The LinkedIn Algorithm

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Conclusion: 5 tips for today!

1. You can not win from or beat the LI algorithm unless your content is so good people ring “your bell”!

2. The algorithm loves pdf’s for breakfast and polls for dinner

3. Virality comes from Likes & Comments – my 60/25 rule

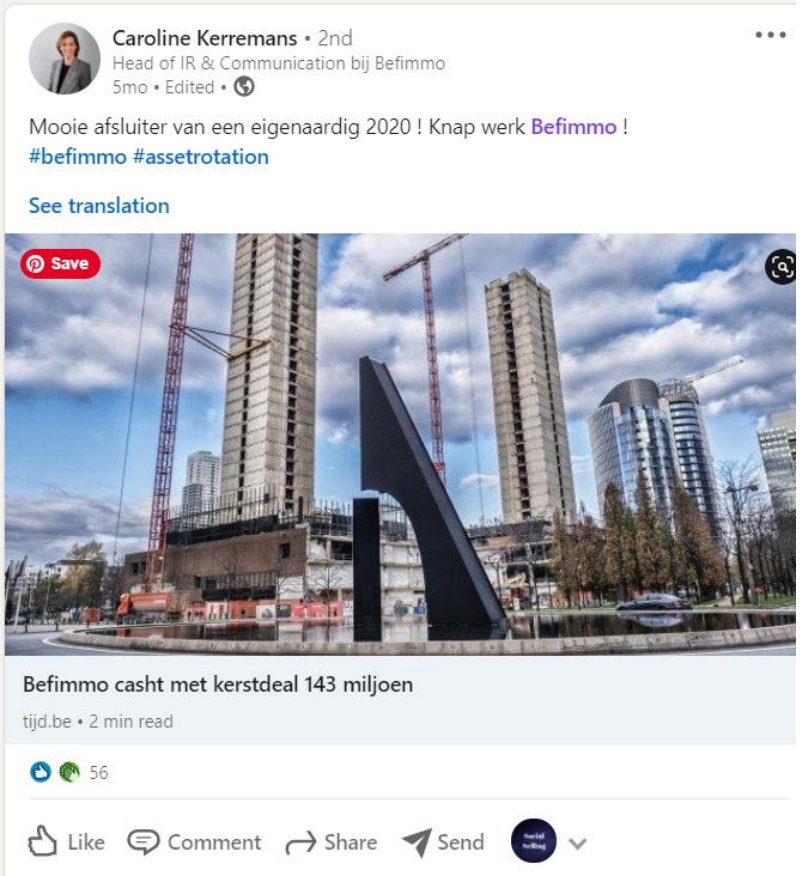
4. Be the conversation driver and not the silent passenger

5. Use the 3Cs: Content – Consistency - Creativity

What if you can’t win…

Perfect Status Update

- Max. 3000 characters
- 3 x #Hashtags (Max. 6)
- Tag @people/@company
- Multi-media (pdf, video, photo, or Link)
- Links (?)



What LinkedIn loves for breakfast..

- PDF
- Video
- Photo
- Text (with emoji)
- Link
- Shared Post

The Infamous LinkedIn Algorithm

Status Update

LinkedIn Analysis of the Post

- Too many Mentions/Tags = Spam post status
- Too many Hashtags = Spam post status
- Forbidden words = Not posted

Initial group (1st degree)

- 50 to 100 people
- Key = 1st hours (max. 4h)

Read

Like

Share

Comment

Prefer

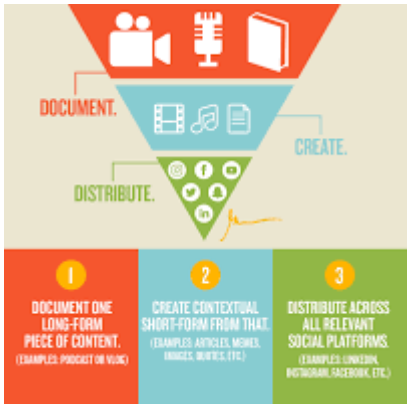
New Post

Double Content

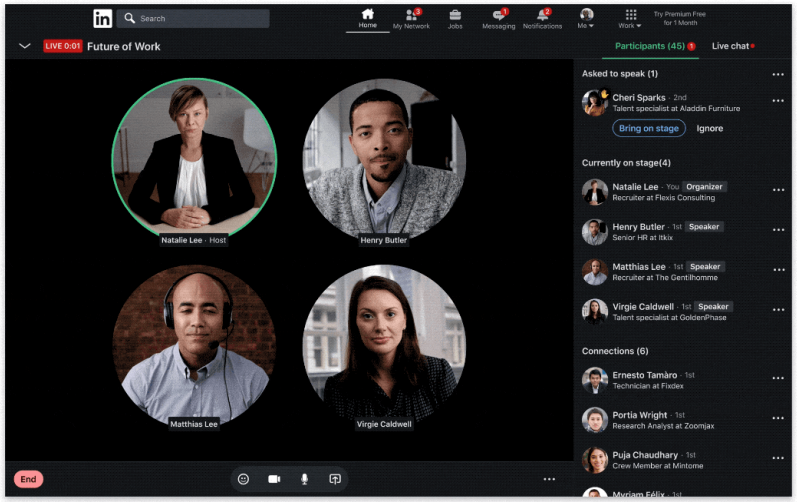
Extra Views (60) – 80% 1st degree 20% 2de degree

Don’t wait for others to start the conversations

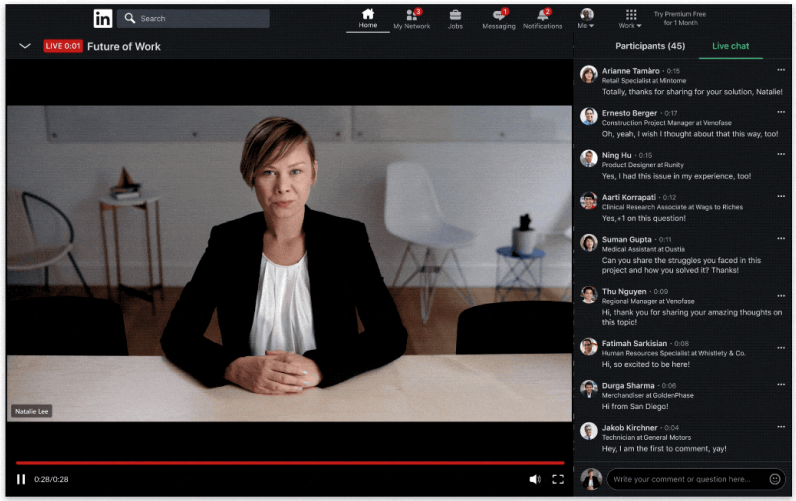
Use the 3Cs
Content – Consistency - Creativity



What can you look forward to…



LinkedIn Video Event
Desktop full screen mode



LinkedIn Live Broadcast
Desktop full screen mode

Newsletters for company pages

Time for your questions

Final Tips

For Content Creator

Optimize your Content

- Use various formats
- Engage, engage, engage
- Optimize your hashtags
- Tag with a purpose
- Find your right timing

For Content Readers

Optimize your Home Feed

- Use the Bell for People, Pages and Groups)
- Unfollow people (not disconnecting)
- Train the algorithm