

LEARN TO LOVE LINKEDIN

With Dawn Spendlove

love marketing

consultancy . branding . design . advertising . pr . events . research

THE ALGORITHM HAS A NEW BRAIN!

From Relationship to Interest Graph:
The Shift That Changes Everything

BECOME THE BOSS OF YOUR LINKEDIN



TOPIC DNA/FINGERPRINTING



💖 Let's reset your feed
(this forms our foundation)

So you start seeing what you really want to!

Think of the algorithm as a naughty puppy who you just need to train.

CHALLENGE 1



💖 Let's reset your feed
(this forms our foundation)

So you start seeing what you really want to!

Think of the algorithm as a naughty puppy who you just need to train.

10 WAYS TO TRAIN LINKEDIN'S NEW BRAIN

Your feed is no longer a reflection of your network. It's a reflection of your behaviour. Every click, comment, save, and scroll teaches LinkedIn™'s Interest Graph what you care about – and determines what it shows you next. Here's how to use that deliberately.

10 WAYS TO TRAIN LINKEDIN'S NEW BRAIN

1. FOLLOW TOPICS, NOT JUST PEOPLE

Follow creators and companies that consistently post within your 3–5 core professional themes. Unfollow or mute anything off-topic — not because it's bad content, but because every interaction with it dilutes your topic signal.

Goal: 80% of your feed should reflect your top 3–5 professional themes.



2. COMMENT WITH SUBSTANCE, NOT COURTESY

LinkedIn™'s Engagement Team scores comment quality, not volume. A two-sentence comment that adds a data point or counter-perspective carries far more weight than a reaction or one-liner.

"Great post!" tells the algorithm almost nothing. A genuine reaction with context tells it everything.

Aim for comments that could stand alone as a short post.



10 WAYS TO TRAIN LINKEDIN'S NEW BRAIN

3. USE SAVES INTENTIONALLY

Saving a post is one of the strongest relevance signals you can send — stronger than a like, stronger than a repost. Save consistently within your core topics and LinkedIn™ maps you more precisely to that interest cluster.

Saves compound over time. Use them where they count.



4. SLOW DOWN ON POSTS THAT MATTER

Dwell time is a silent but powerful signal. You don't need to like or comment — simply stopping to read tells the algorithm this content is relevant to you. Most people scroll past good content in two seconds.

LinkedIn™ measures attention. Give it where it counts.



10 WAYS TO TRAIN LINKEDIN'S NEW BRAIN

5. BUILD CONSISTENT ENGAGEMENT CLUSTERS

Three comments on someone's posts within a week significantly increases the likelihood of their future content appearing in your feed — and yours in theirs. Identify 15–25 people whose work genuinely overlaps with yours and engage with them consistently.

Quality of network beats size of network every time.



6. SWITCH BETWEEN TOP AND RECENT WITH PURPOSE

Use Top for discovery — the Interest Graph surfacing content you wouldn't otherwise find. Switch to **Recent** for maintaining specific relationships or catching time-sensitive posts. The two modes serve different purposes.

Start the day on Top. End it with five minutes on Recent.

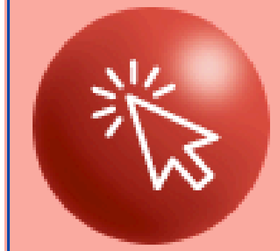


10 WAYS TO TRAIN LINKEDIN'S NEW BRAIN

7. ENGAGE WITH SUGGESTED POSTS SELECTIVELY

Suggested Posts now make up 10% of the average feed. Every interaction with one tells LinkedIn™ to show you more like it — so irrelevant engagement pulls your topic fingerprint in directions you don't want.

Ask yourself: if this person posted every week, would I want to see it every time?



8. CLEAN YOUR FEED REGULARLY

Most people only add — they follow, connect, engage — and never remove the noise. Every two weeks, spend five minutes using mute and unfollow on content that no longer fits your professional focus. A bloated feed produces a bloated topic fingerprint.

If you wouldn't miss that content for a month, unfollow.



10 WAYS TO TRAIN LINKEDIN'S NEW BRAIN

9. POST CONSISTENTLY WITHIN YOUR TOPIC LANES

What you publish shapes what you see. Creators who post consistently within 2–3 defined themes develop stronger topic authority, which attracts more relevant content into their feed — and more relevant audiences to their posts.

If someone had to describe your content in one sentence, could they?



10. TREAT ENGAGEMENT AS A DAILY PRACTICE

Set aside 15 minutes a day. Engage only with on-topic, high-quality content. Add comments that contribute something. Hide what doesn't belong. Done consistently, the cumulative effect on your feed quality — and your own content's distribution — is significant.

Don't scroll. Train.



WHAT TO DO BEFORE POSTING

- Comment
- Find your tribe
- Don’t use ANY automation (use as inspiration and then make yours).
- Quality v Quantity
- Consistency is KEY
- Use humour!
- Add an image to your comments if you can make relevant!



WHAT TO DO AFTER POSTING

- Comment for up to 60 minutes AFTER you post on LinkedIn (again even for 10 minutes really helps).
- Pinned comments - add a pinned comment to your posts
- Reply fast
- Get personal - pin a relevant pic of yourself in the comments
- Pin in a CTA
- Links in the original post decrease reach by up to 40%



CHALLENGE 2

💖 Remove the noise
(and take back control of your feed)

👋 Quick reassurance
This is not rude.
You’re not unfriending anyone.
You’re simply cleaning up your signals.
It’s about teaching LinkedIn what’s useful for you right now.



CHALLENGE 3

💖 Following & connecting
(with intent, not chaos)

☕ Algorithm reminder
360Brew doesn’t care how many connections you have - it cares how relevant they are and how you interact with them.



BUILDING AUTHORITY

This is not about narrowing yourself into a corner. It's about giving LinkedIn™ enough consistent signal to know where to send you.

THREE MOVES THAT ACCELERATE TOPIC AUTHORITY:

No.1

CHOOSE YOUR ANCHOR TOPICS (2–3 MAXIMUM)

These should sit at the intersection of your expertise and your audience's needs. Everything else - personal stories, opinion pieces, event content - gets framed around those anchors, not posted independently of them.

No.2

ENGAGE INSIDE YOUR TOPIC, NOT JUST ON YOUR OWN CONTENT

Commenting on other creators' posts within your niche strengthens your topic fingerprint as much as posting does. LinkedIn™ reads your engagement pattern, not just your publishing pattern.

No.3

AUDIT YOUR LAST 30 POSTS

Could someone identify your top 2 topics from your recent feed alone? If not, the algorithm is having the same problem your audience is. Topic Authority isn't built in a week — but it can be diluted in one.

BUT.... WHAT IS IF PEOPLE CAN'T SEE YOU!

Account settings matter! - Ensure your profile has the right settings so you can BE SEEN.

Click on settings > Visibility / Visibility settings now check....

Profile viewing - show your name and headline

Page visit visibility is ON

Public profile visibility - check your custom URL www.linkedin.com/in/yourname

Profile visibility is ON

Basic info is ON

Page owners exporting your data is OFF

BUT... WHAT IS IF PEOPLE CAN'T SEE YOU!

Data Privacy / Privacy settings

Who can see download your emails and who can see your connections - OFF

Visibility outside of LinkedIn ON

Active status - all LinkedIn members

Sharing profile edits - OFF (Unless you eant people to see updates)

Mentions and Tags ON

Who can follow you EVERYONE

Profile photo visibility ALL LINKEDIN

CHALLENGE 4

💖 Thank-you day
(aka: be a decent human)

☕ Algorithm reminder
360Brew values relationship depth, not surface-level engagement.
Specific beats generic.



10 WAYS TO INFLUENCE YOUR OWN FEED

10 WAYS TO INFLUENCE YOUR OWN FEED

- Engaging with new and existing connections



10 WAYS TO INFLUENCE YOUR OWN FEED

- The power of comments and reactions



10 WAYS TO INFLUENCE YOUR OWN FEED

- Visiting profiles and direct messages



10 WAYS TO INFLUENCE YOUR OWN FEED

- Dwell time - the silent engagement



10 WAYS TO INFLUENCE YOUR OWN FEED

- Saving posts (for later)



10 WAYS TO INFLUENCE YOUR OWN FEED

- Formating



10 WAYS TO INFLUENCE YOUR OWN FEED

- Hashtags and keywords



10 WAYS TO INFLUENCE YOUR OWN FEED

- Engaging with suggested posts



10 WAYS TO INFLUENCE YOUR OWN FEED

- Timing matters!



10 WAYS TO INFLUENCE YOUR OWN FEED

- Shaping your feed - private actions



CHALLENGE 5

💖 Networking
(without making it weird)

Quick truth bomb:
❌ Networking is not collecting humans like fridge magnets
✅ Networking is showing up so LinkedIn (and actual people) know who you're for and what you're about



FAQ'S

📌 How often should I post?

Often enough to stay on the radar—without lowering the quality of your content

📌 How many comments should I leave a day?

5 thoughtful comments beat 50 lazy ones. Every. Time.

📌 How do I nurture my own posts?

Encourage conversations - tag in relvant people you know would be interested to kick start this Start conversations in the comments. Don’t just drop random links—drop value bombs.

📌 What about using AI to scale my comments?

Forget it —if not, you're treating your network like they are dummies.

Posting without engaging can still work.

But posting with purpose? That’s where the gold is.

So.... How often do you post a week (on average), How many comments do you leave a week (on average)

CHALLENGE 6

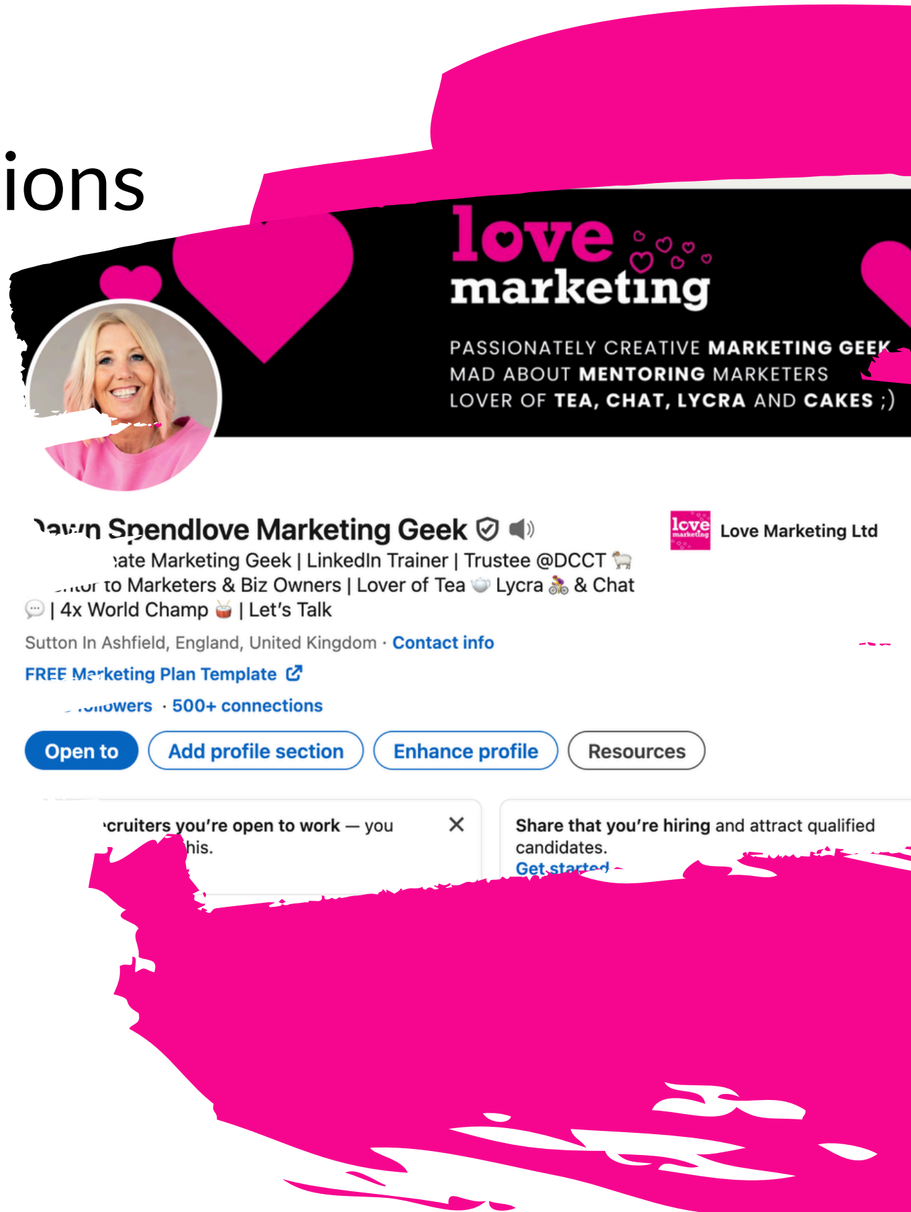
💖 Profile visuals, featured & recommendations (the trust stack)

☕ Algorithm reminder

360Brew looks for confidence and consistency signals.

Humans look for proof.

Featured content and recommendations quietly provide both.



YOUR PROFILE AND WHY IT MATTERS SO MUCH



Dawn Spendlove Marketing Geek

❤ Passionately Creative Marketing Geek | Trustee Derby County Community Trust 🐏 Specialising in Mentoring Marketers and Business Owners:) Lover of Tea 🍵 Lycra 🚴 and Chat 💬 4x World Champion 🍹 .... Let's Talk

Sutton In Ashfield, England, United Kingdom · Contact info

Visit my website 🔗

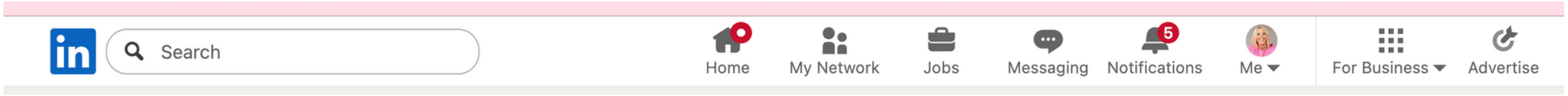
500+ connections

Love Marketing Ltd

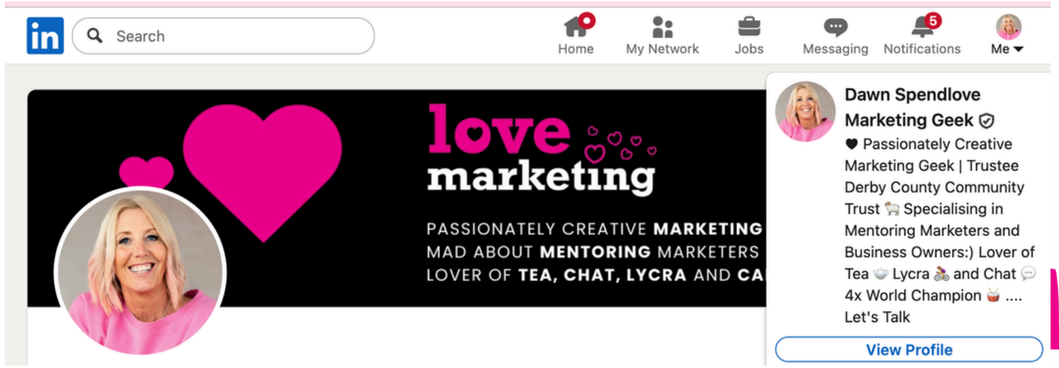
Open to | Add profile section | Enhance profile | Resources

YOUR PROFILE

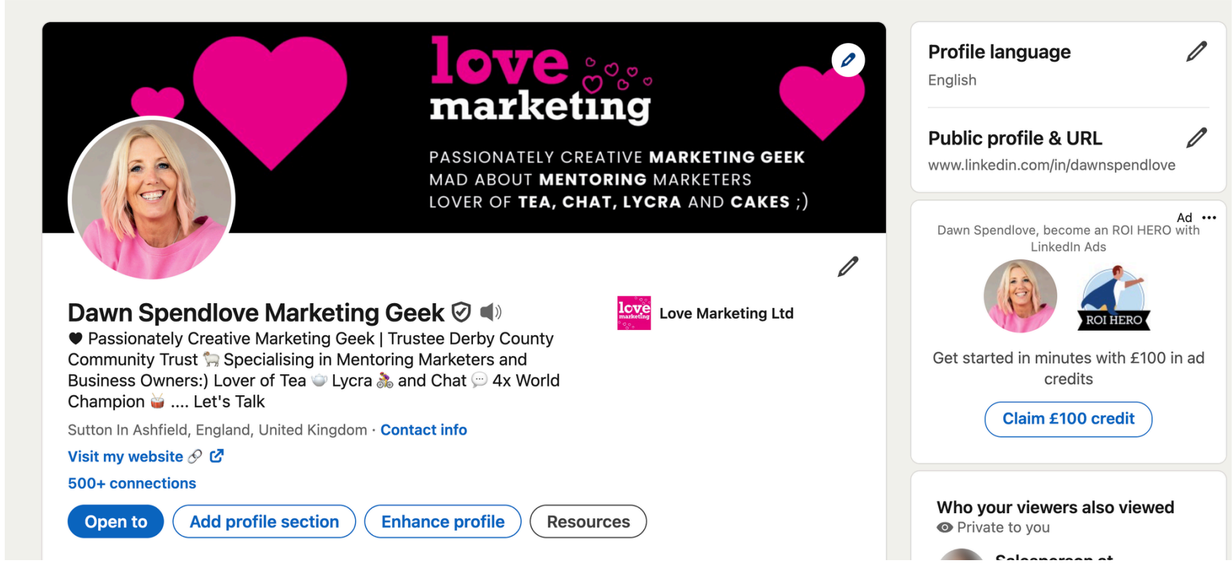
STEP 1



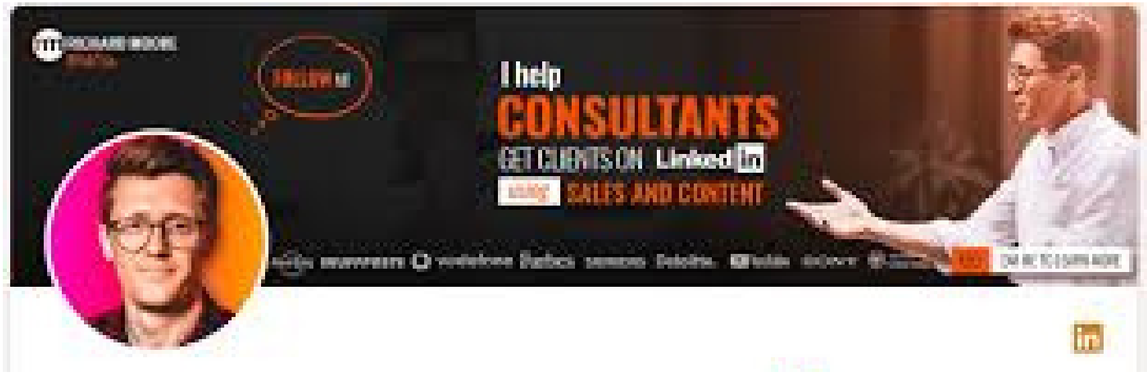
STEP 2



STEP 3



MAKING THE MOST OF YOUR LINKEDIN BANNER



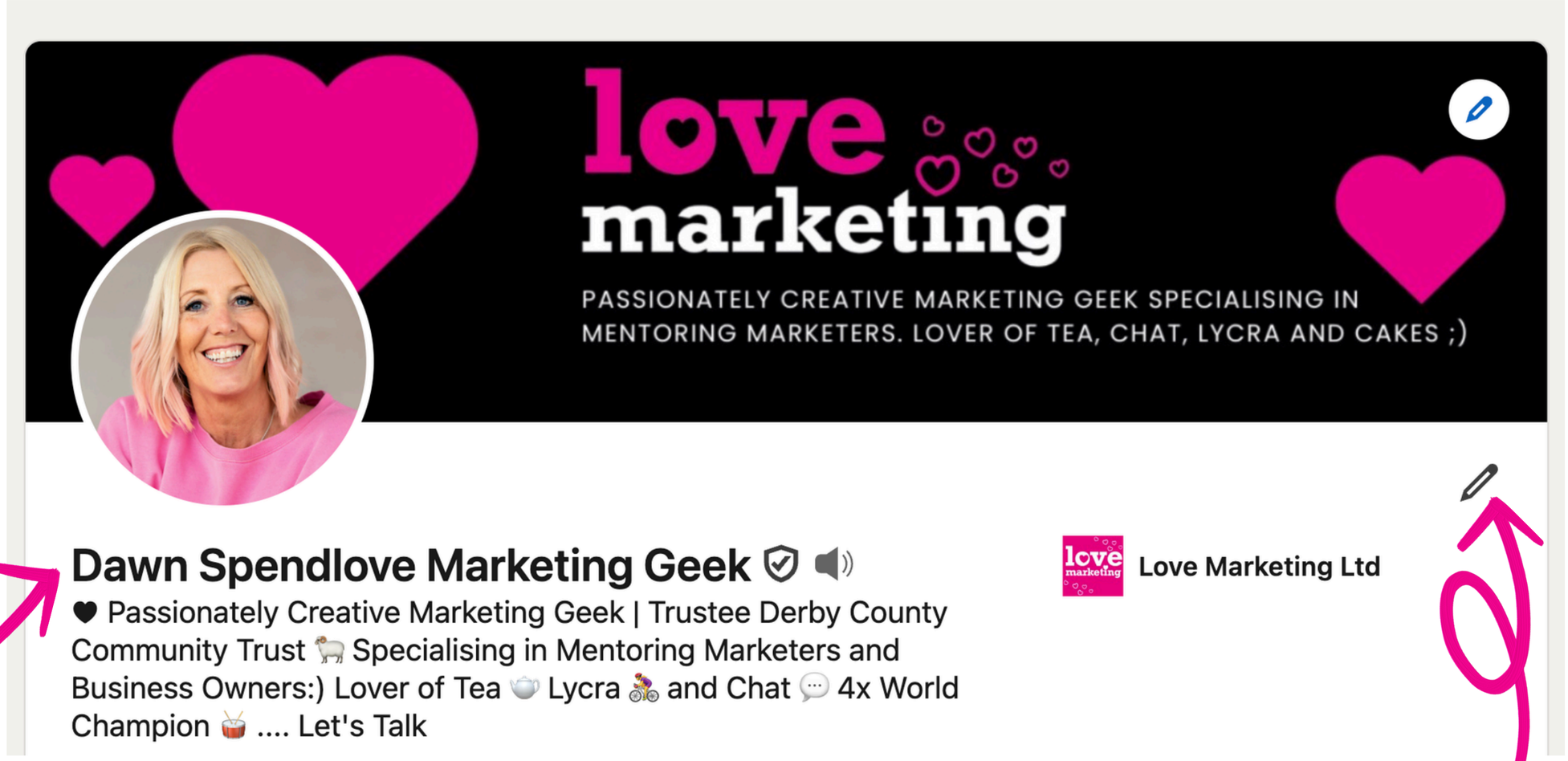




MAKING THE MOST OF YOUR LINKEDIN BANNER



YOUR NAME


love marketing
PASSIONATELY CREATIVE MARKETING GEEK SPECIALISING IN MENTORING MARKETERS. LOVER OF TEA, CHAT, LYCRA AND CAKES ;)
Dawn Spendlove Marketing Geek
❤ Passionately Creative Marketing Geek | Trustee Derby County Community Trust 🐑 Specialising in Mentoring Marketers and Business Owners:) Lover of Tea 🍵 Lycra 🚴 and Chat 💬 4x World Champion 🥁 .... Let's Talk
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PRONOUNCE OR SECRET INTRO ;)



HEADLINE SUMMARY



Dawn Spendlove Marketing Geek

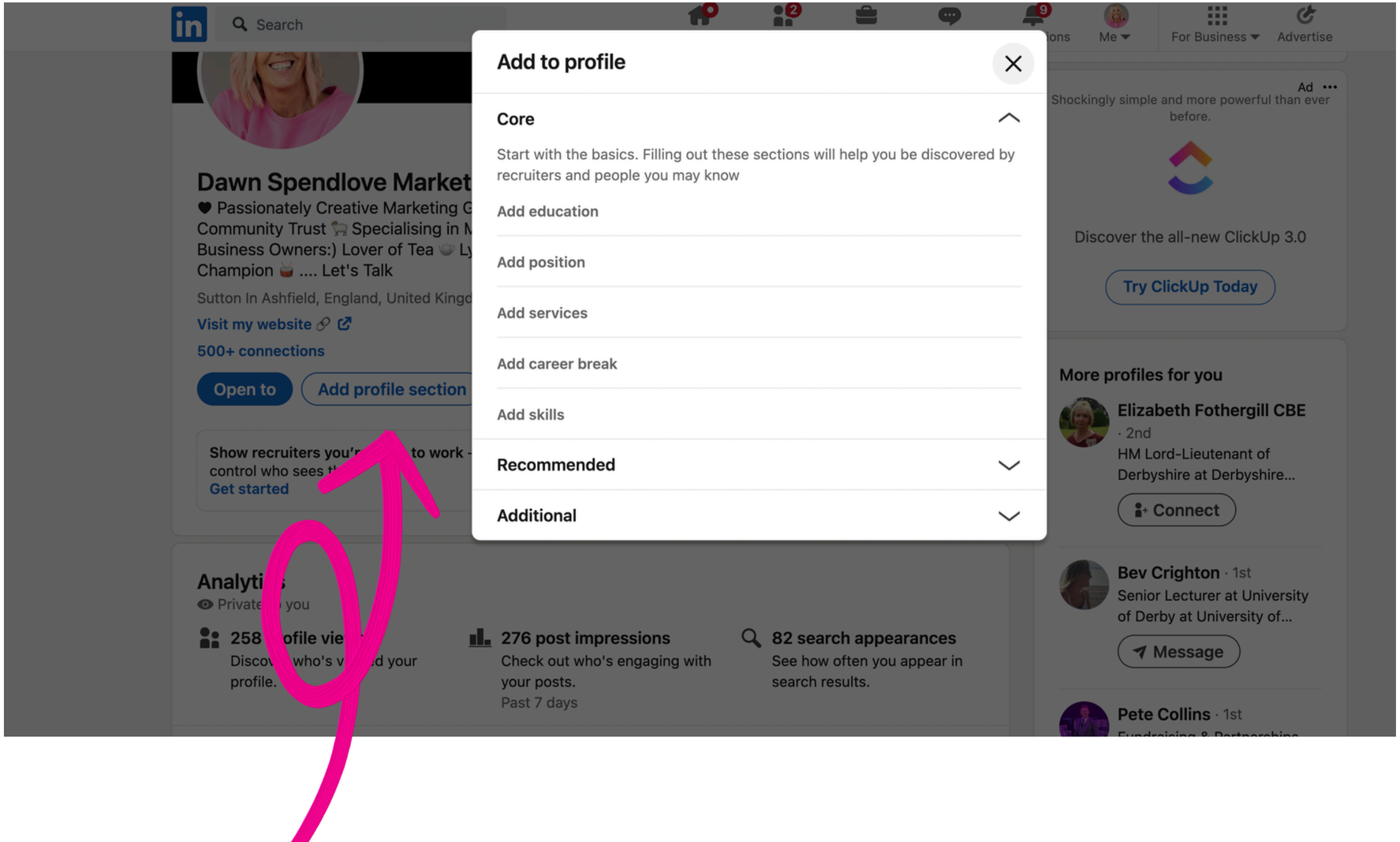
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♥ Passionate Marketing Geek | LinkedIn Expert & Trainer | Mentor to Marketers, Founder and Business Owners | Trustee @DCCT 🐑 | Lover of Tea 🫖 Lycra 🚴 & Chat 💬 | 4x World Champ 🥁 | Let's Talk

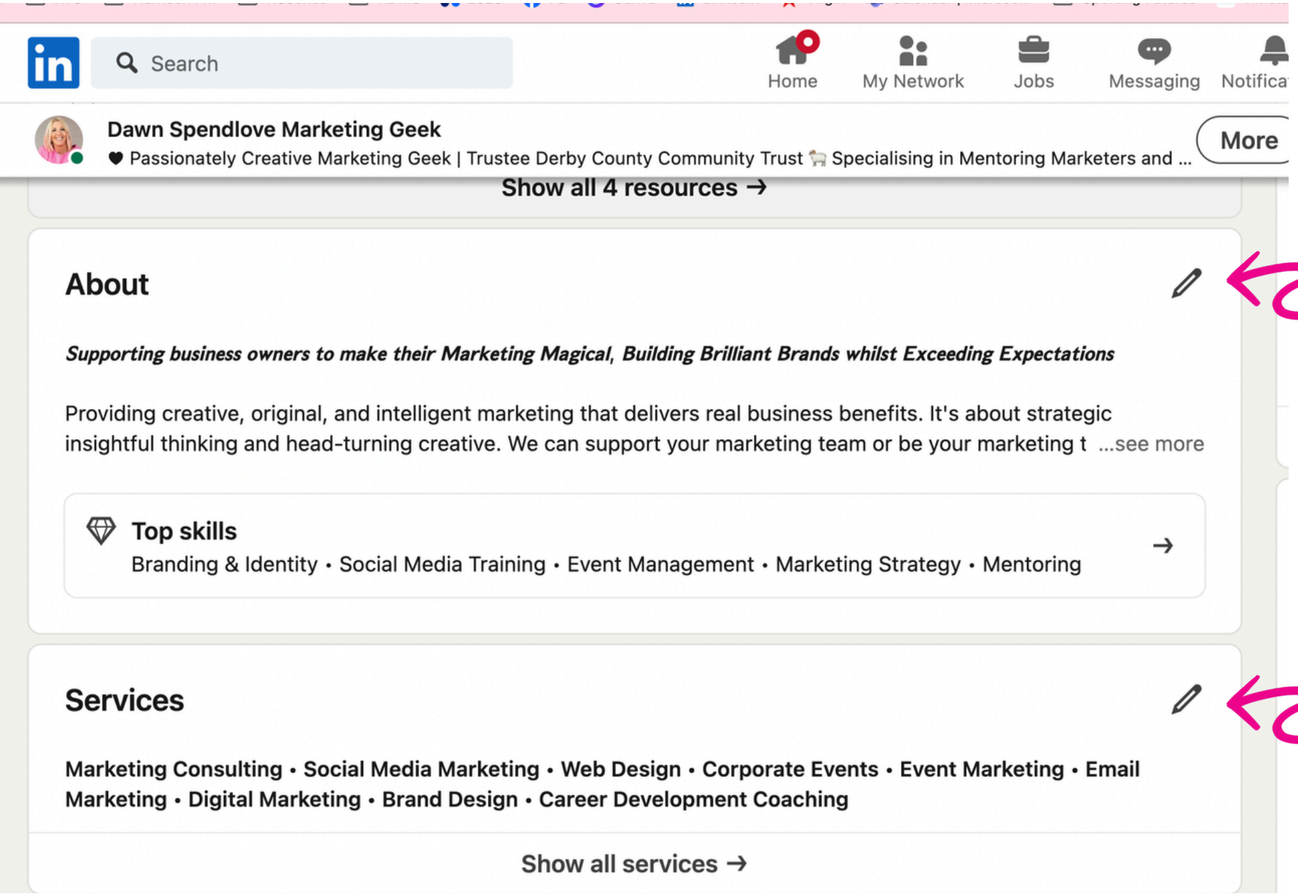
Sutton In Ashfield, England, United Kingdom · Contact info

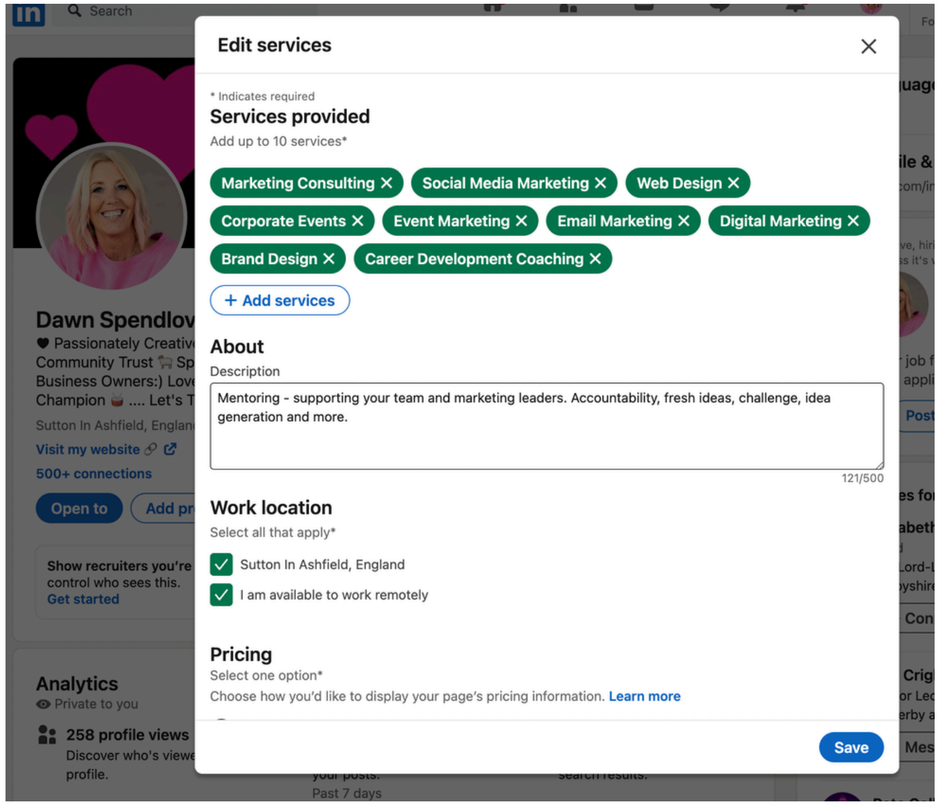
5,329 followers · 500+ connections

ADDING MORE INFO TO YOUR PROFILE



ABOUT AND SERVICES





FEATURED AREA

Featured

Post

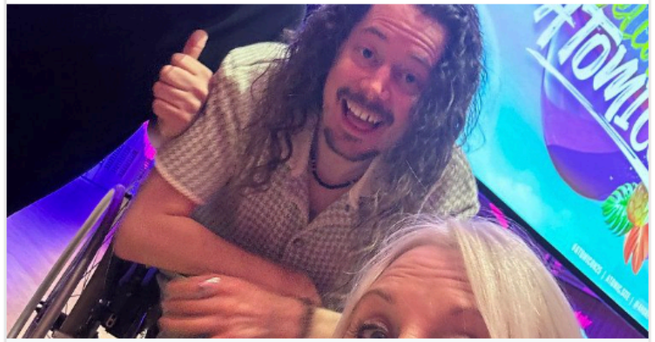
You're seeing this on LinkedIn right.... ✅ ...



4

Post

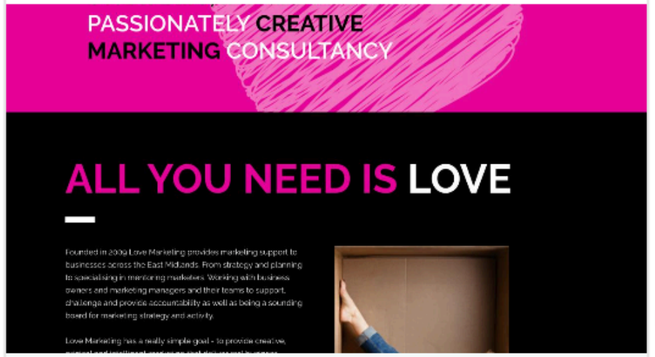
Challenges can arise at any moment, but they shouldn't...



I went to Atomicon 2025 with a broken elbow and a cracked ri...
lovemarketing.org.uk

2 · 1 comment

Link



Love Marketing's Website
lovemarketingsite

Why not grab a cuppa and have a gander at my website to find out how Love Marketing could help you and your business thrive?

FEATURED AREA

Your Featured Section is your second biggest digital asset. Are you treating it like one?

Did you know, less than 15% of LinkedIn's active members use their Featured Section. That means most people miss a HUGE chance to build trust, show expertise, and turn profile visitors into leads.

Your banner grabs attention. Your Featured Section closes the loop.

When someone lands on your profile, they need a clear next step. If your Featured Section is empty, you’re leaving money on the table.

What should you put there?

✔️ Easy to say YES to options:

– A lead magnet (free guide, checklist, or resource)
– A booking link for a call (keep it limited, make it special)
– A low-cost offer (mini-course, paid guide, or workshop)
– A top-performing post (social proof in action)

Make sure every item is visual. Images drive more clicks than text. Let your visuals do the talking and guide your visitor to take action.

FEATURED AREA



Keep it simple. 1-2 offers max. Too many choices = no action.

How often should you update it? → Review it quarterly.
→ If your lead magnet is working, keep driving traffic to it.
→ Only switch if you have something stronger.
→ Highlight new wins or evergreen content as needed.

Your Featured Section is your second biggest piece of digital real estate-right after your banner. When you treat it like prime property, you turn casual visitors into real leads.

Here's how I do it (and how my clients win on LinkedIn):

– Direct attention from banner to Featured
– Keep CTAs clear and simple
– Use images to boost clicks
– Track what converts, then double down

Ready to make your profile work harder for you?

RECOMMENDATIONS

Recommendations

Received Given



Melissa Sobo · 1st

Director of Sales at Nottingham Venues - East Midlands Conference Centre, The Orchard Hotel, The Jubilee Hotel & Conference Centre, Campus Venues & Hugh Stewart Manor House

November 11, 2024, Dawn Spendlove was Melissa's client

I've had the pleasure of working with Dawn over the past few years through her work with AVS, particularly during the development of the new website. Dawn has been instrumental in bringing the concept to life, overseeing the entire project from initial design to final execution.

Recently, Dawn led a LinkedIn workshop for our Sales and Planning team, where she shared invaluable insights on optimizing profiles, creating impactful posts, and enhancing our online presence. Her session was both inspiring and practical, significantly improving our team's understanding and engagement on LinkedIn....

...see more

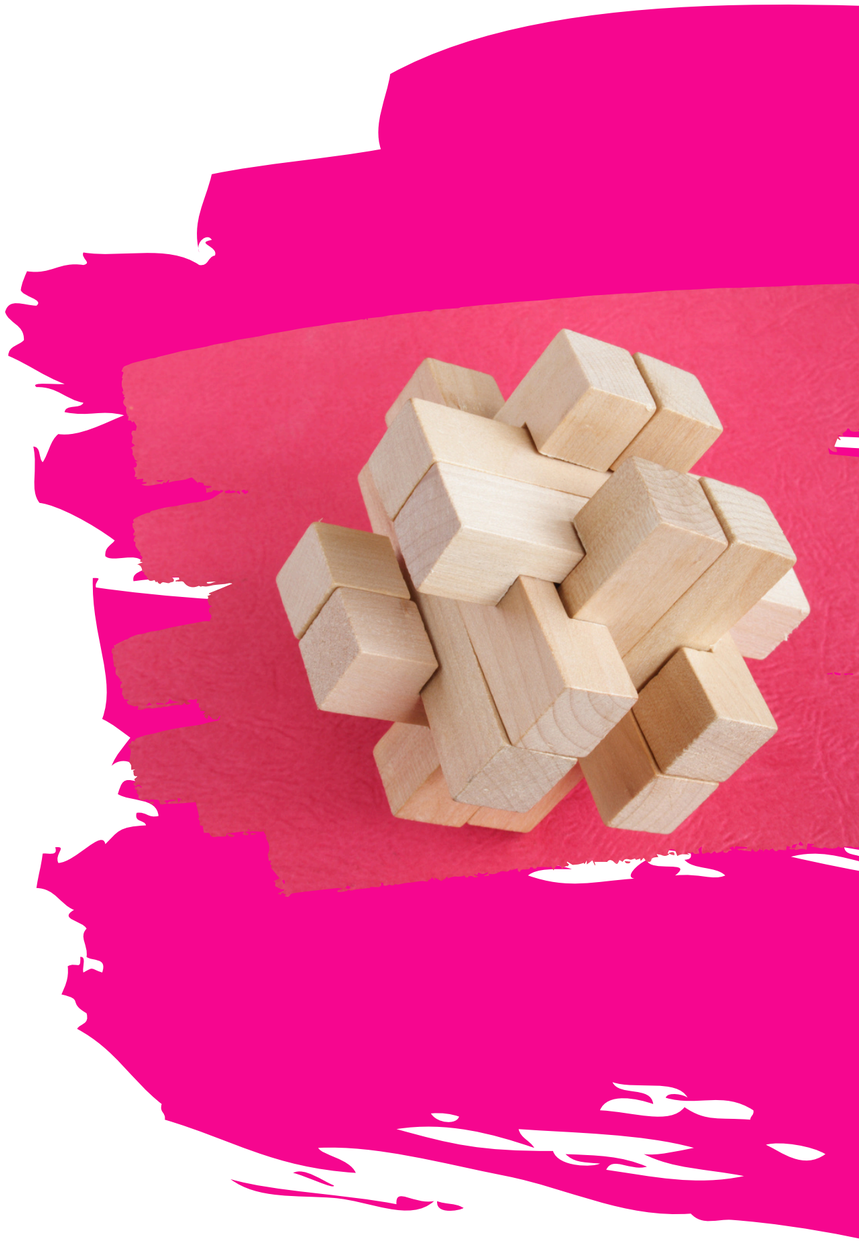
WHAT TYPE OF CONTENT IS GAINING GROUND?

- **IMAGES**
- **VIDEO**
- **DOCS/PDF'S**
- **WHAT TYPE OF CONTENT IS ON THE WAY DOWN...**
- Text only posts
- Polls
- Other formats - external links, reposts, slideshares



STRUCTURING FOR SUCCESS:

THE 5 LINKEDIN POST FORMATS THAT OUTPERFORM



Source - Richard Van Der Bloom Algorithm Insights 2025 report

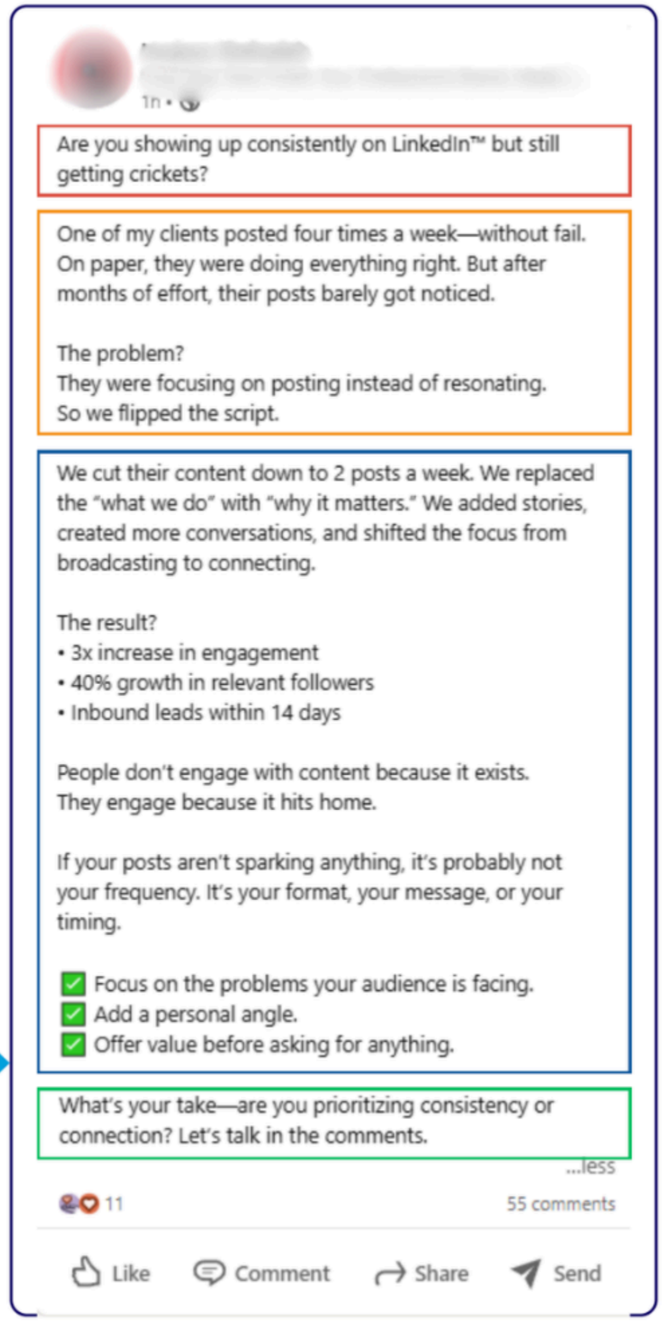
1. PAS-C: Problem → Anecdote → Solution → CTA

This structure is a storytelling classic—simple, emotional, and highly effective. When used correctly this **structure results in between 20 and 30% more reach, and 15 to 25% more engagement.**

Why It Works:

We're hardwired to respond to problems, especially ones that mirror our own. Combine that with a relatable story and a clear takeaway, and you've got a recipe for resonance. The CTA seals the deal, turning readers into participants.

Step-by-Step Breakdown



PROBLEM
Identify a relatable pain point.

ANECDOTE
Share a personal or client story that mirrors the problem. Personal experiences here outperform client or network stories (+30% more engagement)

SOLUTION
Offer the actionable fix—tools, mindset, framework. Listicles improve readability and result in longer dwell time.

CTA (CALL-TO-ACTION)
Invite your audience into the conversation. Avoid commercial CTA's as they lower your engagement with almost 70% (people freeze)

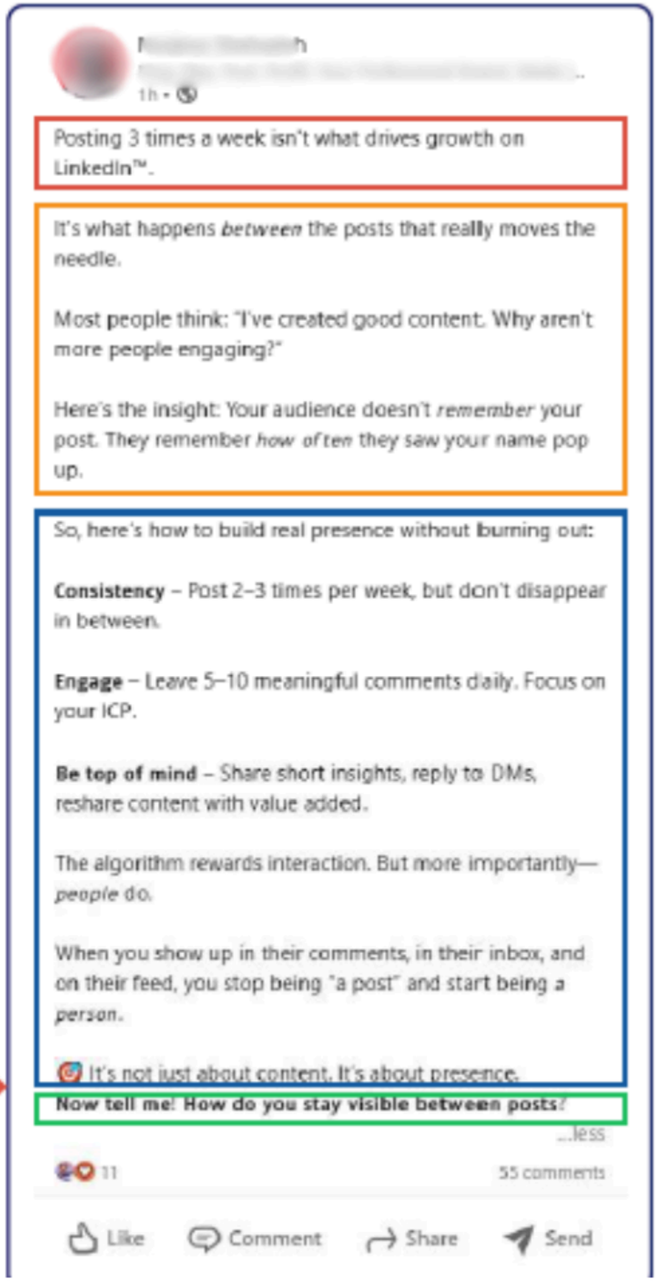
2. The Insight Ladder: Hook → Insight → Breakdown → CTA

Perfect for educational and thought-leadership content, this format builds trust by delivering value upfront. When implemented correctly this **structure results in between 20 and 30% more reach**, and **15 to 25% more engagement.**

Why It Works:

Strong hooks stop the scroll. When followed by clear insights and step-by-step instructions, you position yourself as a go-to expert. The ladder structure guides readers logically from discovery to application.

Step-by-Step Breakdown



HOOK

Grab attention with a bold stat or truth. Negative hooks outperform positive hooks by 20% as fear outperforms joy.

INSIGHT

Introduce the key takeaway as a re-hook.

BREAKDOWN

Deliver the step-by-step method.

CTA (CALL-TO-ACTION)

Nudge engagement. Easy to answer questions get 3x more comments

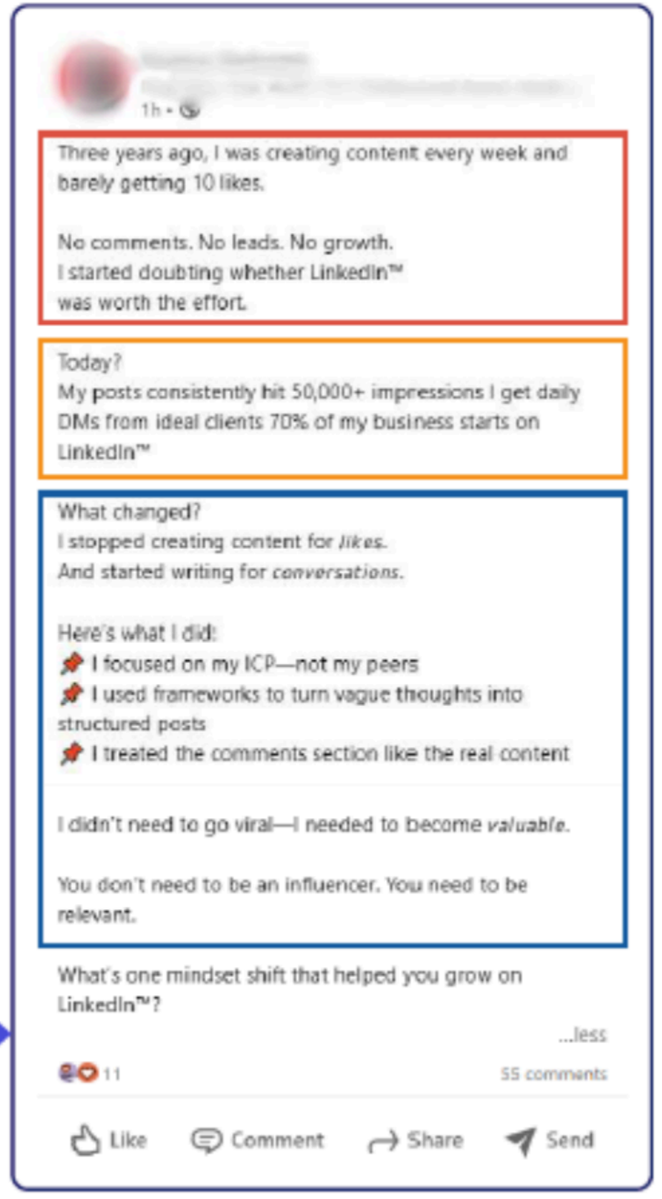
3. Transformation Timeline: Before → After → How

This format is all about showing the journey. Think of it as the "LinkedIn™ case study" in post form. When implemented in an authentic way this **structure results in between 10 and 20% more reach, and engagement**. However if people think it's not your own story (while pretending to be) it can result in minus 30 - 50% reach and engagement (!)

Why It Works:

People love genuine transformation stories—they create relatability, proof, and inspiration in one shot. The "before" hooks empathy, the "after" sparks aspiration, and the "how" delivers value.

Step-by-Step Breakdown



BEFORE
Describe the challenge or low point.

AFTER
Show the results or success. Showing the Before and After in the first 2 lines, increases clicks on "more" 6x, tapping into FOMO reading motive

BREAKDOWN
Share the steps that made the change happen.

4. FAQ Explainer: Question → Answer → Why It Matters → CTA

This structure turns you into a trusted advisor by tackling common challenges head-on. When implemented correctly this **structure results in between 25 and 30% more reach, and 15 to 20% more engagement**

Why It Works

It taps into curiosity, resolves doubt, and creates relevance. Plus, it **naturally fits SEO** and audience-driven content strategies—ideal for profiles and company pages alike.

Step-by-Step Breakdown



QUESTION
Start with a frequent pain point.

ANSWER
Provide a clear and helpful response.

WHY IT MATTERS
Explain the impact.

CTA (CALL-TO-ACTION)
Drive interaction or clicks.

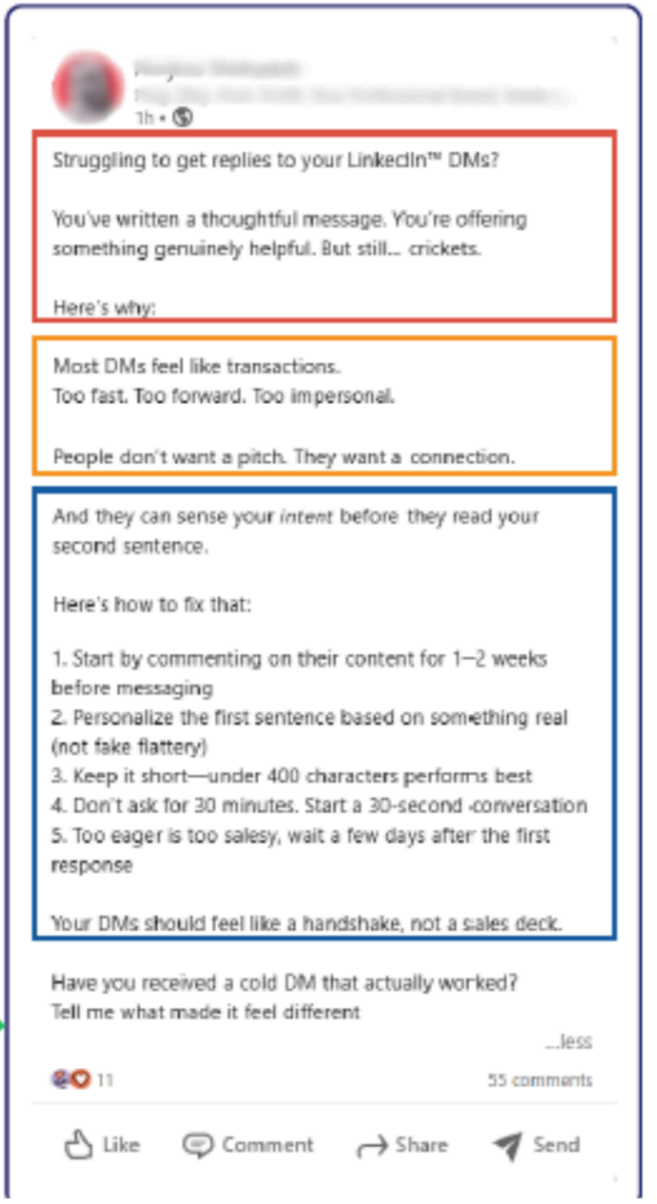
5. Fix-It Formula: Problem → Why It Happens → How to Fix It

Educational and empowering, this structure turns confusion into clarity. When using recognisable problems this **structure results in between 10 and 20% more reach and engagement**

Why It Works

This formula doesn't just tell people what's wrong—it helps them understand why, and how to fix it. It creates trust and positions you as a problem solver.

Step-by-Step Breakdown



PROBLEM

Identify the core challenge. If you yourself are the one that had the problem, engagement normally goes up with almost 40%

WHY IT HAPPENS

Explain the root cause. Use simple language, without too much jargon.

HOW TO FIX IT

Offer a number of practical steps. Separate the steps, tips or insights to fix the problem visually.

IMPERFECT POSTS...

7 COMMON POSTING HABITS THAT DO MORE HARM THAN GOOD

1. Emoji Overload: From Fun to Flagged
2. White Lines ≠ White Space
3. Talking to Yourself in the Comments? Not Smart.
4. Listicles Work- But There’s a Sweet Spot
5. Don’t Repeat Formats Without a Break
6. External Fonts = Internal Confusion
7. Editing Your Post: Small Fix? Fine. Big Change? Big Problem.



Source - Richard Van Der Bloom Algorithm Insights 2025 report

SAVED POSTS
THE ULTIMATE INDICATOR OF REAL VALUE

If likes are a nod and comments are a handshake, then a save is a bookmark in the brain.

WHAT PEOPLE SAVE THE MOST

- **Images**
- **Documents**
- **Video**
- **Text posts**



Source - Richard Van Der Bloom Algorithm Insights 2025 report

EMPLOYEE ADVOCACY ON LINKEDIN

On average, **employee activity accounts for 42%** of all engagement received on company pages. This figure rises to **56% for large corporations**—likely due to their structured use of EA tools—and drops to just **24% for SMEs**, where formal advocacy programs are less common.

Internal engagement (likes, comments, shares from employees) carries **1.6x less weight** than engagement from external audiences, both in terms of reach and perceived credibility.



Source - Richard Van Der Bloom Algorithm Insights 2025 report

BEST TIMES TO POST

TUESDAY
THURSDAY

remain the top-performing days in general for organic business related content. Posting personal stories or job postings on weekends might surprise you as people tend to have more time to consume content.

BEST TIME SLOTS		
Morning: 8:00–10:00 AM (pre-meeting scroll)	**Midday:** 12:00–2:00 PM (lunch-break engagement)	**Early evening:** 5:00–7:00 PM (wind-down browsing)

Avoid posting after **2:00 AM on Fridays**, and steer clear of **weekend afternoons** or **late nights (10 PM–5 AM)**, when user activity drops significantly.

Platform usage from 7:00–8:00 AM by region:

North America: 92% **Europe**: 88%
Middle East: 84% **Asia**: 78%

Different formats perform best at different times of the day, depending on attention span and user context:

POST TYPE	BEST TIME TO POST	BEST DAYS TO POST
Text Only Posts	During working hours	MON & THU
Text + Image	During working hours	ALL WEEK
Carousel Posts	Between 8:00 AM and 1:00 PM	TUE & FRI
Polls	Between 10:00 AM and 2:00 PM	ALL WEEK
Video	Afternoon & early evening	ALL WEEK
Articles	Outside peak hours	FRI & SUN

Source - Richard Van Der Bloom Algorithm Insights 2025 report

FREQUENCY OF POSTING

Maintaining a **consistent rhythm** is more impactful than occasional bursts of activity:

- **2–3 posts per week** remains optimal for most professionals
- **Posting daily** can work in content-heavy industries, but should be approached with caution
- The **average lifespan of a LinkedIn™ post has increased from 2.4 to 4.6 days**, meaning your content can continue performing well several days after publishing

AVOID POSTING TOO FREQUENTLY:

- Publishing a new post **within 24 hours** of your previous might increase your total reach (while not guaranteed) but can lower the **average reach per post by 15–40%**
- If your current post is still gaining traction, **delay the next one**—a new post may split your audience's attention and reduce engagement
- **Reposts with thoughts** are treated as fresh content by the algorithm. Use this tactic **sparingly** to re-surface high-performing posts without cannibalizing your own visibility

6 Key Takeaways for 2025

1. **Midweek mornings and lunch hours remain prime windows for visibility and interaction**

2. **Audience geography matters**—schedule regionally or post during globally active hours

3. **Match post type to timing**—short during work hours, long-form outside them

4. **Vary your post time** occasionally to reach new audience segments and boost engagement

5. **Avoid overposting**—respect the increased lifespan of each post and let strong content run its course

6. **Stick to a posting rhythm** (e.g., 3–4 days per week) to stay consistent, train both the algorithm and your human audience, without oversaturating your audience

A strong content strategy is **not** just about what you say—it's about **when and how often you say it**. By aligning your timing with platform dynamics and audience behavior, you can extend the life of your posts, increase meaningful engagement, and stay visible to the right people at the right moment on LinkedIn™.

Source - Richard Van Der Bloom Algorithm Insights 2025 report

ARTICLES & THOUGHT LEADERSHIP ADS

Getting ‘known’ as an **authority** is key to making Linkedin work for you

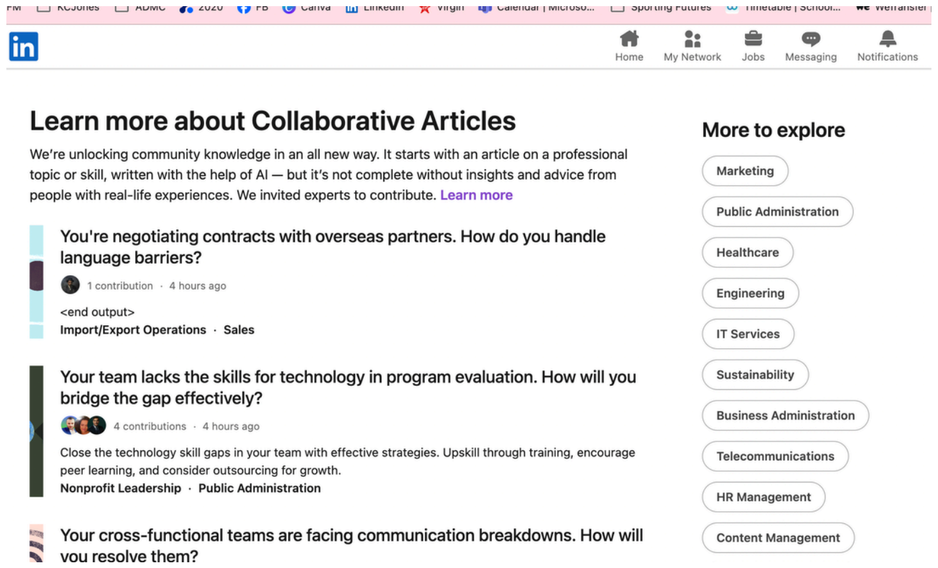
Look at contributing to articles, here’s how...
https://www.linkedin.com/pulse/topics/home/

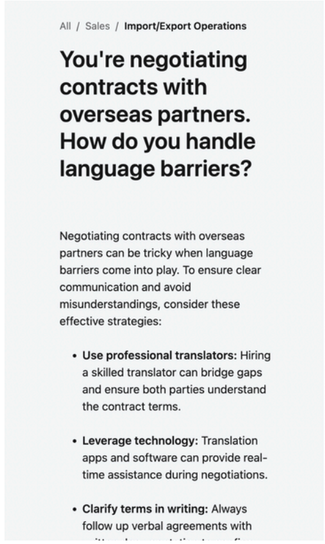
Find a relevant topic (see all topics bottom right) example search for events

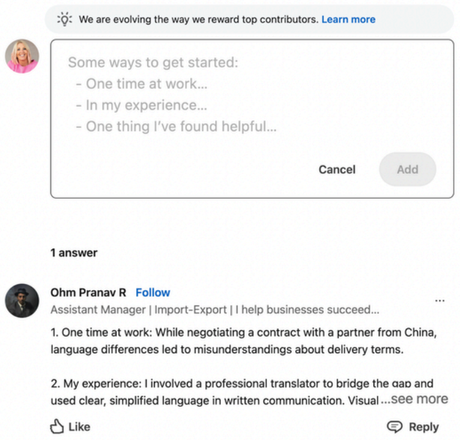
To find **articles**
https://www.linkedin.com/pulse/topics/home/
scroll down to bottom (on right) all topics

Thought leadership ads
Conversion rates far out perform traditional ads - showing sift toward expert driven content - see below for more:

https://business.linkedin.com/marketing-solutions/native-advertising/thought-leader-ads







INVITATIONS & MESSAGING



Engage in a Way That's True to YOU!

- Personalise your invitation (when possible) to make a great first impression.
- Follow up to keep the conversation going.
- Share valuable insights or resources to nurture the relationship.
- Mix it up with voice or video messages to add a personal touch.

Find the Right People & Engaging Content – Make LinkedIn Search Work for You

- Use LinkedIn's search to discover and save:
  - People you want to add to your network
  - Warm leads and potential referrals to connect with
  - Users posting in areas that align with your goals
  - Topics and posts that interest you
  - Companies in industries you're targeting

There's so much you can do here!
Don't let LinkedIn dictate your approach—take control and make it work for you. You're in the driver's seat, so take charge!

FOLLOW OR CONNECT?

Something that confuses a lot of you is around should I **FOLLOW** or **CONNECT** on LinkedIn?

Can you connect with someone who displays a 'Follow' button?
Yes you can - here's the differences...

CONNECT is what LinkedIn is all about - it's about a two way conversation.



FOLLOW OR CONNECT?

People can choose to lead with the Follow button and, if we chose Creator mode when it was available, then the Follow button still displays automatically.

Sometimes there is a good reason for wanting that if you are trying to build an audience to broadcast to, or you want to make the first interaction with you as easy as possible or you are looking to be an 'Influencer'?!

BUT ... it ***doesn't*** mean that we can't connect or that people don't want to connect ... though they may be encouraging the Follow as a first option.

Want to Connect ❓

✔️ Go to the 'more' button to the right of the 'Follow' and you'll find the 'Connect' option hidden away in there.

Easy.

So what about you - would you prefer to Connect or Follow?



THE LINKEDIN LAWS.....

1️⃣ The Law of Tools

Use safe tools and approved extensions only. Automation hacks and shady growth tools risk your account

Example: Using an approved scheduler like LinkedIn's native scheduling tool vs. auto-DM bots.

What This Means For You: Protect your credibility. If LinkedIn doesn't trust you, it won't show you.

2️⃣ The Law of Engagement

Engage 15–30 minutes before and after posting. Don't post and disappear.

Example: Commenting meaningfully on 5 posts in your niche before publishing your own.

What This Means For You: Warm up the algorithm. Engagement signals relevance.

3️⃣ The Law of Consistency

Batch, plan, and show up regularly. Growth compounds.

Example: Posting twice a week every week instead of 5 posts in one week then silence.

What This Means For You: Consistency builds familiarity. Familiarity builds trust.

THE LINKEDIN LAWS.....

4️⃣ The Law of Pillars
Stick to 3–4 core topics. Random posting creates random reach.
Example: Marketing strategy, LinkedIn training, small business mentoring — not marketing one day and your dog's dinner the next (unless it links to your message!).
What This Means For You: Train the algorithm what you're about.

5️⃣ The Law of Tagging
Tag sparingly and only when relevant.
Example: Tagging a client you genuinely collaborated with - not tagging 20 influencers hoping for reach.
What This Means For You: Relevance > reach hacking.

6️⃣ The Law of Profile
Your headline, banner and About section must convert profile views into action.
Example: "I help SME founders demystify marketing and grow confidently" vs. "Marketing Consultant."
What This Means For You: Visibility is pointless without clarity.

THE LINKEDIN LAWS.....

7️⃣ The Law of Banners
Your banner should explain who you help and how.
Example: A branded banner with: “LinkedIn Training | Marketing Mentoring | Workshops for SMEs” instead of a stock skyline.
What This Means For You: Your banner is prime billboard space. Use it.

8️⃣ The Law of Format
Use portrait (4:5) posts for maximum screen space.
Example: A vertical carousel that fills the mobile screen vs. a small square graphic.
What This Means For You: Take up more real estate = more attention.

9️⃣ The Law of Layout
Make content easy to scan.
Example: Short sentences. White space. Clear spacing. Not a 20-line paragraph block.
What This Means For You: If it looks hard to read, people won’t.

THE LINKEDIN LAWS.....

🔟 The Law of Colour
Stick to 2–3 brand colours.
Example: Using consistent magenta, black and white branding instead of rainbow chaos.
What This Means For You: Consistency makes you recognisable.

1️⃣1️⃣ The Law of Typography
Choose clear, mobile-friendly fonts.
Example: Simple sans serif fonts over decorative script fonts in carousels.
What This Means For You: If it’s hard to read on a phone, it’s wasted effort.

1️⃣2️⃣ The Law of Space
White space = premium feel.
Example: Leaving breathing room around text instead of cramming every inch.
What This Means For You: Clarity creates authority.

THE LINKEDIN LAWS.....

1️⃣3️⃣ The Law of Templates
Customise templates. Don’t look like everyone else.
Example: Editing Canva layouts to match your branding rather than using default colours and fonts.
What This Means For You: Blending in means being ignored.

1️⃣4️⃣ The Law of Data
Track what works and refine.
Example: Noticing posts about client case studies get 3x comments compared to generic tips.
What This Means For You: Double down on what drives conversation.

1️⃣5️⃣ The Law of Action
Always include a clear CTA.
Example: “Comment ‘PLAN’ and I’ll send you the checklist.”
What This Means For You: If you don’t guide people, they scroll.

THE LINKEDIN LAWS.....

1️⃣6️⃣ The Law of Story
Stories stick. Corporate waffle doesn't.
Example: Sharing a real client challenge and outcome vs. posting "We are delighted to announce..."
What This Means For You: Humans connect with humans.

1️⃣7️⃣ The Law of Network
Relationships amplify reach.
Example: Regularly engaging with peers, clients and industry voices — not just broadcasting.
What This Means For You: LinkedIn is a networking platform first, content platform second.

IN SUMMARY

HOW LINKEDIN'S 360BREW CHANGED THE RULES

OLD SYSTEM	360BREW SYSTEM
Separate algorithms for different tasks	One unified system that connects everything
Manual ranking rules *(timing, tags, hashtags)*	Reads your posts and predicts who will find it relevant
Focus on activity and quick engagement	Focuses on clarity, expertise and real discussion
Rewarded frequent posting	Rewards useful, high-quality content
Limited personalization	Learns from your behavior to personalize feeds

IN SUMMARY

WHAT'S CHANGED INSIDE LINKEDIN'S 360BREW ALGORITHM

1. **It evaluates people and companies, not just posts**
   Your posting history and topic consistency now determines future visibility.

2. **Hashtags no longer matter**
   The algorithm ignores hashtags and instead understands your topics through the actual words and themes in your posts.

3. **It detects AI-patterned writing**
   Posts that follow obvious AI formulas lose reach. You can't fool LinkedIn's AI with another AI.

4. **Saves extend your post's lifespan**
   When people save your content, LinkedIn interprets it as lasting value and keeps it visible in feeds longer than quick, reaction-driven posts.

5. **Credibility drives visibility**
   LinkedIn rewards professionals who share reliable insights, add context in discussions, and stay consistent in their expertise.

Q&A

