

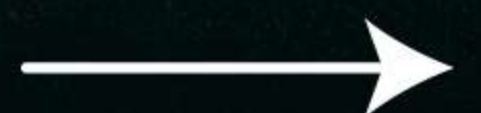


How often should I post on LinkedIn?





Before answering this question, you need to understand something about the LinkedIn algorithm.





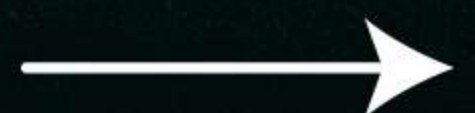
More \neq merrier

LinkedIn doesn't want to show two posts of the same person in one timeline feed. So posting more will not make you appear more times.





If you post 2 times a day, then these posts will compete for attention, thus minimizing each other's reach.





Post engagement and reach can continue growing even several days after you made a post.





How often should you post? Simple guidelines.

- **First and foremost, post only when you have something meaningful to say. Add value and quality, not quantity.**
- **Let your content breathe and flourish. Publish new posts after you start seeing a decrease in engagement of your older posts.**
- **Boost your older posts by responding to comments.**
Hint: don't respond to all your comments at once; leave some for the following day.
- **If you don't have a goal of becoming a super influencer, posting 2-3 times a week is more than enough to stay on top of people's minds.**



How often do you post?

Comment below.