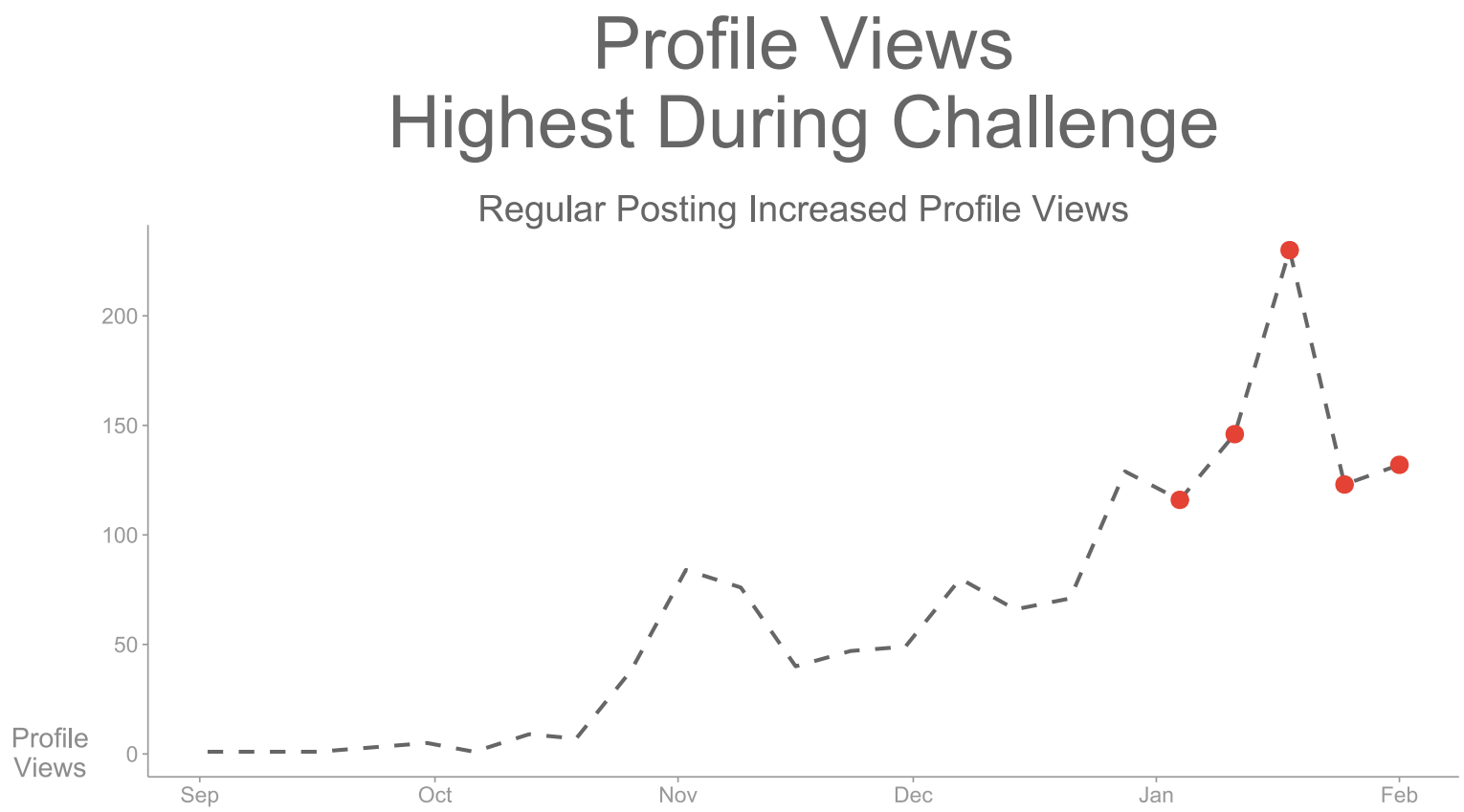
#LinkedInHarderMode Revisited

David M Vermillion

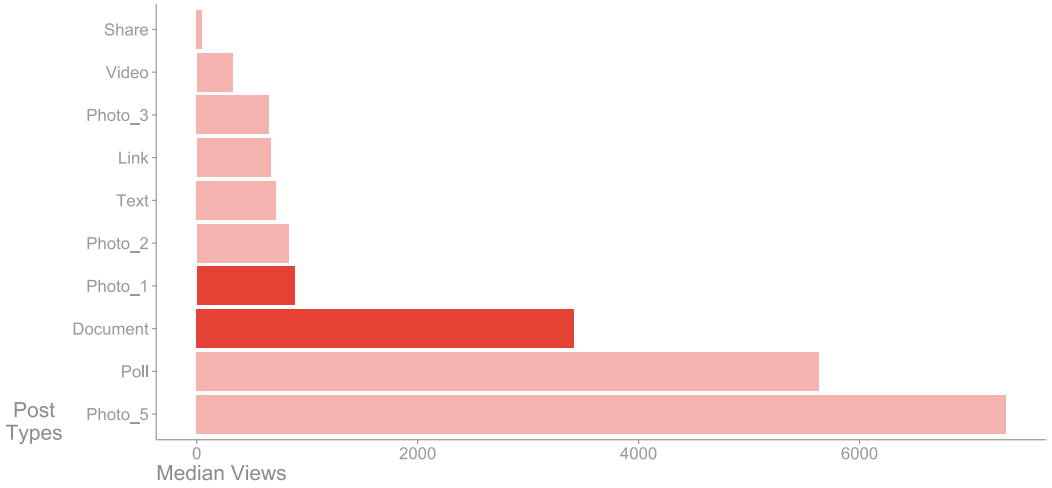
Regularly Posting Quality Content Generates More Profile Views



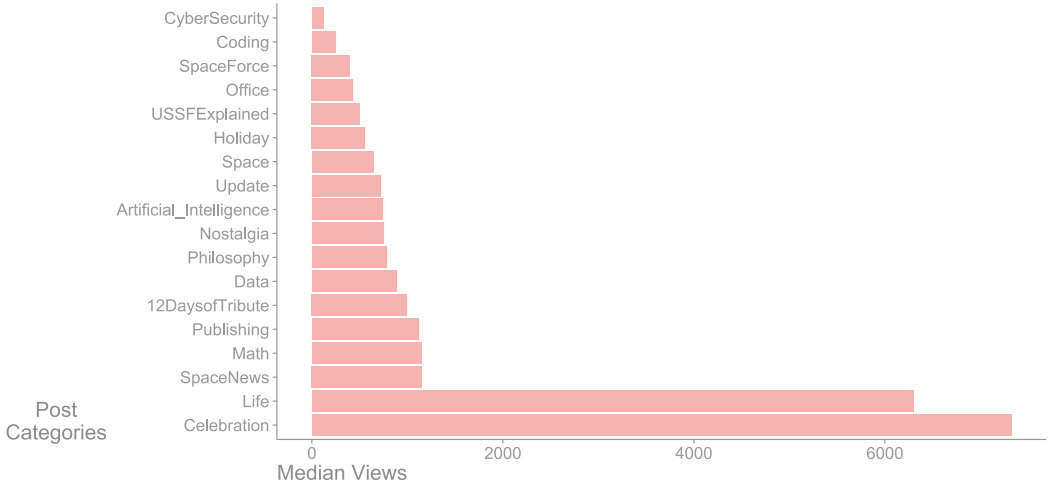
Growth During Harder Mode

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

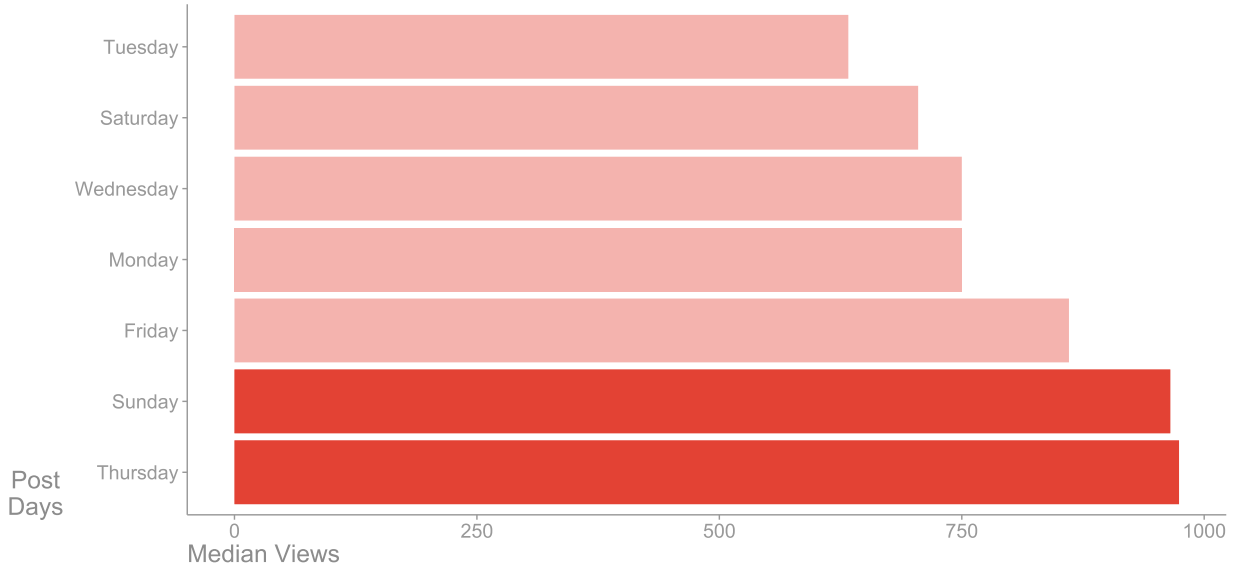
Documents and Single Photos Perform Well



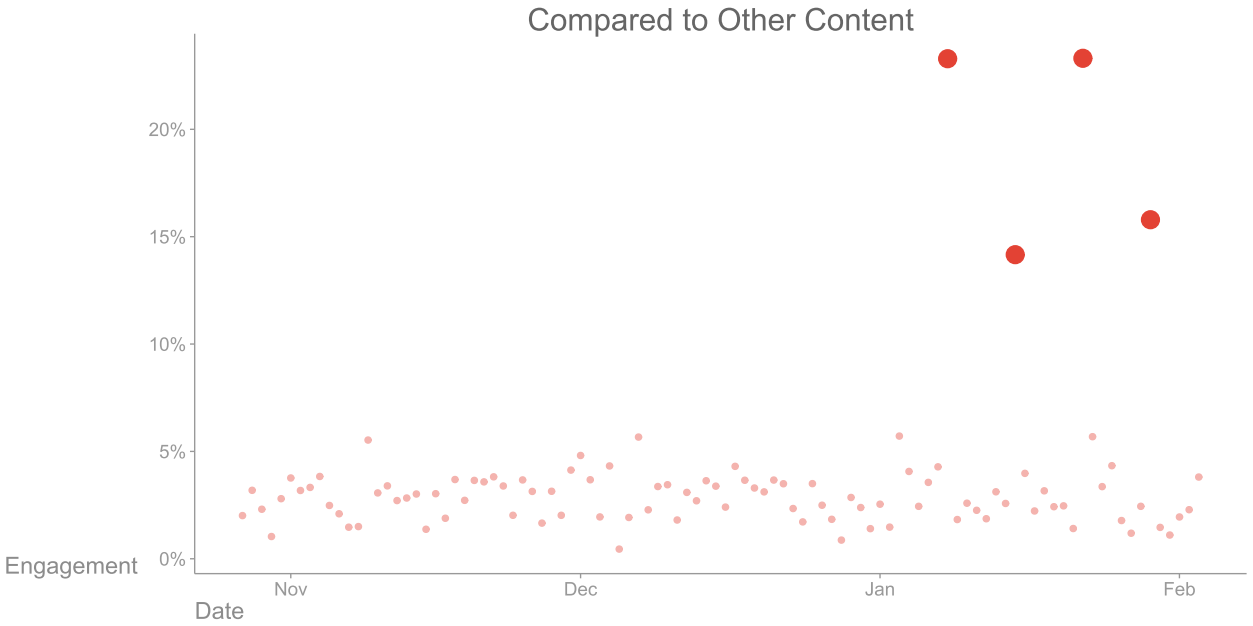
Category Views Not Evenly Distributed



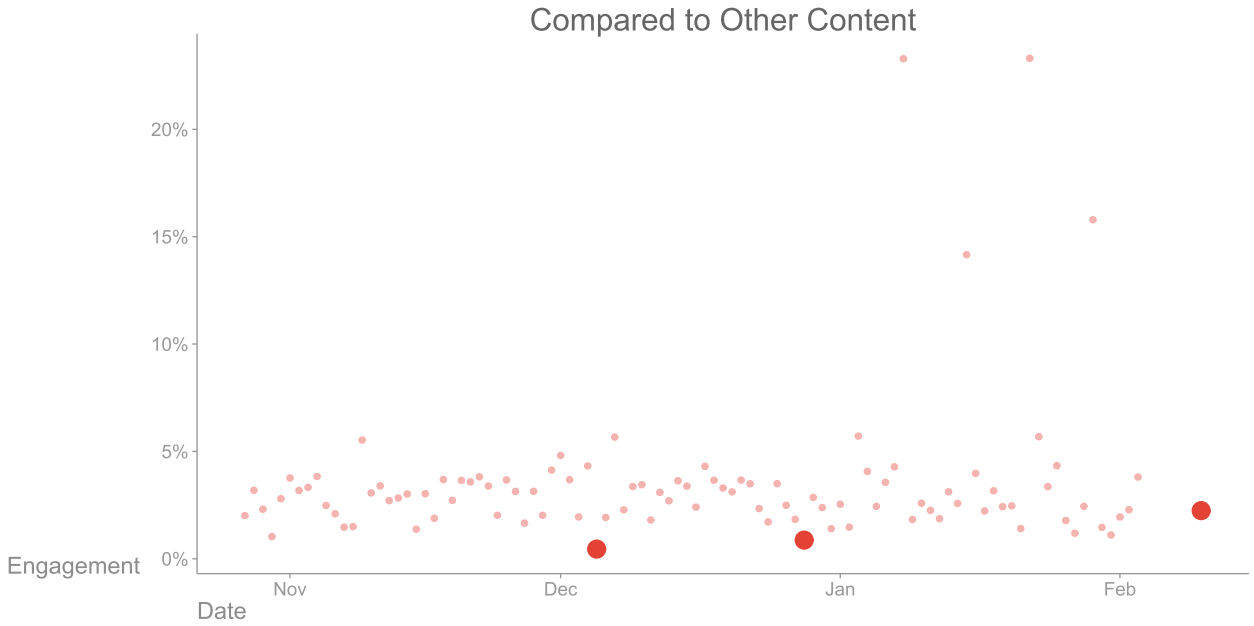
Sundays and Thursdays Perform Best



Video Engagement is Incredible

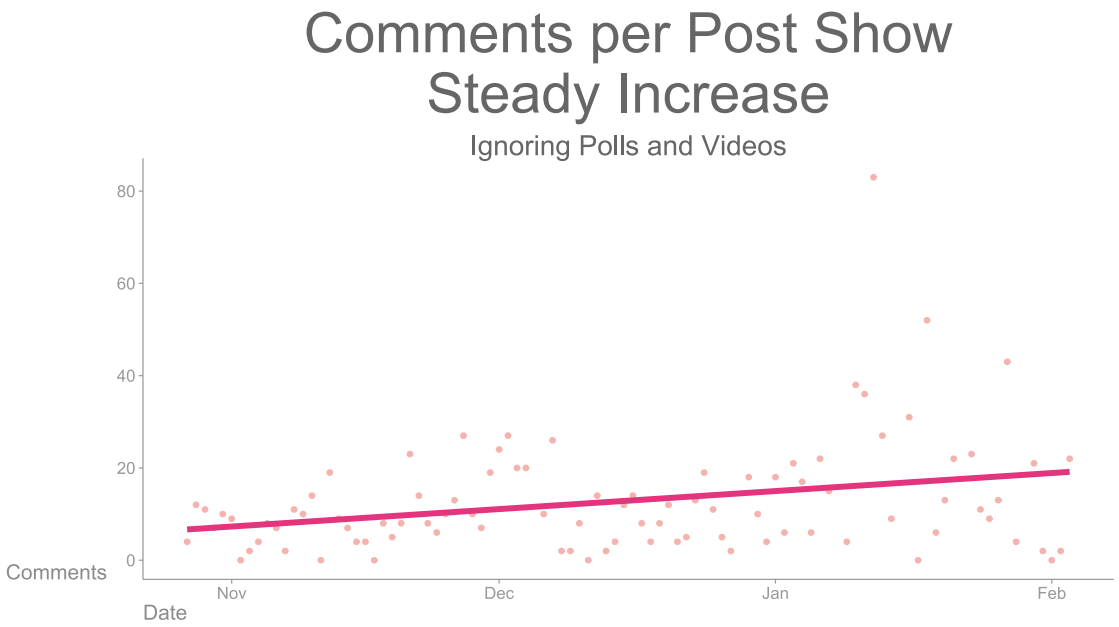


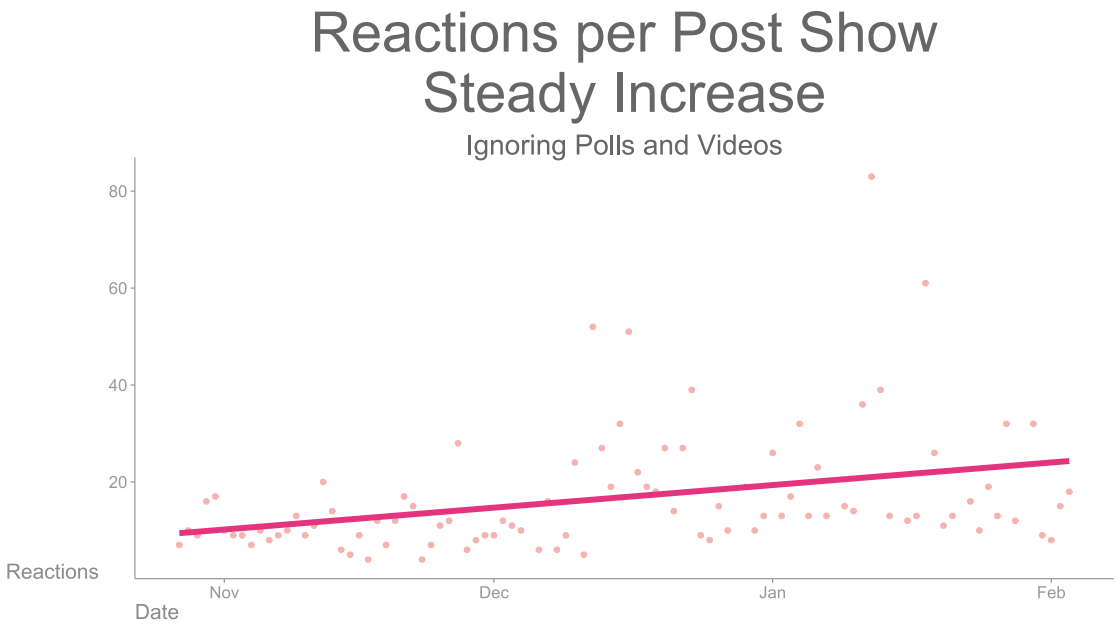
Poll Engagement is Terrible

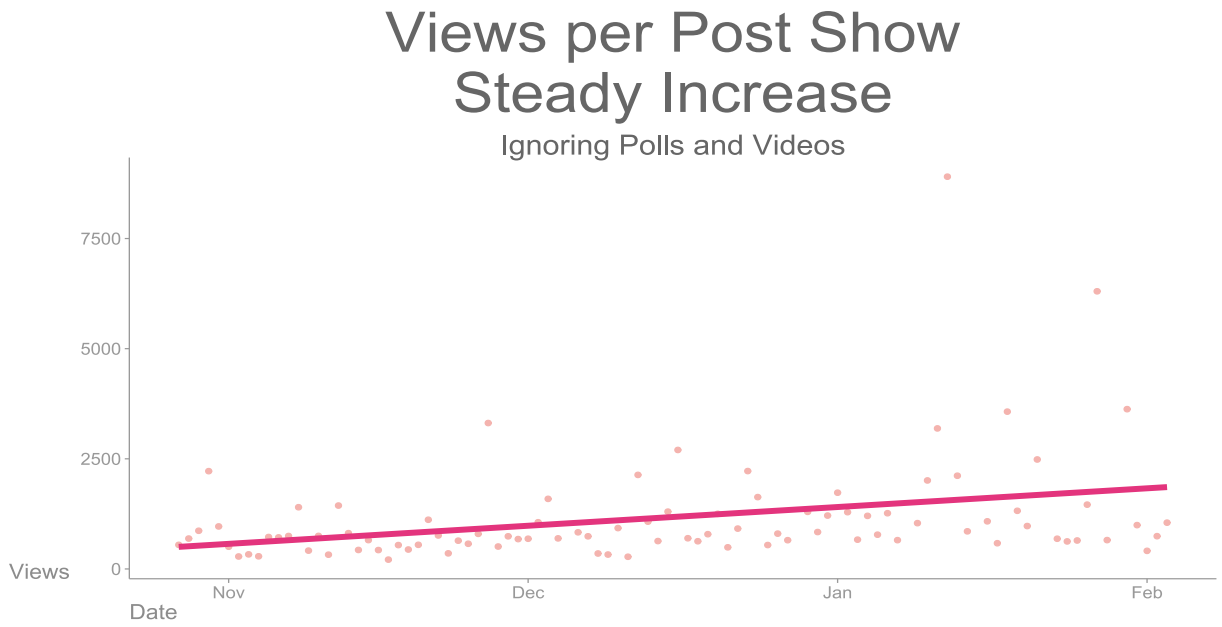


$$Engagement\ Rate = \frac{Reactions + Comments}{Views}$$

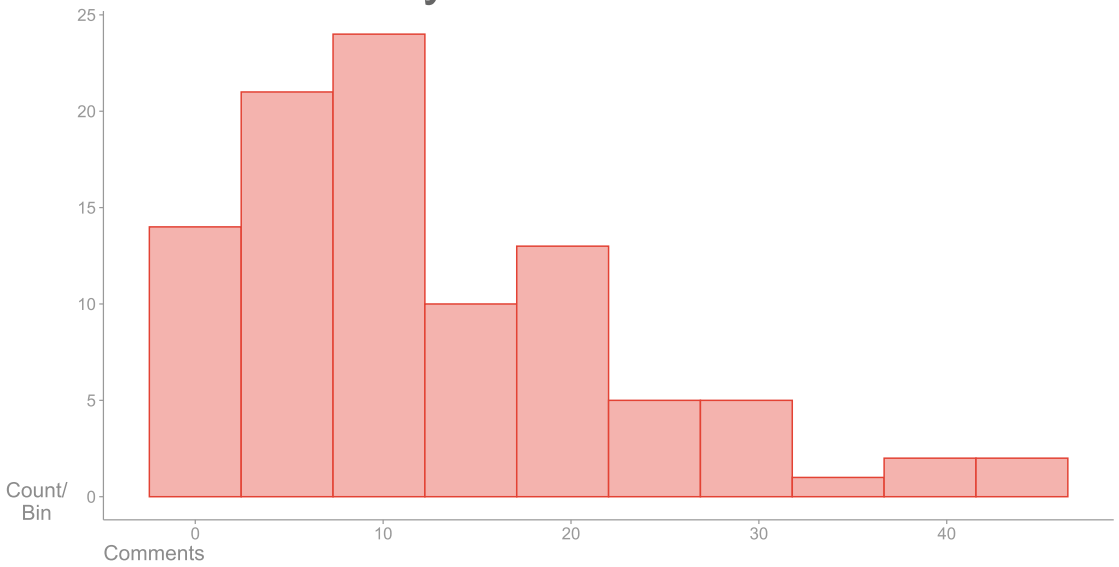
Comments and Reactions Correlated with Views







Posts Usually Receive ≈ 10 Comments



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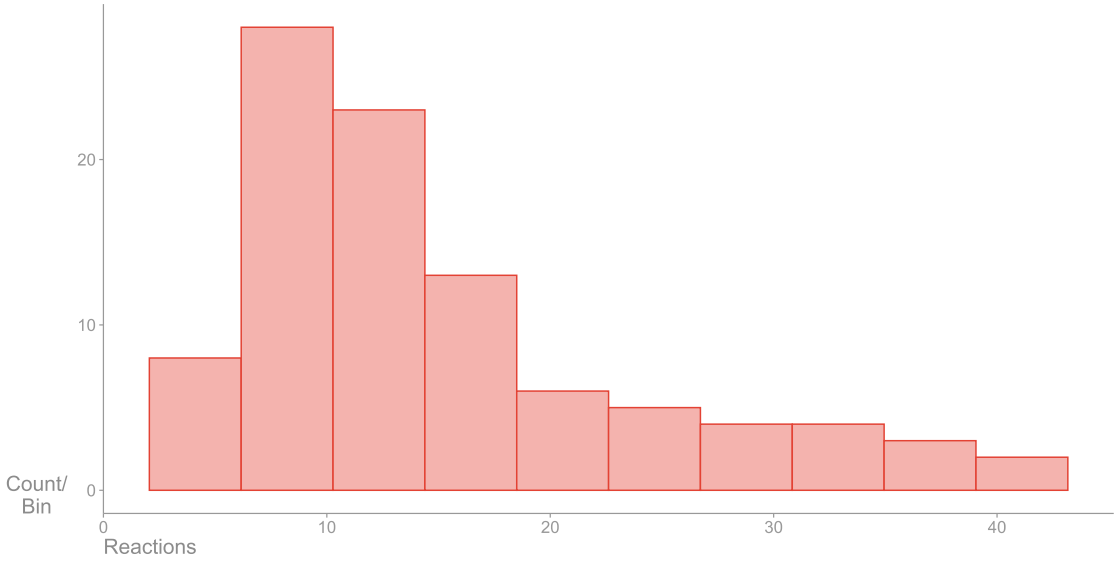
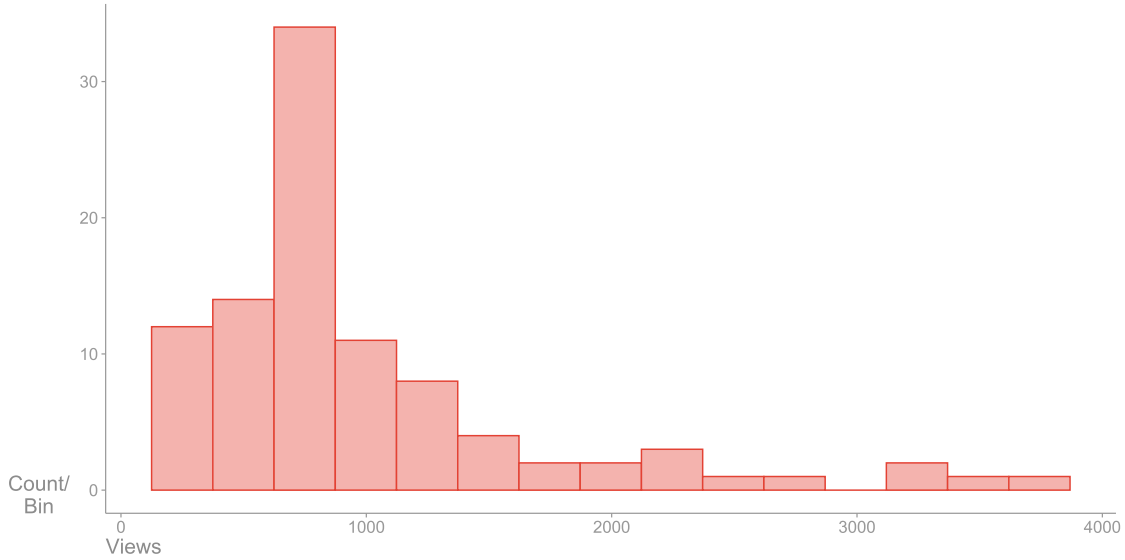


View Counts are more spread than Reactions or Comments

Posts Usually Receive ~ 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