

# LinkedIn



**ALGORITHM RESEARCH  
SEPTEMBER 2021 EDITION 3.1**



## Credits & Disclaimer

When we first published our research on the LinkedIn Algorithm two years ago, we never thought we would be publishing a new report every year. The success of this research is the success of all our customers, friends and relations who inspire us every day to achieve the best results on LinkedIn.

This research could never have been done without the help of our professional research panel and amazing tools like Shield App, Sprout Social and HootSuite. Our panel researched over 5.600 posts every 12 minutes (compared to 4.500 in 2020), and collectively spent more than 600 hours analyzing the results. A special thanks to our sponsors: BlissPoint Consulting, New Founder Hacks, and Apostle Connect--your help is much appreciated.

### Disclaimer:

The conclusions in this report are not absolute and are therefore freely interpretable. We admit that apart from the elements examined, several other factors play a role in the success of a LinkedIn post.

However, based on our research in 2020 (downloaded more than 14.000 times), many of our clients realized an amazing increase in both engagement and conversion (up to + 90%).

We hope this will make your “content” life on LinkedIn a bit less challenging.

Remember, the game starts with creating and sharing Quality Content.



## Quick Tips to Rock the Algorithm

1. Create high-quality Content, as low-quality posts do not deliver good Results.
2. Maximize Dwell Time by keeping People on your Post for as long as possible by using slide Decks, Video and long Text posts.
3. Focus on getting Engagement in the first three Hours after posting.
4. Be active on LinkedIn yourself. The more you engage with other People's Content, the more Engagement you will get on your own Content.

### Fact!

On average all members have lost about 20% of reach compared to last year. We couldn't find an explanation for this drop.

## #Hashtags

1. The sweet spot for number of Hashtags is between 3 and 5 for each post.
2. Less than 3 hashtags reduces reach by 40%. More than 5 reduces reach by 20%. More than 9 reduces reach by 35%.
3. Placing Hashtags in the comments has no effect on the reach of the post.
4. Consistent use of a specific Hashtag in your own posts will increase relevant content of the same hashtag in your own feed by 10%.
5. If you are using Creator Mode, using 5 Hashtags will only have a slight increase in reach.
6. Position of Hashtags throughout the text or at the bottom has no influence.

### Fact!

On average all members have lost about 20% of reach compared to last year. We couldn't find an explanation for this drop.





# #PersonalHashtag

Personal Hashtags are a great way to create your own Personal (or company) Community.

Tip : make sure to include a personal element in the Hashtag (first name, company name)

## Benefits:

- 1. People who follow your personal Hashtag won't miss out on your Content.
- 2. By grouping your Posts with the same hashtag together, people will see and engage with your Multiple Posts at the same Time
- 3. When clicking on your personal Hashtag, users will see previous Posts with the same Hashtag, allowing them to engage with older Content they may have missed.

## If a personal Hashtag has:

- 400 - 800 followers +7% engagement
- 800 - 1.500 followers +12% engagement
- > 2.000 followers +15% engagement

# Dwell Time

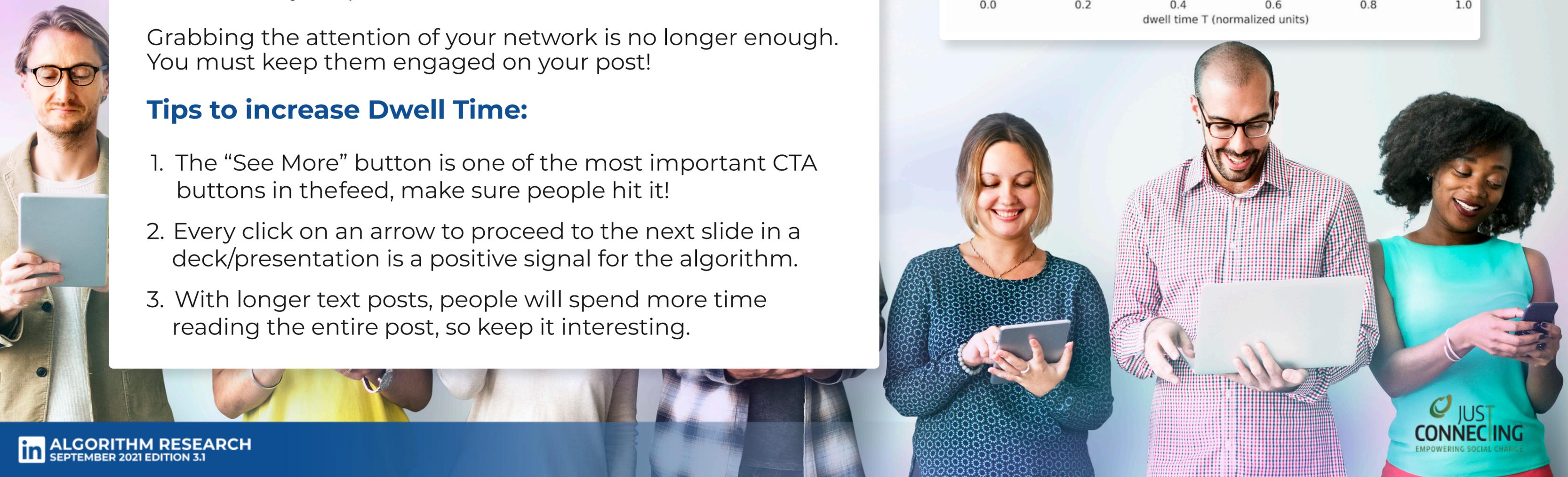
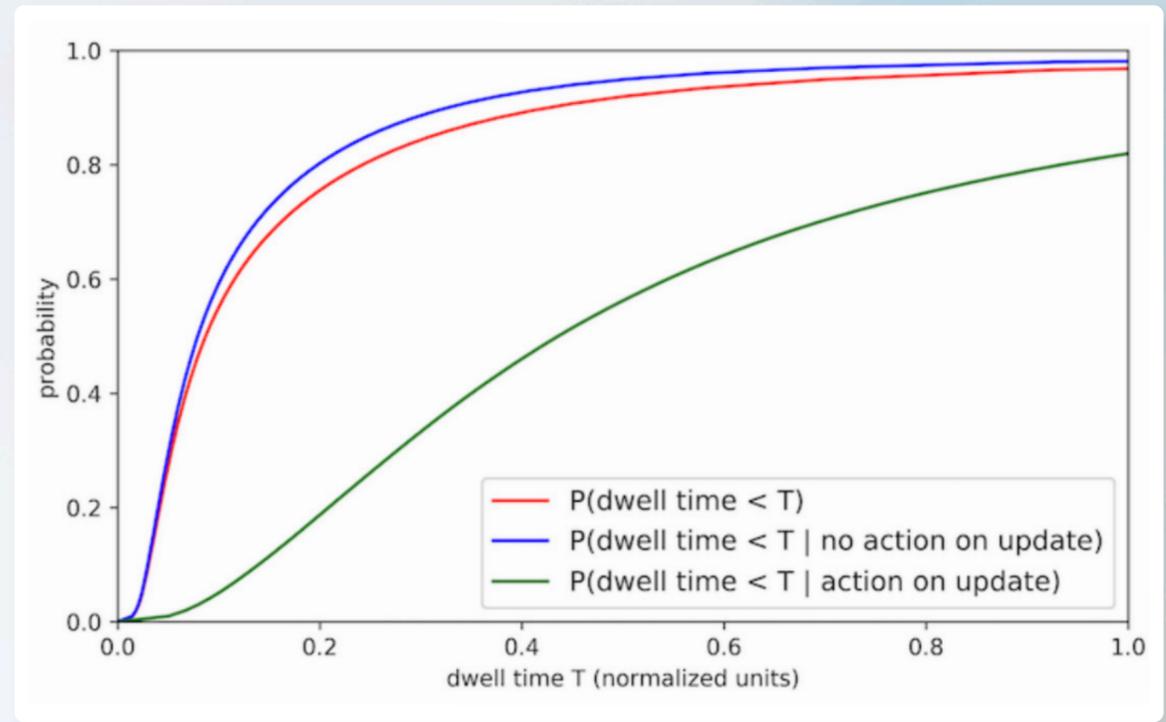
Dwell Time was implemented in the LinkedIn Algorithm in May 2020. It analyses roughly two things:

1. The amount of time people have your post on their screen (mobile or desktop).
2. Whether people click on the “See More” button after the 3rd line in your post.

Grabbing the attention of your network is no longer enough. You must keep them engaged on your post!

## Tips to increase Dwell Time:

1. The “See More” button is one of the most important CTA buttons in the feed, make sure people hit it!
2. Every click on an arrow to proceed to the next slide in a deck/presentation is a positive signal for the algorithm.
3. With longer text posts, people will spend more time reading the entire post, so keep it interesting.





# How Dwell Time evolved in 2021

We have noticed the following differences in the reach of various LinkedIn content in 2021 vs 2020:

- Polls: +80 to +100%
- Posts with Documents: +10 to +15%
- Posts with Video: +5 to +10%
- Multiple Picture Post: +5 to +10%
- Posts with External Links: -10 to -15%
- Posts with less than 3 lines text: -20%

## Other conclusions:

Text posts with less than 6 lines of text (white lines not included) receive -25% to -35% less views in the first test group! Make sure you give people plenty to read with your post.

## Interesting Fact (!)

Getting people to click the “See More” button is more powerful in terms of engagement than a “Like” to the LinkedIn algorithm.

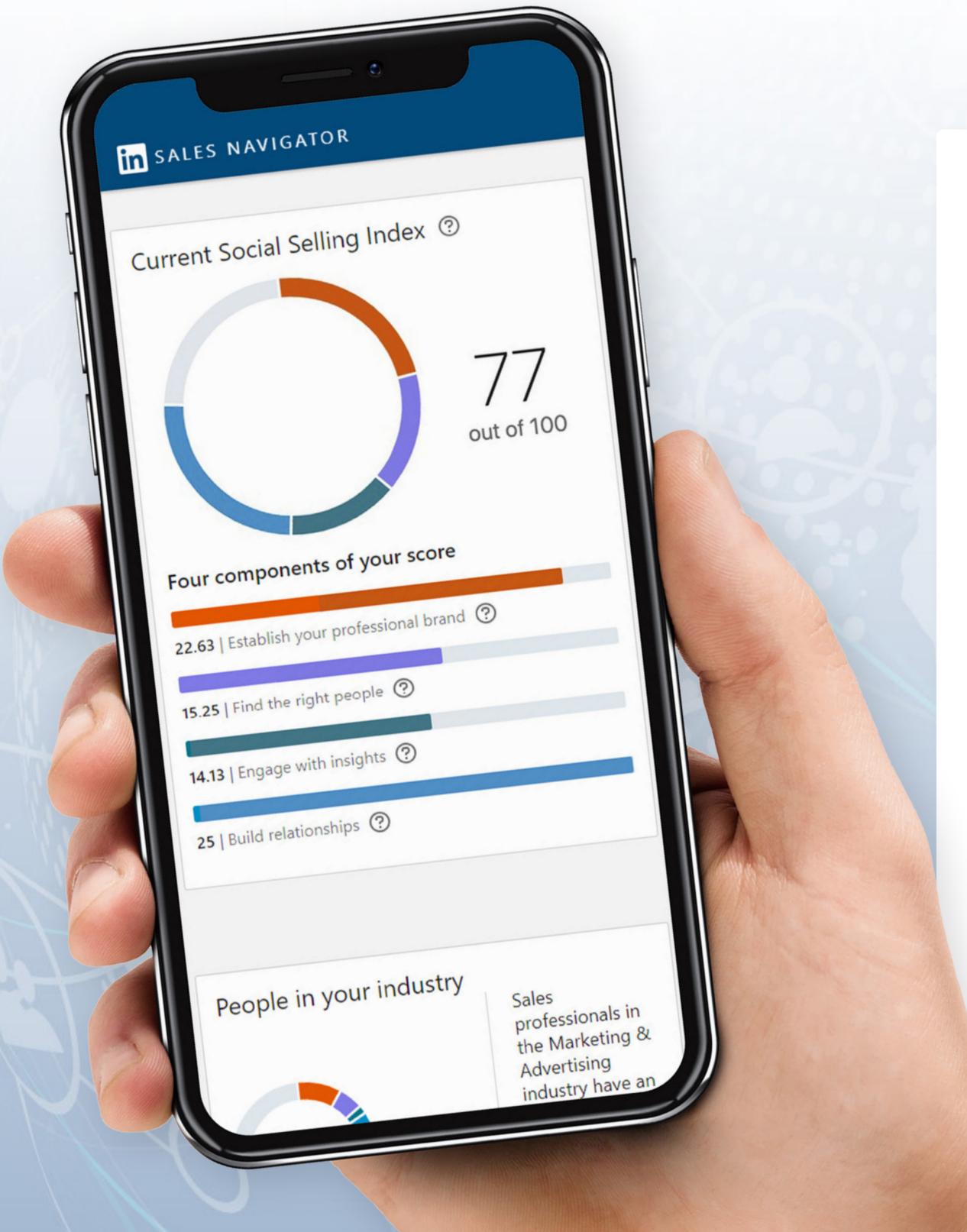
## Getting More Reach

When publishing a post on LinkedIn, your post will initially be shown to a small test group of your connections (on average 8 - 10%). This 1st test group is responsible for the success of your post! If this test group engages, views will be increased. If the test group ignores it, your post will be devalued.

You can increase views on a post, and thus the likelihood of success, with these 3 elements:

1. **Social Selling Index** - Get your score above 70 (out of 100)
2. **Profile Strength** - Make sure your LinkedIn profile has achieved "All Star" Status
3. **Size of your network** - Expand your network with relevant connections.





## Impact of Social Selling Index

All activities and actions from members are analyzed daily by LinkedIn. You can visit your Social Selling Index ([www.linkedin.com/sales/ssi](http://www.linkedin.com/sales/ssi)) to see how LinkedIn ranks your performance.

We have discovered a correlation between a higher S.S.I. and more reach in your first batch. This year's research shows the impact is declining, but still influential.

### If your SSI score is:

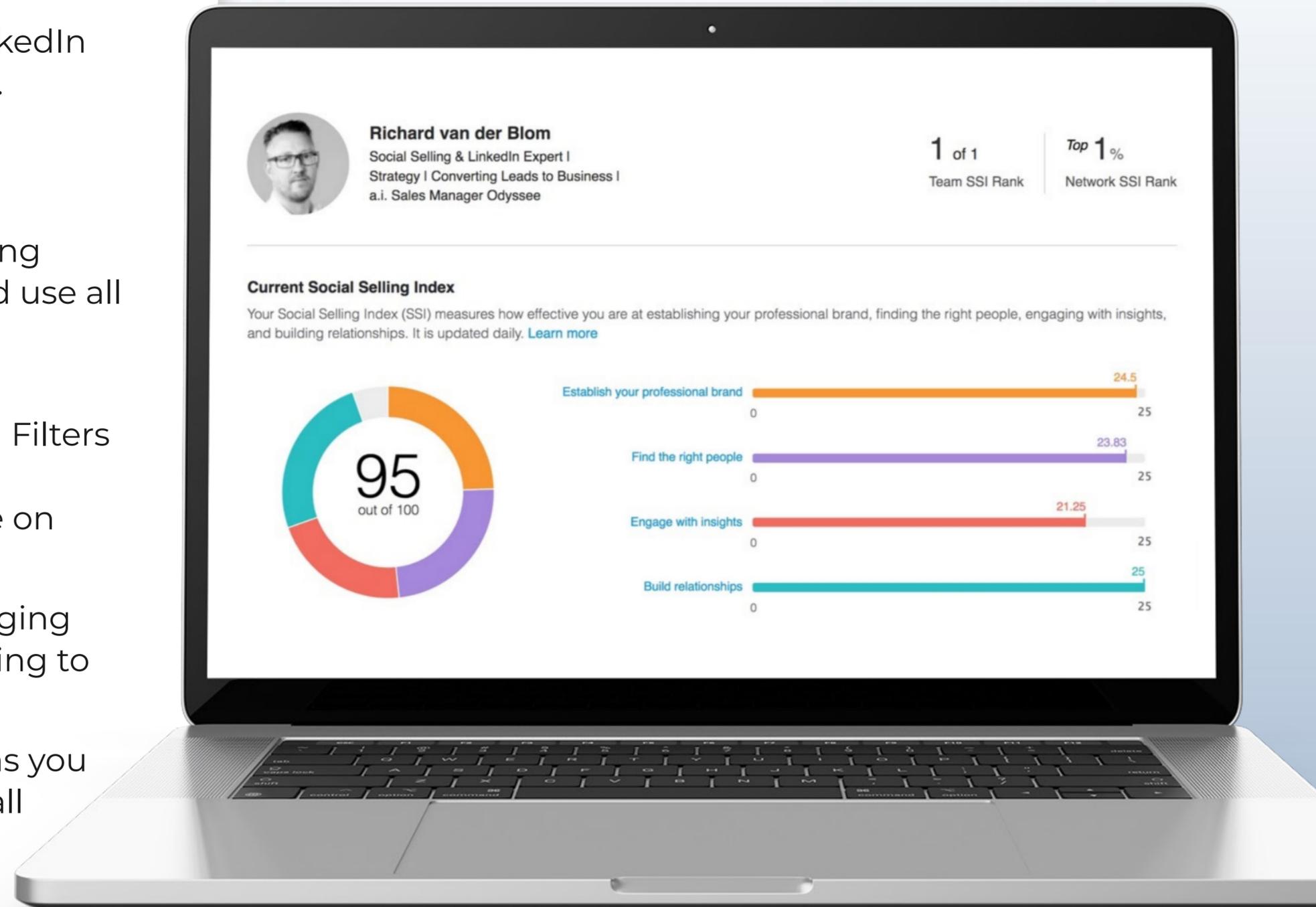
- > 90 = 30% more reach
- 75 to 90 = 20% more reach
- 60 to 75 = 10% more reach
- 45 to 60 = normal reach
- < 45 = 20% less reach

# Social Selling Index Explained

Your S.S.I. is indexed every day, however LinkedIn shows you the results with a delay of 3 days.

## Steps to improve your SSI

1. Establish your Professional Brand by adding media, visuals to your LinkedIn profile and use all the sections wisely. Get endorsements, recommendations and publish an article.
2. Find the Right People by using Advanced Filters to visit profiles of 2nd and 3rd degree connections. Have a high acceptance rate on connection requests.
3. Engage with Insights by publishing engaging content, adding value in Groups, responding to InMails, and engaging with SmartLinks(\*)
4. Build Relationships through all the actions you perform on your 1st degree network and all activities combined.



The screenshot shows a LinkedIn profile for Richard van der Blom. The profile banner features the text "Thought Leader on SOCIAL & VIRTUAL SELLING" and lists services like "KEYNOTES | TRAININGS | STRATEGIC ADVICE | SALES NAVIGATOR | SOCIAL SELLING PROGRAMS". The bio identifies him as a "Global LinkedIn Thought Leader and Trainer on Social & Virtual Selling" with 10+ years of experience. It also shows 23,242 followers, 500+ connections, and a mutual connection with Richard Moore and Calvin Hamilton. The "Featured" section includes a post about being a loner, a "JUST CONNECTING" event, and a LinkedIn Live video. The "Learning" section offers courses on entrepreneurship, brand strategy, and advertising.

## Profile Strength

LinkedIn loves data. By completing the following 7 Steps you will reach "All Star" Profile Strength

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

### The Result (Reward)

30% to 40% more Reach in your test group.  
Higher Position in Search Rankings.

## Searches

Here are the Ingredients(\*) to top the Search Ranks if you are looking for a new job or looking to be found by new clients.

1. **Network Proximity:** 1st degree network is prioritized
2. **Mutual Connections:** The more mutuality the more chance you rank higher
3. **Location:** People geographically nearby rank higher
4. **Skills:** Skills are matched to Search Terms
5. **Key Words:** Key words in the About Section are enormously important for visibility
6. **S.S.I. score** - Higher Score equals higher visibility
7. **All Star Profile** - Increase network reach
8. **Current Job Title** - Indexed heavier by LinkedIn Search Engine

Grabbing the attention of your network is no longer enough. You must keep them engaged on your post!



Q Search

# BlissPoint

## Thank You BlissPoint

BlissPoint Consulting is a Social Media training and consulting company that advances the behaviors of Digital Executives and the social selling effectiveness of Sales Teams.

➤ <http://www.blisspointconsult.com>

# Creator Mode

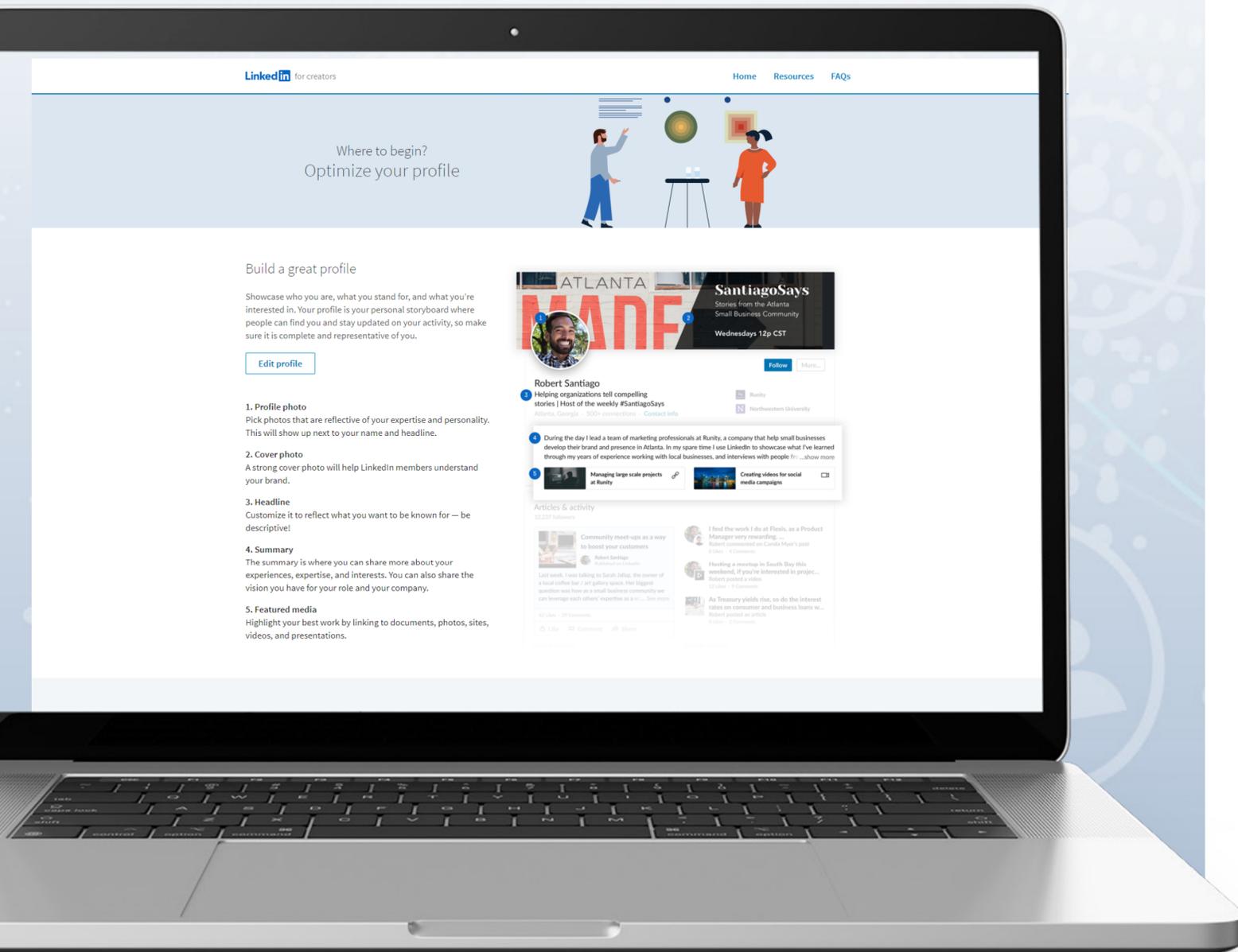
In 2021 LinkedIn introduced Creator Mode.

LinkedIn promised that switching on “Creator Mode” would lead to:

1. **Growing your Network of Followers faster** - by showing the “Follow button” as primary action
2. **Help you Establish your Authority / Thought Leadership** - by positioning your Content higher on your profile
3. **Getting discovered more easily** - by indexing both your profile and content heavier in the Algorithm

We Researched the Impact of Creator Mode on all these Topics!





## Conclusions Creator Mode

The following effects of Creator Mode (CM) take effect two months after Creator Mode is enabled.

- CM does NOT increase the reach or engagement of your Content (!)
- CM shifts your reach to the number of your Followers instead of the number of your Connections
- CM builds your Community of Followers 5 times quicker
- CM causes you to receive 3 times less invitations to connect
- CM increases your reach by +15% if your Content contains the hashtags you have highlighted on your profile.

(\* ) CM moves your content higher up on your LinkedIn profile. The benefit(s) of people seeing your Content earlier on your profile, thus building your Thought Leadership, can obviously not be measured.

# Format of Post

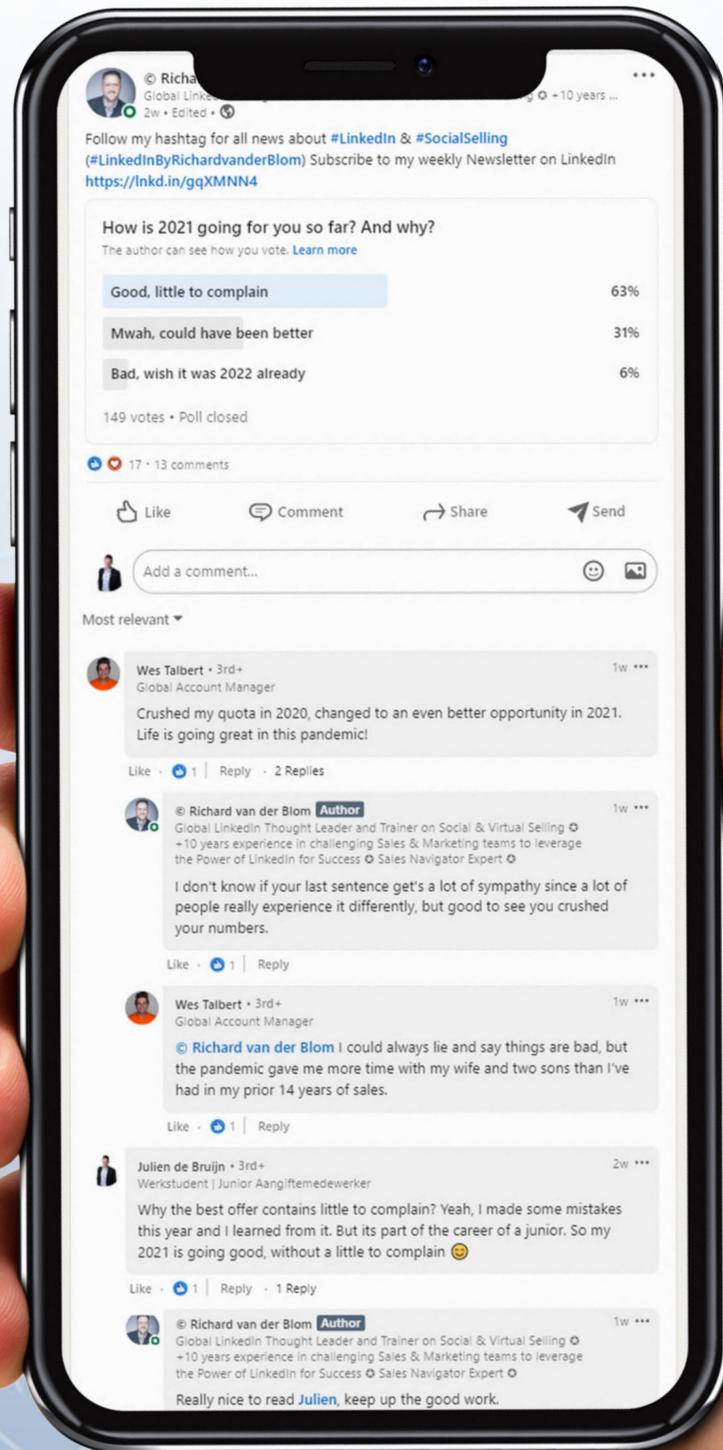
Defining Views on LinkedIn

The definitions of Views:

1. **Post in your Timeline:** A view is the number of times LinkedIn has shown your Post in a timelines (low quality K.P.I.)
2. **Articles on LinkedIn:** Views represent the number of times someone opened your Article (medium quality K.P.I.)
3. **Video Posts:** Views represent the number of times the video ran for 3 seconds either on autoplay or when someone clicked on the Video (high quality K.P.I.)

We Researched the Impact of Creator Mode on all these Topics!





## Influence of Format

### Best Performing Posts(\*):

1. Polls on average have 450% more reach
2. Document Post (pdf, slide deck) have 250% more reach
3. Multiple Picture Text Post have 150% more reach

### Bad Performing Posts:

1. Post with 1 External Link have -50% less reach
2. Post with > 1 External Links -70% less reach
3. Pre-defined Posts (like Kudo's) have -60% less reach
4. LinkedIn Articles (not Newsletters) have -90% less reach (!)

(\* ) compared to a regular Text Post with One Picture

## External Links

External Links reduce the reach of your content. But obviously, many of us want to drive traffic from LinkedIn to our website. So what's the best way to do that?

### Roughly there are 3 ways to deal with external links:

1. Include the link with the original Post
2. Publish your Post without an External Link and add it by editing the post after the post is live.
3. Put the link in the 1st comment.

We Researched the Impact of Creator Mode on all these Topics!



# http://

## Tips For External Links

**Method #1** Including link with original post.

We strongly advise you to include the external link directly in the original post. You will get less reach (in the beginning) but if you follow all the other Algorithm rules you'll still reach more engagement/traffic.

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

We advise you to not use the "Edit-Method" because Posts that are edited within the 1st hour see an additional drop of 25% in reach (!)

**Method #3** Posting the link in the comments

Being the first to comment on your own post reduces the reach by additional 15%

Getting multiple comments on your post will move the comment. It will no longer be the first and will result in 60% less clicks than method 1.

When your Post gets shared, the link is gone (Oops)

## Video Stats

We have seen changes in Video performance compared to last year's research

30 to 40% less organic video content appearing in timeline

20 - 30% more Ad Video content appearing in timeline

Up to 60% of videos now benefit from subtitles (captioned)

Only 20% have the preferred Square format

Average length of all videos posted to LinkedIn just above 1 minute

However... 60% of the videos are less than 1 minute



# Tips for Use of Video

## How to Create the Ideal Video

- Natively upload or post to Vimeo
- Length is between 45 - 60 seconds
- Video is Captioned
- Video has Square Format
- Video has Engaging First Frame Thumbnail

## Videos in 2021 compared to 2020:

Reach on videos has declined by -20%

Engagement with videos is down -10 to -15%. This means the positive effect of Dwell Time for videos has ended.

For best results for Video on LinkedIn, we recommend natively uploading the video to LinkedIn or using Vimeo. We don't recommend you use YouTube links for publishing videos.

## Interesting fact!

Video is the most re-shared form of content on LinkedIn.



## LinkedIn Live

LinkedIn Live allows you to build deeper connections and drive more engagement with the your community. Some interesting stats:

- LinkedIn Live Stream Users increased by 574% in 2021 (437% growth year before). That's a year-over-year calculation for October 2020.
- LinkedIn Live receives:
  - Up to 20 times more comments than native video
  - Up to 6 times more likes than native video

However, in 2021 we have only seen a +10 to +15% increase of LinkedIn Live videos in our feed compared to 2020

The average engagement rate for LinkedIn Live videos is 3,6%

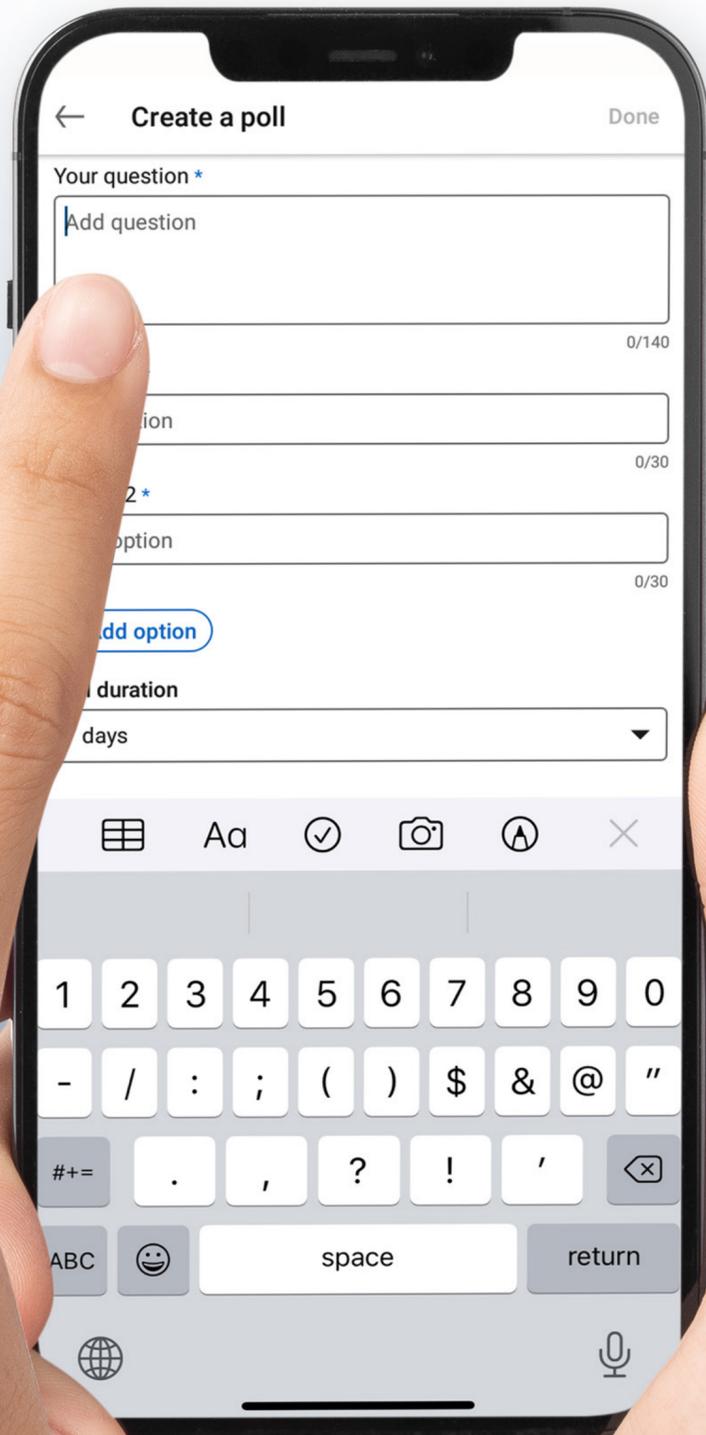
### LinkedIn Live format engagement rates

- Interviews / Meet the Expert 5,2 to 6,4% engagement rate
- Live Events 4,4 to 5,0%
- Live Job Postings / Employer Branding 3,4 to 4,1%
- Demonstrate expertise / knowledge 2,6 to 3,4%
- Celebration of Moments 1,8 to 2,5%

### LinkedIn Live format engagement rates

- your S.S.I. (subtle growth of 2 - 4 %)
- Your next post (not being a LinkedIn Live video) of +5 to +10% increase of reach





# Polls

For everybody active on LinkedIn, this will not be a surprise. The LinkedIn Algorithm loves Polls!

Here are the reasons

- Polls are an “easy to engage with” Type of Content
- Every Vote has the same Impact as a Comment (wow) and substantially grows your Reach
- Compared to 2020, Polls have doubled in reach (!)

## In addition:

If you create or engage a Poll, you’ll see +30% more Polls in your feed the following week.

Polls on Company Page get -65 to -75% less views than Polls on a Personal Profile

Create an engaging Poll and your next non-poll Post will benefit with +10 to +15% additional Reach.

**TIP!** Don’t use them as click-bait

# Timing

In order to achieve the best results, your first test group needs to engage with your post in the first **2 hours after publishing**

Based on the engagement of your test group, LinkedIn is either going to boost or devalue your post

A post will receive 50.000 views if it receives +150 engagements the first 2 hours

A post will receive 25.000 to 50.000 views if it receives 80 to 100 engagements in the first 2 hours

A post will receive 10.000 to 25.000 views if it receives 50 to 70 engagements in the first 2 hours

Compared to 2020, you now need +40% more engagement to reach the same amount of views

Between 2 hours and 24 hours after publishing, engagement buttons (Like, Comment and Share) will still boost your reach (half the impact of the first 2 hours)

Any engagement after 24 hours does not substantially increase views.



# When To Post

Working from home has had a direct impact on the best day and time to post.

In 2020, there were 3 peak times for posting content during work hours. They were morning, directly after lunch, and early evening.

In 2021 we now see a flatliner from 08:00 in the morning to about 19:00 in the evening. However, we have identified some sweet spots

### Best days to post:

Tuesday - Thursday - Saturday(\*)

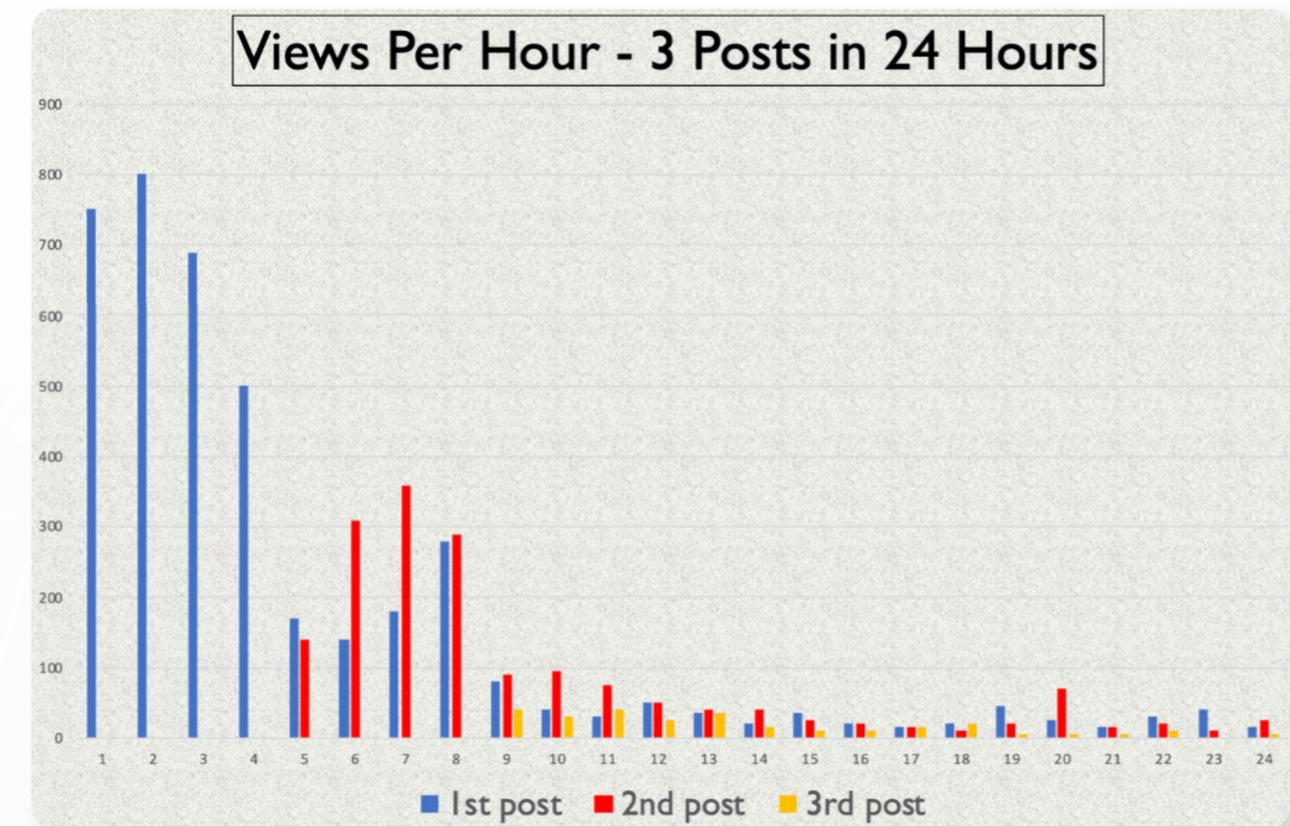
### Best times to post:

Mornings 08:00 - 10:00h (local time)

(\*) On Saturday about 60% of all members check LinkedIn, while only 20% publish content

### Frequency!

Do not post multiple pieces of content within 24 hours. LinkedIn is going to divide your reach over all the posts. If you post 3 times a day, you will literally kill the engagement on your 1st post!



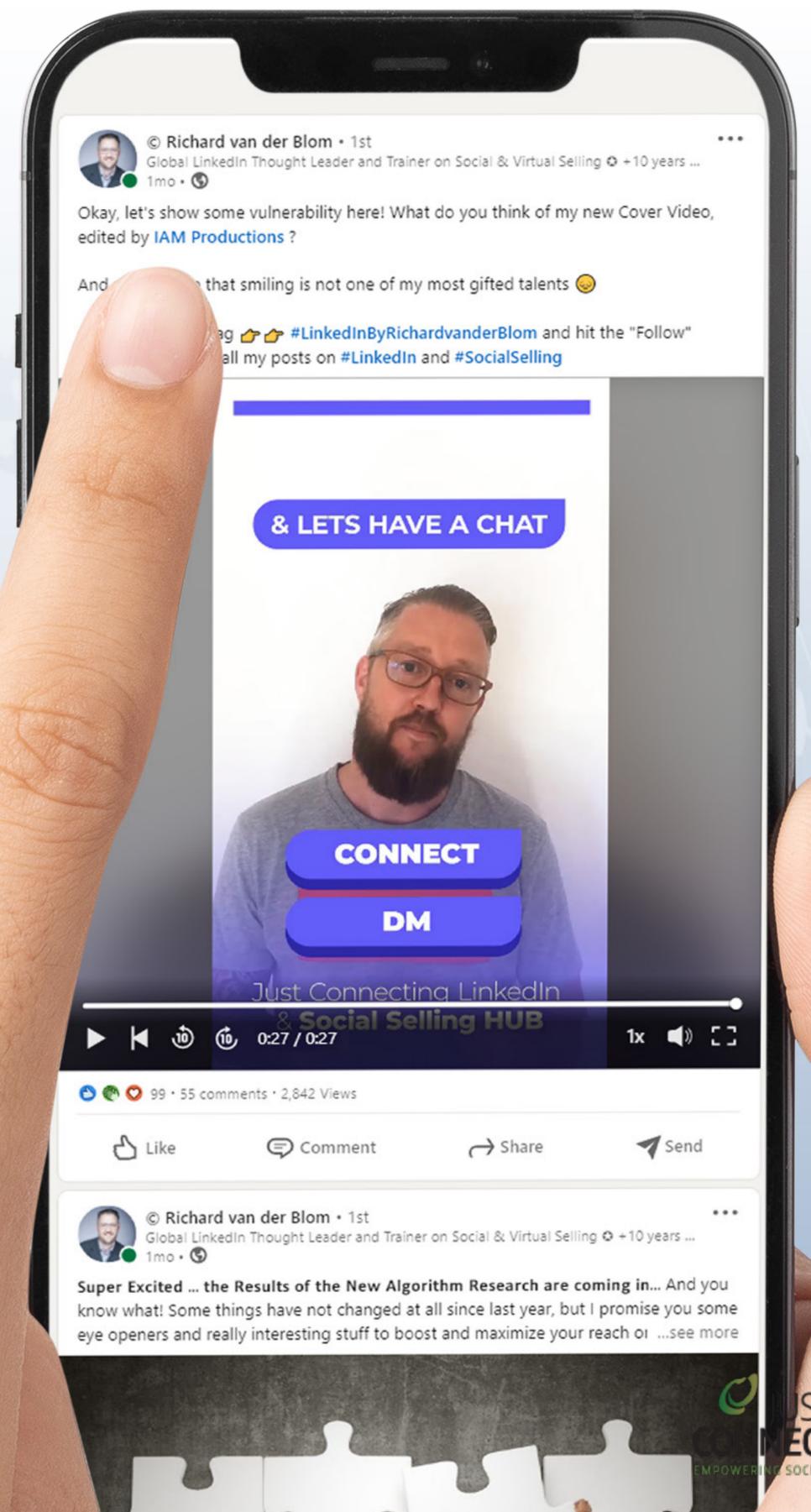
# Tagging

If you want People or Companies to Engage with your Content, Tagging them in your Post might be a Powerful Action.

## However, take these conclusions into consideration:

- 1. Negative impact on Reach if 40 - 50% of tagged People are not Engaging
- 2. If the tagged People like your Post we don't see any effect. If they Comment you get an 10 - 15% increase
- 3. Tags in the Comment will Help the Original Post, and of course will make the Post visible in your own Network

**Now, this is interesting!** Tagging people in the comment does not result in a negative impact on reach, even if they don't respond!





## Apostle

Apostle offers a high-quality platform to implement brand and employee advocacy programs. Optimize your social reach by transforming your employees, dealers or franchisers into true brand ambassadors. Schedule ready-to-share content for your ambassadors with our user-friendly mobile app and grow your organic reach and brand awareness significantly. Our platform is designed for social selling, (employer) branding and inbound lead generation. Seeing is believing, right? Try our platform for free on our website.

🖱️ <http://www.apostlesocial.com>

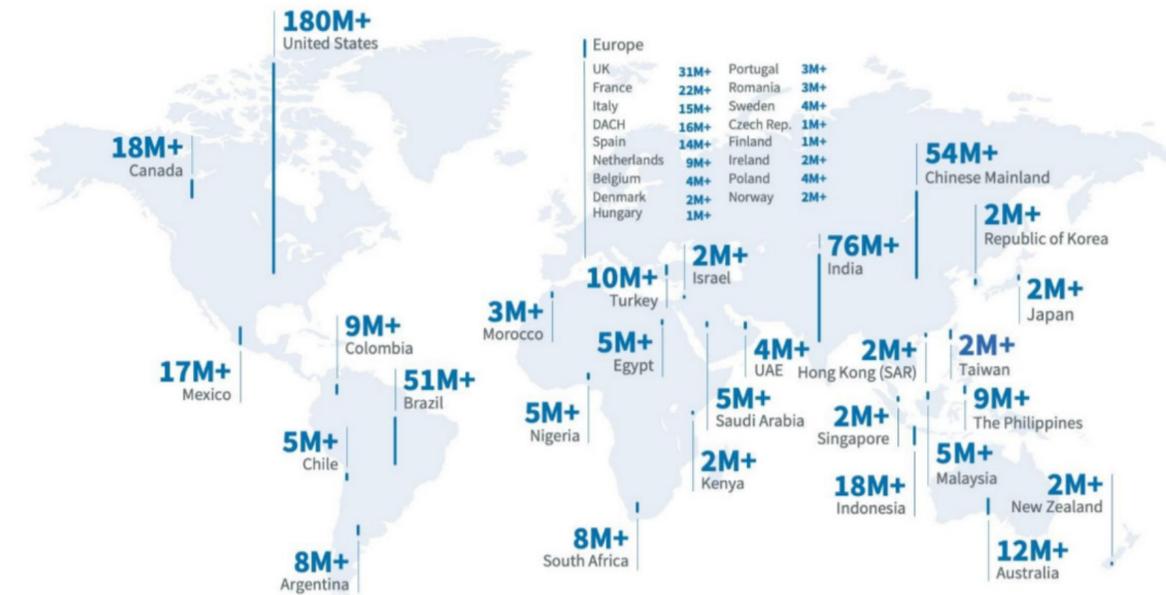
# Stats on Your Audience

2021 LinkedIn Audience Stats compared to 2020 (\*)

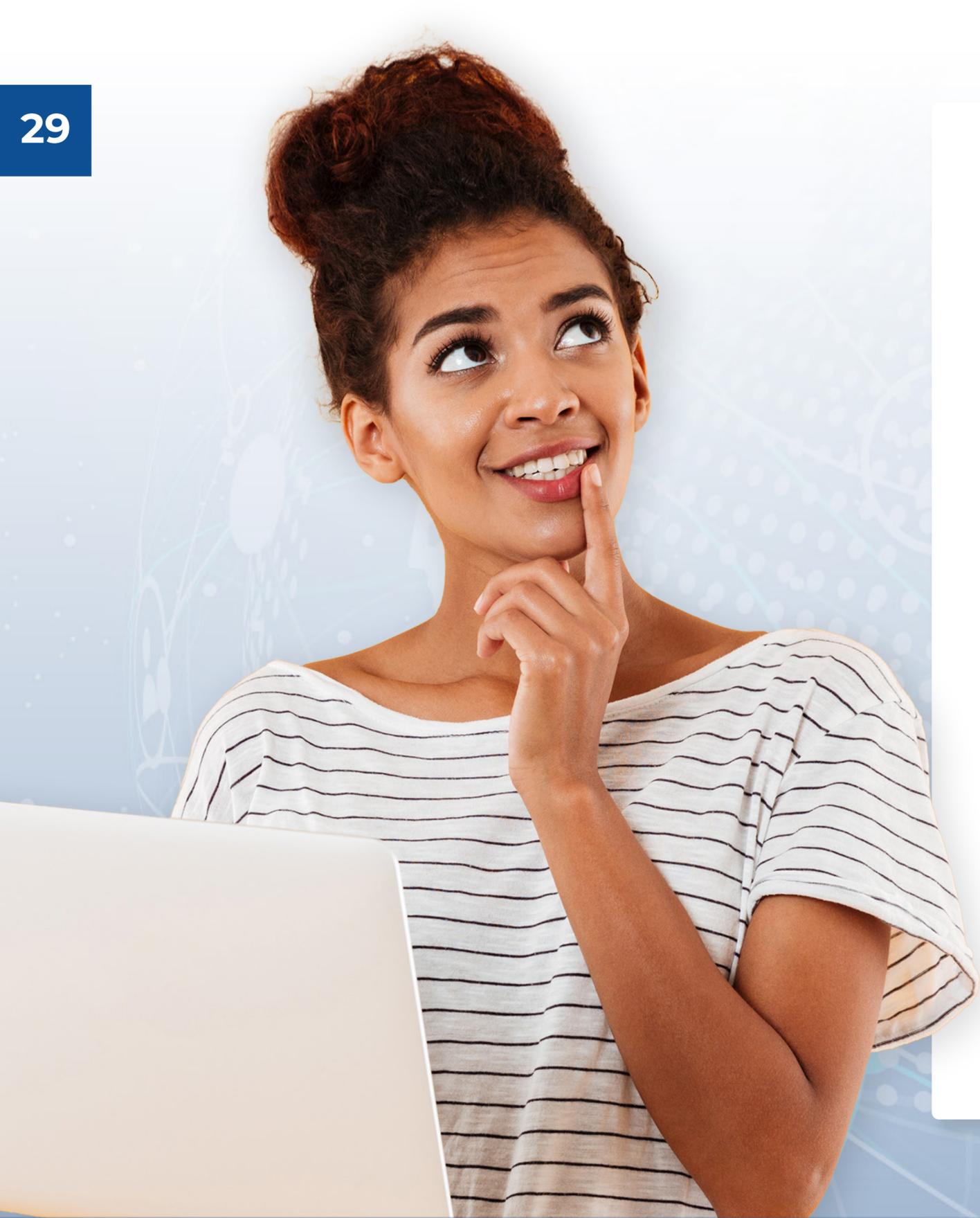
- 774 million members (was 684 million)
- Content Creators eg. People publishing posts from their own profile 4,9% vs 4,1%
- Content Engagers eg. People using the engagement buttons is 18,6% vs 14,2%
- Content Readers eg. People reading your content without using engagement buttons 64% vs 52%
- Company Pages (+ 1.000 employees) sharing content weekly 69% vs 61%
- Average conversion on LinkedIn Ad Campaigns (\*\*) 0,6% vs 0,9%

(\*) estimated numbers based on examining different independent researches

774+ million members in 200 countries and regions worldwide\*



\*Membership numbers are updated quarterly after Microsoft Earnings



# Creative Posting

Creating High Quality Content is already challenging. Here's what helps your Post to stand out in the Feed

## Number of characters

- 0 to 300 characters has a -20% reach (The "See More" button is missing)
- 300 - 1.200 has a -10% reach
- 1200 - 2.000 is the optimal reach
- 2.000 - 3.000 has a -5% reach

## Optimal Post Length: 1.470 characters

Using different Fonts (**bold**, italic) has no impact on reach

Using emoji's has no positive impact on your reach. However using 10 emoji's in a post has a -15 to -20% in number of reach

White lines have no effect on reach

# Engagement

There are various ways your audience can engage with your Post:

- Engagement buttons (Like, comment, Share)
- “See More” button
- Dwell Time
- Clicking on links, videos, presentations, pictures

Have a look at these facts:

1. Internal engagement (people connected to the same Company Page) results in -20 to -25% less reach than people external to the company.
2. Comments with less than 5 words have -15 to -20% reach
3. The new feature to turn your comment into your own Shared Post does not work! On average it will result in -80 to -85% of views of a regular post.
4. If you are active in engaging with your connection’s content, you will experience more engagement on your posts (20 actions a day result in +10% engagement on your own posts)

And you will read this last

**You will read this first**

And then you will read this  
Then this one



## Likes & Statistics

### Impact of Liking a post

A Like increases the reach of a post by +2% amongst the content creator's 1st degree connections and an additional +3% reach from the 1st degree network of the person who clicked Like

A Like on a company post will boost the reach by +3 to +4% amongst company followers

The various "Like" buttons do not produce a demonstrable difference in results

The positive effect (growth in reach) you gain by receiving engagements in the first 24 hours is now spread over 6 consecutive days, compared to 3 - 4 days in 2020

## Comments

Impact of commenting on a post  
+ 8% reach for the content creator  
+ 6% in person that commented

**A Comment is 4 times more powerful than a “Like” and 7 times more powerful if the comment is given within the first 2 Hours.**

If a content creator replies to a comment within 2 hours after receiving the comment, the reach of their post will be increased by +15 to +20%

If they reply between 2 and 24 hours +5 to +10%

If the creator replies after 24 hours, there isn't any effect

**Comments with less than 5 words are less powerful**

And there is more:

Commenting first on your own post will result in -15 to -20% less reach in your test group (!)

Replies to a comment from a 3rd person positively influences the reach +5 to +10%

**“Keyword of LinkedIn’s Algorithm is Interaction”**



## Shares on LinkedIn

A Share increases the reach of a post by +4% amongst the content creator's 1st degree connections and an additional +1% reach from the 1st degree network of the person who shared.

**Conclusion:** The original post (and creator) get a reasonable amount of additional views when you "Share" their post. However the "Shared Post" performs very badly in your own Feed/Network with a reduction of -85% to -90% of a normal post.

Our International Partner Richard Bliss discovered a hack to increase views on Shared Posts! Here are 5 Steps to have thousands see your Shared posts

1. Add 150 words of description to the shared post.
2. Add 3 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
5. If you are using Creator Mode, using 5 Hashtags will only have a slight increase in reach.
6. Respond to all comments within the first hour

## Trigger the Algorithm

On average LinkedIn only allows you to see between 8% and 15% of all your Network's content in your Feed.

So you might miss out on important updates from (potential) clients and relevant connections

To make sure you see the content from these people you need to perform at least 2 actions listed below within 8 days:

- Visit their profile
- Engage with their content
- Endorse their Skills
- Send them a 1-on-1 message

Please note that Followers have the chance to see your content 5x less in the timeline than connections

The current Algorithm does support up to 2 pieces of content of the same author while scrolling. Opposite to last year when only 1 piece from the same author was shown

## Actually there are 2 Algorithms!

According to LinkedIn, almost 60% of traffic on LinkedIn is mobile, a percentage that has not changed since November 2018.

In January of 2021, we published an article about the LinkedIn Mobile Algorithm. LinkedIn has two different sub-algorithms. The first is based on your behavior on mobile, the second based upon your activities on laptop/desktop

### Here are the major differences:

LinkedIn mobile and LinkedIn Desktop do not show the same content from the same people in your feed.

The LinkedIn mobile sub-algorithm ensures that all actions you take on mobile only affect your feed on mobile.

If you accept someone via mobile app, you will see this connection and his/her content faster on mobile than on desktop. It is the same for desktop engagements compared to mobile.

The impact of Dwell Time on our mobile feed is less, possibly because we tend to scroll more and faster on mobile. Therefore the impact of “See More” button is reduced with almost 50% compared to desktop.



# Mobile vs. Desktop

We also experience different types of content in both feeds:

## Compared to Desktop, on mobile you'll see more

- Ads (+ 35%)
- Organic Company Content (+25%!)
- Shared Posts (+20%)
- Job Postings (+10%)

## Desktop shows more:

- Polls (+60%)
- Videos (+40%)
- Document Posts (+30%)

**Engagement** and the effect of it on our posts seems to be different on mobile as well. Clicking like on mobile creates more impact than clicking Like on the desktop, but mobile shares are worthless! Also the different 'Like' buttons are used 80% less on mobile! Conclusion! Mobile is good for a "like", Comments are equally strong on Desktop and Mobile but Shares are ineffective

## Company Page Stats

Company Pages & the content published on company pages show different statistics than individual content on individual Profiles

1. Average first test group for a company post is 3% of the company's followers (!)
2. 100% Complete Company Pages receive about +20% more reach
3. Companies that use Campaign Manager for Paid Marketing on LinkedIn see a +25% increase in views on organic content.
4. The best reach/engagement for company pages is an average of 4 posts per week. Publishing more than 8 posts per week, or less than 1 post per week, will decrease the average reach by almost 30%(!)
5. Engagement on Showcase Pages dropped dramatically since 2020, with a decrease of -85%
6. Average conversion statistics
  - ▶ Sponsored Company Post in Feed 0,6%
  - ▶ Organic Company Post in Feed 1,6%
  - ▶ Same Post if shared by an Individual Profile 3,6%



## Company Page Success

How to leverage the power of a Company Page on LinkedIn:

1. Having employees comment on a company post instead of sharing will have 8x more impact
2. Use “Targeted Audiences” to ensure your first test group (3% of your followers) consists of more relevant people, as your total reach stays the same (!)
3. Identify Relevant Posts (industry related, client or network related) and start commenting as a Company on those posts. Make sure to add value in the comments.
4. 10 comments a week by a company page leads to a rise of 15% for company Page engagements
5. Companies with a varied content strategy in terms of format (blog, video, presentation etc) realize about 20% more views in total.
6. Polls (-60%) and Events (-15%) receive less views on a Company Page compared to individual profiles. Articles (blogs) receive +20% more reach (!)

## Thank you New Founder Hacks

Everybody has a story to tell. But not everybody tells it well. Learn more about storytelling for personal brands. Follow Ash Rathod on LinkedIn or visit [newfounderhacks.com](http://newfounderhacks.com) to find out more. 1:1 consulting, digital courses, and other resources at hand to help you unlock a greater audience.



# New Founder Hacks

## Type of Content

Many members use LinkedIn to establish Thought Leadership or generate Leads for their business. We analyzed over 100 successful content creators and organized 95% of all posts into 5 categories

1. **Personal Content** (like personal interests, thoughts, success stories) - anything that puts you or other people in the spotlight (high engagement, low conversion)
2. **Thought Leadership Content** (white paper, reports, e-books) - content mostly coming from Marketing with a goal to emphasize added value (medium engagement, high conversion)
3. **Event Content** (about events, webinars, upcoming activities) - content with the goal to offer potential clients a possibility to meet you offline or online (low engagement - medium conversion)
4. **Product/Service related Content** - where you speak about the Unique Buying Points of your products, should not be more than 10% of your strategy (low engagement , low conversion)
5. **Industry Related Content** - often from 3rd party websites, preferably not written by yourself / your Company. Post it, provide additional insights (medium engagement, medium conversion)

## Loose Ends

- LinkedIn Groups - People that engage with your content in Groups are included in the algorithm, Group Postings grow your S.S.I. slightly
- Engagement on LinkedIn Stories dropped -80% in the past 6 months and users dropped -55%\*
- 3rd Party Scheduling (even from LinkedIn Partners) has -5% drop in reach in first test group. This was -15% last year!
- The rolling out of new LinkedIn Newsletters (which LinkedIn launched October 2019) has stopped. Engagement on Newsletters has dropped by -25 to -30% since last year
- Don't publish external links that direct your audience to paid content (websites with subscriptions). Both the algorithm and your audience will punish you for it
- Last but not least, don't gate your content on LinkedIn! On average 85% of potential clients are no longer willing to exchange data for a piece of content. Gated content of LinkedIn posts perform -65 to -75% less than regular posts!

\*LinkedIn announced in August 2021 that they will discontinue Stories by the end of September 2021 due to low usage.

## Let's Meet

Take this report one step further and invite me for a LinkedIn Inspiration Session about:

- How to Maximize the Impact of Content on LinkedIn
- Employee Advocacy, how your employees can boost themselves and your company (win - win)

Book your Inspiration Session before November 30th 2021 and get a 15% discount

Are you interested in our Successful Social & Virtual Selling Programs (Marketing & Sales) to increase your lead generation with stunning results?

Want to have me as a guest on your Podcast, YouTube Channel, LinkedIn Live or Webinar, to discuss this research or any other LinkedIn related topic?



Send me a message at  
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## About the Author



Richard van der Blom (1977) is the founder of Just Connecting LinkedIn & Social Selling HUB. Together with an international team of experienced trainers and consultants he provides all kinds of LinkedIn & Virtual Selling training to companies worldwide. As a member of an independent European LinkedIn Think Tank, he has a

profound knowledge and extended insights on different aspects of LinkedIn, such as the algorithm, product development and tooling.

Richard can be booked as a keynote speaker at your client event, Sales Kick-off meeting or any Sales & Marketing related event. Additionally, Richard provides both operational and strategic advice on how to implement Virtual Selling in your organisation and how to realize optimal alignment between all departments and employees involved.

Richard and his HUB train over 200.000 professionals from over 750 companies worldwide. Amongst their clients are companies like Nestlé, Pearson, Allianz, Banco Sabadell, Webfleet Solutions, Salesforce, Mercedes, Nike and many others.

Just Connecting LinkedIn & Social Selling HUB can provide the following sessions for your company:

- Social & Virtual Selling incl. Sales Navigator
- Marketing (Organic & Sponsored) & Content Strategy
- Recruitment & Employer Branding
- LinkedIn for Consultancy Companies
- Personal Branding & Thought Leadership

We provide training in native English, Spanish, Portuguese, French, German and Dutch.