



Jason Voit <jasonvoit1976@gmail.com>

VCA 24/7 auto case creation for: Jason Voit [Case: 241216-020701]

LinkedIn Customer Support <linkedin_support@cs.linkedin.com>
Reply-To: LinkedIn Customer Support <linkedin_support@cs.linkedin.com>
To: jasonvoit1976@gmail.com

Wed, Dec 18, 2024 at 1:30 PM



Jason Voit

[Reference # 241216-020701](#)**Status:** Waiting For Information

You may reply to this case for up to 14 days

Response (12/18/2024 12:30 CST)

Hi Jason,

Thanks for reaching out to us. I'm here to help you with the issue you're experiencing with lower engagement on your posts.

You may already be aware, but to provide more clarity - at the heart of LinkedIn feed is a machine learning algorithm built to identify the most relevant updates for each member. We wanted to shed a bit more light on how it all works.

Flowing into this algorithm are thousands of signals that fall into three broad categories:

- Identity - who you are, where you work, your skills, your network.
- Content - what your update is about, how old it is, and what type of engagement is it getting (views, likes, comments, shares).
- Behavior - things you've liked or shared in the past, people you interact with frequently, where you spend the most time in your feed.

As you can imagine our algorithms are always evolving, but what remains constant is the key ingredients that make for a great content experience on LinkedIn: keep it authentic, timely and relevant.

While views are one way to determine the success of your post, we recommend that you look at the conversations you're starting to determine whether your content is resonating with the audience you most care about reaching. Another great way to build a community around your content is by replying to the comments on your post.

Our feed relevance algorithm is constantly tweaked and improved. These adjustments happen very often, there have been multiple changes in the last 3-5 months, and they will continue as our product and engineering teams fine-tune those algorithms to provide our members with relevant content.

As a result, members expecting view counts or engagement on posts to stay consistent over time is not a realistic expectation, as even similar content types may vary in engagement from time to time.

Here is a PDF of the guide to know more - <https://content.linkedin.com/content/dam/help/linkedin/en-us/LinkedIn-Sharing-Guide.pdf>

I hope this helps clarify things for you. If you have any other questions or need further assistance, feel free to reach out.

Regards,

Hameer Rathore
Member support consultant
Member (12/17/2024 20:41 CST)

Thank you for taking the time to respond. I appreciate your explanation and understand the analytics. However, I still find it unusual that my impressions dropped from 6,000 to under 100 during my "all in moment," when I advocated for real change in my industry. That said, if you assure me

that nothing is being throttled or blocked on your end, I trust your assessment. If anything changes or if any blocking is discovered, please don't hesitate to reach out to me via this email.

Thank you,
Jason Voit

- > [image: LinkedIn] Jason Voit
- >
- > Reference # 241216-020701
- >
- > Status: Waiting For Information
- > You may reply to this case for up to 14 days
- > Response (12/17/2024 19:20 CST)
- > Hi Jason,
- >
- > Thanks for your reply.
- >
- > I've looked into your query and, unfortunately, didn't find any issue that
- > could explain the low engagement on your posts. There are also no technical
- > issues on our platform causing a reduction in post impressions. Here are
- > some points to consider:
- >
- > 1. Member expectations - Once a member sees some posts with high
- > engagement, they tend to assume that this will be the minimum expectation
- > to follow. However, it's normal to have varying levels of engagement on
- > different posts over the course of the year.
- > 2. Relevance Algorithm - Our system scores each post based on various
- > factors like content quality, media, and mentions. These posts are then
- > distributed to feeds of followers and other members based on relevance,
- > considering previous activity, similar pages followed, profile information,
- > and online presence. With so many variables, engagement can vary from post
- > to post.
- > 3. Viewer Tolerance - As members use LinkedIn over time, they become
- > less likely to engage with content posted by the member if they didn't
- > engage the last time they saw a post by the same member. If they continue
- > to not engage, they are less likely to be shown posts by the same author in
- > the future. This cycle continues but can be balanced by new connections,
- > followers or other viewers.
- > 4. Freshness of Post Content - Sharing newer content tends to be more
- > engaging. If you link to other content (eg another LinkedIn post, a
- > website, etc), the age of that content will make a difference. Fresh,
- > up-to-date material often leads to greater distribution.
- > 5. Frequency of posting - Frequency of posting activity can be a
- > complex factor. Not posting often will result in less overall traffic to
- > your profile and engagement on your content. However, posting too often can
- > lead to reduced distribution when looking at each post separately as our
- > feed relevance algorithm aims to show our members content from a wide
- > variety of authors/sources, and not show too much content from the same
- > author/source at the same time.
- > 6. Duplicate or Near Duplicate Content - If a member shares a post
- > that is identical or nearly identical to something they have recently
- > shared, we intend not to show it to members who have already seen the
- > original/first post to avoid showing duplicate content.
- >
- > For more information, check out these articles:
- >
- > - Getting started with content creation on LinkedIn -
- > <https://www.linkedin.com/help/learning/answer/a522892>
- > - LinkedIn relevance - Optimizing the member experience -

- > <https://www.linkedin.com/help/linkedin/answer/a1339724>
 - > - Distribution of your content on LinkedIn:
 - > <https://www.linkedin.com/help/linkedin/answer/a516930>
 - > - Increasing distribution of your articles:
 - > <https://www.linkedin.com/help/linkedin/answer/a519848>
 - >
 - > I hope this information helps! If you have any other questions or need further assistance, feel free to reach out.
 - > Regards,
 - >
 - > Hameer Rathore
 - > Member support consultant
 - > Member (12/17/2024 11:26 CST)
 - > Thank you for your response. I will await the reply.
 - >
 - > Jason Voit
 - > Response (12/17/2024 11:13 CST)
 - >
 - > Hi Jason,
 - >
 - > Thanks for your reply.
 - >
 - > I will need the information of the post so I can assist you further.
 - >
 - > 1. The verbiage used in the post.
 - > 2. The headline or title of the post.
 - > 3. Any rich media or links included in the post.
 - > 4. Any other relevant details that may aid us in identifying the post.
- [Quoted text hidden]
- > 1. The verbiage used in the post.
 - > 2. The headline or title of the post.
 - > 3. Any rich media or links included in the post.
 - > 4. Any other relevant details that may aid us in identifying the post.
- [Quoted text hidden]
- > [---002:007560:52469---]
 - >
- [Quoted text hidden]

[Quoted text hidden]