

"The LinkedIn® Algorithm Changed"

Here's How Founders Adapt



- 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?