

LINKEDIN'S ALGORITHM

LinkedIn's algorithm aims to show each member the content they're most likely to find relevant and engaging. It focuses on depth of engagement, content quality, and topic-based relevance, not just raw virality or simple "likes." The core driver is a feed-ranking system that decides what appears in a user's feed.

How Posts Get Ranked

In 2026, LinkedIn generally evaluates posts in three stages:

- **Content quality & safety** - The system checks for spam, misinformation, or low-value content and may suppress or limit it before it ever reaches the feed.
- **Early-distribution test** - After passing quality checks, your post is shown to a small test audience (often 2-5% of your network). If that group spends time reading, commenting meaningfully, or saving it, LinkedIn expands reach; posts that flop in the first ~60 minutes rarely recover.
- **Personalization & scaling** - If the post performs well, LinkedIn uses AI to push it to people who are predicted to care (topic, format, and relationship signals), not just your most-connected followers.

What The Algorithm Now Rewards

- **Dwell time and "deep" engagement** - Reading full document posts, watching most of a video, or commenting thoughtfully weighs more than a quick like or emoji.
- **Native content** - Document PDFs, native videos (30-90 seconds), and image-only posts tend to get more reach than posts with external links, which are now penalized by roughly 60% on average.
- **Niche expertise and topic relevance** - LinkedIn builds a "topic DNA" profile for creators; educational, data-driven, or framework-style posts within a clear niche are amplified to users who follow that topic.
- **Genuine conversations** - Replies that spark discussion (and where the author actively responds) get more traction than a generic "Great post!"

How To Work with the Algorithm (Quick Takeaways)

- **Prioritize document posts** (multi-page PDFs with frameworks or data) and **short native videos** (30-90 seconds) for the highest engagement.
- **Write for dwell time** - Use clear hooks, bite-sized points, and open-ended questions that invite thoughtful replies.
- **Post consistently but not constantly** - Aim for a few high-quality pieces per week rather than many rushed posts, spaced at least several hours (or 24 hours) apart.

How Students Can Work with the Algorithm

You don't need to be an influencer to benefit. Focus on:

- **Clear, helpful posts** - Answer questions, share tips, or ask thoughtful questions (e.g., "What should I highlight in my resume about my internship?").
- **Commenting genuinely** - Short, thoughtful comments on others' posts get you in front of more people than just liking.
- **Keeping your profile updated** - Having a good photo, a clear headline (e.g., "Business candidate at Assumption exploring marketing internships"), and recent experience helps LinkedIn suggest you to recruiters.