



EXECUTIVE BRIEF / FORMATS

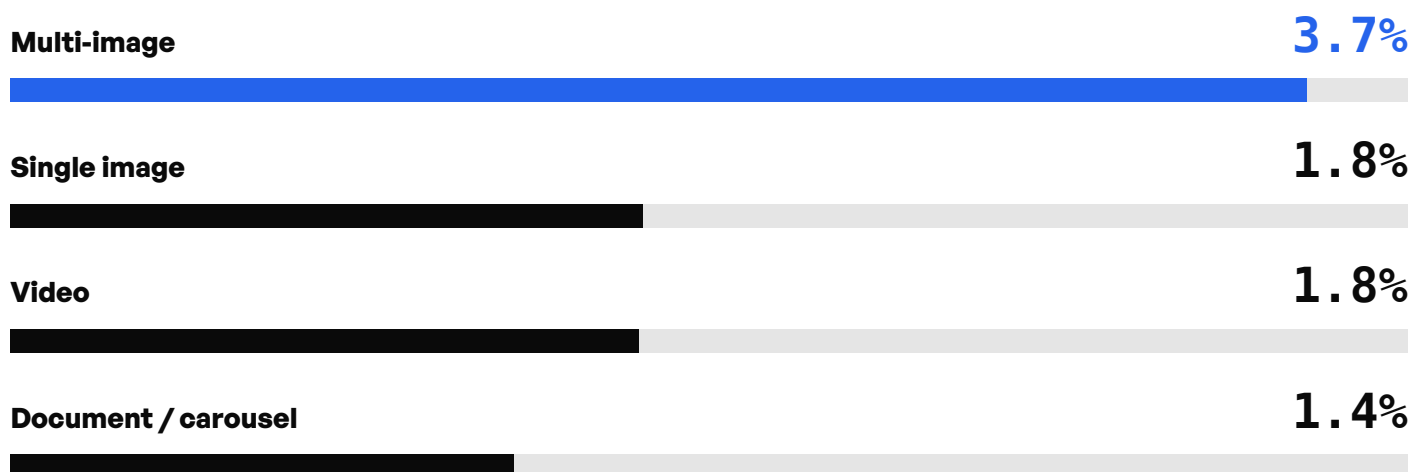
LINKEDIN.

WHAT EARNS ATTENTION?

For B2B leaders deciding what to publish. Pages 1-4: evidence brief. Pages 5-8: post notes, a test plan, and working questions.

Start with a buyer question and the evidence you can show. Then choose a format that makes the answer easier to understand.

Reported personal-profile engagement rate



"Now, we're seeing that just because a format becomes more amplified doesn't mean it is most effective."

Juan Pablo Tejela / [CEO and co-founder, Metricool](#). [Original source](#).

JAC takeaway: Compare impressions and engagement separately. Neither establishes that the reader was a qualified buyer.

Parent study: 673,658 posts / 63,108 connected accounts. Jan-Feb 2025 versus Jan-Feb 2026. Public format subgroup sizes and the formula beside these rates are unavailable. Association, not a causal format effect.

[Metricool: personal-profile results and study method](#)

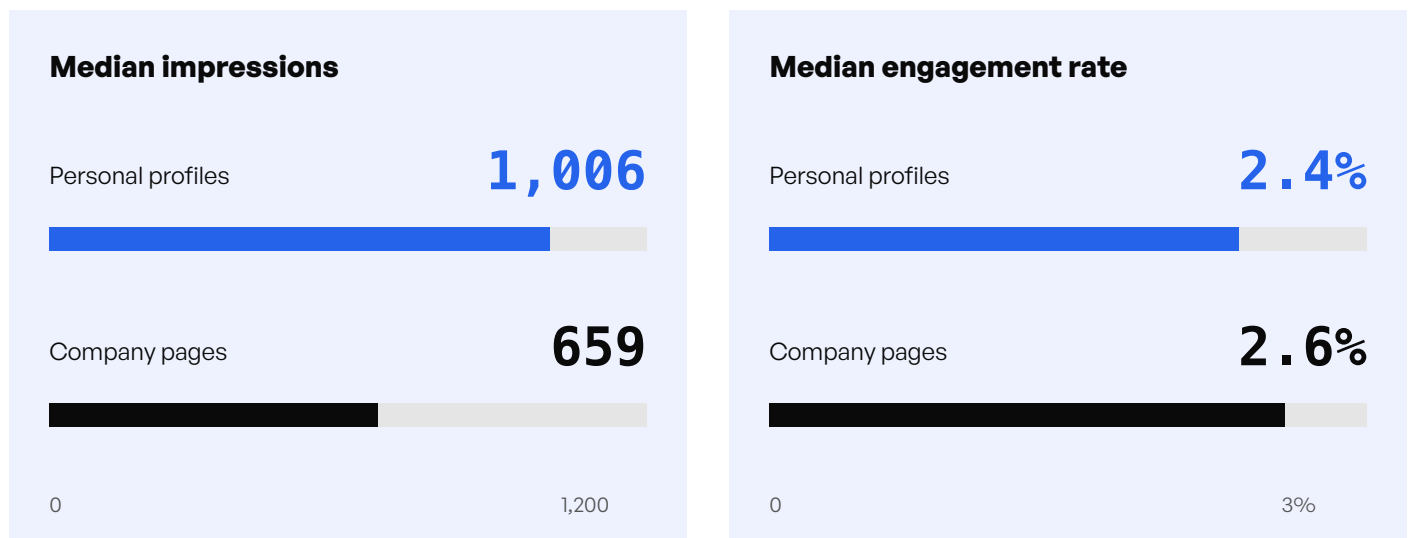


EXECUTIVE BRIEF / ACCOUNT CONTEXT

MORE IMPRESSIONS.

A LOWER ENGAGEMENT RATE.

The same filtered dataset gives personal profiles and company pages different advantages.



704,259 personal posts and 189,909 company posts. July 2025–June 2026. Original posts with more than 100 impressions and engagement rate below 10%. The groups contain different posts.

Keep separate account benchmarks

Personal posts have the higher median impressions. Company posts have the slightly higher median engagement rate. Neither result measures buyer trust.

Give the leader a distinct contribution

The company can publish the evidence. The leader can explain which decision it changes. This is an editorial recommendation, not a measured distribution advantage.

[AuthoredUp: account comparison and filters](#)



EXECUTIVE BRIEF / DISTRIBUTION

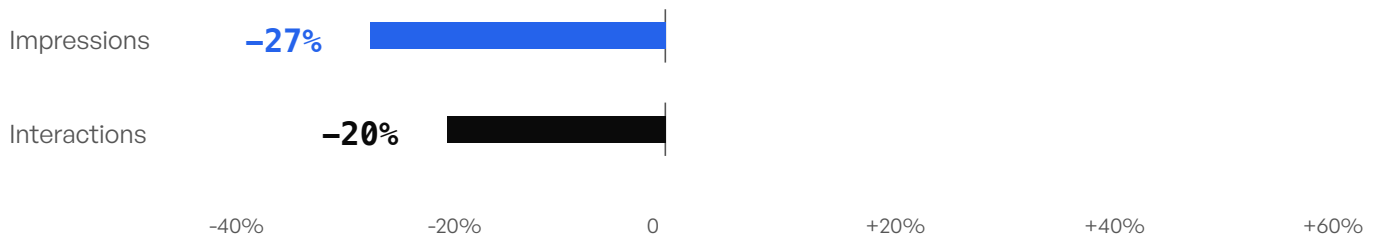
LINKS NEED ACCOUNT CONTEXT.

Reported link-post associations differ for company pages and personal profiles.

Company pages



Personal profiles



Relative differences against the publisher's account-type comparison baseline. The public summary does not supply link subgroup sizes or an adjusted model. Topic and account differences may explain part of the result.

A resource post has a different job

If the point is to help someone use a report, a visible link may be worth including even with fewer impressions. Track tagged visits and useful inquiries alongside reach.

Test within the same account

Compare similar resource posts, at fixed elapsed reporting intervals. A link-placement rule borrowed from a different population is a weak substitute for that check.

[Metricool: reported link comparisons](#)



EXECUTIVE BRIEF / CONFIDENCE

SHOW HOW YOU MAKE A DECISION.

Useful reasoning gives a buyer something to evaluate beyond a claim of expertise.

55%

of hidden decision-makers say thought leadership is an important way they vet potential vendors.

91%

associate quality thought leadership with uncovering a challenge or an overlooked need.

Edelman-LinkedIn US survey: 1,934 executives; March 17–April 3, 2025. Hidden-buyer subgroup; stated perceptions across thought leadership formats, not observed LinkedIn sales. Original PDF pages 8 and 17.

Keep these rules in perspective

Official LinkedIn guidance favors professional relevance and discourages low-substance posts, engagement bait, and inauthentic activity. It does not publish a universal two-topic limit or a winning hook formula.

Do not promise a reply or cadence lift

Buffer's open notebooks expose timing and metric limits behind reply associations, and a reach result that differs from its frequency summary. Reply when it helps the discussion; choose a cadence you can sustain.

[Edelman-LinkedIn: original survey report](#)

[LinkedIn: official feed update](#)

Dave Gerhardt

"Shrink down the focus of what you write about. What's the one topic it would be most valuable for you to be known for?" [Founder, Exit Five](#). **JAC takeaway:** Build useful posts around a buyer problem you can substantiate. [Original source](#).



POST BREAKDOWN / LARA ACOSTA

MAKE THE VISUAL EXPLAIN THE PROMISE.

JAC editorial map of an original post. All component text is paraphrased; the original attachment is not reproduced.

**Lara Acosta**

Co-founder, Kleo

Indexed snapshot: 1,532 reactions / 941 comments. Retrieved October 26, 2026; counters may be cached.

1. Reader problem

A well-written post can still attract little attention.

The opening names a familiar frustration before explaining the suspected cause. Make the problem recognizable to the intended reader without promising a fast fix you cannot support.

2. Proposed explanation

The image may be failing to make the topic clear.

The explanation gives the reader something specific to inspect. Ask whether someone who sees only the image can identify the subject and why it matters.

3. Concrete example

Pair a client-win announcement with a relevant photo.

A named pairing turns a general design tip into an editing decision. For a B2B report, a readable chart usually explains more than a decorative photograph.

4. Visual's job

Let the image and the opening explain the same story.

Choose the detail the reader should notice first. A crop, arrow, or short caption should direct attention to that detail; the body explains its significance.

Apply it: For a report post, show one readable chart and explain the decision it changes. Record tagged report visits and relevant questions alongside reactions.

[Original post / 2026-01-26](#)

Selected example, not a benchmark. Public comments can include author replies or promotional prompts. Impressions, saves, buyer quality, leads, and sales are unknown.



POST BREAKDOWN / DAVE GERHARDT

GIVE A SHORT POST A CONCRETE ARGUMENT.

JAC editorial map of an original post. All component text is paraphrased; the original attachment is not reproduced.

**Dave Gerhardt**

Founder, Exit Five

Indexed snapshot: 310 reactions / 123 comments. Retrieved October 26, 2026; counters may be cached.

1. Priority

Put customer understanding ahead of tool fluency.

The opening takes a position on a recognizable marketing decision. State a useful priority clearly enough that the reader understands what they would change.

2. Useful detail

Inspect the customer's work, constraints, and competing demands.

The questions give customer understanding a practical meaning. A founder can answer one with verified experience instead of repeating a general principle.

3. Reader application

Use one unanswered customer question as the next brief.

This is JAC's application of the post. Turn one customer question into a concrete explanation the author can support from experience or evidence.

4. Format choice

An argument can be useful without an added graphic.

The argument has one job. Add a graphic when the buyer needs a demonstration or comparison; an unrelated image would give this particular explanation more to process.

Apply it: Answer one of those customer questions with a real example. Watch for comments that describe the same problem and requests for more detail.

[Original post / 2026-08-06](#)

Selected example, not a benchmark. Public comments can include author replies or promotional prompts. Impressions, saves, buyer quality, leads, and sales are unknown.



YOUR FOUR-WEEK TEST

CHOOSE THE QUESTION. THEN CHOOSE THE FORMAT.

An editorial starting point, not an algorithm optimum or a statistically conclusive experiment.

Week 1

Choose two buyer questions. Draft a supported answer to each. Use text unless the evidence benefits from a visual.

Week 2

Show one real object: a chart, screen, or documented comparison. Explain the detail the reader should inspect.

Week 3

Revisit the most useful question with a different explanation or demonstration. Keep the intended audience consistent.

Week 4

Review the posts and responses. Compare within the same account, and choose one writing decision to test next.

Use two posts per week only if it is sustainable

This plan uses eight posts as a manageable starting batch. The number is a planning choice. Do not manufacture an experience to fill it.

Opening check

Who should recognize the decision? What will the body help them understand? What evidence can the author stand behind? Rewrite the first line after answering those questions.

Constructed example: "This chart is why I'd measure a founder's profile and the company page separately." The body must show the two metrics and explain the decision. It is not a published or measured winning hook.



WORKING SHEET AND EVIDENCE

RECORD THE RESPONSE.

KEEP THE LIMITS.

Capture each post at the same elapsed intervals, such as 72 hours and seven days. These are reporting choices, not distribution limits.

Reader and question

Who is the intended buyer, and which decision does this post help them make?

Evidence and format

What real source or artifact supports the claim? What does the format make easier?

Primary response

Choose the job before publishing: substantive questions, relevant resource visits, or a documented inquiry.

What happened

Record the post URL, elapsed window, and available metrics. Note relevant comments and DMs without exposing private identities.

Evidence access: Metricool public summaries, AuthoredUp filtered observations, Buffer analyst notebooks, an Edelman-LinkedIn survey, and selected expert posts. Metricool's full gated study was not retrieved. These are different units of evidence.

[Buffer: frequency notebook](#)

[Buffer: reply notebook](#)

[Implementation: founder-content guide](#)

A small batch suggests what to explore. It cannot isolate format from topic or prove that a post caused trust or a sale.