



How often should we post on linkedin?



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Solopreneur's Marketing Basics (9)

The frequency of posting on LinkedIn depends on your goals and your audience's engagement level. Here are some general guidelines:

1. **Post consistently:** To stay top of mind with your network, it's important to post regularly. However, don't sacrifice quality for quantity.
2. **Aim for at least one post per week:** Posting at least once per week can help you stay visible in your network. If you have the time and resources, you can post more often.
3. **Consider your audience's engagement level:** If your audience is highly engaged with your content, you may be able to post more frequently without overwhelming them. However, if your audience is less engaged, you may want to focus on quality over quantity.
4. **Test different posting frequencies:** Experiment with different posting frequencies to see what works best for you. Pay attention to metrics like views, likes, and comments to see how your audience is responding.
5. **Focus on providing value:** Ultimately, the most important factor in LinkedIn posting frequency is providing value to your audience. Focus on sharing content that is helpful, informative, and relevant to your network.

Finally, one tip: Vary the type of content you post. Keep it alive. Mix text, images, charts, videos...