

Do **shorter** or **longer** posts perform better on LinkedIn?



Let's look at some **data**



What we did:

1. We have analyzed **45,418** personal LinkedIn posts and their engagement.
2. We split posts in 4 groups:
 - Very short: 0-10 words
 - Short: 11-75 words
 - Long: 76-150 words
 - Very long: 151+ words
3. We compared average post engagement among these groups.

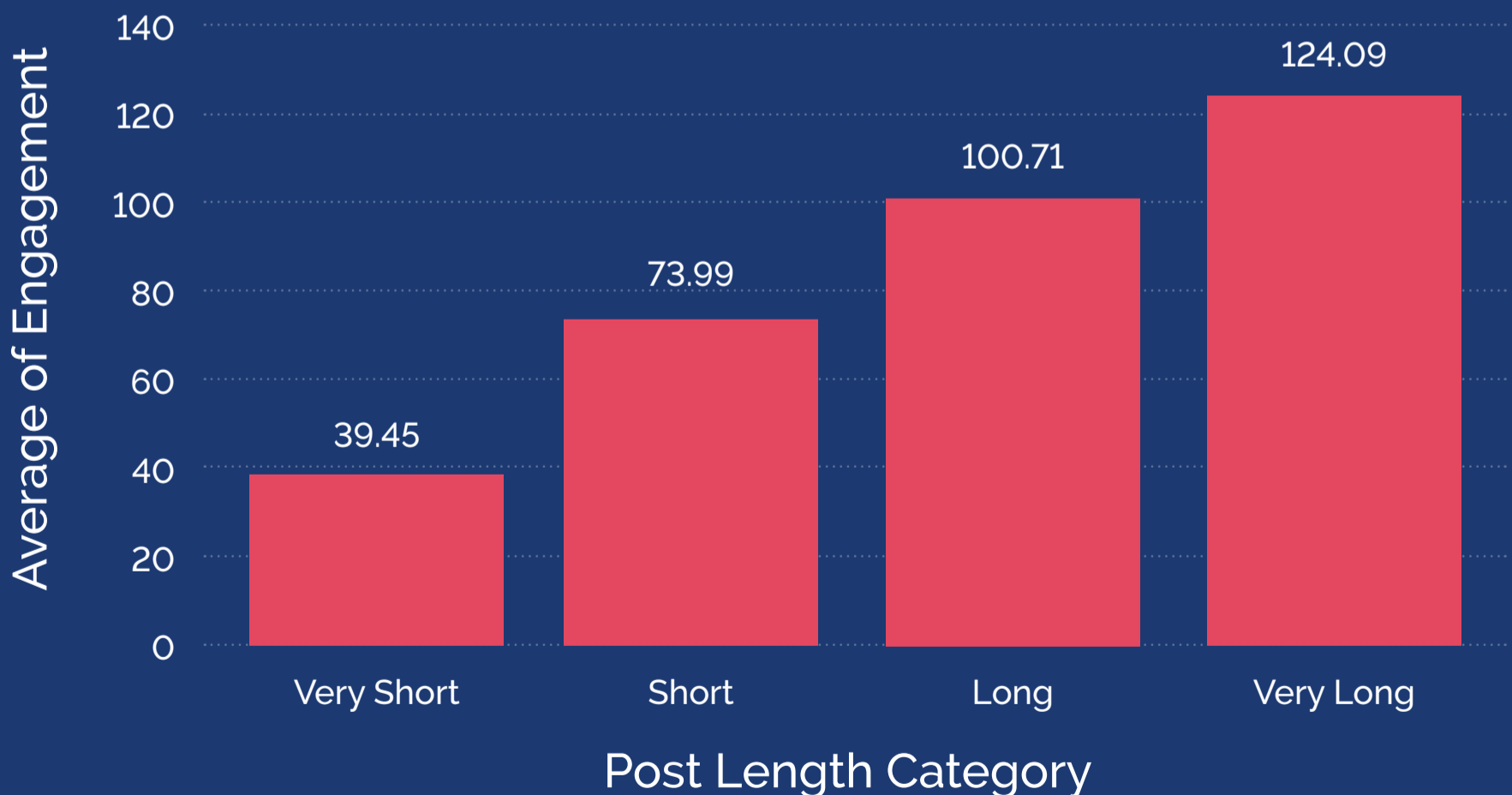


Insight #1

On average, longer post get higher engagement.

Very long posts can be 3,1 x more engaging than very short posts.

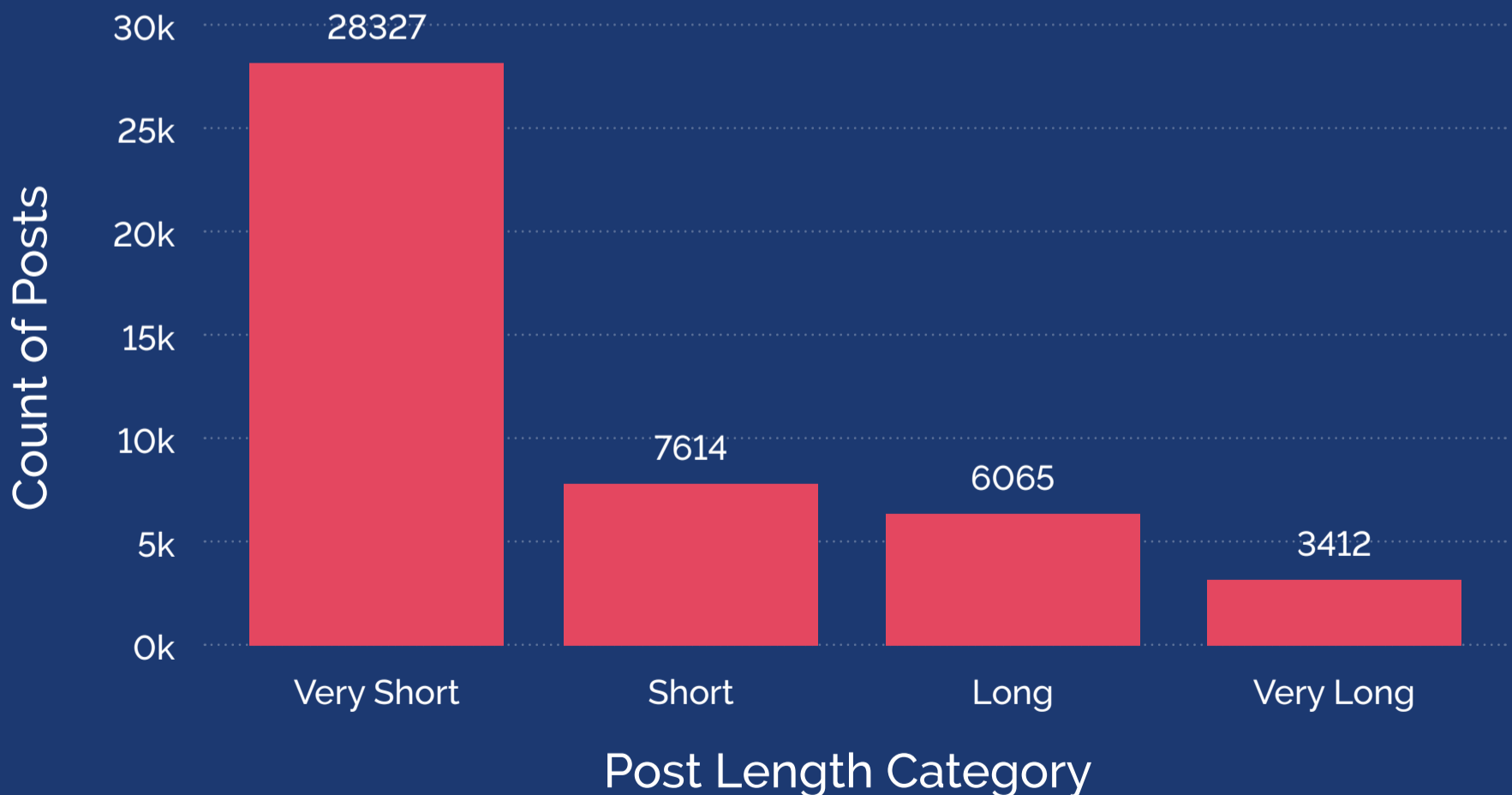
Average of Engagement by Post Length Category



Insight #2

People mostly write short posts 11-75 words (2 short paragraphs). However, on average, short posts are 1,7 x less engaging than very long posts.

Count of Posts by Post Length Category



Let this rest for a little

Posts with 0-10 words

39.45

Avg, Engagement

Posts with 0-10 words

6065

Posts Analysed

Posts with 11-75 words

73.99

Avg, Engagement

Posts with 11-75 words

28327

Posts Analysed

Posts with 76-150 words

100.71

Avg, Engagement

Posts with 76-150 words

7614

Posts Analysed

Posts with 150+ words

124.09

Avg, Engagement

Posts with 150+ words

3412

Posts Analysed



Here is what it means:

1. Invest more time in creating longer posts.
2. Very long posts engage better not because they have a lot of words, but because they contain valuable insights. Add value, not words.
3. People are not lazy. They will read if it's interesting.
4. Build your arguments thoroughly. Support your stories with relevant data, examples, and context.
5. Always respect your readers' time.



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