



LinkedIn Best Practices

Keep these tips on hand to help maximize your LinkedIn account's performance



Platform Info

While some underestimate the potential of LinkedIn as a platform for social media marketing, it has become one of the leading platforms for business marketing since launch, with more than [310 million](#) monthly active users worldwide. Furthermore, [80%](#) of B2B marketing leads from social media come through LinkedIn.

Platform Audience

- 59% are 25-34
- 20% 18-24
- 18% 35-54
- 57% male
- 43% female

Posting Cadence and Times

3x/week is ideal
1x/week minimum
Tuesday-Thursday
8-10am, 12pm, 4-5pm
(Post cadence may change depending on industry and unique audiences)

Content Formats

Images typically result in a [2x higher comment rate](#) on posts. Videos earn 3x the number of engagements as text-only posts and are shared [20x](#) more than any other type of content.

Groups

Groups are a powerful aspect of LinkedIn. Individuals or businesses that participate in them are able to network, research, share content, and generate leads from targeted communities.

Image/Video Specs

Images: 1:1 (square), 1.91:1 (landscape),
Stories: 9:16
Cover photo: 4:1
Videos: horizontal/square, [30 seconds](#) or less for brand awareness, 30-60s for clicks

Hashtag Usage

Adding hashtags to your posts increases your post impressions and can reach new audiences. Experiment with LinkedIn-suggested hashtags, location hashtags, and hashtags about your brand niche.

Organic Posts

The sky's the limit when it comes to organic LinkedIn Posts. Choose between sharing images, text, video, LinkedIn articles, or resharing posts from other pages to publish on your company profile.

Paid Ads

LinkedIn ads offer powerful audience targeting and a variety of formats. Videos work well for awareness, image ads [perform best](#) on LinkedIn for lower-funnel activity, and sponsored InMail messages allow you to reach out directly to prospects' inboxes.

Boosted Posts

With more limited targeting options than full paid campaigns, boosted posts allow you to choose an organic post, set a budget for objectives such as engagement, brand awareness, or website visits, and choose an audience.

Growth Opportunities

Tagging

Tagging members on LinkedIn and using hashtags in your posts on LinkedIn can increase reach, engagement, and website traffic. Posts with links also perform well, with up to [45% higher engagement](#) than posts with no links.

Live Video

Live videos receive an average of [7x more reactions and 24x more comments](#) when compared to natively published videos from the same pages. What's more, [68%](#) of video marketers will include LinkedIn in their 2022 strategy, a 5% increase from 2021.

Leverage Employees

[30% of engagement](#) on LinkedIn for a company comes from employees. Consider your employees as a primary audience for content when deciding what to post, and use the "notify employees" feature occasionally to notify them about new posts from your page.