

LinkedIn – How to be a champion

If you want to grow your influence on LinkedIn, you need to understand how does the algorithm work, and what are the best practices. Big thanks to Germinal Training and its CEO Grégoire Gambatto (for french speaking person, don't hesitate to follow him).

LinkedIn works exactly like Google !

If you publish "high value content" according to LinkedIn Guidelines, you will have a bigger influence "score". Each person on LinkedIn has kind of a "domain authority" score.

***Important :** Your post will be a success or a failure in the first hour. After 1 hour, LinkedIn decides to push your post to a broader audience or to let it die. So if you have 1 like after 1 hour, you can delete your post.*

Important bis : these advice can be used both for personal and professional LinkedIn accounts

Part 1 – LinkedIn Algorithm

LinkedIn never displays your post to your entire audience right away.

How does it work :

1. Once you publish your post, LinkedIn displays it to a sample of your audience currently live on LinkedIn. According to the interaction, a score will be given to your post.
2. If after 1 hour, we have 20 likes and 2 comments, LinkedIn will give you like a "8/10" and say "Hey, you seem to have an interesting post. Let's display it to a bigger audience". If after 2 more hours, you have 40 likes and 10 comments, LinkedIn will display it to an even broader audience. And so on !
3. But if you have 1 like and 0 comment, LinkedIn will conclude that your post is not relevant. In this case : you can delete your post.

***Important :** Your "LinkedIn score" is defined by all of your posts. So when a post doesn't work, please delete it. This way, it won't count anymore in your global score.*

PS : we don't know each other score. It's more a concept to help you understand how LinkedIn works

Part 2 – The DO'S:

1. **Know your audience** : talk about topics that will interest them, get to know the best time to publish (morning, lunch, evening ?), choose emojis or not according to them.
2. **Regularity** : LinkedIn likes that. You can post once per day or once per week, it doesn't matter. Posting more doesn't mean bigger impact. Only quality matters. So less is better at first
3. **Increase your audience** : add as many relevant people as possible.
4. **Tell a story** : if you choose to talk about an achievement, like Partoo reaching 100 employees, make it personal. Tell your story like if you were talking to a real physical person. Ex : "When I arrived 2 years ago, we were 25 people with no coffee machine and I was alone in my department. But 730 days later, we have a barrista and 10 people in my team". Give figures, examples, share anecdotes, be concrete, show evolution OR start from a pain point and give a solution at the end.
5. **Be yourself** : authenticity will be your best reward. Choose your own wording and emojis.
6. **Be emotional** : you are talking to humans. Forget that you are on a global online platform. Just remember that real people reads you. So put emotions and share your experience. You can use emojis if that helps.
7. **3 topics that work well** : "Celebration" (ex: So proud that my company reaches 100 employees), "News" (ex: your point of view on home office during Covid or post-Covid) and "Personal stories" (ex : When I opened the first south american market for Partoo)
8. **Large topic** : people prefer to read personal stories than a new feature on Google My Business. So if you want to talk about GMB, make it personal and show high value to your audience by starting with a pain point and giving a solution at the end.
9. **The 2 first sentences have the biggest impact** : it will make people click on "read more" ...or not...
10. **Make it easy to read** : short sentences. Simple vocabulary. Add emojis if you want. Leave line breaks.

11. **Text posts** : they have a bigger impact than videos, or articles, or external links. Because they are easier to “read” for the audience. And FYI, LinkedIn doesn’t count “clicks” on external links.
12. **Length of your post between 1 200 and 2 400 characters**
13. **Disorganized structure** : to make it dynamic and more pleasant to read. Don’t write only blocs of 3 sentences. Start with a bloc of 1 sentence, then leave a line break, put one word, then leave a line break, write 3 sentences and so on
14. **Call To Action** : depending of your objective, a CTA can be relevant. Like a link to your source, or a registration page, or our job platform. For example : you can wait for your post to have 50 likes and 10 comments, and then put a link in the “Comments” section. This way, everyone will be notified that you’ve commented your post.
15. **Photo or no photo** : as you wish. LinkedIn doesn’t highlight post with pictures. So do like you want. But if you do, please choose a vertical frame.
16. **Get Comments** : LinkedIn likes discussion and debate. Find a way to make people interact with your posts. If needed, don’t hesitate to tag 1 or 2 people.
17. **Delete post that don’t work** : if you have 1 like after 1 hour, delete it. Either the time to post wasn’t right, or your writing or your topic wasn’t good enough
18. **Benchmarks** : get inspiration from popular posts and follow these people. As LinkedIn changes frequently its algorithm, always have a look to these posts to know and check why does it work: is it the topic ? The tone ? The length ? The structure ? The time ? The hashtags ?
19. **Analysis of your posts** : if you go from an average of 1 000 views to 10 000, be sure to understand why.
20. **Test, test and test !**

Part 3 – The DON’TS:

1. **Don’t use Pods** : it will help you gain visibility in the short term, but LinkedIn will see something not natural, and will punish you very quickly. Like Google, they will decrease your “Domain Authority” score.
2. **Don’t sell or auto-promote** : the audience doesn’t react well with these kind of topics
3. **Don’t edit a post**: when you edit it, LinkedIn starts over its algorithm and send once again your post to a small sample and calculate your score.

It's a shame. So if it's a tiny mistake, leave it. If it's a huge one, either edit or delete it to post it at another time.

4. **Don't post more than 1 post per day** : otherwise, LinkedIn will feel that you're spamming your audience. Don't be in a hurry to absolutely share all news of Google My Business It can wait 24 hours.
5. **Don't use too many "external" links** : LinkedIn prefers that you stay on its platform. But from time to time, you can put a link directly in your post or in the "Comments" section. In any case, you are allowed to share a knowledge or a news without providing an external link.
6. **Don't talk about too many different topics** : LinkedIn categorize people, so it's better if you focus on 1 or 2 topics. If you start talking about "recruitment", "google my business", "politics", "environment", LinkedIn will have trouble to target your audience.
7. **Don't be too technical** : because of your expertise, we can be too technical on Google My Business. We should write to a broader audience and popularize our posts. The best is "personal branding" : share your work experience, your opening markets and make your influence grow. It will shine on Partoo. And if you absolutely want to talk about GMB, please make it a large topic ("web-to-store", "click & collect" , "digital retail") and use with simple words . Start from a pain point and provide a clear and concrete solution at the end.
8. **Don't share post** : unless if you use this function to share your own analysis, never share posts. LinkedIn doesn't make your post visible at all. An alternative is to do a "screenshot" of a post and publish it with your own point of view for instance.
9. **Don't copy-paste the same post as another employee** : when Thibor or Vincent writes a post, LinkedIn will tag as "duplicate" content all the copy-pastes you do. You should re-write the post with your own words, your own analysis and your own emotions.
10. **Don't like or interact outside the LinkedIn news feed** : don't worry, LinkedIn will not punish us for using "sharelinkedin posts". But they will give less score to your interaction if you are coming from a link, and not from their newsfeed. They see that as a "not natural" behavior.

Please find below some examples :



Pierre Fournier • 2nd

Thinking about starting a new company Interested in projects and/or associates
2h • 🌐

👋 Time to leave 📦

It's been 3 years since I joined MM and it is now time to leave the boat. I came to turn MM into a more product centric organization and even if there is room for improvements, I became dispensable, meaning teams are autonomous, meaning part of the mission is done! I am grateful for having had such a playing field. Product Management is still new in France that's why we tried to share our experience (of dos but also of dont!). Hope it was useful.

I would particularly like to thank [Philippe de Chanville](#) my boss for trusting me so much. And for demonstrating all along the journey a quality that I value over all: integrity. I also thank [Chloé Martinot](#), the former CPO, who despite her young age opened my eyes on several aspects of Emotional Intelligence. And finally my peer [Christophe Dargnies](#) who brought such a fresh eye on a a sometimes closed up tech world.

Many asked me about my new next challenge. I feel like starting my own business again. Because for me it is the only way to create a place where I can both work for what really matters to me ([#purpose](#)) in a way that fits with my value ([#decentralization](#)). Don't know yet what it will be about, open to ideas and associates in fields like education, HR, mobility...

Let's keep posted!

👍 🌱 ❤️ 96 • 6 Comments



Grégoire Gambatto • 1st

CEO Germinal / Auteur "Le Growth Hacking" Dunod / X-HEC Lecturer / Te...
6d • Edited • 🌐

C'est un moment historique pour [Germinal](#) 🙌

Vous l'attendiez depuis novembre 2018. 🍷

(si, si, je vous jure, mais vous ne le saviez juste pas. Okay peut être q ...see more

[See translation](#)

👍 🌱 ❤️ 371 • 182 Comments

👍 Like 💬 Comment ➦ Share ↗ Send



Grégoire Gambatto • 1st

CEO Germinal / Auteur "Le Growth Hacking" Dunod / X-HEC Lecturer / Te...

1w • Edited •



"Mec, t'es un malade de mettre ta rentabilité sur LinkedIn" 😬

C'est le message que j'ai reçu de la part de plusieurs CEOs suite à mon poste où je donne toutes les données financières de Germinal.

On en pense à tort que l'information est une arme. ✂️

"Le savoir c'est le pouvoir".

Mais ce qui est compte le plus, c'est d'avoir une audience 🙌

Et on a une audience en partageant des informations intéressantes, stratégiques. 📌

On n'attrape pas des mouches avec du vinaigre 🪰

(Deuxième citation de ce post, je crois que vous avez votre quota jusqu'en 2022)

Partagez sans compter. Votre audience vous le rendra au centuple. 🍷

Et si quelqu'un l'exploite contre vous, tant pis. C'est un dommage collatéral. 😎

PS : si vous voulez, je peux même vous donner mon salaire, mais il va falloir beaucoup de commentaires sur ce post 🙌

PS 2 : Je gagne 3000 euros nets