

# LinkedIn®

RESEARCH ALGORITHM JULY 2019

 **JUST  
CONNECTING**  
EMPOWERING SOCIAL SELLING

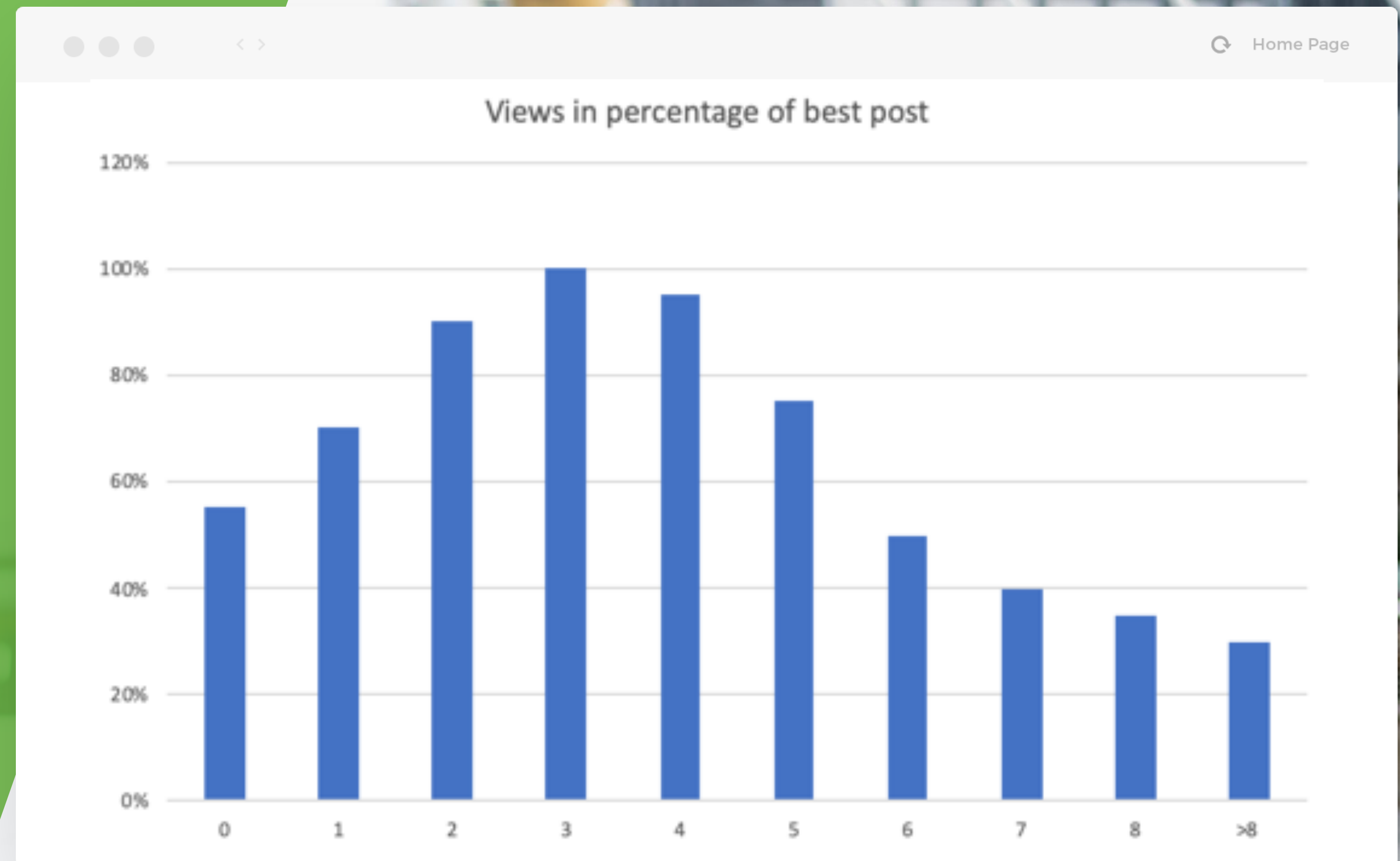


# HASHTAGS

LinkedIn introduced hashtags to easily identify relevant topics and discussions in your feed. But the use of hashtags also has an immediate impact on the views (and possibly the engagement) your post will receive

Based on our findings we draw the following conclusions:

1. Hashtags influence the algorithm
2. Without hashtags you have 50% less impact on your feed
3. 3 Hashtags seem to be the “magic number”
4. Spamming with hashtags has a negative effect on your views and thus engagement
5. It's better not to use a hashtag at all than to use more than 6!





# LIKE COMMENT OR SHARE

If you want to boost the algorithm  
“**Comments**” are the fuel!

Our research showed that:  
**Likes** will have only 50% of the impact  
**Shares** will have even less impact, 25%

These conclusions confirm recent statements from LinkedIn that they want us to **INTERACT** with our network. Therefor they start favoring Comments above Likes and Shares

So, stop asking your network to ‘Share’ your news. Ask them to give a relevant ‘Comment’ on it

**TIP:** Want to give someone in your network more views? Add value by commenting on his/her post!



The image shows a screenshot of a web browser window. The browser's address bar displays 'Home Page'. Below the browser window, there is a rectangular box containing three social media interaction buttons. From left to right, they are: a thumbs-up icon followed by the text 'Like', a speech bubble icon followed by the text 'Comment', and a curved arrow icon followed by the text 'Share'.

# COMMENTS ASK FOR... COMMENTS

LinkedIn loves interaction and discussion on their platform

To double the impact of your posts, you need to react on the comments you receive from your network.

And with 'react' we don't mean, press the "Like" button

You receive:

- a compliment, than react with your "appreciation"
- A question, than reply with the "answer"
- A negative comment, "address" the comment publicly

Be consistent. Give a comment to each comment you receive and we noticed up to 250% increase in views and engagement from others





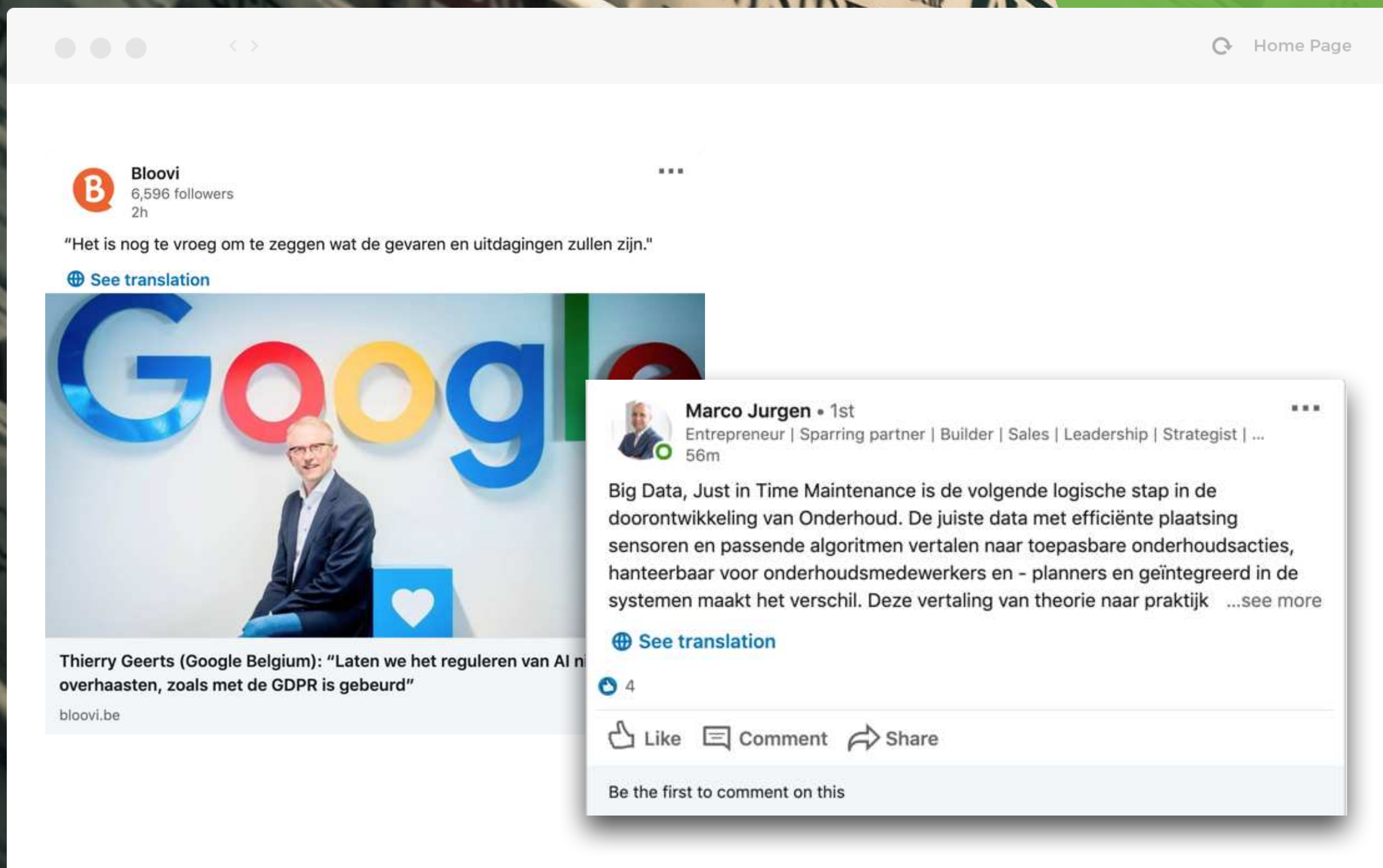
# NEW = HOT

This one is relatively new in the algorithm!  
The average reach of a LinkedIn Page (formerly known as Company Page) is about 4 - 6% of the followers.

But if you start following a LinkedIn Page, their posts will appear more frequently in your timeline for the first week. If you don't engage, you will not see any of their updates in your timeline again. If you do engage on one of them, the algorithm will keep favoring them for a longer period.

The same happens with new connections. Their posts are given priority by LinkedIn (I guess so you can start getting to know each other). Engage and they will continue to pop up in your timeline. But, if you don't engage in the first week, LinkedIn will push them out of your algorithm again.

**Conclusion:** if your LinkedIn Page gains a lot of followers, boost the relation by posting relevant news more frequently in the first week after.





# 1ST HOUR IS CRUCIAL

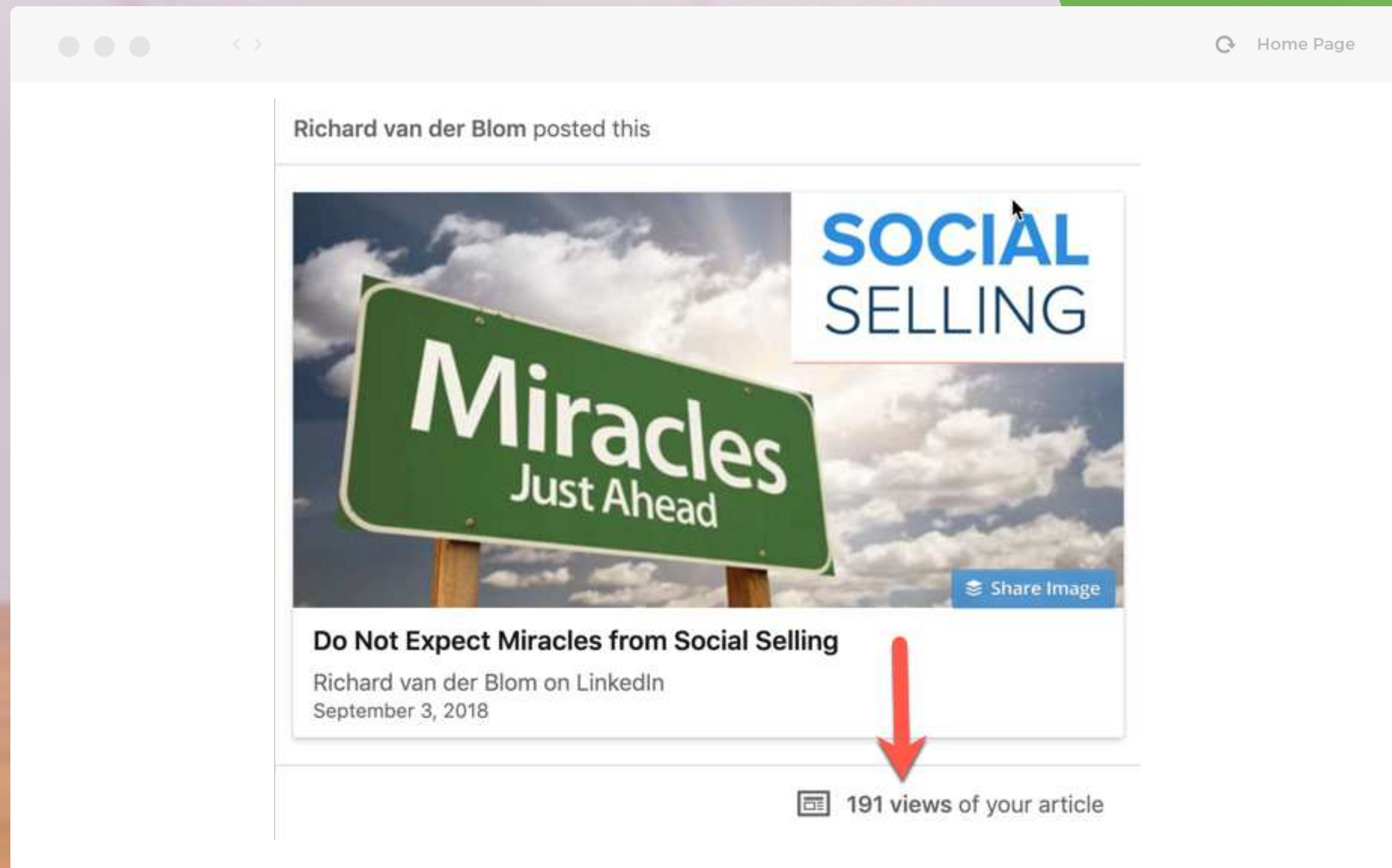
Based on your algorithm LinkedIn will always show your post to several of your connections, regardless of the time of posting. However, we noticed an important correspondence between messages that do extremely well (more than 10.000 views) in the timeline:

They all received +20 engagements (likes and comments combined) in the first hour.

Let's have a look at the stats:

1. Final views > 50.000 had an average of 80 engagements in the first hour
2. 30.000 to 50.000 had an average of 52 engagements
3. 20.000 to 30.000 had an average of 37 engagements
4. 10.000 to 20.000 had an average of 28 engagements





## SHARES & ARTICLES ARE 'OUT'

LinkedIn Articles (or Longposts) were boosted by the algorithm in 2014 and 2015. Whenever you published an article LinkedIn would send a "Notification" to your entire network.

First LinkedIn stopped sending these notifications, but now it even got worse. LinkedIn has stopped the article from being spread amongst your network in big numbers!

The same is happening with "Shares" in the current algorithm. Yes, they pop up in your timeline now and then, but receive little to zero engagement.

**TIP:** Want to "Share" a valuable post of one of your connections? For the algorithm it is much better to copy the entire post and then give the author credits by **tagging him/her**



# VIDEO IS DECREASING

LinkedIn started to roll out native video in the summer of 2017. In order to make their members acquainted with this and to attract the action of marketers to start using Promoted Video, they boosted the algorithm.

For this research I partnered up with 10 frequent users of LinkedIn Native Video and analyzed the stats of more than 200 videos.

## Average views/engagement

Q4 2017	4.000 / 1,5%
Q1 2018	6.100 / 1,7%
Q2 2018	8.900 / 2,4%
Q3 2018	8.800 / 2,3%
Q4 2018	7.300 / 1,8%
Q1 2019	6.100 / 1,6%
Q2 2019	5.300 / 1,2%

**Conclusion:** video is slipping away in the algorithm , or do we suffer from video-fatigue?







# DO NOT OVERSHARE

What should be the frequency of posting on LinkedIn? Weekly, daily or several posts per day?

We noticed that when you share more than ONE post a day, this has a negative impact on the views of all the posts shared that day. Basically because the algorithm wants to show the content of more members, in stead of the content from 2 or 3 “heavy-users”

The results:

1. If you share a 2nd post on the same day within two hours, the second post needs 3 times more engagement to collect the same amount of views
2. If you share more than 3 pieces of content the same day, one of them gets “slapped”, and gets almost no views or engagement!
3. If you want to share a 2nd post on the same day, wait (or schedule it) for more than 3 hours after your first post. The algorithm will treat it almost the same like the first!



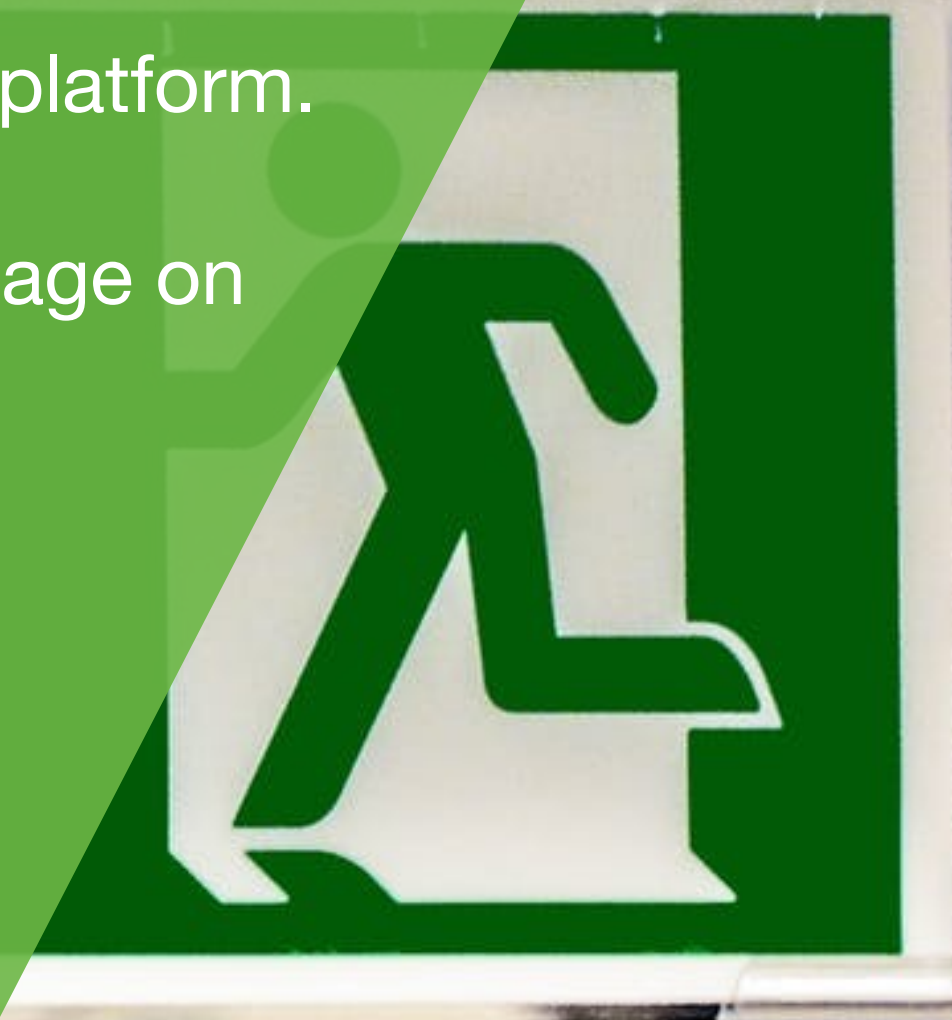
# DON'T GUIDE PEOPLE TO THE EXIT

Like any other social network LinkedIn wants us to stay as long as possible on the platform. It increases their market value towards advertisers. So be careful with what you share and pay attention to how you present your message on the timeline! The stats will speak for them selves.

Let's take a message that consists of text and an image as the norm, which means 100% reach

Have a look how the package changes the numbers:

- |                                  |                              |
|----------------------------------|------------------------------|
| • Text only                      | between +20% and +50%        |
| • Text + Documents               | between +50% and +80%        |
| • Native Video (including Vimeo) | between +20% and +70%        |
| • Text + external link           | between -25% and -50% (!)    |
| • YouTube video                  | between -10% and -40%        |
| • Articles                       | between -150% and -250% (!!) |
| • External link only             | between -50% and -80%        |





# DOES YOUR SSI INFLUENCE THE REACH

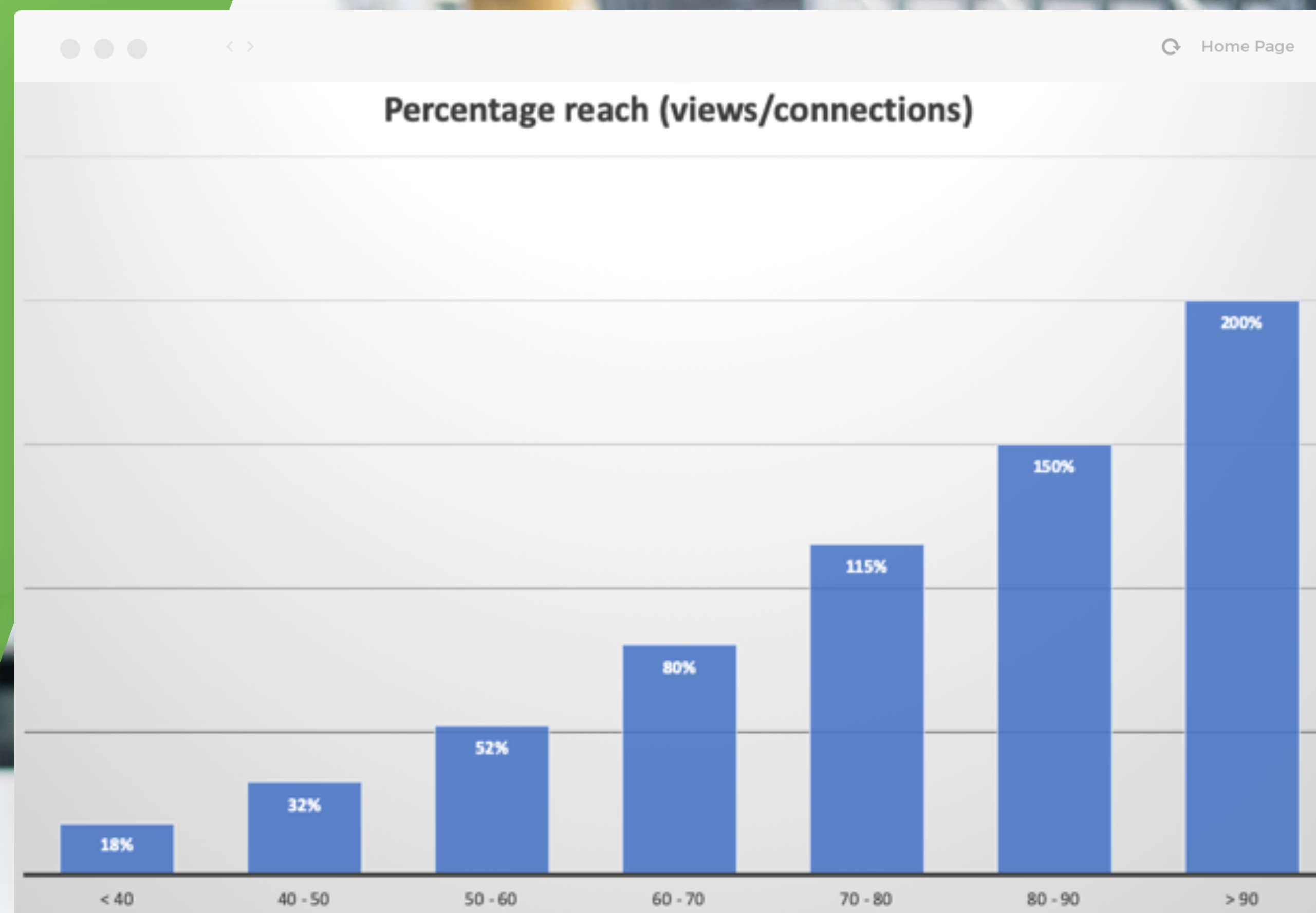
Many entrepreneurs and sales professionals use the LinkedIn Social Selling Index as an indication for successful LinkedIn use. Your SSI can be found in your **#SalesNavigator** subscription or through the following link: [www.linkedin.com/sales/ssi](http://www.linkedin.com/sales/ssi)

There is much debate about the SSI score. Useful or Useless? Vanity Score or Indication for Success.

We discovered an interesting correlation between SSI and reach

A higher SSI results in a higher reach, regardless the size of your network. It looks like LinkedIn is rewarding people with a higher SSI with more visibility

Which would make the SSI more like a “Relevancy-score”.





## OTHER THOUGHTS

- **Tagging** people does not seem to have impact on the algorithm, except that you will probably receive engagement more easily from the people or companies you tagged!
- Sharing **Documents** are favored by the algorithm because you are posting “Rich Content” without the risk of people leaving LinkedIn
- **Quality Above All** - forget about the algorithm if you are not planning to share **valuable, relevant and trustworthy content!**
- An **All-Star** profile rating seems to have a positive impact on the views. It looks like LinkedIn is returning All-Star profiles a favor in the algorithm (members with “Intermediate” rating score about 30% less on views/engagement)

Last but not least, thanks to the connections in the Netherlands, UK, US and Europe for providing me with posts and stats! You made the research a lot easier...





## ABOUT RICHARD VAN DER BLOM

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Richard van der Blom (1977) is one of the founders of Just Connecting and currently working as Strategic Social Selling Trainer and Consultant for various international clients.

Since 2000 he has been working as a sales professional for companies like Adecco and Yacht, before he founded Just Connecting in 2009. In his vision on the future of sales he is convinced that:

- people buy from people, not from companies (the importance of strong Personal Brand)
- people interact with content from people, less with companies (Personal Content)
- your personal ambassadors will generate more leads than you will be able to do yourself (the importance of being valuable to your network)
- LinkedIn and Social Selling are key for long term sales success.

He developed the B.E.S.T. Social Selling method, currently used by many of our clients, as well as various Social Selling strategies within LinkedIn. As a member of an independent European LinkedIn Think Tank, he has extended knowledge and insights of different aspects of LinkedIn, such as the algorithm, product development and tooling.

As an inspiring Keynote speaker, he spoke at the Annual Sales Kick-off at 3M, Econocom, Mammoet, ING Netherlands and Philips. Provided LinkedIn training and consultancy since 2009 – as one of the first Dutch entrepreneurs – and trained over 20.000 professionals at more than 500 companies.

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