base.
	POSITION ADVOCACY AS CAREER DEVELOPMENT — EXPLICITLY 94% of advocates say posting on LinkedIn™ has benefited their career. That is your internal sales pitch. Employees disengage when advocacy feels like a corporate obligation. Make the personal benefit visible from day one.
	SUPPLY FOUR PIECES OF CONTENT PER WEEK TO ADVOCATES The benchmark for mature programmes. Do not rely on employees to generate all their own content. Provide ready-to-personalise content — and make personalisation a requirement, not an option.
	REQUIRE PERSONALISATION — NEVER ALLOW COPY-PASTE Personalised captions deliver 3× the engagement of copy-paste shares. Original employee-created content delivers 9× the engagement of templated content. Build personalisation into the workflow, not as an afterthought.
	PRIORITISE DOCUMENT TEMPLATES FOR ADVOCATES Documents are the highest-performing format for employee posts at 7.00% engagement (+14% YoY). Equipping advocates with branded document templates is the single highest-ROI content investment any EA programme can make.

	BUILD YOUR KPI FRAMEWORK BEFORE LAUNCH — NOT AFTER Define participation rate, engagement rate, earned media value, website traffic, and pipeline influence from day one. 77% of programmes track KPIs — but only 44% benchmark against peers. The 18% achieving CPC below $1 are almost exclusively those that measure rigorously.
	SEQUENCE YOUR VIBE TIERS — DO NOT SKIP LAYERS Build ENGAGE (broad base) before developing BOOST. Build BOOST before activating INFLUENCE. Activate INFLUENCE before investing in VOICE. Programmes that try to run executive Thought Leader content without a functioning base consistently underperform.
	GET EXECUTIVES PUBLICLY VISIBLE Executive participation is visible in 79.5% of top-performing programmes — up 40% year-on-year. If your leadership is not posting, your programme has a credibility ceiling.
	STAY COMPLIANT — NEVER AUTO-POST OR SCRIPT COMMENTS LinkedIn™'s algorithm detects coordination patterns and suppresses them. Auto-posting on behalf of employees, scripted comment threads, and coordinated identical shares all register as inauthentic behaviour. Build authenticity into the programme architecture, not around it.

LINKEDIN™ PAID STRATEGIES	
	TEST ORGANIC FIRST — THEN AMPLIFY WHAT ALREADY RESONATES Never boost weak content. Identify posts with strong early organic engagement and amplify those via Thought Leader Ads. TLAs deliver 2.3× higher CTR than standard single-image ads — but only when the underlying content is already working.
	RUN THOUGHT LEADER ADS — NOT JUST COMPANY PAGE ADS TLAs from employee voices deliver 3–5× better CPC and CTR vs. company page sponsored content with the same creative. Extend beyond the CEO: surface subject-matter experts, customer-facing team members, and trusted industry voices.
	ALLOCATE 25–30% OF YOUR LINKEDIN™ BUDGET TO RETARGETING Retargeting delivers 30–50% lower CPC and 2× higher CTR vs. cold audiences. If you have sufficient audience volume and are not yet retargeting, this is your highest-leverage budget reallocation.
	USE ACTION-BASED AUDIENCES, NOT COOKIE-BASED Action-based LinkedIn™ audiences (ad engagers, company page visitors, video viewers) achieve ~80% retargeting match rate within 30 days. Cookie-based website visitor retargeting achieves only ~5%. Do not build your retargeting strategy on site traffic alone.
	SEGMENT RETARGETING POOLS BY INTENT SIGNAL Video viewers (75%+), lead form openers, and pricing page visitors are different audiences at different funnel stages. Each should have its own campaign and CTA — not a single one-size-fits-all retargeting bucket.
	CHECK ABM AUDIENCE PENETRATION REGULARLY LinkedIn™'s native delivery tends to over-serve 25% of your account list while leaving 75% underexposed. Use impression capping to redistribute spend more evenly across the full ICP universe.
	GATE LEAD FORMS BEHIND RETARGETING — NOT COLD AUDIENCES Cold form fills are almost always low quality. Use LinkedIn™ content — educational posts, TL ads, short video — to warm audiences first. Ask for the conversion when intent is already demonstrated.
	STACK YOUR ATTRIBUTION TOOLS LinkedIn™ Campaign Manager alone is insufficient for B2B attribution. Stack your Insight Tag with the Conversions API and a third-party CRM-connected tool (Fibbler, HockeyStack). Multi-touch, company-level visibility is the only way to accurately tie LinkedIn™ to revenue in a long sales cycle.
	PAIR LINKEDIN™ WITH COMPLEMENTARY CHANNELS Use LinkedIn™ Insight Tag to capture Google Ads and organic search visitors, then retarget only your ICP on LinkedIn™. Search intent + LinkedIn™ identity matching creates a significantly more efficient funnel than either channel alone.
	TEST AI-GENERATED VIDEO AT 30–45 SECONDS FOR COLD AUDIENCES AI-produced executive video performs on par with traditionally produced content in early tests — at dramatically lower cost. Start with a well-scripted 30–45 second video to test messaging angles, then retarget 75%+ video viewers with Conversation Ads for a high-conversion bottom-of-funnel sequence.



CHAPTER 6

The Unfinished Business of LinkedIn™

Influence, AI, Groups, Conversion & the Myths Worth Debunking

Chapter 6: The Unfinished Business of LinkedIn™

Influence, AI, Groups, Conversion & the Myths Worth Debunking

The previous chapters gave you the operating system. Chapter 1 explained how LinkedIn™ thinks. Chapters 2, 3, and 4 told you how to build content that works inside that system. Chapter 5 addressed the brand infrastructure — Company Pages, the people who amplify them, and the paid layer that accelerates both.
This chapter is everything else.

Not in the sense of leftovers. In the sense that some of the most commercially valuable, strategically underused, and widely misunderstood aspects of LinkedIn™ do not fit neatly into a single chapter about format or structure or cadence. They deserve their own space — and their own treatment.

Chapter 6 moves from algorithm mechanics into applied strategy — covering the ff:

- B2B creator economy and influencer pricing data,
- how AI-assisted content is being detected and rewarded in 2026,
- the quiet resurgence of LinkedIn Groups as community signals gain algorithmic weight,
- the conversion mechanics that actually move an audience from viewer to client,
- and a final section that dismantles the most persistent myths on the platform.

Sharper data, fewer assumptions, and the kind of insights that hold up when the numbers are in front of you.

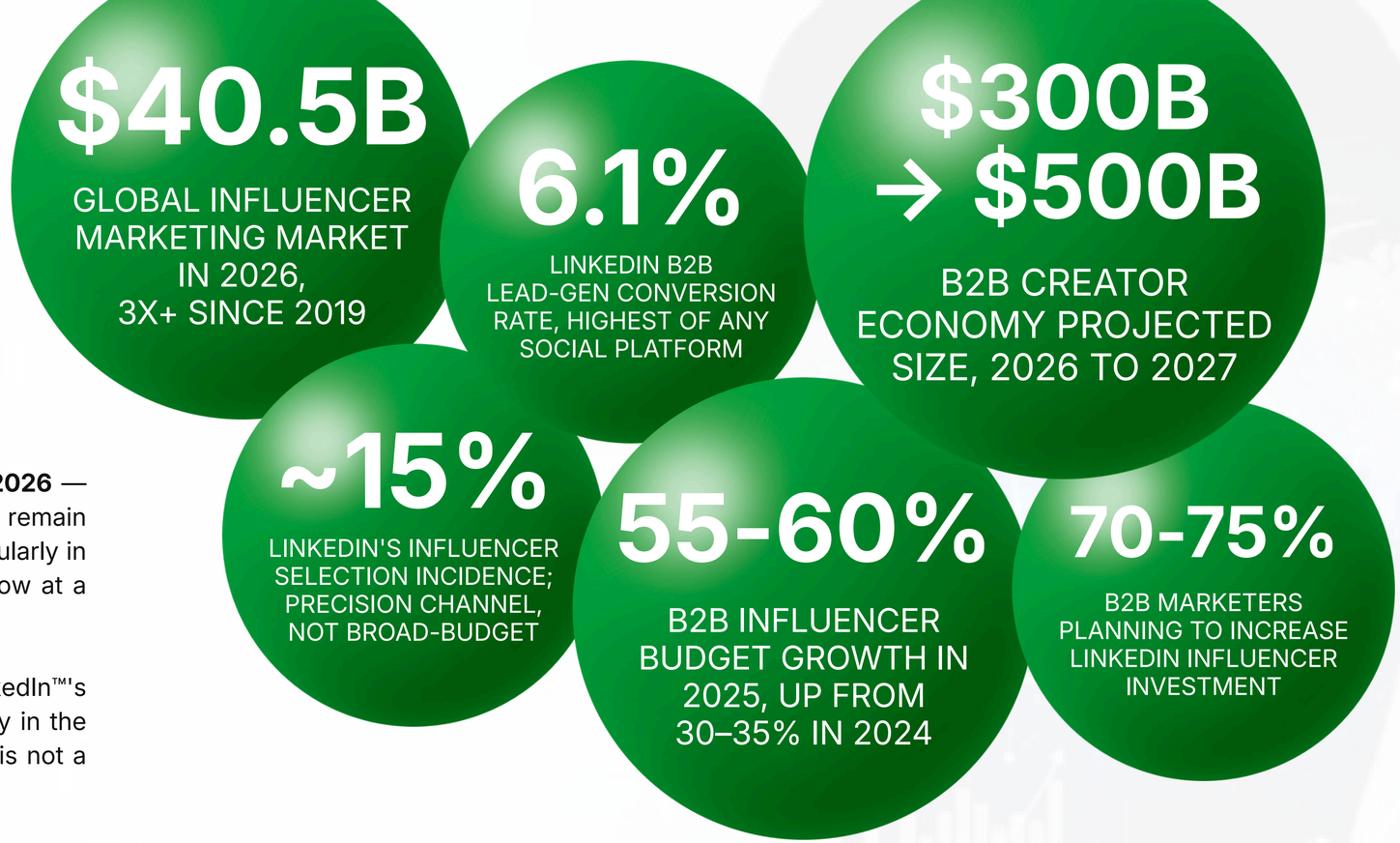








LinkedIn™ Influencer Marketing & the B2B Creator Economy



WHERE LINKEDIN™ SITS IN THE INFLUENCER ECONOMY

The global influencer marketing market reached an estimated **$40.5 billion in 2026** — more than tripling since 2019. The dominant platforms for influencer spend remain Instagram and TikTok, which together account for the majority of budgets, particularly in B2C. Instagram holds a 29.25% platform share, while TikTok is projected to grow at a 36.85% CAGR through 2031.

LinkedIn™ does not compete with those numbers — and it should not try to. LinkedIn™'s selection incidence for influencer investment sits at around 15%, placing it firmly in the "precision channel" category rather than the broad-budget expansion tier. This is not a weakness. It is a structural advantage for B2B.

The audiences on TikTok and Instagram are large, cheap to reach, and optimised for entertainment. The audience on LinkedIn™ is smaller, more expensive per impression, and actively making purchasing decisions worth thousands or millions of dollars. LinkedIn™ produces the highest B2B conversion rates of any social platform, with lead-gen ads averaging a **6.1% conversion rate**.

For B2B brands, the question is not whether LinkedIn™ competes with TikTok at scale. It is whether any other platform delivers the right audience at a comparable cost. On that measure, LinkedIn™ wins consistently.

B2B influencer marketing on LinkedIn™ has moved from experiment to core growth channel. B2B influencer budgets grew approximately **55–60% in 2025** — accelerating sharply from 30–35% growth in 2024. **70–75% of B2B marketers** are now planning to increase investment rather than simply test it. The broader B2B creator economy is projected to reach around **$300 billion by 2026** and **$500 billion by 2027**, driven heavily by LinkedIn™ and expert-led content. 67% of B2B influencer campaigns already outperform brand-only content on measurable marketing impact.

WHY IT WORKS: THE BUYER BEHAVIOUR SHIFT

The performance of LinkedIn™ influencer marketing is not algorithm-driven. It is trust-driven — and the data on buyer behaviour makes this impossible to ignore.

~90%
PREFER INSIGHTS FROM EXPERTS AND PEERS OVER TRADITIONAL BRAND MESSAGING

6×
MORE FREQUENT LEAD CONVERSION FOR CREATOR-SOURCED LEADS VS. OTHER CHANNELS

~80-85%
OF B2B BUYERS SAY CREATOR OR INFLUENCER CONTENT INFLUENCES THEIR PURCHASING DECISIONS

1 IN 3
SAY CREATOR CONTENT HAS DIRECTLY PROMPTED A SALES CONVERSATION

25-40% SHORTER
AVERAGE SALES CYCLES FOR COMPANIES RUNNING STRUCTURED B2B INFLUENCER PROGRAMMES

+60%
SALES WIN RATE IMPROVEMENT IN TOP-TIER CREATOR-LED PROGRAMMES

~70%
OF B2B BUYERS NOW DISCOVER BRANDS THROUGH CREATOR OR EMPLOYEE CONTENT



The mechanism behind all of these numbers is the same one that has always driven B2B purchasing: **people trust people, not logos**. What LinkedIn™ provides that no other platform can match is the professional context — the job title, the company affiliation, the credibility signals of a person's network and posting history — that makes creator trust transferable to commercial decisions. A recommendation from a relevant industry voice on LinkedIn™ carries a weight of professional endorsement that an Instagram post, however polished, cannot replicate in a B2B context.

THE CREATOR LANDSCAPE ON LINKEDIN™ IN 2026

Understanding who the creators are matters as much as understanding what they produce.

~58% of LinkedIn™ creators still have under 5,000 followers. The ecosystem is dominated by micro and emerging voices, not large personalities. This is not a sign of immaturity — it is a feature. Niche expertise, not audience scale, is the primary currency on LinkedIn™.

Business and entrepreneurship topics represent roughly **17–18% of creator output** — the single largest niche in the LinkedIn™ creator economy. Among the top 100 B2B creators, image and video posts account for over **80% of their content**, reflecting LinkedIn™'s ongoing shift toward visual storytelling even in serious B2B categories.

CREATOR TIERS AND WHAT THEY DELIVER:

MEGA
500K+
Brand awareness, category reach

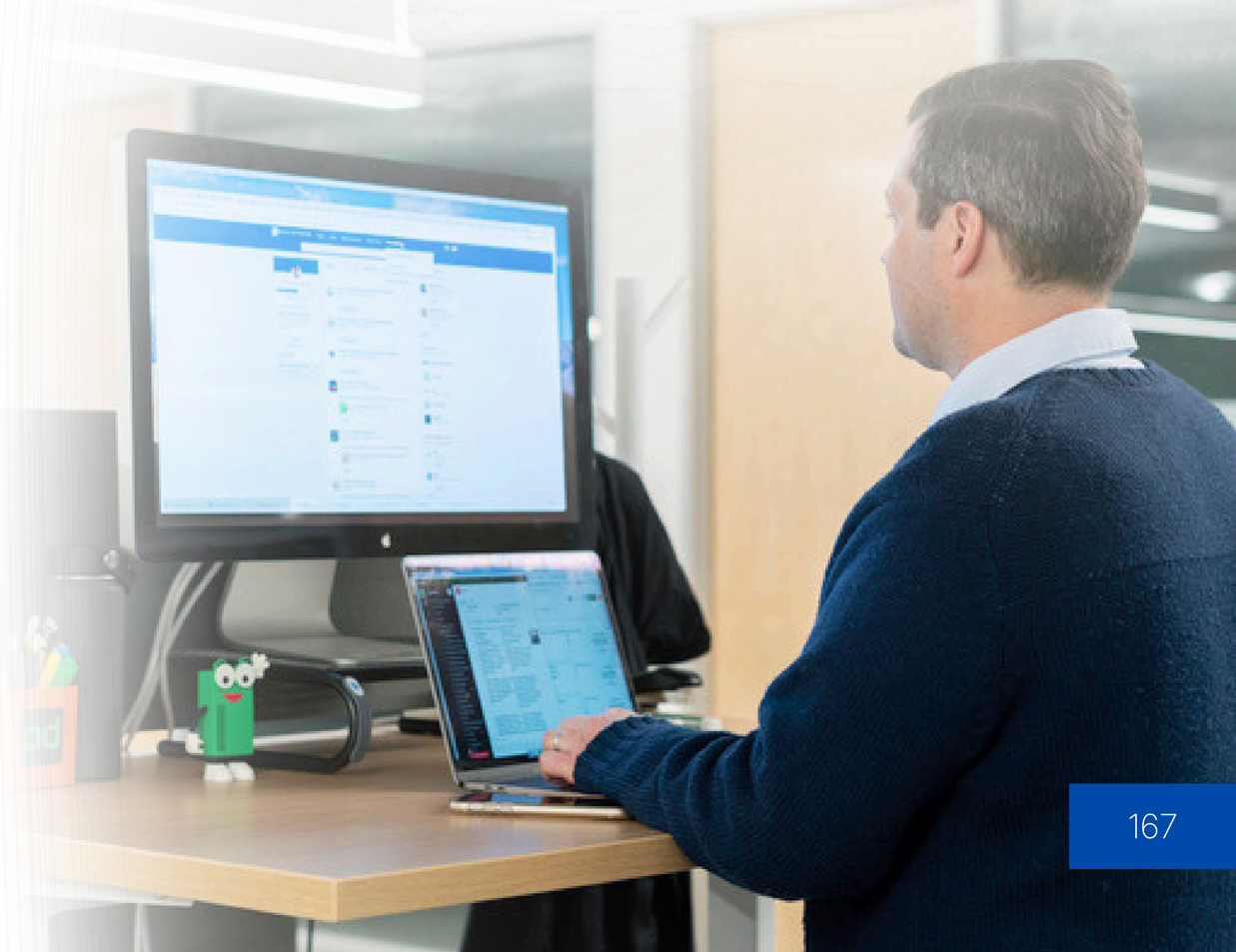
MACRO
100-500K
Consideration stage, complex solutions

MID-TIER
25-100K
SWEET SPOT
ICP alignment, sustained engagement

MICRO
Under 25K
Niched relevance, highest trust signals

Over 80% of B2B marketers now prioritise micro and mid-tier influencers over large accounts — because they deliver higher relevance, better ICP fit, and deeper engagement with specific decision-makers.

Creators with **10,000–100,000 followers** see an average **12% higher engagement per impression** than macro influencers and **31% higher** than mega influencers. Their audiences are more precisely aligned with specific buying personas — which in B2B is the only alignment that matters.

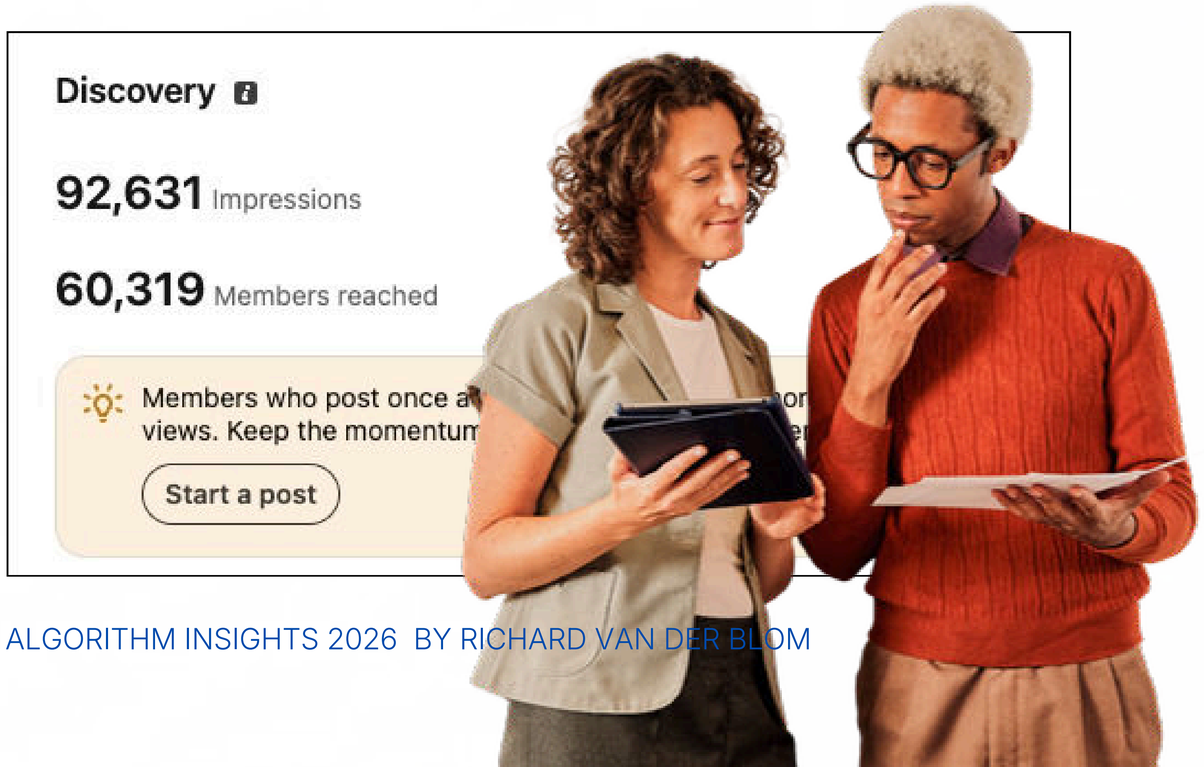


WHAT THE DATA SAYS ABOUT CONTENT PERFORMANCE

Not all influencer content performs equally — and the content mix in live campaigns reveals a clear hierarchy.

In one multi-platform analysis of nearly 10,000 LinkedIn™ creators and 195 promotional posts, the content breakdown was: **44% image-based, 28% video, 20% text-led**. Counterintuitively, text-based sponsored posts — "expert essays" — generated the **highest average likes, comments, and reshares** when clearly disclosed and genuinely high-value. This reinforces the core LinkedIn™ dynamic: depth beats polish.

Only **3–4% of total creator posts** are sponsored — meaning audiences still perceive creators as predominantly organic voices. That ratio must be preserved. The moment a creator's feed tips toward promotional content, the trust signal that makes the channel work disappears.



SWEET SPOT

1 POST	2-3 POSTS	4-8 POSTS	9+ POSTS
Reach 100%	Reach 112%	Reach 124%	Reach 127%
Engagement 100%	Engagement 116%	Engagement 126%	Engagement 130%
Conversion 100%	Conversion 108%	Conversion 117%	Conversion 122%

All figures indexed to 1 post = 100%. A collaboration of 4–8 posts delivers 24% more reach, 26% more engagement, and 17% more conversions than a single sponsored post.

The relationship compounds — which is why 55–62% of B2B marketers are now moving toward multi-month or always-on creator collaborations rather than campaign bursts. In B2B, influence accumulates over time. A single sponsored post is a moment. A sustained creator relationship is a category signal.

HOW BRAND ENGAGEMENT WITH CREATOR CONTENT EXTENDS ITS LIFESPAN

When brands actively engage with creator-led posts after publication, the performance extends significantly:

NEW POST REFERENCING CREATOR

Lifespan	Conversion lift
1.1×	+35%

REPOST WITH COMMENTARY

Lifespan	Conversion lift
1.1×	+9%

COMMENT FROM THE BRAND

HIGHEST LIFESPAN

Lifespan	Conversion lift
1.35×	+18%

INSTANT REPOST

Lifespan	Conversion lift
1.4×	+12%

The **comment is the highest-quality engagement signal** a brand can send on a creator post — and it extends lifespan more than a repost. This matters operationally: brand social media managers should be briefed to comment substantively on creator posts, not just reshare them.

PRICING BENCHMARKS: 2026

Fees vary based on niche, engagement rate, audience ICP fit, and campaign complexity:

FOLLOWER COUNT	EST. COST PER POST
UNDER 10,000	$0 – $500
10,000 – 25,000	$400 – $750
25,000 – 50,000	$500 – $1,000
50,000 – 100,000	$750 – $1,250
100,000 – 250,000	$1,250 – $3,000
250,000+	$2,500+

MID-TIER SWEET SPOT

On cost efficiency: the average CPM for LinkedIn™ creator content sits around **$10**, compared to **$27 for LinkedIn™ paid ads**. Creator-led content repurposed into paid campaigns converts **3.1× better** than company-generated ads. Audiences exposed to LinkedIn™ creator content combined with ads show up to **6× higher conversion rates** than non-exposed audiences.

Engagement rate and audience fit matter more than follower count. A mid-tier creator with a highly relevant network of VP-level buyers in your sector will consistently outperform a larger creator with a diffuse, mixed audience. Note that many micro-creators — particularly those just building their profile — will collaborate in exchange for product access, introductions, or co-created content rather than cash fees.



LINKEDIN™ IS CLOSING THE LOOP AND THE NUMBERS TELL THE STORY

This is the development that most brands have not yet fully internalised — and it has significant commercial implications for anyone running influencer campaigns on LinkedIn™.

For several years, the standard practice in LinkedIn™ influencer marketing was informal: a brand pays a creator, the creator posts content mentioning the brand, sometimes with a hashtag, a "Paid Partnership" disclosure, or the Branded Sponsorship tick box in the post settings. No Campaign Manager involvement. No formal LinkedIn™ infrastructure. The brand got reach. The creator got paid. LinkedIn™ got nothing.

Until mid-2025, that arrangement worked exceptionally well — for brands and creators alike. Unofficial brand collaborations outperformed official LinkedIn™ ad formats by approximately **1.8×** in reach and engagement. The reason is straightforward: people engage with creators they follow and trust. They scroll past ads. An organic-looking sponsored post from a credible voice generated the kind of authentic interaction that no amount of ad spend could manufacture.

That performance gap represented a significant revenue blind spot for LinkedIn™. Estimates suggest the platform was missing out on approximately **30% of potential advertising revenue** flowing through informal creator collaborations that bypassed its commercial infrastructure entirely. The platform's response has been visible in the data since mid-2025.

Posts using unofficial sponsorship signals — promotional hashtags, Branded Sponsorship box activations outside Campaign Manager, and brand-mention structures that read as paid endorsements — have experienced sharp performance declines:

REACH	ENGAGEMENT	CONVERSION
–70-80%	**–50-60%**	**–60%**
vs. equivalent organic creator content	including comments and saves	downstream consequence of reduced distribution

The paid partnership label triggers algorithmic suppression across all three metrics. The content doesn't change — the label does.

The timing and pattern of these declines are not coincidental. They align precisely with LinkedIn™'s accelerating investment in Thought Leader Ads infrastructure — expanding TLAs to 3rd-degree connections, simplifying discovery in Campaign Manager, and building the formal brand-creator partnership rails that make unofficial arrangements increasingly unnecessary from the platform's perspective.

To be clear: LinkedIn™ has not announced any policy specifically targeting informal creator sponsorships. The platform has not confirmed algorithmic suppression of these posts. What the data shows is a correlation between unofficial sponsorship signals and reduced performance that is too consistent and too pronounced to be explained by content quality alone.

FOR CREATORS

(Who built a business model around informal brand collaborations) the shift is significant. A channel that once delivered organic-level performance for sponsored content now performs at a fraction of that — unless the collaboration is routed through LinkedIn™'s own commercial infrastructure, which changes the economics, the creative freedom, and the relationship dynamics of the deal.



FOR BRANDS

the practical implication is clear: informal sponsorships are no longer the efficient arbitrage opportunity they were in 2024. Routing campaigns through Thought Leader Ads delivers better attribution, better targeting, and — currently — better algorithmic treatment. The transition has a real cost, but the alternative is paying for content that reaches far fewer people than it used to.



The question this raises for the LinkedIn™ creator economy is one the platform has not yet answered: **is LinkedIn™ leaving brands no choice but to pay for what used to be organic and in doing so, putting independent creators out of a job?**

THE STRATEGIC FRAMEWORK: RUNNING A CAMPAIGN THAT ACTUALLY WORKS

1 PRIORITISE CREATOR MARKET FIT OVER CREATOR REACH

The single most important success factor is alignment between the creator's audience and your ICP. A creator with 15,000 followers, 70% of whom are VP-level buyers in your sector, is worth more than a creator with 200,000 followers in a mixed professional audience. Check engagement rates, audience seniority, and topic consistency before follower numbers.

Avoid creators with rapid follower growth — they may be in engagement pods, bringing irrelevant reach and inflated engagement signals that will not convert.

2 BUILD FOR VOLUME AND LONGEVITY

Single-post campaigns consistently underperform. The sweet spot is **4–8 posts** with the same creator over 4–8 weeks. Campaigns with **3–5 creators** over one month achieve **6× higher impact** than a single creator campaign over three months.

Always-on programmes outperform campaign bursts in B2B because trust accumulates over time, not in a single exposure.

3 MAP CREATOR TIER TO FUNNEL STAGE

Top-of-funnel: Educational posts, expert takes, carousel explainers — Macro and Mega creators for breadth

Middle-of-funnel: Feature breakdowns, use-case storytelling, demo videos — Macro and Mid-tier creators

Bottom-of-funnel: Creator-led webinars, comparison content, product reviews — Mid-tier and Micro creators for depth and trust

4 USE THOUGHT LEADER ADS TO AMPLIFY WHAT ALREADY WORKS ORGANICALLY

Never boost weak content. Test creator posts organically first. When a post generates strong early engagement — comments from outside the creator's first-degree network, saves, meaningful replies — that is the signal to amplify via TLAs. The combination of organic trust signal plus paid distribution is the highest-performing configuration available for LinkedIn™ brand campaigns today.

5 MEASURE WHAT ACTUALLY MATTERS

Track cost per high-intent visitor, pipeline and revenue influenced, sales cycle velocity, and content reuse ROI. Post-level engagement metrics are a starting point, not an endpoint. The brands extracting the most value from LinkedIn™ creator programmes are those connecting creator activity directly to pipeline data in their CRM.

SAL
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Why we master LinkedIn™ with you?

More leads. More profit. More time.

We optimize your sales & marketing processes, implement tech, and coach your team to win daily. We don't just consult - we get our hands dirty and work with your reps until it works.

Hire SAL and your revenue goes up

We don't just consult, we deliver.
Want proof? Let's chat!

AI-Assisted Content: The Gap Between Speed and Signal

*Insights partly contributed by **Charlie Hills**, LinkedIn™ & AI Specialist*



AI is no longer a feature on LinkedIn™. It is the infrastructure. Over **80% of social media content recommendations** are now powered by AI ranking systems, and LinkedIn™'s feed sits firmly in that majority. What changed in 2026 is not the presence of AI — it is how the platform and its users are responding to it.

The response, in both directions, is now measurable.

THE SCALE OF AI ON LINKEDIN™

More than **50% of LinkedIn™ posts** in 2026 show detectable AI patterns: repetitive structures, generic phrasing, formulaic CTAs. Template-style openings now appear in an order of magnitude more posts than two years ago. Common AI-generated hooks are used **20× more frequently** than before. Standard engagement-bait CTAs appear **7× more often**. The feed has become structurally predictable in a way that audiences recognise — and increasingly scroll past.

At the same time, AI has genuinely lowered the barrier to participation. It catalysed approximately **23 million users** to publish their first-ever post. **23% of regular creators** now post more frequently thanks to AI tools. These are real benefits. The problem is not AI use. It is AI use without human editorial judgment — and the algorithm now separates the two.

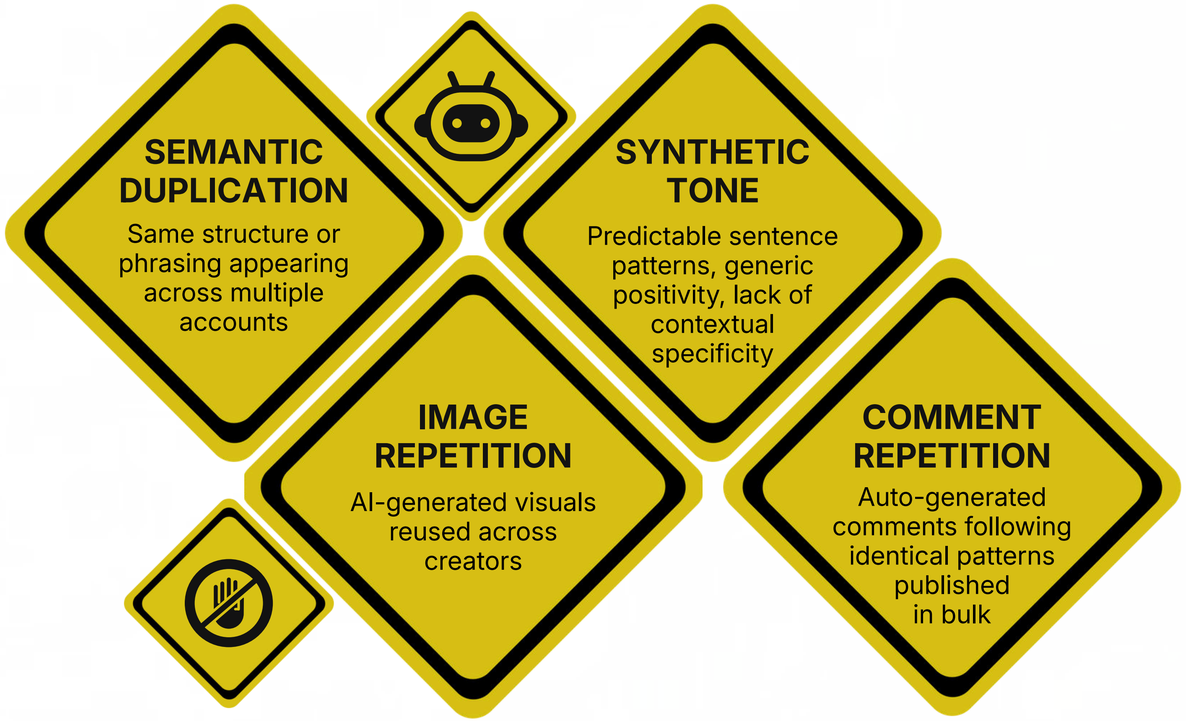
WHAT THE ALGORITHM ACTUALLY PENALISES

The nuance here matters — and it is one most creators get wrong. LinkedIn™ does not penalise AI use. It penalises the *absence of human editorial judgment layered on top of it. The distinction produces meaningfully different outcomes:*

CONTENT TYPE	REACH	ENGAGEMENT
FULLY AI-GENERATED No human editing	**–30–40%**	**–25–35%**
PARTLY AI-ASSISTED AI draft, human-edited	**–10–15%**	**–10–15%**
AI FOR PREP, NOT PUBLICATION Research, structure, ideation — human voice for output	**+32%**	**+41%** comments

BEST APPROACH

The platform's detection system identifies several specific patterns — and acts on them:



Posts receiving more than **25% of their early comments from AI-flagged sources** see reach reduced by up to **–30%**. AI-generated comments generate **8.5× fewer author replies** and **6× less indirect engagement** than human comments. Generic responses — "Great insight," "This resonates," "Interesting perspective" — are classified as low-value signals regardless of their origin. Automation designed to boost engagement is actively suppressing it.

THE NEW DISTRIBUTION CHANNEL MOST CREATORS ARE MISSING

One development that arrived quietly in 2025 and has accelerated sharply into 2026: **LinkedIn™ has become one of the most-cited domains in AI-powered search**.

Tools like Perplexity, ChatGPT, and Claude increasingly surface LinkedIn™ posts, profiles, and articles when users search for professional insights — bypassing LinkedIn™'s own search entirely. This creates a second distribution channel that most creators are not optimising for.

AI indexing models favour semantic matching over keyword density: clarity, specificity, and topical depth. A well-structured LinkedIn™ article or post that clearly addresses a defined professional topic can now reach audiences via AI search who will never open LinkedIn™ directly.



THE IMPLICATION

Treat every post and profile section as indexable content. Topic clarity, structural depth, and semantic consistency matter as much for AI search discoverability as they do for LinkedIn™ feed performance — and the two are increasingly aligned.

HOW THE BEST CREATORS ARE USING AI IN 2026

The differentiator has shifted from *which AI model to how it is configured and applied*. Three practices now separate high-performing AI-assisted creators from those producing undifferentiated output:

1 VOICE-TRAINED SYSTEMS OVER GENERIC PROMPTING

One-shot prompting is giving way to persistent-context systems: AI trained on a creator's past content, tone of voice, audience profile, and editorial constraints.

The output difference is measurable — the same model running with configured context consistently outperforms blank-prompt output on both engagement and perceived authenticity. Raw prompts produce content that reads like everyone else's. Voice-trained systems produce content that reads like you.



2 THE MULTI-MODEL STACK

By 2026, the standard approach combines a writing-focused model for structure and tone, a visual generation tool for carousels and infographics, and an analytical layer for research and data synthesis.

66% of social media professionals now report using AI across multiple tools at different stages. The creators achieving the strongest content-to-effort ratios are not those with access to the most tools — they are those who have defined clear roles for each one.

3 AI FOR PREPARATION, HUMAN VOICE FOR PUBLICATION

The highest-performing approach uses AI to accelerate research, identify themes, structure arguments, and repurpose existing content — then adds original proof, first-hand experience, and genuine perspective at the publication stage.

Posts featuring original evidence — real numbers, first-hand findings, specific outcomes — outperform generic thought leadership by **45% on engagement**. The audience is not rewarding effort. They are rewarding evidence.

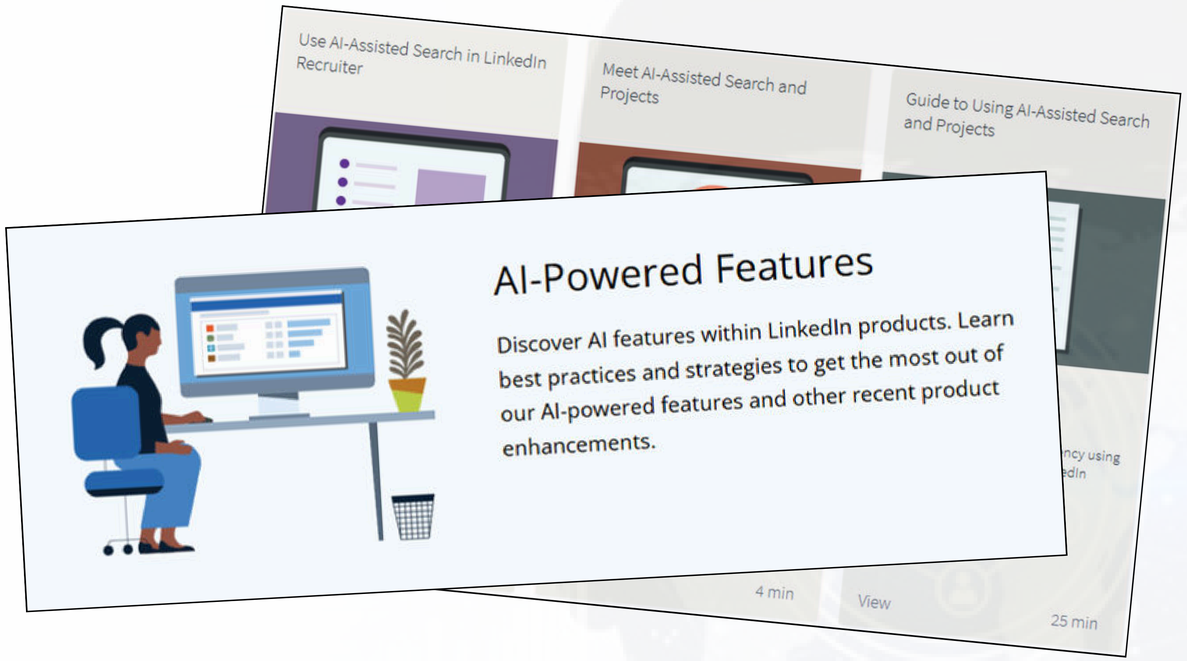
THE ANTI-SLOP BACKLASH IS NOW A PLATFORM SIGNAL

In a 2025 study, **96% of professionals** reported using AI daily but many flagged concern that feeds are flooded with indistinguishable posts. The five-bullet framework, the enthusiastic opener, the engagement-bait closing question: audiences recognise the patterns, and their behaviour reflects it.

LinkedIn™'s algorithm has adapted accordingly. **The "anti-slop" signal** — the platform's ability to detect and down-rank content that is structurally generic regardless of individual quality — is now an active distribution factor. This is why top creators are investing in systems that make their AI-assisted content structurally distinct: custom voice training, original data, specific examples, and the kind of detail that cannot be copy-pasted from a prompt.

AI has raised the bar for what "value" means on LinkedIn™. Creators giving away complete, reproducible, evidence-backed insights are growing fastest. Those publishing polished but generic output are losing ground — not because AI is bad, but because everyone else is using the same AI in the same way.

"ANTI-SLOP" SIGNAL



LINKEDIN™'S NATIVE AI TOOLS: USEFUL FOR STRUCTURE, LIMITED FOR VOICE

LinkedIn™ now offers native AI assistance for profile optimisation, headline writing, About sections, and content recommendations. These tools perform well for structure and keyword alignment. For original content, they produce results indistinguishable from every other creator using the same platform defaults — which is precisely the problem.

The message from both the platform and the data is consistent: use AI to improve your presence, not to outsource your voice. Native tools are a starting point. Human editorial judgment is the finish line.

The bottom line in one line: AI can get you speed. It cannot get you trust. The creators and brands that win on LinkedIn™ in 2026 will be those who use AI to do more — while remaining unmistakably themselves in the output.

Creator Perspective: Charlie Hills on AI and the Human Edge



Charlie Hills is a LinkedIn™ creator and AI strategist whose content consistently generates over 500,000 impressions per week. He contributed the following perspective to the Algorithm Report 2026.

Q

You use AI for almost every piece of content you publish, and your audience is still growing. How do you reconcile that with everything we see about AI-penalised content?

Charlie: The feed is full of AI slop, and audiences are exhausted by it. But the creators growing fastest are using AI more than anyone else — not less. The difference is entirely in how they use it. Most people prompt from scratch and publish whatever comes out. That's what gets penalised. I never start with AI.

I start with a clear opinion, proof I've gathered, and constraints I've defined for the specific post. The AI fills in structure and variations. I put my voice back into every line. Those aren't the same thing.



You've built something you call the CHEF Framework. Walk us through it.

Charlie: CHEF stands for Curate Context, Heat with AI, Enhance with Flavour, Feed the Community. It's the system I use daily, and it was built specifically to avoid the pattern everyone else falls into.

Curate before you create. Never open AI first. Before I write anything, I define three things: my angle (one clear opinion, not a topic), my proof (data, a real result, a screenshot — something only I have), and my constraints (platform, audience, goal, format). Skip this step and the AI fills the gap with recycled noise. That's how slop happens.

Heat with AI. Once I have the human brief, I use AI to generate drafts, alternative hooks, and structural variations. But I'm not prompting from a blank chat — I'm using a configured Project with my voice rules, past content, and audience profile already loaded, connected to the places where my thinking lives: Notion, Slack, Drive. The output from a configured system versus a blank prompt is not comparable. Same model, completely different quality.

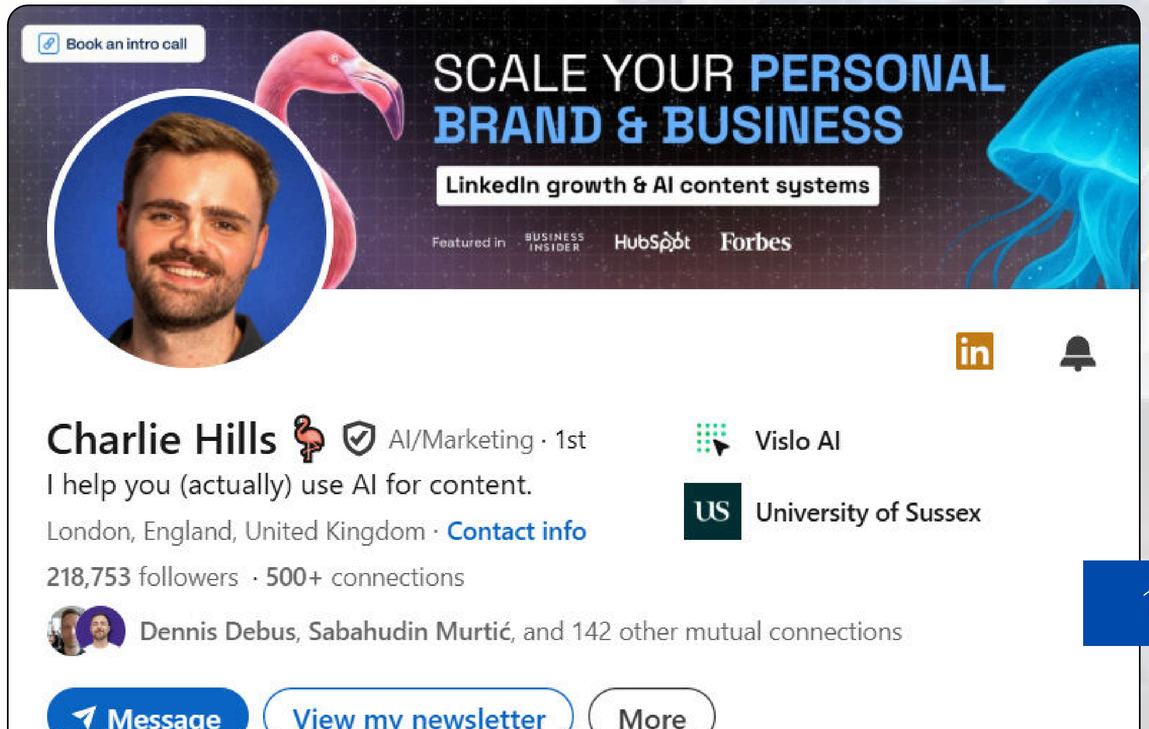
Enhance with flavour. AI gives you structure. You give it voice. I read every draft aloud — if a line isn't something I'd say in conversation, I rewrite it. I add one specific detail that only I could know. I remove anything that could have been written about anyone, by anyone. Most people edit for grammar and call it done. The real edit is for voice.

Feed the Community. Publishing is half the job. The first 60 minutes after posting matter more than anything in the draft. I reply to early comments within 10 minutes. I add a follow-up comment with extra context or a resource to keep people in the thread. I treat the comment section like a community, not a broadcast channel. The biggest mistake I see is posting and disappearing."

What's the single biggest mistake you see creators making with AI on LinkedIn™?

Charlie: Prompting from scratch instead of building on persistent context. Every time you start a blank chat, you're giving the AI nothing to work with. It doesn't know your voice, your audience, or your history.

You get generic output because you gave it a generic brief. The creators growing fastest have invested in their setup — they've built the context once, and every piece of content they create compounds from it.



LinkedIn™ Groups: The Split Reality

Ask most LinkedIn™ users about Groups and you will get one of two answers. The first: "Groups are dead — I joined a few years ago and never saw anything useful." The second, from a much smaller group of practitioners: "Groups are one of the highest-intent surfaces on the platform right now."

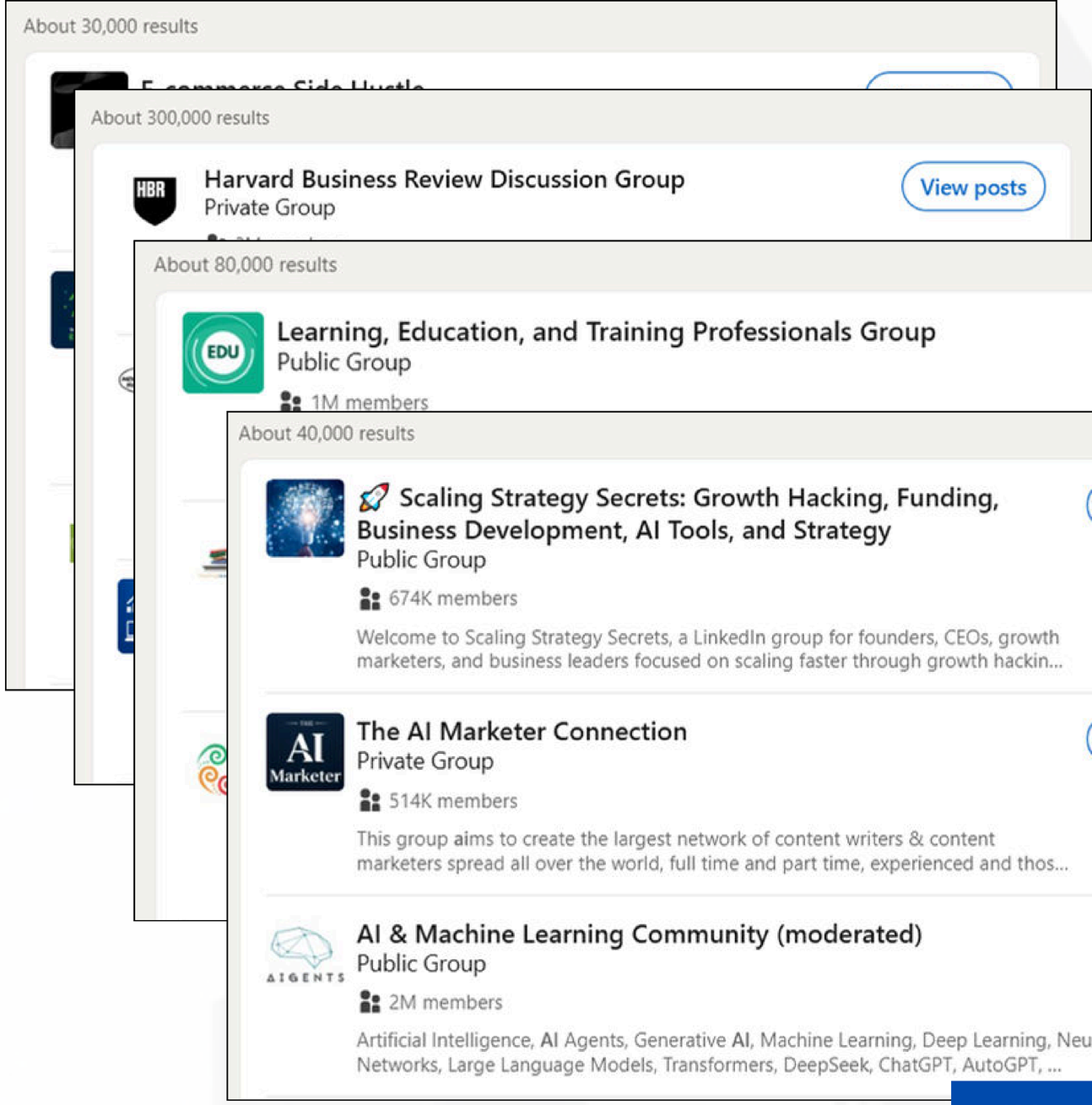
Both are correct. The mistake is assuming they are describing the same groups.

THE NUMBERS: WHAT HAS CHANGED SINCE 2025

The 2025 edition of this report noted that approximately **90% of LinkedIn™ Groups were dormant**. That figure has not improved — if anything, independent analysis in 2026 puts the range at **90–99%** of groups as effectively inactive, overrun with spam, or generating negligible discussion.

What *has* changed is the other side of that equation.

LinkedIn™ now hosts roughly **3.1 million groups** — up from 2.62 million in 2024 — with **100 million+ users engaging inside groups monthly**. Overall group usage grew approximately **18% in 2025**, the clearest signal yet of a genuine resurgence rather than slow decline. The platform-level trend and the individual user experience are pointing in opposite directions — and both are real.



WHERE THINGS STAND IN 2026:

3.1M	**100M+**	**+18%**
TOTAL LINKEDIN GROUPS	MONTHLY GROUP USERS	GROWTH IN GROUP USAGE IN 2025
~90-99%	**~40%**	**ONLY 15%**
OF GROUPS DORMANT OR SPAM-DOMINATED	OF MEMBERS HAVE JOINED AT LEAST ONE GROUP	CONSIDER THEMSELVES ACTIVELY ENGAGED

The practical implication: the vast majority of existing groups are not worth your time. The minority that are well-run and tightly defined are worth more than most people realise.

WHY THE INTEREST GRAPH MAKES GROUPS MORE VALUABLE, NOT LESS

In the 2025 report we covered groups primarily as an algorithmic amplifier for personal profile visibility. That framing remains valid — active group contributors still see **a 15–20% boost** in visibility for their personal profile posts, and group-based engagement weighs more heavily in feed visibility scoring than equivalent profile interactions.

But the more important shift in 2026 is structural. As the main LinkedIn™ feed becomes increasingly algorithmic — driven by the Interest Graph, interest clusters, and suggested content from accounts you do not follow — the main feed has become noisier and more competitive for organic reach. Groups, by contrast, operate with significantly lower algorithmic pressure. Members have self-selected into a specific topic community. The intent is higher. The signal-to-noise ratio, in well-run groups, is dramatically better than the open feed.

This is why **79% of users report preferring brands to participate in smaller, focused online groups** rather than only broadcasting through their own pages. It is also why B2B practitioners are quietly repositioning groups from "content distribution channel" to something more valuable: a **high-intent community layer** that sits between public content and sales conversations.



WHY MOST GROUPS STILL FAIL — AND WHAT THE BEST ONES DO DIFFERENTLY

The failure modes for LinkedIn™ Groups have not changed since 2024. They have simply become more pronounced as the gap between dormant and active groups widens.

THE THREE STRUCTURAL REASONS MOST GROUPS FAIL:



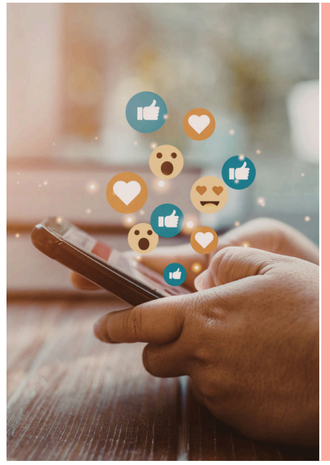
NO CLEAR VALUE PROPOSITION

Generic groups ("Marketing Professionals," "B2B Sales Leaders") attract members who have no reason to participate. High-performing groups are defined by a specific ICP, industry segment, and problem — narrow enough that members understand immediately why the community exists and what conversations happen there.



SPAM AND ABSENT MODERATION

Without active moderation, groups become link-dropping repositories within weeks. The groups generating real engagement have clear rules, approval workflows, and owners who actively remove promotional noise. This is not passive infrastructure — it requires ongoing time investment.



NOTIFICATION DEFAULTS AND INVISIBLE ACTIVITY

LinkedIn™'s group notification settings frequently reset, meaning members who were once active simply stop seeing new content. Onboarding sequences — welcome posts, starter threads, pinned resources — are essential to converting new members from passive joiners to active participants before the notification window closes.



WHAT HIGH-PERFORMING GROUPS DO DIFFERENTLY

✓	**NARROW POSITIONING** "RevOps leaders at PLG SaaS companies in EMEA" outperforms "Sales and Marketing Professionals" in every engagement metric that matters
✓	**COMMUNITY-LED, NOT ADMIN-LED** The best groups operate like peer mastermind communities. Members generate most of the content; the owner acts as host and curator, not broadcaster
✓	**DELIBERATE PROGRAMMING** Recurring formats (AMA sessions, benchmark threads, teardowns) build rituals that pull members back. Groups pairing async threads with LinkedIn™ Live or audio events saw a **30% increase in participation** platform-wide in 2025
✓	**STRONG MODERATION FROM DAY ONE** Every high-performing group treats spam removal and new member onboarding as core operational responsibilities, not afterthoughts

The Five Ways B2B Teams Are Using Groups in 2026

This is the section that was entirely missing from the 2025 report — and it represents the most commercially relevant evolution in how groups are being used.

1 COMMUNITY-LED GROWTH HUBS

B2B teams are using groups as community-led growth engines: hosting expert roundtables, co-creating frameworks with members, and feeding insights back into their broader content and product strategy. The group becomes a research asset as much as a distribution channel.



2 WARM OUTBOUND AND DEMAND CAPTURE

SDRs and founder-led sales teams use groups to identify in-market buyers based on questions asked, tools discussed, and job titles joining specific threads.

Outreach framed around shared group participation — "I saw your question about X in the RevOps group" — generates meaningfully higher reply rates than cold messages with no shared context.

Group membership also enables direct messaging outside standard LinkedIn™ connection limits in many cases, providing a warm, permission-adjacent route to prospects.

3 CATEGORY CREATION AND NARRATIVE CONTROL

Emerging B2B categories are building "category communities" on LinkedIn™ — using groups as the home for definitions, success stories, and benchmarks that shape how the market understands a new space.

The group owner becomes the category authority by default.

4 THOUGHT LEADERSHIP SANDBOXES

Executives and creators test ideas with trusted peers in groups before publishing refined versions into the public feed, podcasts, or events.

The group provides a feedback loop with a relevant, engaged audience that the open feed cannot replicate.

5 HYBRID ECOSYSTEMS

Because many practitioners distrust LinkedIn™ Groups' long-term platform stability — features have been changed, removed, and reinstated multiple times — leading teams mirror their communities across LinkedIn™, Slack, and messaging apps.

LinkedIn™ serves as the top-of-funnel discovery layer where new members find the community. Deeper, ongoing engagement happens off-platform where the rules do not change without warning.



THE HONEST ASSESSMENT: SHOULD YOU INVEST IN GROUPS?

Invest in groups if:	
✓	You have a clearly defined ICP that would benefit from peer community
✓	You can commit to active moderation and regular content programming
✓	You are playing a medium-to-long game — group-based trust compounds slowly
✓	You want a warm outbound channel that bypasses cold connection dynamics
✓	Your main feed reach is declining and you need a lower-competition distribution surface

Do not invest in groups if:	
✗	Your main Company Page or personal profile posting is inconsistent — fix the foundation first
✗	You cannot commit a person to moderation and community management
✗	You are looking for short-term reach gains — groups do not deliver that
✗	Your topic is too broad to define a specific, valuable community around

The bottom line has not changed from 2025 — but the stakes have sharpened. In a feed increasingly dominated by algorithmic distribution and paid amplification, a well-run niche group is one of the few places on LinkedIn™ where organic, high-intent engagement is still accessible to brands and creators willing to invest the time to build it properly.



What Actually Converts: From Visibility to Revenue

Most LinkedIn™ users are optimising for the wrong outcomes. They track impressions, reactions, and follower growth — metrics that are visible, satisfying, and often weakly correlated with revenue. LinkedIn™ now drives around **80% of B2B leads generated from social media** and converts visitors to leads at roughly **2.7% on average** — yet most users are not tracking the signals that precede those leads.

The creators and brands generating consistent revenue from LinkedIn™ are tracking something different: the behaviours that reliably precede a sales conversation.
This section is about the gap between those two sets of metrics — and how to close it deliberately.

THE ARCHITECTURE: THREE STAGES, ONE SYSTEM

LinkedIn™ does not convert in a single post. It converts through a sequence and the sequence has a specific structure that performance data consistently supports.

The strongest B2B creators on LinkedIn™ do not chase formats or short-term algorithm quirks. They architect content ecosystems. A consistent mix of content types, each serving a defined stage of the buyer journey, repeated over time, is what turns visibility into credibility and credibility into conversion.





STAGE 1 — AWARENESS (TOFU)

Goal: reach people who do not yet know you

Content that works: personal storytelling, educational "how-to," bold takes on industry topics, data-backed observations. These formats generate the broadest initial distribution — they enter Interest Graph clusters and get served to non-followers who match the topic fingerprint. LinkedIn's overall engagement rate in 2026 sits around **2.8–3.8%**, and text-led posts frequently outperform video for comments and shares, even as video continues to grow in total consumption.

What to track: Profile visits from non-connections, new followers, saves from non-followers, and the ratio of non-connection impressions to total impressions. A save from someone who does not yet follow you is one of the clearest early signals of future intent.

STAGE 2 — CREDIBILITY (MOFU)

Goal: give people a reason to trust you before they contact you

Content that works: Industry insights with your specific perspective, achievements framed around outcomes, case studies, client results, behind-the-scenes of your work. This is the content that distinguishes expertise from opinion and turns a follower into someone actively considering working with you. B2B buyers increasingly look for detailed expert breakdowns and proof-driven stories to evaluate vendors before any commercial conversation begins.

What to track: Comment quality — are people asking follow-up questions or sharing their own data? — DM volume referencing specific posts, newsletter subscribers, and return profile visitors within 7–30 days of interacting with credibility content.

STAGE 3 — CONVERSION (BOFU)

Goal: move the right people from interest to action

Content that works: direct offers framed around the reader's problem, referral requests, free content with a natural next step, and gated content deployed strategically to audiences already warmed by the preceding two stages. This is also where the DM becomes the primary commercial instrument. LinkedIn™ Lead Gen Forms convert at roughly **10–13%** — far above typical landing page benchmarks of 2–4% — but only when the audience arriving at the form already knows and trusts the author.

What to track: DM conversations initiated after a post, meeting bookings, newsletter click-throughs, lead form completions, and opportunity value attributed to LinkedIn™ touchpoints.

WHAT ACTUALLY GENERATES A DM CONVERSATION

The DM is the deal on LinkedIn™. Not the post, not the like, not even the comment. The post creates the conditions for a conversation. The DM is where commercial intent becomes visible.

In 2025, LinkedIn™ direct messages achieved an average response rate of **10.3%** across all outreach types — almost exactly triple the 3.1% average for cold email. Messages sent to existing first-degree connections performed significantly better, with response rates around **16.9%**. Understanding what triggers a DM — and how to handle it when it arrives — remains one of the most underleveraged skills in B2B LinkedIn™ strategy.

WHAT DOES NOT GENERATE DMS RELIABLY:

High-reach viral posts without a clear professional signal
They generate engagement from a broad, mixed audience that rarely converts. Reach without relevance produces passive interaction, not commercial intent.

Promotional or offer-led content to cold audiences
LinkedIn™ is the number one platform for B2B lead quality, but only when the offer is contextually relevant and trust is already established. Cold audiences consistently underperform on deal quality and close rates, regardless of how efficient the cost-per-lead appears

WHAT TRIGGERS DMS MOST RELIABLY:

Saves on credibility content
When someone saves a post, they are marking it as reference-worthy. This is a high-intent signal worth monitoring carefully. LinkedIn™ does not show who saved your post — only the total save count in post analytics (*).

Personal storytelling posts
Vulnerability and specificity in personal posts generate DM conversations at a higher rate than informational content alone. **96% of B2B buyers** consume personal narratives and expert content before purchasing, using them as trust proxies. Story creates trust before a commercial relationship exists

Free content with genuine value
Open-access resources, guides, and frameworks generate up to **3× more DM conversations** than gated alternatives and **4× more in-depth discussion**s.

LinkedIn™ Live events and event-driven content
Live viewers are **4× more likely** to reach out or follow up within 48 hours of watching. Live broadcasts connected to a LinkedIn™ Event Page benefit from automated reminders and RSVP data, turning cold followers into warm leads before you go live.



The Three Content Types and What They Actually Do

The 2025 report covered gated, commitment, and free content in Chapter 4. The commercial landscape for all three has shifted meaningfully in 2026. The data here is more pointed — and in one case, more urgent.



FREE CONTENT — THE REACH ENGINE

Free content — resources, guides, frameworks, insights shared publicly with no barrier — remains the most powerful distribution mechanism available on LinkedIn™. As overall organic reach has declined in 2026, the gap between free and gated has narrowed slightly, but the advantage remains decisive: free content now generates 20–25× more reach than gated content, **up to 4× more in-depth discussions, and up to 3× more DM conversations**.

The commercial logic is not altruism. It is funnel mechanics. Free content builds the awareness and trust base that makes every other content type more effective. The DMs it generates tend to be warmer, more contextually grounded, and more likely to lead to a genuine commercial conversation than leads from either of the other two formats.



COMMITMENT CONTENT — HANDLE WITH CARE

Commitment content — posts that ask users to comment a specific word or phrase in exchange for a resource — has been one of the most widely adopted tactics on LinkedIn™ over the past two years. In February 2026, the calculation changed fundamentally.

LinkedIn™ announced active enforcement against "comment X to receive Y" mechanics, classifying them as artificial engagement inflation. Posts using this method now face **–80% reach suppression**, with creators receiving account restrictions within days of publishing commitment posts in early 2026.
The performance picture tells the same story:

- Reach: still **1.2× higher** than free posts — but declining rapidly as suppression increases
- Engagement: still **4× higher** in raw volume — but almost entirely non-conversational (comments are the trigger word, nothing more), destroying comment depth ratio and sending negative quality signals to the algorithm
- Commercial value: negligible, because the audience responding is not expressing genuine interest — they are completing a transaction

The conclusion is clear: commitment content as traditionally practiced is no longer a viable strategy on LinkedIn™. Creators still using it are accumulating algorithmic debt that will affect their broader reach performance. The format is not dead — posts that invite genuine dialogue and collaborative content creation still work — but the "comment X to receive Y" mechanic specifically is now a liability, not an asset.



GATED CONTENT — HIGH FRICTION, HIGH VALUE — IN THE RIGHT HANDS

Gated content — resources shared in exchange for personal details via Lead Gen Forms or external sign-up pages — has the lowest reach and the highest lead quality of the three content types. Used correctly, that trade-off is commercially sound. Used incorrectly, it wastes significant budget and audience goodwill.

The data on where gated content works: it is used **7× more on Company Pages than personal profiles** — and that gap exists for a reason. The same gated post performs **3.2× better on a Company Page** compared to a personal profile. This is where the format belongs. Company Pages carry the brand authority and SEO surface area that justifies the friction of a form; personal profiles rely on the trust of individual voice, which gating undermines.

The data on why gated content is worth the friction when deployed correctly: **leads generated via gated content convert at 3× the rate of free content leads and 8× the rate of commitment content leads**. The volume is lower. The quality is dramatically higher. For organisations with a clear ICP, a well-defined offer, and a Company Page with sufficient authority and following, gated content remains one of the highest-ROI formats available — as long as it is deployed to warm audiences, not cold ones.

The formula: build the audience with free content, establish credibility through expert posts and newsletters, then gate — on the Company Page, behind a retargeting layer, with a clear and genuinely valuable offer.



The Newsletter as a Conversion Asset

The LinkedIn™ newsletter is the most underused conversion mechanism on the platform — and one of the few that builds a durable commercial asset rather than a one-off post performance.

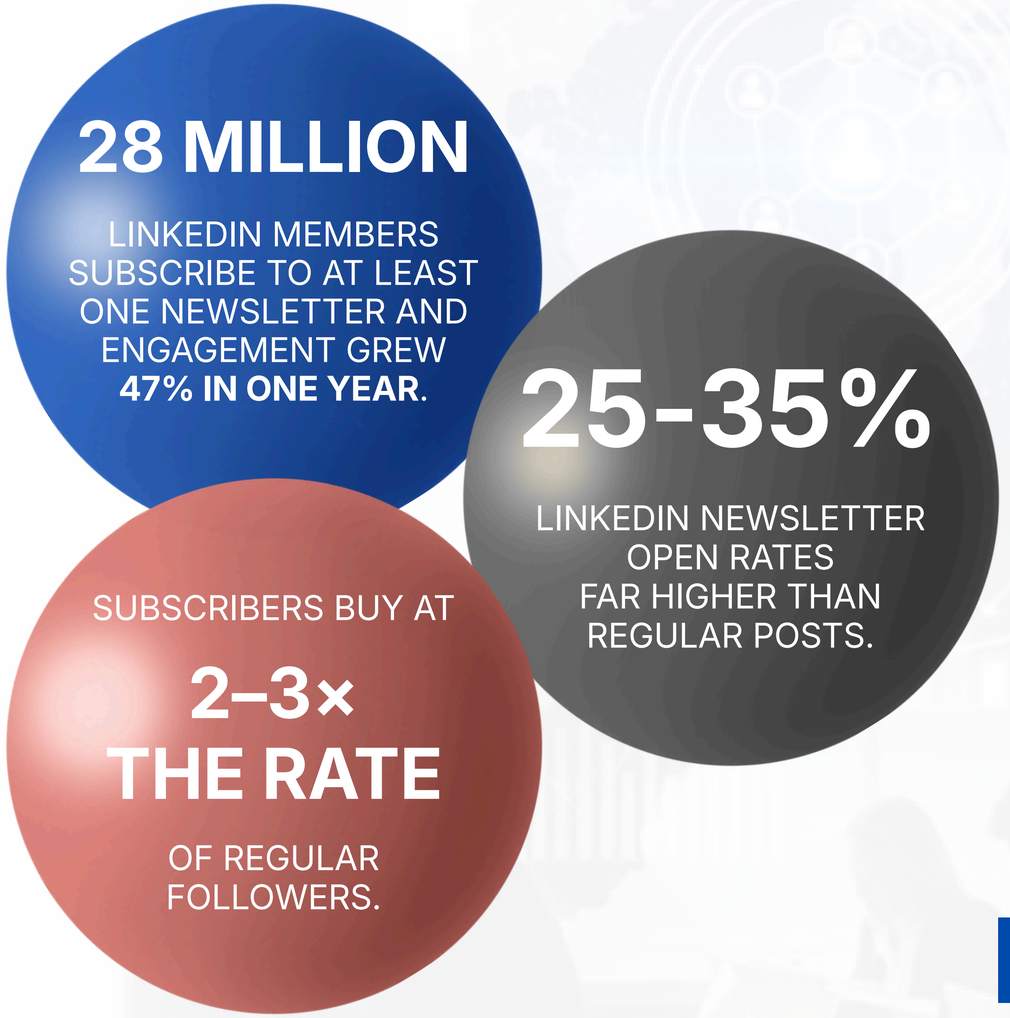
Over **184,000 newsletters** are now published on LinkedIn™, with at least **28 million members** subscribing to at least one. Subscriber engagement is up **47% year-on-year**. LinkedIn™'s auto-invite feature means subscriber lists grow passively with every new follower — compounding without active effort.

Average LinkedIn™ newsletter open rates sit at **25–35%**, *with top creators reaching **45–60%** and click-through rates of **2–5%***. These figures are significantly higher than standard social content benchmarks, reflecting the opted-in, lower-noise nature of newsletter distribution.

The best cadence remains **once every two weeks**. Weekly publishing reduces reach by **–22%** and open rate by **–18%**. Monthly drops reach by **–26%**. Consistency matters more than frequency — inconsistent publishing is the worst-performing pattern of all.

Why this matters commercially: a newsletter subscriber has made a deliberate, repeated choice to hear from you. They are categorically different from a follower who happened to see a post. Creators who treat their LinkedIn™ newsletters as structured funnels report converting subscribers into paying customers at **2–3× the rate of non-subscriber followers**, thanks to consistent touchpoints in a lower-noise environment.

The newsletter functions as a mid-funnel trust accelerator. Content that lands in a subscriber's inbox carries more weight than the same content in the feed — it is expected, opted into, and consumed with more attention. For B2B creators and brands serious about LinkedIn™ as a revenue channel, building a newsletter list is not a content project. It is a commercial infrastructure decision.



The DM: The Final Conversion Mechanism

When all the preceding content has done its job — awareness, credibility, trust — the DM is where the commercial relationship begins.

Updated 2026 message format performance — split by audience type:

TO CONNECTIONS

FORMAT	Share of use	Response rate	Conversion rate
Text message	95%	34%	13%
Video message	3%	46%	16%
Audio message	2%	71%	19%

TO NON-CONNECTIONS

FORMAT	Share of use	Response rate	Conversion rate
Text message	97%	18%	7%
Video message	2%	39%	12%
Audio message	1%	13%	4%

WHAT THE 2026 DATA TELLS US THAT 2025 DID NOT

The connection vs. non-connection split is the most important update to this table — and it has significant strategic implications. Three findings stand out:

First, **audio messages to connections have a 71% response rate** — the highest of any format and audience combination in the dataset — yet only **2% of messages** sent to connections use audio. This is the largest gap between opportunity and behaviour in the entire report.

Second, **video messages dramatically outperform text on conversion for both audiences** — 16% vs 13% for connections, 12% vs 7% for non-connections. Yet video accounts for only 2–3% of all messages sent. The format that converts best is the format almost nobody uses.

Third, **the non-connection penalty is severe for audio** — a 71% response rate to connections drops to just 13% for non-connections. Audio works because it feels personal and human. Sent cold, that intimacy becomes an intrusion. Format and audience must be matched deliberately.

InMails used well achieve **18–25% response rates** — roughly **3× standard email campaigns**. The gap between well-executed and poorly-executed InMail is larger than almost any other outreach variable.

WHAT WORKS IN A FIRST MESSAGE

LENGTH

GO SHORT OR GO DEEP

300–500 characters or 1,000+. Mid-length, generic pitches consistently underperform both ends of the range.

sweet spots: brief or substantive

PERSONALISATION

OPEN WITH SOMETHING REAL

Reference a specific post, event, or mutual context. Hyper-personalised intros significantly lift response rates on first-degree connections.

shared context lifts replies

ASK

MAKE IT EASY TO SAY YES

"Open to a quick exchange next week?" beats multi-step or high-commitment CTAs. Low-pressure asks convert more replies into meetings.

+15% reply-to-meeting rate

METHOD

SEND IT YOURSELF

Manual DMs consistently outperform automated sequences. Automation is more likely to be flagged and undermines future deliverability.

manual beats automated

WHAT FAILS CONSISTENTLY

AUTOMATED OR TEMPLATED

Sequences trigger spam signals and compound deliverability damage over time.

NO RECOVERY METRIC

LONG PITCHES OR FEATURE DUMPS

Message one earns the reply. It does not close the deal.

NO RECOVERY METRIC

ATTACHMENTS IN THE FIRST INMAIL

Signals intent before trust exists. Treated as a red flag.

-50% ACCEPTANCE

-75% CONVERSIONS

LINKS IN THE FIRST INMAIL

Jumps ahead of the relationship. Drops both acceptance and conversion.

-20% ACCEPTANCE

-55% CONVERSIONS

Putting It Together: The Conversion Architecture in Practice

The creators and brands converting LinkedIn™ visibility into revenue in 2026 are not doing anything complicated. They are doing something consistent.

AWARENESS Content	They publish **awareness** content that reaches beyond their existing network and generates saves and profile visits from non-followers.
CREDIBILITY Content	They publish **credibility** content that demonstrates specific expertise and builds the trust that makes a commercial conversation feel natural.
GATED CONTENT Content	They deploy **gated content** on Company Pages, to warm audiences, with genuinely valuable offers — and measure it by lead quality, not lead volume.
NEWSLETTER (Off-feed)	They use the **newsletter** to extend the sequence off-feed, into a lower-noise environment where attention is higher and intent is clearer.
DM Sales surface	They treat the **DM** as a primary sales surface — matching format and timing to the data rather than habit.

The metric that matters most is not reach. It is the ratio of qualified DM conversations and opportunities to total impressions and subscribers. Everything else — the format choices, the content pillars, the posting frequency, the engagement tactics covered in Chapters 2, 3, and 4 — is in service of that ratio.

Getting more of the right people into a meaningful conversation is the only LinkedIn™ outcome that reliably pays.

(*) LinkedIn™ does not currently share all of the analytics referenced in this chapter. Specifically: LinkedIn™ does not disclose who has saved a post — only the aggregate save count is visible in native post analytics. Newsletter open rates are provided as estimates by LinkedIn™, not precise figures. Some response rate and conversion rate data referenced in the DM section is drawn from our own research and third-party benchmark studies rather than LinkedIn™'s native reporting. All figures should be treated as directional benchmarks rather than platform-confirmed metrics.



20 Things LinkedIn™ Creators Keep Getting Wrong and What the Data Actually Says



ALGORITHM INSIGHTS 2026 BY RICHARD VAN DER BLOM

MYTH 01

FALSE

“POSTING EVERYDAY IS THE BEST WAY TO GROW ON LINKEDIN”

THE REALITY

The data on this is unambiguous. Daily posting produces a **–45% reach reduction** and accelerating engagement fatigue. The optimal cadence is **2–3 posts per week** — consistent enough to build algorithmic momentum, sustainable enough to maintain quality per post.

Crucially, creators who post 2–3 times per week but comment on other posts 3–4 times daily experience **14% less reach decline** than those who post daily and do nothing else. LinkedIn™ rewards engagement behaviour, not just publishing volume. More posts is not more reach. More signal is.

WHAT TO DO INSTEAD

Post 2–3 times per week at high quality. Spend the rest of your LinkedIn™ time budget on comments, DMs, and follow-up.

MYTH 02

FALSE

"IF MY CONTENT IS GOOD, EVERYONE IN MY NETWORK SEES IT."

THE REALITY

A typical post reaches between **2–6% of your total followers** in its initial distribution window — and for Company Pages that figure is closer to **1.6%**. Most of your connections will not see most of your posts. Feed distribution is governed by relevance, recency, and interaction history — not by your total follower count.

The feeling of a growing audience masks what is actually happening: **follower counts grew +31% in 2026 while median profile impressions fell –6.6%**. A bigger audience does not guarantee bigger reach.

WHAT TO DO INSTEAD

Plan to repeat key ideas across multiple posts over time in different angles. Every post is a sample, not a broadcast.

MYTH 03

FALSE

"HASHTAGS ARE THE KEY TO REACH - MORE HASHTAGS, MORE VIEWS."

THE REALITY

Posts without hashtags now outperform posts with hashtags by **5–10%**. Ten or more hashtags risks a **–30–50% visibility penalty**. Hashtags are a weak ranking signal compared to topic consistency, semantic relevance, and engagement quality.

LinkedIn™'s Interest Graph classifies content by meaning and context — not by hashtag decoration. The creators spending time on hashtag strategy are solving the wrong problem.

WHAT TO DO INSTEAD

Use 1–3 highly specific, audience-anchored hashtags only when genuinely relevant — event, campaign, or strong branded context. Invest that energy in writing a sharper hook instead.

MYTH 04

HALF TRUE

"THE ALGORITHM 'HATES' EXTERNAL LINKS, SO YOU MUST NEVER SHARE THEM."

THE REALITY

External links do reduce initial reach — typically by **20–35%** — because they pull users off-platform and LinkedIn™'s system registers the reduced dwell time. But the penalty is not a blanket override. High-value, well-framed posts with links can still perform and convert well.

More counterintuitively: posts with **three or more outbound links** now perform 20% better than posts with only one — likely because link clustering signals comprehensive, resourceful content rather than a simple traffic grab.

WHAT TO DO INSTEAD

Make the post self-contained and explain why the click is worth it. Use native formats when the goal is reach; use links when the goal is off-platform conversion. Never put the link in the first two sentences.

MYTH 05

FALSE

"THE ALGORITHM IS RANDOM AND OUT TO GET ME."

THE REALITY

Performance feels volatile at the post level — but zoomed out, the patterns are highly consistent. Accounts with clear topic identity, sustained posting rhythm, and genuine audience interaction produce predictable results over 8–12 week cycles.

Accounts that post erratically, chase trends outside their niche, or rely on artificial engagement see the most volatility. The algorithm is not capricious. It is a noisy signal processor that rewards consistency and punishes inconsistency — reliably.

WHAT TO DO INSTEAD

Treat the algorithm as a predictable system with a short memory. Optimise for topic clarity, posting rhythm, and genuine conversation — not for cracking a code that does not exist.

MYTH 06

FALSE

"ENGAGEMENT PODS STILL WORK IF YOU'RE 'CAREFUL'."

THE REALITY

LinkedIn™'s detection system identifies pod behaviour at **97% accuracy**. Same accounts engaging at the same times, copy-paste comments, engagement from out-of-network profiles with no contextual connection to the content — are not subtle. Short term, pods can inflate vanity metrics. Long term, they train the algorithm to discount that engagement entirely, which suppresses future organic reach and can trigger account restrictions. AI-generated comments from pods generate **8.5× fewer author replies** and **6× less indirect engagement** than genuine human comments. The pod destroys the very signal it was supposed to create.

WHAT TO DO INSTEAD

Build a small circle of peers who genuinely follow and engage with each other's content — no obligations, no scripts, no shared spreadsheets.

MYTH 07

FALSE

"VIRAL POSTS EQUAL MORE REVENUE."

THE REALITY

Viral reach typically comes from generic or entertainment-driven topics that attract audiences well outside the buyer profile. Those impressions feel exciting and produce strong vanity metrics — and almost no pipeline. Many creators find their least viral but most specific posts generate the highest number of DMs and deals.

A post that reaches **5,000 of the right people** consistently outperforms one that reaches **500,000 of the wrong one**s. Revenue correlates with relevance, not reach.

WHAT TO DO INSTEAD

Track DMs per impression and qualified conversations per post — not likes and follower growth. Optimise for the metric that pays.

MYTH 08

FALSE

"ONLY BIG CREATORS WITH HUGE FOLLOWINGS CAN GET MEANINGFUL REACH."

THE REALITY

New and mid-sized accounts routinely outperform larger ones on a per-post basis when their content is tightly aligned with a specific audience and problem. In 2026, the top 5% of creators saw a **–46.7% impression drop** — the largest decline of any segment. Scale does not protect reach. Topic authority does.

The Interest Graph surfaces relevant content to relevant audiences regardless of follower count — which means a creator with 3,000 highly aligned followers can generate more commercial impact than one with 300,000 diffuse followers.

WHAT TO DO INSTEAD

Stop using follower count as an excuse or a goal. Narrow your ICP, speak directly to their specific problems, and let the numbers compound from a position of genuine relevance.

MYTH 09

FALSE

"TEXT IS DEAD. VIDEO IS THE ONLY WAY TO WIN."

THE REALITY

Video consumption has grown, **but 34% of top-performing posts in 2026 are under 600 characters** — up from 21% in 2024. Document carousels generate the highest engagement rates of any format. **72% of LinkedIn™ users are on mobile**, where skimmable text and well-structured documents outperform video that requires sound. Many B2B buyers prefer to screenshot, save, and quote written frameworks rather than watch clips. Native video reach is actually below 1.0× for the first time in 2026 — both reach and engagement multipliers have dropped under baseline. The format that "the algorithm loves" is not always the format that converts.

WHAT TO DO INSTEAD

Choose format based on purpose — text and carousels for depth, frameworks and saves; video for emotional differentiation and storytelling. Use both. Default to neither.

MYTH 10

IT'S COMPLICATED

"LONG POSTS ALWAYS WIN. SHORT POSTS ARE A WASTE OF TIME."

THE REALITY

Optimal post length is **1,400–1,800 characters** — but 34% of top-performing posts are under 600 characters. Both ends of the spectrum work. What reliably fails is the middle: generic, meandering posts that are neither brief enough to be punchy nor substantial enough to justify the length.

Long posts work when every line earns its place and the structure makes skimming easy. Short posts work when the idea is sharp enough to stand alone. The determining factor is idea density, not character count.

WHAT TO DO INSTEAD

Match length to the idea. Write as briefly as you can while still being useful. If it needs to be long, use formatting to make it skimmable. If it can be short, do not pad it.

MYTH 11

FALSE

"COMMENTS ARE THE ONLY ENGAGEMENT THAT MATTERS."

THE REALITY

Comments are a strong signal — but the system tracks dwell time, saves, shares, profile visits, follows, and downstream actions like clicks and messages. **Saves now generate a +60% resurfacing probability** — one of the highest-impact signals in the current algorithm.

A post with fewer but deeper comments, high save rates, and extended dwell often generates more commercial impact than a post with a crowded but shallow comment section. Comment volume is visible. Save rate is invisible to everyone but the algorithm — and the algorithm values it highly.

WHAT TO DO INSTEAD

Optimise for depth of interaction. Create content people want to save and return to — guides, frameworks, data-backed insights. Saves are the sleeper metric of 2026.

MYTH 12

HALF TRUE

"COMPANY PAGES ARE DEAD. ONLY PERSONAL PROFILES GET REACH."

THE REALITY

Personal profiles outperform Company Pages on engagement rate — profiles now sit at 2.86% vs pages at 2.73%, a complete reversal of the +27% page advantage that existed in early 2025. And founder or employee profiles outperform the corporate page by **300%+ in engagement** and **270%+ in conversions**. So yes — personal profiles are more powerful for organic engagement. But Company Pages are not dead. They are structurally different: essential for brand credibility, paid amplification, retargeting infrastructure, and as content roots that employee profiles grow from. The mistake is running pages as standalone content channels rather than as the hub of a broader ecosystem.

WHAT TO DO INSTEAD

Treat Company Pages as part of a system. Use them for anchor content and paid amplification. Let employees and partners translate corporate messaging into human-level stories with genuine reach.

MYTH 13

OVERSTATED

"POSTING AT THE PERFECT TIME IS THE SECRET HACK."

THE REALITY

Posting during business hours for your audience helps — but time of day explains a small fraction of performance variation compared to topic clarity, audience fit, and content quality.

Our data shows the best windows are Tuesday 09:00 and Friday 10:30 — but the difference between posting at the right time with weak content and posting at an imperfect time with strong content is not close. Great posts travel outside perfect windows. Weak posts underperform at any hour.

WHAT TO DO INSTEAD

Pick a sensible time band for your audience and stop obsessing. Use that energy to improve your hook, your first two lines, and your follow-up in the comments.

OUTDATED BUT NOT ENTIRELY WRONG

MYTH 14

"THE FIRST 60 MINUTES MAKE OR BREAK YOUR POST."

THE REALITY

Early engagement still functions as a **3× amplifier for reach** — strong early velocity signals quality to the algorithm and expands initial distribution. That part remains true. What has changed is that it is no longer the only window. Posts that accumulate saves and comments over several days are increasingly resurfaced via the Interest Graph's "Suggested for You" logic.

Posts with +60% save rate see measurable resurfacing days or weeks after publishing. The first hour matters — but obsessing over it at the expense of long-term content design is the wrong trade-off.

WHAT TO DO INSTEAD

Optimise for both: create early velocity by engaging in comments within the first hour, and design for long-term save-worthiness so the post keeps working after day one.

FALSE

MYTH 15

"MORE CAROUSELS AUTOMATICALLY MEAN BETTER PERFORMANCE."

THE REALITY

Documents and carousels are high-performing formats — when they are well-executed. The algorithm now tracks **slide completion rate**, and posts that drop **below 35% average slide consumption** face a **–80% visibility penalty**.

The ideal carousel has 9.2 slides — long enough to deliver value, short enough to hold attention through to the end. Over-designed, text-heavy carousels built to "game the format" generate high click-through and low completion — which actively hurts future distribution.

WHAT TO DO INSTEAD

Use carousels when the idea genuinely benefits from sequencing. Design for completion, not for visual impressiveness. Slide 1 is the hook. Every subsequent slide must justify the swipe.

MYTH 16

DANGEROUSLY OVERSTATED

"AUTOMATION TOOLS ARE THE ONLY WAY TO SCALE ON LINKEDIN™."

THE REALITY

Connection and messaging automation creates short-term volume and long-term damage. LinkedIn™'s detection systems identify automation patterns — scripted connection requests, bulk DM sequences, auto-commenting — and associate the account with low-trust behaviour.

This suppresses future organic reach, reduces DM deliverability, and in repeat cases triggers account restrictions. The irony: automation reduces the personal signal that makes LinkedIn™ outreach work in the first place.

WHAT TO DO INSTEAD

Automate administration, not relationships. Use tools for research, scheduling, and analytics — keep connection requests and DMs human, intentional, and contextually relevant.

MYTH 17

FALSE

"MORE FOLLOWERS AUTOMATICALLY MEANS MORE AUTHORITY."

THE REALITY

Follower count is an exposure metric, not a credibility signal. In 2026, the accounts with the largest follower bases experienced the sharpest reach declines — top 5% profiles lost −46.7% impressions while follower counts grew. Buyers increasingly evaluate content quality, comment depth, mutual connections, and off-platform proof rather than assuming audience size equals expertise. An inflated following with generic content is visible and trust-eroding.

WHAT TO DO INSTEAD

Optimise for how people feel after reading your content and speaking with you — not for how many technically follow you. Authority is demonstrated, not accumulated.

MYTH 18

FALSE

"REPOSTS AND RESHARES ARE ENOUGH. I DON'T NEED ORIGINAL CONTENT."

THE REALITY

Reposts and reshares routinely underperform original posts. The algorithm gives clear priority to content that adds net new value — simple resharing signals low effort and is algorithmically treated as such.

Adding commentary helps, but even repost-with-thoughts generates only a fraction of the reach and engagement of original content from the same account.

WHAT TO DO INSTEAD

When you share, add a genuine take — disagree, extend, translate the original into your audience's specific context, or use it as a launchpad for your own post and credit the source.

MYTH 19

FALSE

"DMS ARE PUSHY. REAL LEADS WILL REACH OUT WHEN THEY'RE READY."

THE REALITY

Most buyers will not initiate contact even when they are interested. The data is clear: thoughtful, context-aware outreach to people who have already engaged with your content routinely surfaces latent demand and opens conversations that would otherwise never happen. The problem is not DMs — it is bad DMs. Generic, pitch-first, connection-request-followed-by-immediate-sales-message DMs. Those deserve to be ignored.

WHAT TO DO INSTEAD

Use DMs as a service channel. Reference a specific post. Ask a genuine question. Make a low-pressure invitation. The DM is where the commercial relationship begins — treat it with the same care as the content that made it possible.

MYTH 20

THE MOST COMFORTABLE MYTH ON THIS LIST

"THE ALGORITHM IS THE REASON MY LINKEDIN™ ISN'T WORKING."

THE REALITY

The algorithm is an easy villain. It changes without warning, rewards people you disagree with, and occasionally punishes posts you were proud of. All of that is true. It is also true that the accounts consistently generating pipeline, inbound leads, and commercial outcomes from LinkedIn™ are not the ones with the best luck with the algorithm — they are the ones who stopped blaming it.

The algorithm does not care about your intentions, your effort, or how good your product is. It responds to signals. Your job is to generate the right ones, consistently, over time. That is the whole game. Everything in this report is in service of that one idea.

WHAT TO DO INSTEAD

Close the report. Pick the one section that most directly applies to where you are right now. Do that one thing consistently for 30 days before adding anything else. Then come back for the next one.



The Guerrilla Tactics

Edge plays. All defensible. All effective when done carefully. Likely to upset purists.

TACTIC

DELIBERATE COMMENT HIJACKING

Jump early into high-visibility posts in your niche with substantial, standalone comments that add more value than the original post. Done well, you siphon attention and profile visits from exactly the right audiences without paying for them. The line is genuine added value — cross it and the audience knows immediately.

STRATEGIC SELF-COMMENTS ON YOUR OWN POSTS

TACTIC

Within the first 60 minutes of publishing, add a substantive follow-up in your own comments — a mini case, a checklist, or a counterpoint. This extends dwell time, creates more entry points for replies, and signals active thread moderation which encourages higher-quality external engagement. Only works if the add-on genuinely adds something.

TAG POWER READERS, NOT POWER NAMES

TACTIC

Instead of tagging large influencers who rarely respond, identify 3–5 people in your network who consistently leave thoughtful comments and are close to your ICP. Tag them with a specific question referencing their expertise. Richer threads, better connections, and your content in front of exactly the right second-degree audience.

TACTIC

WEAPONISE YOUR BEST POSTS

When a post performs well, don't move on — double down. Turn it into a carousel, a newsletter issue, and a follow-up post from a different angle. Most of your audience did not see it the first time. The ones who did rarely remember it. One strong idea, fully exploited, outperforms ten average ideas scattered across a month.

GIVE YOUR POST A SECOND LIFE WITH AN INSTANT REPOST

TACTIC

People find instant reposting cringe? Those are the same people complaining about reach. Reposting your own post — especially when you have no new content — adds immediate visibility to content most of your audience never saw. Add two substantive comments to the thread and watch the algorithm treat it as renewed engagement. It works every time.

TACTIC

BUILD A DAILY WARM OUTREACH LIST FROM POST ENGAGEMENT

After every post, review who liked, commented, or interacted — focusing on 2nd and 3rd-degree connections outside your immediate network. Send five personalised connection requests daily from that list, referencing the specific post. These are the warmest outreach opportunities on LinkedIn™ and almost nobody is systematically capturing them.

THE SERIAL POST SYSTEM

TACTIC

Publish an educational post with 3–5 distinct insights. If it performs well, your next 3–5 posts write themselves — each one deep-diving into a single insight from the original. You build topic authority across multiple posts, each one referencing and reinforcing the last, and your audience gets a series they can follow rather than isolated content they forget.

TACTIC

REPOST YOUR OWN BEST CONTENT WITH A NEW ANGLE

Re-publish your top-performing post from 6–8 weeks ago with a radically different hook and opening. Most of your audience never saw the first version. Those who did have forgotten it. Test a contrarian angle, a personal story version, or a data-first framing — then compare which hook pulls harder. This is message-to-market fit testing disguised as content.

TRIGGER THE ALGORITHM BEFORE YOU POST

TACTIC

In the hour before publishing, comment meaningfully on five posts from ICP prospects you are not yet connected to, and five from prospects you already follow. Then publish your post. You have just created a **95% probability** that your content will appear at the top of their feed the following day. You are not gaming the system — you are using engagement reciprocity exactly as LinkedIn™ designed it. Most people wait for the algorithm to work for them. This is how you make it work on demand.

TL,DR

Deliberate Comment Hijacking	Strategic Self-Comments on Your Own Posts	Tag Power Readers, Not Power Names
Weaponise Your Best Posts	Give Your Post a Second Life With an Instant Repost	Build a Daily Warm Outreach List from Post Engagement
The Serial Post System	Repost Your Own Best Content With a New Angle	Trigger the Algorithm Before You Post

Chapter 6 Checklist: The Unfinished Busines of LinkedIn™

Your Action Plan for Influence, AI, Groups, Conversion & What Actually Works

SHIFT YOUR BUDGET TOWARD MICRO AND MID-TIER CREATORS BEFORE MEGA VOICES

Creators with 10,000–100,000 followers deliver 12% higher engagement per impression than macro influencers and 31% higher than mega influencers. Audience relevance to your ICP matters more than audience size.

RUN A MINIMUM OF 4–8 POSTS PER CREATOR COLLABORATION NEVER A SINGLE POST

One sponsored post delivers 100% of its potential. Four to eight posts with the same creator delivers **24% more reach, 26% more engagement, and 17% more conversions**. The relationship compounds. The single post does not.



COMMENT ON CREATOR POSTS DON'T JUST REPOST THEM

A brand comment on a creator post extends its lifespan by **1.35× and boosts conversion by 18%** — more than a repost. Brief the social team to comment substantively, not just share.

MOVE INFLUENCER CAMPAIGNS THROUGH LINKEDIN™ THOUGHT LEADER ADS

Unofficial sponsorships — hashtags, Branded Sponsorship box, undisclosed paid posts — now face **–70–80% reach suppression**. TLAs deliver **2.68% median CTR vs 0.42%** for single-image ads and **77% cheaper** cost per landing page click. Route campaigns through Campaign Manager.

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AI-ASSISTED CONTENT

STOP TREATING AI AS A GHOSTWRITER — START TREATING IT AS A RESEARCH AND STRUCTURE TOOL

Creators using AI for preparation but publishing in their own voice see **+32% higher engagement and +41% more comments** than those publishing fully AI-generated content. The output is only as human as the input.

TRAIN YOUR AI ON YOUR OWN VOICE DO NOT USE BLANK PROMPTS

Generic prompting produces generic output indistinguishable from every other creator using the same model. Voice-trained systems — built on your past content, tone, and audience profile — produce content that reads like you. That is the differentiator.

NEVER AUTO-POST OR AUTO-COMMENT THE DETECTION IS NOT THEORETICAL

AI-generated comments generate **8.5× fewer author replies and 6× less indirect engagement**. Posts receiving more than **25% AI-flagged comments** see **–30% reach suppression**. The automation is visible to the system and to the audience.

OPTIMISE YOUR LINKEDIN™ CONTENT FOR AI SEARCH, NOT JUST THE FEED

LinkedIn™ is now one of the most-cited domains in AI-powered search tools including Perplexity, ChatGPT, and Claude. Topic clarity, structural depth, and semantic consistency determine discoverability in both channels. Every post and profile section is indexable content.

LINKEDIN™ GROUPS

AUDIT EVERY GROUP YOU ARE CURRENTLY IN AND EXIT THE DORMANT ONES 90–99%

LinkedIn™ groups are effectively inactive, spam-dominated, or generating negligible discussion. Your group memberships signal topical identity to the algorithm. Dormant group associations dilute that signal. Exit groups that have not generated meaningful activity in the past 90 days.

INVEST IN ONE TIGHTLY-DEFINED GROUP ONLY NOT SEVERAL BROAD ONES

High-performing groups succeed because of narrow positioning: a specific ICP, industry segment, and problem. "Marketing Professionals" fails. "RevOps leaders at PLG SaaS companies" works. One well-run group outperforms ten vague ones.

BUILD A MODERATION RHYTHM BEFORE LAUNCHING ANYTHING

Spam and absent moderation are the two most consistent failure modes for LinkedIn™ groups. Set clear rules, enable approval workflows, and plan for active moderation from day one. A group without moderation becomes a spam repository within weeks.

PAIR ASYNC GROUP CONTENT WITH LINKEDIN™ LIVE OR AUDIO EVENTS

Groups pairing asynchronous discussion threads with live events saw a 30% increase in participation platform-wide in 2025. Recurring formats — AMA sessions, benchmark threads, teardowns — build the rituals that bring members back consistently.

MAP EVERY PIECE OF CONTENT TO A SPECIFIC FUNNEL STAGE AND TRACK ACCORDINGLY

Awareness content: track saves from non-followers and profile visits.

Credibility content: track comment quality and DM volume.

Conversion content: track meetings booked and lead form completions.

Mixing these metrics across stages produces meaningless averages.

WHAT ACTUALLY CONVERTS

BUILD A NEWSLETTER NOT AS A CONTENT PROJECT, BUT AS A COMMERCIAL ASSET

Newsletter subscribers convert to clients at **2–3× the rate** of equivalent follower counts. Open rates sit at **25–35%** with top creators reaching 45–60%. Publish every two weeks — weekly drops open rate by **–18%** and reach by **–22%**.

MYTHS & GUERRILLA TACTICS

DEPLOY GATED CONTENT ON COMPANY PAGES, NOT PERSONAL PROFILES

The same gated post performs **3.2× better on a Company Page** compared to a personal profile. Gated content is used **7× more on Company Pages** — and that asymmetry exists for a reason. Gate only to warm audiences, behind retargeting layers, with a genuinely valuable offer.



THE SPEAKER WHO SENDS AUDIENCES STRAIGHT TO LINKEDIN.

The numbers speak for themselves. The audience response speaks louder.

- Guiding 350,000+ professionals
- Supporting 1,000+ companies across the globe
- Delivering 110+ talks (and counting!)
- Earning an average rating of 9.2/10

...it's no wonder organizers keep bringing him back.

Most keynotes fade by Monday morning. Richard's don't. Audiences leave with a LinkedIn strategy they can act on before lunch.

CHECK RICHARD'S AVAILABILITY



DAN LABERT
Senior Vice President

...While so many conferences invest in "canned keynote presentations," Richard customized his presentation and delivered several takeaways for the attendees to implement...There is not an industry or profession on this planet that is not leveraging social platforms, Richard can show you the right way!



MICHAEL GEARY, CAE
President & CEO

...Richard has the 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.

APPENDIX

METHODOLOGY

How We Gathered, Prepared, and Analyzed 1.300,000+ LinkedIn™ Posts

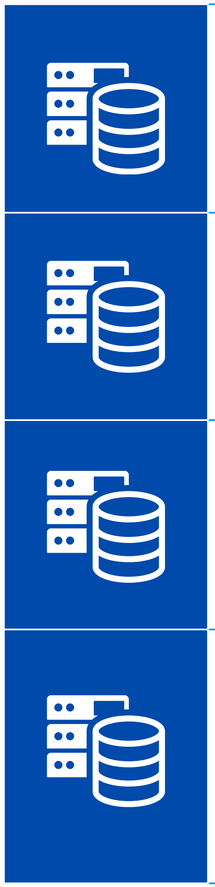
How We Gathered, Prepared, and Analyzed 1.300,000+ LinkedIn™ Posts

DATA COLLECTION & PREPARATION

All data used in this report was sourced ethically and exclusively through collaborations with **Just Connecting** and **AuthoredUp** clients and community members. We strictly adhered to LinkedIn™'s platform guidelines—no scraping, automation, or third-party extraction tools were used.

The dataset represents over **1,300,000 posts** across a diverse user base **(+50,000 profiles +60 countries)** and includes content in **25+ languages**, with English, German, Arabic and Spanish being the most represented.

Before diving into the analytics, the raw data underwent several cleaning and enhancement steps:



OUTLIER DETECTION

Using the Interquartile Range (IQR), we filtered out extreme anomalies to ensure consistency.

NOISE REDUCTION & BINNING

We grouped continuous values into bins for simplified comparison and eliminated minor fluctuations.

TEXT STANDARDIZATION

Non-informative elements were removed, and enriched variables (e.g., post structure, tone, intent) were derived.

MISSING DATA HANDLING

Beyond classic techniques like listwise deletion and fixed-value substitution, we employed **multiple imputation** methods to preserve dataset integrity where gaps existed.

ANALYTICAL FRAMEWORK

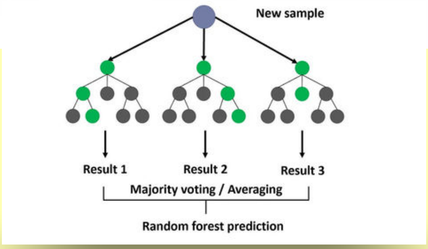
To explore the algorithmic dynamics of LinkedIn™, we used a blend of statistical modelling and **AI machine learning techniques**. This dual-layered approach enabled both broad trend detection and deep pattern recognition.

AI MACHINE LEARNING INTEGRATION

To capture non-linear relationships and interaction effects within the platform, we introduced advanced models:

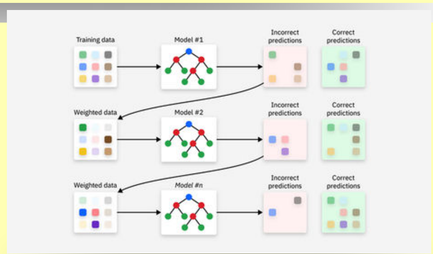
RANDOM FORESTS

Proved valuable for identifying hidden patterns and prioritizing impactful post variables.



GRADIENT BOOSTING MACHINES (GBM)

Allowed iterative model refinement and predictive insights into content performance.



Together, these models provided a more nuanced lens on what LinkedIn™ rewards—and why.

CORE STATISTICAL ANALYSIS

We began by applying traditional analytical tools:

DESCRIPTIVE STATISTICS

Helped us summarize post behavior and performance across different formats and audiences.

CORRELATION & REGRESSION ANALYSIS

(Pearson, linear models) allowed us to identify associations and potential causal factors.

COMPARATIVE TESTS

Like ANOVA and t-tests supported differences between post types (e.g., Profiles vs. Pages).

TOPIC MODELLING

Using LDA and STM helped us cluster post content thematically.

SEQUENTIAL PATTERN MINING (SPM)

Identified timing-based patterns (e.g., optimal engagement windows).

SENTIMENT ANALYSIS

was used to interpret emotional tone and how it correlates with reach and engagement.

TRANSPARENCY, ETHICS, AND LIMITATIONS

Transparency is critical to any research effort—especially when analyzing user behavior. The following safeguards and disclosures apply to our work:

PRIVACY & DATA ETHICS

- All user data was **fully anonymized** before processing.
- We strictly followed data protection regulations and internal ethical guidelines.
- All insights reported are **statistically validated**, unless clearly noted as directional or observational.

METHODOLOGICAL LIMITATIONS

While this report is built on rigorous analysis, a few constraints remain:

- **Sample Scope:** Our dataset focuses on users of various tools (AuthoredUp), which may skew slightly toward professional and content-active users. Broader behaviors across LinkedIn™ may vary.
- **No Internal LinkedIn™ Data:** We do not have access to LinkedIn™'s proprietary algorithm or internal metrics. All findings are derived from **external analysis** and statistical inference and based on +7 years of ongoing research and experience.
- **Language Distribution:** English, German, Arabic and Spanish dominate our dataset. Trends in other language regions (e.g., French, Portuguese, Hindi) may be underrepresented.



FROM TRAINER TO STAGE. FROM STAGE TO YOU.

There's something I want to say before you close this report. Thank you.

Not in a polished, corporate way. Genuinely. From someone who signed up for LinkedIn in 2005 and started doing LinkedIn™ training in 2010 (back when most people still thought it was just a digital CV) to someone who now stands on stages across the world and calls it his life's work.

You made that possible.

Over sixteen years, you've challenged me. You've pushed back on my findings, shared your results, asked uncomfortable questions, and told me — sometimes bluntly — when I got it wrong. That friction made this research better. It made me better.

This report is now in its **7th edition**. Seven years of data, decisions, and honest conversations about what actually works on LinkedIn™. I never take that lightly. Every percentage in these pages represents real posts, real people, real business outcomes. And every year, a growing community of professionals trusts this research to guide their strategy. That trust is not something I manage — it's something I protect.

Somewhere along the way, the work grew into something bigger. I became an advisor and investor — working alongside start-ups and emerging tools that I believe in enough to put my name and my money behind. I also collaborate with brands whose values genuinely align with mine — as a LinkedInfluencer, I'm selective about what I endorse and who I partner with, because my audience deserves nothing less. That decision is never taken lightly.

My brand is the one asset I've built over sixteen years that no algorithm can take away. And when founders, companies, and brand partners invite me into their journey, they get that same protective instinct applied to theirs.

And last year, I distilled sixteen years of LinkedIn™ strategy into a book: **Connect, Qualify, Close** — a practical guide to building pipeline, driving conversations, and closing business through LinkedIn™. This will be followed later this year by a complete digital playbook "The Revenue Engine", where I will share 16 years of experience on how to leverage LinkedIn for revenue growth.

Get your copy: [Connect, Qualify, Close — LinkedIn™ Strategies That Actually Work]

I'll be back with the 2026 update later this year.

Until then — keep posting with purpose, engage like a human, and remember: the algorithm changes. Your value to your audience doesn't have to.

With gratitude and respect,

RICHARD VAN DER BLOM

Founder, RichardvanderBlom.Com BV
International Keynote Speaker
Brand Influencer, Author, LinkedInfluencer

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THANKS FOR YOUR SUPPORT!

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