



Breaking through the LinkedIn algorithm will bring more visibility to your content on LinkedIn. Below are tips and tricks (and some myth-busters) to help you break-through the algorithm with your posts.

How the Algorithm Works

According to LinkedIn, the goal of the algorithm is to surface the “People you know, talking about the things you care about”. This will break down what LinkedIn looks at and how to optimize for it.



Remember: LinkedIn doesn't prioritize certain types of posts – for example videos aren't favored over images. This is a common misconception about the LinkedIn algorithm. Choose the format of post that is most appropriate for what you are trying to communicate.

People you Know

LinkedIn looks at content from people, groups and Pages that:

- You've interacted with directly (comments, reactions, etc.)
- The information in your profile
- Common interests and experiences
- Explicit signals (who you've worked with, etc.)
- May rank posts higher that need more engagements (called creator side optimization) to allow smaller creators to gain more visibility.

What is unique to LinkedIn is that they proactively consider the value of engagement and interaction from the creator perspective and actively surface content from those with smaller networks who may not naturally rise to the top of the algorithm. LinkedIn aims to give everyone a voice.

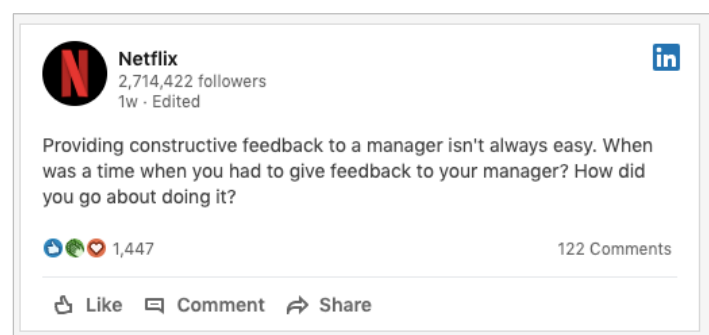


Remember: Connecting on LinkedIn doesn't guarantee that your posts will be seen. LinkedIn looks deeper than just connections and aims to surface content from people you actually know.

Talking About

Good conversations on LinkedIn are:

- Authentic
- Generate constructive discussions
- Specific topics that people want to dive deep on



Things You Care About

LinkedIn looks for content that is relevant and interesting to the viewer. They look at:

- Groups joined
- Hashtags followed
- Commonalities among connections and pages



ProTips to Master the Algorithm

Keep in mind that mastering the algorithm is about the content you post, but also about your profile of page. Be sure that your page or profile is complete and that you are growing your connections – both of these things will help your content to surface.

To master the algorithm the following tips will help your content to surface and get more views:

- Post content that encourages a response. Ask questions or generate conversation.
- Respond to comments yourself quickly
- Encourage conversation in the comments (respond in a way that contributes to discussion)
- Use @Mentions to bring people into the conversation if they will be able to add value (NOTE: Be thoughtful and don't tag too many people – aim for 5)
- Aim for niche and specific topics over broad ones (eg: #performancemanagement vs. #management)
- Use hashtags (3 are recommended) to increase discoverability
- Be authentic and bring your personality. Genuine conversations are shown to build stronger connections.
- Promote posts off of LinkedIn (on Facebook or Twitter) to drive more views on LinkedIn and give them a boost
- Post when your audience is online.
- Relevance matters most. Focus on great content over time of day or type of post.
- Fill out your profile as completely as possible to signal to LinkedIn what you are interested in and so that LinkedIn will surface your content to others with shared interests.
- Grow connections of your profile or page to increase the number of people who could see your posts.
- If you are using your profile, make sure it is public.
- Post when your audience is online to give your content an immediate boost in comments and reactions.
- Optimize for mobile viewers (60% of views are mobile on LinkedIn).
- Integrate keywords naturally in your posts to signal what your content is about so the algorithm can find people who are interested in it.
- Mix up your content topics, format and approach to appeal to different audiences.
- Use analytics to understand what works (and what doesn't) and improve your content over time.
- Post regularly to continue to rank well in the algorithm.
- Encourage friends, employees or coworkers to engage with your content as much as possible to boost it in the algorithm.



Remember: On LinkedIn, relevancy trumps recency. Relevant content on LinkedIn can have a longer life vs. on other social networks. Aim to draw people in with an interesting conversation to maximize value.