











LINKED IN NINJA

LINKEDIN NINJA'S LINKEDIN POST BEST PRACTICES







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The following recommendations are based on research and information received from other LinkedIn experts, LinkedIn itself, market research companies, and my own observations and testing. Since the algorithm is constantly changing, best practices change as well. Please be cognizant of the date on this document before taking its advice as the advice may be out of date.

-  Each Post should only address ONE KEY POINT and that point needs to be what you want people to comment about. If you have a complex topic that you want to address, break each point into a separate Post and set them up in a series. When you bring up too many different points, people get confused about where and how they should join the conversation. If you ask multiple or multi-part questions that sound like an essay exam, you'll likely get no engagement. People didn't like answering essay questions in school, they're definitely not going to answer one on LinkedIn. Attention spans are very short. You need to get their brain to focus on one thing that will be compelling to discuss. Complexity will kill your Post. K.I.S.S.
-  Posts that are only text or text with emojis perform the best.
-  Text Posts that have 1,300 to 2,000 tend to do better than longer (up to 3,000 characters) or shorter posts. It's the sweet spot.
-  All Posts should have at least 6 lines of actual text not including blank lines.
-  Build in a lot of white space with blank lines; do not write in dense paragraphs. People have to slow down to read dense paragraphs left to right. Whereas, if your Post is written in one to two sentence chunks and then a blank line, they can SCAN and READ DOWN which is a speed-reading method. Yes, this means they will not be on your Post as long, but a shorter time on the Post is better than them just scrolling by. Additionally, more than 50% of members access LinkedIn on the mobile app and dense text is even more difficult to read on a mobile device.
-  The ideal number of hashtags is 3-5 RELEVANT hashtags. More than that can affect Post performance. Vanity hashtags should be last to increase the likelihood of your Post being included in a tracked hashtag news feed.
-  Images – unless it's a very attention-grabbing image – kill Post reach (even though LinkedIn claims the opposite to be true).
-  The goal is to get people to click “See more” and stay on your Post as long as possible. Posts that contain text and/or media that keep people on the Post help performance due to the “Dwell Time” variable.

- 🗣️ Native video has fallen out of favor but can work if it's compelling and has captions. Many users do not turn the volume up, so if you want them to watch, they need to be able to read. Vimeo is the next best performing video format. YouTube videos do not perform well at all and should be avoided.
- 🗣️ Multi-page documents – also referred to as “carousels” – perform well if the content is compelling. The need to click through the pages, greatly increases Dwell Time.
- 🗣️ Polls are the current “darling” of LinkedIn. They can get huge amounts of views if they get engagement via voting or commenting. HOWEVER, the LinkedIn membership is starting to display Poll-Fatigue – particularly when it is evident that a Poll was created just to push visibility and adds no value (such as, “Which do you prefer?” Coffee? Tea? Neither?, comment below). There are people who are purposely not participating in Polls to decrease their appearance in their news feed. However, people like participating in them and a well-crafted Poll can also be a great source of market research.
- 🗣️ Do not comment or edit your post during the first hour after it was posted. LinkedIn wants to see organic engagement within the first hour. If no one engages with the Post in the first hour, then you can comment and tag people to encourage their engagement. But be careful. If you tag people and they don't come and engage with the Post (soon), it is a negative strike against the Post. If no one who was tagged engages with the Post, it's the kiss of death.
- 🗣️ Do not share the link to your Post outside LinkedIn to get people to engage with it. The new Bad Actor algorithm will see that as POD behavior because the person did not find the Post organically. Not only can this action decrease your Post performance, but if done too much, it could put your account at risk of suspension or cancellation.
- 🗣️ Links – If you really want to share a link, share it as part of the original Post. Do not edit to add the link afterwards or comment with the link as you'll need to do that soon after posting during the 1-hour window of not touching your own Post. If you're going to share the link, the content on the other side needs to be compelling. Also, make sure your Post still meets all of the Text Post best practices mentioned above so that people can still engage with the Post even if they don't click through to read what's at the other end of the link.
- 🗣️ Timing - Engagement – especially comments – during the first 3 hours of the Post is VERY IMPORTANT. Make sure you share your Post so that the initial 3-hour period is during a time when your network or target market is active on LinkedIn. First thing in the morning – about 8:00 A.M. your local time (no later than 10:00 A.M.) – has been found to be the time that has the best performance as your network has maximum time

to engage with your Post when they next access LinkedIn. Do not Post later than 12:00 P.M. or your performance will likely be particularly bad.

-  If you want to encourage that engagement in the first hour use LinkedIn messages to share the direct link to the Post. This would be considered organic engagement because you're keeping it inside LinkedIn. Just don't send more than a handful of those messages or you'll be seen as trying to game the system. Be strategic with who you message with the link to the Post and only pick people you're certain would click through and engage with the Post. If they read your message and DON'T click through to the Post, that will be a negative strike against the Post.
-  If you want to encourage engagement during the first hour by contacting people outside LinkedIn with looking like you're using a POD, give them the following instructions after you've shared the Post: Open or Refresh LinkedIn. Check to see if you see the Post in your own news feed first. If you do, engage with it there. If you don't, use the search to find my Profile. Then click on "See all activity" in the Activity section and select Posts. You'll find the Post at the top. Engage with it there.
-  LinkedIn wants Posts to be **conversations**. That means they must be formatted to get comments = people talking back. You need to write the Post as if you were starting a conversation and not simply educating or informing people about a topic. If the Post does not **compel** them to want to comment with their own thoughts, opinions, or experiences, then it will not get much reach. To put it plainly, if the post is only meant to be consumed where people read it and move on, LinkedIn will stop sharing it.
-  Quality content that people want to see trumps everything whether you're using a best or worst practice. Think about what your network and target audience want to discuss and not just what YOU want to say. If no one is interested in talking about what you want to say, it doesn't matter if you're using all of the best practices or not.
-  Comments **cannot** be hidden on LinkedIn. Is the Post topic something they will talk about IN PUBLIC? People will not discuss sensitive topics in a forum for everyone to see – especially co-workers and employers. Many people are not aware that while you can hide your OWN POSTS from the public, **you cannot hide** your Activity – reactions or comments – on *other peoples'* Posts.
-  Do not TAG anyone in your Post unless you know for certain that they will come and engage with the post AND come and engage with the Post as soon as possible. Tagging someone in the Post who doesn't engage is a kiss of death – especially if they look at the Post and choose not to engage. LinkedIn knows if they've seen the notification and if they clicked through. If they actively choose not to engage, that tells LinkedIn your Post is not interesting.