



# The Algorithm Report 2023



pink elephant media

# CREDITS

**Pink Elephant Media have put together highlights from Just Connecting Algorithm research.**

This research is based on more than 9,500 posts from 200 different members (coming from more than 30 different countries). In total, over 1,100 hours on the research, which led to some remarkable new insights.

This research was conducted by team Just Connecting, with the support of tools like Shield, SproutSocial, Hootsuite and LinkedIn itself.

## MOBILE USERS 58%

- Average time per session: 1.55 minutes
- Average time per month: 13 minutes
- Average number of Posts (while scrolling) per visit: 16

## DESKTOP USERS 42%

- Average time per session: 3.15 minutes
- Average time per month: 18 minutes
- Average number of Posts (while scrolling) per visit: 9

**HOW DO YOU BUILD YOUR  
FEED ON LINKEDIN?**

# Types of post

Type Post	2022	2020	Difference
Single Image Post	21	18	3
Promoted Post	20	13	7
Document Post	16	12	4
Text Post	10	14	-4
Video Post	9	13	-4
External Links	7	9	-2
Polls	6	9	-3
Multiple Picture Post	5	3	2
Company Post Organic	3	6	-3
Linkedin Services	2	1	1
Newsletters	1	2	-1
Others	3	1	2
<b>Total</b>	<b>100</b>	<b>100</b>	

**HOW OFTEN SHOULD I  
POST ON LINKEDIN?**

# LEAVE 18 HOURS

Don't post again for 18 hours from your last post or it will have a negative effect on both posts.

# NO REPOSTING

Don't repost as this will also reduce your reach in the same way, same for shares...



# POST AT PRIMES

Have a look at this graph to see when you will get the most out of your posts:



**HOW DO I GET  
AHEAD ON  
LINKEDIN?**

# COVERAGE

The average user on LinkedIn will not see more than 16 posts each time they scroll through the app

# ATTENTION SPAN

58% of users are on mobile but spend less time looking, taking on average 1.55 minutes per session compared with desktop users at 3.15 minutes per session

# REACH

There is less reach if you use external links.  
Polls have seen a massive decline and  
articles and newsletters have almost  
disappeared as a whole

# LET'S RECAP

- People spend less time per session on mobile than desktop
- You have to compete with 16 other posts per session
- External links give you less reach

# DO THIS...

- Make your posts more engaging and interactive to beat your competition
- Keep posts brief and to the point
- Use things like carousels over polls or newsletters

**WANT MORE REACH  
FROM LINKEDIN?**



# STICK AROUND

Once you have posted your post, stick around to engage with at least 3 posts from your network – 20% boost

# SSI BOOST

Ensure your SSI score is 70%+ and this will  
increase your reach by 25%

Check yours out here [www.linkedin.com/sales/ssi](https://www.linkedin.com/sales/ssi)

# QUALITY

Ensure your posts are high quality over high quantity. This will increase your dwell time, clicks and engagement of your previous 10-15 posts.

(Poor quality posts reduce your visibility overall)

# SHARING

Get people sharing posts (including reposts). This will increase the reach of the original post.

# SAVING

Get people to save your posts. This will ensure your post is prioritised in their feed

# TYPES OF POSTS TO USE ON LINKEDIN?

# POST SELFIES

Post Selfies (in personal posts) to deliver 3x more engagement and up to 2.5x more reach



# SLIDER POSTS

Posts result in between 2.2 and 3.4x more reach than average.

7 slides optimal results

Include image of yourself 80-90% increase in reach



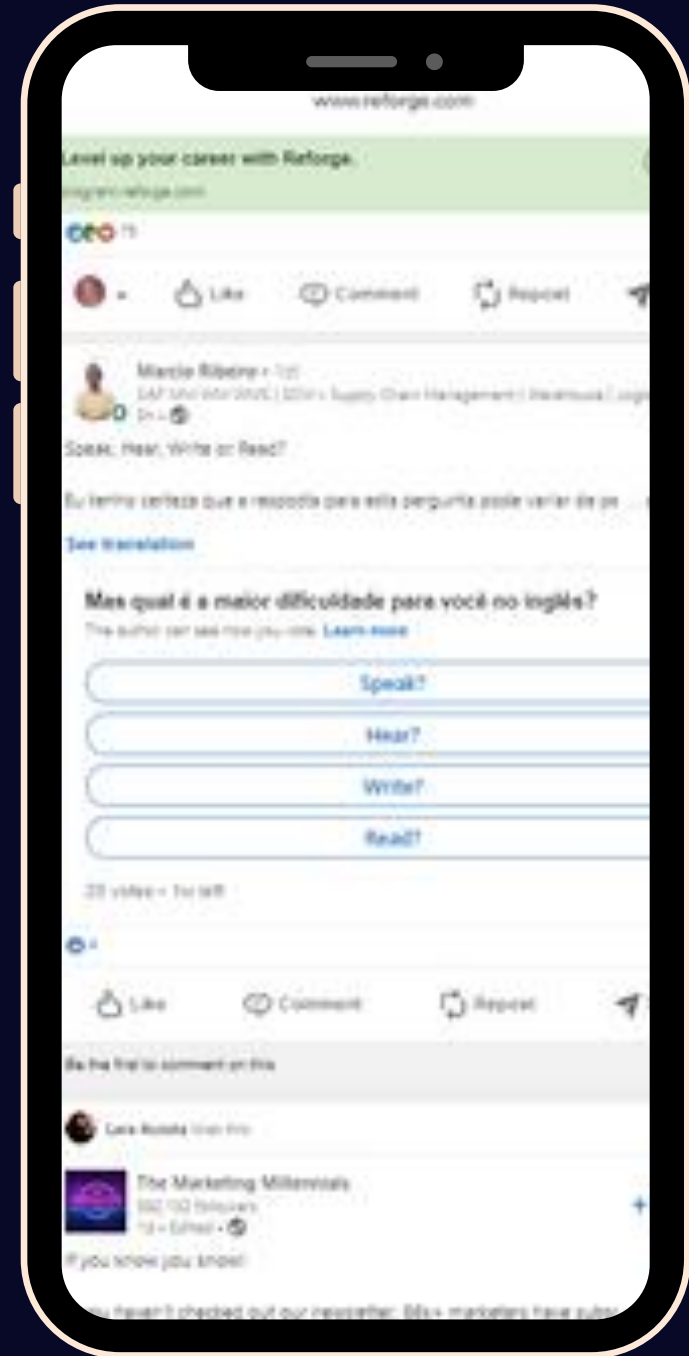


# POLLS

Posts result in between 2.1 and 2.9x more reach than average.

Best polls have two answers

Polls with 4 get 30% less reach

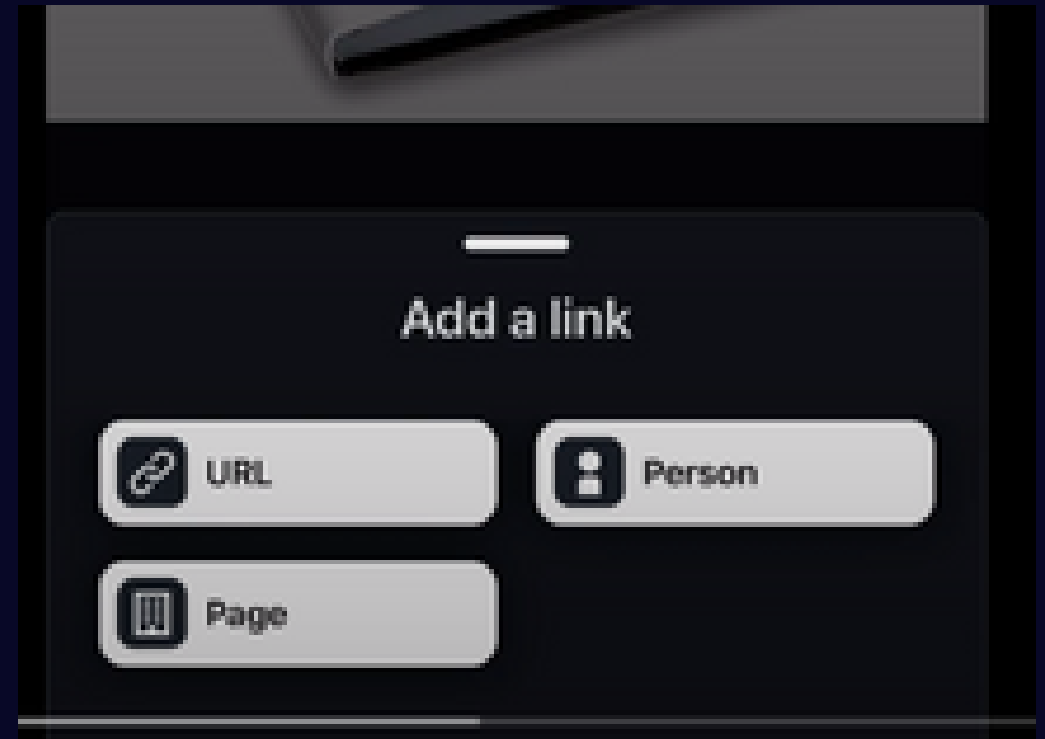


# POSTS WITH EXTERNAL LINKS

## LINKS

Don't want to leave so don't click

Upload with phone and add link  
behind image



# VIDEO POSTS

2Reach declined by 15% and engagement down by 25% from 2021

25%+ for video ads

Captioned videos outperform non captioned by 35%

# LINKEDIN LIVE

increased users by 74% - 126% on company pages

Average engagement 2.5x higher

almost invisible in news feeds now

Promote event multichannel, tag speaker, use #linkedinlive

use at least two devices and moderators to respond

# NEWSLETTER

Use LinkedIn Live from your profile to increase the visibility of your Newsletter by 15 - 20% ● Highlight your Newsletter in your Featured Section (+ 15 - 20% growth) ● Repurpose a single Newsletter into 3 or 4 snackable content items

# DIFFERENT FORMATS, AN OVERVIEW

## Reach Boosters:

Document Posts	2.2 to 3.4x more reach
Polls	2.1 to 2.9x more reach
NEW: Carousel Post	1.8 to 2.3x more reach
Text & Multiple Pictures	1.2 to 1,6x more reach

## Drainers:

Video Posts	0.5 to 0.8x of average reach
Post with 1 External Link	0.4 to 0.5x of average reach
Celebrate an Occasion	0.3 to 0.6x of average reach
Newsletters (*)	0.2 to 0.9x of average reach
Post with more than 1 Link	0.2 to 0.4x of average reach
Articles (not being Newsletter)	0.1 to 0.2x of average reach

**EVER WONDERED WHO  
YOU SEE ON YOUR  
LINKEDIN FEED?**

# WELL, DID YOU KNOW THAT...

LinkedIn uses 22% of the feed for promoted posts

This leaves 78% of the feed that we can influence with the actions we take





WE TRAIN | WE DEVELOP | WE SUPPORT

HOW DO YOU  
**INFLUENCE** YOUR  
FEED THEN?



# 1. NEW CONNECTIONS

Thanks to recent research by Richard Van De Blom we now know that you will see their posts for the first 2 weeks

## 2. LIKING

Liking increases your chances of seeing the next post from that person by 30%

## 3. COMMENTING

Commenting on a post increases the chances of you seeing the next post by 70%-80%

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## 4. DIRECT MESSAGING

Sending a direct message via linkedin increases the chances of seeing the next post from the recipient by 85%

# 5. SAVING

Saving a post prioritizes the content from this author

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## 6. FOLLOWING

Following a company page will show you the first post published afterwards by the company

# NURTURE YOUR POST


- Nurture your post by responding to received Comments with your own Comment, especially in the first 12 hours (interaction)
- Leave a “new and insightful” Comment on your own Post after 24 hours for better Results (new insight)

NEW: Invite People to Ring the bell on your Profile. It will Kick-Start the growth of your Post, because of LinkedIn notifying all these people instantly after publishing.



# USE OF THE #

Don't really influence reach  
Best no to use is 3

Number of #	Reach Rate	
0	68%	
1	86%	
2	92%	
3	100%	
4	98%	
5	96%	
6	92%	
7	88%	
8	82%	
9	76%	
10	64%	
>11	▼ 60%	

# TAGGING

1. Each tagged person or company that engages with your post, has a positive impact on the growth (also a simple 'Like')
  2. When a Company responds with a comment it will drive about 2x more additional reach than from an individual profile.
  3. However, any person or company that fails to engage significantly slows down growth.
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# MORE THAN JUST A WEB DEVELOPER



We help you make noise through training and digital support