



AARHUS UNIVERSITET

How to

LINKEDIN

by Jesper Emborg and Ida Brems,
DCA - Danish Center For Food And Agriculture

August/September 2024

The basics

LinkedIn is a social media

- What you see on LinkedIn is determined by an algorithm
- The reach of your posts is determined by an algorithm

This means:

- Your reactions on posts from your network determine what you see in your feed
- Your networks reactions on your post determine the reach of the post



An important source on LinkedIn's algorithm



Richard van der Blom • 2.

Følg

Helping B2B Sales Teams Fill Their Pipeline & Marketing Teams Boost B...

6md. • Redigeret •

🚀 Breaking News: The Algorithm Insights 2024 Report is HERE! 🚀 The Ultimate LinkedIn™ Guide for Business Growth - Grab Your Free 120+ Page Report Now ... se mere

[Se oversættelse](#)



ALGORITHM INSIGHTS 2024

5th Edition v1.0

Disclaimer: Just Connecting AB is an independent training and consultancy firm operating in LinkedIn™ and social selling. We would like to clarify that we are not affiliated with, endorsed by, or endorsed by LinkedIn™ Corporation. Our services, research, and content are provided independently, and any references to LinkedIn™ are purely for explanatory purposes. We also follow our commitment to maintaining our independence and assure our audience that our views, opinions, and recommendations are based solely on our expertise and experience.

4.505

1.165 kommentarer • 691 genopslag

Credits & Sponsors

Just Connecting is honored to present the fifth edition of the LinkedIn™ Algorithm Report since our inception in 2018. Our gratitude extends to **AuthoredUp**, whose partnership and data has enabled us to surpass our analysis in previous years, scrutinizing an unprecedented volume of content. The 2024 edition encompasses an analysis of over 1.5 million posts, from 34,000 individual profiles, and over 26,000 company pages, spanning over 50 countries and 25 languages. Our research team, together with AuthoredUp, devoted over **1,100 hours** to this project, yielding groundbreaking insights.

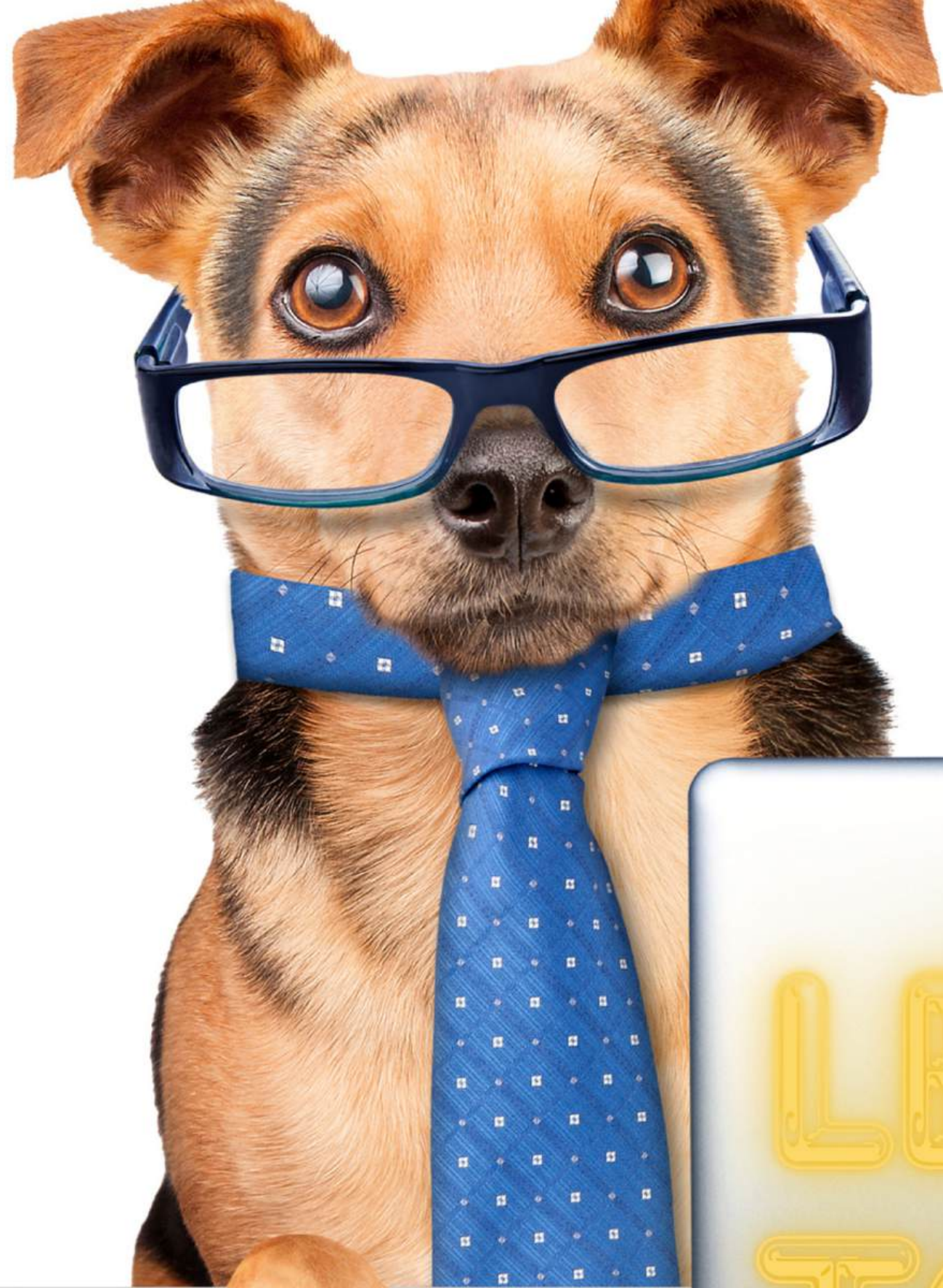
This comprehensive study was made possible through the collaborative efforts of the Just Connecting team, AuthoredUp, and the utilization of analytical tools such as Shield, SproutSocial, Hootsuite, and LinkedIn™ itself. We express our sincere appreciation to **Sales Automation Labs, Paiger, Your Next Adventure™, Blisspoint Consultancy** and **Richard Moore** for their generous sponsorship of this report, and to **Nurjesa Shehadeh** for her exceptional design work.

Lastly, our profound thanks go to our clients, whose challenging and intriguing inquiries regarding the algorithm, its reach, and conversion rates, constantly drive us to excel.

Warm regards,

Richard van der Blom
Founder, Just Connecting



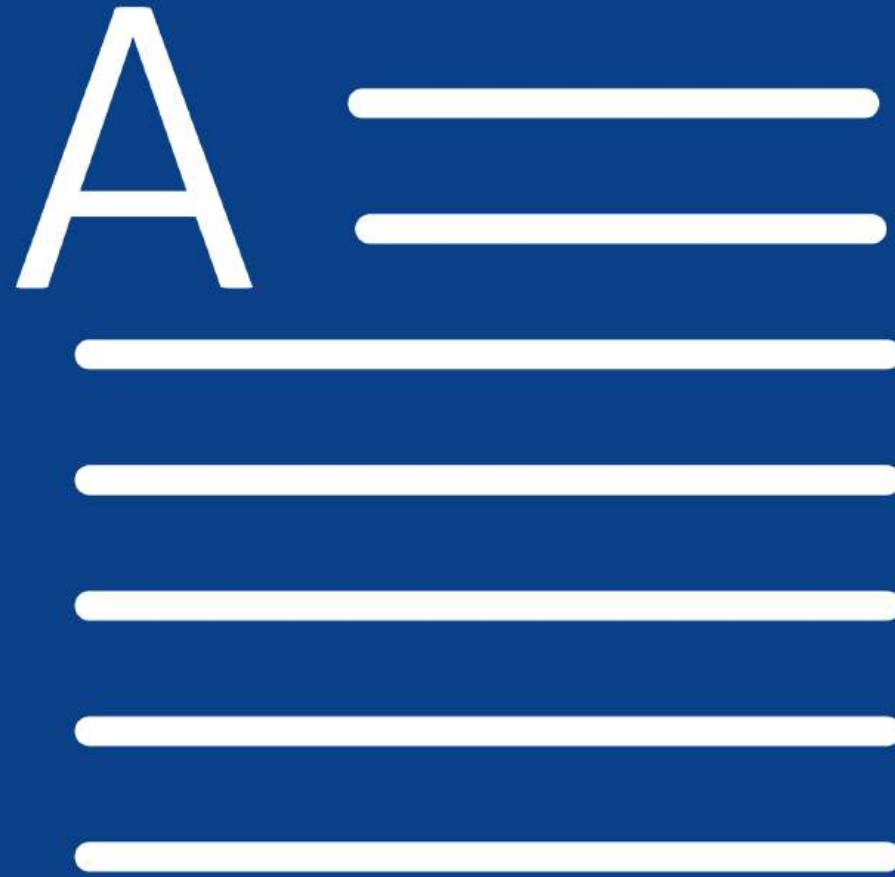


LET'S GET
TO WORK

Which types of posts can you make on LinkedIn?




Text only




 **Richard van der Blom** • 2nd
Helping B2B Sales Teams Fill Their Pipeline & Marketing Tea...
3w • 

Dropping an unpopular opinion! Sorry, not sorry!
Stop Dressing Up Crap: The Truth About Fancy Formatting

...see more

   360 193 comments • 3 reposts

  Like  Comment  Repost  Send

 **Uffe Lyngaae** • 1st
 Direktør i Publico 
[Visit my website](#)
19h • Edited • 

JEG HAR FYRET MIG SELV SOM CHEF 🤔

Siden 2003, da jeg ansatte min første medarbejder ([Laura Sejr](#)  ...see more)

[See translation](#)

   Mie Kjær and 2,462 others 199 comments • 9 reposts

  Like  Comment  Repost  Send

Text + Image



Department of Food Science, AU FOOD
6,111 followers
1mo • Edited • 🌐

🎉 PhD celebration in [Department of Food Science, AU FOOD](#) 🎉
Congratulations to [Simone Bleibach Alpiger](#) who defended her [#PhD](#) on 28 June 2024. [...see more](#)



👍❤️🔥 133 8 comments

👍 Like 💬 Comment 🔄 Repost

Organic impressions: 4,398 Impressions [Preview results](#) ▾

Department of Food Science, AU FOOD
6,111 followers
1mo • 🌐

An absolutely amazing first day of the International Cellular Agriculture Conference has come to an end 🚀 [...see more](#)



👍❤️🔥 You and 80 others 4 comments • 5 reposts

👍 Like 💬 Comment 🔄 Repost

Organic impressions: 3,462 Impressions [Preview results](#) ▾

Department of Food Science, AU FOOD
6,111 followers
3mo • 🌐

🌱 Exciting News from [#AUAUNING!](#) 🌞
The 2024 season has officially begun!
With the sun shining brightly, we've kicked off our planting activities. Check the nice pictures from our staff!

[#Horticulture](#) [#Plantbased](#) [#Vegetables](#) [#AUFOOD](#) [#Innovation](#)



👤 with [Hanne Lakkenborg Kristensen](#) and 3 oth...

👍❤️🔥 [Mette Bjerre](#) and 56 others

👍 Like 💬 Comment 🔄 Repost

Organic impressions: 2,039 Impressions [Preview results](#) ▾

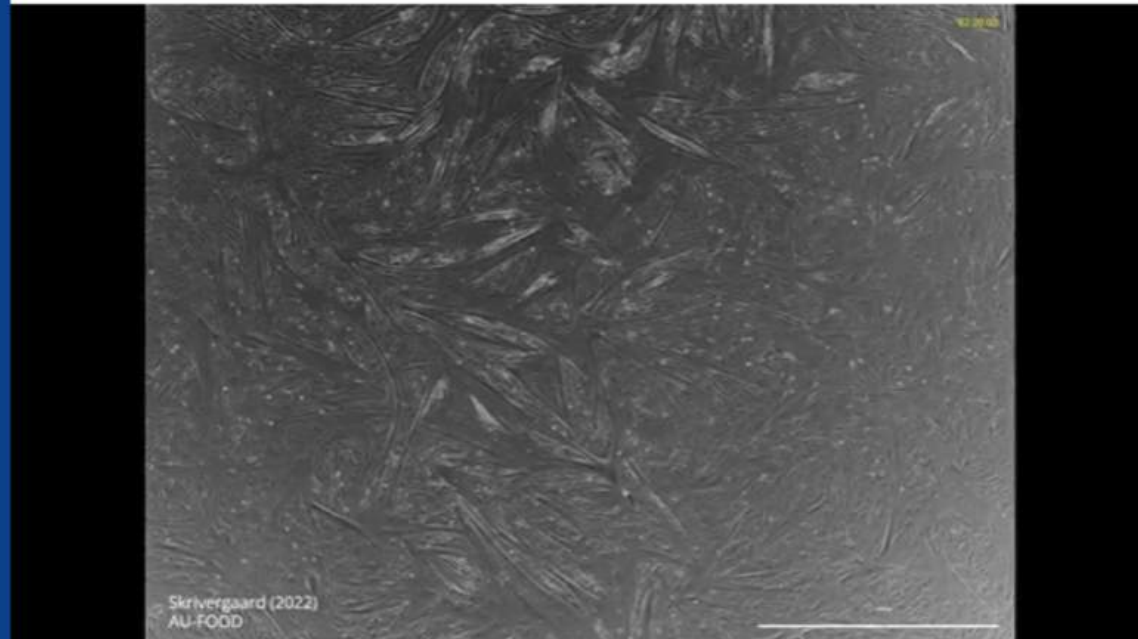
Video



Department of Food Science, AU FOOD
6,111 followers
4w • 🌐

Check out this video to learn more about our new collaborative project! 🍌

#MuscleFuel. ...see more



Skrivergaard (2022)
AU-FOOD

✓ Auto captions have been added to your video Edit ✕

👍❤️🗨️ 35 4 comments • 4 reposts

👍 Like 🗨️ Comment 🔄 Repost

Video views: 1,834 total Preview results ▾

Department of Food Science, AU FOOD
6,111 followers
2mo • 🌐

The International Cellular Agriculture Conference is just over a month away - have you signed up yet? 📄 ...see more



👍❤️🗨️ Mette Bjerre and 38 others 2 reposts

👍 Like 🗨️ Comment 🔄 Repost

Video views: 1,472 total Preview results ▾

Department of Food Science, AU FOOD
6,111 followers
5mo • Edited • 🌐

Check the nice video from our collaborator [Lasse Friis Hansen](#).
#Sweetcherry planting at our research station #AUAUNING. 🍒 ...see more



👍❤️🗨️ 31 5 comments • 1 repost

👍 Like 🗨️ Comment 🔄 Repost

Video views: 882 total Preview results ▾

PDF document post



Richard van der Blom • 2. Følg ...
Helping B2B Sales Teams Fill Their Pipeline & Marketing Teams ...
6md. • Redigeret •

🚀 Breaking News: The Algorithm Insights 2024 Report is HERE! 🚀 The Ultimate LinkedIn™ Guide for Business Growth - Grab Your Free 120+ Page Report Now ... se mere

[Se oversættelse](#)

Algorithm Insights 2024 Report v1.0 • 123 pages

Algorithm Insights 2024
5th Edition v1.0

1 / 123

4.505 1.165 kommentarer • 691 genopslag

Synes godt om Kommenter Slå op igen Send

Aarhus University reposted this ...

Aarhus University Technology Transfer Follow
947 followers
6mo •

LARGEST INVESTMENTS IN SPINOUTS FROM AARHUS UNIVERSITY

Each year a number of spinouts from Aarhus University manages to attract ...see more

The Largest Investments in spinouts from Aarhus University • 1 page

The Largest Investments in spinouts from Aarhus University*

Company	Investor	Investment
NMD PHARMA NEUROMUSCULAR DISORDERS	Novo Holdings LundbeckFonden Roche Venture Inseef Capital Jeto Capital	€ 75 million 2023
MUNA THERAPEUTICS	Novo Holdings Soliviva Partners Drao Ventures LSP Dementia Fund And more	€ 60 million 2021
draupnir bio	Novo Seeds Gilde Healthcare Inseef Capital HT Grøntønder	€ 30 million 2019
TETUR TROPHICS	Sunstone Life Science Ventures Sound Bioventures Industrifonden Innovator's Life Science Fund P53 Invest	€ 28 million 2023
STipe Therapeutics	Novo Seeds Arix Bioscience Sunstone Capital Wellington Partners	€ 20 million 2019
AGROINTELLI	Nordic Alpha Partners Vækstfonden	€ 15 million 2020
RADISURF	KCK Ltd	€ 13+ million 2021
Cercare Medical	Smedvig Harfo Corica Invest And more	€ 5.5 million 2023
Commit Biologics	Novo Seeds Bioqube Ventures	€ 5 million 2023
P3 Immunotech	Novo Seeds EPR Vækstfonden And more	€ 4.5+ million 2021

1 / 1 During the last 5 years, updated January 2024 Enterprise and Innovation

138 2 comments • 3 reposts


External link



 **Department of Food Science, AU FOOD**
6,111 followers
1mo • 



 We are seeking TWO NEW Professors in Food Science, who would like to work with a highly engaged and motivated staff in an innovative and dynamic working environment at [Department of Food Science, AU FOOD](#)  ...see more


 **Professors in Food Science - Department of Food Science, Aarhus University - Ledig stilling på Aarhus Universitet**
au.dk

 You and 102 others 10 reposts


  Like  Comment  Repost



Organic impressions: 8,874 Impressions Preview results 





 **Department of Food Science, AU FOOD**
6,111 followers
2mo • 


New project aims to extend the shelf life of carrots 

Ever tossed out a rotten carrot from the bottom drawer of your fridge? ...see more

 **New project aims to reduce vegetable waste by focusing on handling and hygiene**
food.au.dk

  Mette Bjerre and 29 others

  Like  Comment  Repost

Organic impressions: 1,998 Impressions Preview results 

Poll



Aarhus University

235,067 followers

2mo • Edited •



Tag en kandidattest og bidrag til forskningen på Aarhus Universitet

Aarhus Universitet har sammen med [Jyllands-Posten](#) udviklet en kandidat ...see more

[Rate this translation](#) ·

Take a master's test and contribute to research at Aarhus University

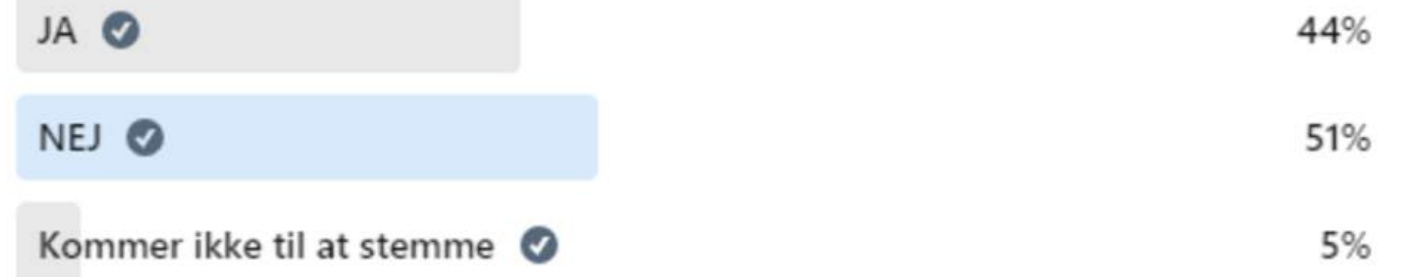
Together with [Jyllands-Posten](#), Aarhus University has developed a master's test that is both a test of principles and policy.

In other words, you get an indication of which candidates you most agree and disagree with, and you contribute to the research of our election experts.

The test has been made with the aim of researching citizens' use of election tests. Take the candidate test here: <https://lnkd.in/emZbNRNb>

Ved du, hvem du stemmer på til Europa-Parlamentsvalget 9. juni?

The author can see how you vote. [Learn more](#)



2,587 votes • Poll closed

59

9 comments • 2 reposts

Like

Comment

Repost

Send

Article

Health - Aarhus University
12,269 followers
4mo · 🌐 ...see more

One pill a day.
That's all it takes.



Study: Pill makes patients with life-threatening muscle weakness stronger

Health - Aarhus University on LinkedIn · 4 min read
A team of researchers from Aarhus University and the spin-out company NMD Pharma have discover... 2 reposts

Home My Network

Associate professor at the Department of Biomedicine and CEO of NMD Pharma Thomas Holm Pedersen. Photo: NMD Pharma

Health - Aarhus University
12,269 followers

March 21, 2024

A team of researchers from Aarhus University and the spin-out company NMD Pharma have discovered a potentially new treatment for patients with life-threatening muscle weakness.

🔒 📄

Health - Aarhus University
12,269 followers
1mo · 🌐 ...see more

AI breakthrough: Detecting cancer months - or even years - earlier

Researchers from Aarhus University and Aarhus Universitetshospital have discovered a new technology that uses artificial intelligence to detect cancer earlier than standard methods.



Health Discoveries

New technology based on artificial intelligence can detect cancer earlier than standard methods

Health - Aarhus University on LinkedIn · 3 min read
Researchers from Aarhus University have contributed to developing a new technology that uses artificial intelligence to detect cancer earlier than standard methods. 3 reposts

Home My Network

Subscribed

Postdoc Amanda Frydendahl and Professor Claus Lindbjerg Andersen from the Department of Clinical Medicine at Aarhus University.

Health - Aarhus University
12,269 followers

June 25, 2024

Researchers from Aarhus University and Aarhus Universitetshospital have discovered a new technology that uses artificial intelligence to detect cancer earlier than standard methods.

🔒 📄

Choose your type of post

Purpose of Content	Use	Neutral	Skip
Personal Storytelling	Text Only / Text + Image	Video / Document Post	External Link / Polls / Article
Thought Leadership	Video / Document Post	Article / Text + Image / Poll	External Link / Text Only
Event Content	Video / Text + Image	External Link / Article	Poll / Text Only / Document Post
Educational Content	Text Only / Document Post	Video / Text + Image / Article	External Link / Poll
Industry-Related Content	External Link / Text + Image	Video / Document Post / Article	Text Only / Poll
Employer Branding	Video / Document Post	External Link / Text + Image	Text Only / Article / Poll

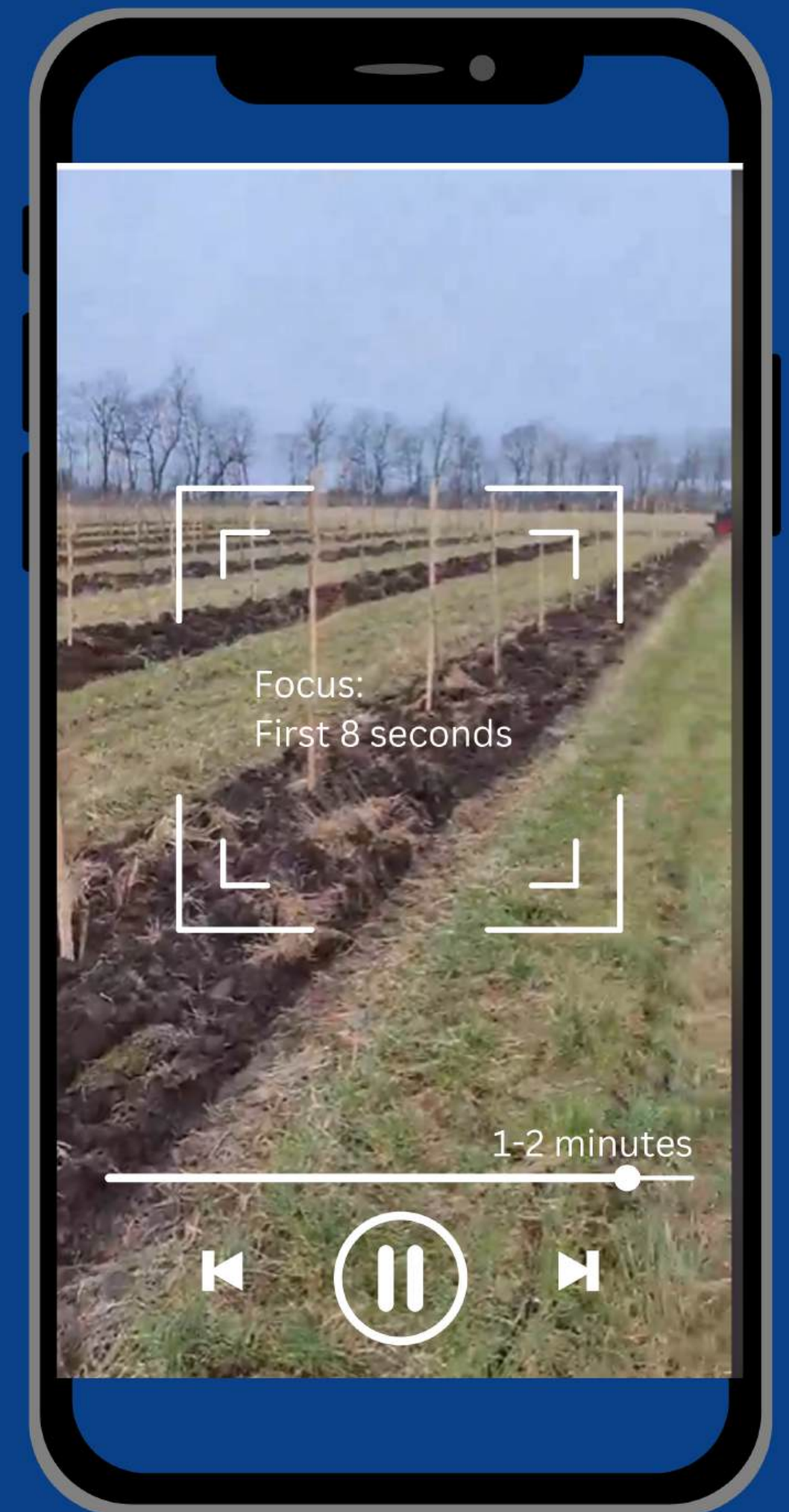
- Expand your reach by mixing the different types
- Avoid e.g. three of the same in a row

Recommendations for Text + Image

- **Keep it short, keep it simple:** Write 900-1,200 characters and use short sentences
- **Use your own, authentic pictures of real people:** Avoid stock photos
- **Put more than one photo in each post:** For each additional picture your reach increase by 5 % - although only up to five photos.
- **Use vertical photos:** 65 % of LinkedIn's users are on their mobile device

Recommendations for Video

- Post videos that lasts 1-2 minutes
- Use vertical videos
- If you edit yourself, put your effort and focus in the first 8 seconds of the video : 30 % will leave your video after 8 seconds if it's not valuable



When to post?

- Post regularly
- Post at the same time a day each time
- Get to know the preferences of your audience

Text Image + Posts:

- Best on workdays (Mon-Fri)
- Ideal Time: 8:00 - 10:30 AM

Document PDFs / Carousels:

- Weekdays, but shine on Tuesdays and Thursdays
- Avoid Sundays

Polls:

- Work related topics Weekdays
- Personal topics Weekends
- Ideal Time: 8:00 - 11:00 AM

Text Only Posts:

- Effective on weekdays (Mon-Fri), except for storytelling (also weekends)
- Ideal Time: 10:00 AM - 12:00 PM.

Video Posts:

- Guides and tutorials perform well Tue-Thur; weekends are good for other types.
- Ideal Time: 11:00 AM - 1:00 PM.

The effect of reactions on your post



Type of Engagement	Impact on the Reach of	
	Original Post	Person Who engages
Like	1	1
Comment	15	12
Repost Instantly	10	5
Repost with Thoughts	3	2
Save	8	0
Click "see more"	5	0

Understanding Engagement Ratios:

The graph above illustrates how different interactions affect the growth of a post—both for the original post and for the person interacting with it. This is measured against the baseline effect of a 'Like,' which is set as a standard value of 1.

Where to find them

Likes:



Suggested

McCloskey Environmental
2,487 followers
2d • Edited •

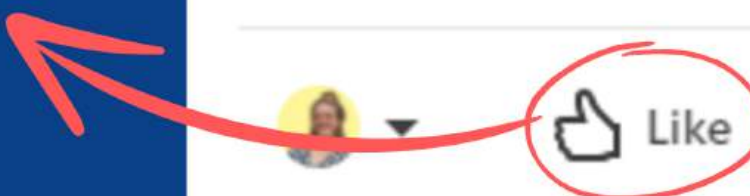
🗑️ ♻️ **Bringing Bulk down to size** ♻️
Biodegradable products like kitchen waste decompose faster after crushing
The [McCloskey Environmental](#) heavy-duty Shredders also allow materi: [...see more](#)

42 1 comment • 4 reposts

Like Comment Repost Send



Save:



**Do not ask what your
post can do for you.
Ask what you can do
for your post.**



Your actions matter

LinkedIn™ encourages active content cultivation rather than a "post and ghost" approach. **The platform now evaluates creator engagement throughout a post's life-cycle beyond the initial "golden hour."**

We've pinpointed three critical phases for engagement:

1. The First 60-Mins

Early engagement sets the momentum for the post's visibility in the next six hours.

2. After 6 Hours

The average hourly engagement during this window influences the growth trajectory for the subsequent 18 hours.

3. Post-24 Hours Engagement

Interactions received after the first day can either prolong the post's visibility into the third day or cause it to fade from feeds.

What you can do to push your post



What you can do:



Comment on your post



Reply to comments on your post within an hour



Interact with your network - especially right after posting



Call to action



Prioritize quality



Notify your colleagues and ask them to react to your post (e.g. via email)



Share your LinkedIn post on other platforms (e.g. in your newsletter)

Tags and hashtags




Tag 1-4 profiles in your post: Notify them and encourage them to react to the post. If you have doubts whether they will react, you can tag them in the comments instead of in the actual post.



No need to use hashtags: There's no significant effect of hashtags to the reach of your post. If you want to use them, make sure to use general concepts and avoid making up your own.


Want to know more?




Posted on LinkedIn

Richard van der Blom on LinkedIn: Algorithm Insights 2024 Report v1.0 | 1,170 comments

🚀 Breaking News: The Algorithm Insights 2024 Report is HERE! 🚀 The Ultimate LinkedIn™ Guide for Business Growth - Grab Your Free 120+ Page Report Now After... | 1,170 comments on LinkedIn


 linkedin

[Addhttps://www.linkedin.com/posts/richardvanderblom_algorithm-insights-2024-report-v10-activity-7160527422398844928-VnIE/?utm_source=share&utm_medium=member_desktop&utm_source=boobmail&utm_medium=email&utm_campaign=newsletter-edition-7](https://www.linkedin.com/posts/richardvanderblom_algorithm-insights-2024-report-v10-activity-7160527422398844928-VnIE/?utm_source=share&utm_medium=member_desktop&utm_source=boobmail&utm_medium=email&utm_campaign=newsletter-edition-7) a subheading



20 steps to a better LinkedIn profile in 2024

Make this the year that you invest in building your personal brand on LinkedIn – here are 20 things to try that will get your LinkedIn profile working harder for you.

 LinkedInMKTG

Link: <https://www.linkedin.com/business/sales/blog/profile-best-practices/17-steps-to-a-better-linkedin-profile-in-2017> Anbefalinger til udfylde egen profil

