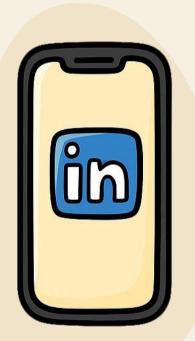
Old LinkedIn



VS

New LinkedIn



From The Exclusive Q3 Algorithm Report

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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".



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 Al. **Lead with credentials:** "After analyzing 318,842 posts..."



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.



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.



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.



Short Text Posts (<1,250 Characters)

They performed 31% worse. LinkedIn has become overrun with short, choppy Albased 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.



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, Al generated summaries of the posts. They use personal experiences or photos to stand out.