



4th Annual Algorithm Research



Credits & Disclaimer

CREDITS

Just Connecting is proud to share the Algorithm Report with you for the fourth consecutive year. Once again we exceeded previous years by, examining more posts, more users and more different elements than previous years.

For the 2022 edition, we examined more than 9,500 posts from 200 different members (coming from more than 30 different countries). In total, our team spent over 1,100 hours on the research, which led to some remarkable new insights.

This research was conducted by team Just Connecting, with the support of tools like Shield, SproutSocial, Hootsuite and LinkedIn itself. We thank Blisspoint Consultancy and V3Stent Group for their support in the creation of this report. Special thanks to Evronil Aldie Vilan and Nurjesa Shehadeh for the great design

And of course, last but not least, to all our clients for asking impossible but super interesting questions around the algorithm, reach and conversion. You challenge us to outdo ourselves every time.

Best regards,

Richard van der Blom
Founder Just Connecting

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The sample of this study, despite being significantly enlarged again, is officially not representative of LinkedIn's 850 million members. Conclusions and recommendations in this report are therefore not absolute; implementation is entirely at your own expense.

But rest assured, many of our clients have been benefiting from these insights for years and are experiencing a significant improvement in their results on LinkedIn.

Algorithm Change Early September (!)

During the time we conducted our research for the 2022 report LinkedIn continued to evolve adding new features almost every week. During the summer months (July & August) it is a common phenomenon that both reach and engagement decline due to holidays and less activity on the platform. But in **early September, we observed that LinkedIn made some significant updates to the algorithm.** The updates below were not explored as deeply due to the short timeframe, but should definitely be factored into your strategy.

Five recent changes in the LinkedIn Algorithm you need to know and understand:

1. For the first time it's possible that **the same content creator shows up with 3 or 4 posts** in the same scroll session
2. **LinkedIn now gives more reach to heavily active content creators** (with large follower base) than to members that have just begun to publish content or are less active. This is a change from what we have seen over the past 2 years.
3. **99.9% of all members have experienced a drop in reach of about 15%** and a drop in **engagement of about 10%**. Opposite to this, Content Creators have seen an increase in reach (about 20 - 25%) and engagement (about 15 - 20%)
4. Content Creators, because of their **large number of followers, accelerates growth** right after they post. We are seeing followers who engage often now get priority in the first test batch of recipients. In addition, Content Creators with large followings often have a high number of people who have subscribed to notifications via the bell.
5. **Dwell time has lost importance compared to last year.** Shorter posts perform better and slide decks have lost some reach. The engagement in the first 90 minutes continues to be the deciding factor.

Building Your Feed - 1

Compared to 2020, LinkedIn has made drastic changes in terms of the content we see in our timeline. Before we dive deeper into that, here are some statistics:

Mobile User (58%)

- Average time per session: 1.55 minutes
- Average time per month: 13 minutes
- Average number of Posts (while scrolling) per visit: 16

Desktop/laptop user (42% of all visits):

- Average time per session: 3.15 minutes
- Average time per month: 18 minutes
- Average number of Posts (while scrolling) per visit: 9



FACT: On average the LinkedIn User will not see more than 16 Posts per session

Building Your Feed - 2

How our Feed was built in 2020 vs 2022:

- **Organic company posts now make up 3% of our feed**, compared to 6% for organic company content in 2020.
- We see **more picture Posts** (both single and multiple), **more Document Posts** (PDF / Slide Deck) and **more LinkedIn Service related posts** (Ads for Jobs / LinkedIn Learning)
- **Text Posts are still popular** (being 1 out of each 10 Posts), **as is Video** but both did lose ground in the timeline compared to 2 years ago
- **Less reach for the use of external links** (7% to 9%), **the further decline of Polls** (which had already started in 2021) and the almost **complete disappearance of articles/Newsletters** in the timeline.

Type Post	2022	2020	Difference
Single Image Post	21	18	3
Promoted Post	20	13	7
Document Post	16	12	4
Text Post	10	14	-4
Video Post	9	13	-4
External Links	7	9	-2
Polls	6	9	-3
Multiple Picture Post	5	3	2
Company Post Organic	3	6	-3
LinkedIn Services	2	1	1
Newsletters	1	2	-1
Others	3	1	2
Total	100	100	

Who You See In Your Feed

LinkedIn now uses about 22% of the Feed for Promoted Posts (Ads by Companies and/or by LinkedIn itself), which leaves us with 78% of the Feed that we can influence with our actions:

Here is what Influences your Feed:

- From **new connections**, you will see all new posts for the first 2 weeks.
 - **Liking** a Post increases the chance of seeing the next post from this author by **30%**
 - **Commenting** on a post increases the chance of seeing the next post from the same author by **70% and 80% for shares**
 - Sending a **direct message** via LinkedIn increases the chance of seeing the next post from the recipient to 85%
 - **Saving a Post prioritizes** the content from this Author in your feed
 - **Following a company page** will show you the first post published afterwards by the company.
- **LinkedIn analyses the type of content** you are consuming. Basically, if you watch videos, LinkedIn will show you more. If you skip answering Polls, LinkedIn will stop entirely showing you Polls.
 - **Visiting a Profile** of a connection, will bring the first Post they publish after your visit **back to your feed**
 - Content related to people and companies you have saved as **Leads & Accounts in Sales Navigator** are also prioritized
 - If you **endorse or recommend** a connection, their content will appear in your feed again.



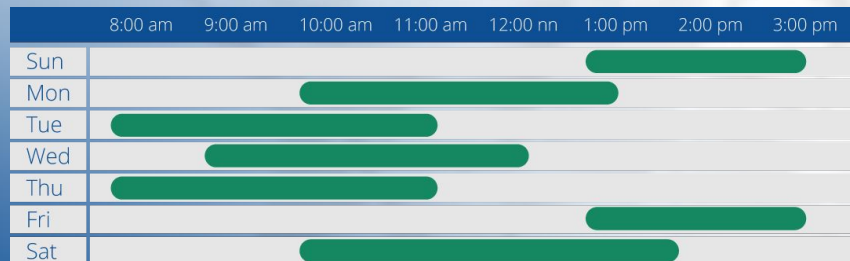
Frequency of Posts

Publishing a new Post within 18 hours from a previous Post will negatively impact the growth of both Posts (!). Although more posts a day will likely grow your overall reach, your average reach per post will decrease.



The new Feature of “Reposting” a post will reduce your Reach in the same way since LinkedIn considers sharing and reposting the same as posting your own Content. The same for Shares. Be careful that interacting with other People’s Content does not lead to Loss of Reach for your own Posts.

Best Times to Post:



Nurturing Your Post

Successful content publishing on LinkedIn is not achieved by simply clicking "Post". After publishing your Post, several actions can make or break your Post.

NEW: LinkedIn now has two Engagement* Phases to analyze the relevance of your Post.

- The fast growth in the first 8 hours is based on the Engagement in the first 90 minutes after publishing.
- The constant growth over multiple days is based on the Engagement received between the first 90 minutes and about 8 hours.

() Engagement: the total of all clicks, likes, comments, shares on your post as well as dwell-time*

DO'S

- Nurture your post by responding to received Comments with your own Comment, especially in the first 12 hours (#interaction)
- Leave a "new and insightful" Comment on your own Post after 24 hours for better Results (#newinsight)

NEW: Invite People to Ring the bell on your Profile. It will Kick-Start the growth of your Post, because of LinkedIn notifying all these people instantly after publishing.

DONT'S

- Edit your Post in the first 10 minutes. This results in 10% reduction in reach and possibly as much as 40%
- Comment on your own Post first. This reduces Reach by 20%. Be careful not to "Pin your Comment" too fast.

Do's en Don'ts for Posting

DO'S

- Use hashtags, but no more than 10
- Use tags if you are sure that people/compa
- Use emoticons to increase readability, but no more than 10 (and no more than 4 on one line)
- Post Selfies (in personal posts) to deliver 3x more engagement and up to 2.5x more reach
- Create posts with the ideal length of between 1,200 and 1,600 characters (was between 1,500 and 2,500 in 2021)
- Set both “who can see your post” and “who can comment on your post” to “Anyone”
- Develop a personal hashtag. Having over 1,000 followers influences reach substantially because it offers your audience the opportunity to engage with multiple Posts

DON'T'S

- Use more than 10 hashtags
- Use of 2 or more consecutive blank lines
- Use only 1 line of text (and multiple white lines) before LinkedIn displays the "see more" option
- Use more than 3 lines of other font types
- Use each line of text followed by another white line
- Use less than 4 lines of text (missing dwell time and "see more" option)
- Post bilingual (meaning the same text in two different languages in the same Post)

How To Get More Reach?

In addition to receiving Engagement in the first two hours there are multiple actions, both from yourself and your network, that accelerate the success of your post in terms of reach.

This will help your Post get more Reach:

- After you have published your Post, make sure you **stick around to engage with at least 3 Posts** from your network. (+20% reach)
- While the reliability and correlation of the S.S.I. score with your reach has further decreased, you still receive **+25% reach if your S.S.I. score is above 70.**
- **Quality above Quantity.** The Algorithm remembers the relevance (by engagement, dwell time and clicks) of your last 10 - 15 posts. Publishing multiple posts in a row with poor engagement rates, makes LinkedIn reduce the reach of the next Post..
- Tag “accelerators” in the Comments (after receiving about 3 - 5 comments from others), **but make sure they are going to engage**
- **People sharing a Post (including Reposts)** will substantially **increase the reach** of the original post
- Getting **more people to Save your Post** will cause LinkedIn to prioritize your content in their feed



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LinkedIn Creator Mode

Creator mode is a profile setting on your dashboard that can **help you grow your reach and influence on LinkedIn**. You can turn on creator mode to get access to additional tools and features that help you create content and grow your audience base on LinkedIn

What will you get?

- The ability to select and display **five different hashtags below your headline** showing followers the topics you focus on.
- You can film a **30-second video** as your profile picture that automatically plays when someone lands on your page.
- Instead of a "Connect" button, it's turned to **"Follow,"** and for every post you create, a "Follow" button is placed at the top right corner.
- Your profile's "Feature" section is placed higher at the top **featuring selected posts** encouraging people **to follow your content**.
- The "Activity" section **features your posts** instead of your engagement activity.
- Access to LinkedIn Live to broadcast live from your profile
- Ability to create a LinkedIn Newsletter

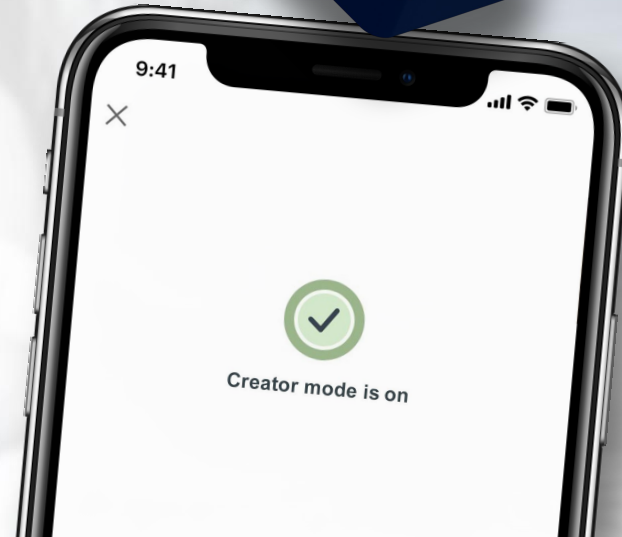


Impact of Enabling Creator Mode

Whether **LinkedIn Creator Mode** contributes to achieving your goals depends on a number of factors.

Measurable facts for Creator Mode enabled

- Members with Creator Mode enabled receive on **average 15 - 35% more reach**
- **Followers (and Bell ringers) can see your content in the feed directly** after publishing. Without Creator Mode this is limited to only your connections
- You will **grow your followers faster** than connections based on how often you Publish
 - A. 1 or 2 a week > 3x more Follower growth
 - B. 3 or 4 a week > 5x more Follower growth
 - C. 5 or more a week > up to 8x more Follower growth
- The **use of your Featured Hashtags** in your content will only lead to 5% increase in reach (this was 15% in 2021)



Impact of Enabling Creator Mode

Non measurable facts for Creator Mode enabled

- Featured and Activity placed higher on your Profile will have a positive impact on your Brand Awareness.
- Video converts up to 4x times more, so having a 30-second profile video might be an excellent opportunity to welcome new clients



ADVICE: Enable Creator Mode if you can publish original content at least twice a week



LinkedIn Newsletters

There are currently **+40,000** LinkedIn Newsletters. The criteria for Newsletters access are:

- Creator Mode enabled
- More than 150 connections (or Followers for Pages)
- Created at least 2 different styles of content in the last 3 months
- A history of abiding by LinkedIn's Professional Community Policies

Compared to 2021, LinkedIn Newsletter's

- Subscribers growth has dropped 75%
- Reach of a new Edition has dropped 65 - 70%
- Engagement rates has dropped 80%
- Best performing frequency is bi-monthly
- Best length of an Edition is between 1,100 and 1,300 words (less than 1,400 – 1,600 last year)
- Embedded video performs 30% better than those without video



LinkedIn Newsletters

Some Tips on how to Grow your Newsletter (in reach & subscribers)

- Use LinkedIn Live from your profile to increase the visibility of your Newsletter by 15 - 20%
- Highlight your Newsletter in your Featured Section (+ 15 - 20% growth)
- Repurpose a single Newsletter into 3 or 4 snackable content items



TIP: Just Connecting has a complete database of all LinkedIn Newsletters with filters on topics, language and subscribers. Interested? info@justconnecting.nl



Different Formats, Different Results

On LinkedIn members can publish Content in many ways and formats. The preferred format still is a text Post combined with one picture. But choosing the right format is not just a creative choice. It directly influences the airtime you get from LinkedIn in your network's feed, and so can make or break your reach/impressions.

Definition of Views/Impressions

- **Regular Post:** The number of times LinkedIn has shown your Post in the timeline of your Network (low quality K.P.I.)
- **Articles / Newsletters:** The number of times people have clicked on your article to read it (reliable K.P.I.)
- **Native Video Content:** The number of people that have seen your video (clicked or via Autoplay) and watched at least 6 seconds of it (high quality K.P.I.)

Important: Although Impressions are a good indicator to measure the success of your Content, getting Engagement and seeing the desired Conversion is what it is really all about.



Different Formats, an Overview

Comparing performance by Format compared to a Text Post with one single Image

✓ Reach Boosters:

- Document Posts 2.2 to 3.4x more reach
- Polls 2.1 to 2.9x more reach
- **NEW:** Carousel Post 1.8 to 2.3x more reach
- Text & Multiple Pictures 1.2 to 1,6x more reach

✗ Reach Drainers:

- Video Posts (*) 0.5 to 0.8x of average reach
- Post with 1 External Link 0.4 to 0.5x of average reach
- Celebrate an Occasion 0.3 to 0.6x of average reach
- Newsletters (*) 0.2 to 0.9x of average reach
- Post with more than 1 Link 0.2 to 0.4x of average reach
- Articles (not being Newsletters) 0.1 to 0.2x of average reach

(*) definition of views is different (see previous slide)



Document Posts

A Document Post (aka Slide Post) are a perfect way to get more eyes on your content. Together with relevant text in the accompanying post, **Document Posts result in between 2.2 and 3.4x more reach than average.**

More Stats to Improve your Reach using Document Posts

- **7 Slides** for optimal result (don't use less than 4 or more than 11)
- Use **few words** per Slide (60 maximum)
- Include a **strong visual on the first slide** & less than 15 Words
- Write a Post with **max. 2,000 characters** to guide your Slide Deck
- **Don't share PDF's** of regular magazines, that are **not designed specifically for LinkedIn** > up to 8x less reach
- Avoid using slides with only words
- **Include** an engaging (non-commercial) CTA on the last slide
- **Include a picture of yourself** on one of the slides. This will increase reach by up to 80-90%

Fun Fact: The colors **black, yellow** and **red** are often used on successful Document Posts

REACH
COMPARED
TO 2021
12%
LESS REACH



Slide Decks – The Stats 2

The Impact on the Reach compared to Optimal Reach of 7 slides



Polls

Polls were reviled by many in 2021, but are now less frequent in our timeline. This format, when asking the right relevant questions, is an excellent tool as a conversation starter with customers and candidates. Compared to text/one picture post, Polls have 2.1 to 2.9x more reach. The main reason for this is that every vote, counts as a separate engagement (click)for the algorithm

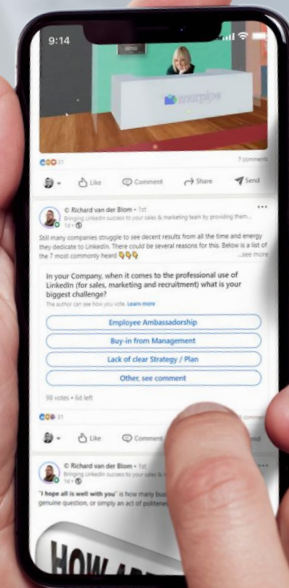
More Stats to Improve your Reach using Polls

- Best Performing Polls have only 2 answer options
- Polls with 4 answer options get up to 30% less reach
- Best duration is one week, choosing 2 weeks will generate more views but less votes per 1,000 views
- Creating a Poll will result in seeing more Polls in your feed, the same if you engage with a Poll
- Polls on Company Pages get 50 - 60% less reach compared to Polls on Individual Profiles (when Connection/Follower audience is more or less the same)
- Keep Posts with Polls simple and short. Polls with more than 1,000 characters perform less.



Tip! Try to ask the Question in such a way that you have a large potential audience

REACH
COMPARED
TO 2021
45%
LESS REACH



Post with External Links

Creating a Post with an external link on LinkedIn is simple, however, various independent studies show that this leads to significant loss in reach.

According to LinkedIn this has less to do with the algorithm, but more with the behavior of members using the platform. “They don’t want to leave, so they don’t click”.

Less clicks means less reach. But when the primary goal of publishing a link is to drive traffic to your website, you might take the loss of reach as long as people convert on your website.

What options do you have with External links?

Method #1 Including link with original post.

The most natural and the easiest way to use links. You will see about 55 - 60% less reach compared to a Text Post / Single image

Method #2 Edit post and add link after post goes live.

The penalty for editing your Post is not that high anymore (loss of 10% reach, compared to 25% 2021),



Post with External Links

Method #3 Posting the link in the comments

Penalty for commenting on your own Post first increased from 15% in 2021, to 20% now. And there are more things to think about when you use this method

- Multiple comments causes your comment with the link not being featured as first comment anymore
- When people share your Post, the comment containing the link is not shared

Method #4 Use a picture to attach a clickable link

LinkedIn recently (May'22) introduced the feature to attach a visible link to a picture in your Post. Although the link is not written in your Post, this still leads to a drop of 25% in reach

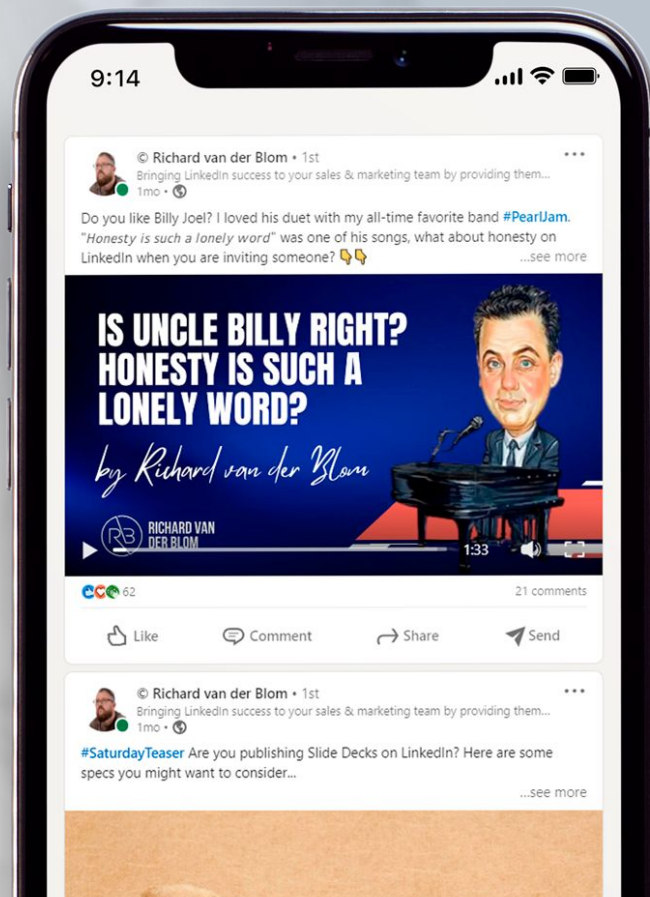


Video Posts

On LinkedIn, you can share video in two ways. Via an external link to YouTube and Vimeo or by uploading the video natively. We have already shared the data regarding Posts with external links, so the statistics below relate to Video being natively uploaded.

Stats on Video Posts

- For the 2nd year in a row **we see less (native) Video Content, -20%** compared to 2021 (and that year was -30 / 40% compared to 2020)
- **More visibility for Video Ads (+ 25%),** which confirms that LinkedIn is using more space in our newsfeed for paid posts.
- **Reach has declined further by 15%** and **engagement has dropped by almost 25%.** While it is still a favorite way of sharing content the audience is no longer engaging.
- **Only 45% of all posted Videos are captioned (subtitles).** Captioned videos on average outperform non-captioned by 35% on reach and 25% on engagement
- **The impact of Dwell Time** (see the slide on Dwell Time) **has decreased** dramatically which could be an explanation for the loss of reach/engagement.
- **Average length of native videos on LinkedIn is 80 seconds.**



Video Posts

Tips on Video Post

- Go **for native Video**, but if you don't have the file native, **choose Vimeo** which gets about 2.2x more reach within LinkedIn than YouTube
- **Length between 20 and 60 seconds**, don't do more than 3 minutes (you will lose 95% of your audience)
- **Captioned and Square** Format for best performance
- Use an engaging **Thumbnail** to start your Video
- **Videos where you play the lead role will yield better results** compared to videos with people your audience doesn't know (-40%) or that have no people in it at all (-75%)



FACT! FORMAT of VIDEO POSTS

- **Horizontal Format 42%**
- **Vertical Format 34%**
- **Square 24%**

LinkedIn Live

Members with **Creator Mode** enabled have access to broadcast live on LinkedIn. The Live session is visible in the banner picture on the individual profile (or Company Page), which is a great way to drive more engagement to your profile based on (live) video content.

Unfortunately, for those who couldn't join live, it is still very difficult to find the engagement (likes and comments) that were given during the session.

Some Stats on LinkedIn Live (compared to 2021):

- New LinkedIn Live users increased with 74% (personal profile) and 126% (Company Page)
- Average engagement is 2.5x higher than on a native video post in the feed
- LinkedIn Live videos are almost invisible in the news feed
- Average LinkedIn Live duration is 28 minutes (an increase with almost 4 minutes from 2021)
- LinkedIn Lives shorter than 15 minutes perform poorly (-3x engagement)

Tips to get better results with LinkedIn Live:

- Promote your Event multichannel, tagging speaker and using the hashtag #LinkedInLive
- Use at least two devices and moderators to respond live to engage your audience and keep them hooked
- Create a Series of LinkedIn Live and repurpose the content



LinkedIn Live

Engagement metrics of LinkedIn Live Sessions

- Average engagement rate is 3.4% (minus 0.2% from 2021)
- Interviews external Peers / Thought Leaders (5.6 - 8.0%)
- Coverage of Live Events (4.2 to 6.8%)
- Employer Branding related content (3.2 to 5.2%)
- Interviews internal Peers / Thought Leaders (2.6 to 4.4%)
- Celebration of Milestones/Activities (2.0 to 3.6%)
- Product / Solutions related Content (eg. demo's) (1.4 - 3.0%)



Fact! Using LinkedIn Live from your Personal Profile will boost your next 3 posts (regardless of format/type) with an additional 10 - 15% reach!



More Formats and Stats

LinkedIn launched **Native Carousel Options**, a new way to share a series of videos and swipeable photos/pdf's. It's currently still in beta test, but more and more content creators are reporting that they have access.

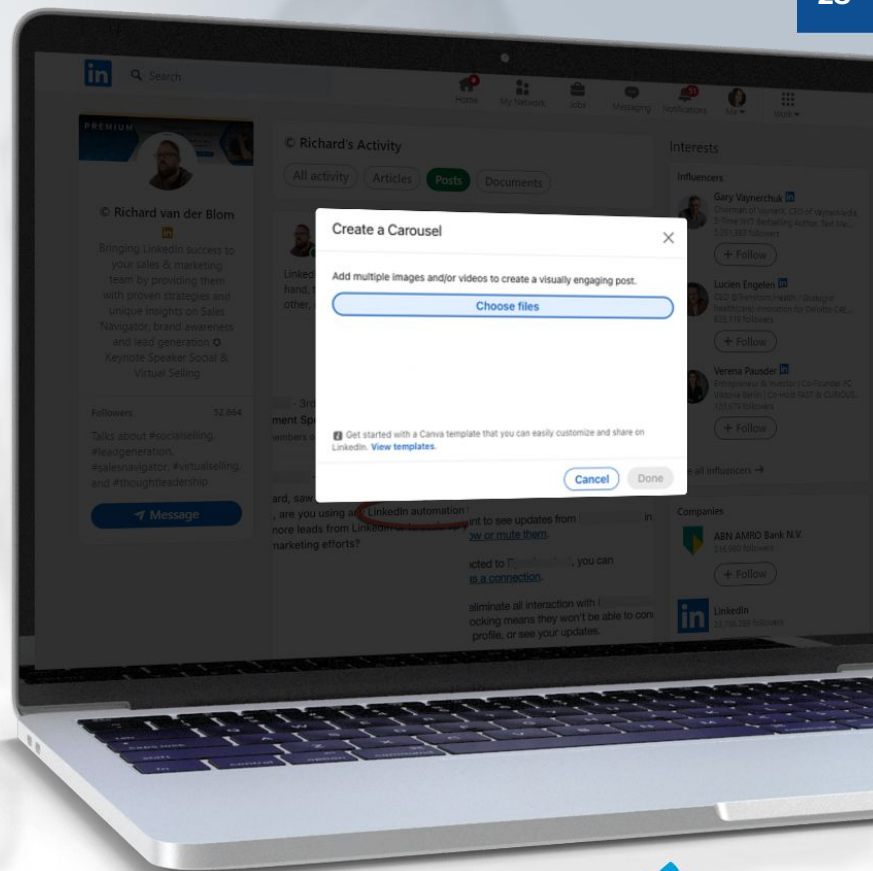
Unfortunately for this research we weren't able to collect enough data to provide you with reliable data and statistics on the performance, but it's likely that:

- Both reach and engagement will be high, as it is a great opportunity to combine video and photo content
- It's favored by the algorithm, as LinkedIn always boosts new content types to their audience

A **Multiple Photo Post** will bring you up to 1.2x to 1.6x more reach than a post with only 1 photo.

Some stats:

- 4 photos optimal reach, more than 6 is not advisable
- Photos showing people (events/meetings) get up to 4x more clicks
- Every click is seen by the algorithm as a positive engagement



More Formats and Stats

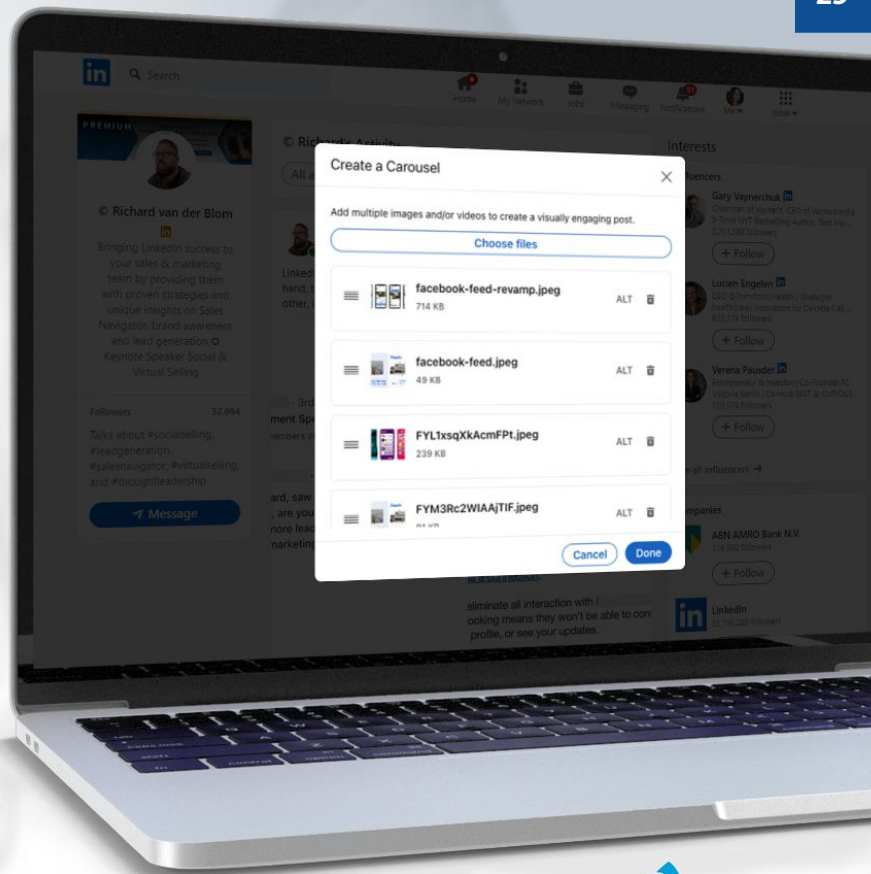
With **Celebrate an Occasion** LinkedIn is trying to encourage the Silent Community (over 60% of all members) to publish a Post. Members can choose up to 7 different categories like “Give Kudos” and “New Position”, and will be guided through the entire process including a (drawn) picture and hashtags

Since these Posts all look the same and often are not optimized for engagement they perform poorly. On average you'll receive 0.3 to 0.6x the reach of a Text Post with 1 Photo.

Three negative signals for the Algorithm to slow down growth

The below actions on your content by others will harm the growth of your post:

- Click on Unfollow [name member]
- Click on Report/Block (regardless the outcome)
- Select “Remove Mention”



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LinkedIn's Social Selling Index

Social Selling Index

After the introduction of LinkedIn's Sales Navigator in 2014, the Social Selling Index (SSI) was added two years later. With the SSI, LinkedIn analyses and indexes our activity and presence every day. Although this score is integrated in Sales Navigator, everyone can find their own score via www.linkedin.com/sales/ssi.

The aim of this index was to give people guidelines on how to successfully use LinkedIn for lead generation and sales. Many companies have shown that a score above 75 significantly contributes to more commercial success, which can be traced back to LinkedIn behavior.

In our first algorithm report (2019), we reported a correlation between a higher score and more reach for your content on LinkedIn. However, over the last year, the SSI has regularly struggled with glitches and unexplained drops, which has caused the tool to lose credibility.

Fact! We still see those with an SSI of 70 or more have an average increase in reach of 25%

Good to know:

1. There are rumors that LinkedIn is working on a new tool that members can use as a guideline to make their Sales Navigator activities more successful
2. There is a delay of 3 days. Meaning the score you see on a Friday is based on your activities through the Tuesday prior.



How to Grow your SSI

The distribution of points below is indicative and not confirmed by LinkedIn

Establish your Personal Brand

- 19 points for the way how you build your profile: Including visuals, Featured, About section, keywords, skills and recommendations
- 4 points from your network: Received endorsements and recommendations
- 2 points for published articles

Find the Right People

- 18 points in the “Free LinkedIn” based on Number of Searches you make, number of 2nd and 3rd degree profiles you visit, acceptance rate on sent invitations
- 7 points from Sales Navigator and the number of Lead/Account searches, Saved Searches, acceptance rate Inmails

Engage with Insights

- 18 points based on your own Content: Received engagement, diversification of content, Group Activity, newsletters and/or articles
- 7 points from Sales Navigator using Inmails and Smartlinks, Buyer Intent

Build Relationships

Multiple device use, Response to notifications, messages and invites, your engagement on Feed Posts, time you spent on LinkedIn, number of monthly logins.



Hashtags

LinkedIn has an evolving relationship with hashtags. Adopted much later than other platforms, over the past 3 years, many independent studies showed that posts with 3 - 5 hashtags performed best. LinkedIn also communicated the use of 3 hashtags for best results in official blogs.

This year's research shows little changes, although we don't recommend using less than three hashtags or using more than 10 in your post.

- LinkedIn has a database of **related hashtags**. Using for example #SocialSelling will also make more content available for you about #Sales
- Hashtag related posts are almost not shown in the organic feed. **Scrolling past the first 30 (mobile 25) posts will increase the chance of finding hashtag** related posts by 50%
- **Hashtags in comments** are searchable, but **don't influence the reach** of the post
- **Position of hashtags** (middle of the text, bottom vertical or horizontal row) **does not change the engagement/results**.
- The **hashtags** listed in your profile in **Creator Mode no longer have any influence** when used in your Posts (2021: +8% reach)
- **The best combination** when using more hashtags is combining unique ones (with lower followers) with those who have high follower numbers.



Number of #	Reach Rate	
0	68%	<div style="width: 68%;"></div>
1	86%	<div style="width: 86%;"></div>
2	92%	<div style="width: 92%;"></div>
3	100%	<div style="width: 100%;"></div>
4	98%	<div style="width: 98%;"></div>
5	96%	<div style="width: 96%;"></div>
6	92%	<div style="width: 92%;"></div>
7	88%	<div style="width: 88%;"></div>
8	82%	<div style="width: 82%;"></div>
9	76%	<div style="width: 76%;"></div>
10	64%	<div style="width: 64%;"></div>
>11	▼ 60%	<div style="width: 60%;"></div>

Tagging on LinkedIn

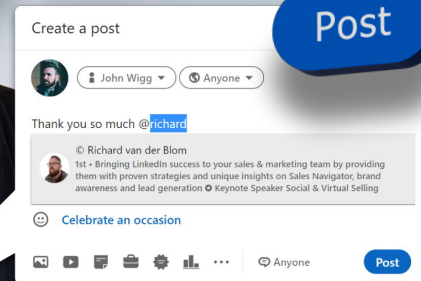
How to use Tags wisely.

Compared to last year's research we have seen some interesting differences on the impact of tagging people in your posts.

1. Each **tagged person** or company that engages with your post, has a **positive impact** on the growth (also a simple 'Like)
2. When a **Company responds with a comment it will drive about 2x** more additional reach than from an individual profile.
3. However, any **person or company that fails to engage significantly slows down growth**. The loss in growth levels the growth of 3 people who did respond to the notification
4. There is **never a penalty when you use tags in the comment sections** that doesn't lead to engagement
5. Every person who chooses "**remove mention**" **slows down your growth 4x** more than people who just don't respond.



Tip! Do not tag more than 15 people/companies, because LinkedIn will seriously reduce the impact of their engagement.



Company Pages

A lot of the previous stats and conclusions are relevant for Personal Profiles, but of course we have also researched the use and reach of Company Pages.

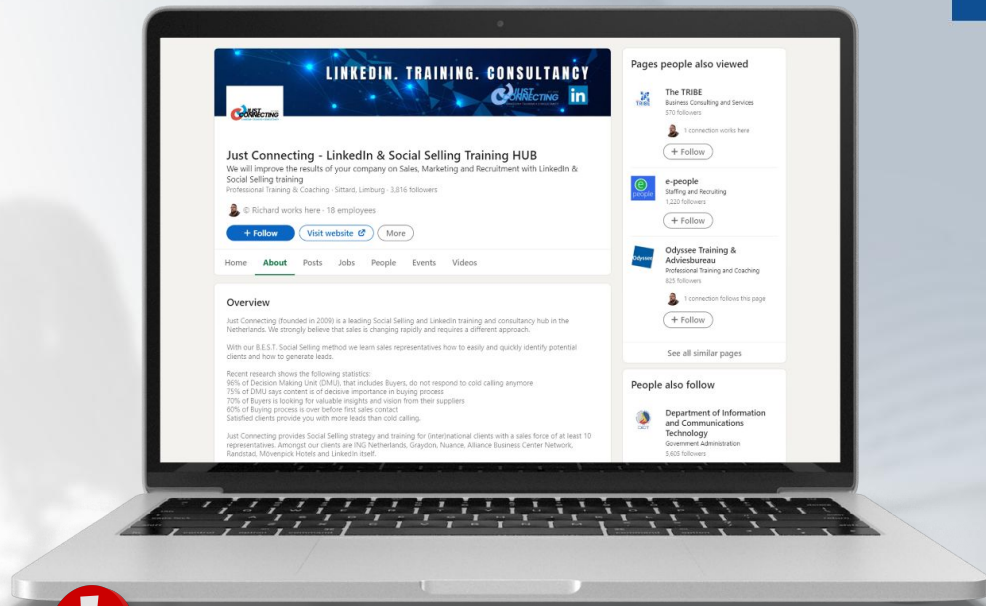
First and most important conclusion is that **overall reach of organic posts dropped** for the third consecutive year (from 3.2% of followers now to around 2.4%). But there is also positive news, because **average engagement has grown** to 15% compared to last year.

The main reason for this is probably that more and more companies have an Employee Advocacy strategy*. It becomes easier for employees to engage with company posts.

When it comes to Employee Advocacy, please know that:

- When using “Recommend to Employees” LinkedIn will notify about 80% of all employees (who are connected with the right Company Page).
- This is only 65% when using “Notify Employees”
- We could not find a clear reason (in our survey results or through LinkedIn), why these percentages are not 100%.

(Interested in our Employee Advocacy Program (including Analysis and overview of Tools)? Send us a message (see last page)*



Tip! We recommend you to invest in an external Employee Advocacy tool to make sure you reach all employees, also those who are less (or not at all) active on LinkedIn. You will see up to 4 or 5 times more results compared to only using the LinkedIn tools.

Company Pages - Content Strategy

Over the last three years, we see that many companies have adapted their content strategy to achieve multiple objectives. For this research we have looked at over 400 company pages that we have been following since 2019.

Below you will see the **seven most used content pillars** in successful content strategies with also a rate on how they score on Reach and Engagement (1 being very poor, 10 being the highest)

Successful Content Pillars:

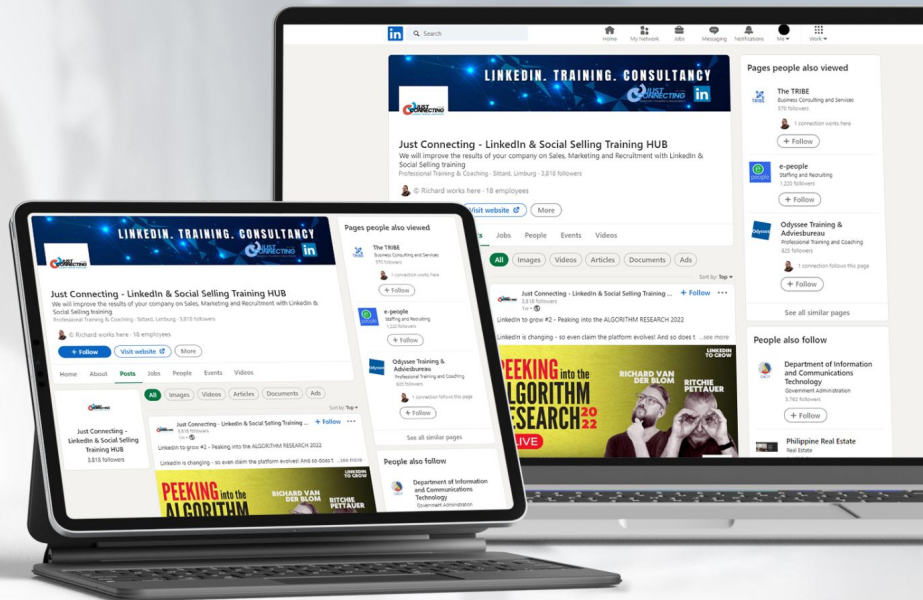
- 1. Personal Stories** (9) - storytelling on employees or clients, informal activities, team building, courses etc.
- 2. Thought Leadership** (6) - white papers, research, in-depth articles, downloadable content and e-books etc. (aka the corporate content created by Marketing department)
- 3. Product / Service related content** (3) - articles, post and videos on product specs, new releases, demo's, etc.
- 4. Industry related content** (5), this pillar is ideal to re-use 3rd party content, to inform your audience about developments, trends in the industry without always having to use your own content
- 5. Events** (4) - to inform your audience which events/activities your company is organizing (offline / online) and how people can attend. But also which events your own employees (sales) is attending and why
- 6. Employer Branding** (7) - often content from "Personal Stories" can be repurposed here. Information about career opportunities, open jobs, projects and what to expect when working with us.
- 7. Social Responsibility** (6) - how the company deals with sustainability, circularity, equality and which norms and values are supported.



Company Pages - 20 Stats

Are you an Admin of your Company Page? Check out these 20 Stats to improve results on your own Page and increase Brand Awareness:

1. Recently LinkedIn has added new sections to a Company Page, like **“Workplace”** and **“Commitments”**, Pages with these sections completed score about 5 - 10% more reach
2. If you have added the **“Lead Gen Form”** to your Company Page, the best option for Conversion is **“Get Started”**, followed by **“Start Free Trial”**. The other options, **“Request Free Demo”** and **“Contact Sales”** perform respectively 3 and 5x worse.
3. The use of your **Community Hashtags** (3 max. that are featured on your Company Page) does not influence reach or performance.
4. Posts from a Company Page are shown on **average to 2.4% of your followers (in the first batch)**. Engagement from non-employees increases the reach:
 - A. A comment is 8 times stronger than a like, 12 times stronger than a Share and 6 times stronger than clicks on **“see more”**
 - B. However, when done by employees, we see about 30% less impact on reach and performance. Of course they still contribute to spread the news further



Company Pages - 20 Stats

5. The **different Admin roles have no influence on performance** of the post. All roles are treated the same.
6. When a Company has **active campaigns (Ads running)**, we see an **increase of 15 - 20% on reach and engagement on organic content**. This might have nothing to do with the algorithm, but could be the fact that after seeing the Add, more people will check the Company Page for more content and information
7. **Company Newsletters**, although quite new, **do not perform well**. Growth is 6x slower than personal Newsletters and both reach and engagement are substantially less.
8. **Average engagement on Showcase Pages dropped further**. Compared to 2021 (-30%) while 2021 to 2020 saw already a drop of 80%
9. **Pages that are set up multilingual score 10% better** on reach and up to 20% better on engagement
10. **Inviting connections to Follow your Page with the default invitation is not successful**. Acceptance rates are between 6 and 12%



Company Pages - 20 Stats

11. You can post **multiple Posts a day** without harming the (average) reach of the previous ones. This is not the case on an individual profile. If you post more than once within an 18 hour time frame on a personal profile you will be penalized.
12. However, the **best frequency** for a Company Page is to **post 4 - 5 posts a week**. Publishing less than 2 a week, will lead to 50% less growth.
13. Best engagement days for Company Posts, are **Tuesdays to Thursdays and Saturdays**. Posting on Monday and Friday reduces reach by 25% and a drop of 70% Sundays.
14. **Using all different formats of content** (Image, Video, Document and Articles) will results in **10% more reach**, with image and external links being the most dominant content shared by Pages.
15. The use of **"Targeted Audience"** is highly advised to accelerate the growth of your post in the first 2 hours, since the first batch becomes more relevant



Company Pages - 20 Stats

16. Since last year LinkedIn has made it possible to engage from a Company Page on other posts. **Liking and Commenting on Employee's Post, Supplier's or Client's post will significantly increase the visibility of the Page**
17. **Two comments a day** will increase reach for your own Posts by about 8% and five Comments a day will increase your reach 15%
18. **LinkedIn Live broadcasted from a Company Page** has an average engagement rate of 2.1% (compared to 3.4% from a Personal Profile)
19. **Visibility of LinkedIn Events on Company Pages dropped tremendously**, a result from not having the ability anymore to create posts around the event and the difficulties with having to sign up on another platform.
20. **Compared to Posts published from an individual profile**, Polls and Documents perform less, but Video, external links and multiple picture posts perform better.

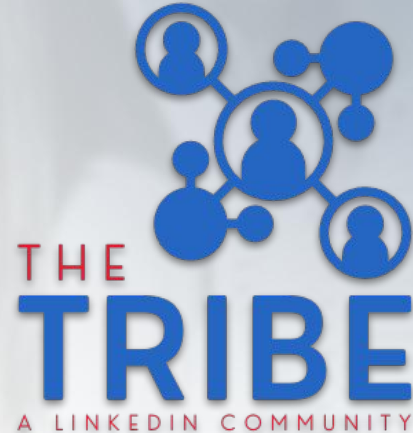


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How to Improve Ranking in People Search

One of the main goals for many LinkedIn members is to increase the visibility of their profile. To a new employer, client or customer. Therefore, it is useful to know what has changed from last year in how LinkedIn ranks profiles.

The biggest challenge is that your profile (except for your current job title) is no longer indexed for search ranking

Here is what has the biggest influence on appearing in searches on LinkedIn.

1. Current Job Title (use alternatives, use keywords, don't use internal job titles that are not commonly used)
2. Network Proximity
3. Mutual Connections
4. Location
5. All Star Profile (which LinkedIn now only shows to people who have not reached that level yet)
6. Number of Followers
7. Headline (which is occasionally still indexed)



Note! We have not been able to find out whether this was done deliberately by LinkedIn, or whether an update may be forthcoming regarding the entire indexing of the various profile sections.



Profile Strength

Before the major layout change of personal profiles (March 2021), LinkedIn showed your profile strength: All Star, Intermediate, Beginner.

Now it is only visible - under Resources - if you have left any of the following 7 fields blank.

Profile Strength

1. Picture
2. Industry
3. Location
4. 1 Current Experience
5. 1 Education
6. 5 Skills
7. About section

Until last year having an All Star Profile had 2 main benefits:

1. More reach in your first organic batch (test panel), +30%
2. Higher ranking in Search results

However, currently we do not see both benefits confirmed, which may explain why LinkedIn no longer gives the rating a prominent place on our profiles.



All about Likes

The easy thumb of the Like is maybe the oldest form of Social Media engagement. Easy to give, without making an extraordinary effort to really like it. Perhaps even a bit of social duty towards your colleagues or customers. But does it really help?

Stats on Likes

1. Liking your own Post does neither harm nor support the reach, so it's totally up to you if this is part of your strategy.
2. When you receive a "Like" it will make LinkedIn show your post to the next batch of approximately 1.2% (was 2.0%) amongst your own connections. In addition it will also become visible to about 3% of the network from the person that engaged.
3. Currently, a 'Like' has the least positive effect on the growth of all actions (Comment, Share, "see more clicks") people can do to engage
4. Internal Engagement; any act of engagement (including a Like) that comes from a colleague (being someone connected to the same Company Page) results in about 15% less growth compared to engagement from non-colleagues.
5. The different Like options "Celebrate, Funny, Love, Curious, Support and Insightful" show no differences in impact.
6. Per session LinkedIn only rewards about 12 - 15 likes maximum, after that there is almost no reaction anymore from the algorithm. A possible reason for this could be to prevent people from using engagement pods (automated likes in great numbers)



Comment Strategy for Success

The most valuable action on LinkedIn is giving (or getting) a comment. It is the strongest form of engagement, achieving several goals at the same time. The algorithm loves "comments" as it is the basis of interaction.

For people who still struggle to self-publish content, a strategic comment strategy offers a good solution. It leads to more profile visits, connection requests and increased visibility of your own profile.

5 Ways to Use Comments Strategically on LinkedIn

- 1. Provide Additional Insights** - State what appeals to you in this post and add an additional insight based on your expertise.
- 2. Summarize the Take Aways** - Your comment makes the original post visible in your network. A good way to reinforce your brand is to make a summary of the original post.
- 3. Be curious and Ask Questions** - Use the post as a conversation starter. Ask questions and engage in discussions with other members. Don't forget to connect with people who add value
- 4. Share Emotions** - Sharing and recognizing emotions creates a stronger bond with your network.
- 5. Tag your Network to Provide them with a Stage** - If you see a relevant discussion regarding the expertise/knowledge of someone in your network, then tag this person to give them the opportunity to contribute.

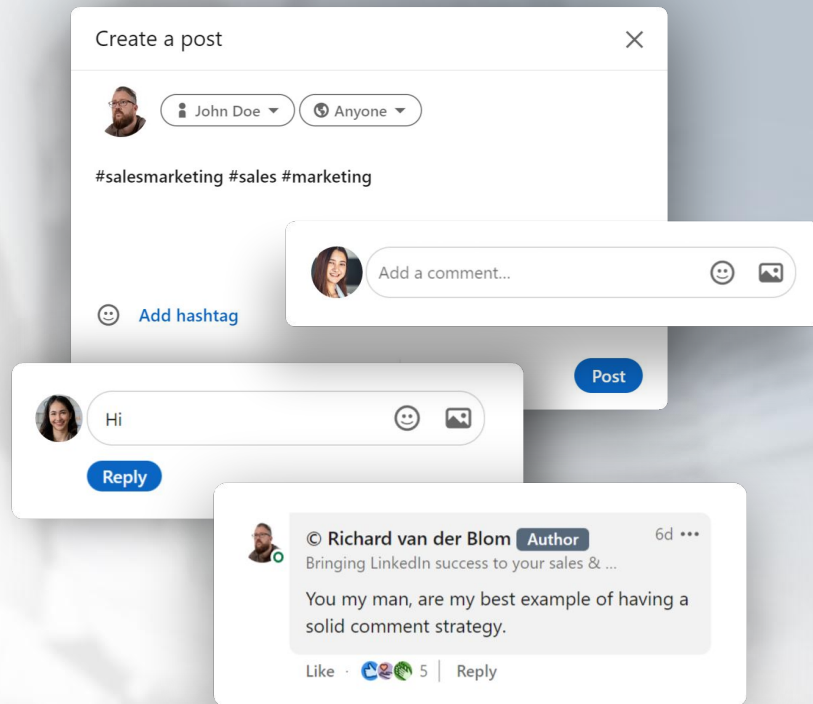


All about Comments

Everything you need to know about Commenting

Stats on LinkedIn Comments

1. Commenting on your Post can either help or harm the growth of your Post, depending on the timing.
2. Avoid giving the first comment on your own post, it will slow down growth
3. To kick-start your own Post, comment on all received comments in the first hour after publishing, result will be + 20% more growth
4. All “comments on comments” between the first hour and 24 hours will result in 8 - 10% additional growth.



All about Comments

- Every comment you receive will increase the reach of your post by 4% (was 8%) in your own network, and 3% in the network of the person that commented (was 6%). Additional reach from comments has been halved.
- Short comments have half the impact of comments that contain more than 12 words.
- Adding multiple comments (2 - 4) as an Author, after 24 hours, will relaunch the post in the feed again of all contributors, leading to an average of +25% extra growth.

Engagement ratios:

When a simple Like would provide you with 1 additional view people clicking on “see more” would result in 4 additional views a share would result in 7 additional views and a Comment would result in 12 additional views is on LinkedIn



All about Shares / Reposts

Over the past year, LinkedIn has launched several options to make "sharing" content more attractive and easier. First there was the feature to turn a comment into an own post with one click, and in July of 2022 LinkedIn introduced the "repost". It seems these initiatives aim to encourage more people to publish content on the platform.

Together with these initiatives, LinkedIn also improved the impact of a shared post.

Stats on Shares

1. When people "Share" your post in the first four hours after publishing, the impact on the growth of the original post is huge. Up to 30% extra growth (compared to only 4% last year)
2. If you "Share" a post yourself, engagement in the first hour is a must to gain some visibility. Without that engagement your post will achieve no more than 8 - 10% of normal reach. But with this engagement, you might reach up to 20- 25%, still poor, but substantially better than last year.
3. Shared posts, which are not accompanied by at least 2 lines of added own text, perform 3x less.
4. When Company Posts are shared by employees, impact is about 30% less compared to shared by external people.
5. Shared slide decks get the best results, followed by shared posts of multiple pictures. Shared videos and Polls perform poorly.
6. A Repost will lead to 4% of additional reach for the original author, a lot less compared to a Share.
7. When you Repost a Post, it will bring zero visibility to your own profile or content in the algorithm.



Hack the Share

The Hack we shared in our 2021 Report is still working to give you better results when sharing a Post. Our International Partner Richard Bliss discovered a hack to increase views on Shared Posts. Although some of the steps have changed slightly.

Here are 5 Steps to have thousands see your Shared posts

1. Add at least 100 words of description to the shared post (was 150)
2. Add 3 - 5 unique hashtags (not the same as in the original post)
3. Tag the owner of the original post that you are sharing
4. Make sure the original owner of the shared post comments on your post in the 1st hour.
5. Respond to all comments within the first 2 hours of posting



What happened to Dwell Time

Dwell Time was LinkedIn's response to the "Silent Community" behaviour, implemented in the algorithm mid 2020. Over 60% of members not only do not publish content, but also do not use the traditional engagement buttons (like/comment/share). They scroll, read and click, in short they consume content "in silence".

Until 6 months ago, Dwell Time was the most dominant part of the algorithm, but its importance diminished, especially with special format posts.

Some Dwell Time related Stats

- Dwell time still seems to be very important when sharing text posts. We see that posts between 1,200 – 1,600 characters perform about 2.4x better in reach and engagement than posts with less than 1,000 characters
- However, with Document Posts (slides), Video and multiple Picture post, the impact of dwell time has decreased. Less slides, less seconds of video and less pictures bring the same results.
- LinkedIn Blogs are about 15% shorter compared to 2021, so maybe they themselves are aware of less reading time.
- Several tests with exactly the same posts, re-published again during this research (with now more followers than 2021) saw less reach and engagement (-20%).



Your Audience on LinkedIn

Again, we have compared some stats on our audience to one year ago

2022 LinkedIn Audience Stats compared to 2021*

- **850 million members** (was 774 million)
- **Content Creators** eg. People publishing posts from their own profile 5.2% vs 4.9%
- **Content Engagers** eg. People using the engagement buttons is 21.3% vs 18.6%
- **Content Readers** eg. People reading your content without using engagement buttons 61% vs 64%
- **Company Pages** (+ 1,000 employees) sharing content weekly 74% vs 69%
- Average conversion on **LinkedIn Ad Campaigns** 0.42% vs 0.58%

(*) estimated numbers based on examining different independent researches



LinkedIn Groups

Communities have always been inextricably linked to social media. LinkedIn Groups have been around since July 2005, but are hardly used by many members. A pity because they still possess a lot of potential for networking and positioning

Things you need to know about LinkedIn Groups

- Currently there are 2,310,000 LinkedIn Groups (0.3% growth)
- Approximately 94% of them show no activity in the last month (no new discussions, members or admin activity)
- Posting in LinkedIn Groups does **NOT** influence the performance of the content you publish in your feed directly
- However, never publish the same content first in Groups and then in your feed. Always first in your feed, and after that consider publishing it in groups that are still active.
- Publishing in more than five Groups at the same time, and not getting any engagement (despite the reason for that), could flag LinkedIn that you are a possible spammer. So choose wisely.
- Membership and activity in Groups has a positive effect on S.S.I. growth



More Facts you Need to Know

Here are some loose ends that you might want to consider.

1. If you are a regular Poster (minimum two a week), and you stop posting for more than a month, the first 4 - 5 posts will receive about 30% less reach than before. So **consistency is key!**
2. **Tagging yourself** in the original Post, as more members have been doing at the bottom of each Post **does not impact reach** or engagement
3. For the algorithm, **only the first engagement action counts**. For example, if you first give out a "Like", and immediately after that a "Comment", the latter hardly has any influence anymore. There must be at least 4 hours between the various actions by the same person.
4. **LinkedIn Events** have suffered a major blow from not being able to publish content anymore. Signing up for Events has **decreased overall by 25%**. Especially the unclarity for attendees whether to register also outside LinkedIn devalues this feature.



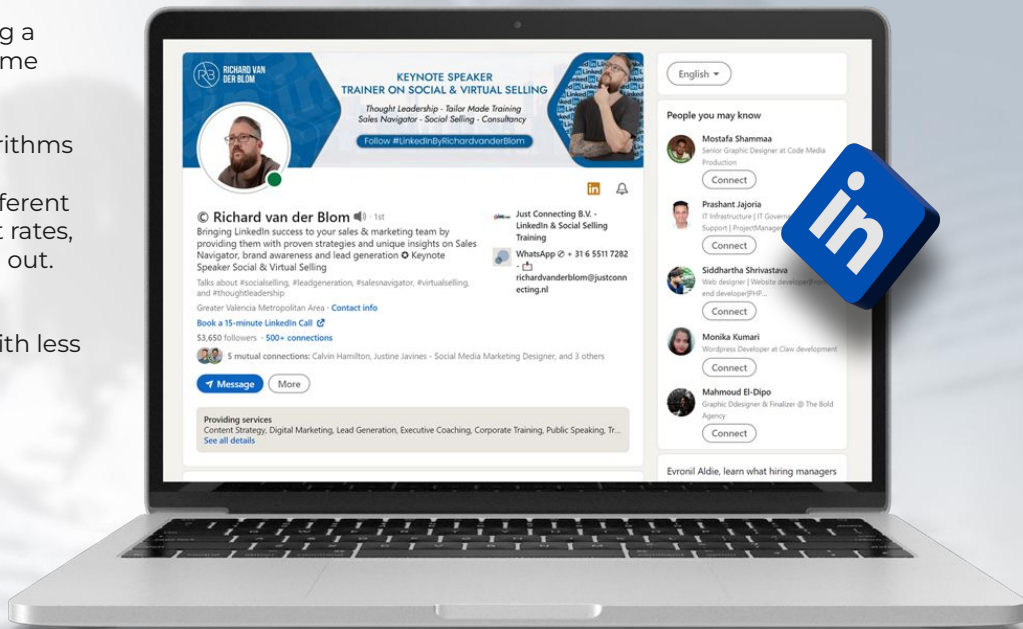
More Facts you Need to Know

5. Posting on LinkedIn via **3rd-party software is no longer penalised** with reach loss. By the way, LinkedIn is working on launching its own free scheduling tool (expected in early 2023).
6. The most converting Ad (in terms of clicks) at this moment is the **Lead Gen Form add**. Average engagement rate 0.8% (compared to 0.44% overall)
7. **Product Pages** (only available to Companies active in specific industries) **have a very low organic visibility** and are hardly used at the moment
8. Over the past 2 months **LinkedIn is experiencing problems with refreshing the Home Feed**. Many members see the same (old) post over and over again after refreshing. LinkedIn is working on a solution, but this definitely has a negative impact of reach for all of us.



More Facts you Need to Know

9. There was a **rumor** that if you left LinkedIn after publishing a post, LinkedIn would give you more reach to make you come back soon. **Not confirmed!**
10. Last year we had evidence that there were actually 2 algorithms active on LinkedIn, one for mobile app and one for **laptop/desktop**. While it's still true that LinkedIn show different content device specific, and we see different engagement rates, it seems fair to say that the differences are almost levelled out.
11. **Be aware of negative engagement as it can break your reputation on LinkedIn** and as a result will provide you with less reach for your future posts. Negative engagement can be:
 - people unfollowing you
 - people blocking/reporting you
 - people disconnecting with you
 - people removing a mention



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About Richard van der Blom

Founder of Just Connecting, Keynote Speaker on LinkedIn / Sales Events in Dubai, Marrakesh, Boston, London, Copenhagen etc.

10+ million views on LinkedIn in 2021, Member of a European LinkedIn Think Tank, Initiator of the algorithm Report and author of over 200 blogs and Carousels on LinkedIn

Founder of the TRIBE, a paid community to grow your business by using LinkedIn effectively and strategically, offering 3 live online training sessions a month, a vibrant Slack channel and a complete library of materials, videos and checklists.



