

# "The **LinkedIn** Algorithm Changed"

Here's How Founders  Adapt

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Most founders are still chasing likes & comments. But LinkedIn now rewards saves and shares.

👉 Here's how to adapt your content strategy today.

# 1. Create Save-Worthy Content

Think checklists, frameworks, and swipe files. If your post is “bookmarkable,” it wins.

# 2. Encourage Shares, Not Just Comments

Posts that spark “I need to send this to my team” travel further than vanity likes.

## 3. Storytelling > Static Tips

Founders connect with your journey. Turn lessons into stories, not just bullet points.

## 4. Links Are Back

Data shows posts with 3+ links now get 236% better reach. Don't fear linking to resources.

**But the principle didn't: value wins.**

💡 Founders: What's one change you'll make to your LinkedIn strategy this week?