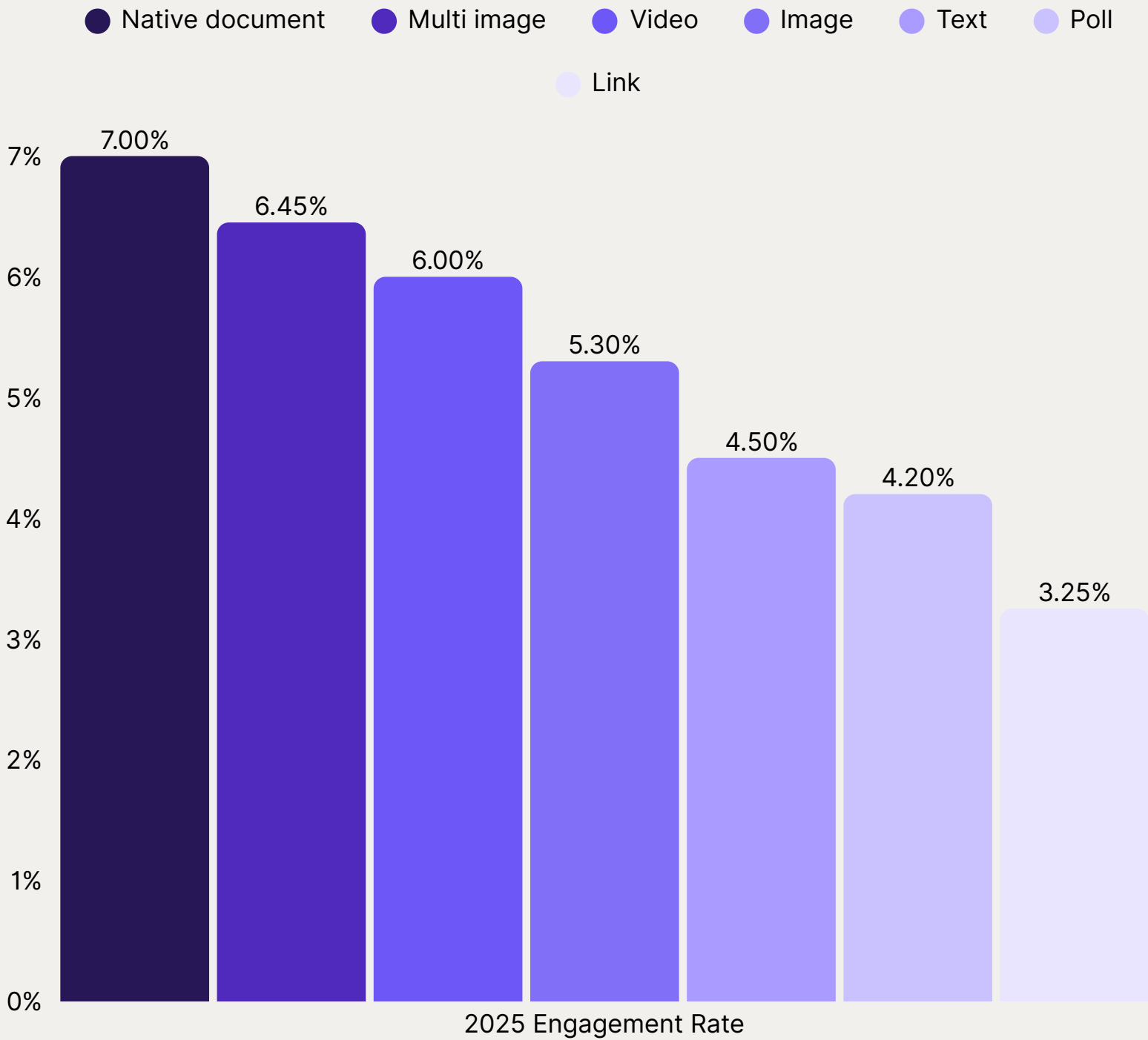


2026 LINKEDIN BENCHMARKS

Content performance data, engagement metrics, audience growth insights.



EXECUTIVE SUMMARY

- In 2026, LinkedIn's engagement rate stands at an average of 5.20%, registering a 8% YoY increase.
- The native document format leads in engagement, with an average engagement rate of 7.00% and scoring a 14% YoY increase.
- Videos, images and text posts have also increased in engagement - by 7%, 9% and 12%.
- Multi-image posts drive more likes across the board.
- Polls perform better for pages with more than 50k followers in terms of impressions.
- While the biggest LinkedIn pages generate the most video views, across all LinkedIn pages, there's a 36% YoY decline in views.
- Over 2025, brands have increased their posting frequency for visual-first content formats.
- LinkedIn audience growth slowed in 2025, particularly for large accounts.



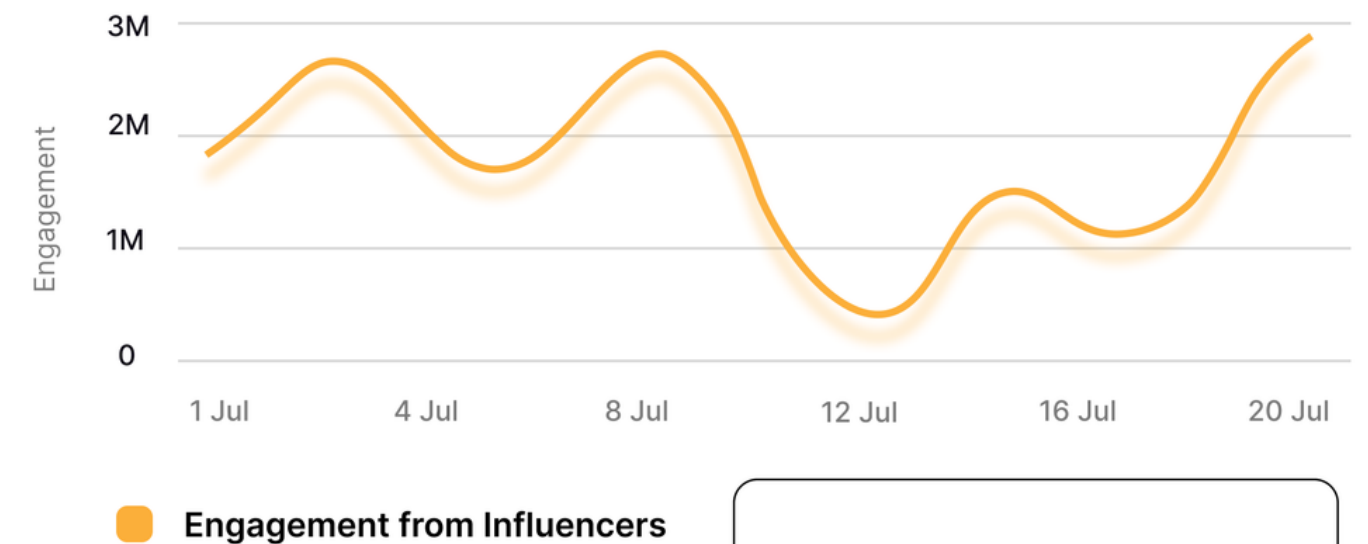
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ENGAGEMENT EVOLUTION

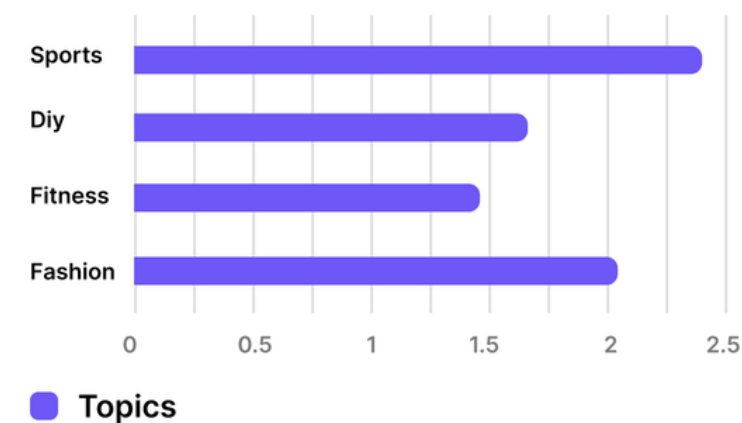
Distribution of engagement



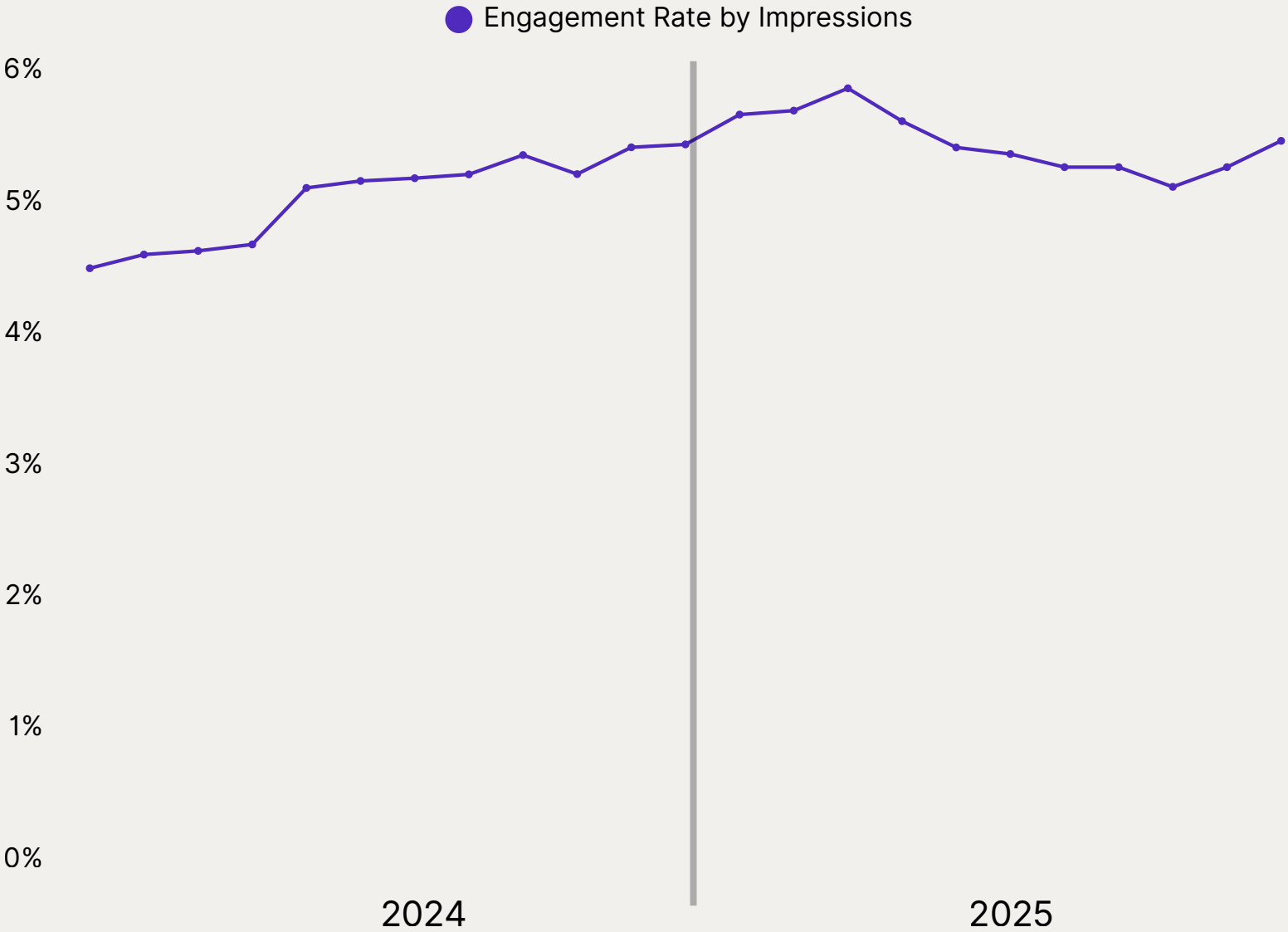
POST TYPES



TOP TOPICS



2026 LINKEDIN ENGAGEMENT TRENDLINE



**LINKEDIN YOY
ENGAGEMENT INCREASE**

8%

**LinkedIn's engagement rate stands at an
average of 5.20%**

Source: Socialinsider data
Data range: Jan 2024 - Dec 2025

STRATEGIC TACTICS TO BOOST ENGAGEMENT

- **Pivot your strategy more toward native documents:** Share timely updates, commentary on industry news, or emerging best practices to spark discussion and signal thought leadership—prompting more users to engage with your content.
- **Highlight real-life results or success stories:** Share testimonials, case studies, or project outcomes to demonstrate impact, build trust, and invite others to comment or share their own experiences.
- **Leverage analytics for long-term success:** Monitor which formats are trending up in engagement for your audience and shift your content calendar accordingly to capture peak interest before trends shift again.

Document posts perform well because they behave like 'free value' on a platform where people actively want to learn. LinkedIn is one of the few social platforms where audiences are genuinely looking for practical takeaways (reports, frameworks, templates etc) Document work great because they're downloadable. People can save them and actually use them later (templates, checklists, frameworks) and they're very UX-friendly. The carousel format makes it easy to scan.

Julia Holmqvist, Social Media Manager, Semrush



This increase in engagement on LinkedIn is because the platform has steadily evolved from a purely professional networking space into a broader content ecosystem where people actively learn, debate, and build personal brands. At the same time, more creators and brands are treating LinkedIn as a primary publishing channel, investing in native storytelling, video, and newsletters, which keeps users on-platform and encourages more frequent interaction



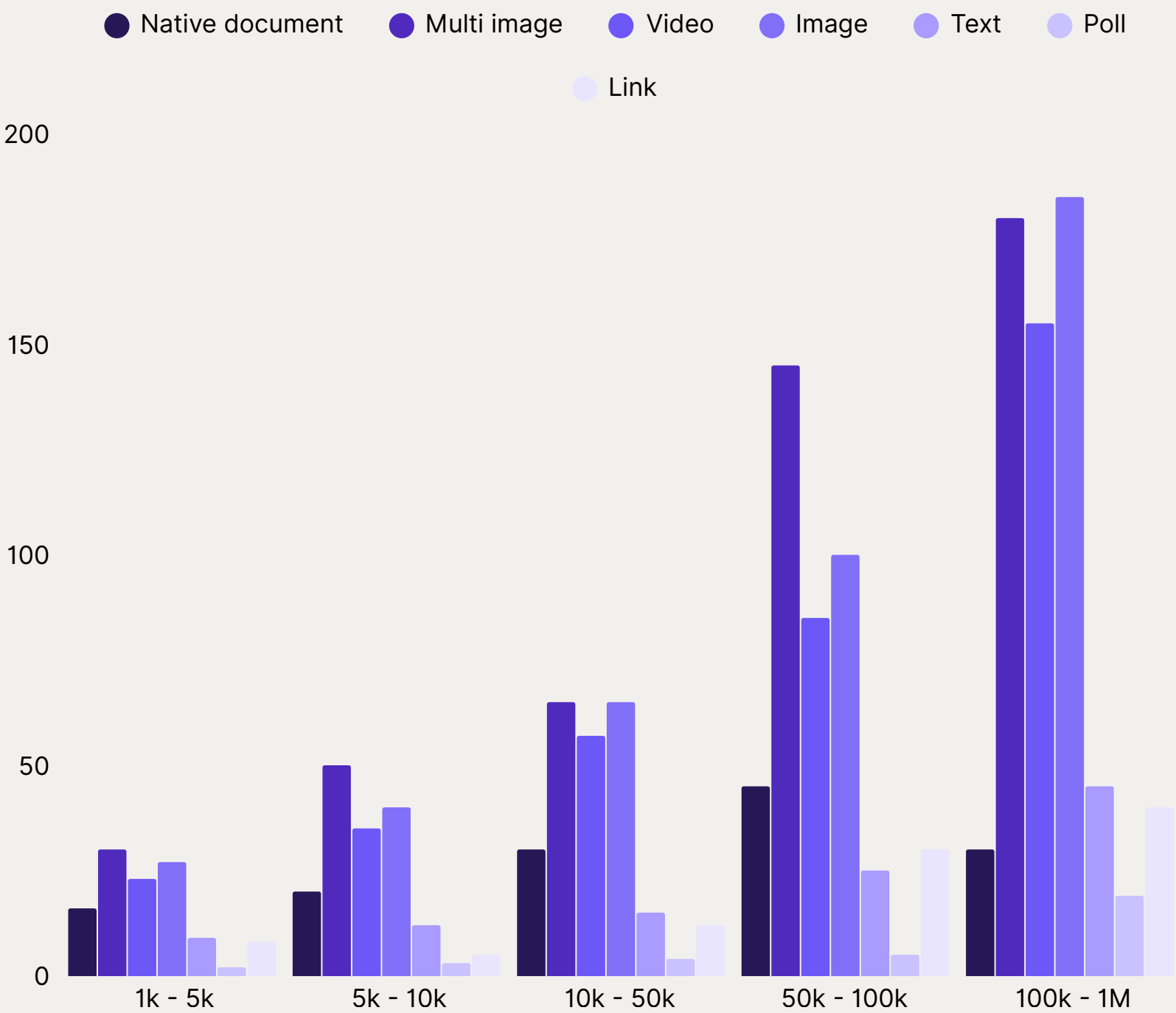
Dylan Patel, Head of Social Media Management, Born Social

One specific content that I have seen contributing to higher engagement on LinkedIn is raw, unpolished behind-the-scenes-type feeling posts. We post 3-6 minute horizontal style clips usually outlining a thought process or framework behind how we approach our work. I think people are starved for simple & helpful information and providing it cleanly in non-thought-leadership-type posts has shown excellent engagement



Ian Evans, Social Media Manager, tldv

2026 LINKEDIN AVERAGE LIKES PER POST



AVERAGE LIKES FOR
LARGER PAGES

180

Multi image posts get the most likes

Source: Socialinsider data
Data range: Jan 2025 - Dec 2025

STRATEGIC TACTICS TO INCREASE YOUR LIKES

- **Use strong opening visuals and hooks:** Start your posts with bold images or compelling headlines to capture attention and motivate users to stop scrolling and acknowledge your content with a like.
- **Personalize your messaging:** Use tailored language or stories that speak directly to your target audience's challenges and interests, making your posts more relatable and prompting higher interaction.
- **Repurpose popular content:** Identify top-performing posts from the past, update or remix them for relevance, and reshare them in new formats to capture fresh engagement without starting from scratch.

Brands shouldn't be afraid to consistently repurpose content across multiple formats. Meaning, you can take your popular videos, blogs and any other ideas for social and share them out in the carousel document format. Of course you don't want to put all your eggs in one basket, so continue to keep videos, text-only posts and other creative formats in your content mix. Additionally, you should also invest in creating templates for the document/carousel format to streamline the creation process.



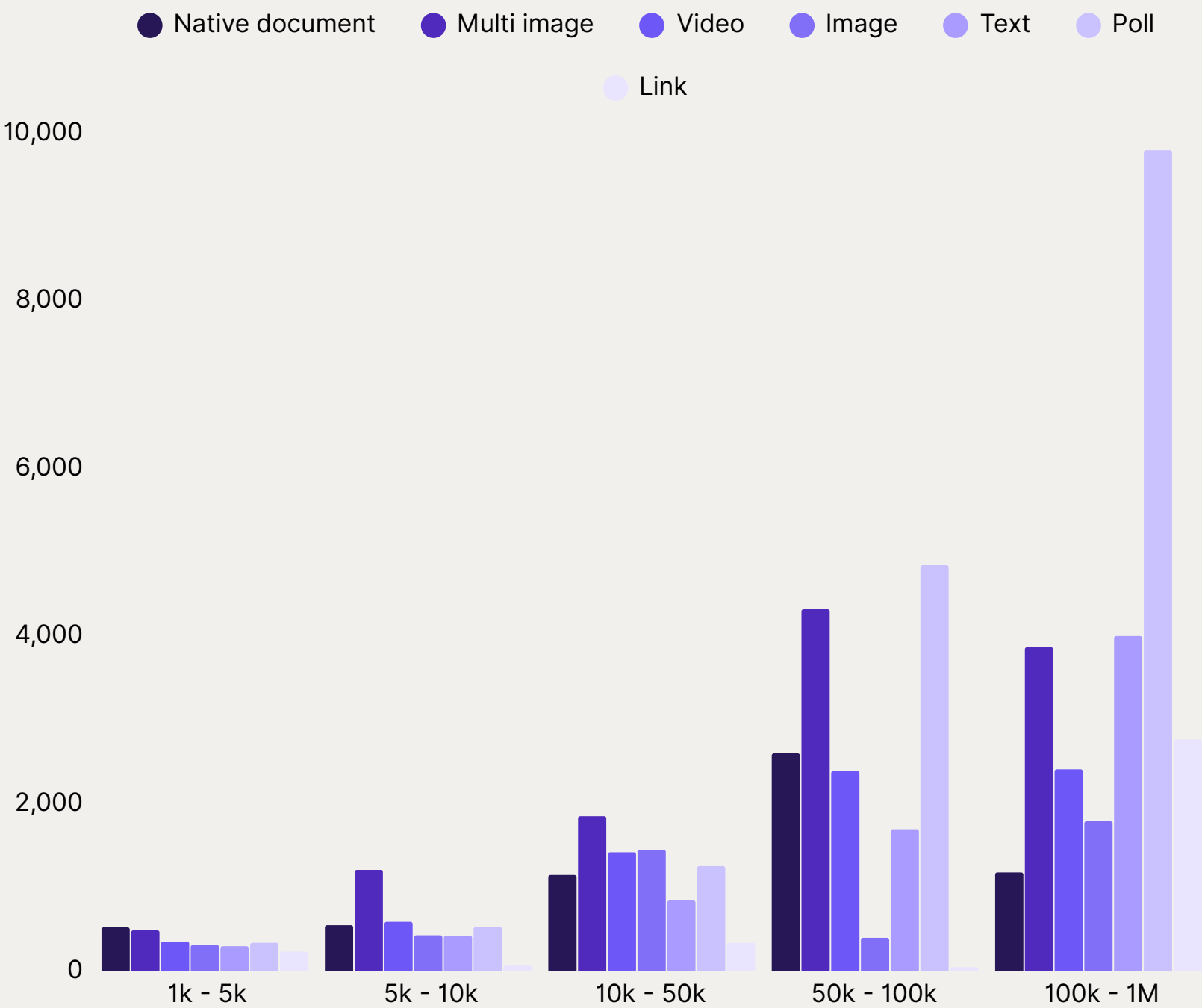
Casey Smith, Senior Social Media Manager, Slack

I think in an age dominated by fast-moving video content, multi-image posts, or carousels, seem to engage audiences because they satisfy a part of the brain that is always looking for MORE. People want storytelling, context, and additional layers of information, not just a single image or insight. Carousels allows the poster to deliver content in a way that feels interactive and rewarding. Users can swipe through, uncovering new details, visuals, or messaging at their own pace. This sense of discovery keeps them engaged for longer than a single post might, and encourages more interaction through likes, saves, and comments.

Ivy Mullins, Social Media Manager, Born Social



2026 LINKEDIN AVERAGE IMPRESSINS PER POST



**AVERAGE IMPRESSIONS
FOR LARGE ACCOUNTS**

9759

**Multi-images work better for small
accounts and polls for larger ones**

Source: Socialinsider data
Data range: Jan 2025 - Dec 2025

STRATEGIC TACTICS TO GET MORE IMPRESSIONS

- **Diversify content formats for reach:** Alternate between carousels, polls, and videos, as the data shows certain formats perform best at different audience sizes—using the right format helps amplify impressions.
- **Tag relevant people and companies:** Appropriately mention industry partners, employees, and collaborators within your posts to boost discoverability and encourage shares from larger networks.
- **Encourage employee engagement:** Activate your workforce to interact with and amplify your posts—employee reactions and shares can significantly extend a post's reach beyond your direct followers.

Multi-image posts work well because they add depth to the story and naturally create curiosity. Much like turning the page in a magazine, newspaper, or book, each slide invites the user to discover what comes next. On LinkedIn, this fits well with how users browse the platform, often between tasks or during short breaks

Denisa Vlăduță, Senior Social Media Manager



In my experience, polls perform best when it's a question that the majority of your audience can answer. Meaning, I don't want to poll people about a niche topic or product that isn't yet widely adopted. Instead, create polls inspired by organic conversations you've already seen about your brand, however small. And consider using them for audience feedback - asking what they'd like to see from you. Use these learnings to shape your upcoming content.



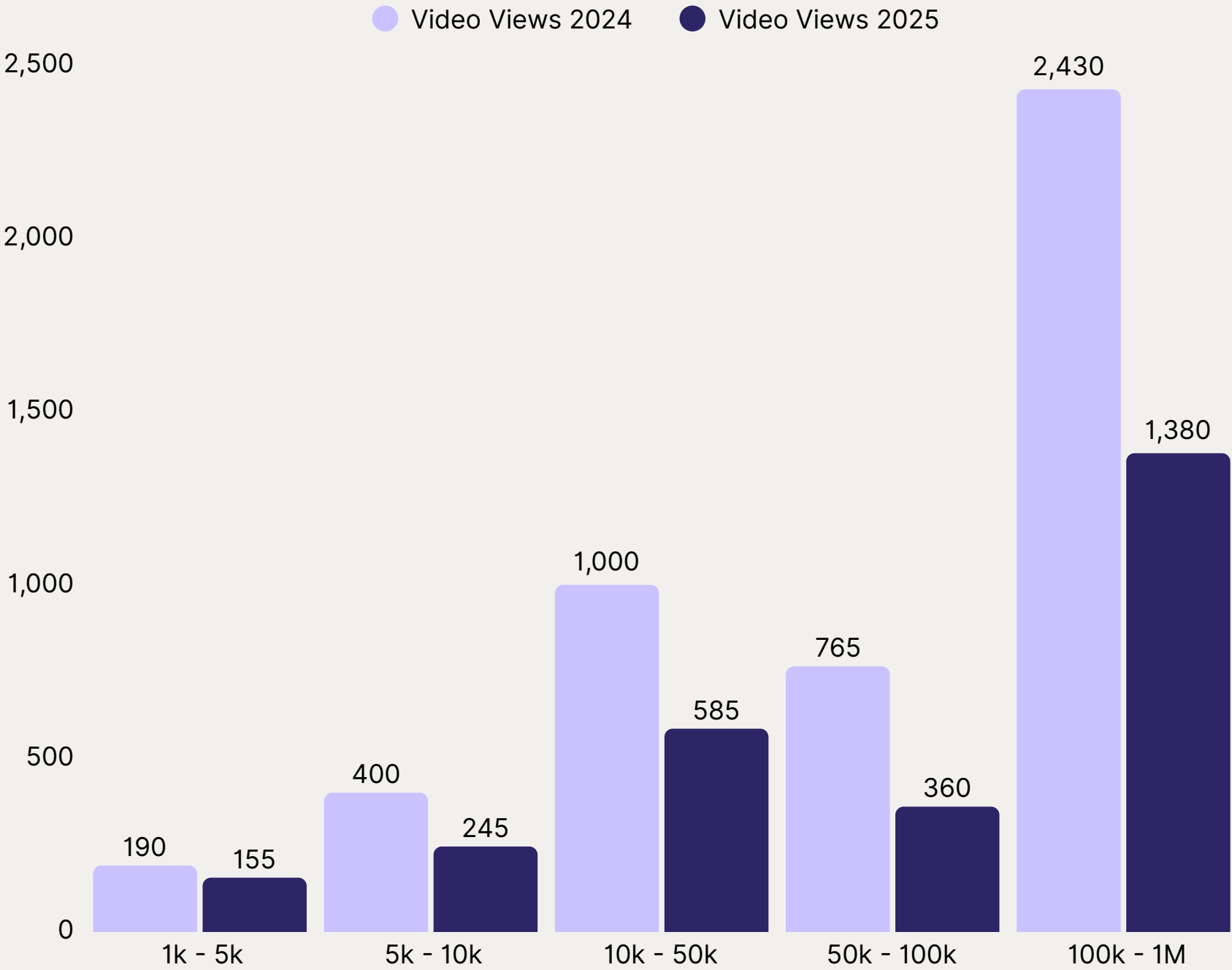
Casey Smith, Senior Social Media Manager, Slack

The rise of founder-led branding is encouraging brands to leverage their employees' personal networks as key contributors to their content ecosystem. As we see leaders share more openly about the realities of building careers and companies, the platform has naturally become a space where professionals across industries feel comfortable unpacking their own milestones and experiences. I'd expect we'll continue to see more voices take to LinkedIn to share perspectives that resonate with an audience eager to engage in professional growth and development.



Eunice Cancino, Social & Content Strategist

2026 LINKEDIN AVERAGE VIDEO VIEWS



**AVERAGE VIDEO VIEWS
FOR LARGER PAGES**

1380

**Views on LinkedIn videos have decreased
by 36% YoY**

Source: Socialinsider data
Data range: Jan 2024 - Dec 2025

STRATEGIC TACTICS TO GET MORE VIEWS

- **Pair your video with a descriptive, actionable post summary.** A strong supporting text can increase curiosity and encourage users to click play.
- **Embed captions and on-screen text:** Many users watch on mute. Adding captions and key messages ensures your content is accessible and engaging, boosting completion rates.
- **Use video to answer trending or recurring questions:** Address common industry challenges or hot topics in a video format, positioning your brand as both responsive and authoritative.

LinkedIn just isn't a video-first platform. People don't open LinkedIn to endlessly scroll like they do on TikTok or Instagram. There's no real discovery engine or FYP that pushes videos far outside your network, so the viral mechanics are very different. LinkedIn was built around professional knowledge sharing: text posts, insights, documents, frameworks. You can tell the platform is trying to add more video, but the product and the user behavior still aren't really built for it.

Julia Holmqvist, Social Media Manager, Semrush

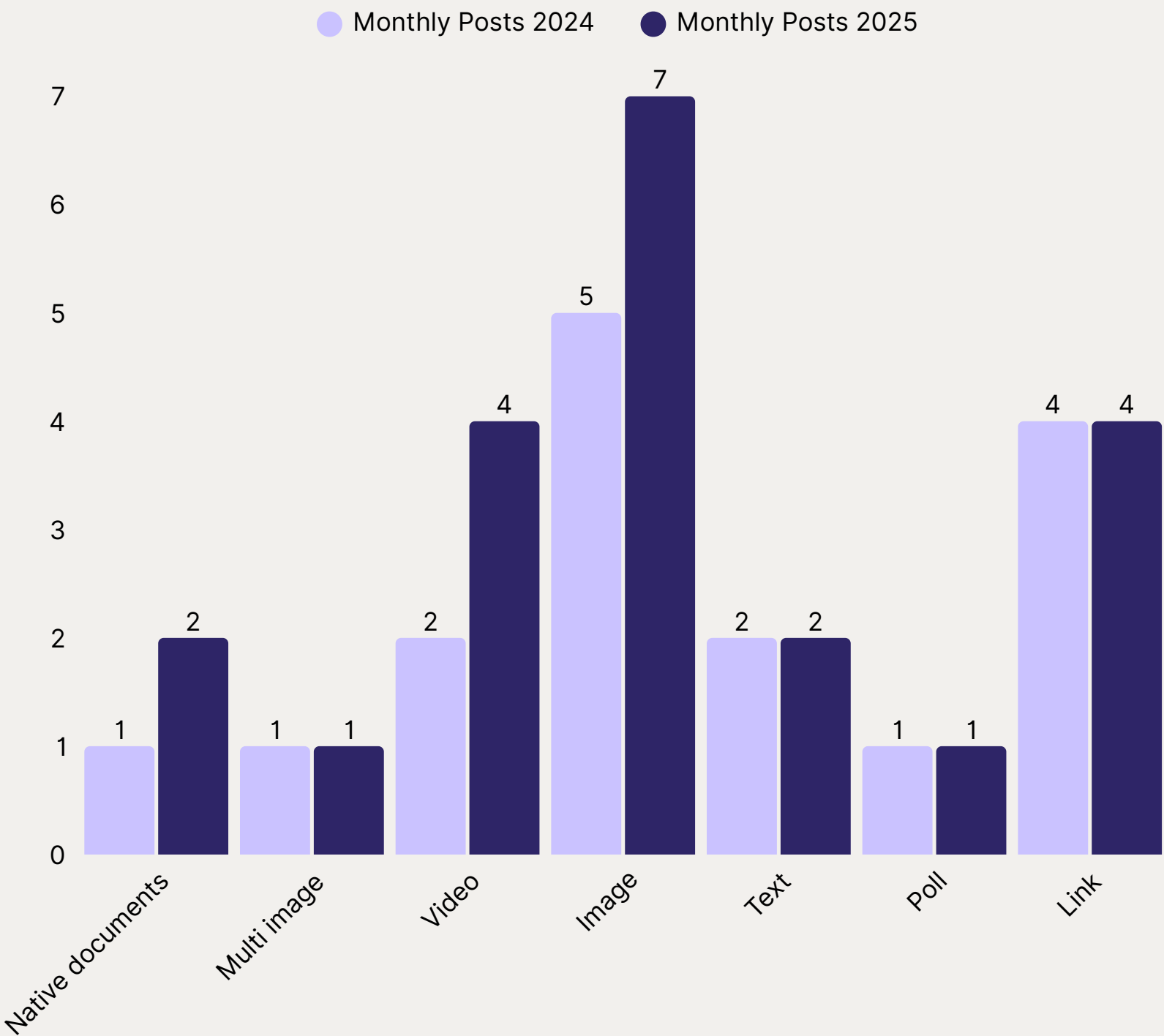


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Fernando J, Senior Content Strategist



POSTING FREQUENCY BENCHMARKS



AVERAGE IMAGES PER MONTH

7

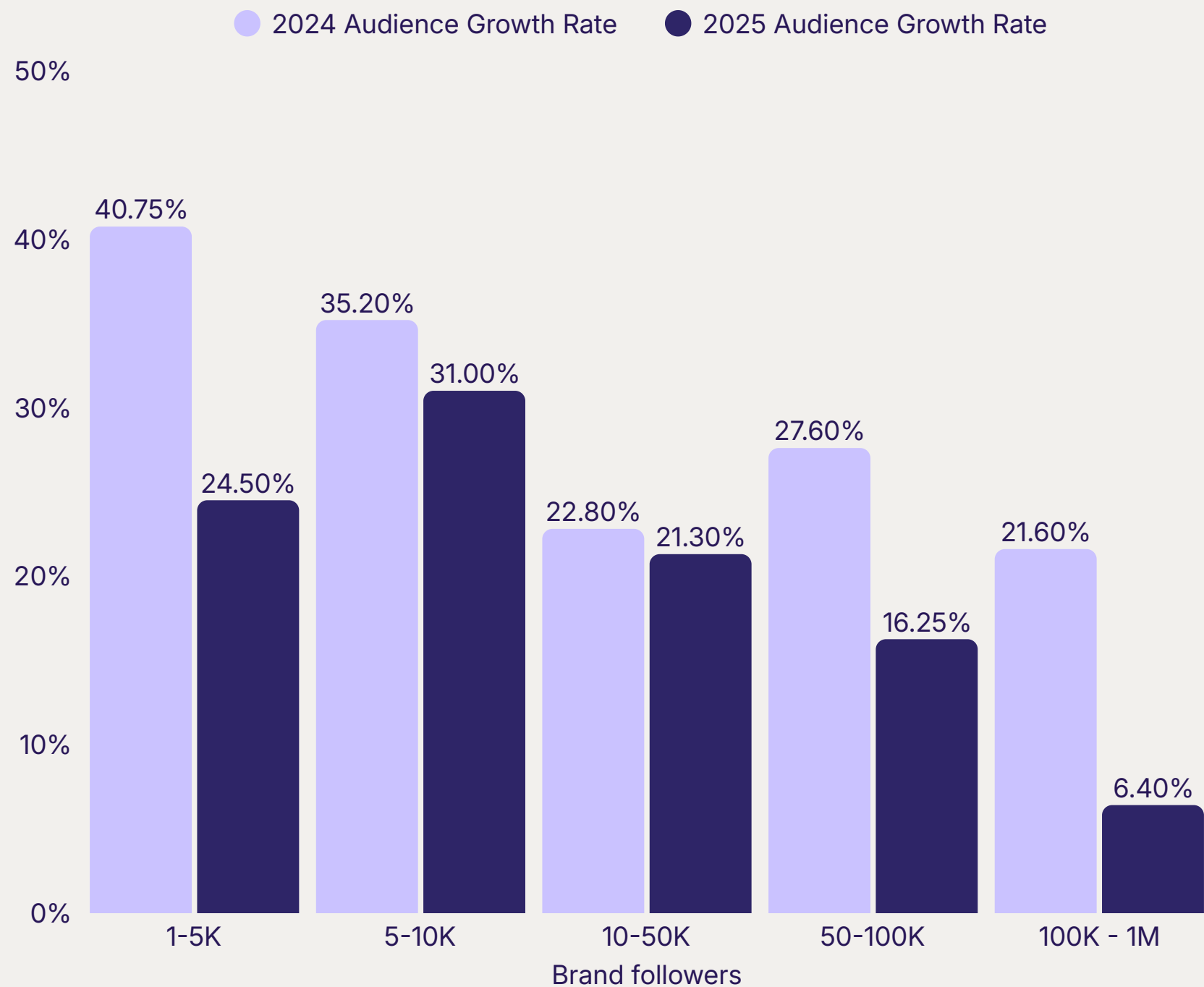
Over 2025, visual-driven content took off on LinkedIn

Source: Socialinsider data
Data range: Jan 2024 - Dec 2025

STRATEGIC TACTICS TO CREATE A HIGH PERFORMING CONTENT PLAN

- **Batch-create content in advance:** Dedicate specific days each month to create and schedule posts, making it easier to maintain a consistent, higher frequency without last-minute stress.
- **Document your processes and templates:** Create templates for different post types (announcements, tips, client stories) and document best practices, making it easy for anyone on your team to produce content quickly.
- **Maintain an 'ideas bank':** Keep a central shared document or digital board where anyone can drop potential post ideas or inspiration as they arise for quick reference and less brainstorming pressure.

2026 LINKEDIN AUDIENCE GROWTH



**AVERAGE AUDIENCE
GROWTH RATE FOR
SMALL PROFILES**

24.50%

**LinkedIn audience growth slowed in
2025, particularly for large accounts**

Source: Socialinsider data
Data range: Jan 2024 - Dec 2025

STRATEGIC TACTICS TO GROW YOUR AUDIENCE ON LINKEDIN IN 2026

- **Launch specialized LinkedIn Live events or webinars:** Host exclusive, interactive events (Q&As, interviews, industry panels) and promote them broadly—live content draws new audiences and encourages non-followers to connect.
- **Collaborate with industry peers:** Partner on co-branded posts, joint campaigns, or shoutouts with complementary brands or professionals, introducing each other's networks for organic follower expansion.
- **Offer ongoing mini-series or expert tips:** Start a weekly or bi-weekly educational series with practical advice, giving visitors a recurring reason to follow so they don't miss the next installment.

I attribute this slowdown to 'career as content' increasingly becoming a normalised content topic across mainstream social channels, with users integrating their work achievements, career stories and thought leadership onto platforms that were once reserved for personal life highlights. The rise of employee-generated content has blurred the lines between acceptable and avoidable when it comes to posting about the workplace, with audiences even finding and landing jobs in their own For You Pages or Feeds on platforms like TikTok and Instagram. LinkedIn's monopoly as the online careers hub is fading, as career conversations and opportunities exist across other social platform giants and users no longer have to flood to the platform as the single source.



Bronte Chandler, Associate Director of Social Media, Born Social



Leader in social media analytics category

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METHODOLOGY

The findings of this study were based on the analysis of 1.3M LinkedIn posts, collected from 16,645 LinkedIn business pages with an active presence between January 2025 - December 2025.

The content formats references in this analysis consist of the following:

- Native documents: the type of post consisting of a PDF uploaded directly on LinkedIn that is similar to a carousel.
- Multi images: the upload of multiple photos at once, displayed similarly to an album.
- Text posts: LinkedIn posts consisting of a block of text.
- Polls: open for voting questions.
- Image: posts that include the upload of an image.
- Video: posts that include the upload of a video.

METHODOLOGY

We define LinkedIn metrics as follows:

- Engagement rate by impressions: how many people interacted with your LinkedIn posts from those who watched repeatedly. It is calculated by dividing your engagement by impressions, then multiplied by 100. This is the same formula LinkedIn uses.
- Average impressions per post represents the number of impressions a post receives on average.
- Average views per video stands for the average number of views a video gets, on average.
- Average number of posts per month: how many posts pages post on average on LinkedIn.