

Want up to 206% more engagement on LinkedIn?

See which formats actually work
(based on 577K posts)



■ Posts with Links

+13.57% more engagement

+4.90% more reach

■ Carousel posts

■ Highest engagement rate

$\approx 45.85\%$

■ Video posts

+53% more volume

+87% more engagement

■ Polls

■ +206% more reach

■ The hidden LinkedIn growth hack

■ Takeaway

Format matters as much as content.

Choose the right format → 10x engagement.

■ Which format works best for you?