

**What's
the most
engaging
post
format?**



First of all...

Why post format matters

1. LinkedIn algorithm favors certain post formats over others.
2. People favor certain formats over others.



The most engaging format on average (from top to lowest)

1. Video
2. Image
3. Text
4. Document/pdf
5. LinkedIn article
6. External link
7. Post re-share



How do we know?

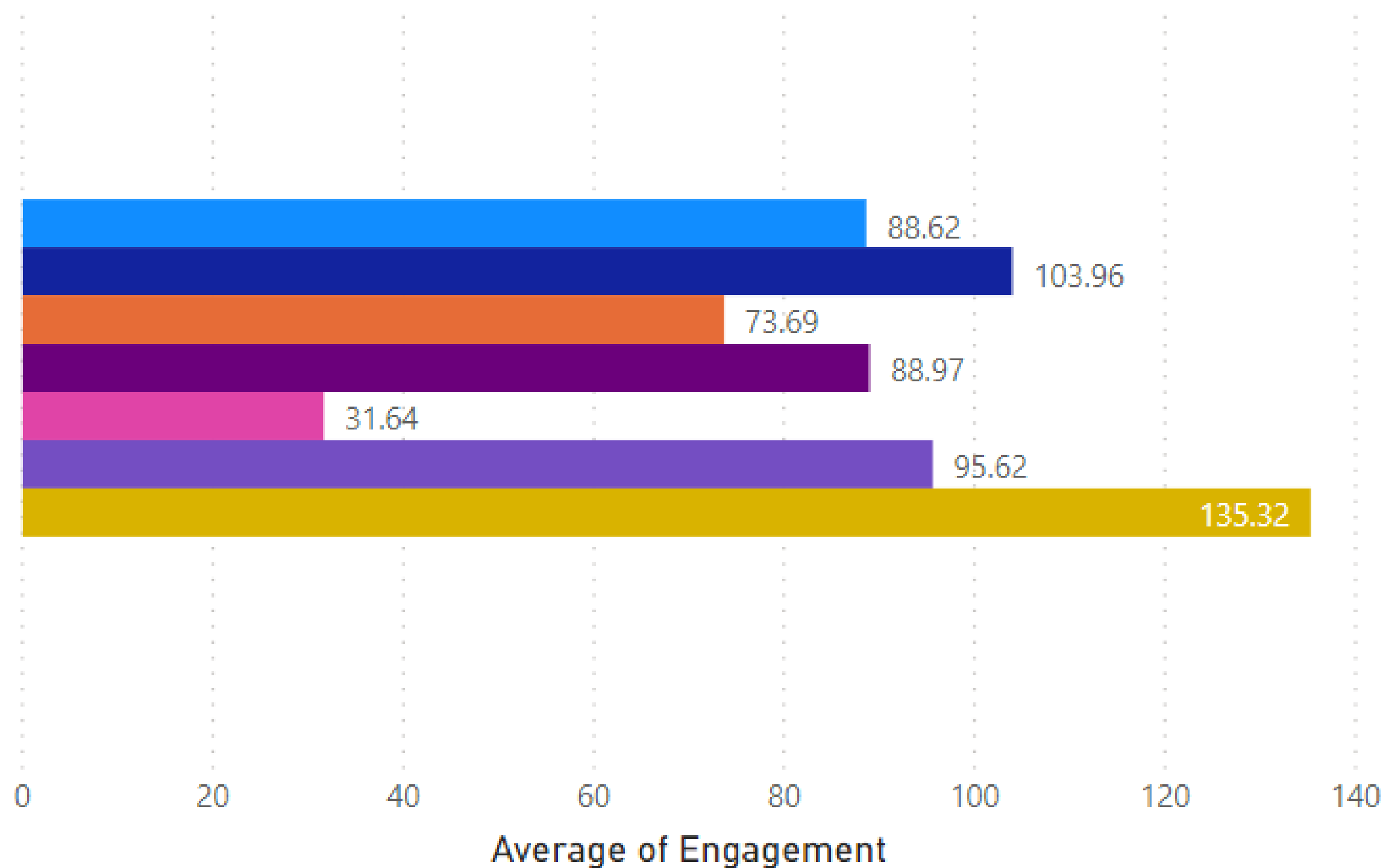
1. We have analyzed **45,418** LinkedIn posts and their engagement.
2. We automatically identified post formats.
3. We compared average post engagement among the groups.



Insight #1

On average, videos are **228%**, and images are **74%** more engaging than other types of posts.

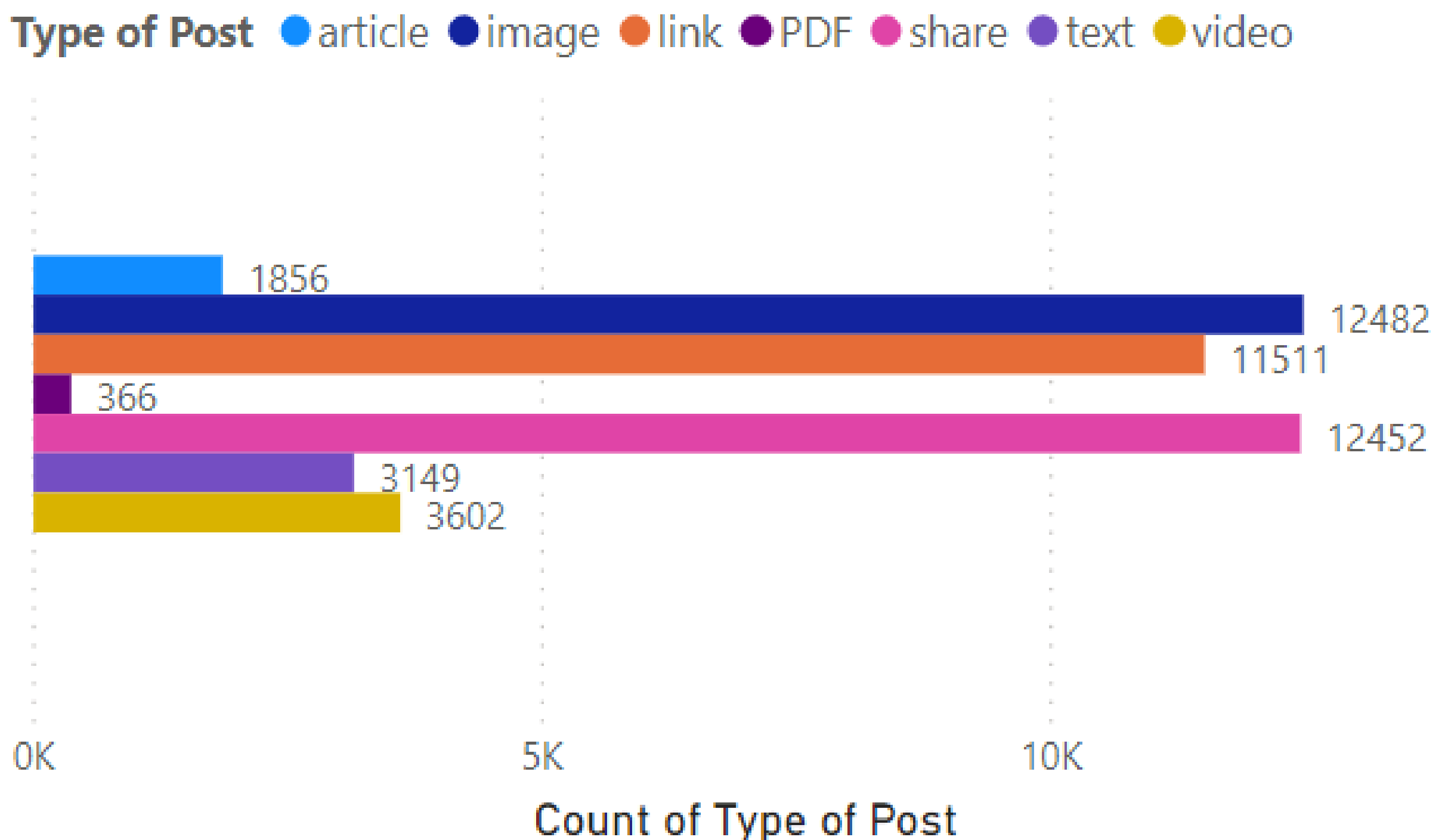
Type of Post ● article ● image ● link ● PDF ● share ● text ● video



Insight #2

One of the most common formats is a post re-share, however, it is the least enagaging format.

PDFs are the least explored format with a high potential.



Let's compare side-by-side

Video Posts

135.32

Avg Engagement

Video Posts

3602

Posts Analyzed

Image Posts

103.96

Avg Engagement

Image Posts

12482

Posts Analyzed

PDF Posts

88.97

Avg Engagement

PDF Posts

366

Posts Analyzed

Other Types of Posts

58.95

Avg Engagement

Other Types of Posts

28968

Posts Analyzed

What does this mean? **(for those that want to stand out)**

- 1. Invest more time in creating videos and original content.**
- 2. Stop re-sharing other people's posts. Create your own.**
- 3. Experiment with different formats to find what works best for you.**
- 4. Explore the lesser used but engaging formats (e.g. PDF, text, LinkedIn articles).**
- 5. Focus on the format you're best at.**
 - Are you a good writer? Use text.**
 - Good at public speaking? Use video.**
 - Good at design? Use PDFs.**

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