

Understanding LinkedIn's Point System for Content Engagement

Imagine LinkedIn as a game where your content earns points, much like accruing slices of pizza—the more, the merrier. These points cumulatively impact your "relevancy score," determining how your content appears in others' feeds.

Here's a breakdown for content creators:

- Video with long text: +15 points
- Video with brief text: +13 points
- Native video upload (excluding YouTube/Vimeo links): +12 points
- Long text post (over 3 lines): +10 points
- Short text post (under 3 lines): +8 points
- Article: +5 points
- For each comment on your post: +5 points
- For each like: +3 points
- For each share: +2 points

Remember, these points don't expire; more content equals more points. Crafting engaging, humorous, or informative posts can boost your likes. Encouraging comments through calls to action strengthens your LinkedIn presence.

A little-known trick: replying to comments on your posts also earns points. LinkedIn doesn't differentiate between commenters, so each response is a point-earning opportunity.

For those who engage with others' content:

- For sharing content: +1 point
- For liking content: +2 points
- For commenting: +3 points

Engaging with content shares your activity with your first-degree connections. Commenting or liking a post broadcasts it to your entire network. The goal is to interact with captivating content, making you a prominent figure in your connections' feeds.