

2025

LINKEDIN

Study

metricool

Hello!

We are Metricool.

The tool that helps you plan,
publish, and measure your social
media content.

More than

2,000,000

professionals already trust us

from large global players like **Adidas, Starbucks, and Elle**, to smaller companies like a **diving school in Cape Town**.

Analytics is in our DNA. It's in our name and was the first feature we provided at birth.

Since then, we haven't stopped analyzing data and activity on social media. Why? Because we believe it's an essential part of:

- **Measuring the temperature of networks.**
- **Following their evolution.**
- **Spotting trends that shape the future.**

SHARE THE STUDY



Index

SAMPLE — Pg. 04

AT A GLANCE — Pg. 05

LinkedIn Health Check — Pg. 06

Who Posts the Most — Pg. 08

Impressions — Pg. 09

Engagement — Pg. 11

Interactions — Pg. 13

Video — Pg. 17

Grow — Pg. 22

INDUSTRIES — Pg. 23

Analysis — Pg. 24

Conclusions — Pg. 25

POLLS — Pg. 26

PUBLICATIONS — Pg. 27

Types — Pg. 28

Best Day and Time — Pg. 30

Links, Yes or No? — Pg. 31

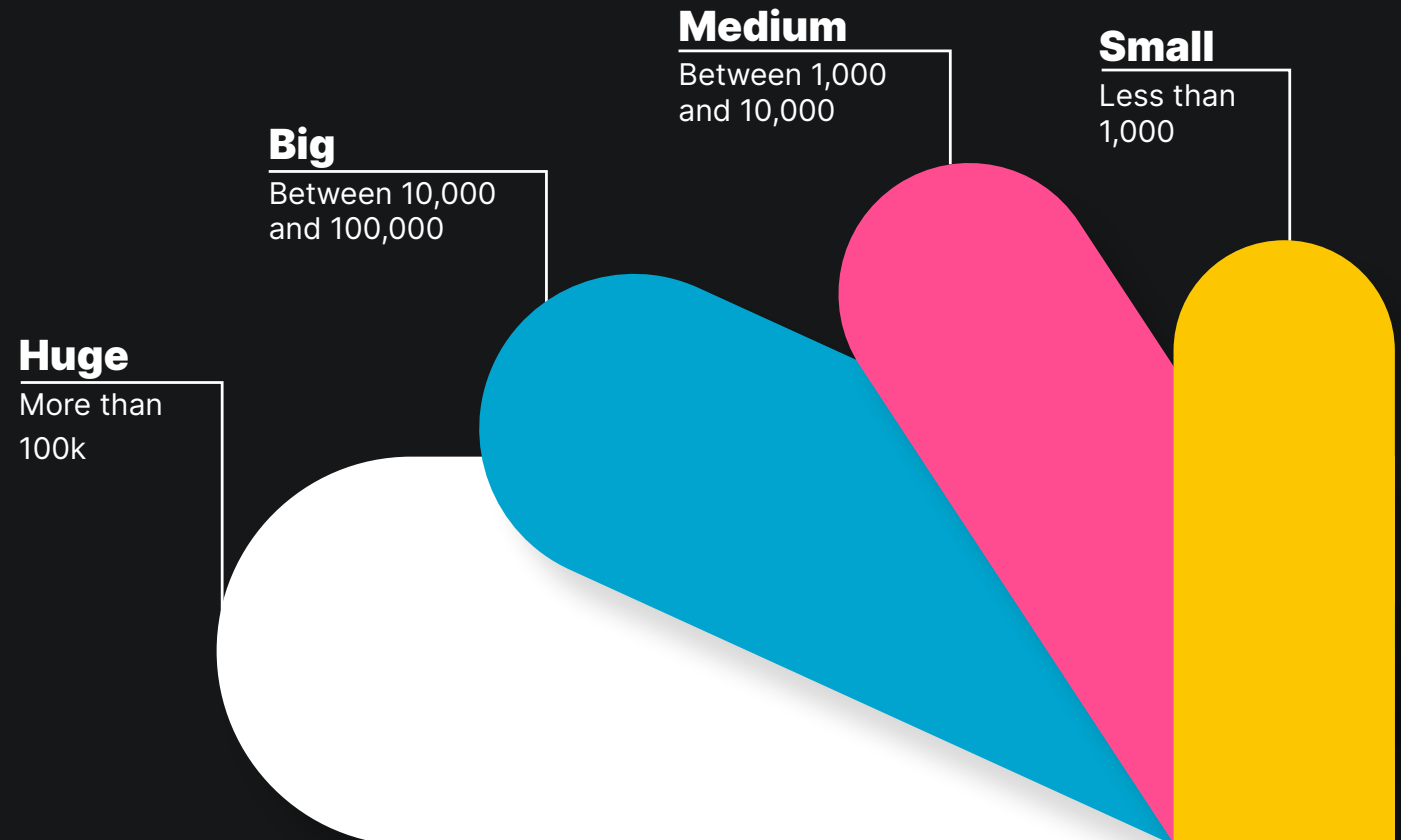
BEST PRACTICES — Pg. 33

CONCLUSIONS — Pg. 39

Sample

We analyzed 577,180 posts from 47,735 LinkedIn pages, nearly double the sample size from our first study in 2023. The data was collected over January 2023, 2024, and 2025.

We've organized accounts by number of followers in certain sections to make it easier for you to compare your page with others.



LINKEDIN, AT A GLANCE

2025 VS. 2024

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12.24

AVERAGE MONTHLY
PUBLICATIONS

206%

AVERAGE POLL REACH INCREASE

28%

CLICKS INCREASE

24%

INTERACTION
GROWTH

17%

OF ACCOUNTS HAVE
GAINED FOLLOWERS

53%

VIDEO PUBLICATIONS
INCREASE

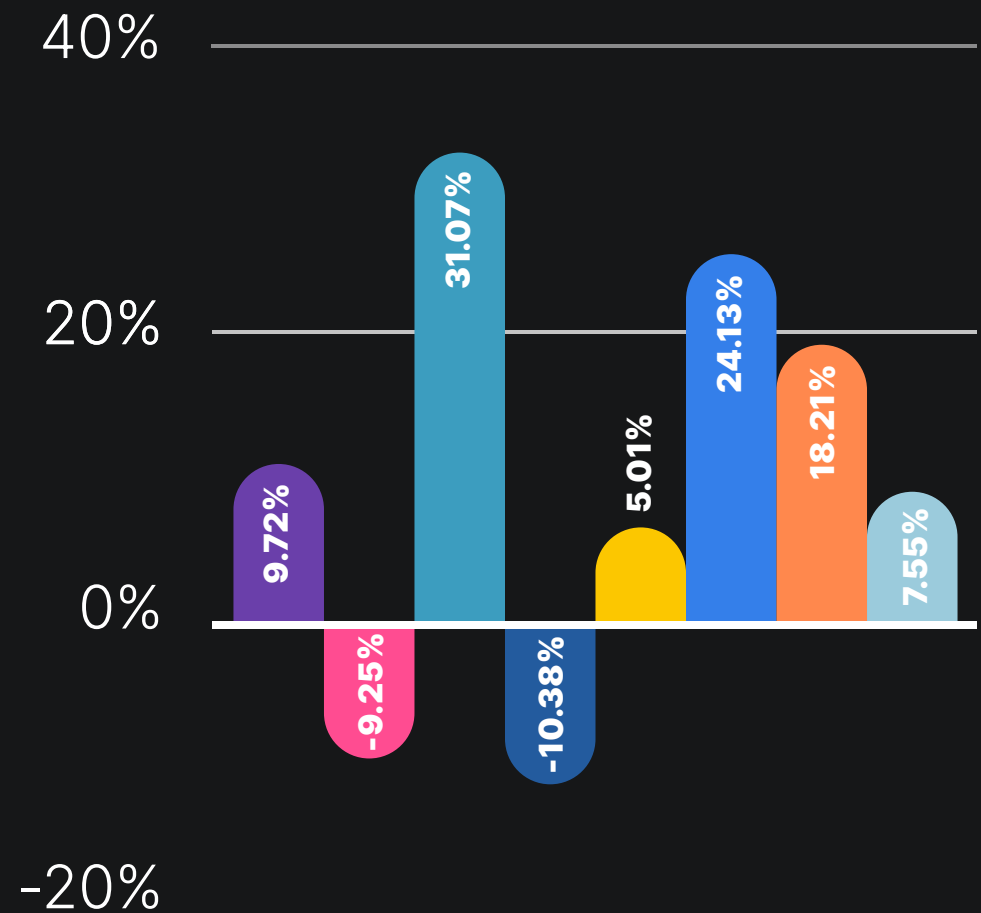
LINKEDIN HEALTH CHECK

We'll dive into the metrics in more detail later, but first, let's take a look at the overall health of this social network.



Like with any health check, there are a few things to watch, but overall, the results look great. Nearly all the markers are in the green, and some—like clicks and interactions—have really taken off.

Average Comments Average Likes Average Clicks Average Shares
Average Impressions Average Interactions Engagement Weekly Frequency



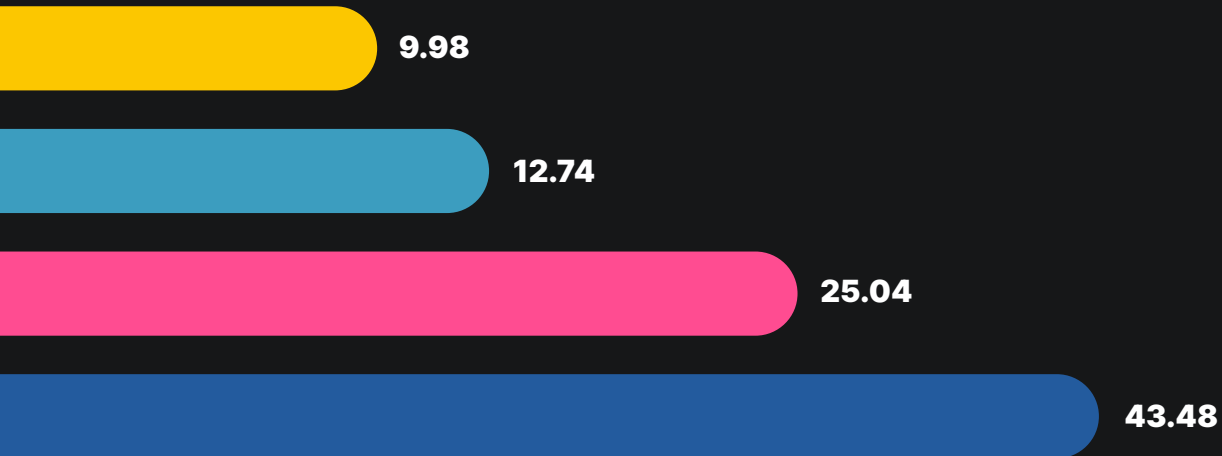
12.24

**IS THE AVERAGE
NUMBER OF MONTHLY
POSTS ON LINKEDIN**

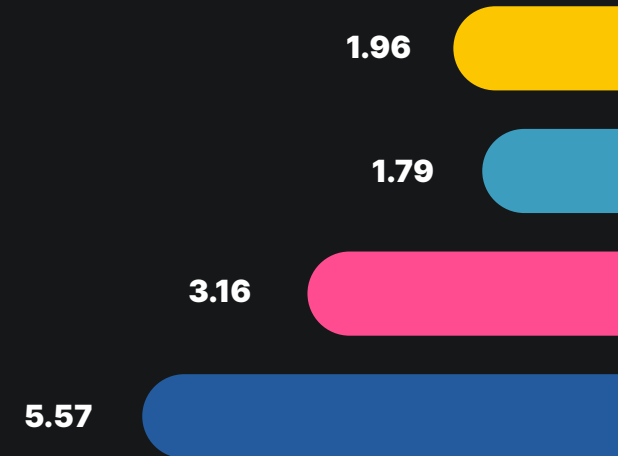
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POSTS



VIDEOS



Small Medium Big Huge

WHO POSTS THE MOST

The first thing to look at is which types of accounts are posting the most. Do accounts with more followers post more often? The answer is: definitely yes.

22.39%

**IMPRESSION INCREASE
ON POSTS FROM
ACCOUNTS WITH FEWER
THAN 1,000 FOLLOWERS**

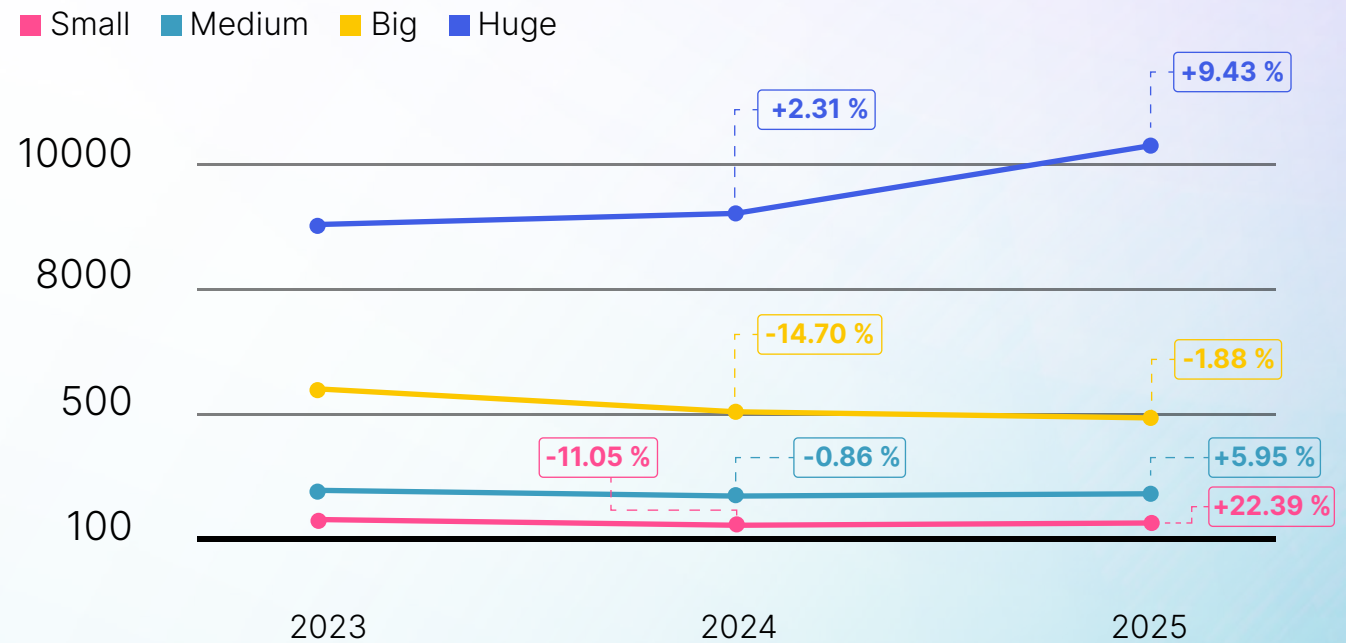
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IMPRESS-IVE

The data shows a steadily positive trend for virtually all accounts.

While the number of posts is also growing slightly each year, factors like more people logging in or spending more time on the platform could be contributing to the rise in impressions.



13.75%

**ENGAGEMENT INCREASE
FOR PAGES WITH MORE
THAN 1,000 FOLLOWERS**

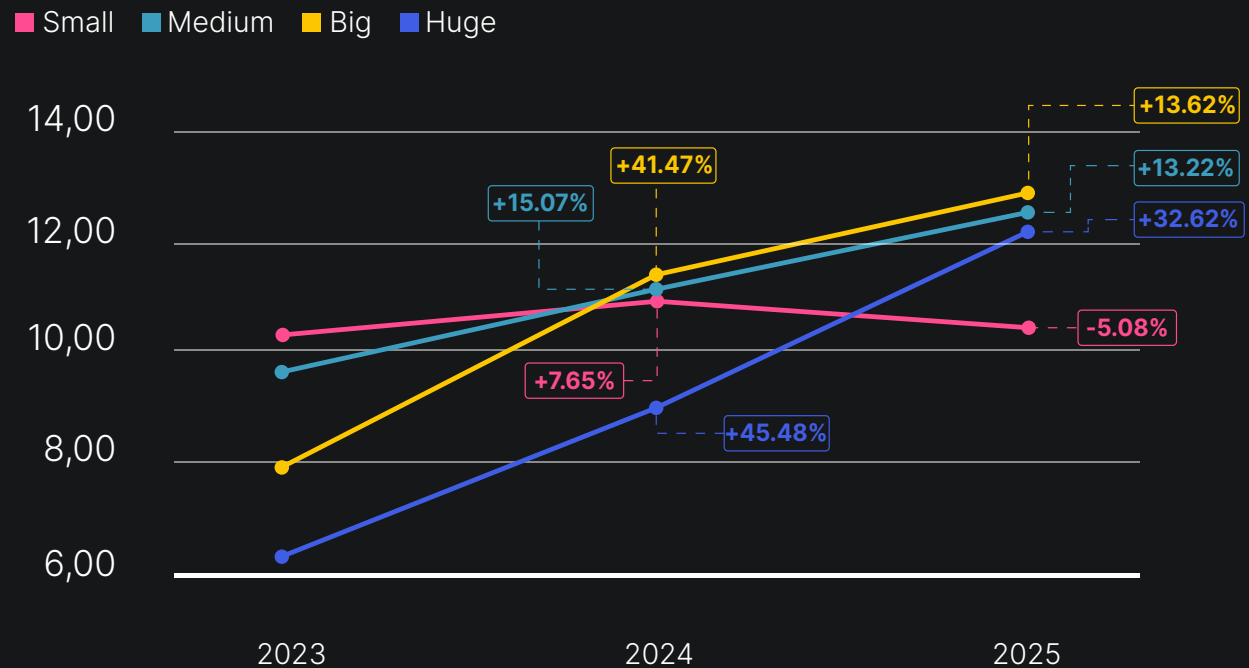
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ENGAGEMENT? GOOD, THANKS

Unless your page hasn't crossed the 1,000-followers threshold yet. In that case, the data isn't as promising.

The good news is, even as your follower count grows, engagement is on the rise too. This means LinkedIn is a solid platform for building loyalty with your audience.



28.13%

**LINKEDIN CLICKS
INCREASE IN THE
LAST YEAR**

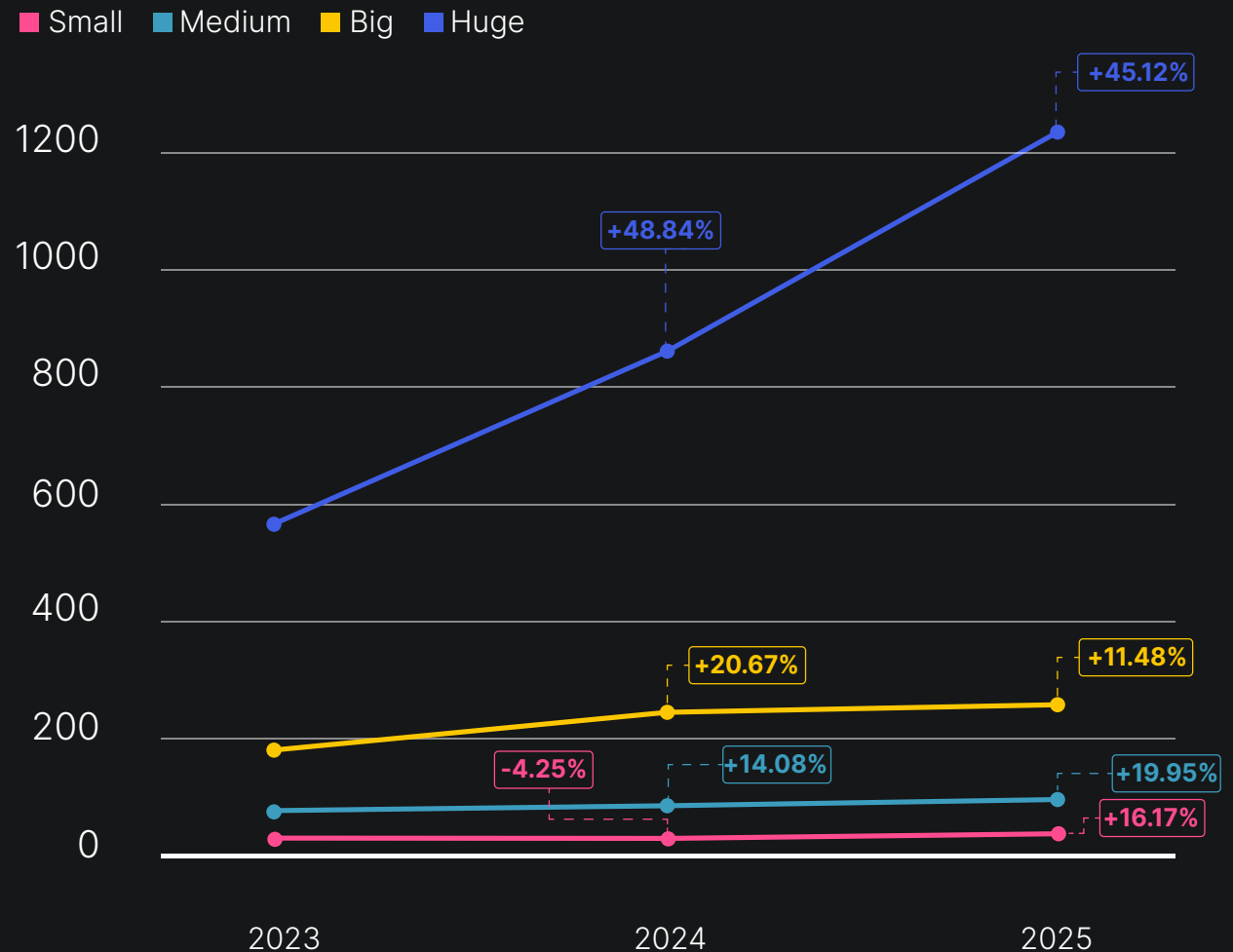
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MUCH MORE THAN DOOMSCROLLING

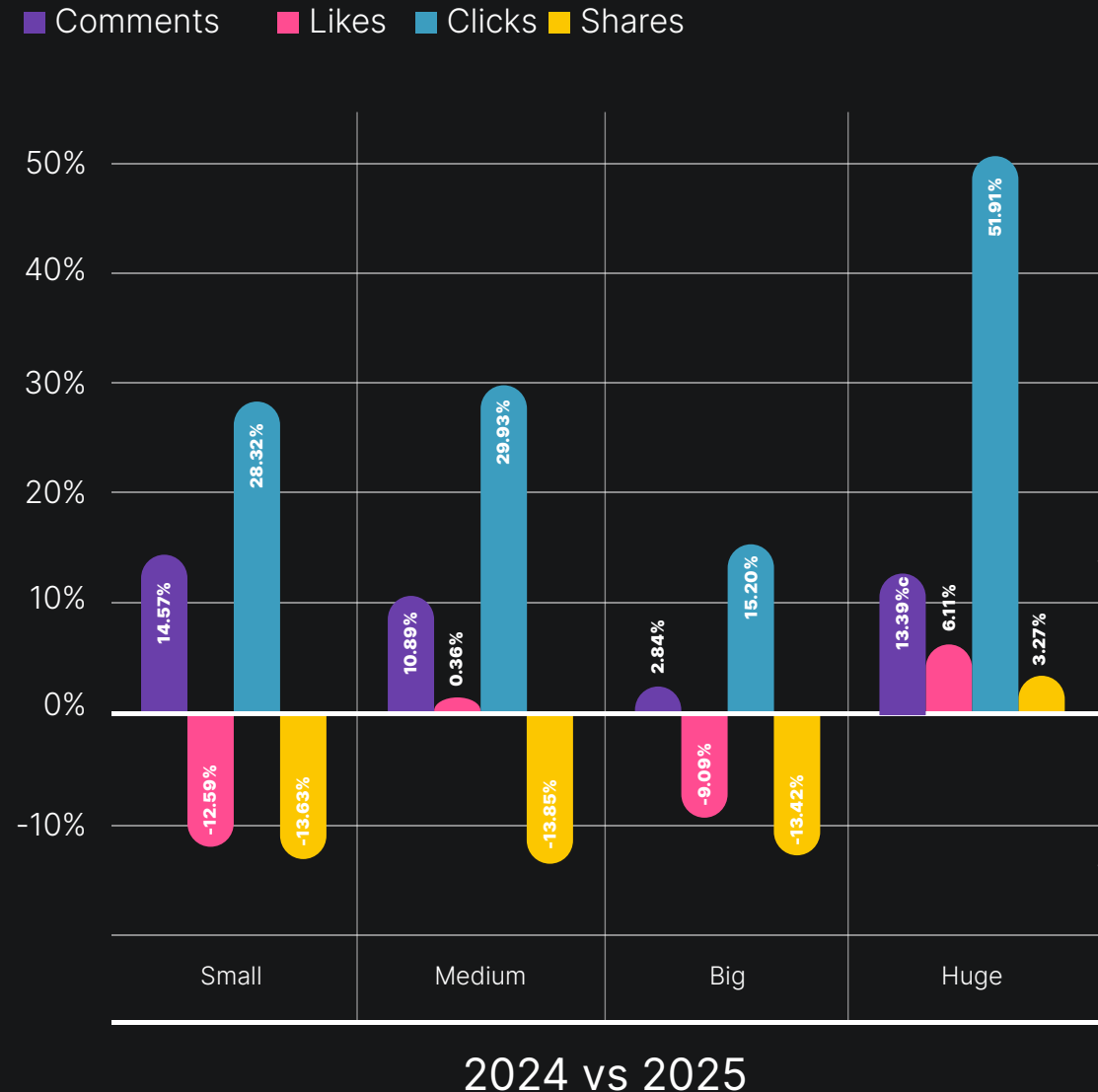
LinkedIn interactions over the past two years have been steadily rising. Which is great news.

This means more people are seeing our posts, and users on the platform are actively engaging. It's great for gaining more visibility and gives us a clearer idea of what type of content truly resonates with our audience.



LINKEDIN INTERACTIONS: WHO'S ON THE RISE AND WHO'S STAGNATE?

This is how interactions on LinkedIn have evolved:



INTERACTIONS: KEY TAKEAWAYS

Here's what we're seeing with LinkedIn interactions:

THE GOOD NEWS

Clicks are soaring.

Pages with over 100K followers have nearly tripled their clicks in the last two years, and pages of all sizes have seen impressive growth in clicks recently. This makes LinkedIn a strong platform for driving traffic to external sites.



Comments are on the rise.

Whether it's due to the "comment and I'll send it to you" strategy or simply because LinkedIn has become a space for more conversations, comments are growing across the board.

Small and medium-sized pages have seen the fastest growth in 2024 (+24.63% and +18.27%, respectively).



THE NOT-SO-GOOD

Shares are (mostly) down.

Shares have dropped significantly on small and medium-sized pages (-13.63% and -13.85%). But here's the thing: impressions are still growing, so it seems that content is simply spreading differently on LinkedIn.



53%

**LINKEDIN VIDEO CONTENT
GROWTH IN THE LAST YEAR**

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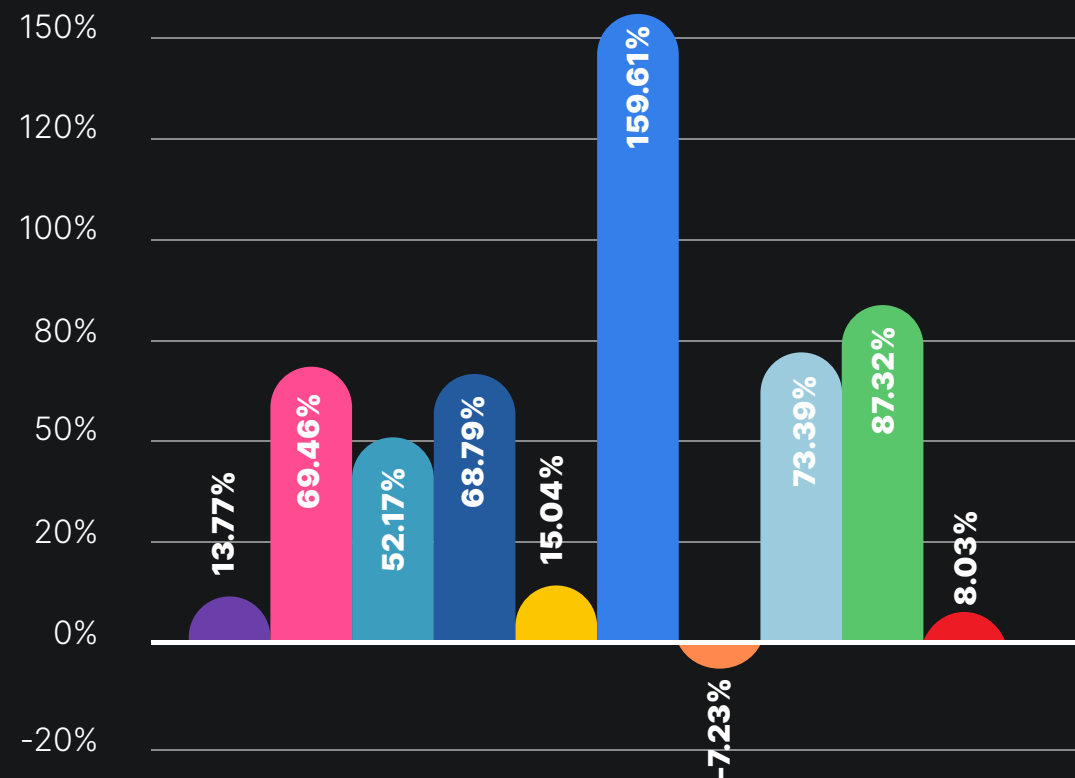


MORE VIDEOS, MORE VISIBILITY

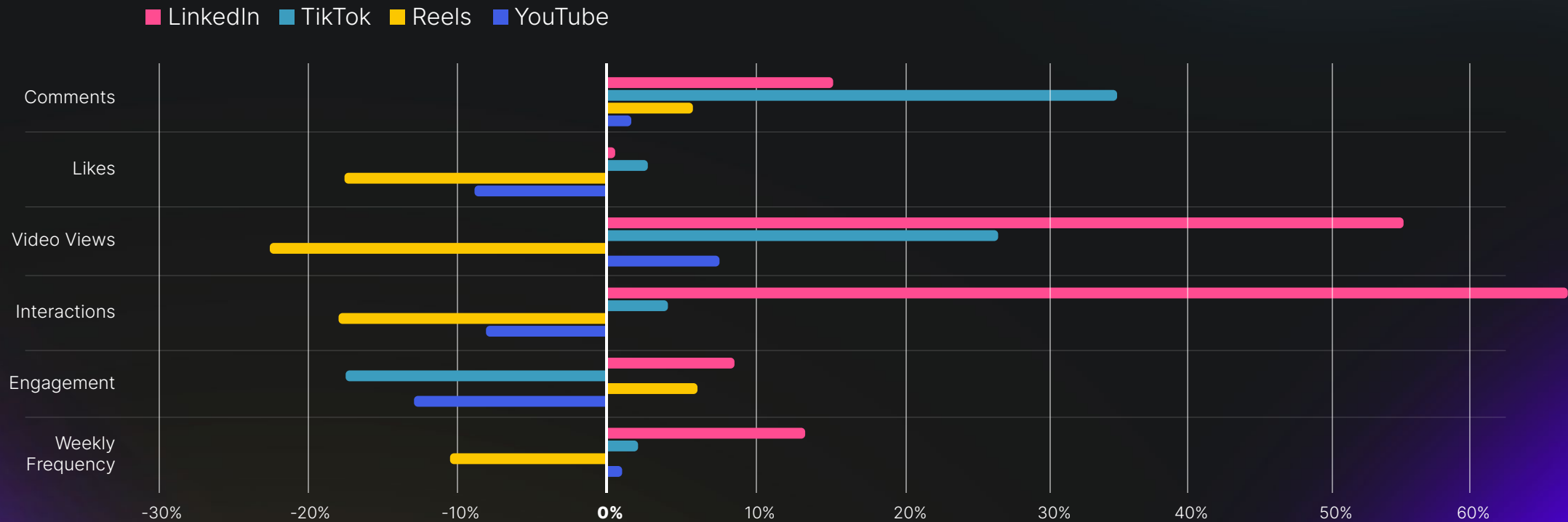
Video posting may have increased by 13.77%, but the real story is in the rise of impressions (+73.39%) and views (+52.17%).

Users are engaging more with video content, which indicates that LinkedIn is prioritizing this format in its algorithm, interface, notifications, and content recommendation features.

Weekly Frequency Viewers Video Views Time Watched Average Comments Average Clicks
Average Shares Average Impressions Average Interactions Engagement



2024 vs 2025

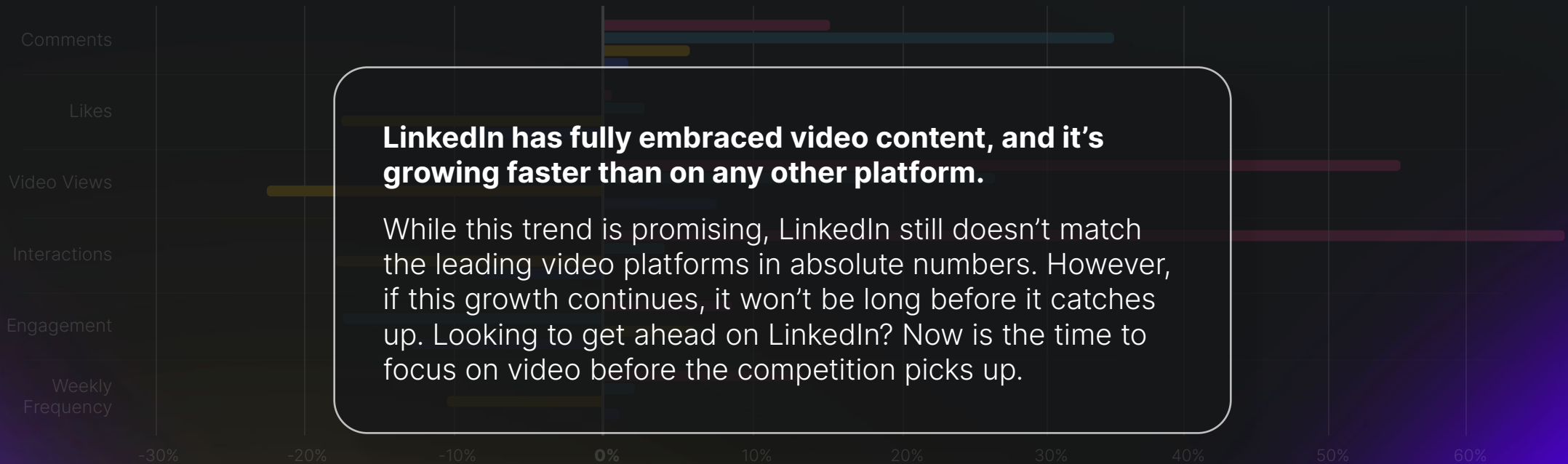


THE EVOLUTION OF VIDEO CONTENT PLATFORMS

THE BATTLE FOR SCREEN TIME

LINKEDIN vs. REELS vs. TIKTOK vs. YOUTUBE

■ LinkedIn ■ TikTok ■ Reels ■ YouTube



LinkedIn has fully embraced video content, and it's growing faster than on any other platform.

While this trend is promising, LinkedIn still doesn't match the leading video platforms in absolute numbers. However, if this growth continues, it won't be long before it catches up. Looking to get ahead on LinkedIn? Now is the time to focus on video before the competition picks up.

THE EVOLUTION OF VIDEO CONTENT PLATFORMS

THE BATTLE FOR SCREEN TIME

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SHARE THIS

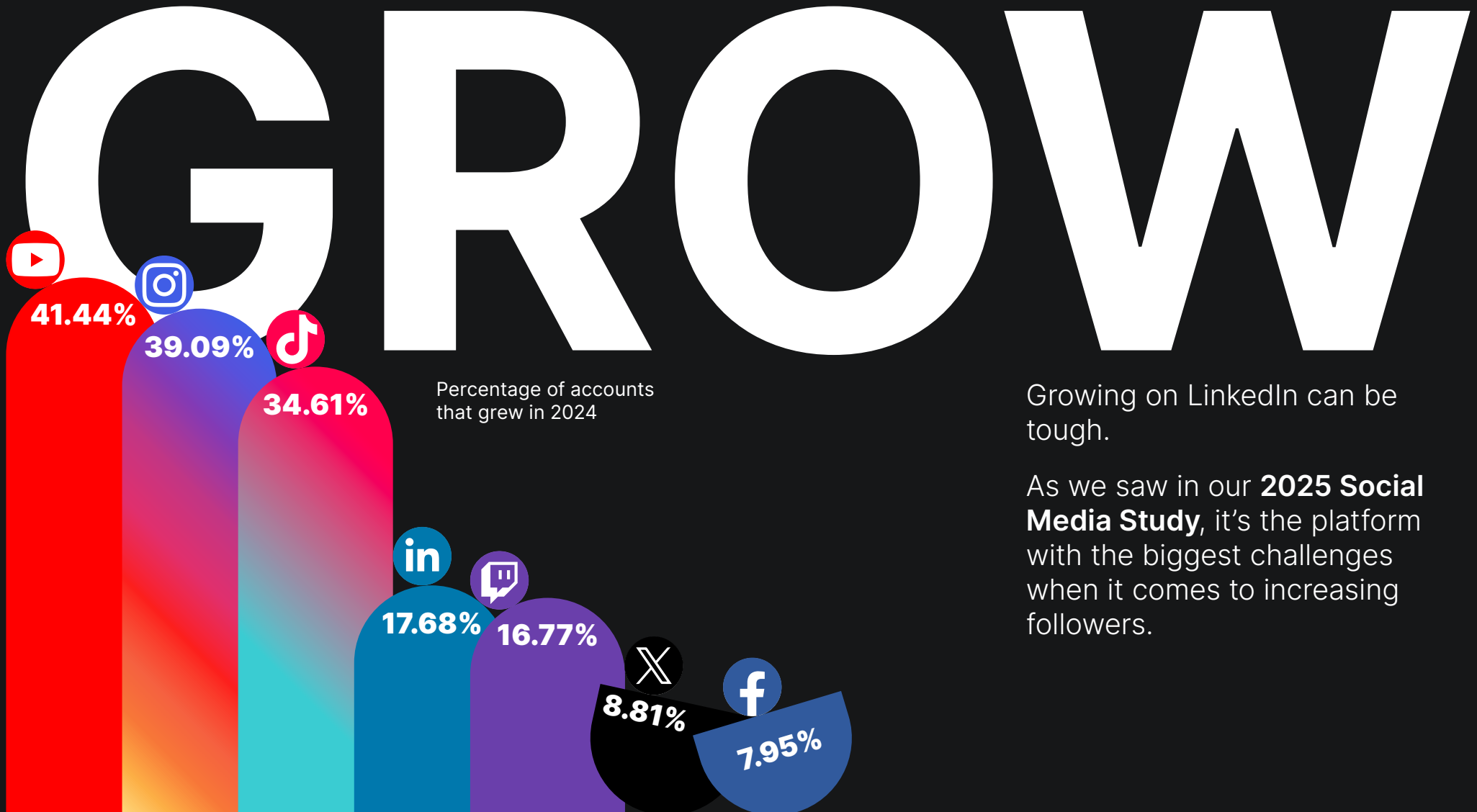


17.68%

OF ACCOUNTS
GAINED
FOLLOWERS ON
LINKEDIN

SHARE THIS















Growing on LinkedIn can be tough.

As we saw in our **2025 Social Media Study**, it's the platform with the biggest challenges when it comes to increasing followers.

ANALYSIS BY SECTOR

ANALYSIS BY SECTOR

WHICH INDUSTRIES ARE WINNING ON LINKEDIN?

		FOLLOWERS	IMPRESSIONS	INTERACTIONS	WEEKLY FREQ	LIKES	CLICKS	COMMENTS	SHARES
	Petrol, Gas & Mining	19,991.89	2,609.62	398.71	2.32	34.11	360.86	1.36	2.38
	Administration and Support Services	17,932.24	1,016.14	91.53	2.7	10.01	79.87	0.64	1.01
	Suppliers	11,305.91	1,295.66	139.9	2.78	16.56	120.76	0.76	1.82
	Financial Services	11,258.54	1,008.76	205.06	2.64	14.39	188.63	0.69	1.36
	Education	9,662.69	1,038.55	112.2	3.57	12.44	98.19	0.51	1.06
	Technology, information & Media	9,112.45	1,278.77	107.02	6.57	11.41	93.88	0.58	1.14
	Agriculture, Livestock & Forestry	7,686.98	905.5	133.26	1.96	15.96	115.6	0.53	1.17
	Public Administration	7,484.69	902.22	104.1	3.42	14.41	87.54	0.53	1.62
	Manufacturing	6,361.52	923.74	144.29	1.97	17.22	125.03	0.61	1.43
	Commerce	5,595.80	553.93	93.51	2.29	8.65	83.81	0.42	0.63

*Monthly average

ANALYSIS BY SECTOR

CONCLUSIONS

1

**The key
is not the
size, but the
engagement**

Having more followers doesn't always mean more interaction. Sectors like manufacturing (6,361 followers) and utilities (11,305 followers) generate higher engagement per post than industries with larger audiences, such as education or retail. Niche audiences can be much more engaged when the content is relevant and useful.

2

**If it works,
double down**

Technology and media sectors post more frequently (6.57 times per week), which points to a content-heavy strategy. While impressions per post might be slightly lower, their reach and visibility are significantly higher.

3

**Specialized
content
doesn't scare,
it attracts**

The sectors with the highest clicks per post are financial services, utilities, oil, gas, and mining. This shows that LinkedIn is the ideal platform for more technical content, reports, and analyses.







**POLLS ARE THE
LEAST USED FORMAT
IN ONLY 0.00034%
OF PUBLICATIONS
BUT THEY ACHIEVE
THE HIGHEST REACH
206.33% ABOVE
AVERAGE**

[SHARE THIS](#)

CONTENT FORMATS

FIND YOUR PERFECT TYPE (OF POST)

Are you focusing on what actually works?

	 TEXT	 SINGLE IMAGE	 MULTI IMAGE	 CAROUSEL (DOCUMENT)	 SURVEY	 VIDEO
Comments	0.26	0.69	0.70	0.79	1.22	0.56
Likes	4.83	13.90	22.11	17.89	5.03	12.11
Clicks	25.03	30.39	313.44	770.27	202.95	43.10
Shares	0.41	1.29	1.39	2.16	0.44	1.22
Impressions	480.36	765.51	1,151.60	1,725.52	5,548.62	1,196.40
Interactions	30.54	46.27	337.64	791.12	209.64	56.99
Engagement	6.36	6.04	29.32	45.85	3.78	4.76
Frequency	0.69	1.38	0.65	0.67	0.45	1.06

*Monthly average

CONTENT FORMATS

CONCLUSIONS

1

Carousels lead in engagement and interactions.

Carousels are the top-performing format, with the highest engagement (45.85%) and the most interactions (791.12 on average). They also attract a high number of clicks (770.27), showing that users are engaging with each slide.

2

Polls are underrated.

Polls and surveys have the most impressions, 206.33% above the average, proving that LinkedIn's algorithms give them great visibility.

Despite this, they're used the least (0.45), meaning there's little competition in this format—an ideal opportunity to gain visibility in the feed.

3

Text only? Better not

While text-only posts have higher engagement than polls and videos, they still lag behind more visual formats. They generate the least interactions by far.

THURSDAY
5:12 PM

**BEST DAY
TO POST ON
LINKEDIN**

**BEST TIME
ON LINKEDIN**

SHARE THIS



30.66%

**OF PUBLICATIONS
CONTAIN LINKS TO
EXTERNAL SITES**

SHARE THIS

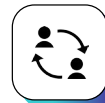


DOES INCLUDING A LINK LIMIT THE REACH OF POSTS?

NO

The exact opposite, in fact!

Posts with links have:



+13.57% INTERACTIONS



+4.90% IMPRESSIONS

SHARE THIS



BEST PRACTICES

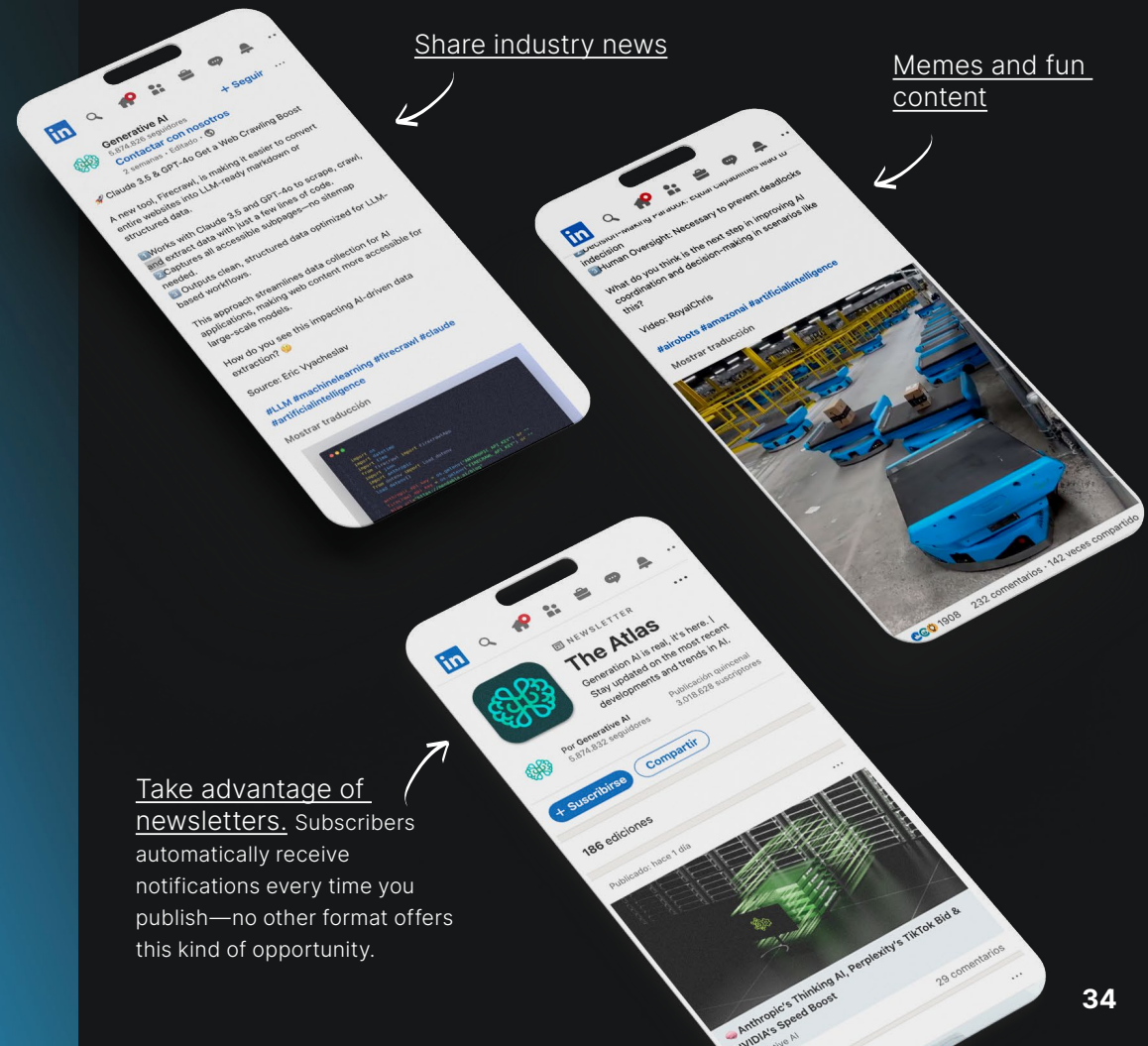
1 Reach larger audiences

Expand your reach by widening the top of the funnel. As your visibility grows, your posts at the bottom of the funnel will benefit from increased reach as well.

Generative AI

Sector:
**Technology,
Information, and Media**

Followers:
6M



Share industry news

Memes and fun content

Take advantage of newsletters. Subscribers automatically receive notifications every time you publish—no other format offers this kind of opportunity.

2 LinkedIn wants video, so give it to them

The data doesn't lie—videos are being shared and consumed more than ever on LinkedIn. Take advantage of this trend to boost your brand awareness.

Share clips from your podcast

Be-skiller

Sector:
Coaching

Followers:
12K



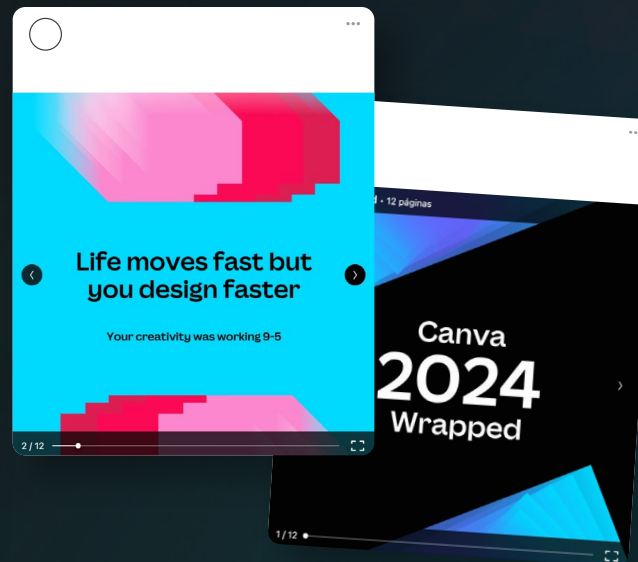
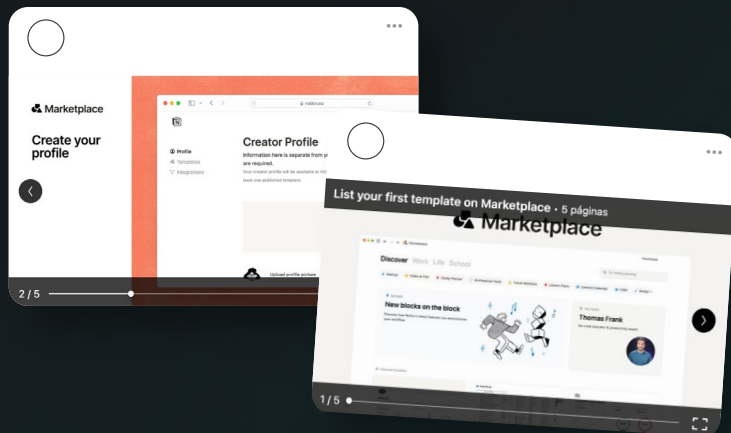
3

Carousels

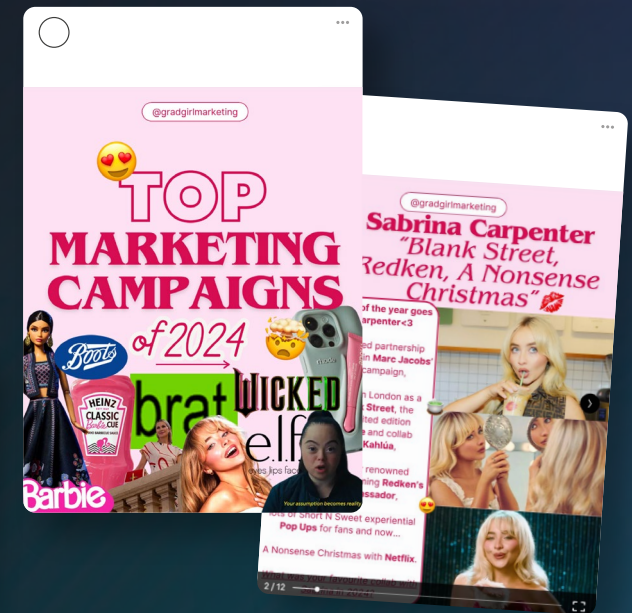
Use carousels to tell stories. We've already seen that once someone starts swiping through, they can't resist clicking to the next image. Leverage this impulse, and the algorithm will reward you.

Create news or trend collections and add your point of view

364 interactions



4,735 interactions



5,585 interactions

4

Rinse & repeat

If a topic resonates with your audience, chances are they'll be interested in more posts on the same subject. Don't let it be a one-hit wonder—keep repeating the formula until interest starts to fade.

Grad Girl Marketing

Sector:
Marketing

Followers:
171K

FOOD

2,122 interactions

6,021 interactions

2,193 interactions

1,249 interactions

1,223 interactions

975 interactions

BRATZ

5 Create content for your different personas

The more you tailor your content to the specific audience you want to engage, the more relatable it will feel, leading to stronger connections and better results.

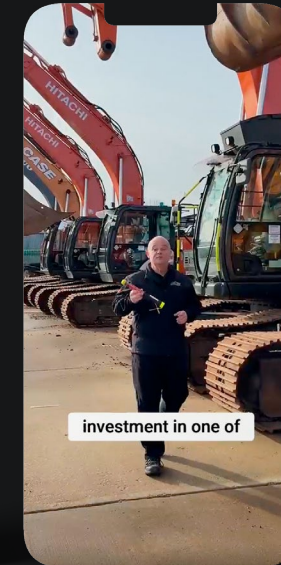
Fire Safety Stick

Sector:
Manufacturing

Followers:
1K

Plumbers, Electricians

647 interactions



Heavy machinery

34 interactions



Vehicle fleets

12 interactions

Motorhomes

5 interactions

CONCLUSIONS

LinkedIn is a powerful platform for driving traffic

Click-through rates have seen impressive growth, especially in larger accounts (+55.36% in accounts with more than 100K followers). This makes LinkedIn one of the top networks for driving traffic to external sites. If boosting traffic is your goal, make sure your posts include clear calls to action and well-placed links.

1

Carousels and polls are your new besties

Carousels lead the way in engagement (45.85%), and polls have 206% more reach than the average post. If you haven't started using these formats yet, now's the time. Use carousels to tell stories and polls to spark conversations and boost visibility.

2

Video on LinkedIn is taking off

Video content has grown by 53% over the past year, with engagement up by 87.32%. While LinkedIn still lags behind TikTok or Reels, now's the perfect time to jump on this trend before the competition does. If you're already using video on other platforms, there's no reason not to bring it to LinkedIn.

3

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