

TO TAG OR NOT TO TAG ?





Tagging other people in your posts can both increase or decrease the reach of your posts.





The outcome depends on the actions of the people tagged.





Your post views will increase if:
Tagged people engage with
your post.





Your post views will decrease if tagged people:

- Do not engage with your post
- Remove their tag from your post





The response rate matters.

“At least 50% of the people you tag need to engage to realize a positive effect. If less than 25% is responding, then the tags will be rated as spam, and your post will slow down and gets 20 - 30% less views”

LinkedIn Algorithm Research October 2020 by

Richard van der Blom





So, should I tag or not tag? Basic guidelines.

Only tag people who you know are likely to respond e.g. peers, colleagues, people you talked to before, people you engage with often on LinkedIn.

Be cautious of tagging influencers. Influencers get thousands of notifications a day, they are most likely going to miss yours.

When tagging, ask a concrete question. This will give people guidance to the response you're expecting.

Use but not abuse. Tagging too many people will be perceived as spam. Best to pick a handful of people 3-5.

Avoid tagging the same people all the time. Tagged people will happily respond once in a while but tagging too often will reduce your chances to get a response.

Do it genuinely. Don't just tag a person and ask "Agree?". Ask a question that will bring others value. People want to engage in meaningful discussions.



Found this useful?
Tag someone below and let
them know why they should
see this, too.

