



**SAM BROWNE**

@samjbrowne

# LINKEDIN SECRETS OF THE ALGORITHM



**V2**

# INTRODUCTION

Richard Van Der Blom spent over 1200 hours meticulously researching the Linkedin algorithm, as he's done for the past four years.

That 57 page report is available for free on Richard's profile (tagged in my post).

With Richard's permission, I've compiled my top 17 tips from the report for content creators.

I recommend following Richard - he's the GOAT for Linkedin algorithm content and shares everything he learns very generously.

**OK GREAT,  
JUST  
GIVE ME  
THE TIPS**

## **1- POST FREQUENCY**

For the first time, the same content creator can show up with 3-4 posts in the same scroll.

**Publishing a new post within 18 hours** from a previous post will negatively impact the growth of both posts (-15%).

**Publishing 2 new posts within 18 hours** of the previous post will negatively impact the growth of all 3 posts (-30%).

## **2- THE FIRST 90 MINUTES**

Reach in the first 8 hours is based on engagement in the first 90 minutes after publishing.

Growth over multiple days is based on engagement received between the first 90 minutes and 8 hours.

## 3 - SELFIES

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

Great, more selfies.



## 4 - IDEAL POST LENGTH

Ideal text post length is between 1,200 and 1,600 characters.

It's social media, not social *readia*.

## **5 - ENGAGE WITH OTHERS**

After you have published your post, make sure you stick around to engage with **at least 3 posts from your network (+20% reach)**.

## 6 - OPTIMAL POSTING TIMES

Monday: 10am - 1pm

Tuesday: 8am - 11am

Wednesday: 9am - 11am

Thursday: 8am - 11am

Friday: 1pm - 3pm

Saturday: 10am - 1pm

Sunday: 1pm - 3pm



## **7 - DON'T EDIT OR COMMENT FIRST**

Don't edit your post in the first 10 minutes.

This results in a **10%-40% reach reduction.**

Don't comment on your own post first. This **reduces reach by 20%.**

## 8 - BEST POST TYPES

Document Posts

2.2 to 3.4x more reach.

Polls

2.1 to 2.9x more reach.

Carousel Post

1.8 to 2.3x more reach.

Text + Multiple Pictures

1.2 to 1.6x more reach.

## 9 - WORST POST TYPES

Video Posts

0.5 to 0.8x of average reach.

Posts with 1 External Link

0.4 to 0.5x of average reach.

Posts with 2+ External Links

0.2 to 0.4x of average reach.

Including links in your post will  
**destroy your reach.** Don't do it.

## 10 - SELFIES (AGAIN)

Include a picture of yourself on one of the slides in a document post.

This will increase reach by **up to 80-90%(!)**



## 11 - POLLS

The best performing polls have only 2 answer options.

Polls with 4 answer options get up to 30% less reach

The best duration is one week.

Choosing 2 weeks will generate more views but less votes per 1,000 views.

Polls suck.

## 12 - EXTERNAL LINKS

Share the link one hour after posting  
as a comment (no penalty).

OR

Edit your post and add a link an hour  
(or more) after posting (-10%).

## 13 - VIDEO POSTS

Captioned videos outperform non-captioned by **35% on reach and 25% on engagement.**

Use native video  
(i.e. upload to LinkedIn).

Use Square Format.

Videos where you play the lead role will yield better results compared to videos with other people (-40%) or that have no people in it at all (-75%).

# 14 - HASHTAGS

Use 3 hashtags.

No more, no less.

See the chart on the next slide for  
how hashtags effect post reach.





Image Credit: Used with permission from Richard Van Der Blom / Just Connecting

## 15 - COMMENTS

Commenting on your post can either help or harm the growth of your post, depending on the timing.

Posting the first comment on your own post will slow down growth.

Reply to all comments in the first hour after publishing = **+20% more growth.**

**Every comment you receive will increase the reach of your post by 4% in your own network, and 3% in the network of the person that commented.**

**Adding multiple comments (2 - 4) as an Author, after 24 hours, will relaunch the post in the feed of all contributors, leading to +25% extra growth.**

## 16 - CONSISTENCY

If you are a creator (minimum two posts a week), and you stop posting for more than a month, the first 4 - 5 posts will receive about 30% less reach than before.

So just never, ever stop.

# 17 - TAGGING YOURSELF



Tagging yourself in the original post does not impact reach or engagement.

# CHECKLIST

- 1 - Post once per 18 hours
- 2 - Respond to comments for the first hour
- 3 - Add selfies to text posts
- 4 - Write 1200 - 1600 characters
- 5 - Engage with 3 posts after posting
- 6 - Post 9am weekdays, 1pm weekends
- 7 - Don't edit your posts
- 8 - Don't comment first

# CHECKLIST

9 - Document Posts, Polls, Carousels and Text+Multiple pictures perform best.

10 - Videos perform worst.

11 - No external links in your posts.

12 - Videos must be captioned.

13 - Use 3-5 hashtags

14 - Add 2-4 new comments after 24 hours

# CREDIT

This post was created with data from  
Algorithm Research Edition 2022 October 1.0  
version 2.

Data is used with permission from Richard Van  
Der Blom and Just Connecting  
(justconnecting.nl).

All content is summarised from Richard Van  
Der Blom's comprehensive report.

See links in the comments, and follow Richard  
for more content on social selling and  
Linkedin's algorithm.

# THAT'S IT.

Did you learn something?

I'm Sam Browne, a serial entrepreneur who is building a \$1m personal brand on LinkedIn.

Follow along to learn how to build an audience of 10k+, so you can feel +25% better about yourself.

