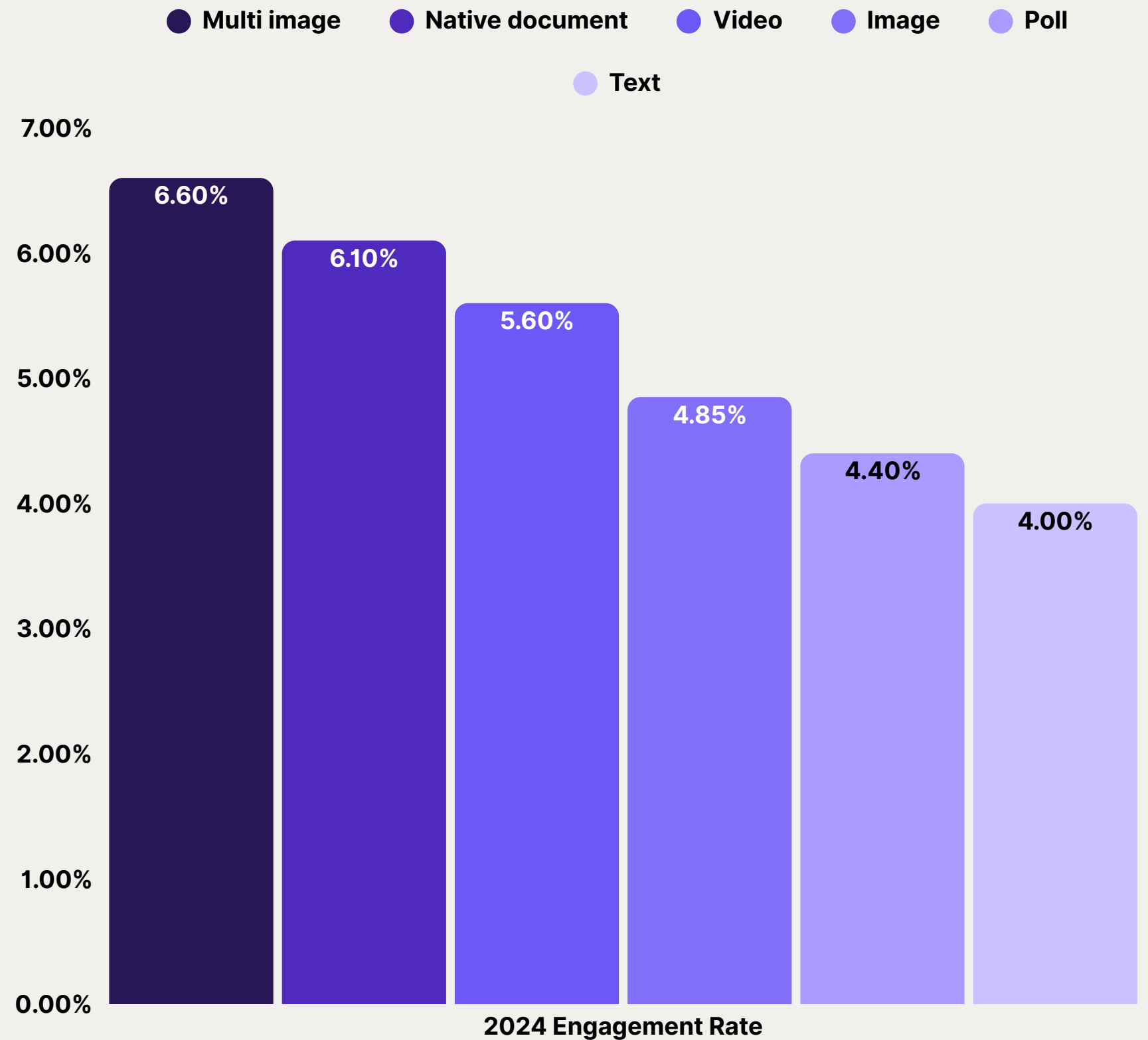


2025 LINKEDIN BENCHMARKS

Content performance data, engagement metrics, audience growth insights.



EXECUTIVE SUMMARY

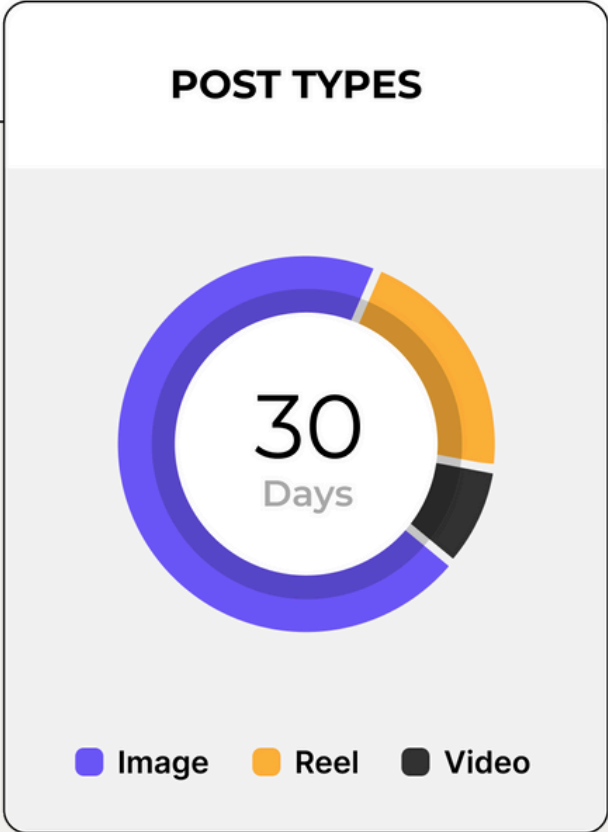
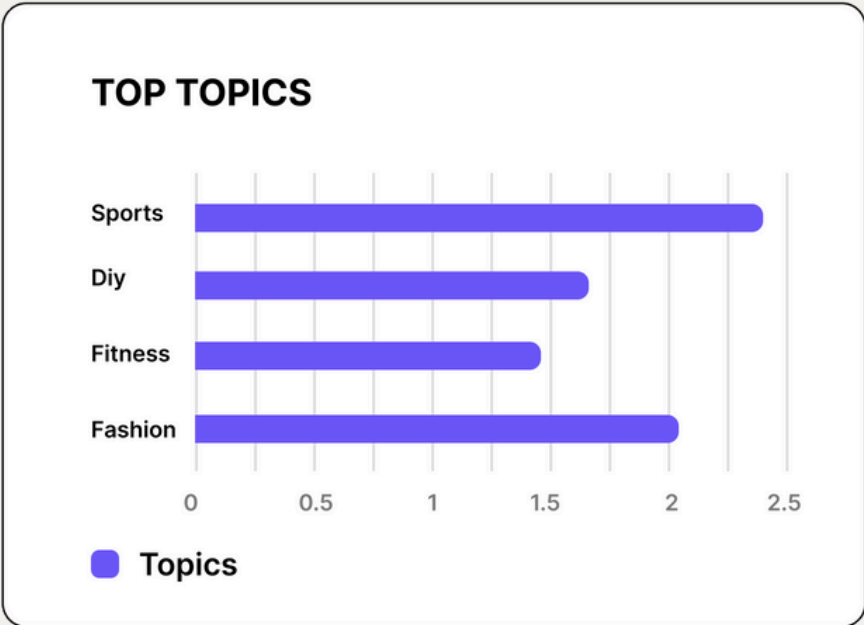
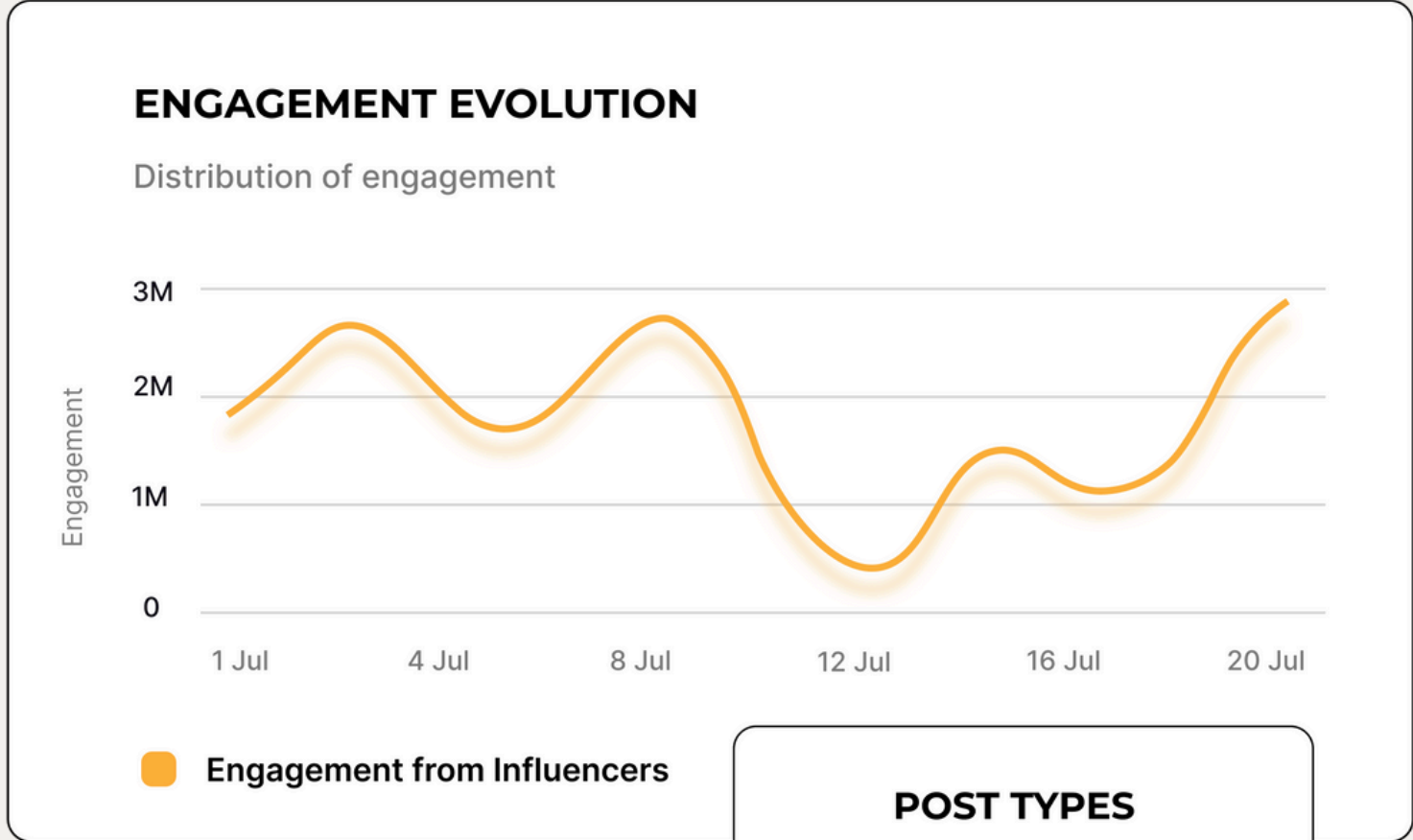
- LinkedIn's average engagement rate by impressions stands at 5.00%, scoring a 30% increase YoY.
- Multi-image posts are the most engaging type on LinkedIn, with an average engagement rate of 6.60%. Native documents follow with a 5.85% engagement rate per post, and videos have a 5.60% engagement rate per post.
- Multi-image posts is the format type that drives the highest number of likes.
- Polls generate the highest number of impressions, being a great post option for this objective.
- On LinkedIn, 32% of the brand's posts consist of images and 30% of links.
- Over the last year, brands have started to shift their content strategies and bring more diversity in their LinkedIn post formats, increasing their usage of videos (by 8%), polls (by 55%), and text posts (by 18%)
- Brand pages with more than 100K followers on LinkedIn can get up to 2K views per video.



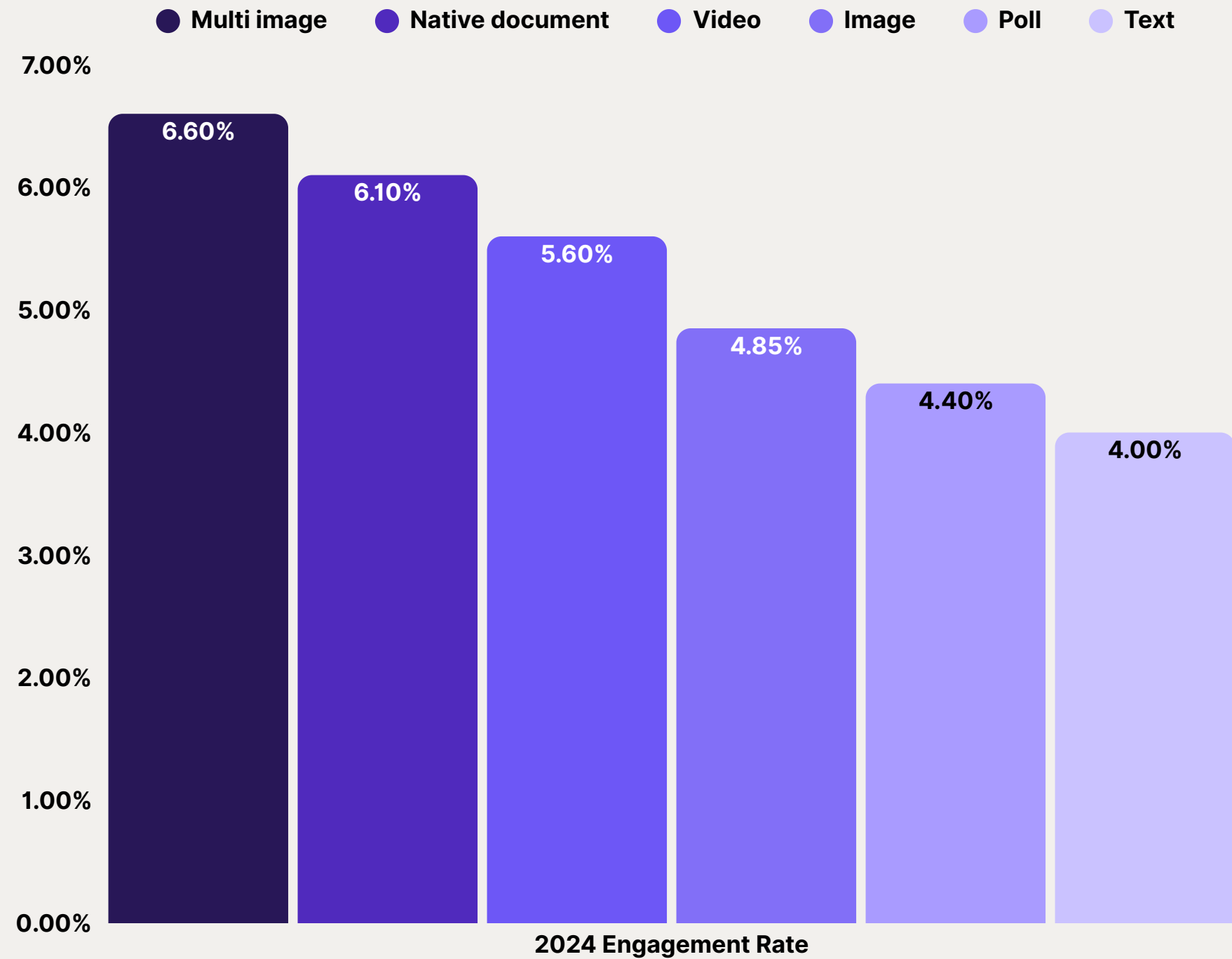
Get in-depth data and competitor benchmarks for your Industry!

Analyze your social media performance and see where you stand against your top competitors.

[Request a demo](#)



LINKEDIN ENGAGEMENT BENCHMARKS



**MULTI-IMAGE POSTS
ARE THE MOST
ENGAGING**

6.60%

**Native documents follow with a 6.10%
engagement rate per post.**

STRATEGIC TACTICS TO BOOST ENGAGEMENT

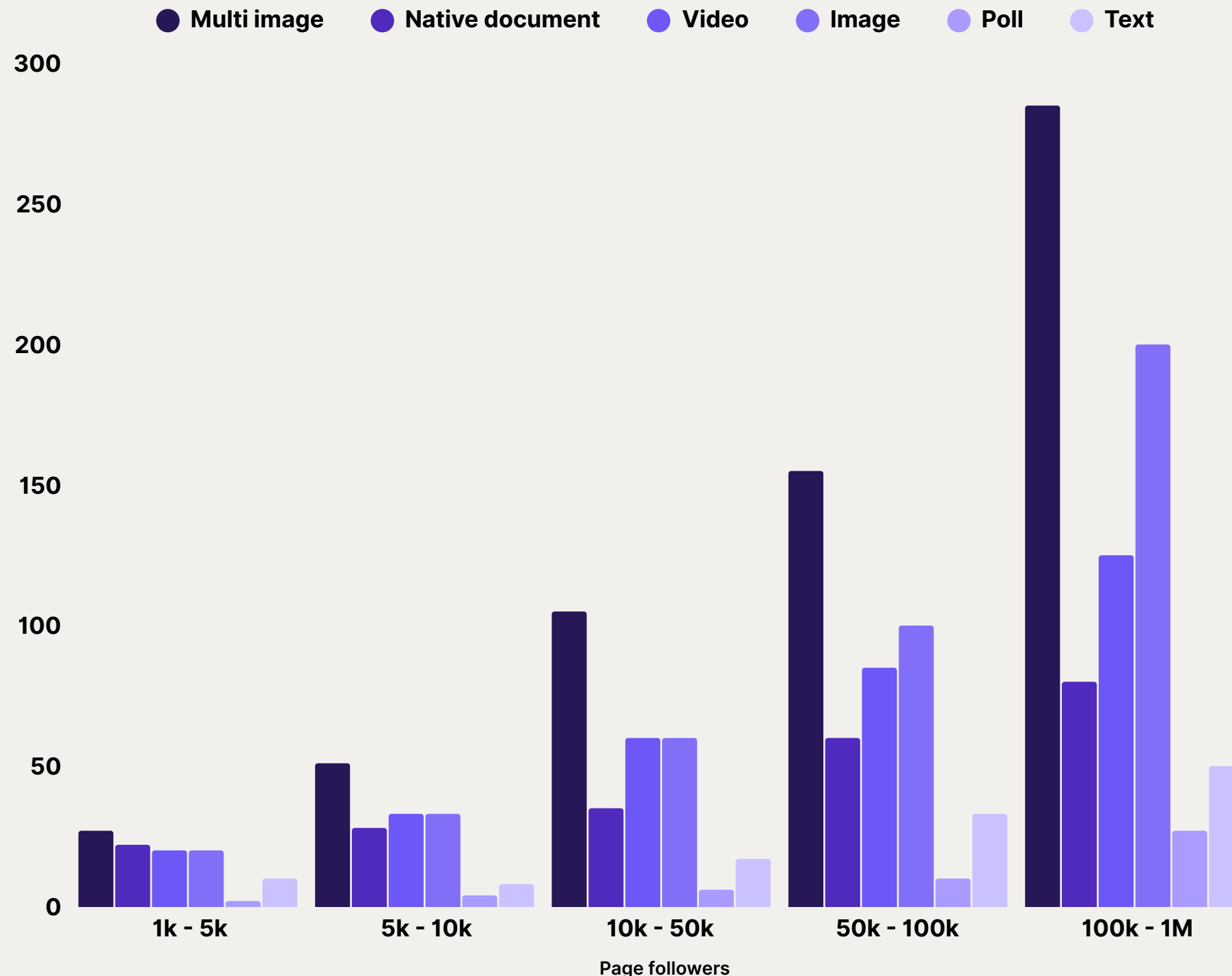
- **Prioritize multi-image posts and native carousels.** These formats give you real estate to tell a story, break down concepts, or showcase step-by-step value. They naturally encourage swipes, which signals engagement to the algorithm.
- **Start using native video—strategically.** Don't just post a video because it looks good. Give it a hook in the first 3 seconds. Add subtitles. Keep it under 90 seconds. Videos have the third-highest LinkedIn average engagement rate in 2025 and are the most shared format—so if you're not using video, you're leaving reach on the table.
- **Don't neglect polls—but use them with purpose.** Generic questions won't cut it anymore. Frame polls around hot takes, trends, or internal industry debates. They're not just for impressions anymore—they're earning real engagement and a great instrument for research.
- **Stop over-relying on link posts.** They're still common, but their average LinkedIn engagement rate is dragging behind. Instead, repurpose blog content into carousel posts or short-form videos that lead users to the link in the comments.
- **Mix post types strategically.** The most successful brands are not limited to a single format. They use multi-image and video as anchors and sprinkle in polls and carousels to mix up engagement styles throughout the month.

Increasing your brand presence in 2025 on LinkedIn will come down to having a **more authentic, human approach to using the platform**. Sharing stories and experiences rather than faceless graphics, stats and conference updates and creating deeper and more **genuine connections with your audience**.

Katie Brown, Founder at Five Social UK



LINKEDIN'S AVERAGE LIKES



**MULTI-IMAGE POSTS
GET THE MOST LIKES**

285

**Multi-image posts get the most likes
across all page sizes, averaging 285 likes
for large profiles.**

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

STRATEGIC TACTICS TO GET MORE LIKES

- **Build out multi-image storytelling.** Introduce a problem, tease the insight, then deliver the punch.
- **Pair strong captions with scrollable content.** Don't just upload images—contextualize them. A compelling hook in the caption boosts click-through into the image gallery, which increases the chance of a like.
- **Make videos native, short, and human.** While video likes trail multi-images, they still punch above their weight—especially if you hook viewers fast and keep it under 90 seconds. Behind-the-scenes, founder clips, and quick tips are all formats that perform.
- **Push engagement in the first hour.** LinkedIn's algorithm loves early traction. Encourage your internal team to like and interact with posts when they go live. That quick momentum can snowball your reach.

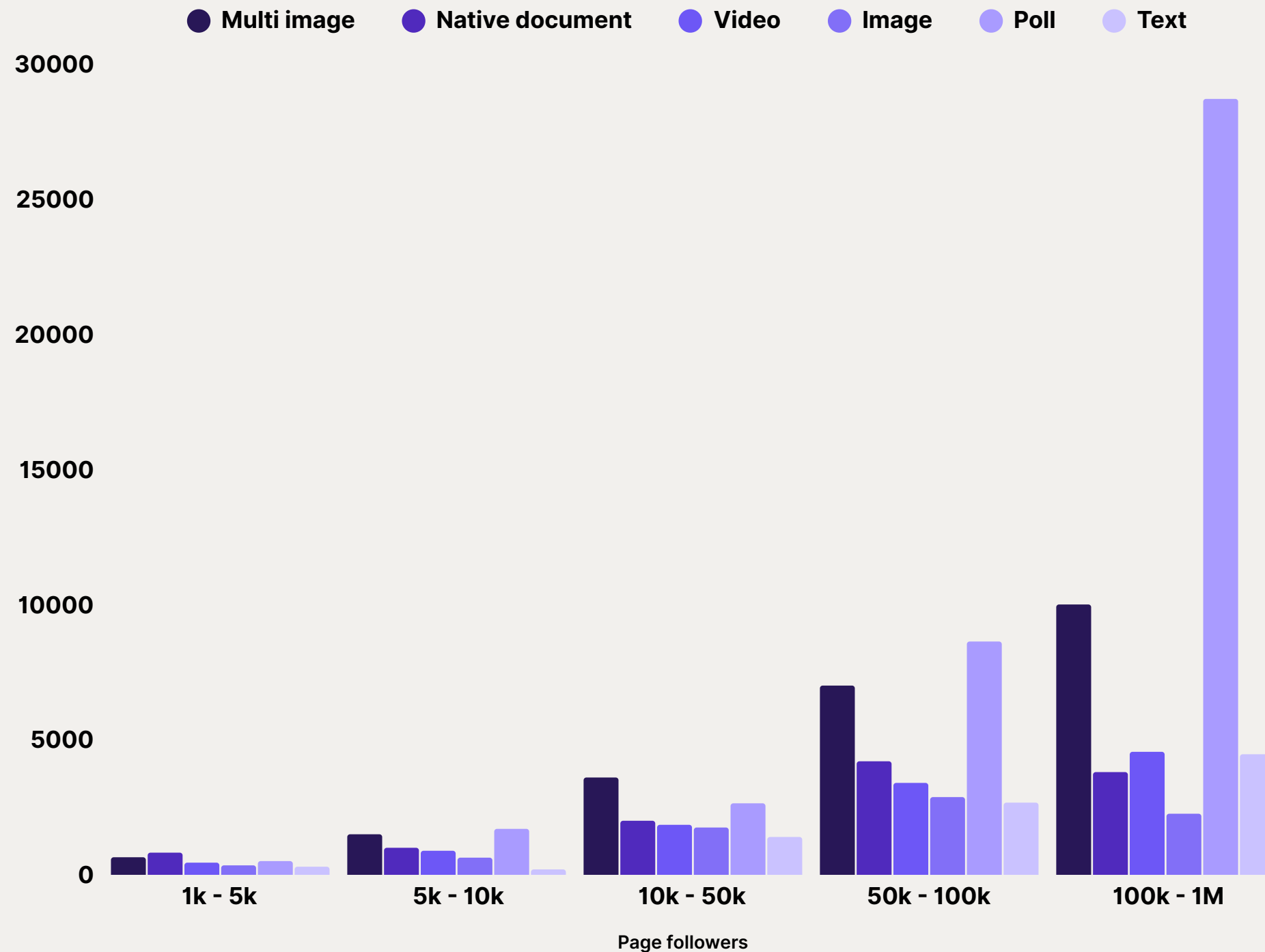
Stop feeling above crafting a well-rounded social strategy. B2C brands often get the reputation of being able to have the most fun, **but B2B brands can also partake.**

It takes figuring out your community and how you can best engage them. If there is a trend happening that makes sense for your brand, create content around that. **If there is a meme that is relatable to your brand and community, post that!**

Jada S, Senior Social Media Manager



LINKEDIN'S AVERAGE IMPRESSIONS



POLLS GET THE HIGHEST NUMBER OF IMPRESSIONS

Polls generate the highest impressions on LinkedIn, with the largest pages seeing the strongest impact.

STRATEGIC TACTICS TO BOOST YOUR IMPRESSIONS ON LINKEDIN

- **Use polls strategically (but don't abuse them).** Yes, they're impression magnets. But that only works if they ask real questions. Think industry trends, controversial opinions, social media research or light-but-relevant takes.
- **Use the caption to set the stage.** A great poll isn't just about the question—it's about the context. Use the caption to share a quick insight, drop a stat, or challenge a norm. Then ask for the vote. Treat it like a micro-thought leadership post with a call to action baked in.
- **Ditch plain text posts unless you plan on saying is truly valuable.** If you're going text-only, go bold. Share a strong opinion, an emotional moment, or a surprising insight. Otherwise, it's just noise—and the algorithm knows it.

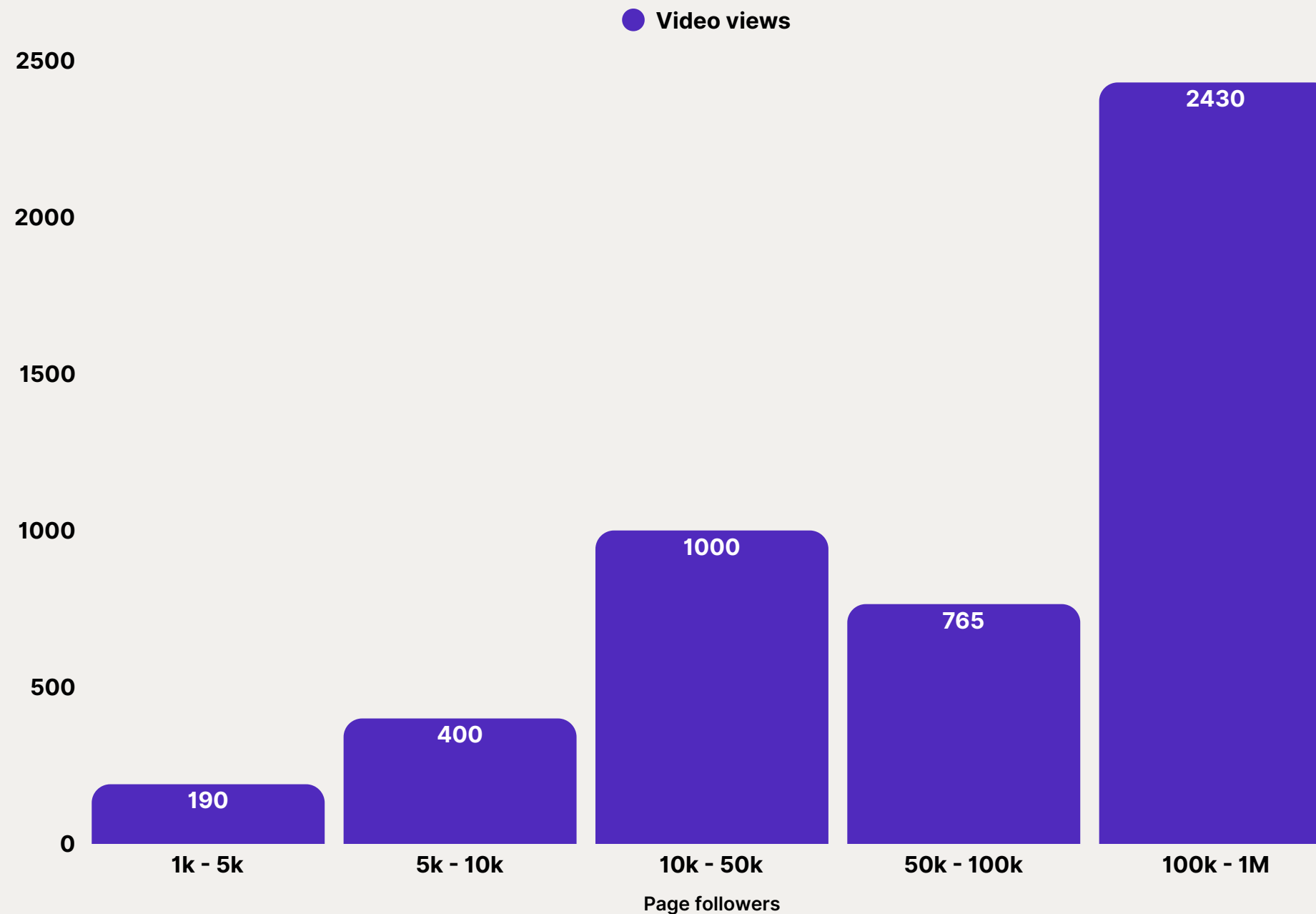
Brands can't afford to 'wing' socials anymore.
They need to examine their holistic strategy, values, and how consumers interact with them to make sure they aren't drowning in a sea of noise.

Chasing virality isn't a goal anymore; *consumers expect to be prioritised and brands need to focus on connecting with them at a deeper level.*

Magali Mas D'Amato, Social Media Consultant



LINKEDIN VIDEO VIEWS



LARGER BRANDS GET THE MOST VIDEO VIEWS

2430

Pages with more than 100K followers are getting on average 2.4K views per video, while pages with less than 5K followers gain on average 190 views per video.

STRATEGIC TACTICS TO BOOST YOUR VIDEO VIEWS ON LINKEDIN

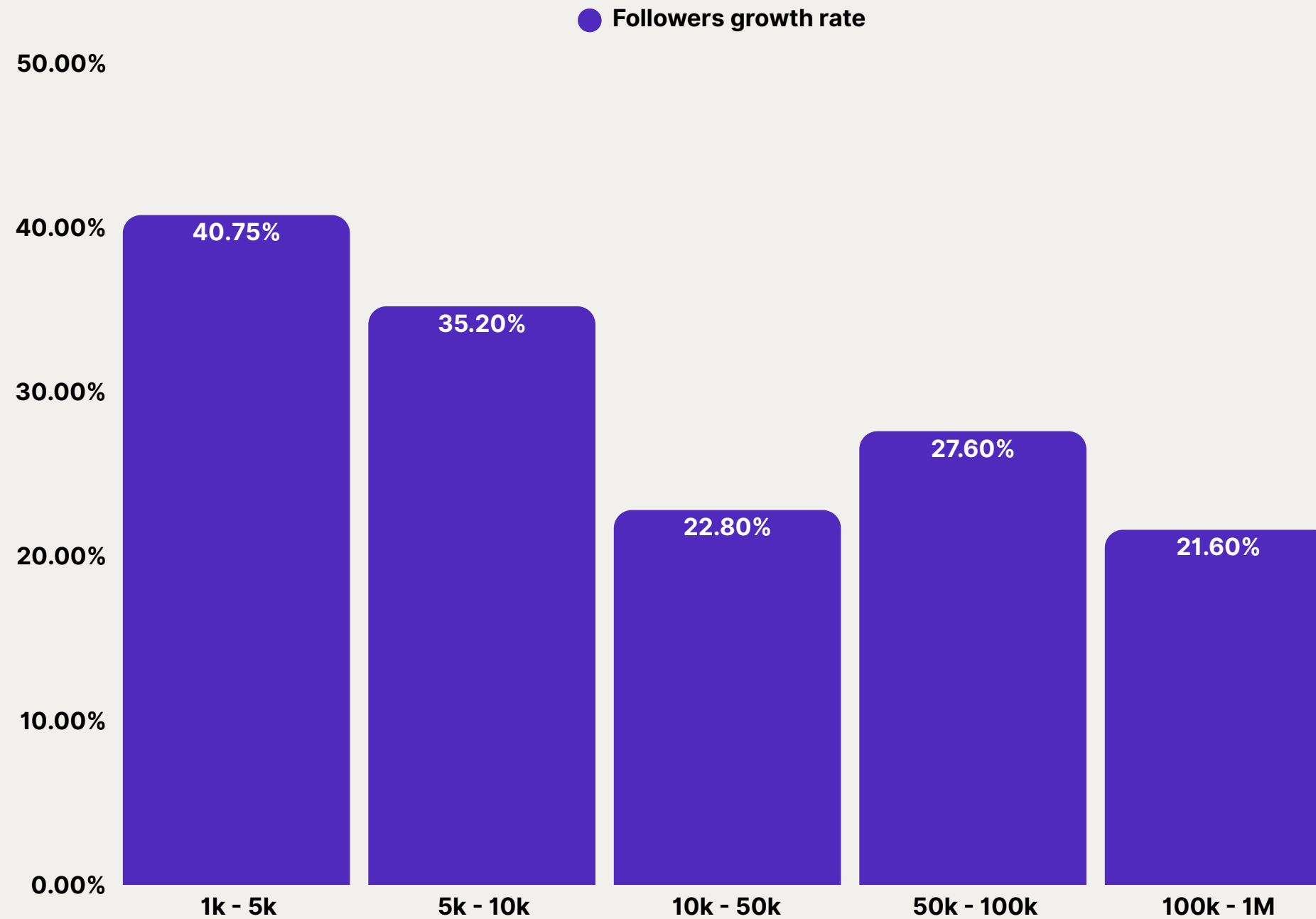
- **Start with the hook—always.** If your first three seconds don't stop the scroll, you've already lost. Open with a bold question, a surprising stat, or a direct statement. That's how you make people pay attention.
- **Make it personal, not promotional.** People don't share or watch ads—they engage with stories, lessons, and insights. Shift from “Here's our product” to “Here's what we learned launching our product.” Shift from pitch to perspective.
- **Go short, sharp, and real.** Forget long intros or fancy transitions. Keep it under 60 seconds. Use captions. Speak directly to the camera.
- **Bring your C-level on LinkedIn.** Whether it's your founder, your head of content, or brand advocates—human faces drive more engagement and watch time than logos, motion graphics, or stock footage. People connect with people.

*In 2025, B2B brands can increase their brand presence by focusing more on thought leadership content. This can be through video content whether **short vertical video content or long video content**. While at it brands need to be consistent, be authentic and focus on content that is engaging and adds value.*

Egline Samoei, Digital Marketing Strategist



LINKEDIN FOLLOWER GROWTH



YOY GROWTH RATE FOR SMALLER ACCOUNTS

40%

Smaller LinkedIn pages (1-5K followers) experience the highest growth rate at **40.75%**, while larger pages (100K-1M) grow at a slower pace of **21.60%**.

STRATEGIC TACTICS TO INCREASE YOUR FOLLOWER BASE

- **Use high-impession formats to feed discovery.** Remember how successful polls are in generating impressions and how videos increase shareability? Well, that's a great starting point for you. The more people see your content, the more likely they are to follow your page. Lead with formats that get traction, and make sure your brand story is clearly represented in every post.
- **Create a shareable brand voice.** The pages that grow fastest aren't just informative—they're distinctive. Having a clear tone makes your content more memorable—and more followable.
- **Highlight employees as content creators.** Encourage your team—especially leadership and subject matter experts—to create original content and tag the company page. Their networks are often untapped gold mines for brand visibility. The more you activate internal voices, the more organic discovery happens.

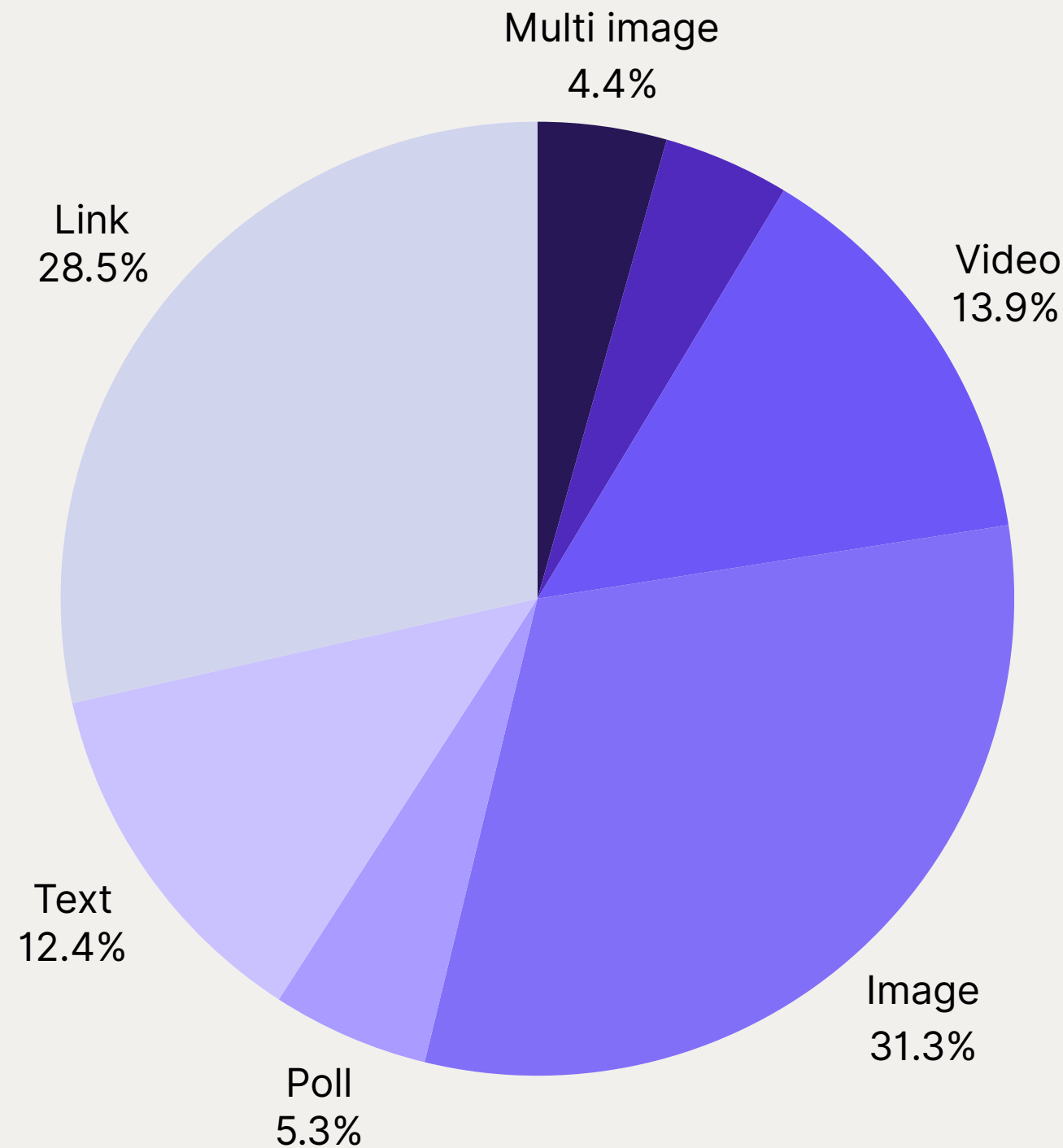
*In 2025, more so than at any other time, the value of human connection is high. By empowering their teams to use LinkedIn effectively, brands will see a huge uplift in their **brand presence on LinkedIn**.*

*If brands want to really take **their marketing seriously – and maximise their marketing budgets**, they need to be supporting and training their employees to go out on LinkedIn as their ambassadors from their personal profiles*

Sarah Clay, Corporate LinkedIn Trainer



2024 LINKEDIN POSTING VOLUME

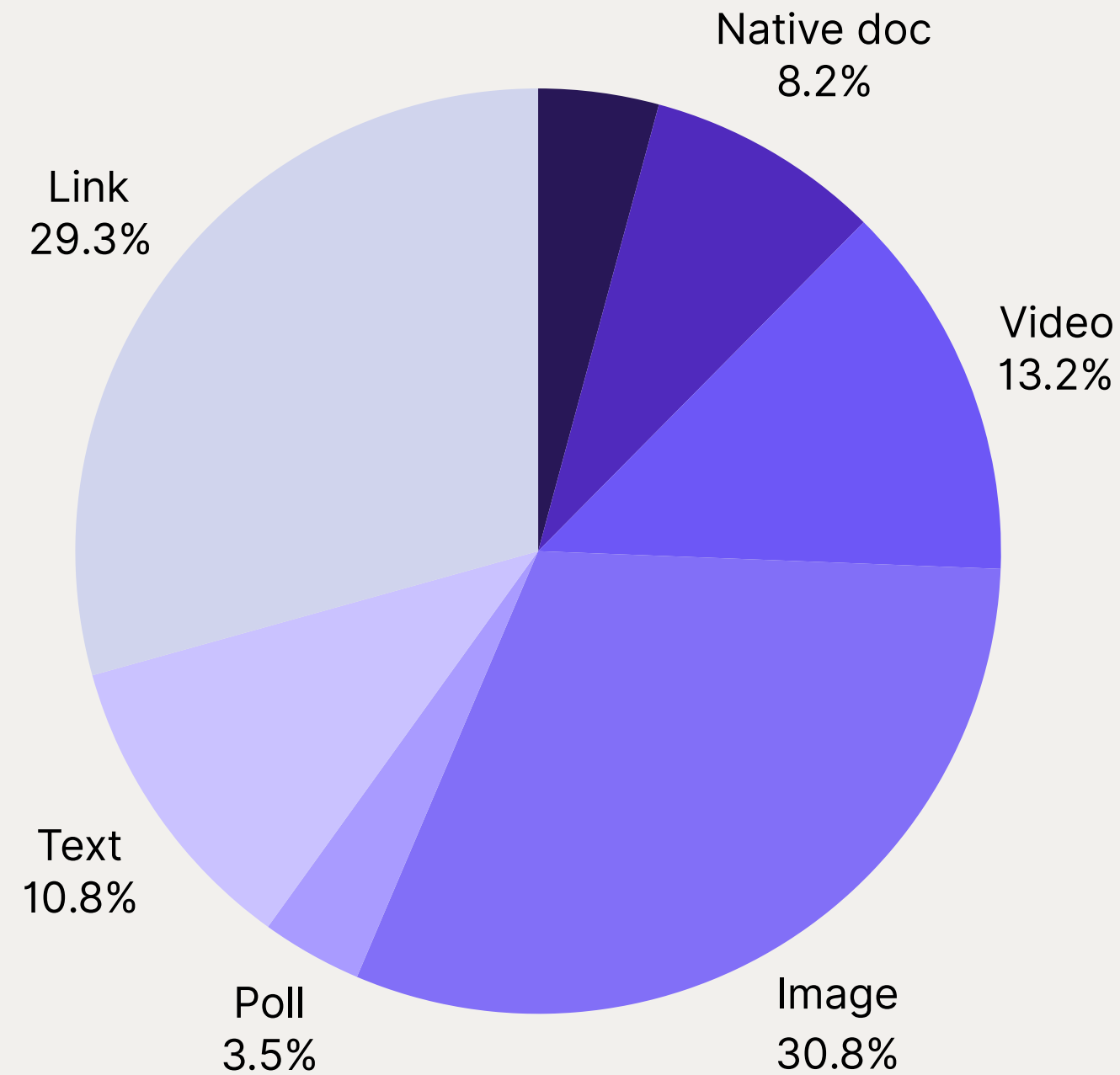


BRANDS POST MOSTLY IMAGES

30%

of the brand's published content consists of images, while 28% of link posts.

2023 LINKEDIN POSTING VOLUME



BRANDS USED TO PUBLISH LESS VIDEOS, POLLS AND TEXT POSTS

Videos scored an 8% increase in usage, Polls have seen a 55% increase in usage and text posts gained an 18% increase in usage.

STRATEGIC TACTICS TO IMPROVE PERFORMANCE ON LINKEDIN

- **Turn one idea into multiple formats.** Instead of creating 15 separate ideas, start with 4–5 strong insights and repurpose each one. Turn a blog post into a carousel, a short video, a poll, and a mini image quote. This way, you scale output without burning out on ideation.
- **Balance quick wins with high performers.** Image and link posts are fast, but should be used as supporting content—not the foundation. Anchor your calendar with formats that drive strong engagement, then use lighter formats to fill gaps or amplify key messages.

*Remember that employees with strong personal brands are an asset and **not a liability**.*

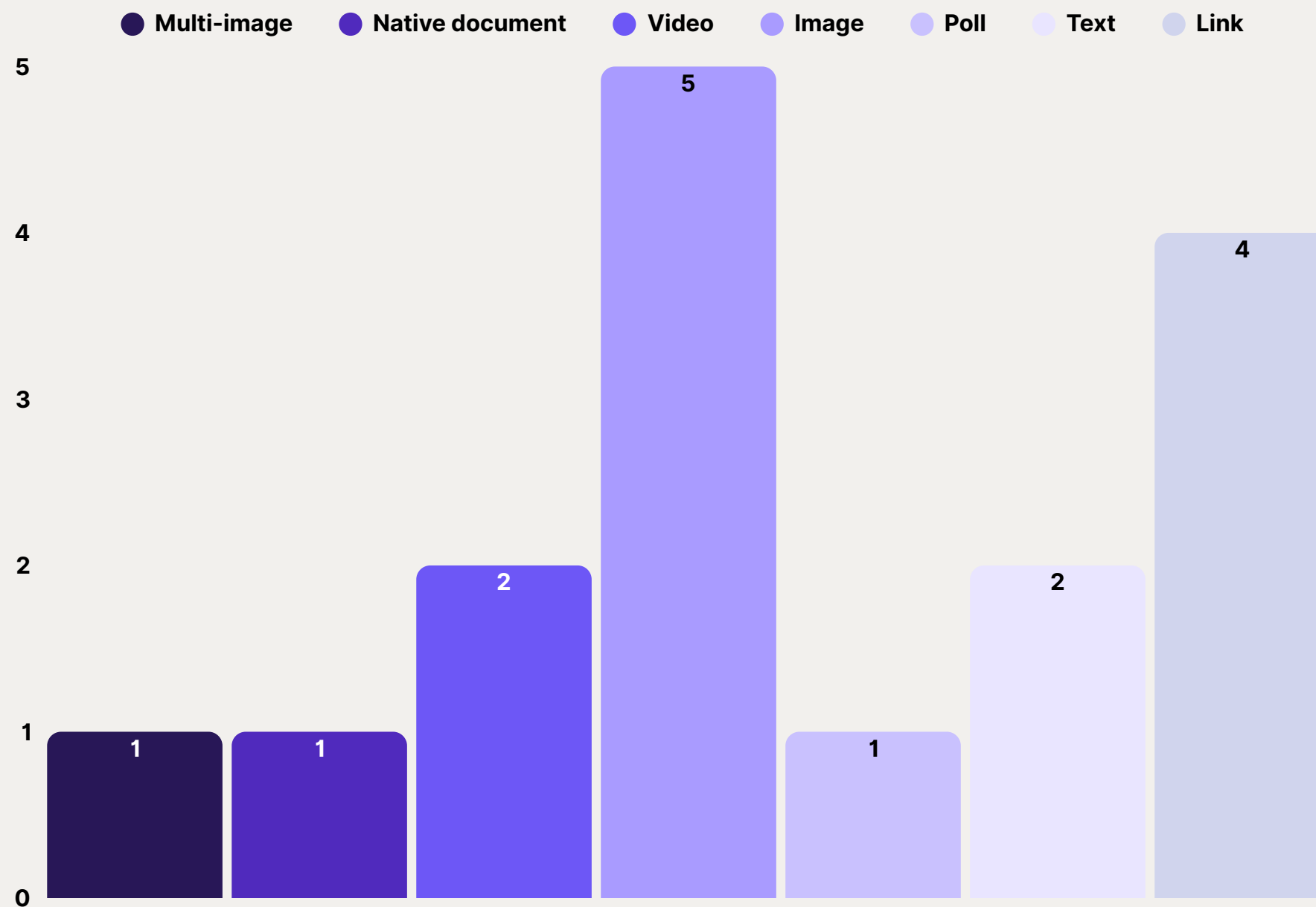
Allow them to be advocates for your brand in a way that is honest, human, and authentic.

*Don't simply give them canned corporate language to cut and paste on LinkedIn, but allow them to share their **honest thoughts and insights** into your industry.*

Jon-Stephen Stansel, Social Media Consultant



LINKEDIN POSTING FREQUENCY



BRANDS' AVERAGE NUMBER OF IMAGES POSTED PER MONTH

5

Besides images, brands post mostly links (4x/month) and text (2x/month), while polls, documents, and multi-image posts are the least frequent (1x/month).

STRATEGIC TACTICS TO IMPROVE PERFORMANCE ON LINKEDIN

- **Use analytics to shape your cadence.** Look at your performance per format, not just per post. For example, if video consistently outperforms but you only post it once a month—scale it up.
- **Shift one image post per week into a high-performing format.** Replace a standard image or link post with a multi-image or native document.. Even small changes in format mix can create major lifts in impressions and engagement.

For successful LinkedIn marketing I recommend **Influencer partnership** sponsored posts boosted by company thought leadership ads - this is a very effective way to **leverage the organic reach** and clout of a popular thought leader in your niche to forward your brand image, at the same time.

Emilia Korczynska, VP of Marketing at Userpilot, co-founder at ZenABM





Leader in social media analytics category

High Performer social media analytics tool for brands and businesses - [G2 Crowd](#).

Request a demo



METHODOLOGY

THE AVERAGE ENGAGEMENT RATE PER POST (BY IMPRESSIONS)

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.

THE AVERAGE FOLLOWER GROWTH RATE

The average follower growth rate is calculated as the number of followers you gained divided by the number of followers you started with and multiplied by 100.

AVERAGE IMPRESSIONS PER POST

Represents the number of impressions a post receives on average.

METHODOLOGY

AVERAGE LIKES PER POST

Represents the number of likes a post receives on average.

AVERAGE NUMBER OF POSTS PER MONTH:

Refers to how many posts pages post on average on LinkedIn