



# WHY YOU SHOULD STOP SHARING OTHERS' LINKEDIN POSTS



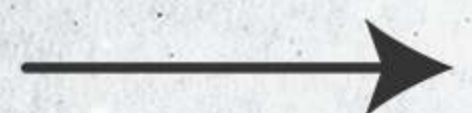
**Post reshares are the most frequent type of content on LinkedIn.**

**Our research\* shows that 37% of LinkedIn posts are shares.**

**\*Analysis of 73,7k LinkedIn posts**

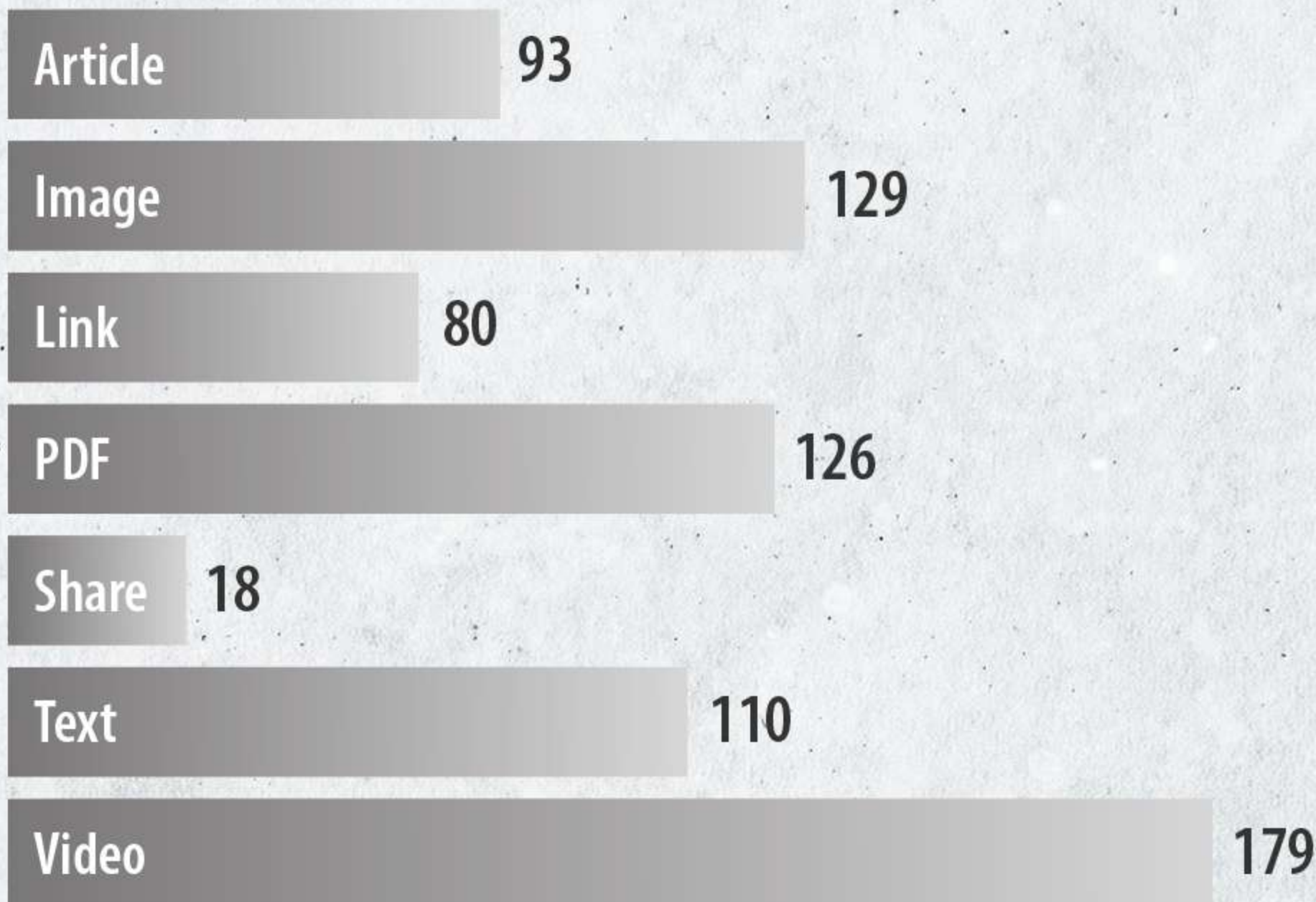


**“So, if everyone shares posts, then it must work, right?”**



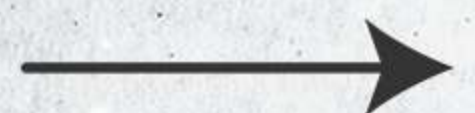
**Actually, no.**  
On average, post reshares get only 16% of engagement, compared to other types of posts e.g. video, image, text, pdf, article, links.

Average of Engagement





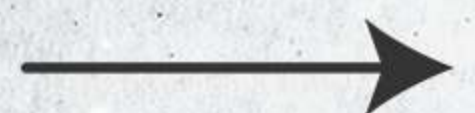
**“So, if post shares don’t work  
what should I do instead?”**





## Instead of sharing, try this

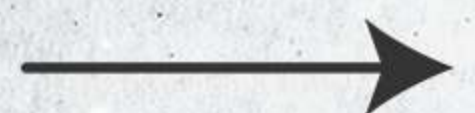
If you want to support others' or your brand's content, leave a comment on their posts. A comment can generate 8 times more views than a share.





## Instead of sharing, try this

If you want to share an idea from a specific post, create an original piece, tagging the original source/person that inspired it.



## Instead of sharing, try this

If you are a brand manager and you want your colleagues to support brand content, you can:

Ok



Ask your colleagues to make a comment

Better



Provide them with the original text and material and ask them to publish it on their profiles.

Best



Give your colleagues prompts and inspiration related to that post and ask to create a post around that. (the most fun and engaging option)





**Learned something new?**  
**Share it with someone who should**  
**see this, too.**

