

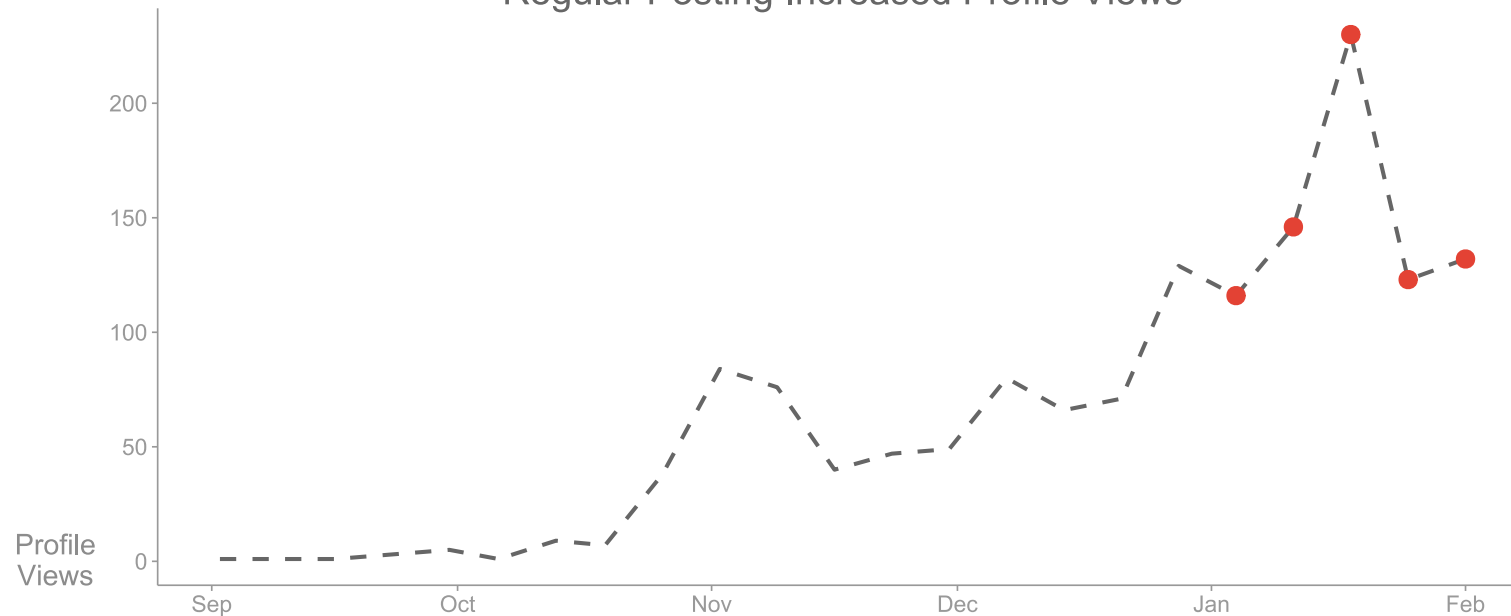
#LinkedInHarderMode Revisited

David M Vermillion

Regularly Posting Quality Content Generates More Profile Views

Profile Views Highest During Challenge

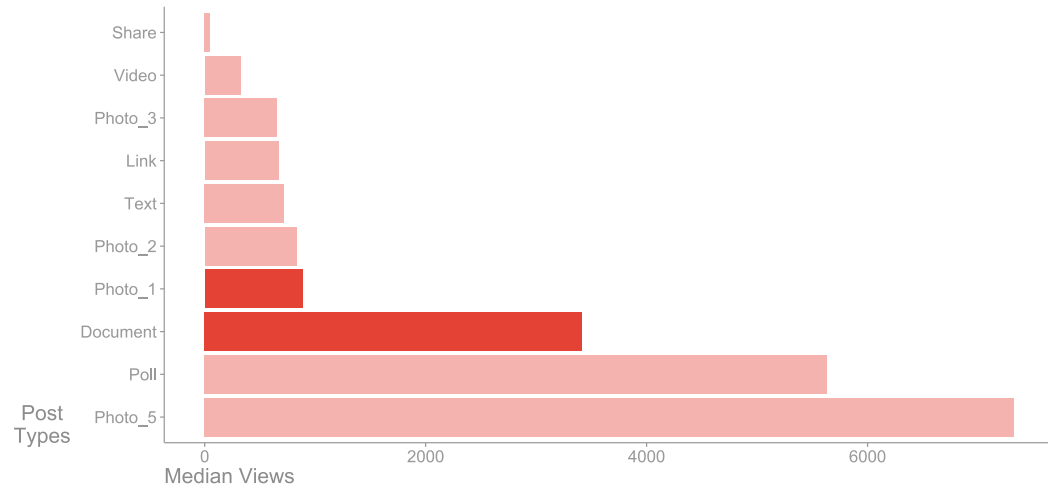
Regular Posting Increased Profile Views



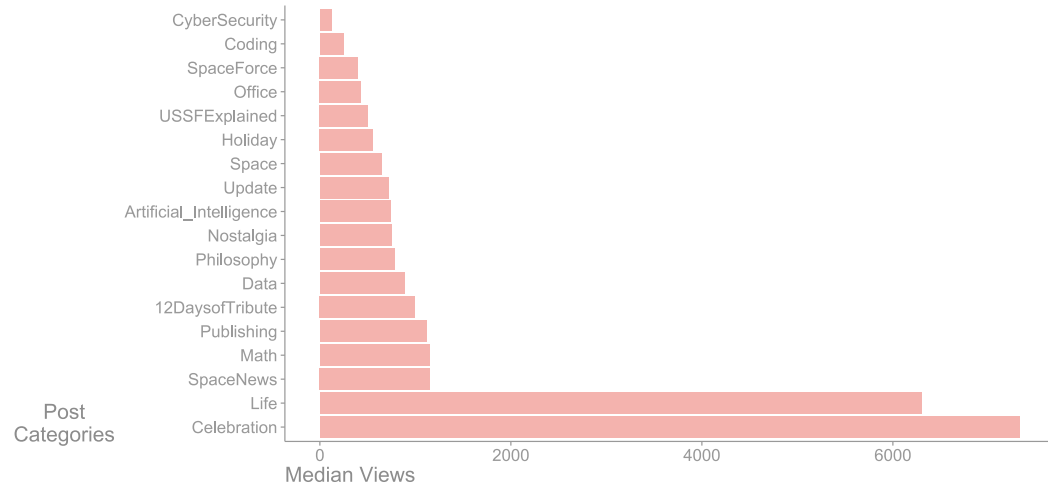
Growth During Harder Mode

Category	Start	End	Increase
Connections	462	609	32%
Followers	635	961	51%

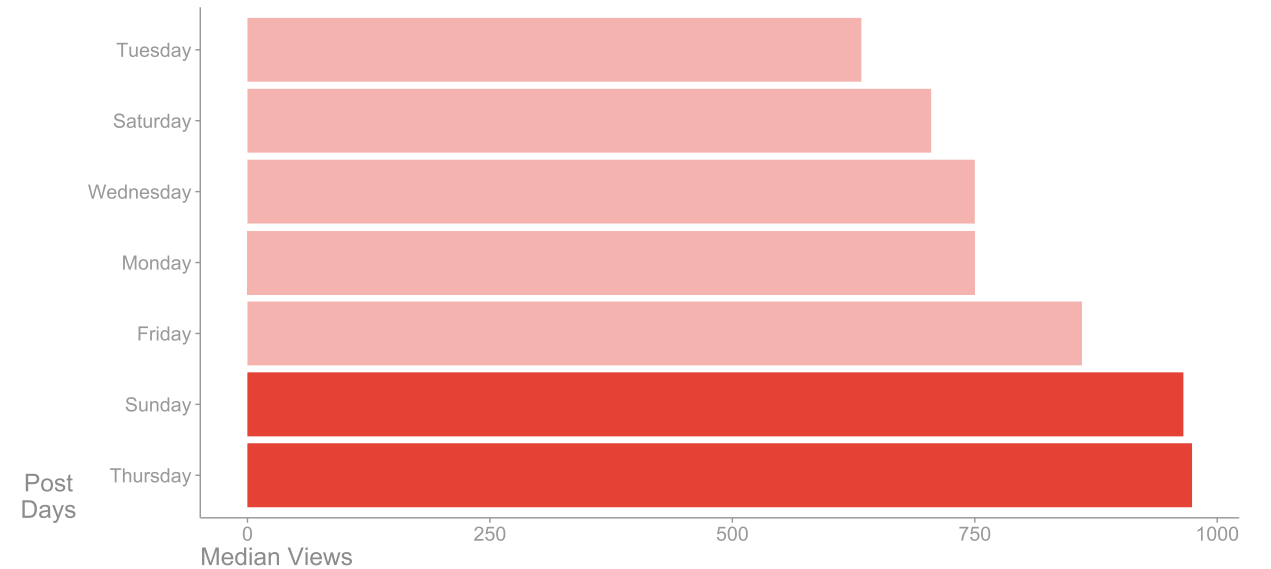
Documents and Single Photos Perform Well



Category Views Not Evenly Distributed

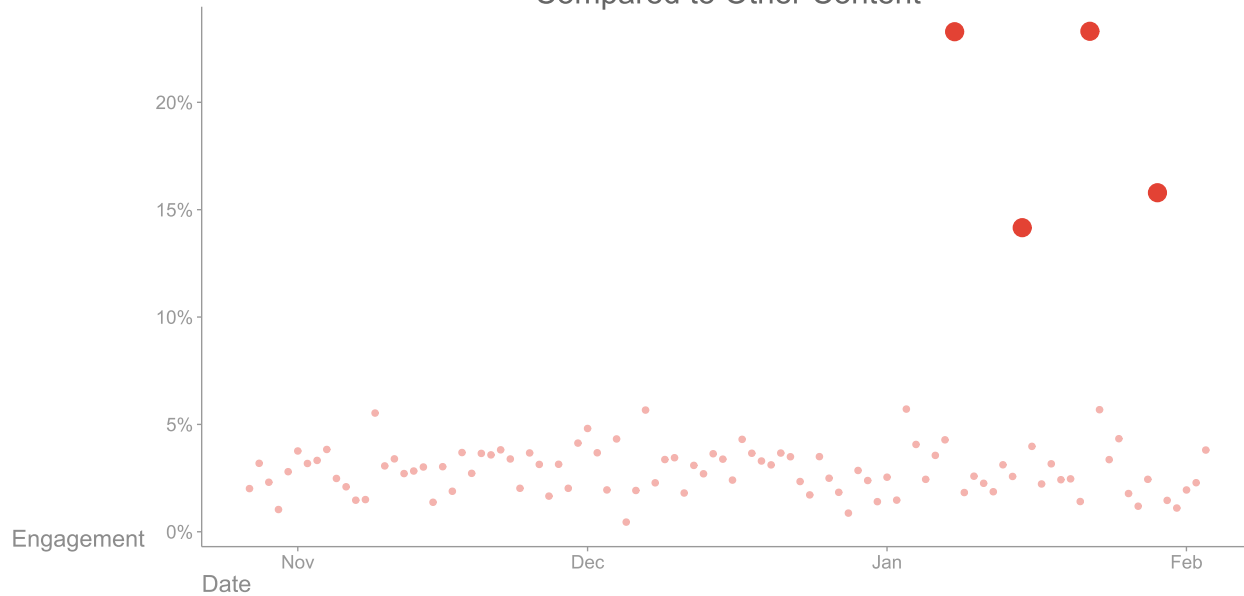


Sundays and Thursdays Perform Best



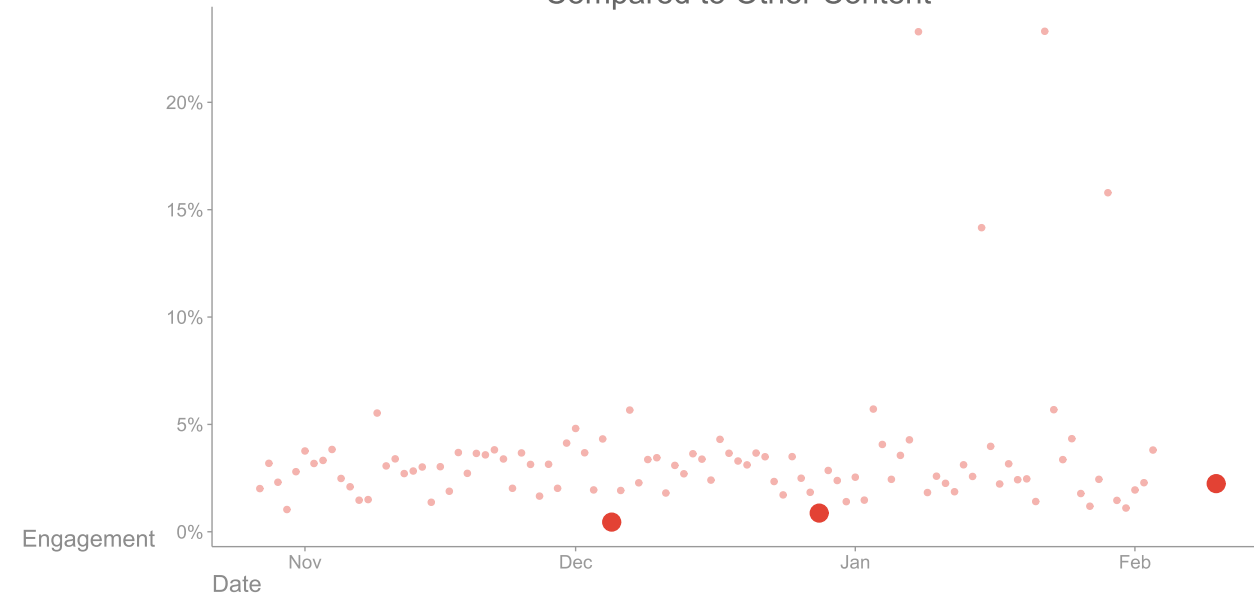
Video Engagement is Incredible

Compared to Other Content



Poll Engagement is Terrible

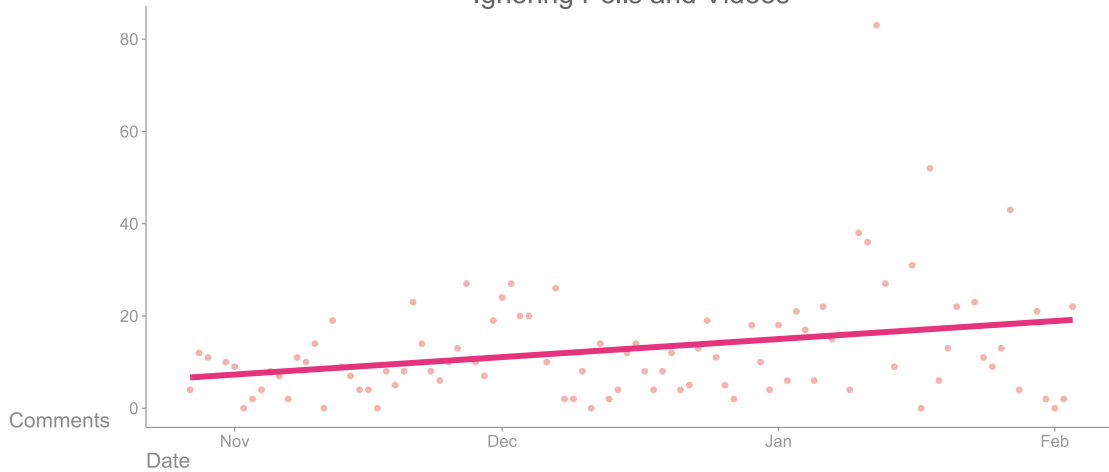
Compared to Other Content



$$\text{Engagement Rate} = \frac{\text{Reactions} + \text{Comments}}{\text{Views}}$$

Comments per Post Show Steady Increase

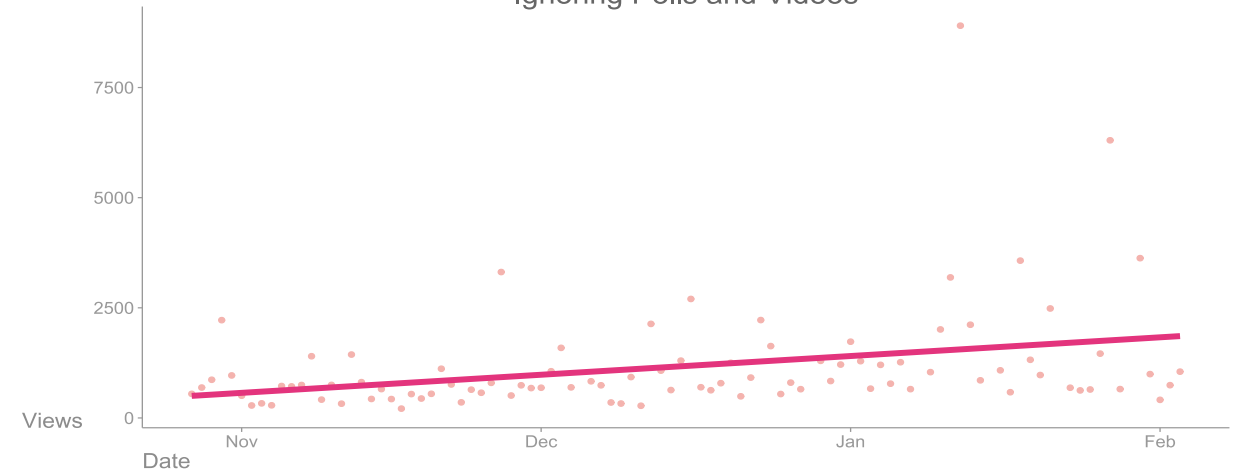
Ignoring Polls and Videos



Comments and Reactions Correlated with Views

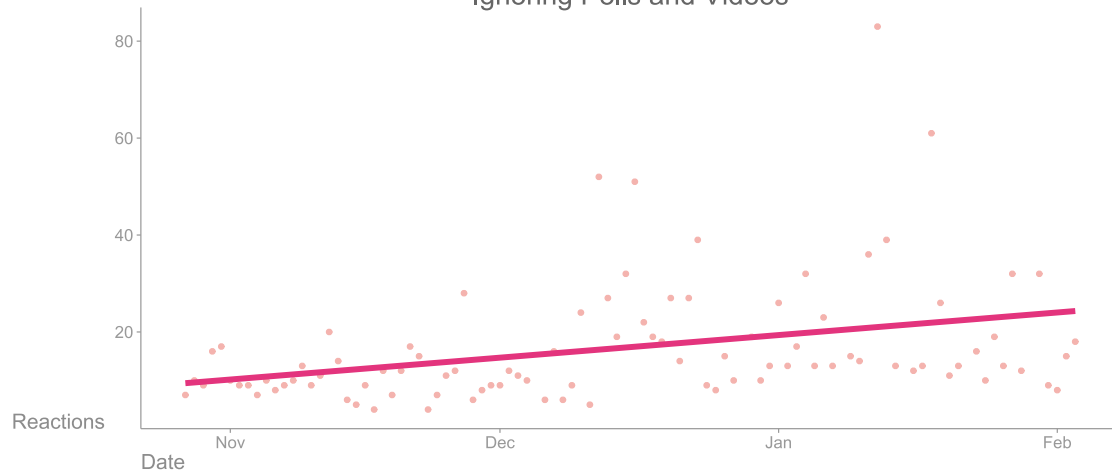
Views per Post Show Steady Increase

Ignoring Polls and Videos

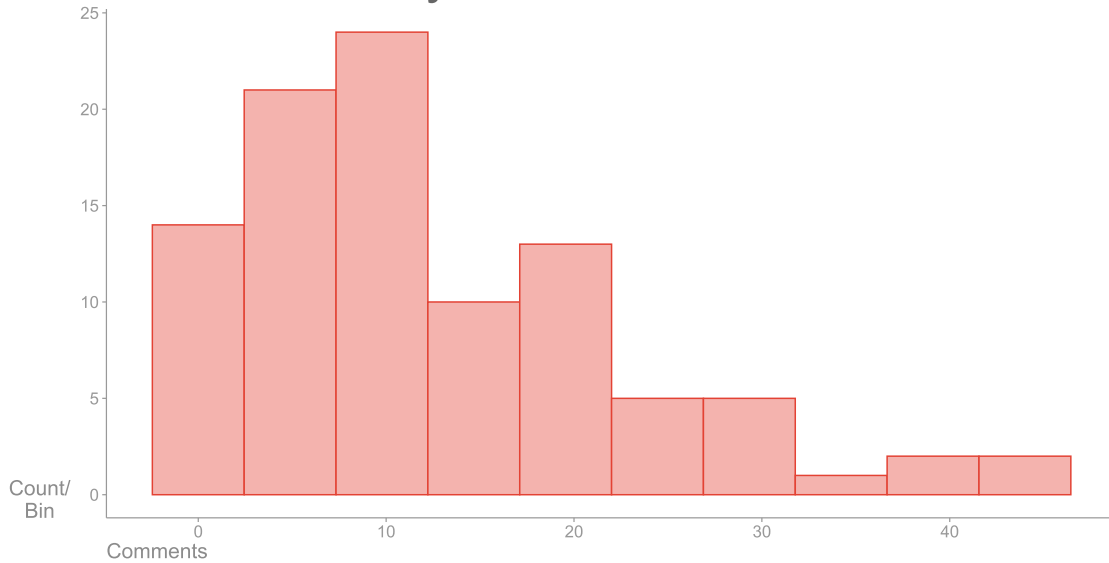


Reactions per Post Show Steady Increase

Ignoring Polls and Videos

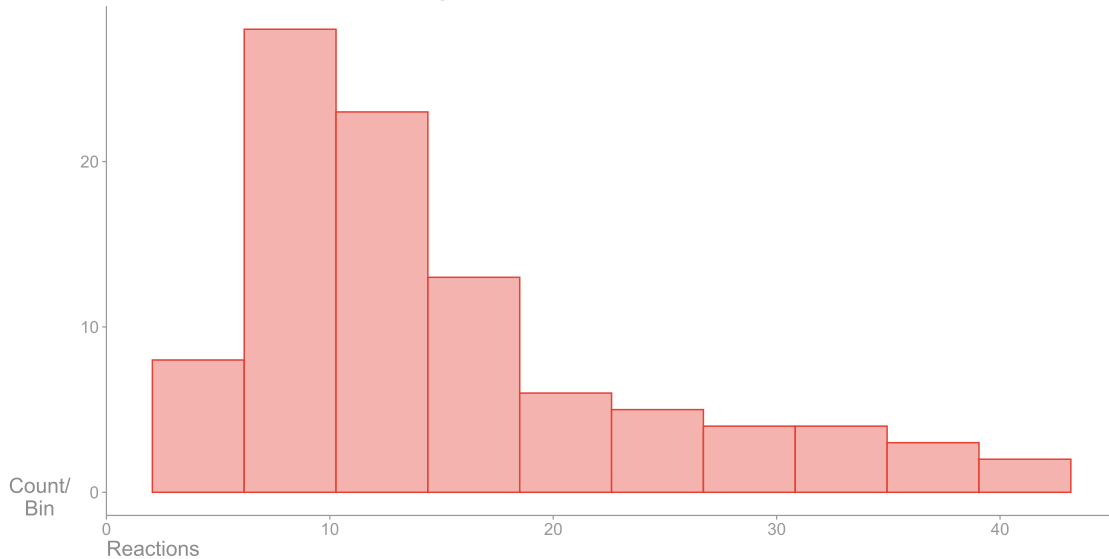


Posts Usually Receive ≈ 10 Comments

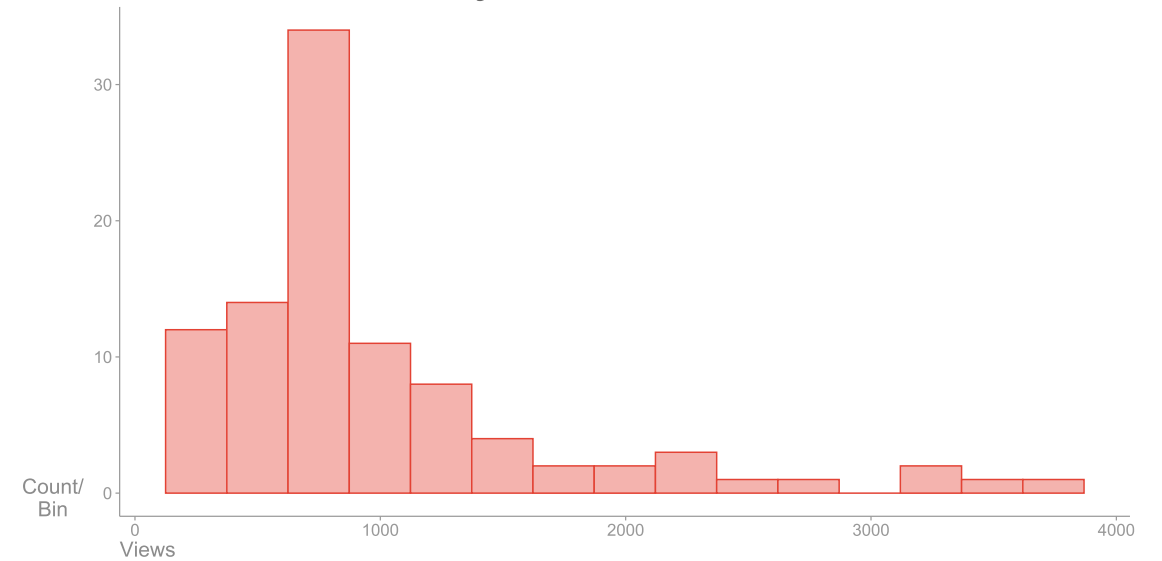


View Counts are more spread than Reactions or Comments

Posts Usually Receive ≈ 10 Reactions



Posts Usually Receive $\sim 1,000$ Views



Distribution tails intentionally trimmed

Notes

Data is from when I started tracking post performances to the end of Harder Mode unless otherwise stated

Mean post engagement is 3.4%

Videos were only posted during Harder Mode