

THE  
**Linked in**  
EXPERIMENT

*Optimize*

*Reach*

Sleeping **GIANT** media

*Engagement*

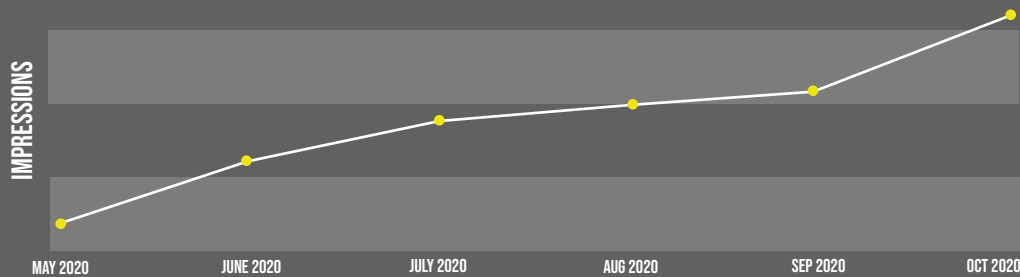




WE UNDERTOOK A MINI EXPERIMENT ON LINKEDIN, TO SEE WHAT THE ALGORITHM WAS TELLING US.

OUR MISSION WAS TO SEE WHAT FACTORS IMPACTED REACH.

REACH ULTIMATELY BEING RESPONSIBLE FOR GROWING AN AUDIENCE.



THERE ARE MANY FACTORS TO THE SUCCESS OF A POST, INCLUDING MANY THAT CANNOT BE ANALYSED.

AND WHAT IS SEEN HERE, DOES NOT MEAN IT WILL BE SEEN OVER THERE.

# YOUR SSI SCORE

SOCIAL SELLING INDEX - GO TO [WWW.LINKEDIN.COM/SALES/SSI](http://WWW.LINKEDIN.COM/SALES/SSI)



When you create a new post on LinkedIn, the platform creates an organic '1st Batch Audience'. The size of this audience is based on your SSI score.

The amount your reach is affected by your SSI depends how far above or below the 'average' you are. The average is 60-70 SSI.

## PROFILE RANKING

LinkedIn likes to rate your profile based on how you use it. You may have noticed. These rankings are:

**ALL-STAR**

**INTERMEDIATE**

**BEGINNER**

Your rankings can affect your reach. LinkedIn has been known to adjust the reach of your post by the following.

**ALL-STAR - 150% NORMAL REACH**

**INTERMEDIATE - 100% NORMAL REACH**

**BEGINNER - 50% NORMAL REACH**

# POSTING TIME

WHEN'S THE BEST TIME TO POST?

This can vary across business, industry & sectors. What works for someone else may not work for you.

According to the data the best time and day to post is on:

**08:00 - 10:00 ON TUESDAY**  
**BUT THIS COULD BE COMPLETELY DIFFERENT FOR YOU!**

We do know that the first two hours of a piece of contents life on LinkedIn is important to its overall success. The data suggests that the more engagement in those first two hours, the better the overall performance. So posting time is crucial.

**POSTS THAT RECEIVE 10K VIEWS HAVE  
AN AVG 28 ENGAGEMENTS IN THE FIRST 2 HOURS**

**POSTS THAT RECEIVE 50K VIEWS HAVE  
AN AVG 100 ENGAGEMENTS IN THE FIRST 2 HOURS**

**ON SATURDAY & SUNDAY**  
**50% ACTIVE USERS BUT ONLY**  
**25% POSTING CONTENT**

# HASHTAGS

HASHTAGS GET OUR CONTENT IN FRONT OF OTHER PEOPLE.

## FREQUENCY

Use too many or too little and you may see your reach impacted negatively by up to 40%.

**USE 3 - 9 HASHTAGS**

## POSITION

The position, font, or capitalisation of hashtags does NOT influence the reach.

## FOLLOWING

Hashtags that have a large following (+100,000) will have a positive effect on reach.

Followers of a hashtag get prioritised by the algorithm over followers of a person.



**USE HASHTAGS TO CREATE  
NEW COMMUNITIES**

# TAGGING PEOPLE

TO GET IN FRONT OF THEIR AUDIENCE.

## @PEOPLE OR BUSINESS PAGES

Using tags does not automatically increase the reach of your post.

When relevant, tagging in another person or business will lead to more engagement which will increase reach.

## @PUNISHMENT

If you tag people in and they do not engage with the post or they untag themselves. LinkedIn will see this as a negative factor and decrease the reach of that post. So be careful. You need over half of the people you tag to engage to feel a positive effect.

# EXTERNAL LINKS

TO YOUR BLOG OR WEBSITE.

More people are using external links, with the platform seeing a 25% increase in posts linking out.

**FOR BEST RESULTS EDIT YOUR POST TO INCLUDE  
THE LINK AFTER YOU HAVE POSTED IT**

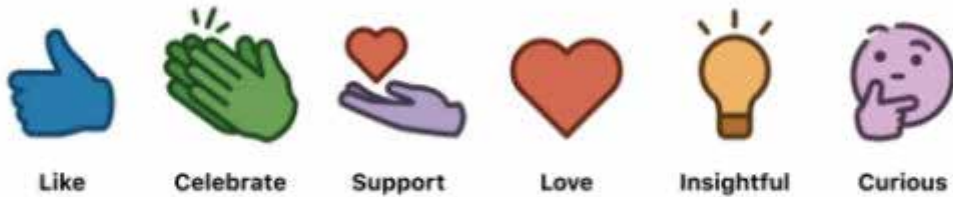
**DO NOT USE THE 'LINK IN COMMENTS' METHOD**

the fact it gets lost defeats the purpose of posting it.

# LIKE & COMMENT

WITH SO MANY WAYS TO ENGAGE, WHAT ABOUT A GOOD OLD 'LIKE'?

A like triggers a positive impact on the reach of your content, but is still not as valuable, with only 50% of the value as a comment.



Although the new reactions haven't been around that long, early data suggests there is no difference in value amongst them, apart from the Support reaction seeing approx 10% more views.

**MAKE SURE YOU LIKE COMMENTS ON YOUR CONTENT WITHIN AN HOUR OF RECEIVING THEM**

**ESPECIALLY FOR BUSINESS PAGES**

## COMMENTS

Commenting on others posts does not improve the chance of your contents reach, but will get you in front of new audiences. Comments on your posts should be responded to within 2 hours for ultimate reward. Make content to drive comments.

**COMPARED TO A SHARE, A COMMENT CAN ATTRACT UP TO 10X MORE VIEWS**  
**COMPARED TO A LIKE, A COMMENT CAN ATTRACT UP TO 2X MORE VIEWS**

# SHARE

IT'S GOOD TO SHARE RIGHT? WRONG.



As soon as you hit the Share button, the platform knows that this is duplicate copy that is already on the platform. Therefore, it will not give it the same amount of reach as the original.

**DON'T GET YOUR STAFF TO  
TO SHARE YOUR CONTENT.  
INSTEAD SEND THEM THE POST  
AND ASK THEM TO POST IT OR COMMENT ON THE ORIGINAL.**

**IF THE ORIGINAL AUTHOR COMMENTS ON YOUR SHARE  
IT CAN ATTRACT 4X AS MANY VIEWS AS A REGULAR SHARE**

## FOLLOW OR CONNECT?

**PEOPLE ARE MORE LIKELY TO FOLLOW OVER CONNECT.  
BUT CONNECTIONS SEE MORE OF YOUR CONTENT.**

# HOW MUCH?

HOW MUCH SHOULD WE BE POSTING?

## FREQUENCY

How much to post is one of those decisions that needs to be based on the performance of your content.

Some people will post multiple times a day, whilst others swear by a maximum of two posts a week.

What we do know though, is LinkedIn doesn't want to share two pieces of content from the same author in the timeline.

**LINKEDIN WILL TEST THAT CONTENT AND WILL TEMPORARILY MAKE YOUR FIRST POST LESS VISIBLE.**

What do you want to talk about?



**“IF YOUR POST IS DOING WELL,  
DON'T POST NEW CONTENT.”**

+ Add hashtag

#instagram



Next

888 x 694

# DWELL TIME

KEEPING YOUR AUDIENCE OCCUPIED.

In Q2 LinkedIn introduced 'Dwell time' into their algorithm. This metric focuses on two things.

1. HOW LONG A POST IS SHOWN ON SCREEN
2. IF PEOPLE CLICK THE “SEE MORE” + SCREEN TIME

**POSTS WITH DOCUMENTS. +50% REACH**

Like PDF sliders, games and how-to guides.

**POSTS WITH VIDEO. +30%**

Introduction, behind the scenes.

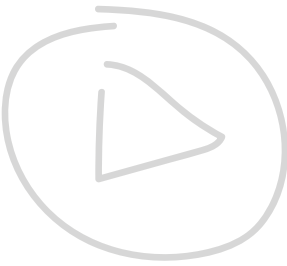
**POST WITH LINKS. +12%**

Blog and article posts.

**TIP- CREATE VARIED CONTENT TYPES THAT ARE RICH IN VISUALS. DESIGN CONTENT TO MAKE PEOPLE ‘SIT ON IT’ FOR A WHILE.**

THE TAKE AWAY HERE IS YES THERE IS OPTIMISATION AND BEST PRACTICE,  
BUT THERE IS NO SHORTCUT FOR MAKING GOOD QUALITY CONTENT THAT PEOPLE ENJOY CONSUMING.

# VIDEO



**NATIVE POSTING OR LIVE.**

It's no surprise that LinkedIn loves video content. Dwell time has had a massive impact on the organic reach you can get from video in both terms of views and engagement +40% since 2019.

The ideal video post:

- **BETWEEN 30-60 SECONDS**
- **SQUARE FORMAT**
- **SUBTITLES (50% LISTEN SOUND OFF)**

The longer the video, the less engagement is achieved. For a video between 3-6 minutes long, this could lose up to 45% of the average engagement.

LinkedIn Live video is posting long feature video natively to the platform without penalising as above (post-Live). Engagement and shares on LinkedIn Live video keep the content in feeds for longer. Live video seeing an average of 30% more engagement than other video.

**TIPS**  
**FEEL FREE TO USE YOUTUBE VIDEOS IN YOUR PROFILE. BUT TRY NOT TO POST THEM ON YOUR TIMELINE.**

**USE VIDEO TOOLS TO CREATE TEXT BASED CONTENT. SAVING TIME ON A FILM, EDIT & SUBTITLE. BUT STILL FAVOURABLE ON THE PLATFORM.**

# CONTENT TYPES

**WHAT WORKS BEST??**

Most of the time the design of your content only partially determines its success. So it's also about the way you are sharing this content.

This is what LinkedIn appears to do with your first batch of organic reach:

- + **25-50% TEXT ONLY**
- + **40-60% SINGLE PICTURE**
- + **20-30% NATIVE VIDEO**
- + **20% POLLS**
- **20% YOUTUBE VIDEO**
- **15% EXTERNAL LINKS (IN THE POST)**
- **60% ARTICLES (LONG POSTS)**

Use a mix of content types. Both native in the platform, and creatively. Explore content types that increase how long your audience looks at it. Make it visual. If for a business page, use a mix, and don't be scared of how often you post!

Not all content needs to be about you, it can be just for your audience.



# BUSINESS PAGES

## WHAT EVERYONE NEEDS TO KNOW...

So you thought LinkedIn was all about the personal brands. NOT AT ALL. As LinkedIn grows as a platform those businesses with good organic reach will see the benefits. Here are some observations from our Business page experiment.

- **FIRST BATCH ORGANIC REACH 2-6% OF FOLLOWERS**
- **USE TARGETED AUDIENCE (MORE EFFECTIVE)**
- **DON'T ASK EMPLOYEES TO SHARE, BUT COMMENT**
- **NO MAXIMUM POSTS A DAY**
- **ENCOURAGE THOUGHT LEADERSHIP INTERNALLY**
- **MEASURE INDIVIDUAL AND BUSINESS REACH**
- **POSTING ONLY ONCE A MONTH DROPS REACH TO 2%**
- **'PEOPLE CONTENT' RESULTS IN 5-8X MORE ENGAGEMENT**
- **100% COMPLETED PROFILE = MORE REACH**
- **USE A MIX OF CONTENT TYPES**
- **GO LIVE ONCE A MONTH (APPLY FOR IT)**
- **PRODUCE CONTENT FOR DWELL TIME - SLIDES/GAMES**
- **ANCHOR ACCOUNT TO PERSONAL BRANDS**
- **REPLY AND LIKE ALL COMMENTS IN 2 HOURS**
- **ENTERTAIN & EDUCATE USING CONTENT**
- **USE HASHTAGS**

Sleeping **GIANT** media

## THE Linked **in** EXPERIMENT

### LAST WORD.

Although we have seen positive benefits and improvements through optimising our profiles and content like we describe here, it is not a rule book for every business type. Take time to experiment, explore the platform, try different things. And let us know on LinkedIn what works for you.