



## LinkedIn Algorithm Cheat Sheet

### In this lesson you will learn about...

- ★ How the LinkedIn algorithm works
- ★ About the LinkedIn Feed

Just like all the social networks, the algorithm is a mathematical equation which determines what content is shown to you in your feed.

### What do we know about the LinkedIn Algorithm?

- ★ You are likely to see more posts in your feed from people you regularly engage with, and high performing posts that your network has engaged with. So, it is worth considering being proactive in engaging with important people in your network, or those who have a wide influence in your industry.
- ★ Posts with high-quality content (and therefore generating great engagement) will be shown to more people.
- ★ Content posted at the OPTIMUM times will have the greatest chance of success, as they are likely to generate greater engagement as your audience are online and will engage with them.
- ★ Posts which generate comments are the most favoured by the algorithm, so your content needs to be:
  - Informative and value-adding
  - Encourage debate and discussion
  - Evoke opinion
- ★ Posts which end with a question can also be very successful in encouraging engagement.
- ★ Posting more than once daily can also be damaging to the views of your posts. It is recommended that if you do want to post more than once a day, you should leave several hours between your posts. We would recommend that you only need to post once daily, during working hours.
- ★ Using hashtags will definitely increase your organic visibility for your posts both for a personal profile and a company page.
- ★ Make sure you are available to engage with anyone who has commented on your post in the hour after you have posted, as this can improve the success of your post.
- ★ You are more likely to see content from accounts you regularly engage with appear in your feed.
- ★ The more time you spend engaging on LinkedIn with your connections and your feed, the more likely you will be to get a good idea of the type of content that will work well for you in your sector on LinkedIn.



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### The LinkedIn Feed

- ★ Your LinkedIn feed contains updates and content from your network, companies you follow and recommended content from LinkedIn.
- ★ This is where you comment, react and share posts created by people in your network and community.
- ★ You can customise your feed and toggle between seeing the highest performing posts and posts in chronological order. It is up to you to decide which one you prefer.

### Key Takeaways

- ★ Just like the other networks, the algorithm is a closely guarded secret.
- ★ Posts with high-quality content are critical to making your post go far.
- ★ Engage with key people in your network in order to see more of their content in your feed.
- ★ Your LinkedIn feed can be customised.