



# LinkedIn™ Rules Of The Road

Content and Branding Solutions  
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# LinkedIn Rules of the Road

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Like any social media platform, LinkedIn has its nuances and preferences that users learn to navigate. But we've done the hard part for you and broken them down into best practices:

**Warm Up:** Before you post, spend 15 minutes engaging with other people's content (liking, commenting, etc). Leave 10 - 20 thoughtful comments on your feed, or on your target connections' posts, and connect with 15 -20 new people in your ideal client profile.

This "warms up the algorithm" for your own post. LinkedIn loves to support the content of users who actively engage on the platform!

**Posting Times:** The best days to post are Mondays through Thursdays, ideally before noon EST.

\*\*\* If you like to post on weekends, personal content tends to perform well on Saturday & Sunday. People love to see the "behind the scenes" of your life if you are willing to share!



**How often to post:** In order to create a consistent presence, I'd recommend posting at least 3 days a week, although I urge you to post as many days a week as possible to build a habit and put what you're learning into practice.

**Do not post more than once a day.**

A new post within 24 hours may split the average reach between the two, not the cumulative.

Also, hold off on new posts if your most recent one is still gaining significant engagement.

*Note: LinkedIn counts a "repost with thoughts" as fresh content.*



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**Post Formatting / White Space:** Regardless of the post length, formatting determines the likelihood of someone reading it in its entirety.

✍ Social media is bite-sized content, and our brains react well to well-formatted content (with white space). Your audience doesn't want to read full paragraphs.

✍ As a rule of thumb, never have more than four lines of text in a paragraph on LinkedIn.

✍ Think 1-3 sentences per section.

✍ The more white space, the easier it is to skim.



**Hashtags:** Hashtags are somewhat dead. But, if you do want to use them, you can think of hashtags as SEO ([Search Engine Optimization](#)) as they make your posts searchable. However, hashtags aren't nearly as valuable as they used to be on the platform.

That said, research shows hashtags may improve reach by up to 9% (which isn't a lot). It's interesting to note: If you're going to use hashtags, use 3-5 and make sure they're relevant to what you've posted and your content pillars. \*\* Do not use more than 5 hashtags in a single post.

Remember, hashtags are the words that you want to be found for. Most people make the mistake of adding very specific hashtags to their posts - or hashtags that are personal. You can potentially come up with a custom hashtag, but you'd need to be consistent in posting it to create a buzz.

## Questions to consider:

- ✍ If it's a buyer, what hashtags are the buyer most likely following?
- ✍ If it's an industry peer, what hashtags are they following?
- ✍ What content pillars/hashtags do you want to be known for?



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## Emojis:

Emojis are a stylistic choice, and they won't make or break your post. When used well, they break up the monotony of a text-only post. Especially for lists! So if there are some eye-catching or impactful emojis to include - give it a try!

**Images/Photos:** Sharing photos does humanize your content, and there is research that shows that great images stop the scroll.

I recommend including a photo regularly. And yes, selfies count! People want to know who you are and what you are up to! Also, even if you are sharing an external article, including an image from the article will increase the likelihood of someone stopping the scroll to see what the post is about. Best practice for sharing article images: Try to find an eye-catching image within to share as the post image.

You can also create simple quotes or graphics in Canva. Use other creators' post images for ideas on simple designs or infographics you can brand to use yourself.



**Video:** Video is a format that LinkedIn is pushing currently so if you want to get in front of the camera, now is a great time to test the waters and share video content. Much like your writing, video needs to be in bite-sized, digestible forms.

## Best practice:

- ✍ Vertical Video Format
- ✍ No longer than 60 seconds.
- ✍ Add a visual text "hook" at the beginning of your video to capture attention
- ✍ Add Captions (Capcut is a great, easy to use tool for this!)
- ✍ If you have longer video content, chop it up and use it for separate posts.
- ✍ You'll create more content this way too.



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**Tagging people/companies in your content:** Tag people only if you know they will like/see/engage with your post.

If you tag someone in your post and they don't comment on your post, it could reduce growth potential by 25%. So, be strategic about who you're tagging. It's better if they know you and are likely to engage with it.

If you are unsure, tag them in the comments instead of the body of the post. You can then go back in and edit the tag into the body of the post after the first 60 minutes.

**Engagement:** Don't post and ghost. Respond to your comments and engage!

This is especially important the first 30-60 minutes after you post aka "The Golden Hour". The first 60 minutes after you post are the most important. Early engagement sets the momentum for the post's visibility in the next six hours.

Because the first hour is so important, you should respond to as many comments as possible within this timeframe. And generally remain active on the platform by commenting on other people's posts (at least 10-20 comments), sending DMs, etc. Not only does it engage the person who took the time to comment, but it shows the algorithm that there is activity on your post. That can drastically boost impressions (and reach).

After six hours, the average hourly engagement influences the growth trajectory for the subsequent 18 hours.

**Pro tip:** In your comment replies, make sure to tag the person you're replying to. It'll notify them of your reply and show your post in their feed.

**Comments:** With AI-generated comments popping up in every nook and cranny, you can no longer get away with generic comments like this:

- "Great post!"
- "Totally!"
- "Me too!"
- "I agree."
- "Couldn't agree more."



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If you leave a generic comment, you're missing tons of opportunities to stand out and network. And now LinkedIn has started showing impressions on comments - so the comments section is becoming increasingly important.

The entire point of leaving a comment is to connect with people—not just the poster, but the poster's audience, too.

The best comments do one or all of the following:

- ◆ Add something new
- ◆ Add something different
- ◆ Add something valuable



They're also written well and engineered to engage (not just the original poster, but the people reading the comments, too).

If you do this well, your comments will get likes and replies. This shoots them to the top of the list on a given post, so it's shown on people's newsfeeds, along with your profile photo and title (which spikes further engagement).



A great idea is to find industry leaders that your desired connections/ideal customers follow and comment on their posts. This will:

- ◆ Put you on the influencer's radar
- ◆ Give you visibility to others who follow those leaders, including your own potential customers



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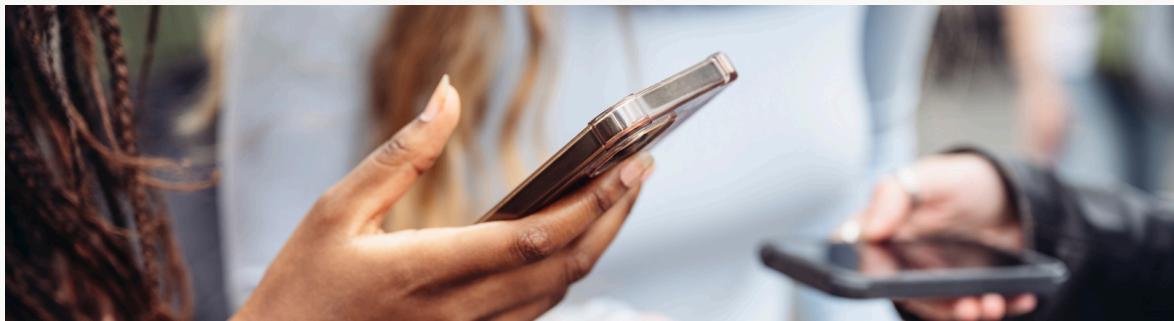
## Tagging people in your comments

Mentioning others in comments can be beneficial if they contribute to the discussion. There's no downside to unresponsive tags, so there's no harm in trying to get relevant people to contribute.

HOWEVER, do NOT tag a BUNCH of people hoping they'll respond. It's annoying and many people will then be less likely to respond. Or comment on future posts.



Our recommendation is, if you're going to tag people in a comment, limit it to 1-3 tags. This way, it feels more relevant and personalized, which also makes it way more likely they'll respond.



## Reposting & Sharing posts/content: Is reposting worth it?

No, not really. Not for you as the reposter. People won't really notice that you reposted — even the person who originally created the content — and reposting won't build your brand because, unless you include seriously insightful comments with it, a repost alone says absolutely nothing about you, your expertise, or your values.

The VERY best way to share is to create a new post, share the content as a new post of your own, and tag the source (or share the article in the comments, if applicable).



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## External Links:

Generally, LinkedIn penalizes posts that include external links, since their goal is to keep users on the site.

Links in your post can result in 40-50% fewer impressions than a post without a link.

To get around this, you have two options for including links:

- ◆ Add a link in the comments: You can comment on your own post with the link. Make sure to include some descriptive text about what they'll get if they click the link (e.g. To learn more about THING, head here: [LINK](#)). Or if it's a CTA, state the outcome, (e.g. "Win more deals with SalesPROEXAMPLE : [LINK](#)")
- ◆ Edit your post and add a link to the body of the post after ~60 minutes: If you wait ~60 minutes, press edit, and add the link in your post, LinkedIn won't penalize you.

However, LinkedIn devalues comments with links in them, so it helps to ask people to like the comment so it stays visible. You can also use an emoji at the start of the comment so it's easy to find.

Best Practice: Add "Check out the comments to...." to your post, then post the link in your comments.

Bonus: If you really want people to click on that link, edit the post and add the link after the first hour.

**Post Edits:** Avoid editing your post in the first 60 minutes, as LinkedIn will suppress your post's reach. Just wait and correct it after the first hour.

Happy posting and let's grow your brand!

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LEARNING MORE ABOUT  
GHOSTWRITING OR LINKEDIN  
COACHING SERVICES,**

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