

# The LinkedIn<sup>®</sup> Algorithm, Revisited



Social Sales Link<sup>™</sup>

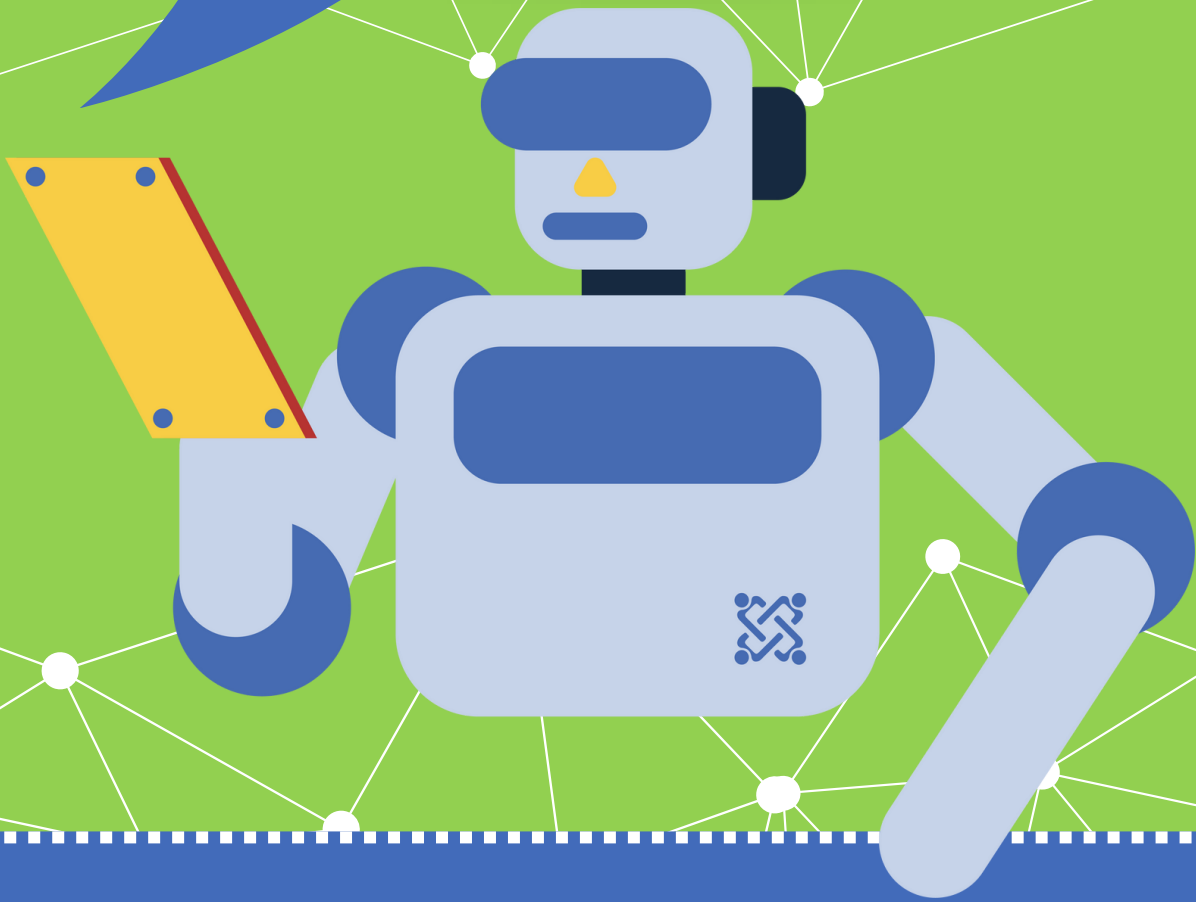
**Dive into the pulse of LinkedIn's algorithm changes, fueled by Richard van der Blom's groundbreaking report.**

**Uncover 20 game-changing tips distilled from analyzing 9,500 posts across 30 countries. Crack the code to algorithmic success and watch your content shine for your prospects!**



# 1

Up to four posts from a creator will appear in the home feed scroll.

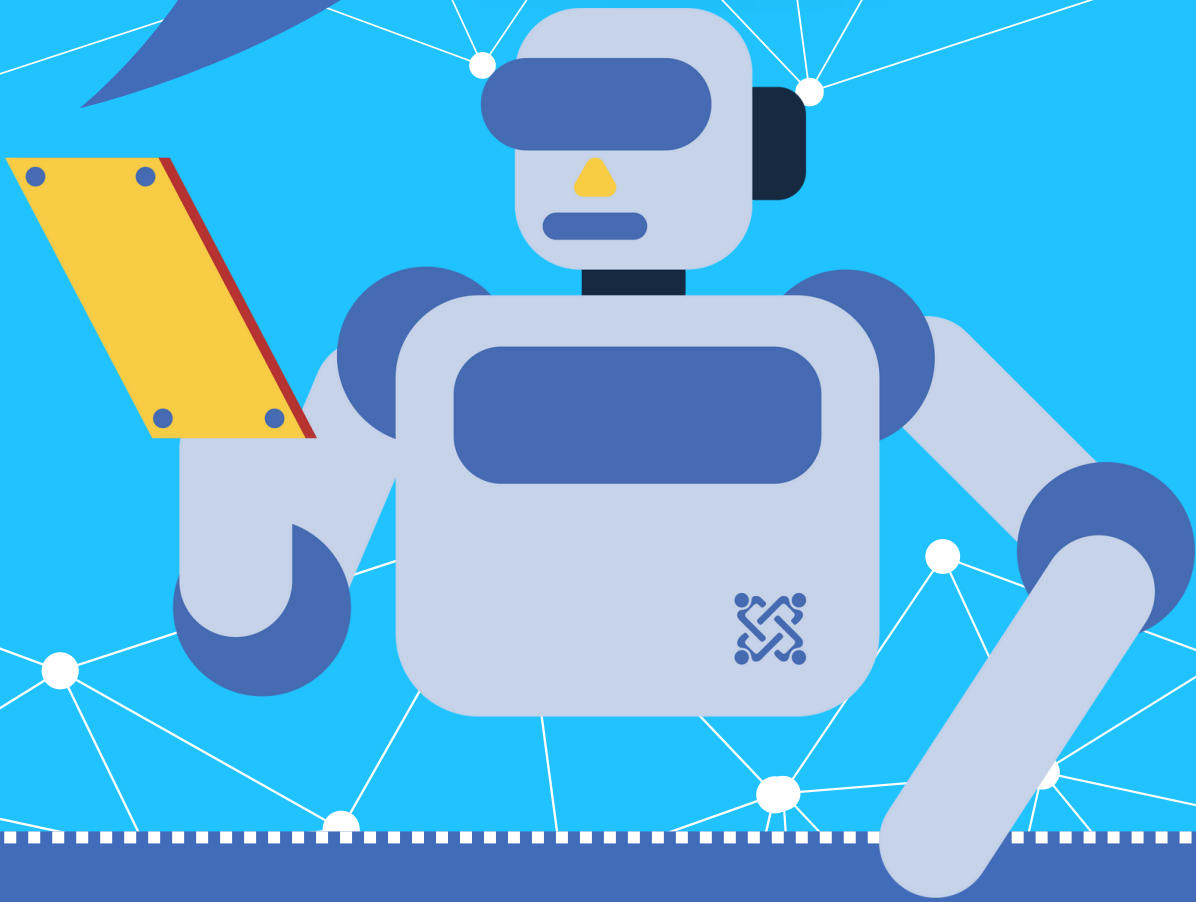


This update allows well-performing posts to remain in the newsfeed for a longer duration, addressing the previous limitation of only the latest share appearing prominently.



# 2

LinkedIn favors users with a large follower base and who post frequently, translating to increased content visibility.

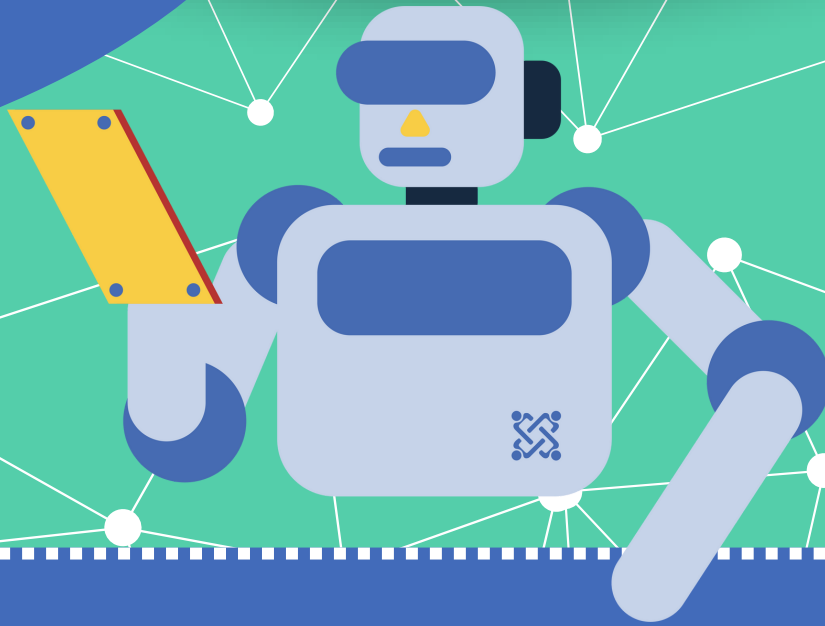


Growing your connections is a straightforward strategy to amplify your presence on the platform.



# 3

LinkedIn Users in Creator Mode saw a 15-25% rise in reach and engagement, but non-creators experienced a 10-15% decline.



Opting for creator mode **AFTER** having at least 1000 connections is crucial for content creators, even with the shift from 'Connect' to 'Follow' buttons.

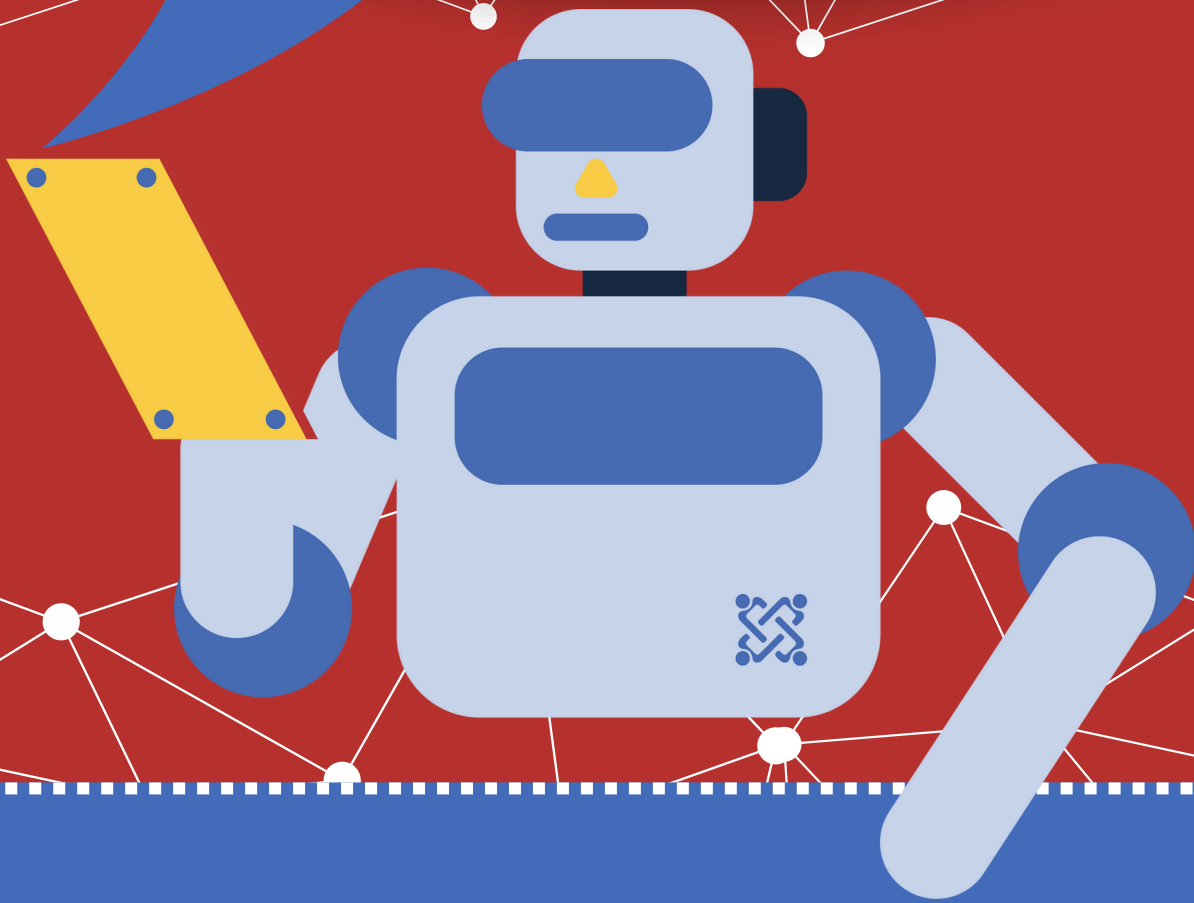
**PRO TIP:**

*Turn the decline in connection requests into an opportunity by actively connecting with new followers who align with your goals and content, enhancing engagement.*



# 4

Followers who engage with a post will see the content more often, and content creators who have many people ringing their bell have a higher engagement rate and reach.

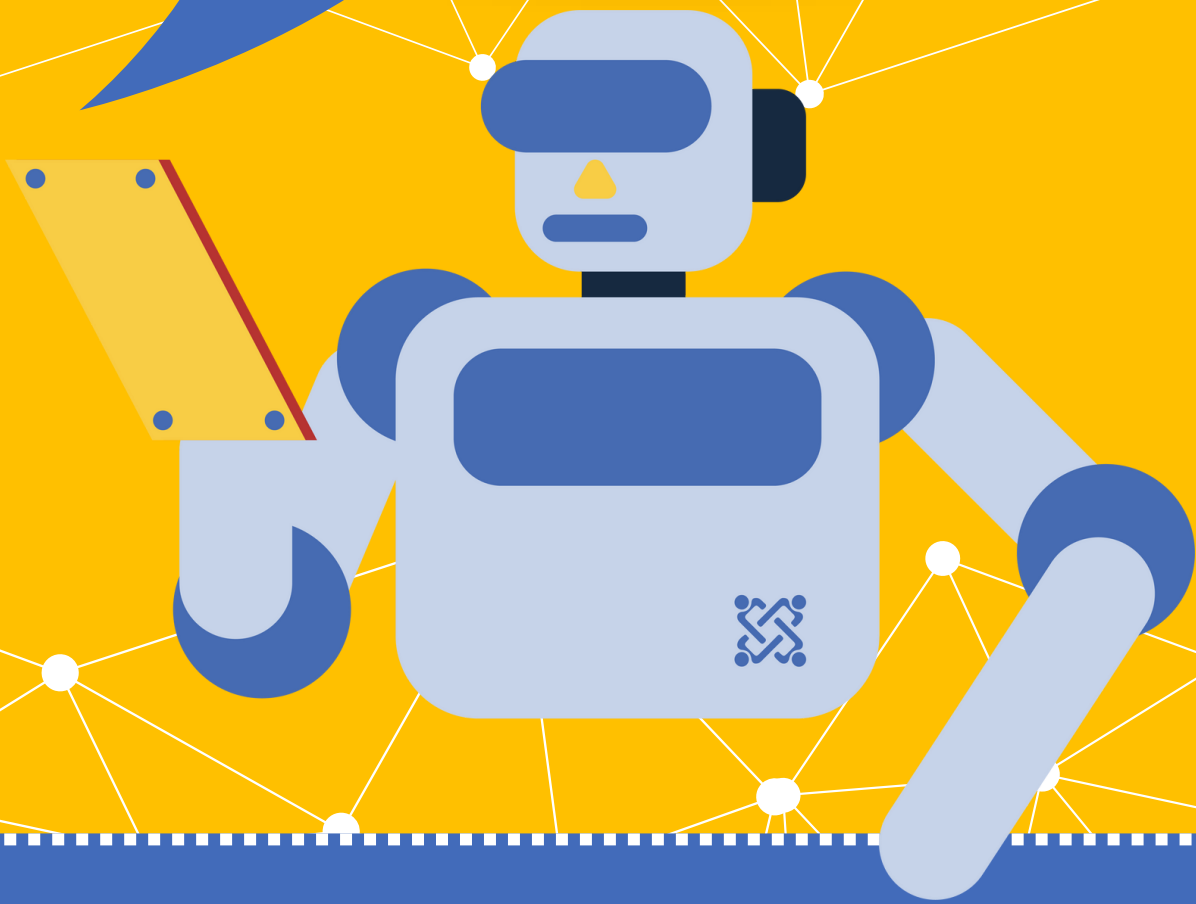


By encouraging engagement on diverse topics and prompting followers to "ring the bell," creators can cultivate a receptive audience and boost post visibility.



# 5

Dwell time is less important, and shorter posts and sliders are favored.

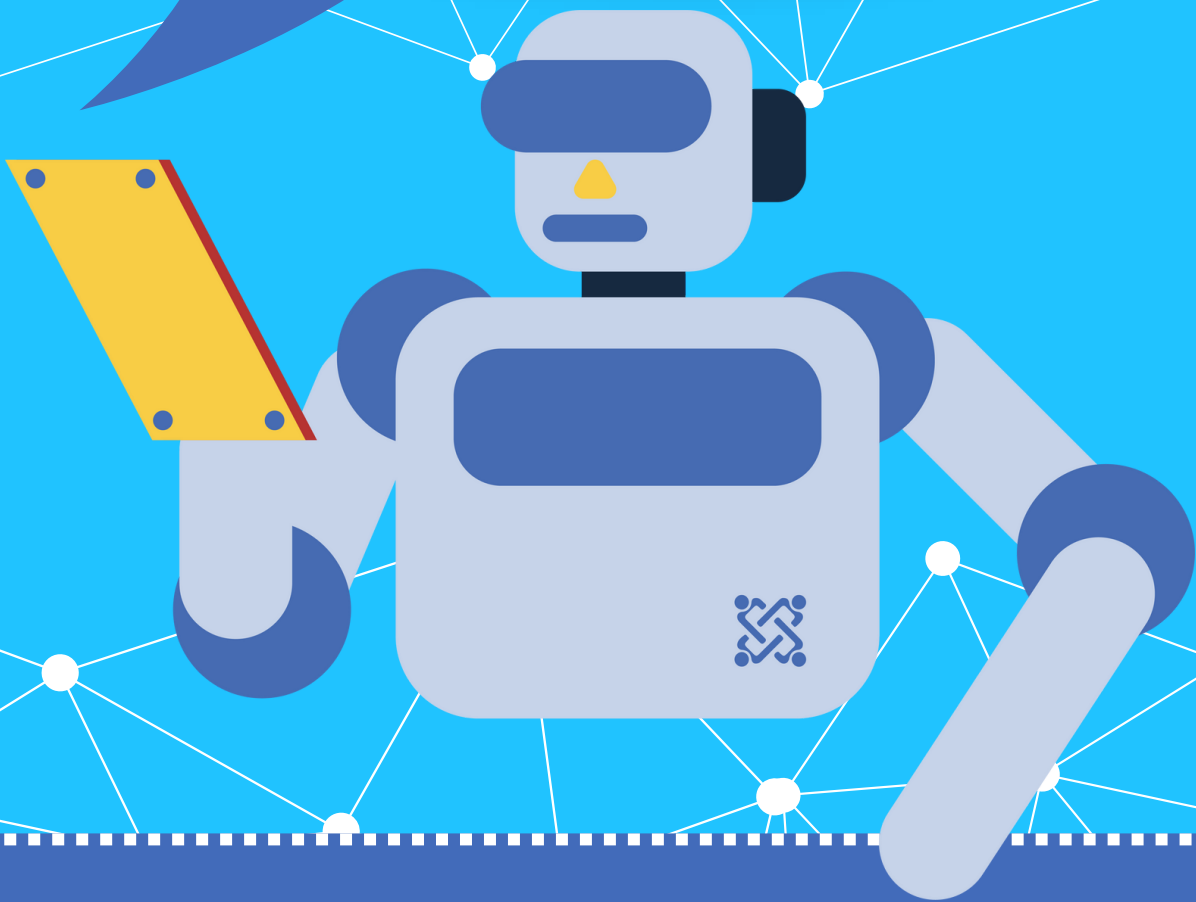


While dwell time had its significance, the focus has shifted, with sliders, particularly those with seven slides, emerging as strong indicators of engagement.



# 6

90 minutes is the new deciding factor, shifting from the previous emphasis on the first hour or two.



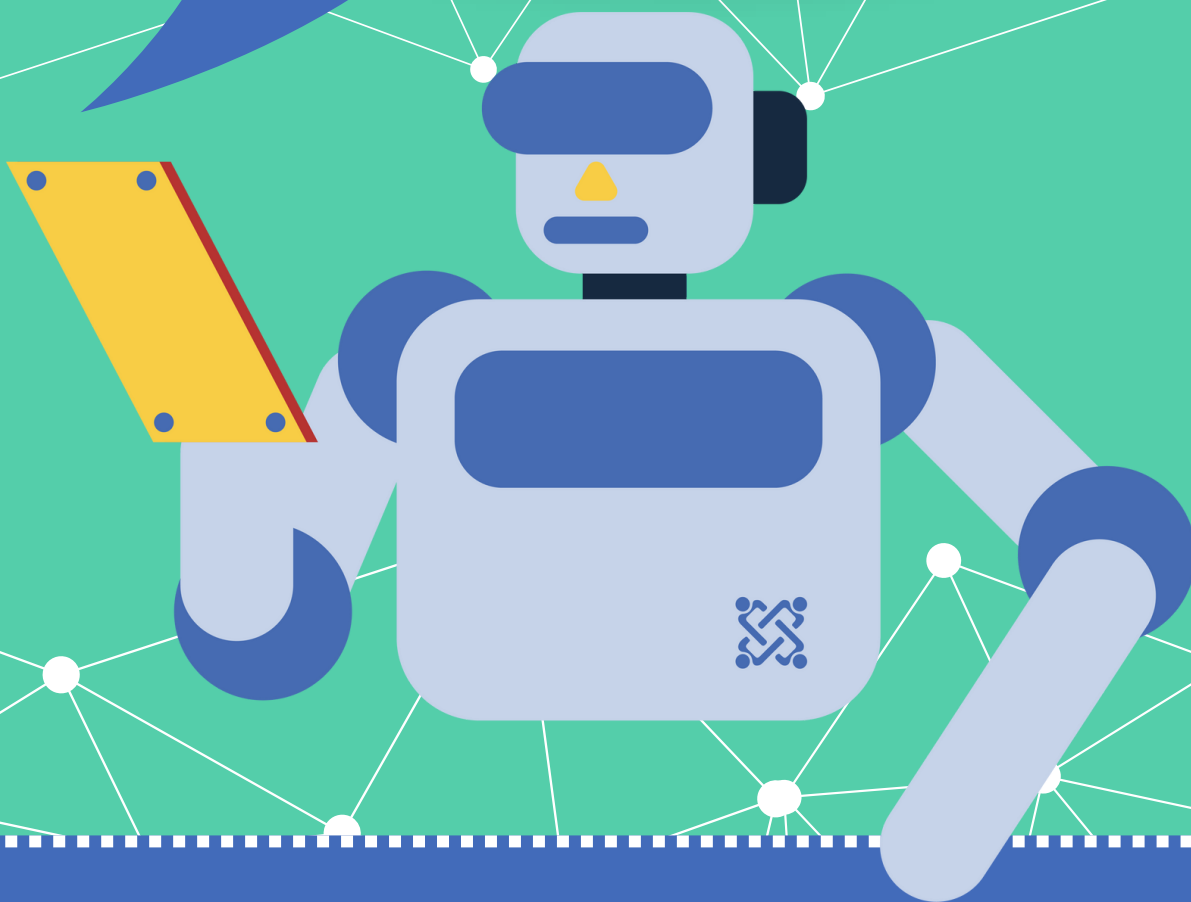
To score more points, prompt various engagements, such as using different reactions instead of just a thumbs up. For even better visibility, ask your connections to leave comments on your posts rather than just reacting.





# 7

Newest connections in the last two weeks are more likely to notice your content.

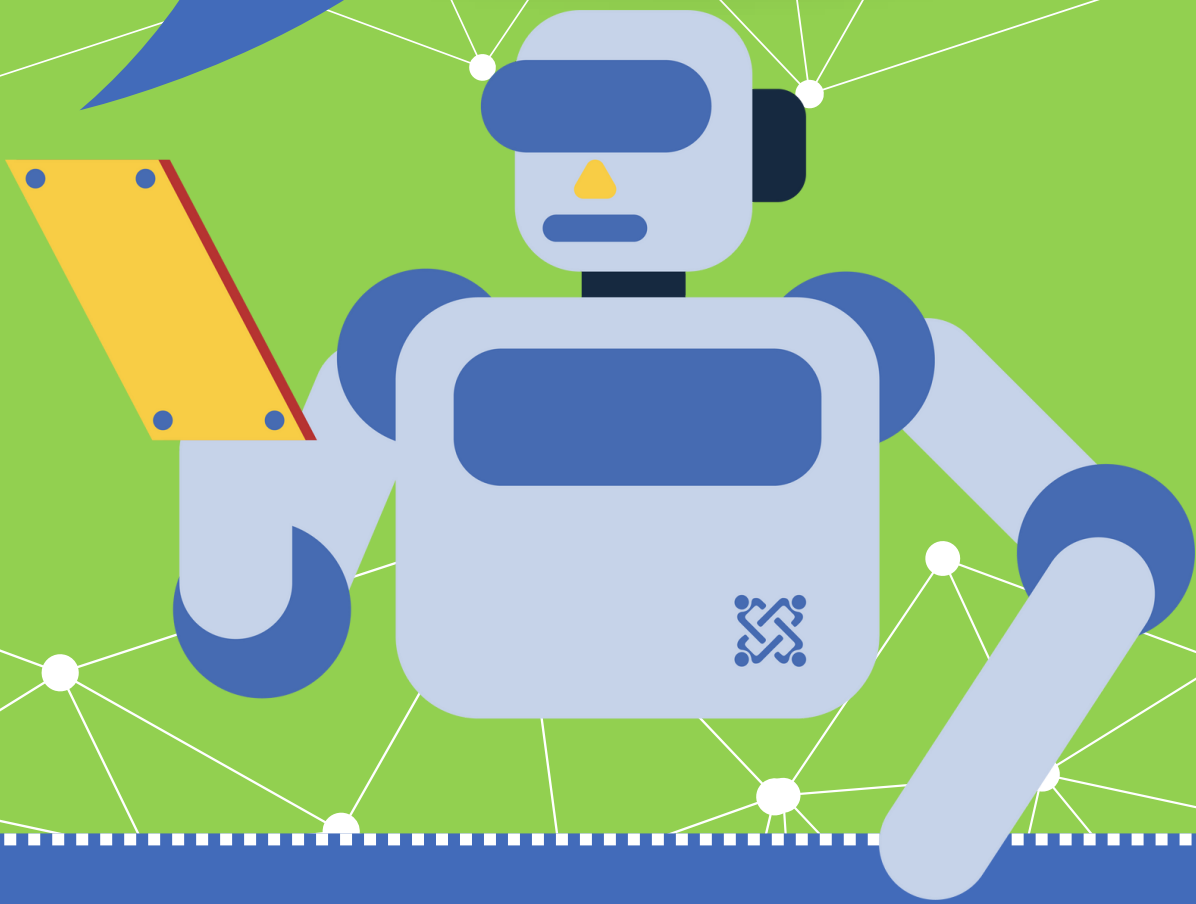


So align outreach efforts with specific industries and consistently share relevant content during that period. This ensures sustained visibility and immediate recognition of the value offered to new connections.



# 8

Liking someone's post increases your chances of seeing their next post by 30%.

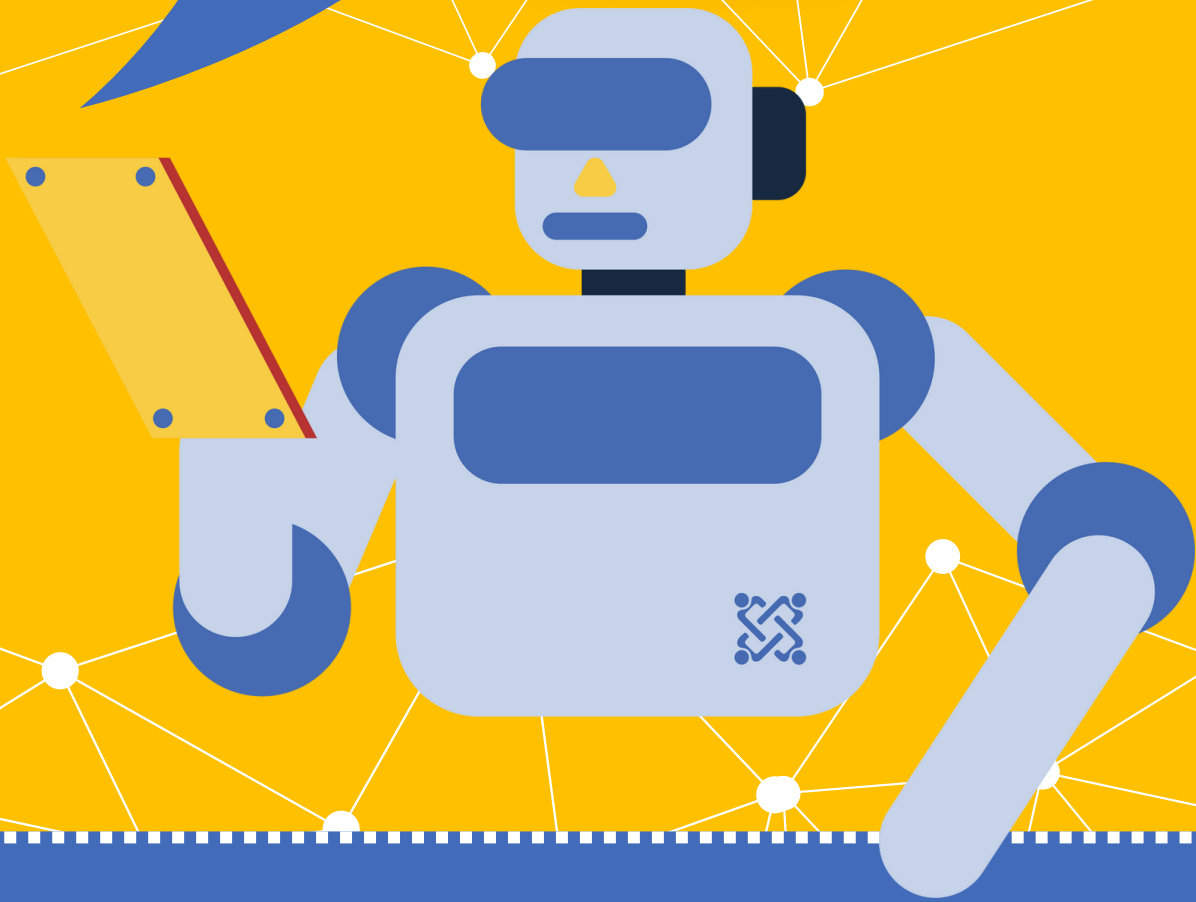


When ringing someone's Bell to stay visible, make sure also to like their posts—it increases the likelihood of seeing their content in your newsfeed.



# 9

Someone commenting on your post increases the chance of your next post being visible to them by 70-80%.

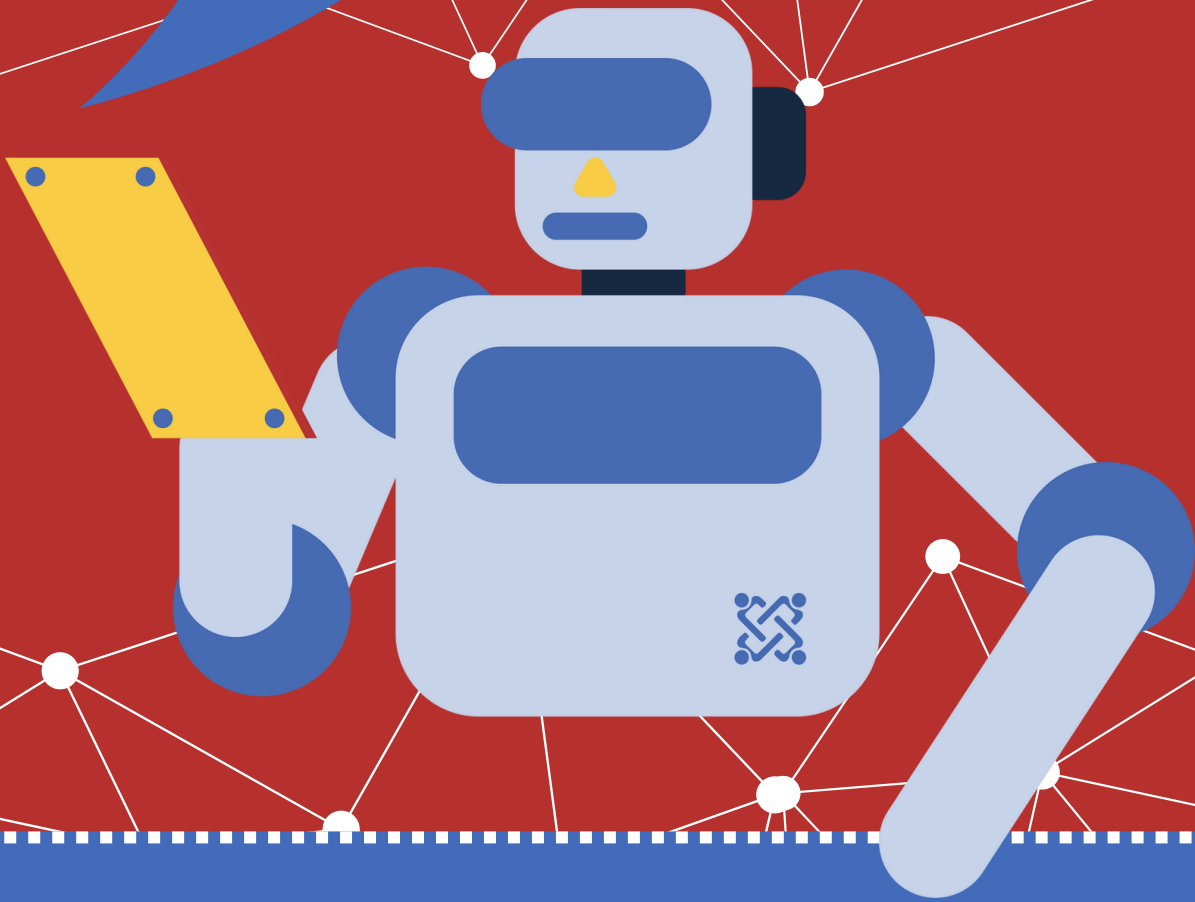


To maximize engagement, it's important to not only go out and engage with others' content but also to ask for the perspective of your prospects on your content.



# 10

**Sending a direct message, be it video or text, boosts the likelihood of someone seeing your next post by 85%.**

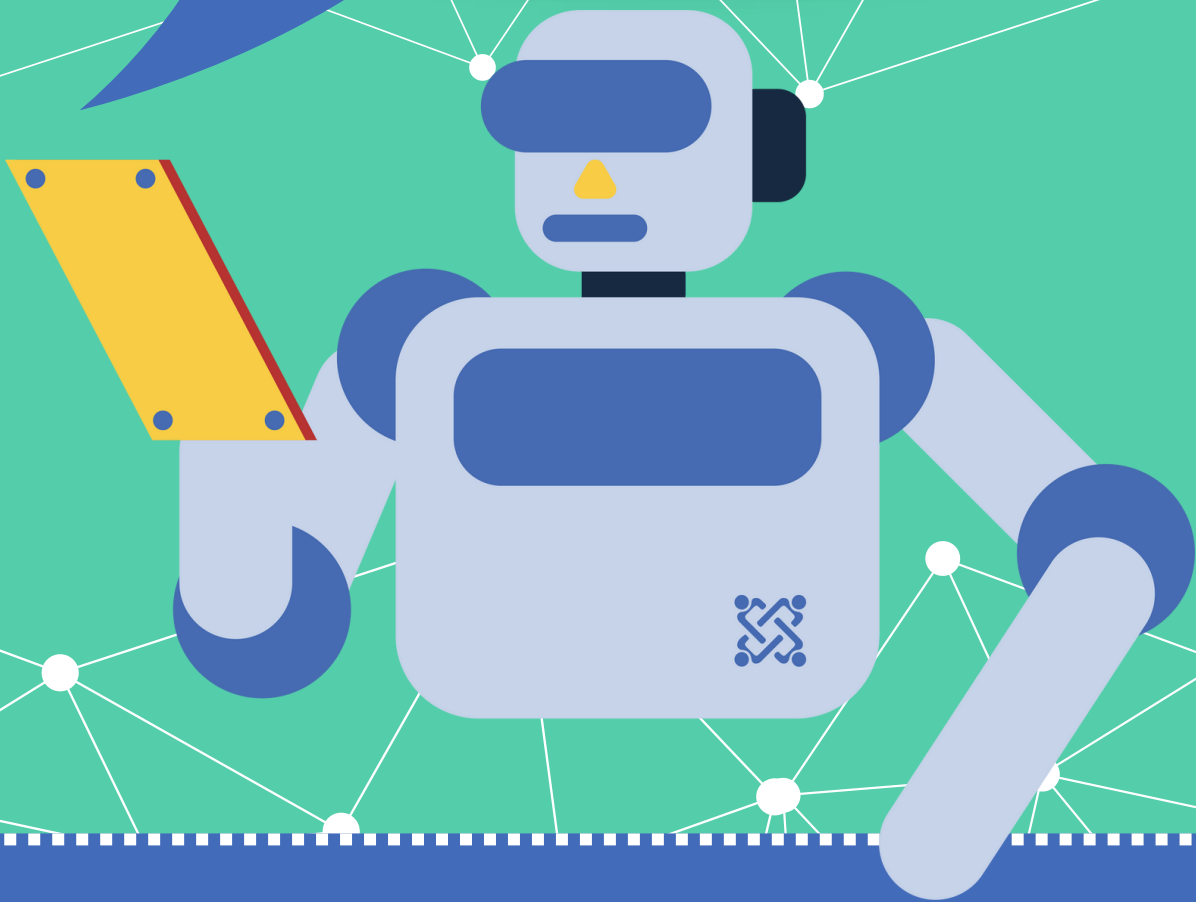


**A friendly, valuable message to 1st-degree connections enhances content visibility. LinkedIn's focus on conversation highlights the need for a dual strategy, emphasizing meaningful interactions for better content visibility.**



# 11

**Saving a post helps the author and prioritizes them in your feed.**

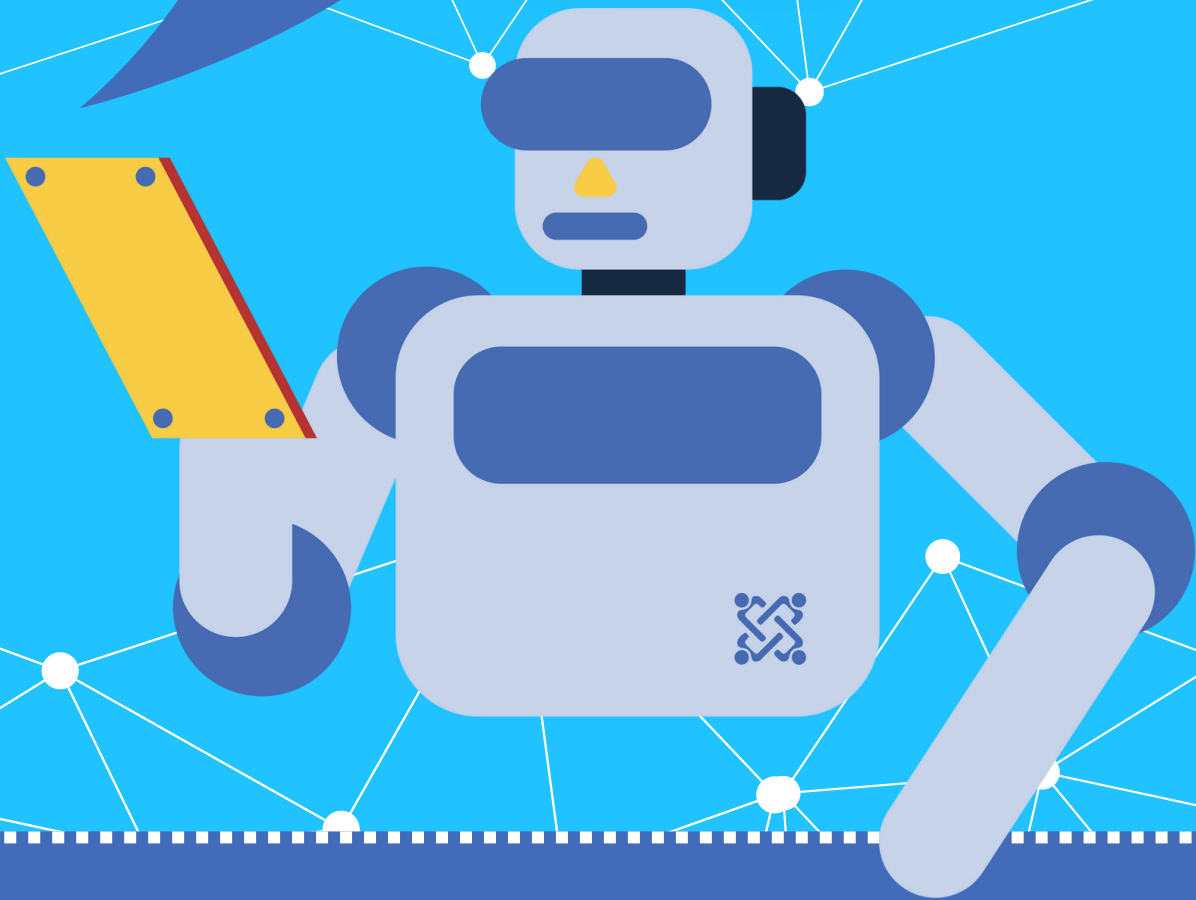


**It signals to LinkedIn that the content is valued, creating a win-win where engagement is acknowledged, and the author's valuable content gains recognition.**



# 12

LinkedIn prioritizes the content you consume.

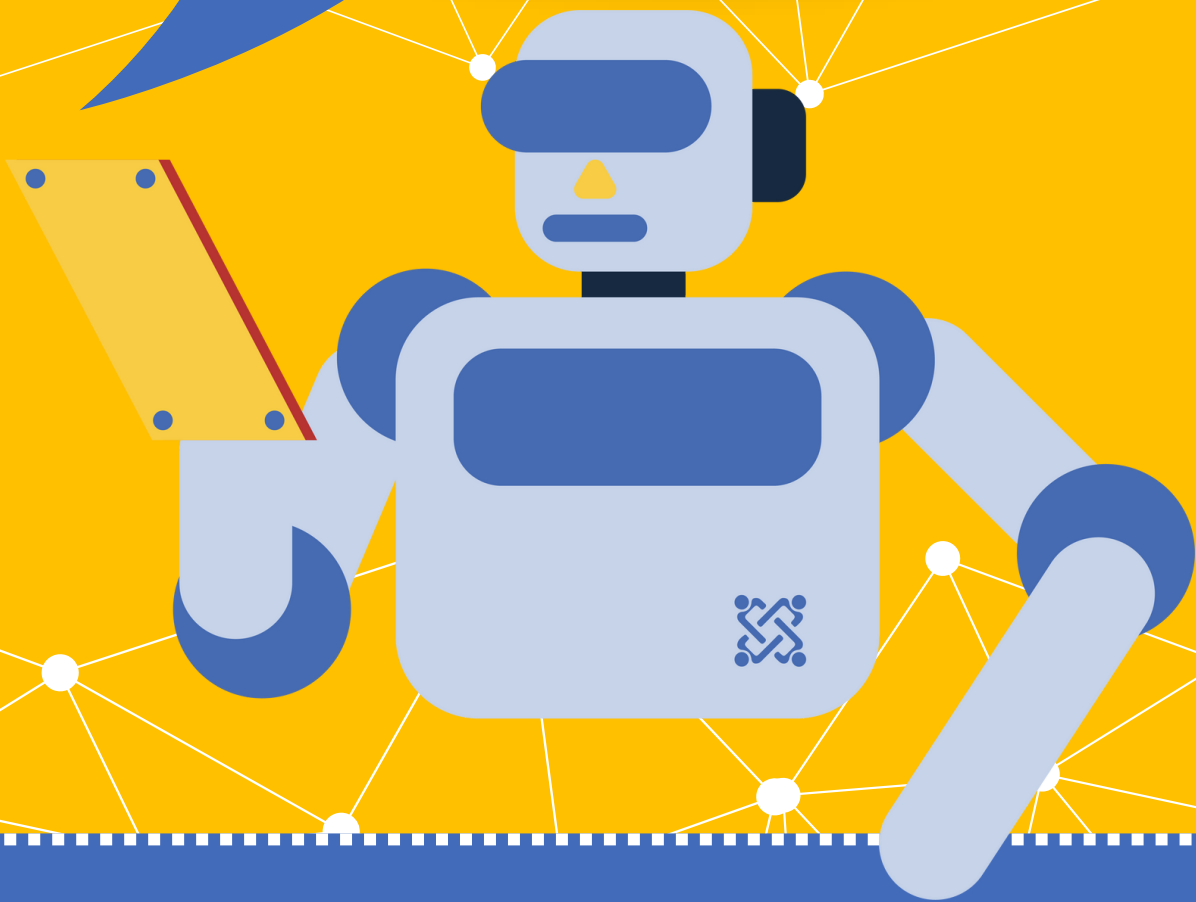


So it's crucial to understand your prospects' preferences by checking their activity. Tailor your content—whether sliders or videos—to match what they engage with most, boosting overall engagement.



# 13

Content based on your Sales Navigator saved leads gets priority.

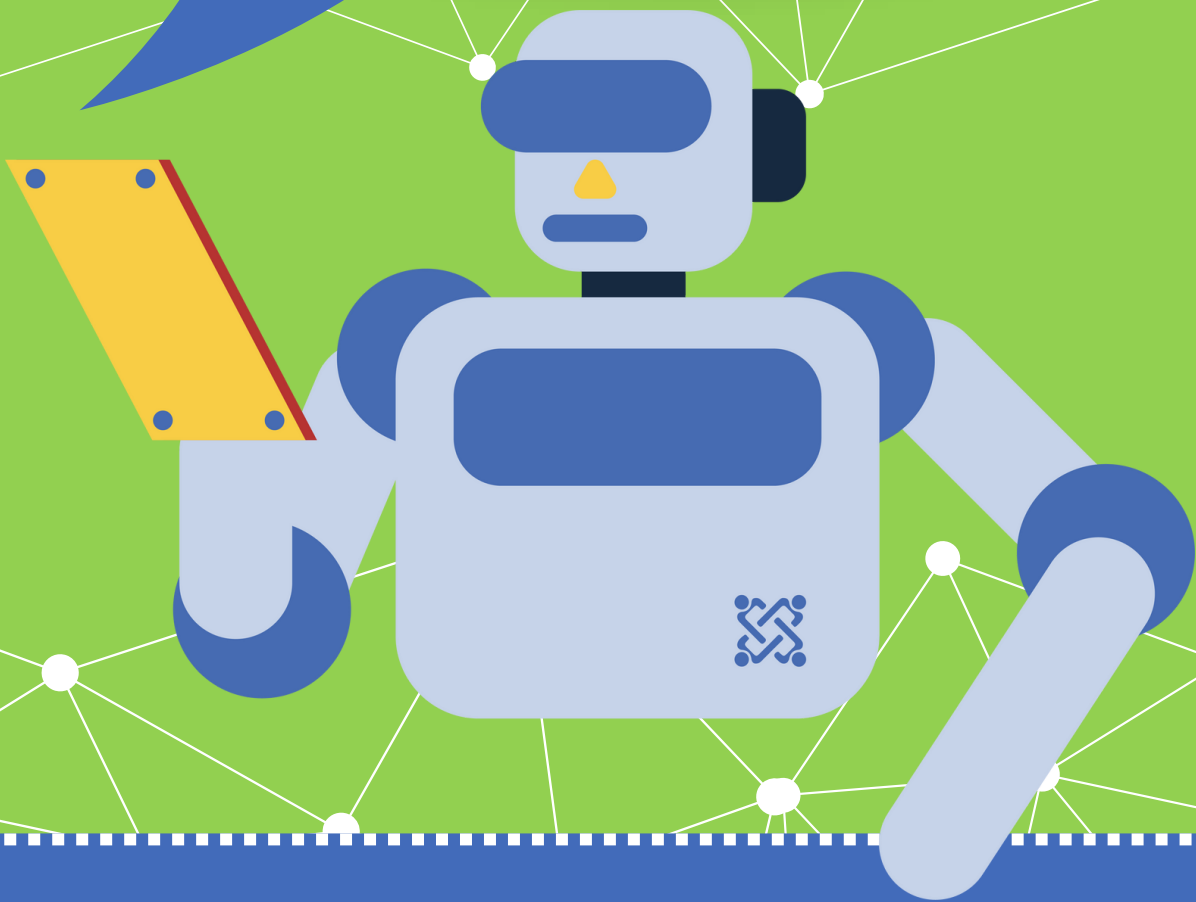


So spending time on Sales Navigator's feed is more valuable than the standard LinkedIn homepage. This is particularly useful for social listening, helping you catch relevant content for your connections.



# 14

If you endorse or recommend a connection, you'll see more of their content.



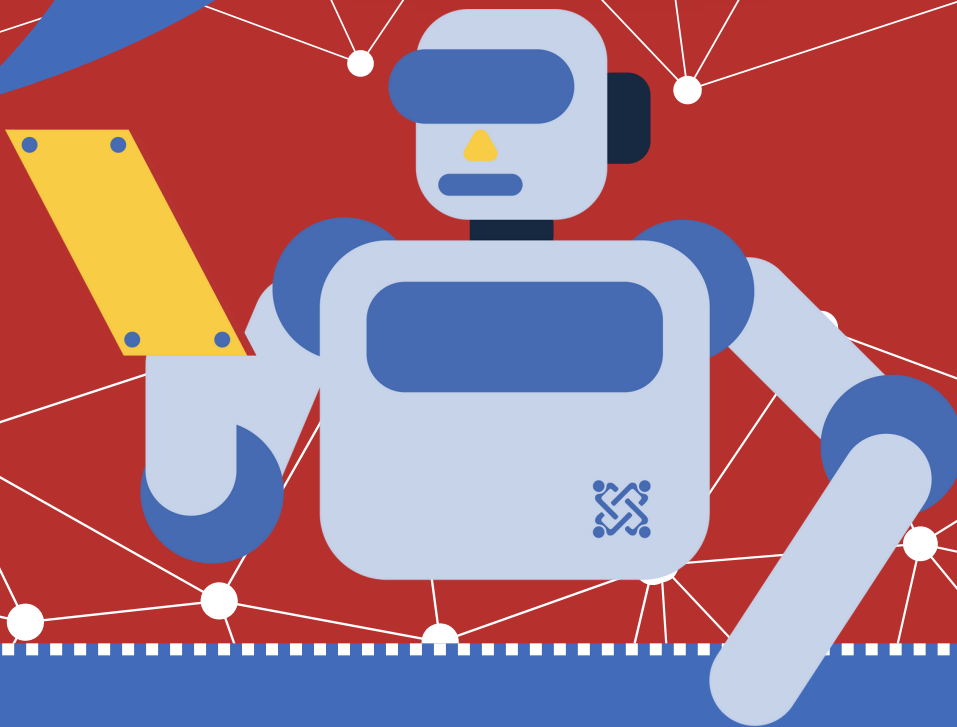
—Simple as that. However, be cautious with endorsements, ensuring they are authentic and based on genuine experience rather than just for the algorithm's sake.





# 15

LinkedIn now recommends waiting 18 hours between posts.

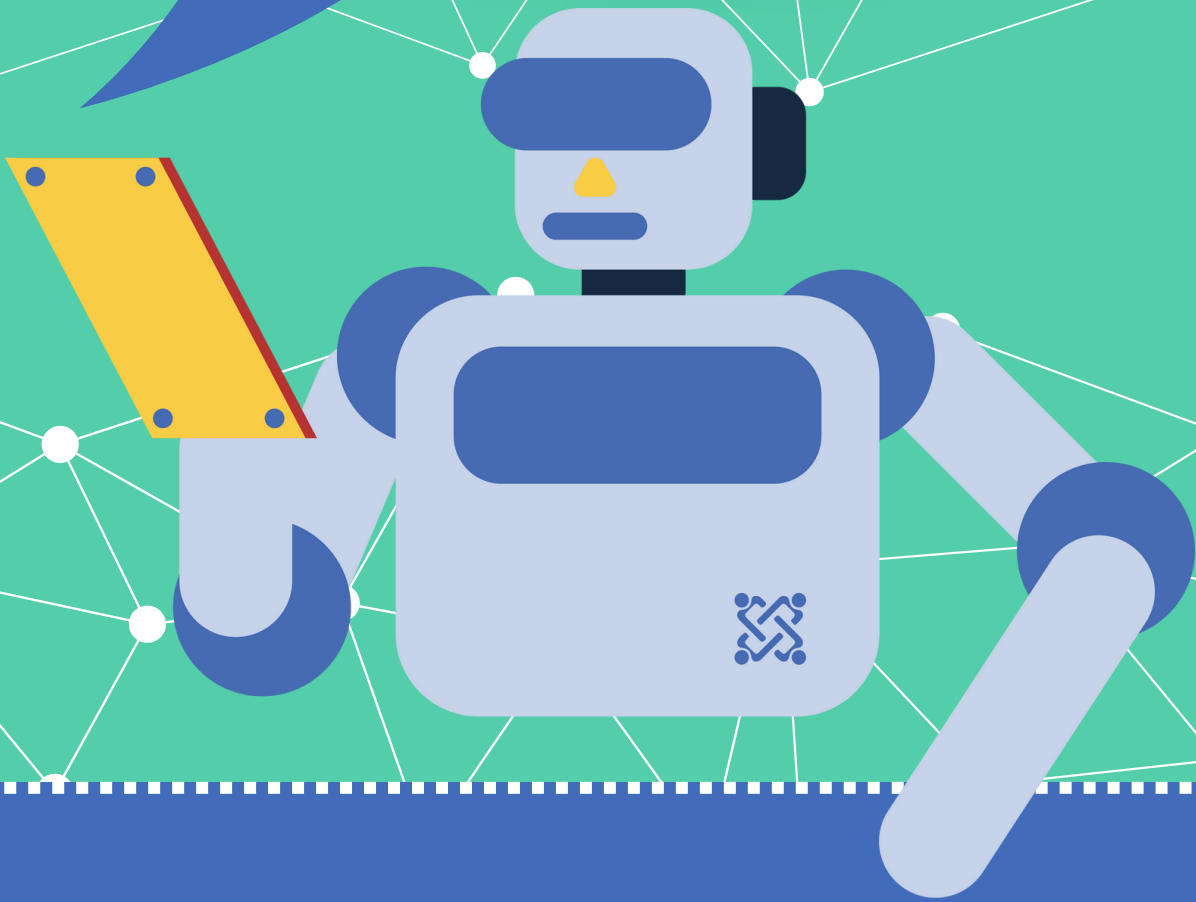


We advise waiting 24 hours before sharing another piece of content, but engaging with others' content is encouraged and won't harm your posts—except if you repost someone's content. LinkedIn prioritizes driving conversation, so letting an engaging post run before introducing another ensures clarity and sustained interaction.



# 16

Respond quickly to all comments and add a new comment to your post within 24 hours.

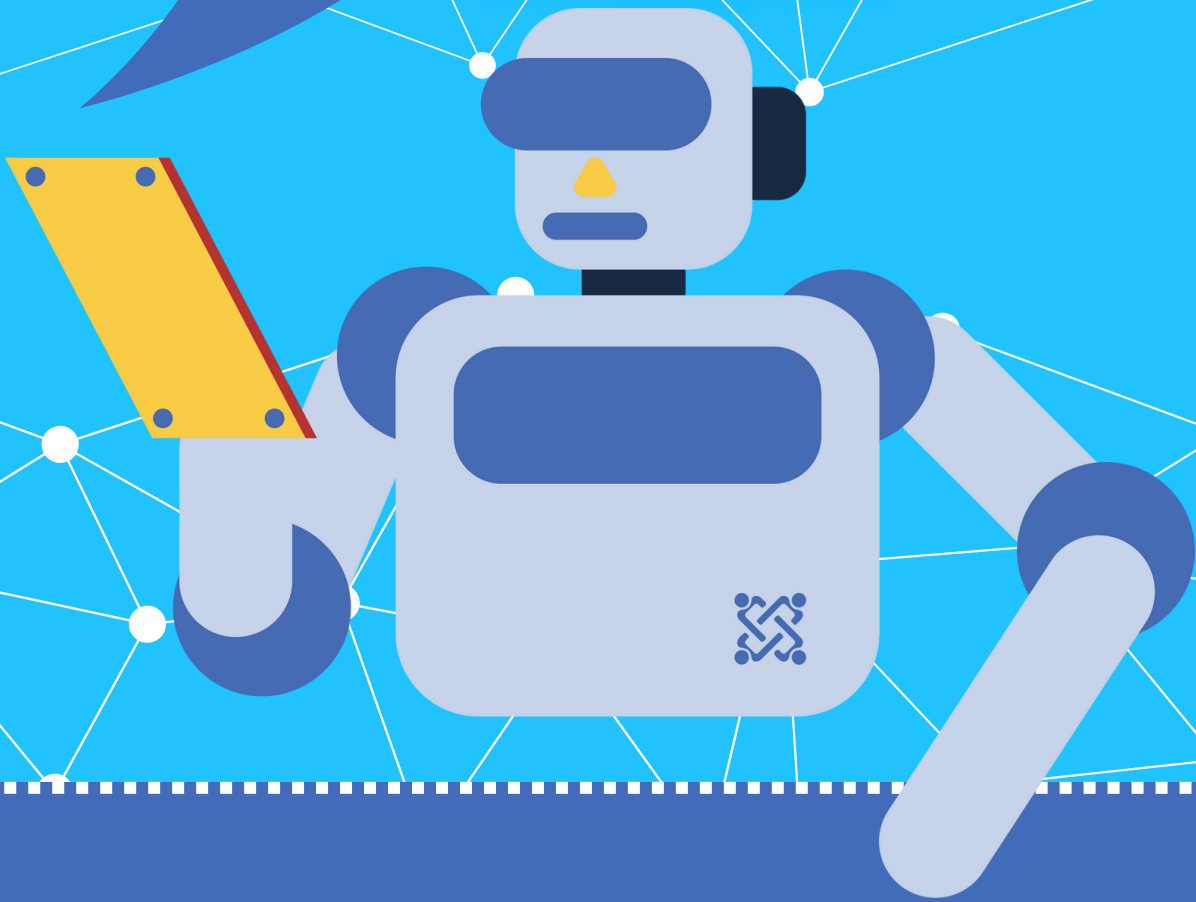


Instead of immediately commenting on your own post, let others engage first and then respond. Reviving the post with a new comment after 24 hours presents a valuable opportunity to keep the conversation going.



# 17

Inviting people to "ring your bell" after connecting on LinkedIn can boost engagement.

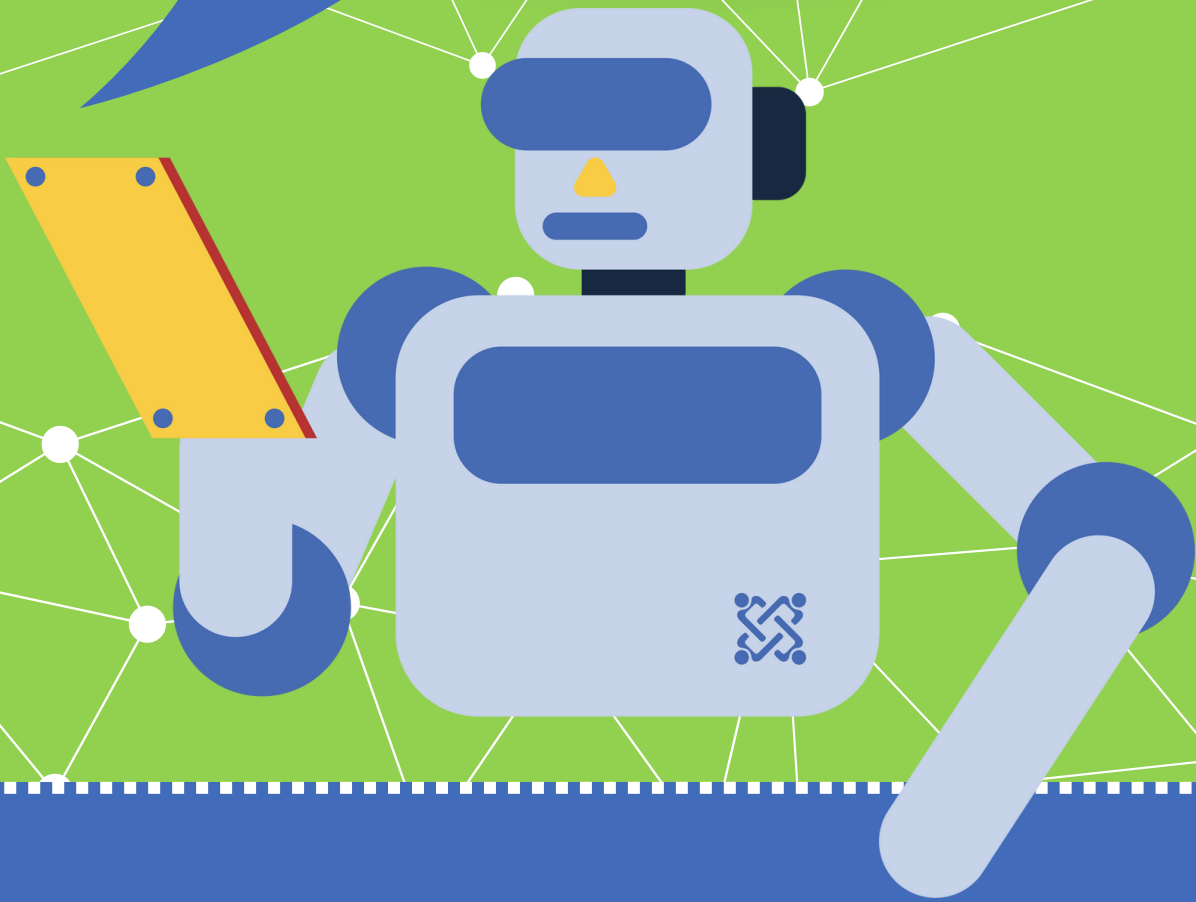


It's a simple way to express mutual interest in each other's content and create a reciprocal engagement dynamic.



# 18

Don't edit your posts in the first 10 minutes, and avoid being the first to comment on your own posts.

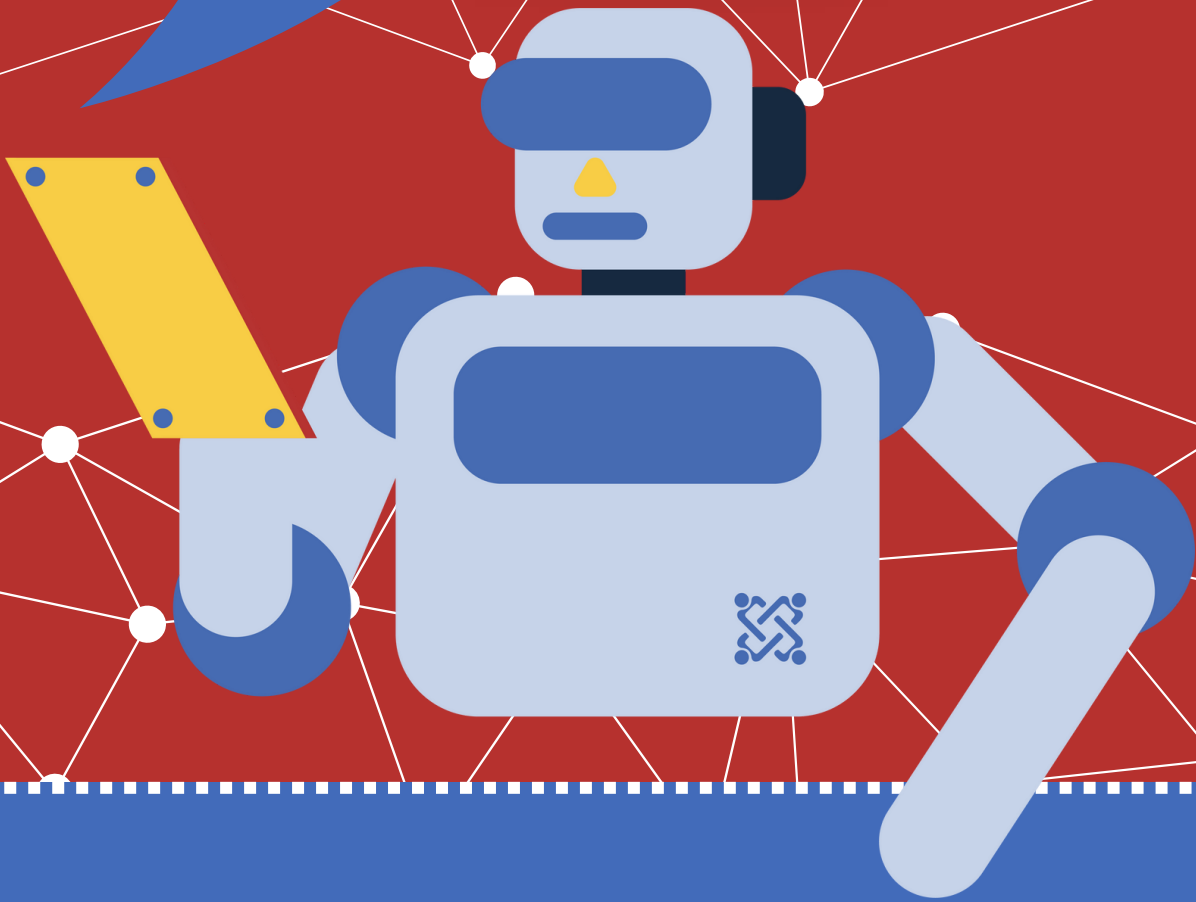


Let others engage first, fostering a more authentic and interactive conversation on your LinkedIn content.



# 19

No more than 10 hashtags, 10 emojis, and two consecutive blank lines in less than four lines.

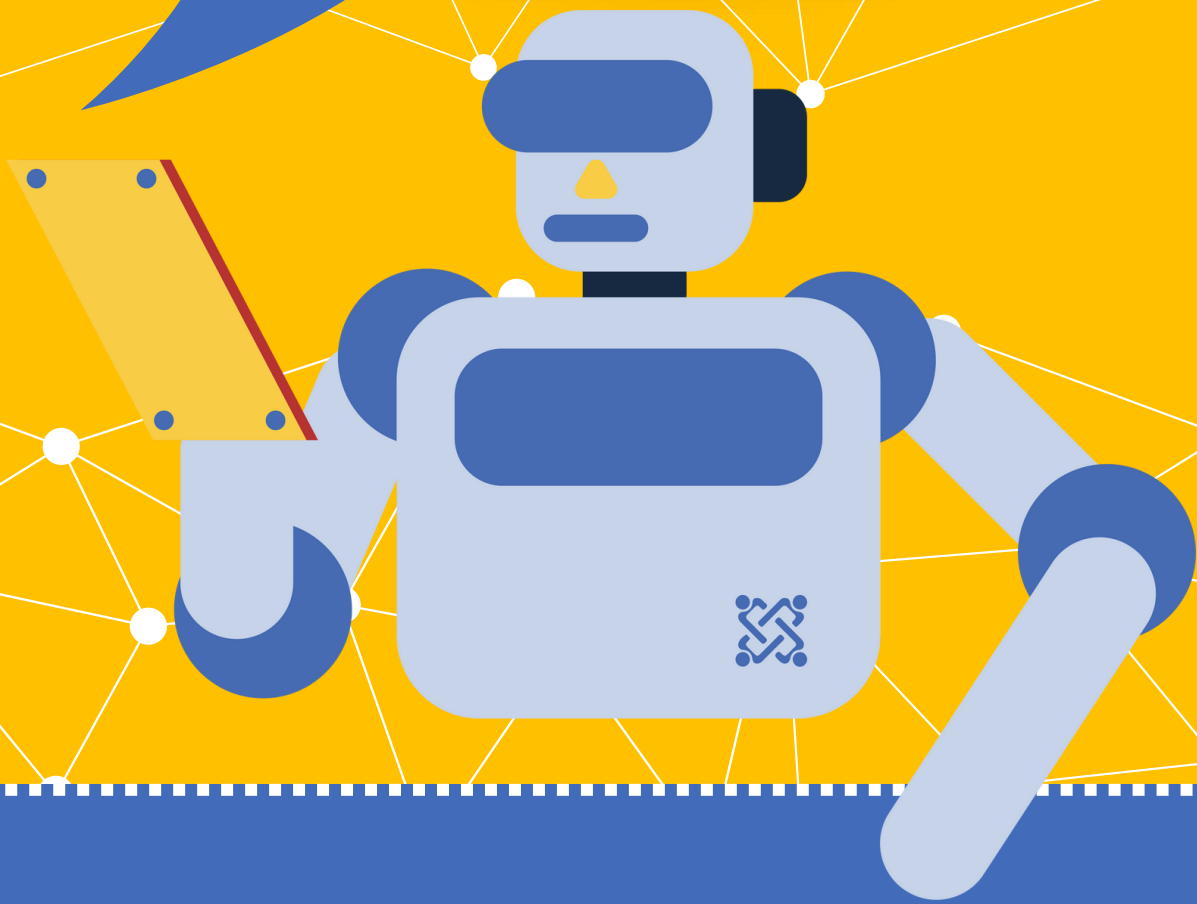


—LinkedIn recommends thoughtful formatting and content that extends beyond four lines for better engagement. While dwell time may be down, the "See More" button is up.



# 20

After you publish, engage on three or more of your network's posts.



**This creates reciprocal engagement, boosts visibility, and fosters dynamic interaction. Don't just share your content, actively engage with others.**



## BONUS TIPS:

1

**Quality or quantity: the key is to have engaging content that leads to your solution, balancing algorithmic understanding with the importance of creating meaningful and relevant posts for your audience.**

**Be known for being a trusted resource relevant to your business but not all about your business—balance engagement by providing value without making it all about self-promotion.**

2



Connect with Us!



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