

LinkedIn Algorithm

CHEAT SHEET



CHEAT #1

Posts are boosted by your engagement

- 1. Reply to comments on your posts as soon as you see them.**
- 2. Never make superficial comments (Emojis, one-word comments).**
- 3. Comment on other people's posts. Regularly.**



CHEAT #2

External links kill organic reach

1. Place external links in the comments section of your post.
2. Use original content (videos, images, text).
3. Link to LinkedIn articles.



CHEAT #3

Comments are the most
“valued” form of
engagement

1. Create posts that add value to others.
2. Don't be afraid to share your emotions.
3. Provoke, but do so in a respectful way.
4. Ask questions.



CHEAT #4

Post re-shares are the worst engaging format

- 1. If you want to support someone's posts, leave a comment (see cheat# 3).**
- 2. Share the original piece with your own comment.**
- 3. If you quote, always tag the author. Not for the sake of algorithm, but for decency.**



CHEAT #5

Your posts are seen by just a small sample of your connections at first

- 1. Prioritize content quality over quantity.**
- 2. If your engagement is consistently low, LinkedIn will deprioritize your posts.**
- 3. Build an active and relevant network (very very important).**



CHEAT #6

1st hour of engagement is critical

- 1. Post at busy times (lunch, commute times)**
- 2. Encourage discussion. Comment back.**
- 3. @ Tag people you know would love the content. Don't tag too many. It will look like spam.**
- 4. Ask your friends and colleagues to leave a comment.**



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