Comprehensive Guide To LinkedIn

Build your brand awareness, increase your exposure, build your credibility and client base

Why Lawyers Should Use LinkedIn

LinkedIn has 500 + million members, in 200 + countries

Provides a platform for professionally written LinkedIn profiles

Build an online brand to open doors to opportunities and networks

Include information in LinkedIn that you cannot include in your law firm bio such as successes achieved when you worked somewhere else

LinkedIn posts raise your profile, publicize your greatest hits, things people need to know, get people to look at you and share your posts with their contacts

LinkedIn is the largest business-oriented networking tool geared specifically towards professionals

Covid19 pandemic, remote working, social distancing and Zoom meetings, have changed the way people work, meet and network – LinkedIn now more relevant than ever

When you meet or contact someone, a high percentage will search and look at your LinkedIn profile if they like what they see they may want to connect with you

One of the first places people search when they are looking for a lawyer

Research Tool for you to identify companies, contacts, organizations and groups

Microsoft owns LinkedIn

How Effectively Are You Using LinkedIn?

Ask yourself.....

Does your LinkedIn 'Skills' section accurately reflect what it should?

How many 'Recommendations' do you have in LinkedIn – are there enough?

How many connections do you have 500+ ? (Do you need more ?)

Are you happy with your LinkedIn URL? (You can personalize your URL, must contain 3 – 100 letters or numbers) To change – select "Edit public profile & URL" You can now add this to your business card, email signature etc.

How many times a week do you look at LinkedIn?

How many times a month do you post on LinkedIn?

How Effectively Are You Using LinkedIn?

Ask yourself.....

Do you use hashtags (#) when you post?

Do you post presentations, articles etc. on LinkedIn?

Did you know you can create your profile in another language in LinkedIn? (You can create your profile in a language that is different from your default profile. While you can't change the language of your primary profile, you can create as many additional language profiles from the options available)

Does your LinkedIn Summary provide the reasons that people should connect with or hire you?

Does it demonstrate your years of experience in your industry, your areas of expertise, the types of clients you have worked with, your skill, and what you are most known for professionally? (Your summary is the text box at the top of your LinkedIn profile aka the "About" section, just under your photo (2,600 characters max.- around 370 words)

Is your LinkedIn experience up to date? Does it demonstrate your years of experience in your industry, areas of expertise, the types of clients you have worked with

Professional Looking Photograph

A professional looking photograph has been estimated to increase the number of LinkedIn views 14 times! Beyond that, your photo is the first impression and as they say, a picture is worth a 1000 words. You can either gain or lose someone's attention in seconds.

Looking at your photo, do they feel you are the type of person they want to have a professional relationship with?

You don't need a professional camera for the photograph as the majority of cellphones have great cameras for the size of image you need. Two things that separate a good portrait from a mediocre one is taking the photo from a higher position angled down looking at you and good lighting. Also, for the people you are trying to attract, wear appropriate clothing and have your face in the center of the photograph.

Background Photograph

Your background photo is the second visual element at the top of your profile page. It grabs people's attention, sets the context and shows a little more about what matters to you. More than anything, the right background photo helps your page stand out, engage attention and stay memorable

Your LinkedIn profile heading

(The line of text that appears just below your name in LinkedIn).

LinkedIn profile optimization is a critical part of your strategy to raise your profile

Not all LinkedIn profile parts are created equal

The LinkedIn headline is one of the most important

Searches focus on this as well as your summary

Your goal with the headline is to communicate two pieces of information: what you do and what you're all about

You have 220 characters – make full use of them

Your photograph and your headline are your two most important parts to get noticed

First impressions – incredibly important

One of the biggest branding mistakes, is not updating the LinkedIn Headline – If you don't do this LinkedIn will pull your most recent job title and company from the Experience Section

LinkedIn summary

(Your summary is the text box at the top of your LinkedIn profile aka the "About" section, just under your photo (2,600 characters max.)

Turn your summary into a story - Make this interesting, demonstrate your years of experience, your areas of expertise, the types of clients you have worked with, your skills, and what you are most known for professionally

Any examples or stories you can include make it more powerful

Avoid copying the resume you have on your law firm website. You can talk about where you worked before

Take the opportunity to promote your greatest hits /achievements

Demonstrate to those viewing your summary, that you have the skills and experience they are looking for. You have resolved the problems and issues they have, give them confidence in you, you can deal with these for them

Research on keyword density (the number of times your keywords are repeated in your profile) shows that repeating the same keyword raises your ranking of where you appear in search results. For example, if you are an M & A lawyer and you want to promote that, include M & A wherever you can

A keyword is any word that describes an important skill or experience you possess. To help you identify your keywords, look at your resume and highlight all the main descriptive words. Then look at what other lawyers with similar skills include in theirs, highlight those. Compare the two and build your list of keywords to use

LinkedIn Experience – keep it up to date

include three components

Context

What does the law firm (or company) specialize in, the number of attorneys (staff), offices etc. Set the scene.

Actions

What you did there, if you were part of a team, describe your contribution

Results

Describe any results you achieved. If you can include details, it can provide a competitive advantage for you when comparing you with others

Skills & endorsements

You can up to 50 skills in LinkedIn

Use this section to focus attention on your areas of specialization

Recommend that you strive to list as many as you can. The easiest way to start is with your keywords, many of them should describe critical skills you perform

Endorsements from other members substantiate your skills and increase your credibility. How do you get endorsed on LinkedIn?

For starters, go through your network and identify connections who you feel genuinely deserve an endorsement from you – that's often the trigger for people to return the favor. Don't be afraid to reach out with a polite message asking for endorsement for a few key skills as well

Remember – relevance matters. Reach out to people whose endorsement you'd really value

Recommendations

Endorsements give people viewing your profile a quick, visual sense of what you're valued for

Recommendations take things a step further. They are personal testimonials written to illustrate the experience of working with you

There's a handy drop-down menu in the Recommendations section of your profile that makes it easy to reach out to specific contacts and request recommendation

Take the time to think about who you would most value a recommendation from – and personalize your request. It's worth the extra effort

Connections – grow your network

How many connections do you have?

Consider synching your profile with your email address book

No connection requests are sent without your permission, so you can vet all the potential connections

Get into the habit of following up meetings and conversations with LinkedIn connection requests – it's a great way of keeping your network vibrant and up to date

Personalize your LinkedIn url

You can personalize your URL, must contain 3 – 100 letters or numbers

To change – open your LinkedIn profile - select "Edit public profile & URL"

You can add this to your business card, email signature etc.

Make use of hashtags

Two principal reasons to use them – reach and relevance

Increase views of your published content

Your post will be shown to people who are following the hashtags you include, not everyone, but a selection

Adding a hashtag means that your post will also appear on that hashtag page. Anyone researching a topic could see your post creating an opportunity for you to expand your audience

How to choose which hashtag to use – search at the of the application (i.e. #MarketingStrategy or Marketing Strategy)

How many to use – three hashtags is the optimum number

Manage the hashtags you follow

LinkedIn Algorithm

Four step process

- Initial Filter
- Audience Testing
- Content Scoring
- Editor Assessment

Initial Filter - Every time you post on LinkedIn, their system analyses the content and classifies it as either spam, low quality or approved

Audience Testing - second filter measures the reaction of a sample audience towards low-quality and approved content. This sample audience is matched with your post based on 'multi-objective optimization – such as the content they have liked and shared before, who they interacted with and how frequently.

Content Scoring – Based on the test audience reaction, LinkedIn scores your content. Different user actions have different weights in the algorithm. For example, a 'like' may get your content one point, while a 'comment' get it two points.

Editor Assessment – LinkedIn employees may also do manual spot checks that affect whether your post continues to appear in the news feed.

The algorithm priorities personal connections based upon interests. Three most important factors for improving your reach are your engagement rates, your content relevance and your connections.

How to Build a Relevant Feed

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

Engagement with New Connections
When you add a new connection, Linked Intends to show you their content prominently for roughly two weeks. Actively engaging with these posts can help maintain their visibility in your feed. Conversely, not interacting with a new connection's posts may decrease their prevalence over time.

Interaction with Content Creators
The algorithm favors reciprocity; thus, engaging with a content creator boosts the likelihood of their future posts appearing in your feed. A single comment can increase the chances of seeing their next post. Reposting content 1.5 times or liking it thrice seems to have a similar effect.

Duration of Content Engagement
The length of time you spend viewing a post is considered an indicator of interest. If you consistently spend more time on a particular type of content or a specific user's posts, the algorithm is likely to show you similar content. For instance, pausing to read an article or study an infographic could result in more content of that nature being displayed in your feed.

Frequency of Engagement
If you interact with a content creator on a daily basis, the algorithm is likely to display multiple posts from them in a single browsing session, reflecting the intensity of your engagement.

Direct Messaging
Sending a direct message on LinkedIn significantly influences content visibility, raising the probability of seeing the recipient's subsequent post to around 70%.

Post Saving
When you save a post, Linked Intakes note. There is an estimated 90% chance that the next post from that author will be featured in your feed, indicating a strong preference for saved content.

Content Consumption Patterns
LinkedIn's algorithm closely monitors the type of content you consume. For instance, if you frequently watch videos, you can expect to see more video content. Conversely, if you consistently bypass polls, the algorithm will adapt and may cease to show you poll-type content.

Profile Visits
Visiting a connection's profile has a noteworthy impact, with a 50% chance of their new content surfacing in your feed afterwards.

Sales Navigator Integration
For users who utilize Sales Navigator, LinkedIn prioritizes content related to saved leads and accounts, underscoring the platform's focus on facilitating business relationships.

Engagement with Comments
The algorithm doesn't just look at how you interact with posts, but also with comments. Engaging with comments, either by replying to them or liking them, can increase the visibility of content from those involved in the conversation. This interaction suggests to the algorithm that you value this discourse, possibly leading to a higher frequency of similar discussions appearing in your feed.

Reciprocal Engagement
LinkedIn's algorithm places a high value on mutual interaction. The more you engage with another user's content — and they with yours — the greater the likelihood that you'll both continue to see each other's posts. This reciprocal engagement, which includes likes, comments, and shares, signals a strong connection and shared interest, prompting the algorithm to prioritize showing you more content from each other in your respective feeds.

Mastering LinkedIn Post Formats

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

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

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

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

Visuals Make a Difference

1. Choosing relevant images can boost reach by 15-20%, and even more with a relevant selfie, up to 30%.
2. Personalized images, rather than generic stock photos, can significantly increase engagement by 45% and establish stronger authority.
3. Using brand colors and themes in images can help with a 15% increase in brand recall.
4. Each additional image can contribute to a 5% increase in reach, but only up to the fifth image. After that, more images don't affect reach.
5. Photos featuring people can lead to a 20% increase in reach, or up to 60% if the photo includes you, and a 50% boost in engagement.
6. Vertical photos are the most effective, especially since 64% of users are on mobile devices, yielding a 15% higher click-through rate than square images and 25% more than horizontal images.
7. Although informative, screenshots generally receive 15% fewer clicks.

Anatomy of Text & Image

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

Document (Carousel & PDF) Posts

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

- Text &Image posts continue to dominate, representing 48% of all posts.
- Carousel Posts have seen growth, escalating from 4.2% in November 2022 to 8.1% by December 2023.

- However, there was a noticeable 45% reduction in reach for Carousel Posts as of June 2023, indicating a shift in content strategy.
- Still, they maintain a higher reach, currently 1.6 times more than Text & Image posts.

Slide Posts

Slide Count & Copy

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

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

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

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

Content of Slides

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

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

Anatomy of Document Post

- Aim for approximately 12 slides.
- Include 25-50 words per slide.
- Ensure the post's guidance is fewer than 500 characters.
- Design should reflect your brand, use a maximum of three colors, and favor a vertical format.
- Reserve personal stories for instructional carousels.

- Combine with other content types for a successful blend.
- Post in the morning for optimal results.

Text Posts

The Magic of Text Only Posts

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

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

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

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

Anatomy of the Perfect Text Only Post

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

Text & Image

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

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

What is the optimal Text + Single Image Post by LinkedIn's algorithm standards?
Notably, since 2018, the best text length has been found to vary depending on the post format:
The most effective text length ranges from 900 to 1,200 characters.
Each additional 300 characters may reduce reach by about 10%. Brevity is beneficial. - Posts with short sentences, under 12 words long, perform 20% better. - Posts that are too promotional can see up to a 75% decrease in performance, so steer clear of product or service images.

Hook & Call To Action

Crafting Your Opening and Conclusion

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

LinkedIn Video Posts

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

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

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

Crafting the Ideal Video for Optimal Engagement

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

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

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

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

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

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

Anatomy of the Perfect Video Post

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

Articles & Newsletters

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

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

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

Crafting Impactful Articles

Guidelines for an effective article:

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

Anatomy of the Perfect Article

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

External Links

The Dynamics of External Linkes on LinkedIn

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

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

Strategies for External Links

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

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

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

What LinkedIn Formats to Use for Different Types of Posts to Get Best Results

Personal Storytelling	Text Only / Text + Image
Thought Leadership	Video / Document Post Article
Event Content	Video / Text + Image
Educational Content	Text Only / Document Post
Industry-Related Content	External Link / Text + Image
Employer Branding	Video / Document Post

Timing Your LinkedIn Posts for Maximum Visibility

General Rules:

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

Strategic Posting – The Power of Consistency

General Rules:

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

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

(*) Company Pages are exempt from this rule.

Maximizing Who See's your Posts

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

Here is a breakdown of how LinkedIn disseminates your posts:

- Notifications to Bell Ringers
  Those who have opted to receive alerts about your posts are notified almost immediately.
- Core Engagers Circle
  Your content is first seen by users, whether followers or connections, who regularly interact with your posts.
- New Acquaintances
  Newly added connections and followers are the next to see your content.
- Active Followers
  Followers who are actively engaging on the platform are then reached.
- Active Connections
  Lastly, connections actively using the platform will see your posts.

Boosting Reach

If your goal is to increase visibility for the original post   **Instant Repost**
Quickly share the post without adding any text of your own. This can significantly increase the original post's growth, with the extent of impact varying based on your network's engagement.

If your goal is to promote both the original post and your own profile   **Add an Insightful Comment**

Write a thoughtful comment of at least 15 words. This not only gives the original post more reach among the followers of the Profile/Page but also garners visibility for your profile, with your comment being highlighted to about 5% of your network

If your goal is visibility primarily for yourself: **Create Your Own Post**
Craft a new post using the content that inspired you and tag the original author to give them credit. The original post won't gain additional reach, but your new post will benefit from the engagement.

Avoid multiple actions, like creating your own post and then commenting or reposting the original. Only the first action will impact the algorithm and contribute to the post's growth.

Tagging: Creating Impact while Avoiding Penalties

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

Impact of Mentions (@)

- Tagging Threshold - Tagging more than eight individuals in the original post may activate a 'tag penalty'. It's advisable to keep your tags below this number to avoid negative impacts on your post's reach.
- Engagement Influence - If tagged individuals engage (comment) on your post, it positively influences your post's visibility. Such comments are 1.5 times more impactful than those from untagged users, making tagging a potentially powerful tool for growth.
- Engagement Rate Check - For posts with over five mentions, LinkedIn closely monitors engagement rates. A response rate lower than 60% from the tagged individuals could slow down the post's organic reach, as it might be perceived as irrelevant tagging.
- Spam Trigger - Exceeding 15 mentions significantly risks categorizing your post as potential spam, with a 90% chance of triggering LinkedIn's algorithmic checks.
- Smart Tagging - Tag up to 4 relevant profiles and encourage them to engage. Tag individuals in images, especially from events, for an immediate impact (+15% impact)
- Safe Tagging in Comments - Tagging in comments is a safer approach, as it does not result in a penalty, even if the tagged individuals do not respond.
- Removed Mentions - Removing your tag by individuals signals to the LinkedIn algorithm a potential spam activity, representing a highly undesirable form of negative engagement that should be avoided.

Tagging : Do's and Don'ts

Do's

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

Don'ts

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

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

Hashtags: Navigating LinkedIn 's Discovery Shift

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

However, our latest findings indicate shifts in this trend

- Presently, the presence of hashtags in posts does not significantly boost reach, with 4 hashtags providing a modest 9% increase in median reach. Only beyond 20 hashtags does the potential for detriment emerge, possibly triggering spam alerts.
- LinkedIn maintains a database of associated hashtags, meaning a hashtag like #SocialSelling will also expose you to related content, such as #Sales.
- In practice, hash tagged content rarely surfaces in the initial sweep of the organic feed— only after scrolling through 30 posts might you see a 15% increase in their occurrence.
- While searchable, hashtags in comments don't seem to affect a post's reach.
- The positioning of hashtags within the content—mid-text or at the end, in a vertical or horizontal line—has no discernible impact on engagement.

- Interestingly, hashtags listed in your profile when using Creator Mode no longer boost your post's reach, a departure from 2021 where they could increase reach by 8%.
- For now the first 2-3 hashtags are still included in the URL of your post, hinting at their significance for search engine discoverability (SEO)

Additional Insights

- Hashtags now contribute less to content categorization, as LinkedIn's algorithms have evolved to comprehend the full context and expertise demonstrated in a post.
- Despite their reduced impact, LinkedIn still recommends relevant hashtag use, not as a critical factor, but as a tool for content discovery.
- Hashtags continue to play a role in conversation topics and keywords, aiding users in finding pertinent content amidst a sea of information.
- In summary, while the hashtag's role on LinkedIn has diminished in direct impact on reach, they remain a valuable tool for topic association and searchability in 2024

Creator Mode

This feature was removed by LinkedIn in February 2024. LinkedIn also removed profile hashtags at the same time.

Understanding the Dynamics of Likes

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

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

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

Statistics Enlightening the Impact of 'Likes'
- A 'Like' on your post signals LinkedIn to present your content to an additional 1.4% of your connections and approximately 2.5% of the network belonging to the engaging individual.

- Out of all engagement actions, a 'Like' currently has the minimal positive effect on the expansion of your post's reach.
- Internal Engagement: Interactions from colleagues connected to the same Company Page result in roughly 15% less growth than those from external networks.
- LinkedIn seems to cap the algorithmic benefits of 'likes' per session at about 40-50. Beyond this threshold, there's negligible algorithmic response, possibly to discourage the use of engagement pods.

The Art of Commenting

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

Insights into LinkedIn Comments

- Self-Comments for Growth: Initiating the conversation by commenting on your own post can encourage further discussions, often branching into various topics. These indirect comment threads are powerful in significantly expanding your post's reach.
- Strategic Timing for Comments: The prime windows for commenting on your own post are within the first hour of publishing, then between 6-8 hours, and finally after 24 hours. These specific intervals can lead to an increase in total reach, sometimes by as much as 25%.
- Visibility of Comments with Links: While there's no direct penalty for being the first to comment on your post, be cautious with comments containing links. Such comments, particularly from the post author, receive substantially less visibility — four times less than the previous year.
- Prompt Responses to Kick-Start Engagement: To maximize your post's momentum, aim to reply to all comments received within the first hour of posting. This can lead to a remarkable 40% increase in post growth.

The Reach Multiplier Effect of Comments:

- Incremental Reach Boost: Each comment your post receives translates to a 5% boost in reach within your network, and a 2.8% rise in the commenter's network, marking a slight increase from previous figures.
- Comment Length Matters: Comments exceeding 15 words wield twice the impact of shorter comments, suggesting that depth and substance in comments are valued by the algorithm.
- Author Comments for Sustained Visibility: As an author, adding another 2-4 comments after the initial first hour can effectively reintroduce your post into the feeds of all participants, typically resulting in an additional 25% growth.

Repost: Instant or with Thoughts?

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

Impact of Sharing on Content Growth

For the Original Author:

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

From the Reposter's Perspective:

- **Engagement on Reposts with Insights:** Utilizing 'Repost with your Thoughts' necessitates prompt engagement. Without it, visibility is limited to a mere 8-10% of your typical reach. Garnering over ten engagements can propel that reach to 15-20%. Given the minimal notifications for such reposts, directly messaging your network to engage can be beneficial.
- **Adding Context to Shares:** Posts shared without at least five lines (100 words) of personalized text tend to have three times less performance.
- **Employee vs. External Shares:** When employees share company posts, the impact is reduced by about 30% compared to shares by individuals outside the company. However, infographics buck the trend, retaining around 25% of the average reach.
- **Instant Repost Visibility:** An 'Instant Repost' can afford the original author an additional 4% reach, yet it offers virtually no increased visibility for the reposter. This act is primarily a gesture to support the visibility of others' content

Additional Tactics for Increased Visibility

- Strategic Sharing: Share content that aligns closely with your brand or message, as this can indirectly enhance your profile's perception as a valuable information source.
- Timely Engagement: Engage with reposted content quickly to capitalize on LinkedIn's algorithm favoring early interactions.
- Diversify Content Types: Experiment with sharing a mix of content types, including articles, videos, and original posts, to determine which resonates most with your network and drives engagement.

Company Pages

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

Type of Content and Performance

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

Different Types of Company Pages & Results

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

Solopreneurs: Highly active in self-promotion, they excel with Document posts, Images, and Polls, but see reduced reach with Text posts and Reposts.

Small Teams: Benefit greatly from Image posts and Documents, similar to Solopreneurs.

Growing Teams: Based on our data, Polls, Images, and LinkedIn native videos have shown promise in extending reach.

Large Teams: Find the most success with Image posts and native videos, but generic content types can lead to a 10-80% drop in reach.

Content Preferences: Personal Profiles vs. Company Pages

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

Best Time to Post on Company Pages

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

Strategic Insights

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

Content Strategies on Pages: A Comprehensive Analysis

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

The 7 Core Content Pillars:

Personal Stories: Content that humanizes the brand through personal stories, opinions, experiences and informal content

Thought Leadership: In-depth knowledge-sharing through white papers, research, articles, and digital downloads such as ebooks, showcasing the company's intellectual capital.

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

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

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

Employer Branding: Leveraging "Personal Stories" for potential recruits to highlight career opportunities, open positions, and company culture.

Social Responsibility: Showcasing the company's commitment to sustainability, equality, and the values it upholds, reinforcing its corporate citizenship.

Company Page – Top 20 Tips

Complete Your Page Details
The addition of sections like "Workplace" and "Commitments" may not have a direct impact on performance, but a complete Page improves search engine visibility.

Optimize Lead Gen Forms
Use "Get Started" or "Start Free Trial" for better conversion rates on your Lead Gen Forms. Avoid "Request Free Demo" and "Contact Sales" as they perform 2.5 to 3 times worse.

Understand Post Reach
Currently, posts are shown to about 1.8% of followers initially, a 25% decrease from 2.4% in 2022.

Leverage Non-Employee Engagement
A comment is 8 times more effective than a like, 4 times more than an instant repost, and 6 times more than clicks on "see more." However, engagement from employees has about 40% less impact on reach and performance, although it still helps to disseminate the content further.

Boost with Ads
Active ad campaigns can increase organic content reach and engagement by 10-20%. This might not be related to the algorithm, but it could be due to the fact that after seeing the ad, more people are likely to visit the Company Page for additional content and information

Newsletter Performance
Company Newsletters have seen a 35% increase in reach and 20% increase in engagement, but they still lag behind personal newsletters.

Showcase Page Decline
Engagement on Showcase Pages has dropped an additional 25% from 2022, on top of the 60+% drop between 2020 and 2022 (!)

Multilingual Advantage
Pages with multilingual setup see 20-30% better reach and up to 25% higher engagement, with Spanish and French being the 2nd and 3rd popular language

Improve Follow Invitations
Because of the default invitations (unable to personalize via LinkedIn's credit system), data shows a very low acceptance rate of 3-8%.

Use Targeted Posting
Contrary to Personal Profiles, admins can publish multiple posts without affecting the performance of previous posts by utilizing the "Targeted Audience" feature. However, multiple untargeted posts within 24 hours may compete with each other in the Feed.

Posting Frequency by Company Size
Large companies excel with one post per day, while small companies do better with three posts maximum per week.

Identify Best Engagement Days
Post from Tuesdays to Thursdays and Saturdays for best engagement. Avoid Mondays, Fridays, and Sundays.

Diversify Content Formats
Using at least four different content formats can yield a 10% increase in reach (preferably Image, Video, Document and External Link)

Target Audience Feature
Utilize "Targeted Audience" to boost post relevance in the first 90 minutes because of more relevant viewers in the first batch

Engage from Your Page
Since the end of 2021, LinkedIn™ has enabled Company Pages to engage with other posts. By liking and commenting on posts from employees, suppliers, or clients, a Company Page can significantly boost its visibility. Engaging with 3+ comments a day from your Page can increase the reach of your posts by approximately 12%, while 6+ comments a day can enhance your reach by 18%.

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