



10 THINGS

about
LinkedIn's
algorithm

Shel's
FITTS



Take your PROFILE seriously;
it is a reflection of your
personal brand.

1 Professional Headshot

2 Unique Subhead/Title

3 Complete About section

4 Custom Masthead/Banner

5 Professional URL

6 Updated Featured section

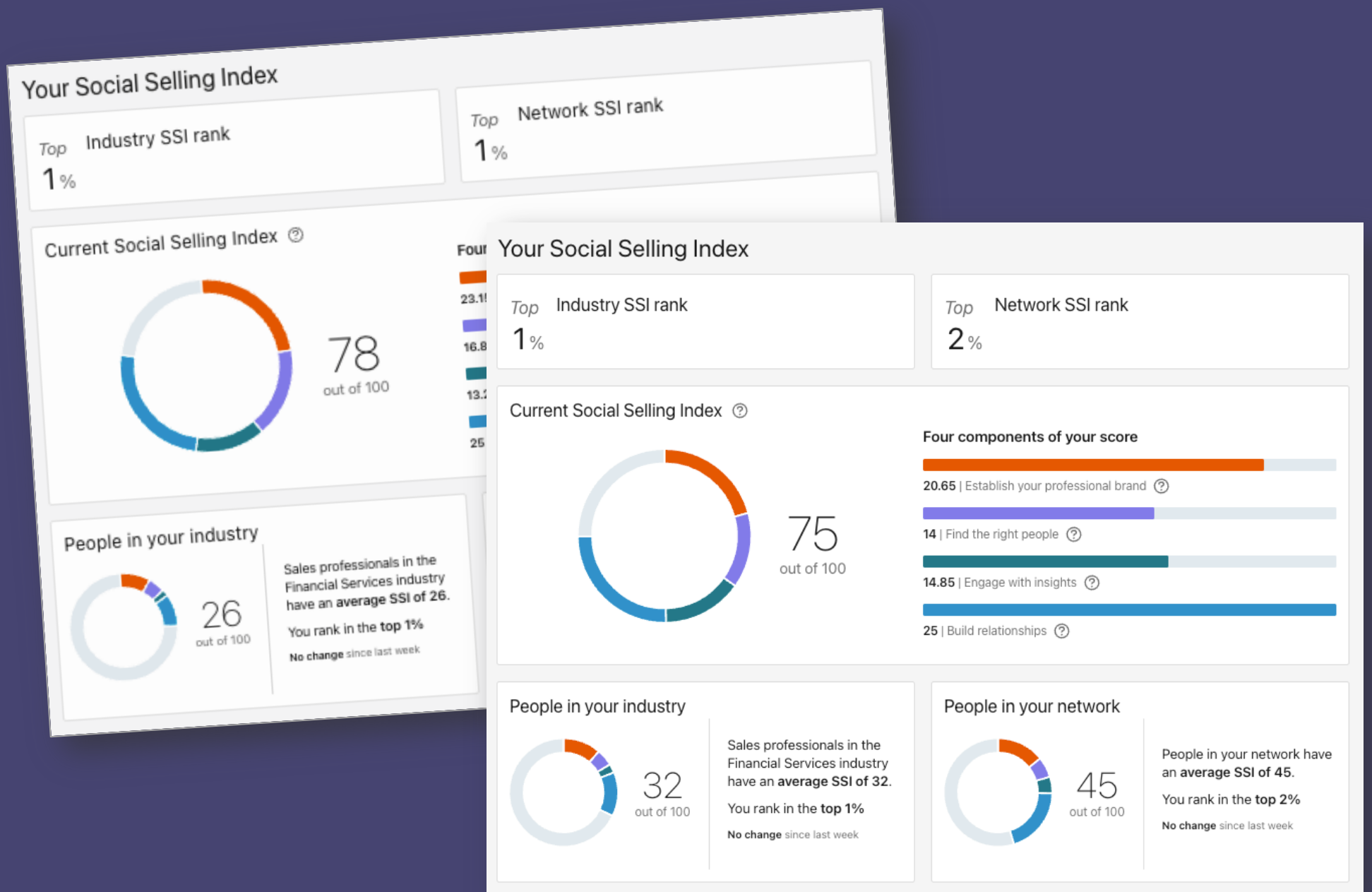
7 Relevant and meaningful Experience

COMPLETE PROFILE CHECKLIST

1. Professional Headshot
2. Unique Subhead/Title
3. Complete About section
4. Custom Masthead/Banner
5. Professional URL
6. Updated Featured section
7. Relevant and meaningful Experience



Your Social Selling Index (SSI) matters. It is LinkedIn's way of measuring activity. A score of 70 or more can have an average increase in reach by 25%.



Approximately 20 points of your SSI is associated with your profile.



Content, content, content.*
Variety is ALWAYS good.

BEST

INCREASE IN REACH

Document posts

2.2 to 3.4x

Polls

2.1 to 2.9x

Carousel Post

1.8 to 2.3x

Text + Multiple Images

1.2 to 1.6x

WORST

LESS REACH

Video post

0.5 to 0.8x

Post with external link

0.4 to 0.5x

Ideal post? 1,200 to 1,600 characters.

*Compared to the most common post, a Post with an Image.



YOUR ACTIVITY makes a difference! Reach out and touch someone.

Liking is lazy. It doesn't "support" the visibility of the post. It isn't enough to improve your profile's visibility.

Commenting is 4 x more powerful than a "like" (to the author). Comments over 12 words helps their post gain visibility and traction.

By leaving meaningful comments, you gain the attention of the author, the author's network and your network

Strategically touch someone else's profile to increase the chances of your posts being seen by them. Follow, endorse, send a direct message.



Want more REACH?
Selfish doesn't work.
Givers gain.

Stick around after you post and engage with other content. It will increase your reach by more than 20%.

Commenting on another person's post increases the chance — **by 70%** — that they will see your next post.

Want to be certain you'll see ALL of someone's posts? Follow them and then ring their bell!





How much is too much?
Watch the clock!

PUBLISH ONCE A DAY.

- Publishing an additional post within 18 hours will decrease the growth of both posts by 15%.
- Publishing an additional two posts within that time frame? Down goes the reach by 30%.

BEST TIME TO POST

Mondays & Saturday: 10 a.m.

Tuesday through Thursday: 8:00 a.m.

Fridays & Sundays: 1:00 p.m.

(In your desired audience's time zone.)



90 minutes and other things to know about the care and feeding of your posts.

Reach in the first 8 hours of your post is determined by the engagement in the **first 90 minutes after you publish.**

Growth over a period of days is based on engagement between the initial 90 minutes and 8 hours.

Continue to reply on other people's comments for the first 12 hours. It inspires others to jump in and participate! No one wants to be the first. (Or, the only one.)



Stay off the naughty list! Just say NO to broetry and other attempts at hacking visibility.

- **Don't edit your post in the first 10 minutes.** Reach decreases by up to 40%.
- **Don't be the first one to comment on your post.** It will reduce reach by 20%.
- No more than 10 hashtags; 3 to 5 hashtags are best.
- **Tagging is a double-edged sword.** If tagged folks don't engage, it slows growth: For every one person that doesn't respond, it negates 3 people who did.
- No more than 15 people tagged; LinkedIn with severely limit your reach.
- **Broetry doesn't work.** Extra paragraph returns signal the algorithm and limit your reach. Besides, it is bothersome!



The source for the algorithm information and specific reach data is Richard Van Der Blom and his team at Just Connecting.

With over 1,200 hours of research, they have published the massive, 57-page: **4th Annual Algorithm Report**, available on Richard's profile for free.

He has graciously encouraged folks to share what we have learned with our communities and network. He simply asks that he is sourced appropriately.

Richard is a thought leadership at the highest realm. He is knowledgeable, prolific, curious and generous. Follow Richard, ring the bell! You'll be glad you did.

<https://www.linkedin.com/in/richardvanderblom/>



LinkedIn isn't the end all, be all. **It is a part of your overall thought leadership strategy.**

As you plan for 2023, and consider the challenges you might face winning new business, drawing upon thought leadership to showcase your value is a smart strategy.

If I can help you think through how to begin, let's chat! I'm here to help. Head to www.sherifitts.com/go and book a call.



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