Old
LinkedIn

VS

New
LinkedIn

From The Exclusive Q3 Algorithm Report

Will McTighe

Old Linkedin:

❌ **Only Educational Carousels.**

In Q2 2025, educational carousels ruled - 7 signs of a bad manager, 21 worst career mistakes. **They're still the best performing content format (4.0x) but the winners look different.**

New Linkedin:

✔️ **Storytelling Carousels.**

Instead of giving "7 signs of a toxic boss" **Top carousels are using a story** to leave you with a similar lesson. Eg. "The Boiling Frog Trap".

Will McTighe

Old Linkedin:

❌ **Mildly Contrarian Hooks.**

"Unpopular opinion: consistency is so important" 🙄. **These mild contrarian hooks are everywhere so they don't make people feel anything.** You need to be genuinely surprising. The bar has gotten much higher.

New Linkedin:

✅ **Authority & Personal Story Hooks Are IN**

Authority and personal hooks are your best defense against AI. **Lead with credentials:** "After analyzing 318,842 posts..."

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Old Linkedin:

❌ **Likes And Comments Are All That Matter.**

In the old days, **LinkedIn just showed us likes and comments. That created a culture of generic billboards** and people begging for engagement.

New Linkedin:

✅ **Saves, Sends & Link Clicks.**

Now LinkedIn have started to roll out saves and sends, **we can see that they matter just as much as likes.** Get more saves by **making more valuable content.**

Will McTighe

Old Linkedin:

❌ **Generic Motivational Quotes.**

Quotes still get 2.5x reach vs text posts. But billboards are unmemorable. People just like them and don't even bother to read your post.

New Linkedin:

✅ **Quotes On Brand-Aligned Backgrounds.**

The quotes that are performing now often include **your brand colors** and **a unique, memorable visual style.**

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Old Linkedin:

❌ **Videos Get Crazy Reach.**

In Q2 2025, repurposed videos from different social media platforms got the views. **But the problem is, if they don't contain you, they don't actually build your brand.**

New Linkedin:

✅ **Videos Are For Trust Building.**

In Q3 2025, videos get lower reach. But they build trust. Landscape videos that use storytelling or humor to teach something are memorable.

Will McTighe

Old Linkedin:

❌ ## Short Text Posts (<1,250 Characters)

They performed 31% worse. LinkedIn has become overrun with short, choppy AI-based posts. People are craving humanity.

New Linkedin:

✅ ## Long Conversational Posts (>1,250+ Characters)

They performed 45% better than shorter posts. This is no excuse to ramble. **The top 5% write like they speak. Use 5th - 7th grade English** to sound more conversational.

Will McTighe

Old Linkedin:

❌ **Mass Commenting With Generic Replies.**

LinkedIn has limited the number of comments you can leave every day. **If you want to be noticed, be thoughtful,** stop saying "thanks for sharing" under every post.

New Linkedin:

✅ **Write 150-200 Thoughtful Comments.**

The top 5% write 499x more comments than the average creators. And not generic, AI generated summaries of the posts. They use personal experiences or photos to stand out.

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