

LinkedIn Algorithm Updates

KEANE

Creator mode

Since the launch of LinkedIn creator mode in March of 2021, there has been questions surrounding its value.

Recent research suggest that having creator mode enabled on your profile can increase your reach by **15-35%**.



What format should you post?

Exactly this! A document or PDF can increase your reach between **2.2 and 3.4**.

Articles, newsletters, external links and videos are the least likely to increase the reach of your posts with Text & photos, carousels, polls and documents most likely to increase your reach and by a much larger amount.



Get Engaged!

It's well known that engagement leads to more reach, this recent research shows that ***comments reward your post with the biggest increase in reach, with a 12x increase in reach expected if someone comments on your post.***

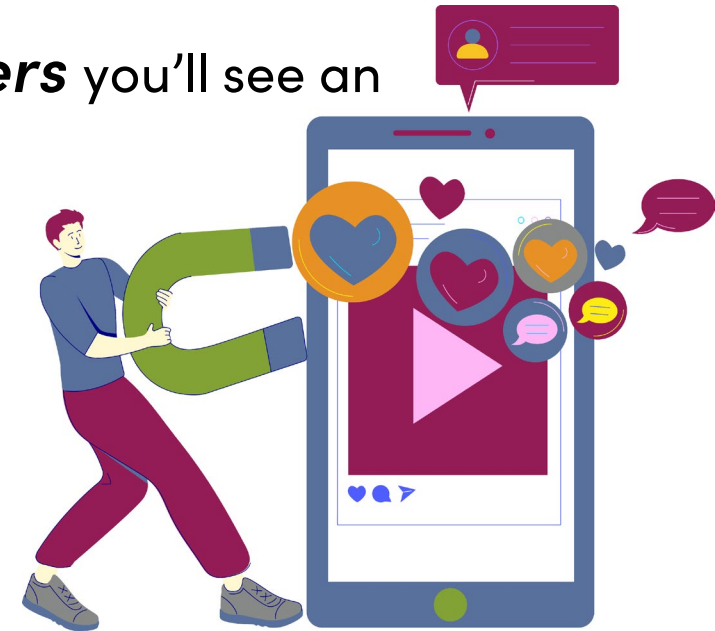
Shares and ***clicks on a 'see more' button*** both earn more reach than a simple reaction.



Comments are the big thing!

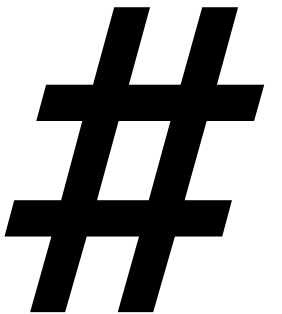
But not if you comment first!

Make sure that you don't comment first, if you ***engage after others*** you'll see an average ***increase of 20% in reach*** for the 1st hour.



#dontusetoomany!

3-5 is the ideal number of hashtags for your post – any more or any less and you'll impact the reach of your posts!



When should you post?

Monday	10am – 1pm
Tuesday	8am – 11am
Wednesday	9am – 12pm
Thursday	8am – 11am
Friday	1pm – 3pm
Saturday	10am – 1pm
Sunday	1pm – 3pm
And only post between 1 and 3 times per week!	



Recommendations

- Don't use more than 10 emojis in your post
- For optimal reach, your post must contain between 1,200 and 1,600 characters
- Do NOT edit your post within 10 minutes of publishing
- Focus on engagement!



Interested to find out more?

keanecreative.co.uk

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