

LinkedIn



Study 2024



How businesses and brands use LinkedIn

Analysis of



41,170

professional accounts



+1,500,000

posts

This annual LinkedIn study answers questions that arise for business accounts, content creators, and social media managers about LinkedIn.

- What posts get the most impressions?
- **What is the best time and day to post?**
- What is the average number of posts to publish to increase impressions?



The Study Sample

The study analyzed **41,170 LinkedIn business pages and 1,578,969 posts** during October, November, and December of 2023, through January 2024, **for a total of 122 days.**

To compare this data, **we separated the LinkedIn pages into groups based on the number of followers.**

With this, you can compare the results with similar accounts and analyze the evolution of the data and growth of the accounts in terms of the following count.

Therefore, we have created five different groups per "followers":

Analyzed data

The analyzed content includes carousels, posts with an image or gallery of images, posts with a video, and text-only posts (including text posts, polls, and text with a link).

The analyzed accounts correspond to their LinkedIn business pages.

Tiny	0 - 500 followers	24,928
Small	500 - 2k followers	10,196
Medium	2k - 10k followers	5,880
Big	10k - 50k followers	1,777
Huge	50k - 55m followers	490

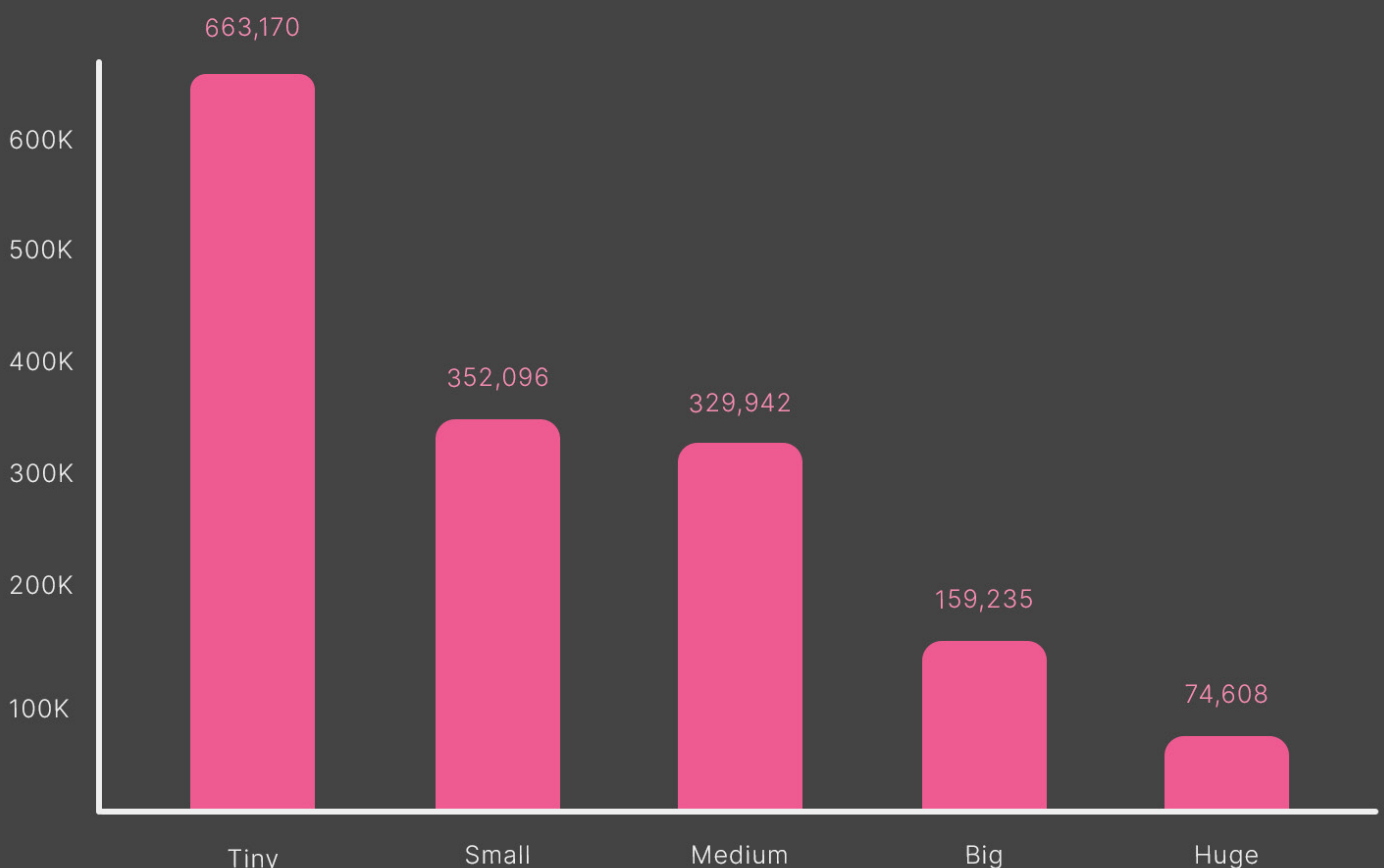
Group classifications, small accounts - large accounts

Throughout the study, we talk about small accounts and large accounts. When we refer to “small” accounts we refer to any group smaller than the next and vice versa.










That is, a small account is not only the group with 0-500 followers, as is the group of 10K-50K next to the 50K to 50M group.

In this study, we analyzed a total of **1,578,969 posts** broken down into **78,522 carousels**, **719,537 text posts** (including text-only posts, polls, and text posts with a link), **579,283 posts with images**, and **201,629 posts with a video**.

Number of posts analyzed per account size



LinkedIn Trends and Answers to The Biggest Questions About the Social Network

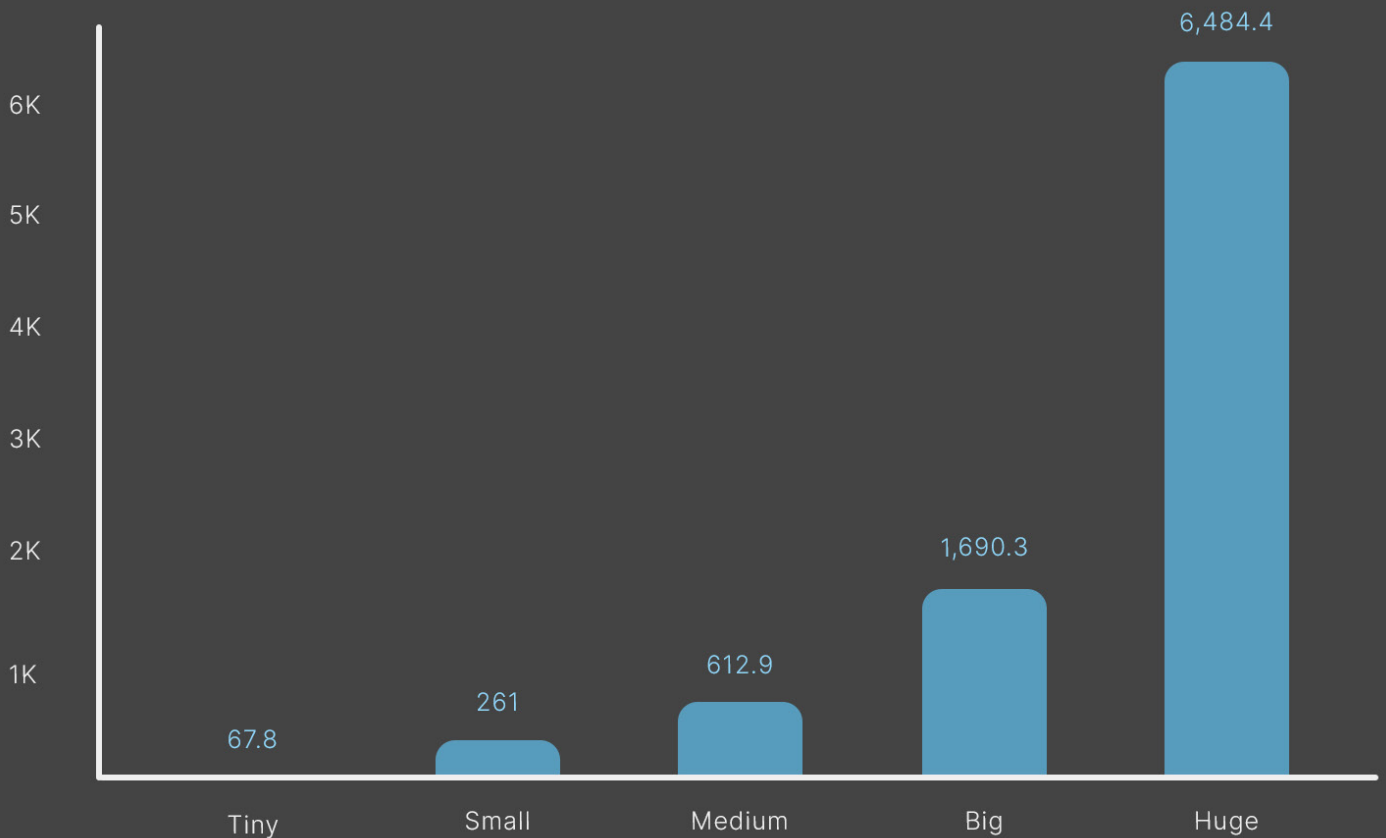
-  The more followers, the more impressions? Pg. 05
-  Does posting frequency influence impressions? Pg. 06
-  How many impressions per post on LinkedIn is considered successful? Pg. 08
-  Which posting format on LinkedIn generates the most impressions? Pg. 09
-  Which LinkedIn formats are favored for each account? Pg. 10
-  Which format generates the highest engagement and interactions? Pg. 15
-  Which formats are the most shared? Does the size of the account have any influence? Pg. 18
-  Are hashtags important on LinkedIn? Pg. 19
-  What is the best moment to post on LinkedIn? Pg. 20

The more followers, the more impressions?

Huge accounts attained an average of 6484.42 impressions, while Big accounts fell far behind with an average of 1690.33. On the other side, Tiny accounts received an average of 67.80 impressions.



Average number of impressions per account size



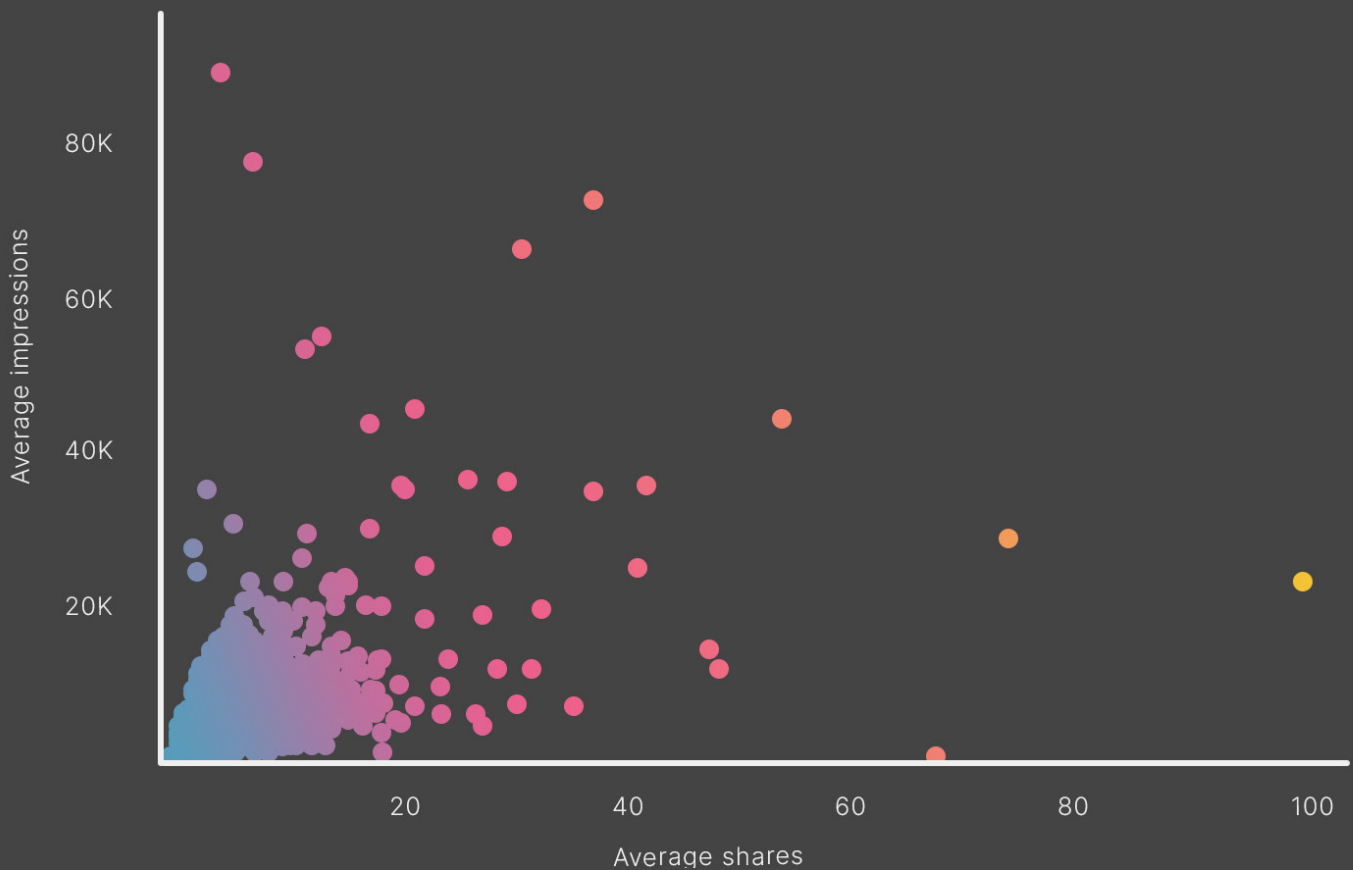
Does posting frequency influence impressions?

In this case, **there is no correlation between posting more frequently and the impressions obtained.**

This is because impressions depend on several factors in addition to posting frequency, **such as the number of account followers or the number of times the account has been shared**, which equates to reaching a larger audience.



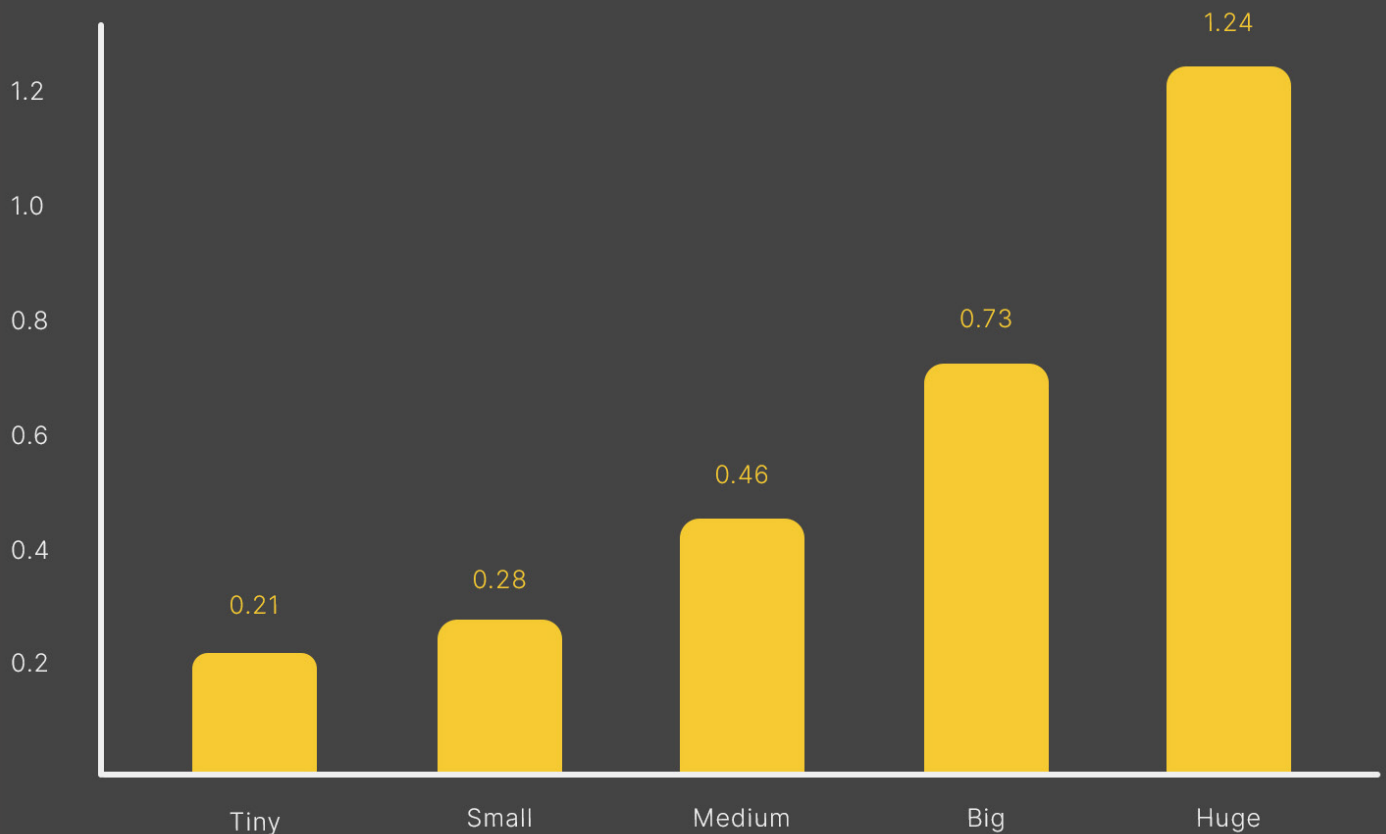
Average number of impressions by average number of shares for Huge accounts



Does posting frequency influence impressions?

In the graph below, you can see that the **Huge accounts are those that post the most with an average of 1.24 posts per day**, which is greatly different from Tiny accounts which post an average of 0.21 posts per day.

Average number of posts per day by account size



How many impressions per post on LinkedIn is considered successful?

If there is one question that is repeatedly asked it is, **“How do I know if my LinkedIn posts achieved ‘good’ results?”**

To answer this question, we calculated the median value for each group. So, you can take each median value and depending on the size of your account, compare it against your data. **If your posts exceed the median value, this means your results are above average and vice versa.**

Here is the data to compare against your results:

This is general data, so we suggest calculating the average number of impressions per post, due to sector and industry variations.

Analyze your average impressions with Metricool

Tiny	67.80 impressions
Small	260.98 impressions
Medium	612.92 impressions
Big	1,690.33 impressions
Huge	6,484.42 impressions

Which posting format on LinkedIn generates the most impressions?

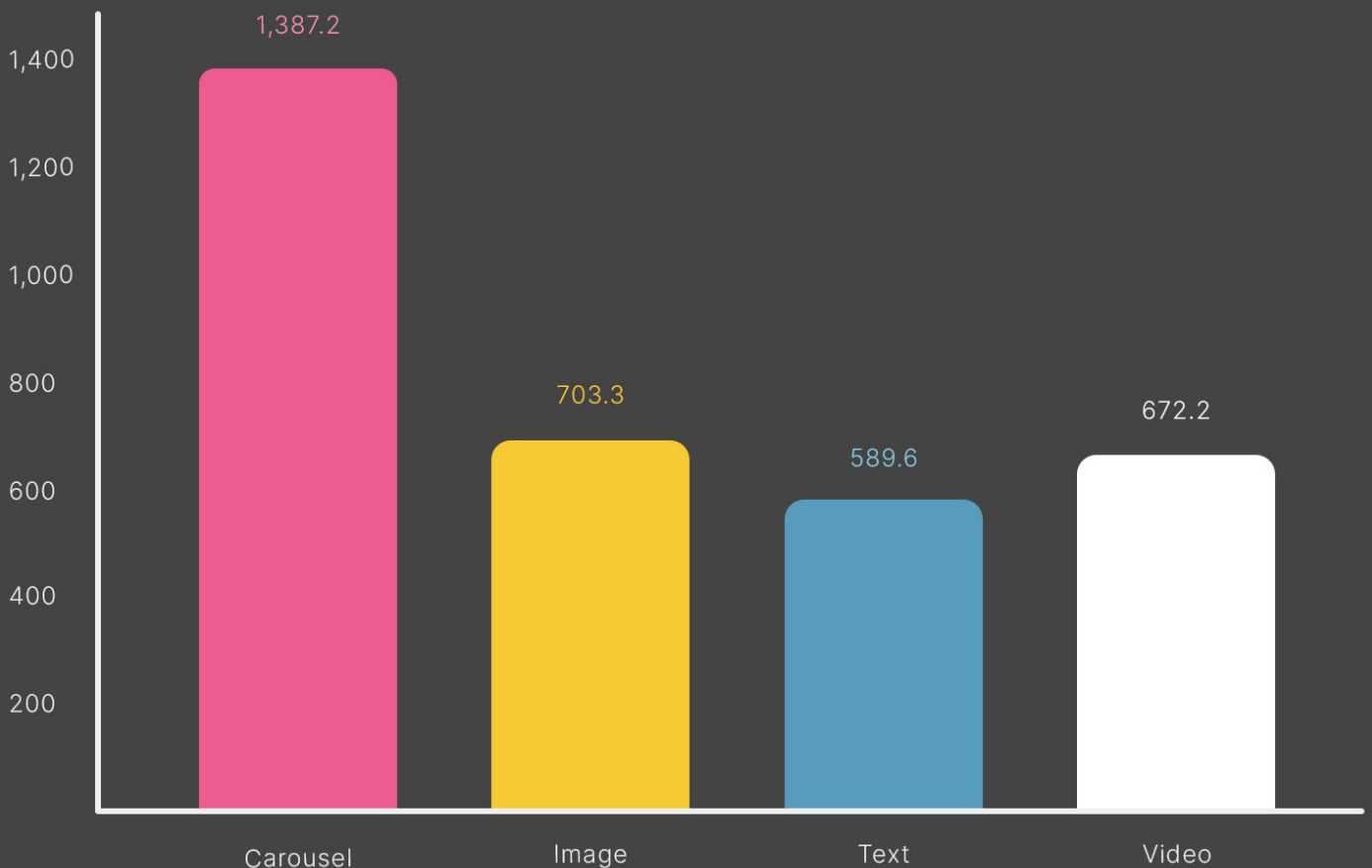


Without a doubt, from the formats analyzed in this study, **carousels are the format that receives the most impressions, 1387.2**, outperforming image posts with 703.32, video posts with 672.15, and text posts with 589.55.

It's important to note that carousels are the least used format, **for a total of 78,522 across all accounts**. However, thanks to the carousel's visually appealing nature and storytelling capabilities, this posting format manages to generate the greatest number of impressions.



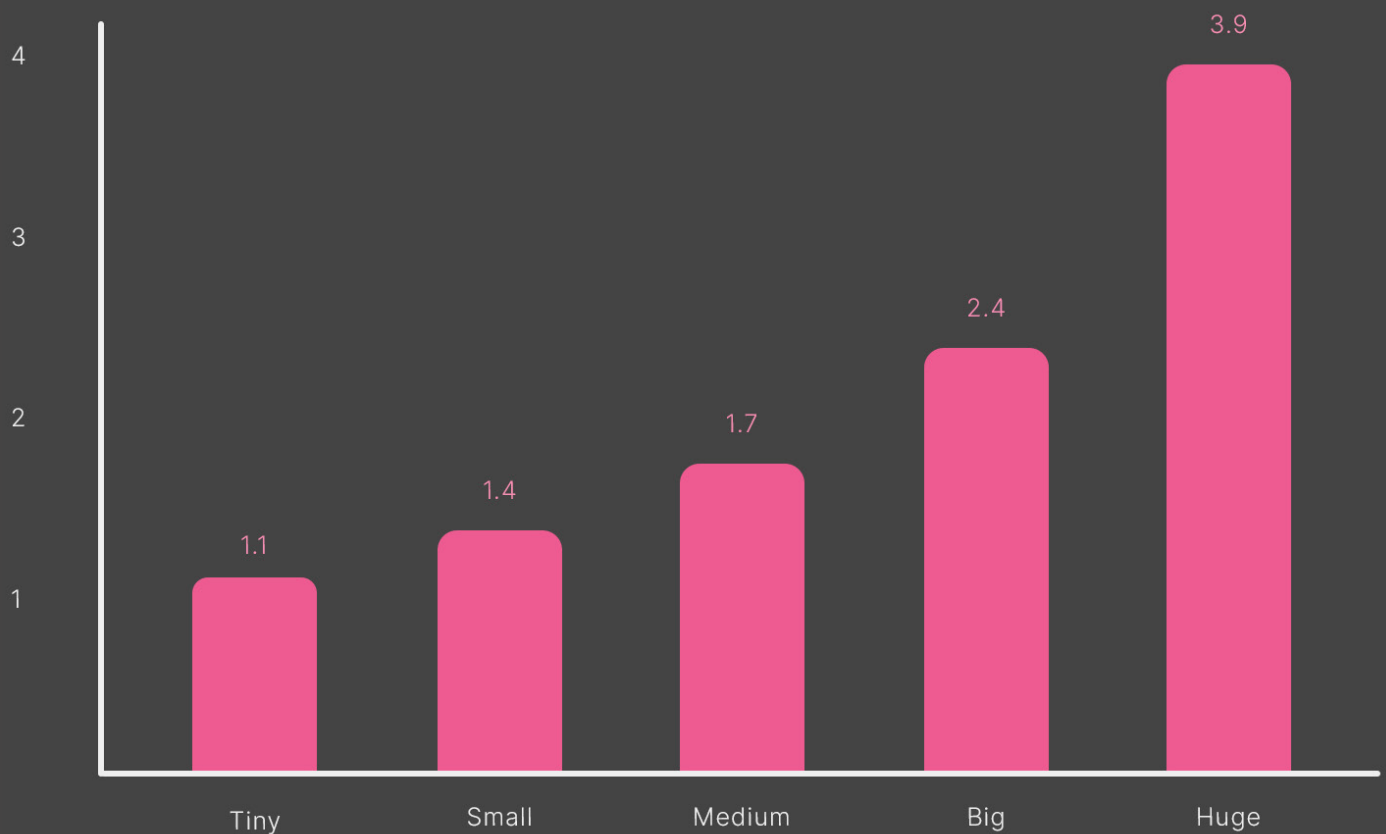
Average impressions per post type



Which LinkedIn formats are favored for each account?



Average number of carousels published monthly per account size

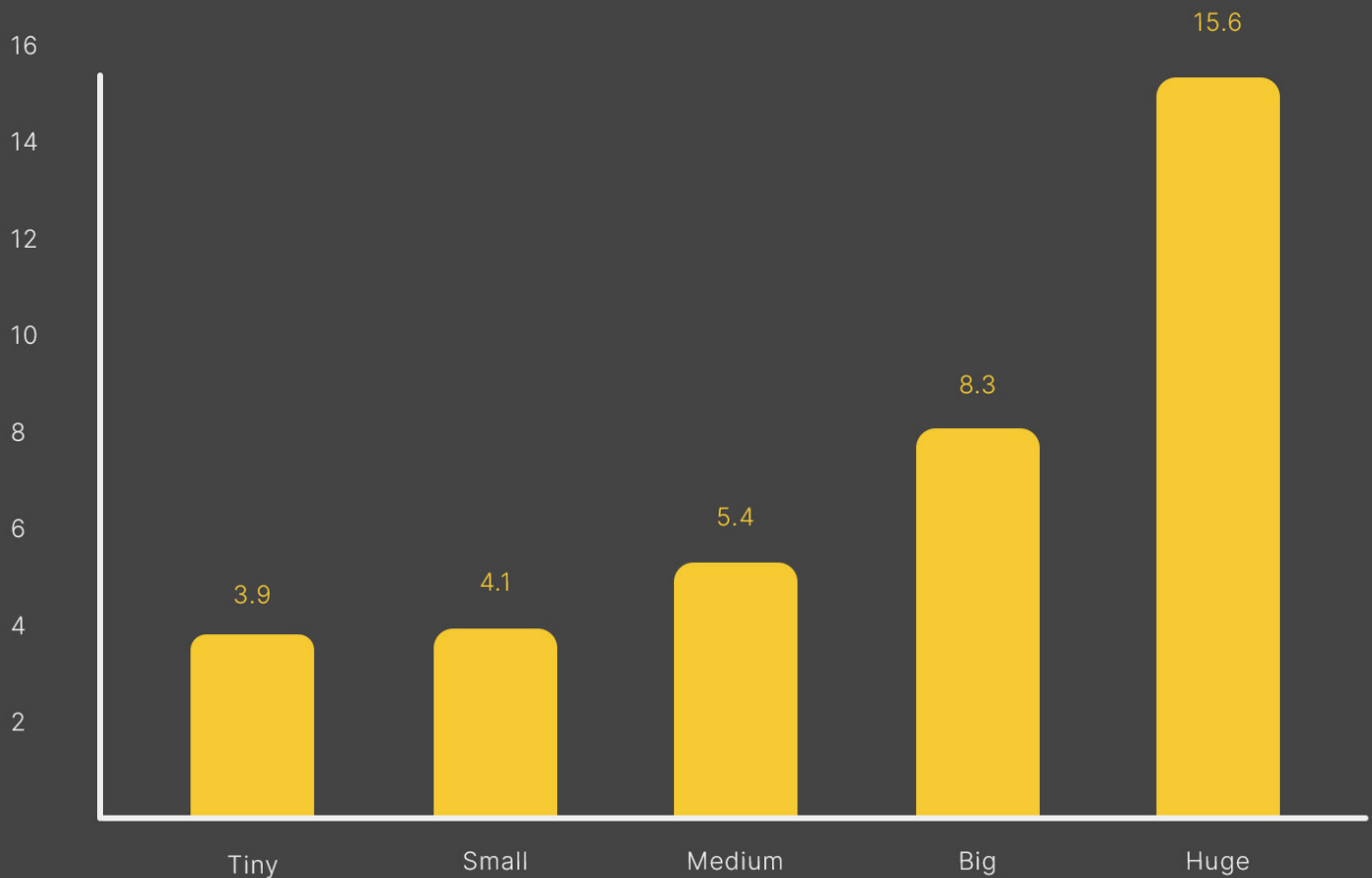


The accounts that post the most carousels are the Huge accounts, with an average of 3.88 per month. However, this isn't a significant difference from the other groups, who also consider this posting format for their content strategy.

Which LinkedIn formats are favored for each account?

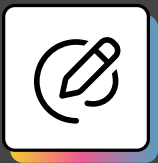


Average number of image posts published monthly per account size

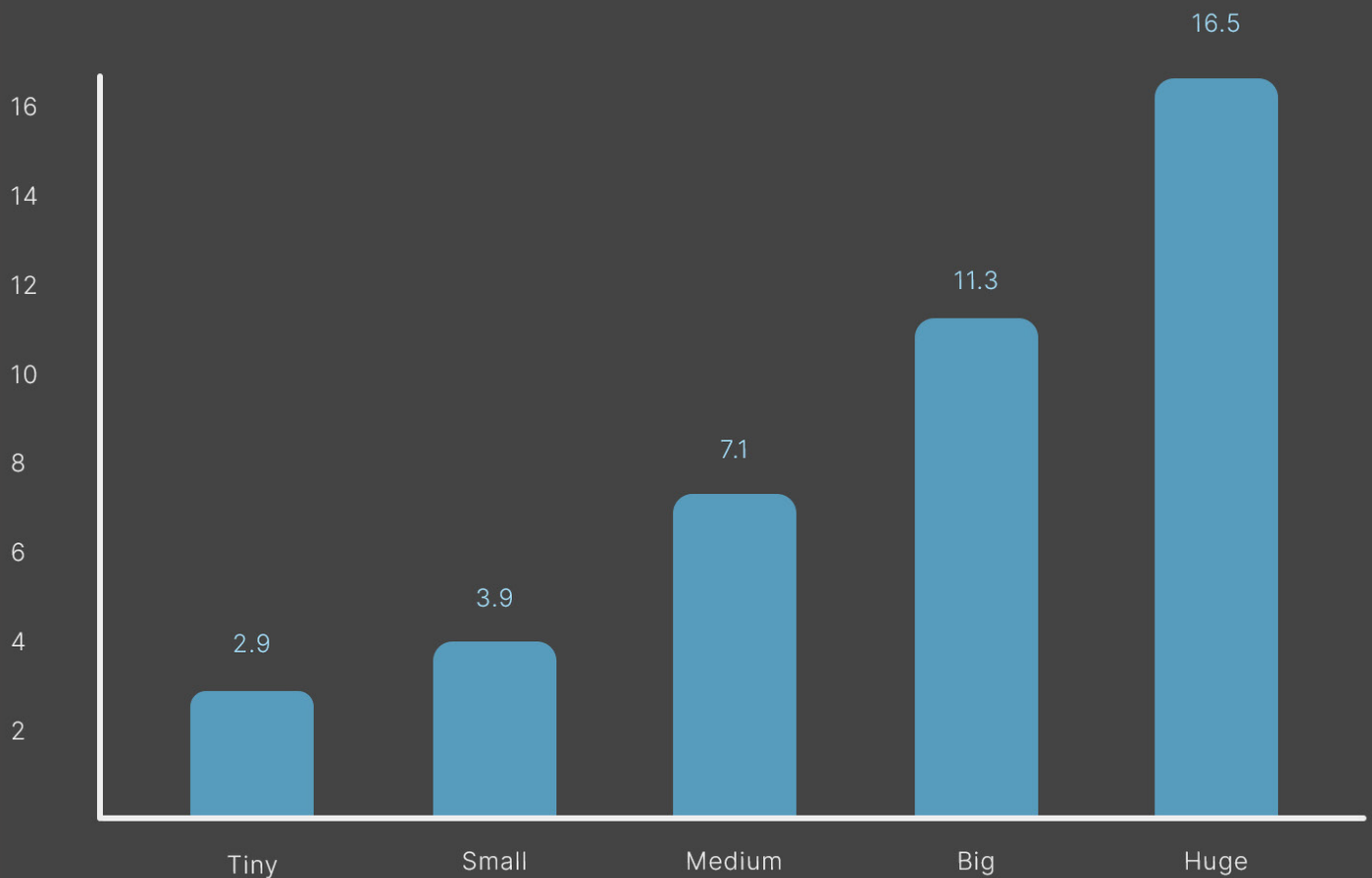


Regarding **image posts**, there is a considerable gap concerning the other accounts, with an average of **16.62 image posts per month**. This difference is especially noticeable with Tiny accounts, which hardly use image posts at all.

Which LinkedIn formats are favored for each account?

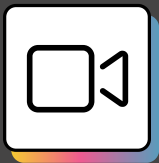


Average number of text-only posts published monthly per account size

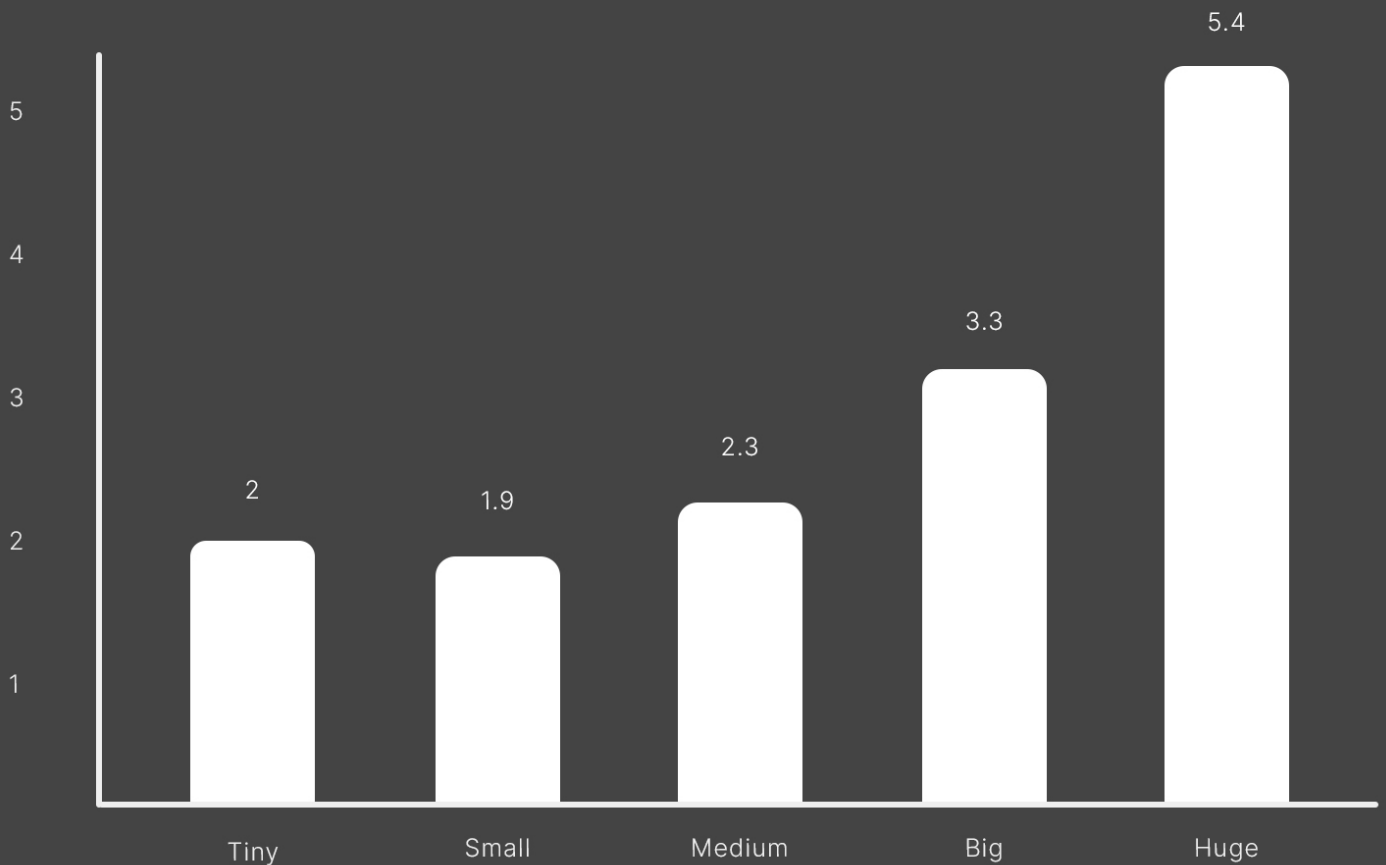
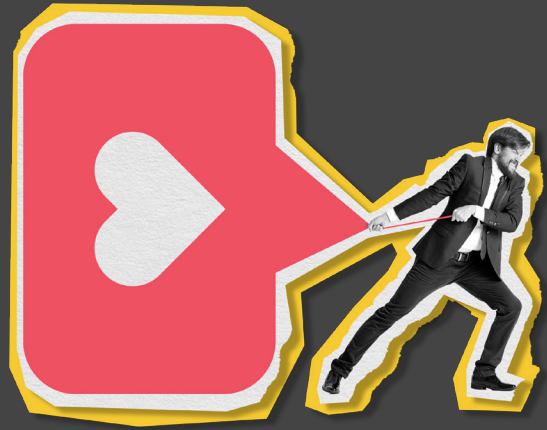


The same is true for text posts, where Huge brands once again stand out and Big accounts see a considerable increase in the use of this format, closing this gap.

Which LinkedIn formats are favored for each account?



Average number of videos published per account size



Lastly, we have video posts in which **Huge accounts take the lead with an average of 5.43 monthly video posts**, although we see a more equal distribution compared to the other posting formats.

As we can see in the graph above, **even Tiny accounts post more videos than Small accounts** and are close behind Medium accounts.

What is an ideal video length?

The average video watch time is similar across all accounts, between 13 and 15 seconds. This reveals that users may lose attention in longer videos.

If you upload video content, it is recommended to aim for this video length, although testing different video lengths is always interesting to see how they work for your LinkedIn page.

Video posts **are the format on LinkedIn with the lowest engagement, although they generate a high ratio of comments, similar to that of carousel and image formats.**



Tiny

14.27 seconds

Small

14.45 seconds

Medium

14.17 seconds

Big

14.97 seconds

Huge

13.63 seconds

Which format generates the highest engagement and interactions?

Here we have the mixed data depending on the posting format.

Carousel	32.02% engagement	427.38 clicks	1.79 shares	0.49 comments	14.54 likes
Image	11.20% engagement	62.97 clicks	1.22 shares	0.48 comments	14.12 likes
Text	4.35% engagement	16.91 clicks	1.42 shares	0.29 comments	7.61 likes
Video	4.39% engagement	15.39 clicks	0.84 shares	0.47 comments	12.28 likes



Which format generates the highest engagement and interactions?

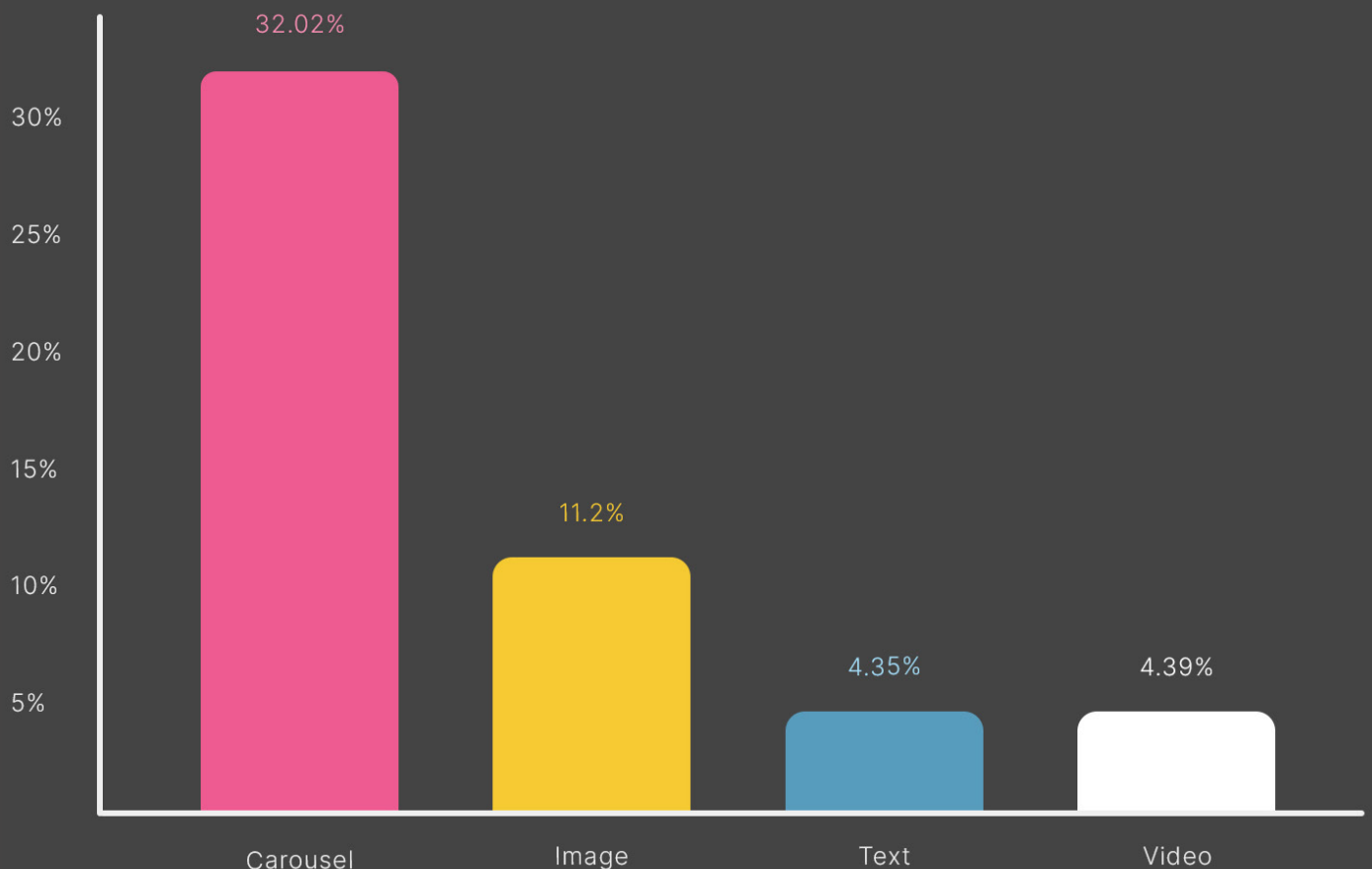
It seems that **the star format on LinkedIn is the carousel since it is the one that receives the most impressions with 1387.2 on average**, but also relevant in terms of engagement and interactions.

The carousel post is the one with the best **engagement rate with 32.02%**, well above the rest of the formats, **which have achieved 11.20%, in the case of images, 4.39% in the case of video, and 4.35% in the case of text posts.**

The carousel is the format that generates the most engagement and interactions, but it also depends on your target audience. The best thing to do is to try out the different LinkedIn formats and see which one works best for you.

Schedule your posts on LinkedIn with Metricool

Engagement rate per post type



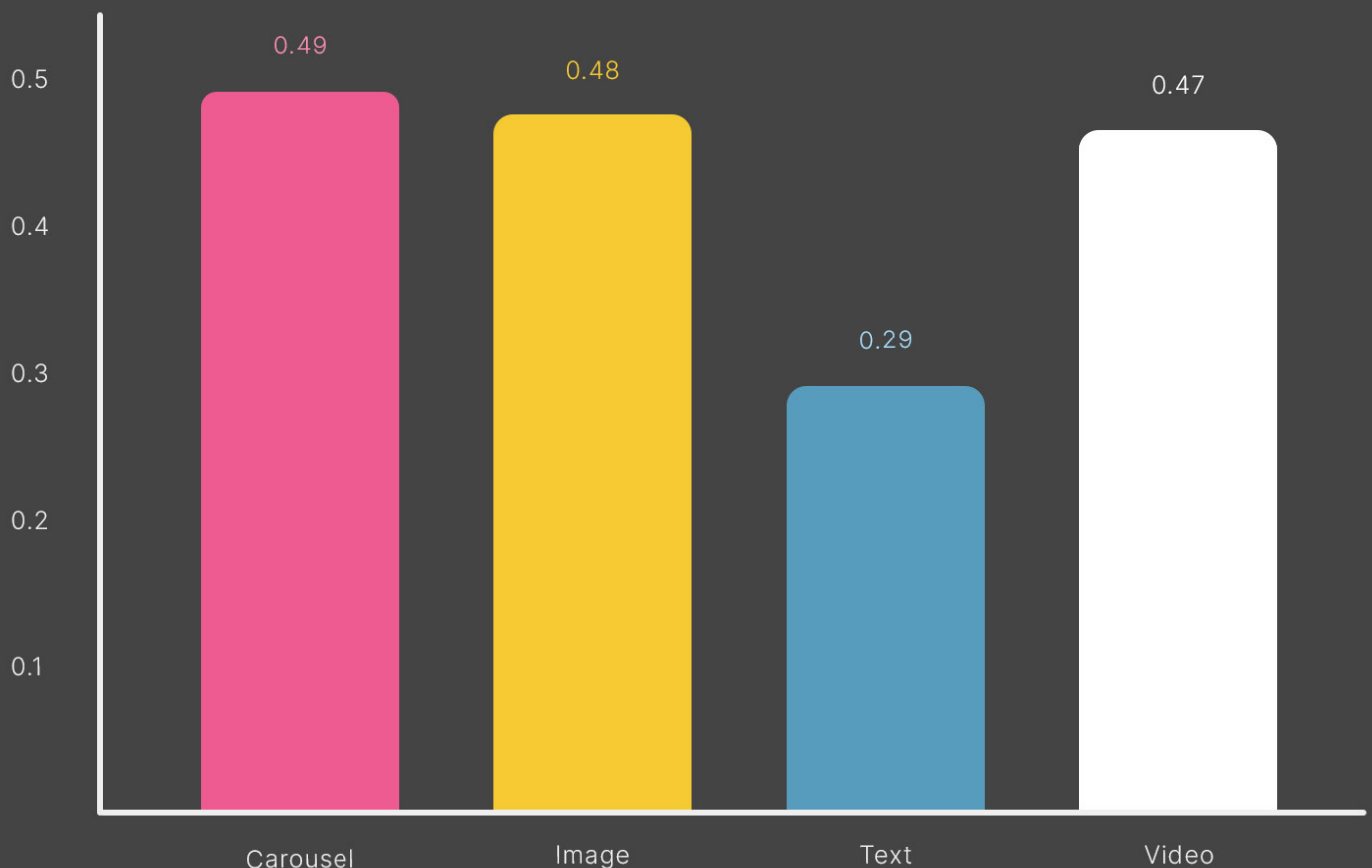
In addition, the carousel format generates the most clicks, **with an average of 427.38 clicks, and the most shares, with an average of 1.79 shares per post.** Image posts, meanwhile, get **an average of 62.97 clicks and 1.22 shares.**

Both text posts and video formats lag **with an average of 16.91 and 15.39 clicks.** If we take into account the average number of shares, **the video format outperforms the image format, with 1.42,** and the text format is below this, **with an average of 0.84.**

Regarding comments, another key to receiving more impressions on LinkedIn, **carousel posts also take the lead with an average of 0.49 comments per post.** However, the difference is almost minimal concerning image posts, 0.48, and video posts, 0.47, but the difference increases for text posts, with just 0.29 average comments.

The same happens with likes, where carousels stand out, **with an average of 14.54 likes per post, followed closely by images, 14.12, and video, 12.28.** Once again, the text format is the one that loses the most ground, with an average of 7.61 likes per post.

Average number of comments per post type



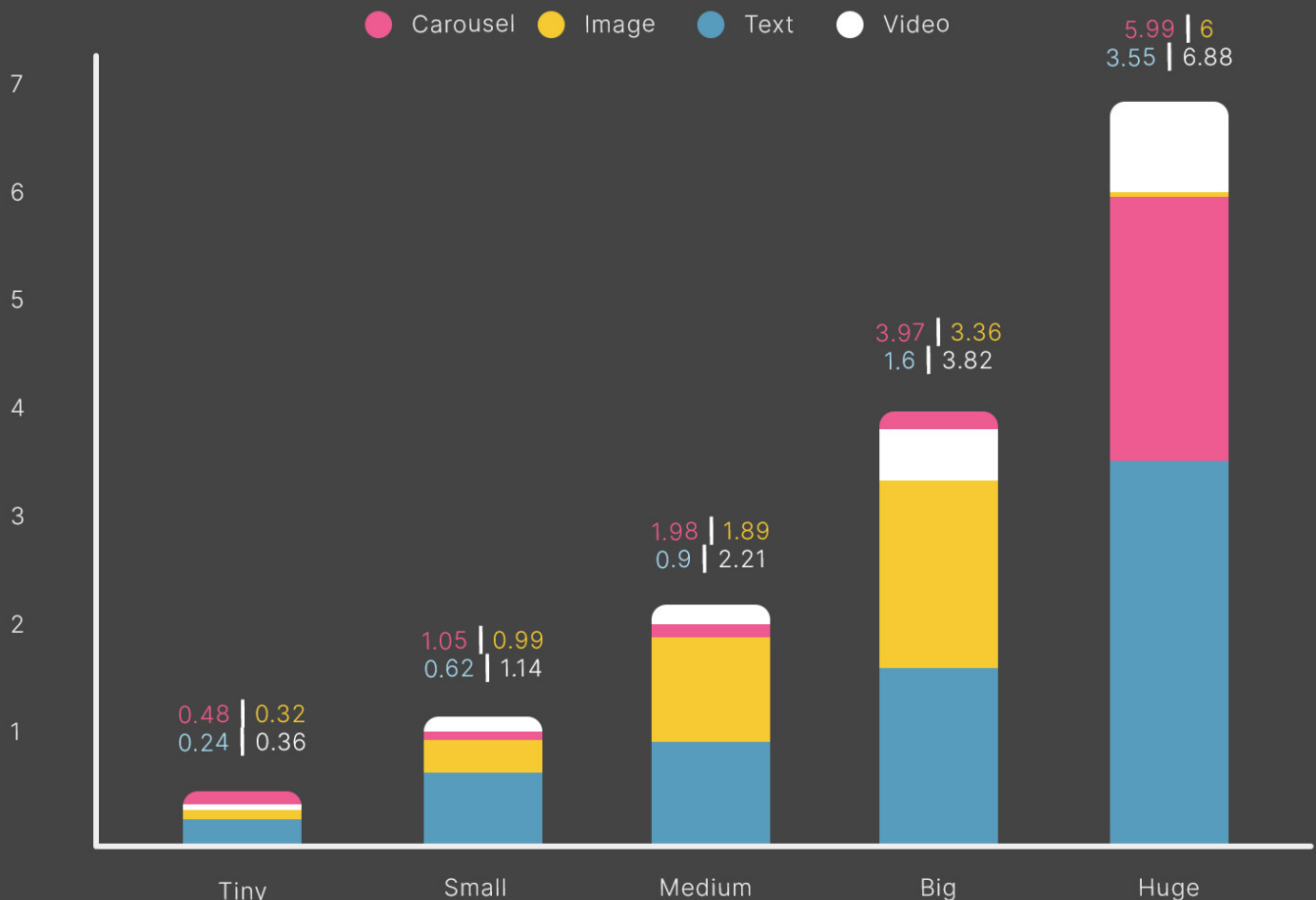
Which formats are the most shared? Does the size of the account have any influence?

No doubt getting users to share a LinkedIn post increases the number of impressions. So, although we have already commented that **carousel posts are the most shared**, we put them under a magnifying glass to see if there were differences according to account sizes.

Huge accounts get the highest average number of shares regardless of the content format. Videos see an average of 6.88 shares, posts with images of 6.00 shares, carousels with 5.99 shares, and text posts of 3.55 shares on average per publication.

On the other hand, Tiny accounts have the lowest number of shares: 0.36 in videos, 0.31 in images, 0.47 in carousels, and 0.24 in text posts.

Average number of shares per post type per account size



Are hashtags important on LinkedIn?

Within the analyzed posts, we found a total of 7,350,325 hashtags were included in posts.



The data speaks for itself:

We recommend including **1 to 3 hashtags** per post because you get the best average of comments, likes, impressions, and clicks as you can see from the table in this section.

No hashtags	737.4 impressions	50.5 clicks	1 shares	8.5% engagement	0.47 comments	10.8 likes
1 - 3 hashtags	927.4 impressions	76.7 clicks	4 shares	10.1% engagement	0.5 comments	14.7 likes
4-6 hashtags	681.8 impressions	65 clicks	1.2 shares	11.6% engagement	0.4 comments	12.3 likes
+7 hashtags	408.8 impressions	41 clicks	0.9 shares	12.4% engagement	0.3 comments	8.4 likes

That is, **it is better to choose 1 to 3 key hashtags related to the content of the post**, rather than adding '3 to 6', over 7, or no hashtags at all.

They indeed receive slightly less engagement, **but only 2% less than posts that include more than 7 hashtags**. This is because they receive fewer impressions. Therefore, it's not worth adding those 7 hashtags to gain more engagement (remember, only a 2% increase) but on average, getting less than half in the rest of the metrics.

Interesting Fact

The average number of hashtags used per publication is 4.6 and the average number of emojis is 2.5.

What is the best time to post on LinkedIn?

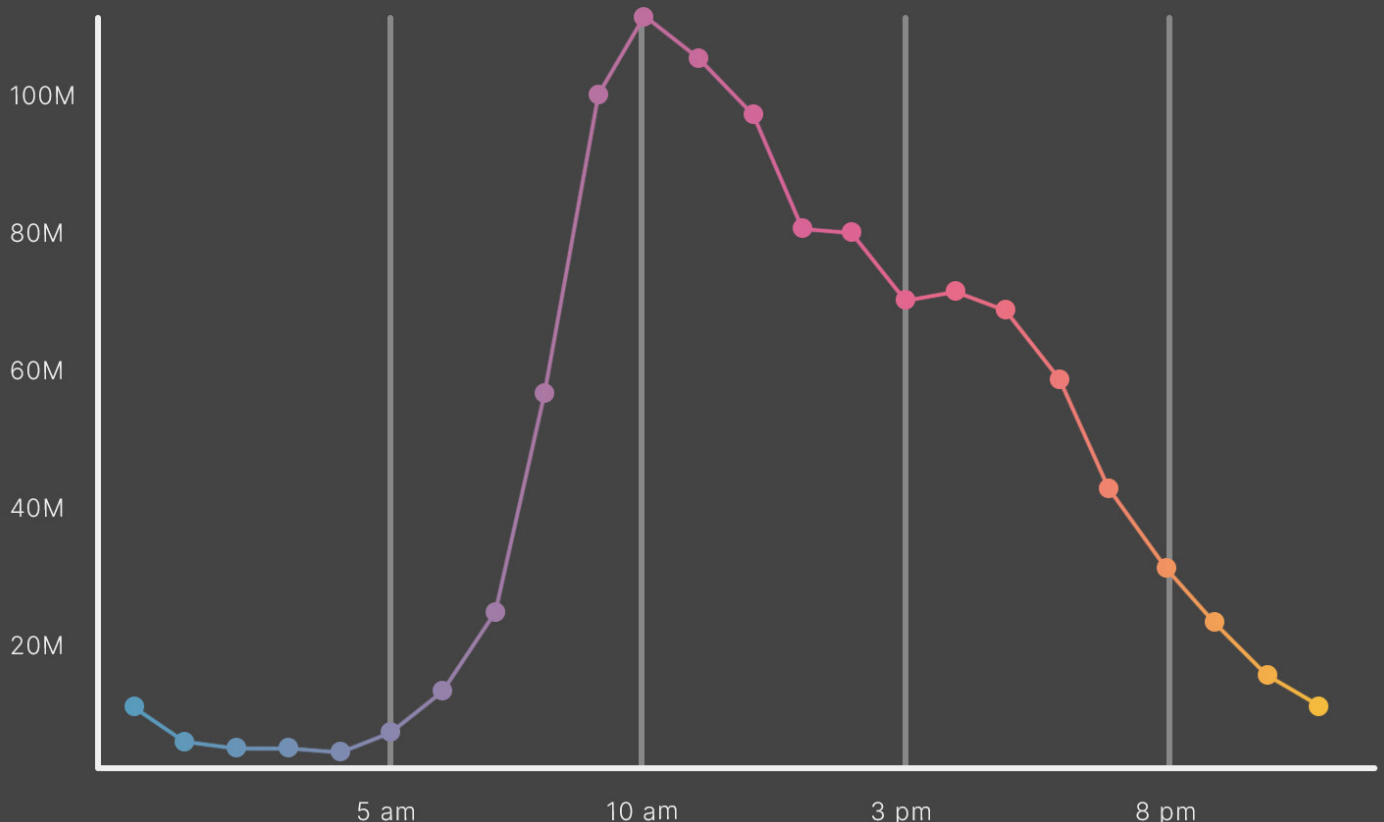


The best time to post and the time brands most frequently post at coincides with **10 am**. This data is global regardless of the time zone.

In other words, the time when there are more active users and more impressions obtained is at 10 am.

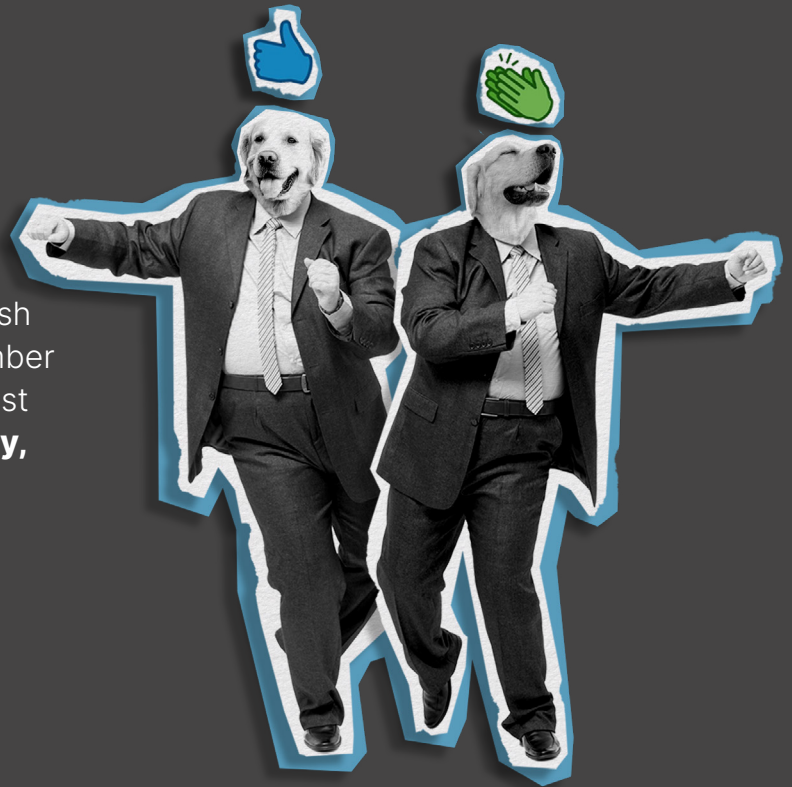
And the time at which brands publish the most on their company accounts is also at 10 am.

Number of impressions per posting hour

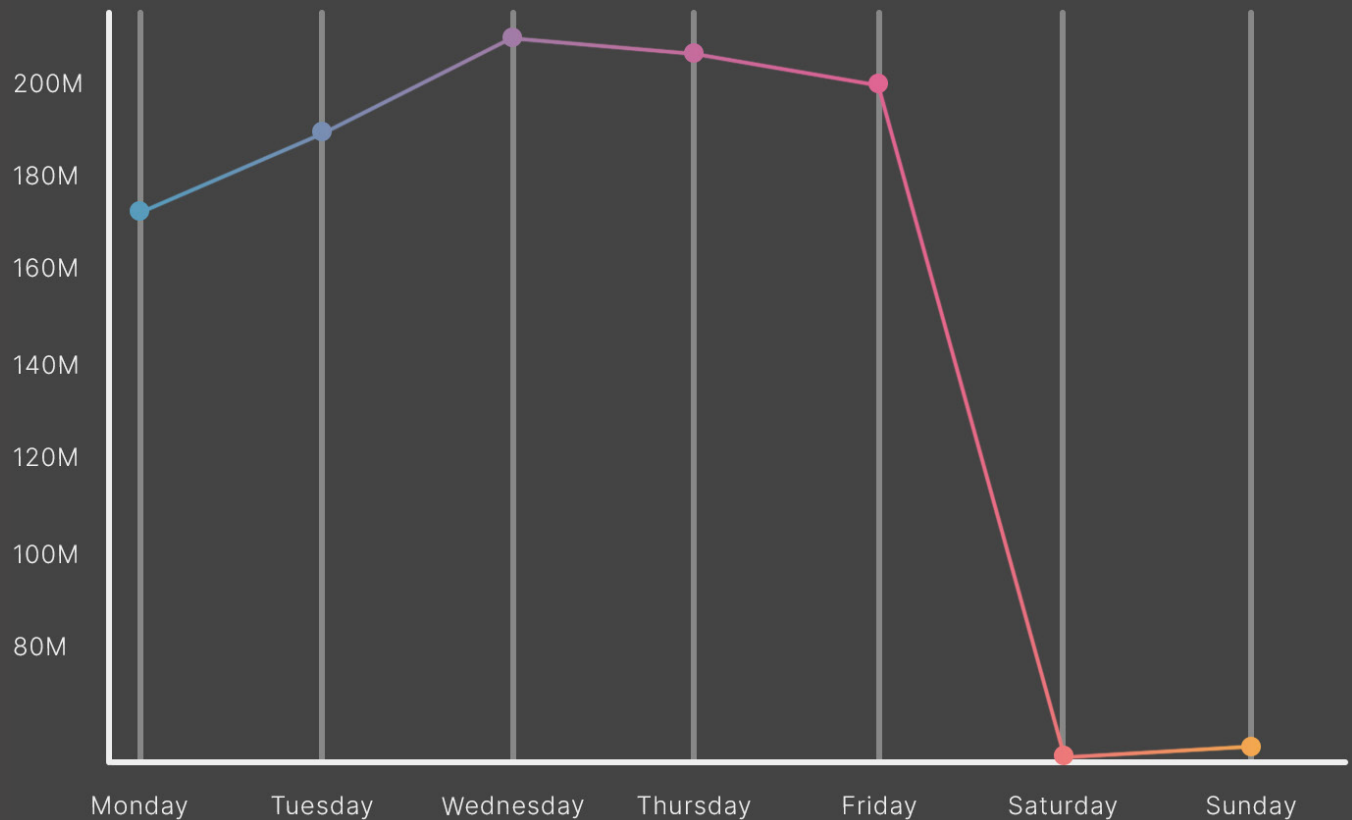


The best day to post on LinkedIn?

On the other hand, the best day to publish on LinkedIn, taking into account the number of total impressions and the day that most publications are uploaded is: **Wednesday, followed by Thursday and Friday.**



Number of impressions per posting day



And that brings us to the end of our 2024 LinkedIn study. We have analyzed data from more than 41,000 company pages on LinkedIn and now it's your turn. Apply these conclusions to your strategy and measure your presence on LinkedIn from Metricool.

[Sign up for free here](#)



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