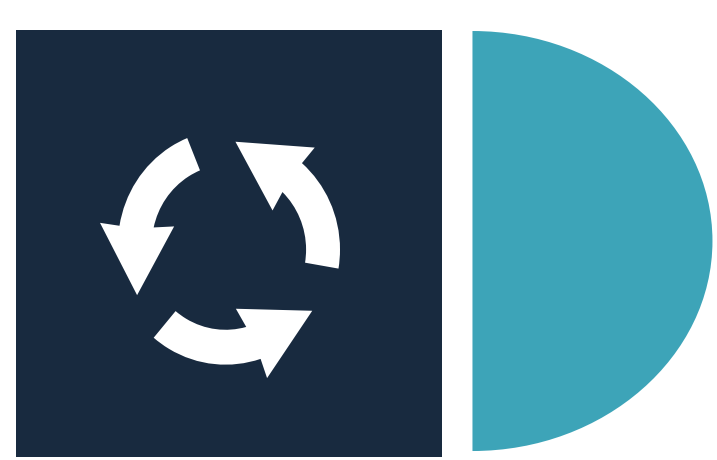


LinkedIn Algorithm

The LinkedIn Algorithm determines which content is seen on LinkedIn. The algorithm filters the content you want to post and determines the size of your reach.

LinkedIn



Initial filter

At first, your post needs to get past the initial filter. This filter will determine the reach in the testing phase.



SPAM

If your post is spam, it will be deleted or gets no exposure at all.



LOW-QUALITY

If your post has a low quality, your exposure in the testing phase is limited to a minimum.

The LinkedIn Algorithm

Content Scoring: engagement



Likes

+2% increase in reach for 1st degree
+3% increase in reach for 2nd degree+



Comments

A comment is 4x more powerful than a Like, 7x more powerful in the first 2 hours. **5+ words!**



Shares & repost

+4% increase for the original creator.



Variation & Reciprocity

Internal engagement -20% to -25% less
Perform 20 actions per day = +10%



Start

Testing Session

If your post gets past the initial filter, the testing session begins!

The testing session is a sample exposure of your post in the first 90 minutes. The more people **engage** on your post, the higher your post will get in the algorithm!



'See More': an important CTA

Try to use the first three lines to get people to hit 'See More' This ensures that your connections stay on your post.

WHERE?

Appears after the 3rd line of your post.

HIT IT!

A post with 1.200 to 1.600 characters provides optimal reach.

REACH

'See More' button clicks are more effective than likes when it comes to reach.

Dwell Time

Grabbing the attention of your network is no longer enough. You must keep them engaged on your post.

Dwell time measures **two** things:

1. The **amount of time** people have your post on their screen.
2. Whether people click on the **'See More' button** after the 3rd line in your post.



Tips to increase your Dwell Time:

Polls: +80 to +100%

Posts with Documents: +10 to +15%

Posts with Video: +5 to +10%

Multiple Picture Post: +5 to +10%

Hashtags

Try to use hashtags in your LinkedIn post. This increases the reach of your post.

- The sweet spot for the number of Hashtags is between **3 and 5**.
- Using less than 3 hashtags **reduces reach** by 40%. More than 5 hashtags reduces reach by 20%. More than 9 reduces reach by 35%.
- Try to use a **consistent specific hashtag** in your posts.



Reach of your post

And last but not least, a couple more tips to increase the reach of your post:

1. **Social Selling Index:** Get your SSI score above 70!
2. **Profile Strength:** Make sure your LinkedIn profile has achieved the 'All Star' Status!
3. **Engage:** Make sure to engage with at least 3 posts from your network after posting!
4. **Size of your network:** Expand your network with relevant connections!



Data from the Algorithm Research, Just Connecting: Richard van der Blom, 2022