LinkedIn Post Analysis Report

Sum of engagement by contentType

- 26K (2.37%)
- 80K (7.4%)
- 229K (21.19%)
- 720K (66.65%)

contentType
- image
- linkedInVideo
- article
- document
- post

Sum of totalReactionCount, Sum of engagement and Sum of resharedPost by contentType

● Sum of totalReactionCount ● Sum of engagement ● Sum of resharedPost

contentType	Sum of engagement
article	79870
document	25695
image	719500
linkedInVideo	228795
post	25637
Total	**1079497**

Sum of engagement by Year

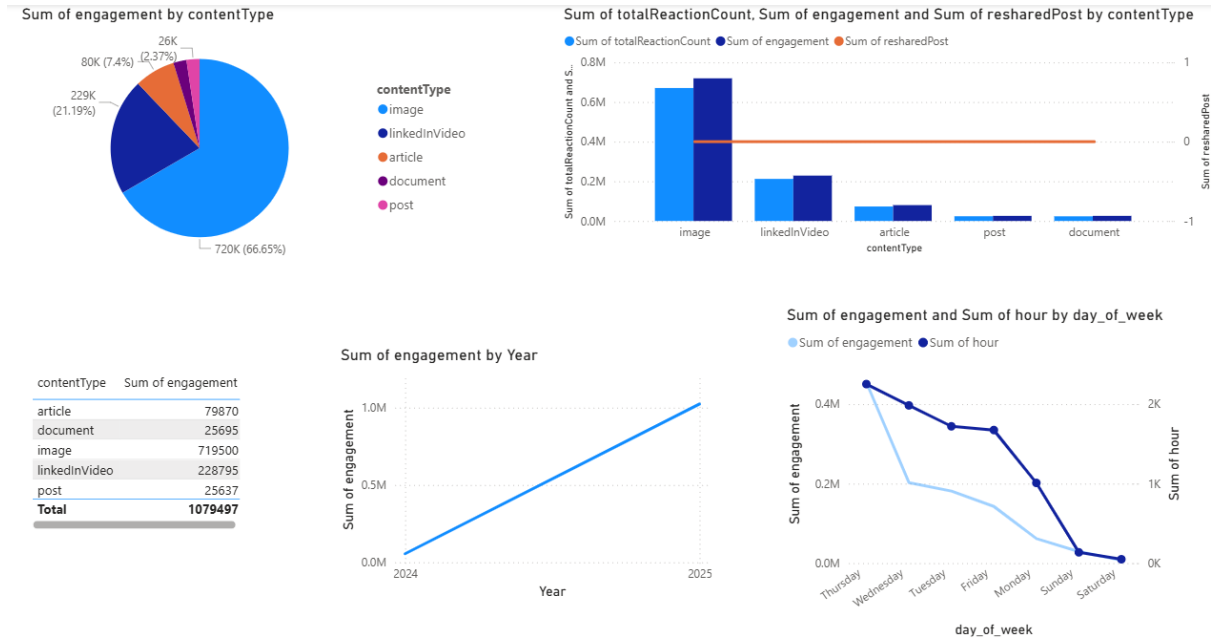**Sum of engagement and Sum of hour by day_of_week**

● Sum of engagement ● Sum of hour

Got it — here's your **Top 10 LinkedIn Post Ideas** based on the trends in your dataset:

Top 10 Content Ideas (based on high-engagement patterns)

1. **Technical deep dives** – Detailed breakdowns of product features, architecture, and performance improvements.

2. **AI & Gemini updates** – Showcasing new AI model capabilities, Gemini enhancements, and use cases.

3. **Cloud innovations** – Announcing or demonstrating new Google Cloud solutions.

4. **Product launches** – Highlighting newly released tools, features, or services.

5. **Future roadmap** – Teasing upcoming features, plans, and visionary directions.

6. **Event highlights** – Summaries, key takeaways, and standout moments from conferences.

7. **Behind the scenes** – Human stories, team spotlights, and development process insights.

8. **Customer success stories** – Case studies and real-world impact examples.

9. **Partnerships** – Announcements and stories about collaborations with other companies.

10. **Tips & best practices** – Actionable guidance (currently underused but high potential).

Caption Styles That Worked Best in High-Engagement Posts

- **Hook with urgency**: "We're rolling out…", "Coming soon…", "Just announced…"

- **Benefit-led headlines**: "Helps you crush your to-do list…", "Trusted by top employers…"

- **Teasers with curiosity**: "Peek into the world of…", "Here's what's next…"

- **Numbers & milestones**: "Over 1 million customers…", "10x faster…"

- **Event-driven framing**: "Live from GoogleCloudNext…", "Highlights from…"

- **Strong adjectives**: "Incredible", "Powerful", "Game-changing"

- **Question prompts**: "What would you build with…?", "Have you tried…?"

- **Short, scannable sentences** – Avoid walls of text; break into quick, punchy lines.