



LinkedIn Benchmark Report

THE ULTIMATE GUIDE TO LINKEDIN METRICS

2023



Data set includes

372
HANDLES

IN 2023 BETWEEN THE MONTHS OF



COMPRISING

58K
POSTS

25.1M
ENGAGEMENTS

The Metrics: Definitions

Engagement Rate by Follower

The average number of engagements per follower on a per-post basis.

Engagement Rate by Impression

The average number of engagements per impression.

Engagement Total

The total number of interactions (likes, comments, shares, and clicks) on posts.

Impressions per Follower

The average number of impressions per follower on a per-post basis.

Monthly Follower Growth Rate

The average monthly growth rate over the report period.

Posts per Week

The average number of posts a brand publishes per week.

Video Views per Impression

The average number of video views per impression on a per-video basis.

Using Rival IQ to supercharge your LinkedIn engagement

Track and measure your LinkedIn performance inside Rival IQ alongside all your other social metrics.

GET YOUR FREE TRIAL



Key Findings

Key Findings and Takeaways



LinkedIn engagement rates are on par with other channels.

Median brands are earning an average eng. rate per follower of 0.41% on LinkedIn, which is a little worse than Facebook and Instagram, a little better than Twitter, and way behind TikTok.



Brands were twice as active on LinkedIn as they were on TikTok.

The median brand posted about 3.3 times per week on LinkedIn, which is more than double the posting frequency we saw in our TikTok benchmark report this year.



Video matters.

Brands saw monster engagement and view rates with video posts that were tougher to achieve with other post types like articles and status updates.



Bigger isn't always better.

Accounts with small, engaged followings outperformed their larger counterparts in almost all areas on LinkedIn this year, including impressions per follower and engagement rate by follower.

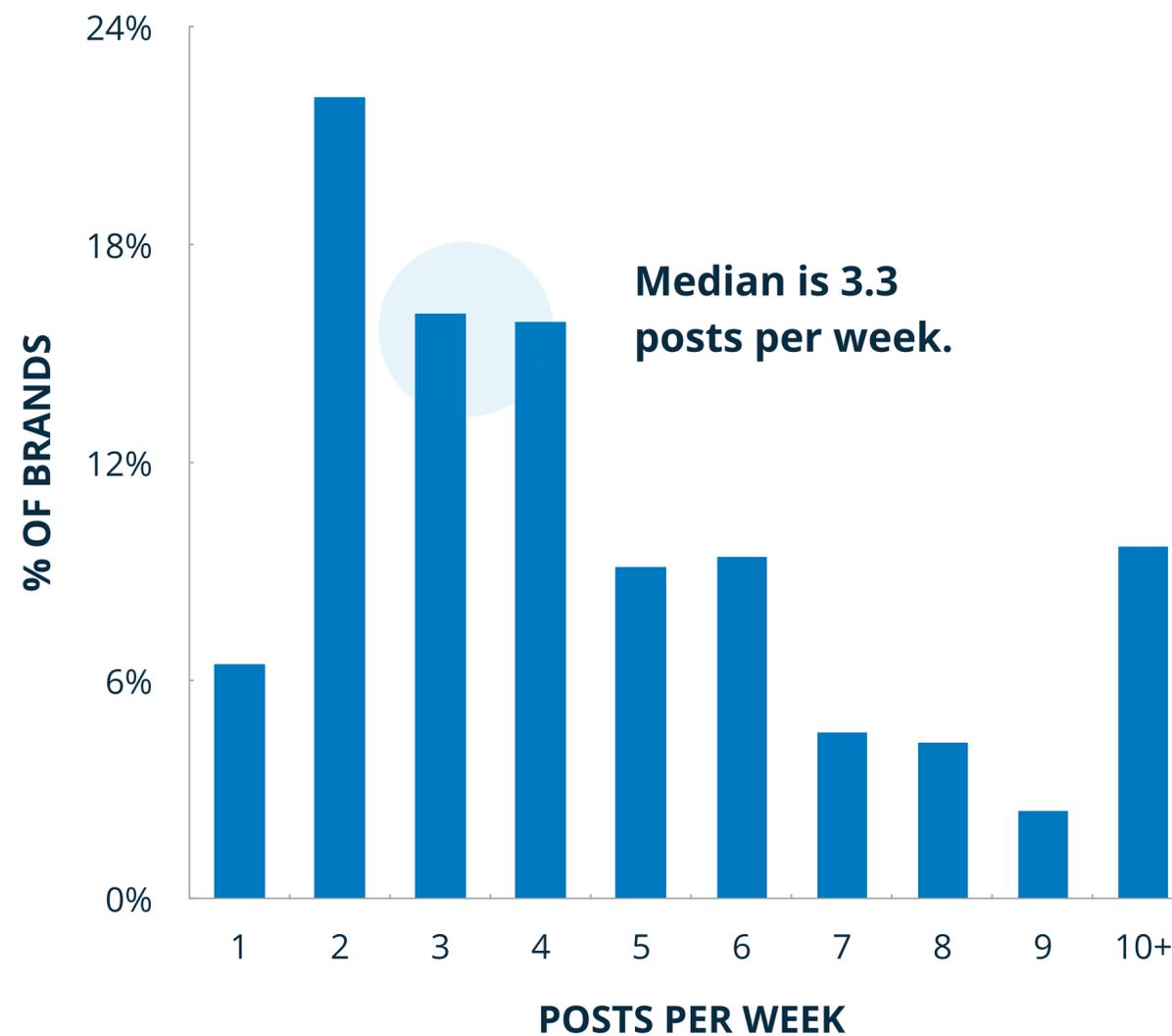
Posts per Week

Posts per Week: Distribution

The average number of posts a brand publishes per week.

The average brand in this study publishes about 3.3 posts per week, or about 13 per month.

- Brands weren't afraid to stay active on LinkedIn, with just 6% of brands posting less than once per week.
- Nearly 10% of brands publish more than 10 posts per week.



RIVAL IQ INSIGHT

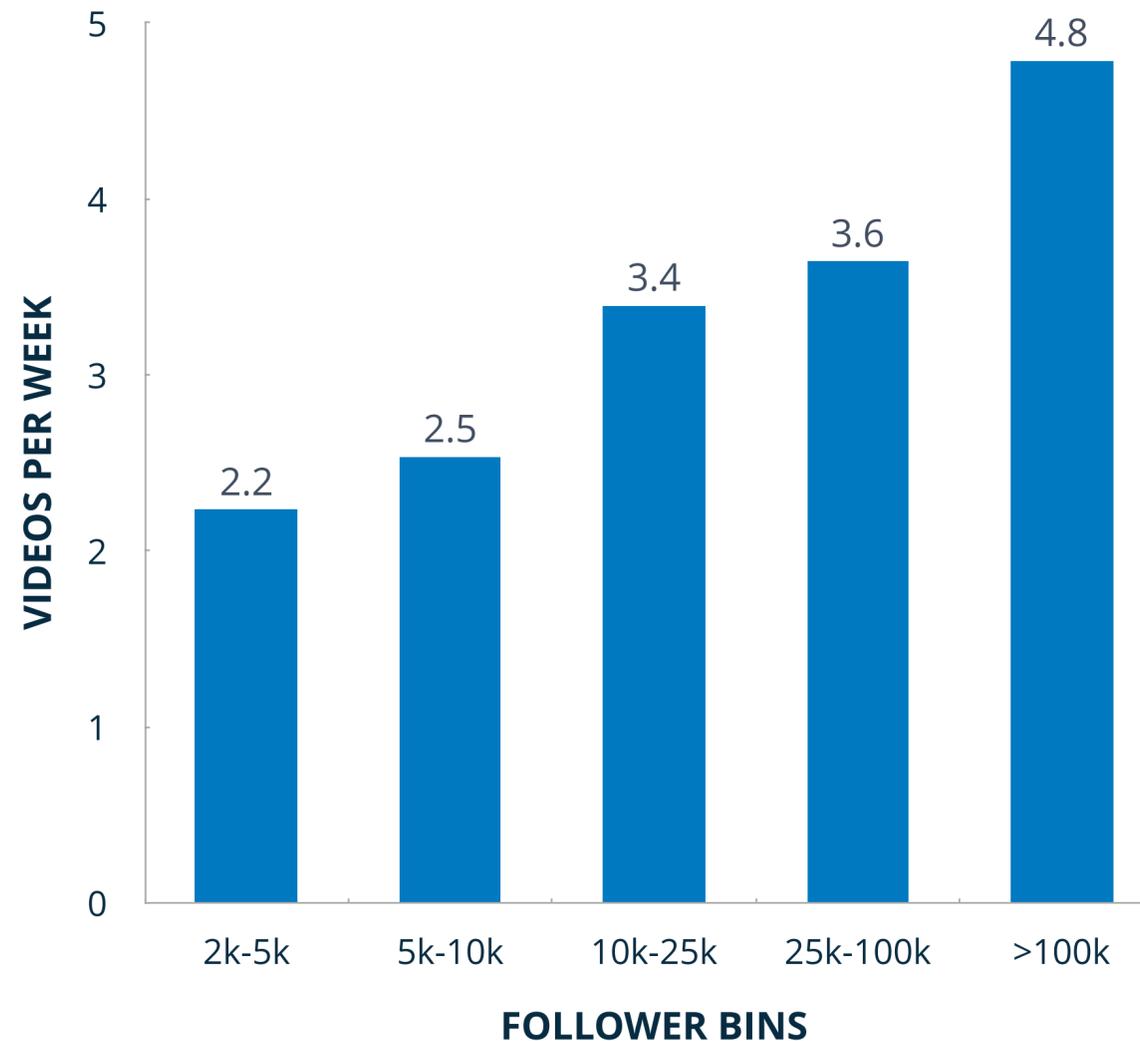
Brands are about twice as active on LinkedIn as they are on TikTok, which isn't too surprising given the production hurdles for producing quality video content.

Posts per Week: Account Size

The average number of posts a brand publishes per week by account size.

The larger your account, the more likely you are to publish more frequently.

- The smallest bin we studied (2K-5K followers) averaged about 2 posts per week.
- Accounts with 100K+ followers post twice as often at about 5 times per week.



💡 RIVAL IQ INSIGHT

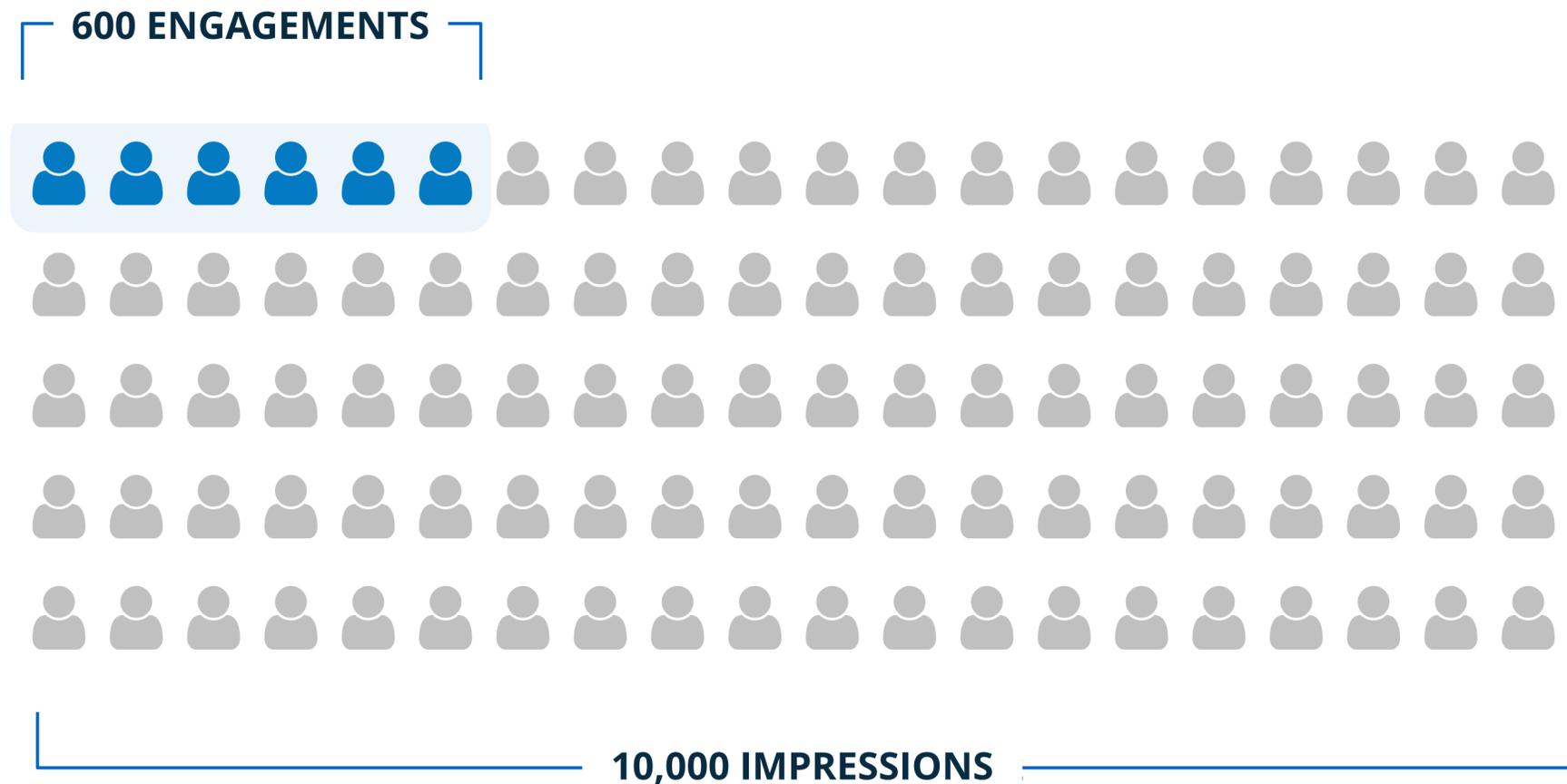
We often see a correlation between follower count and posting frequency on social. Having more followers doesn't make you post more, but accounts that consistently post a higher volume of quality content are going to grow their accounts. As they grow, we see the investment in posting grow along with it.

Engagement Rate by Impression

What is Engagement Rate by Impression?

The average number of engagements per impression.

This is what a 6% engagement rate per impression looks like.

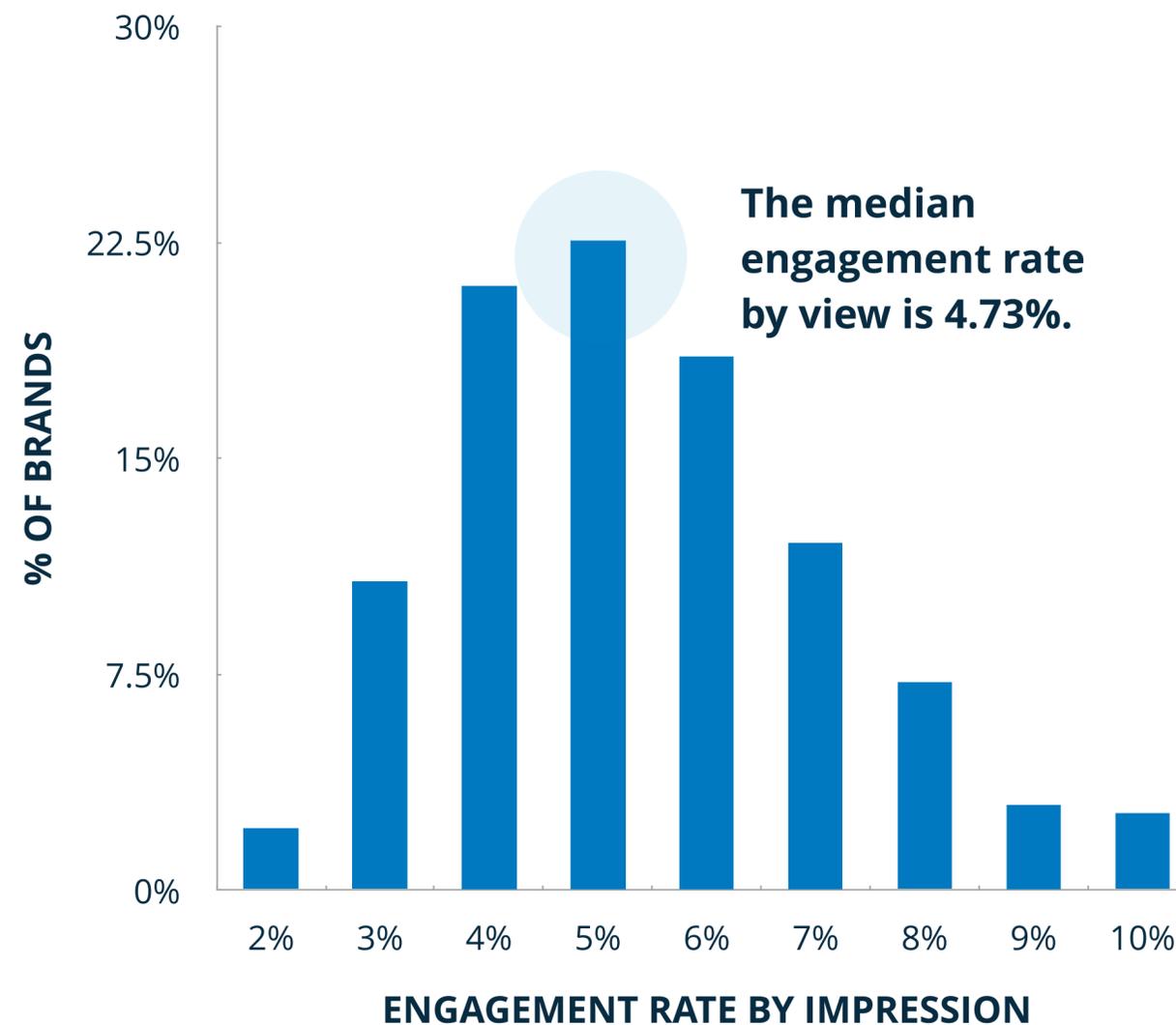


Engagement Rate by Impression: Distribution

The average number of engagements per impression.

The average brand in our study earns an engagement rate by impression of 4.73%.

- Just 5% of brands managed to double the median eng. rate by impression on LinkedIn, so don't feel bad if you're not in the double digits.
- This engagement rate by impression is about on par with what brands are seeing on channels like Instagram and TikTok.



RIVAL IQ INSIGHT

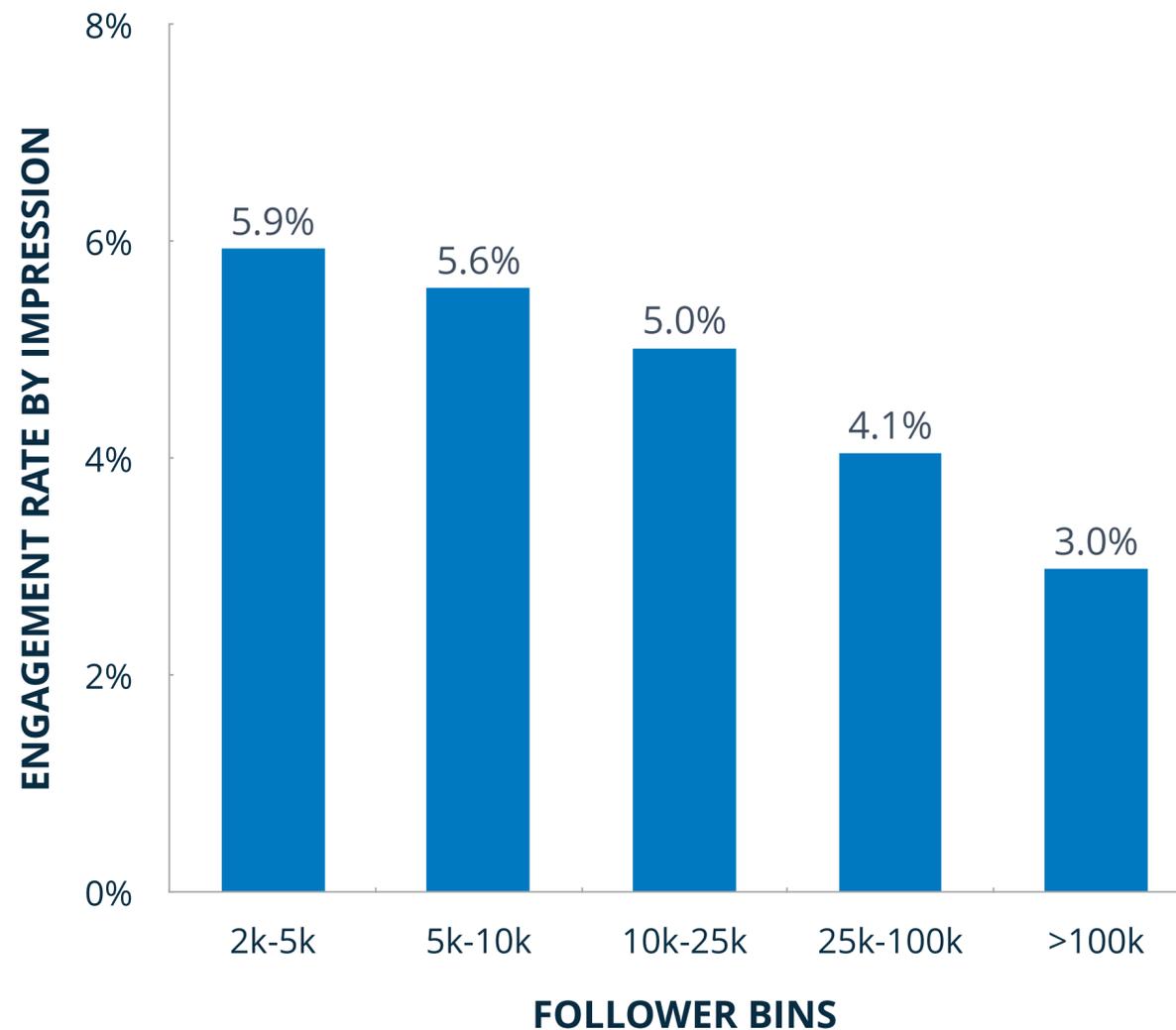
In our most recent Instagram report, we noted that brands have been consistently earning a 4.3% engagement per impression, while in our most recent TikTok report, brands rocked a 4.15% engagement rate by view.

Engagement Rate by Impression: Account Size

The average number of engagements per impression by account size.

The bigger your following, the smaller your engagement rate on LinkedIn.

- Brands with more than 100K followers have an average eng. rate by impression of 3%, which is about half of what smaller brands are seeing.
- Small accounts with fewer than 5k followers are reaching an engagement per view of nearly 6%.



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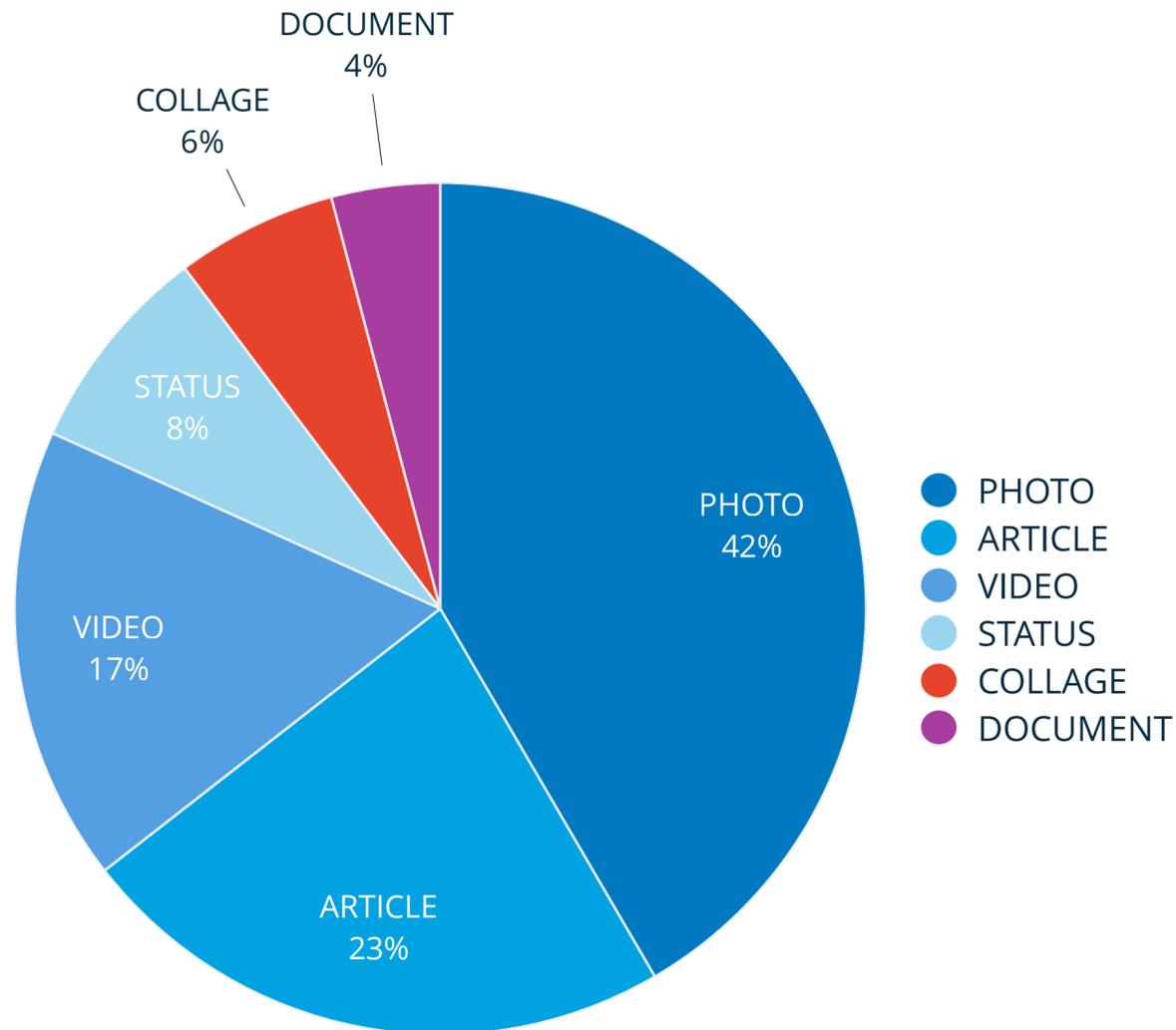
It's common across social media channels that smaller followings equal bigger engagement rates, since a close-knit group of followers is often likelier to have a strong connection to your content.

Posting Volume by Post Type

The distribution of posts from all brands by post type.

Photos are the most frequent post type on LinkedIn by a mile.

- Photo posts were responsible for nearly half the engagements on LinkedIn this year.
- Video posts, at 17% of overall content, came in 3rd for total volume.
- Brands were much less likely to post collages and documents than any other post type.



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Photos and articles dominated the engagement charts on LinkedIn this year, but it'll be interesting to see if the video piece of the pie chart grows over time as Reels and TikTok continue to rise in popularity.

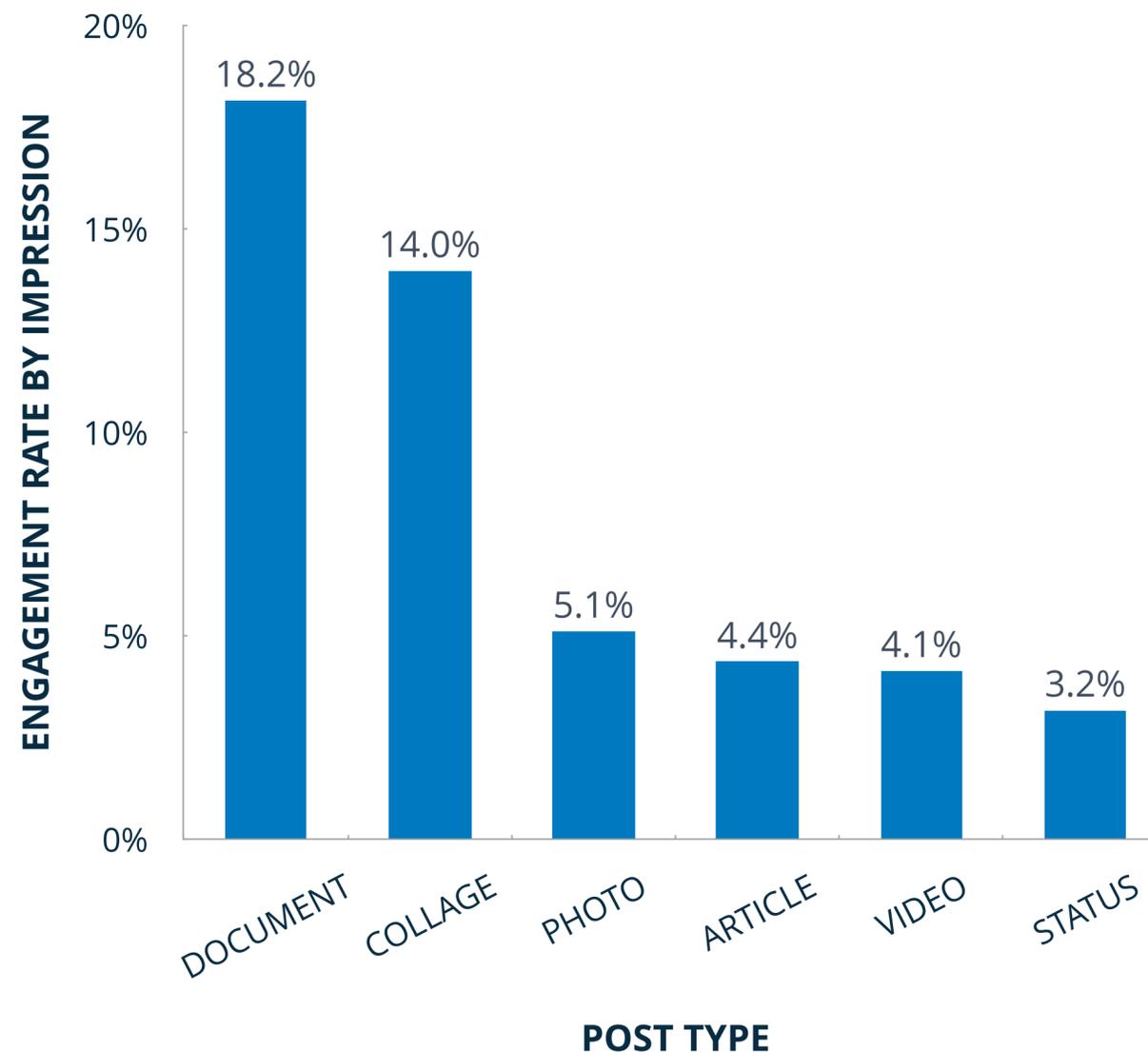


Engagement Rate by Impression: Post Type

The average number of engagements per impression by post type.

Experimenting with off-the-beaten path post types could net high engagement on LinkedIn.

- Document and collage posts blew other post types out of the water by engagement rate.
- Photo posts also earned above-median engagement rates for brands on LinkedIn.



RIVAL IQ INSIGHT

It can be tempting to toss a quick article or photo up on your brand's LinkedIn page, but taking the time to play with new or less-used post types like documents or collages can really pay off.

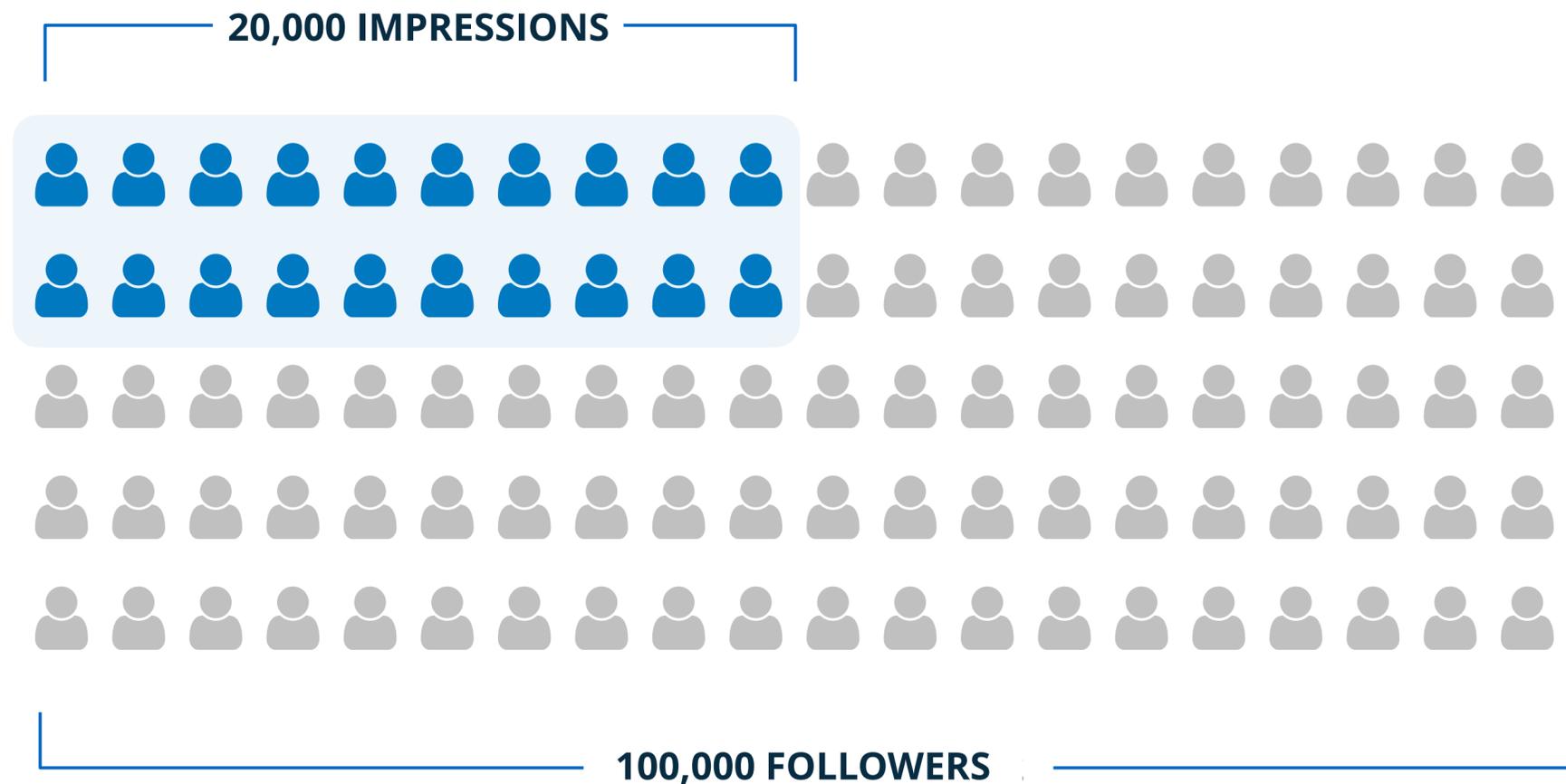
Impressions per Follower

What is Impressions per Follower?

The average number of impressions per follower on a per-post basis.

This is what a 20% impressions per follower rate looks like.

$$\begin{array}{ccc} \text{1 person icon} & \div & \text{4 person icons} \\ \mathbf{20,000} & & \mathbf{100,000} \\ \text{IMPRESSIONS} & & \text{FOLLOWERS} \end{array}$$

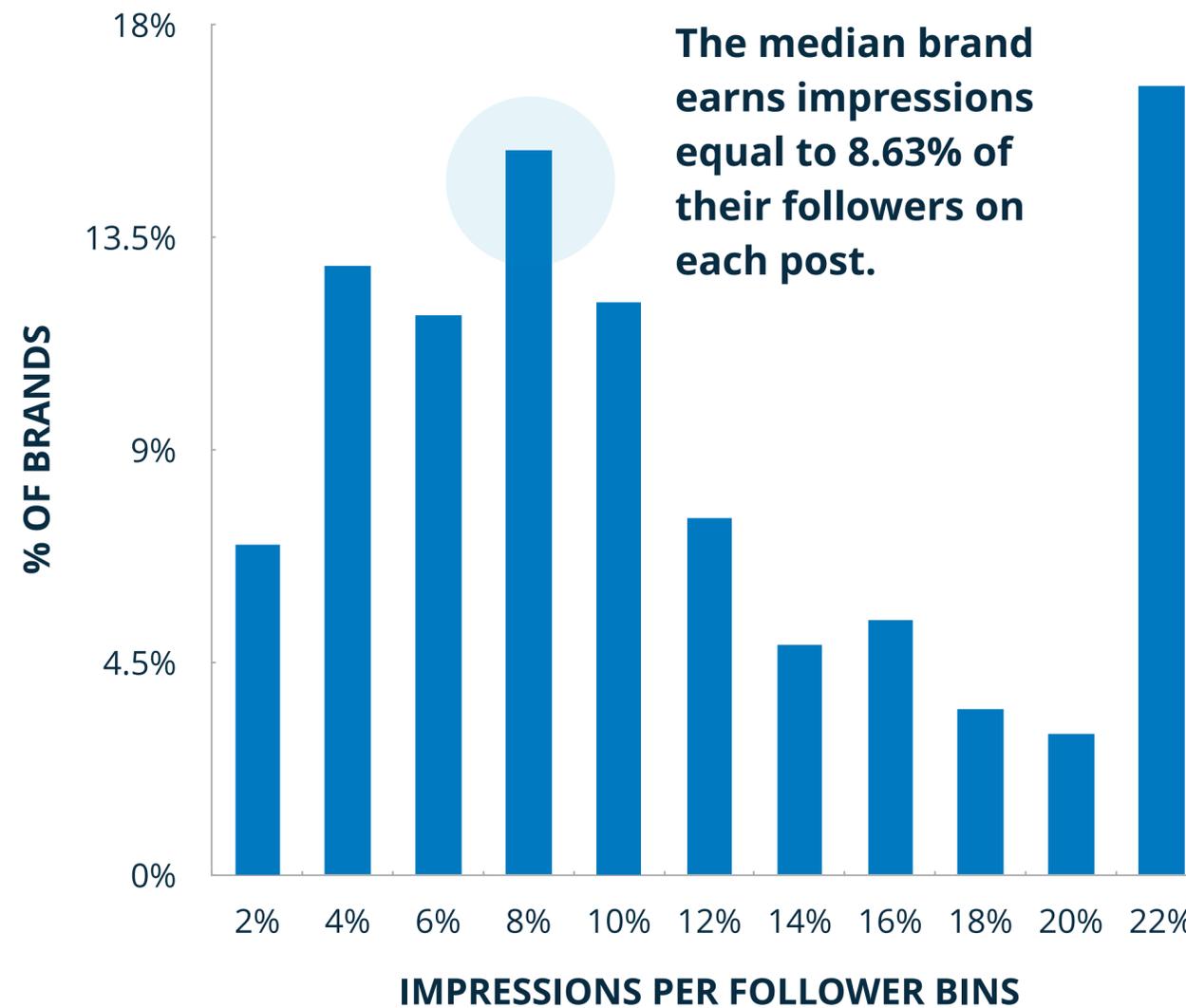


Impressions per Follower

The average number of impressions per follower on a per-post basis.

The average brand in our study averages about 8.63 impressions per 100 followers on each post.

- One in five brands reach only 4% of their followers on a per-post basis, so don't feel bad if you're not measuring up here.
- The top fifth of brands are reaching 20% of their followers, on average, with each post they publish.



RIVAL IQ INSIGHT

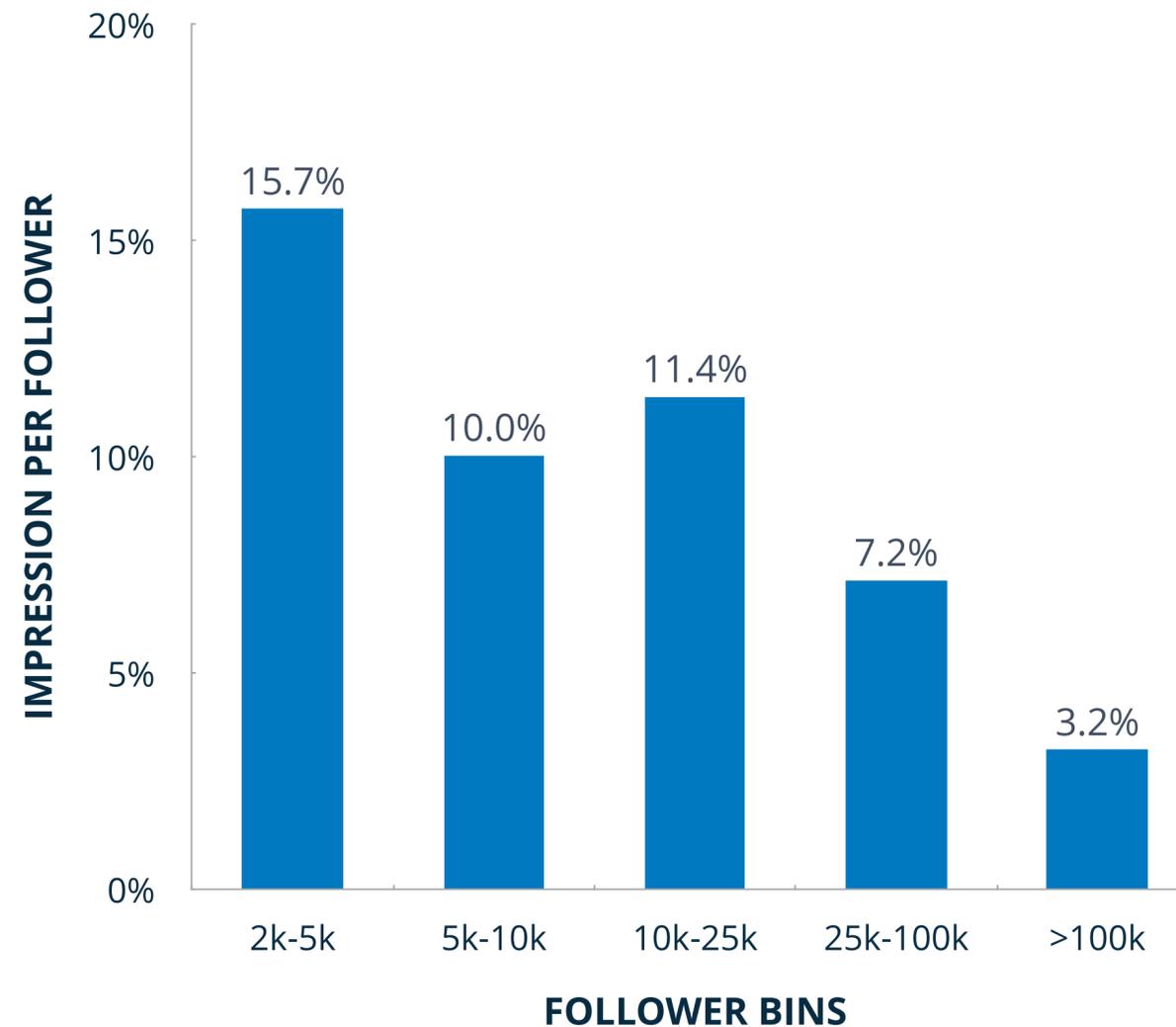
Aiming high here is always a good idea for brands looking to get the most bang for their content buck, but the numbers here show that most brands are rocking an average impressions per follower rate of less than 10%.

Impressions per Follower: Account Size

The average number of impressions per follower on a per-post basis by account size.

Small and mid-size accounts earn way more impressions per follower than larger ones.

- Accounts with fewer than 5,000 followers average about 16 views per 100 followers on each video.
- Larger accounts with more than 100K followers earn a fraction of their smaller counterparts with just 3 impressions per follower.



RIVAL IQ INSIGHT

This dynamic of impressions declining as accounts grow is one that we also see on other platforms like Instagram and TikTok. Smaller accounts tend to post less frequently, which also helps increase the views on each individual video.

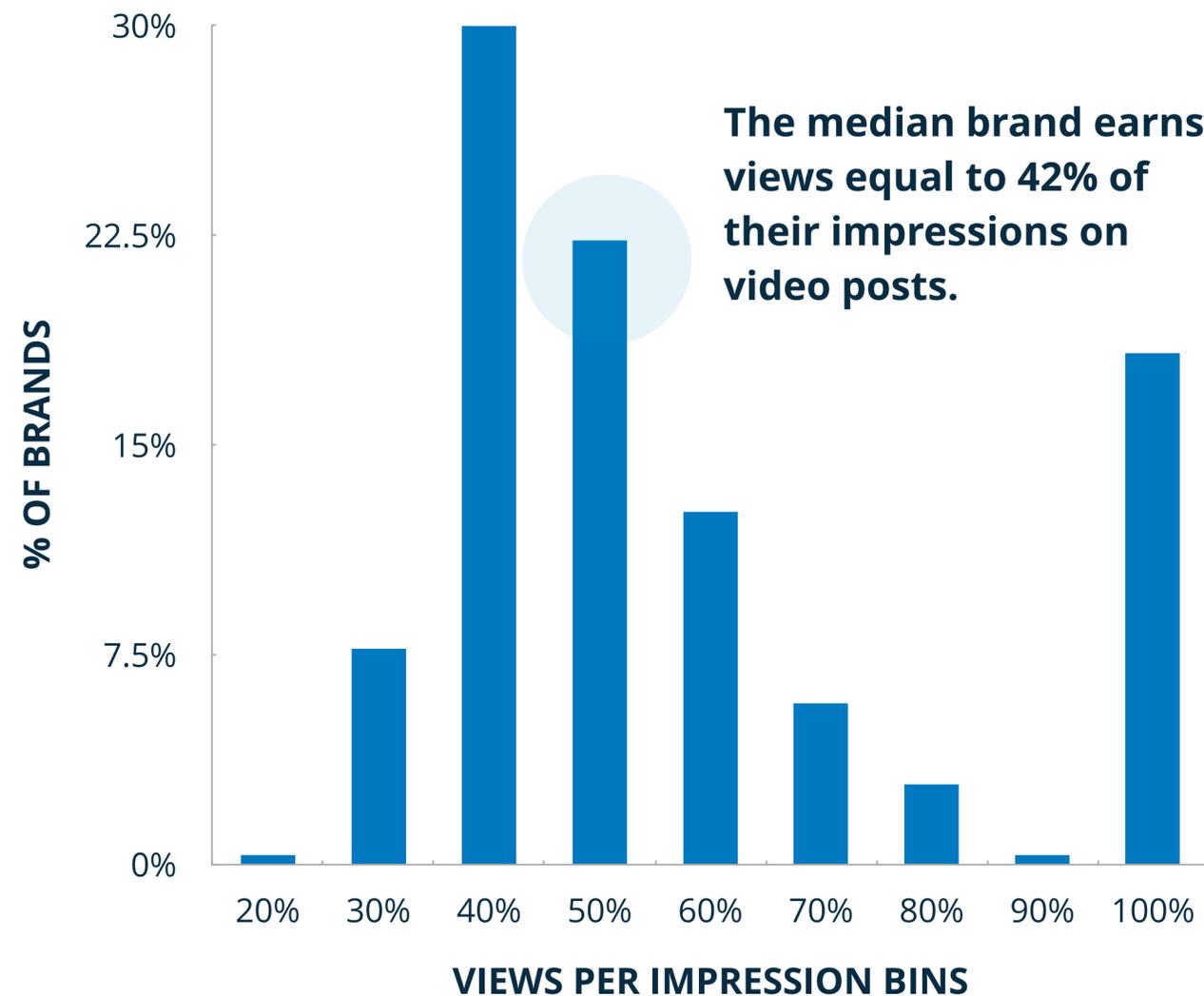
Video Views per Impression

Video Views per Impression

The average number of views per impression for video posts.

The average brand in our study earns about 42 video views per 100 impressions on each video they post.

- LinkedIn defines a view as an impression with a 3-second watch time.
- Nearly 20% of brands earn more than a whopping 90% views per impression rate on their videos. That's scroll-stopping content!



RIVAL IQ INSIGHT

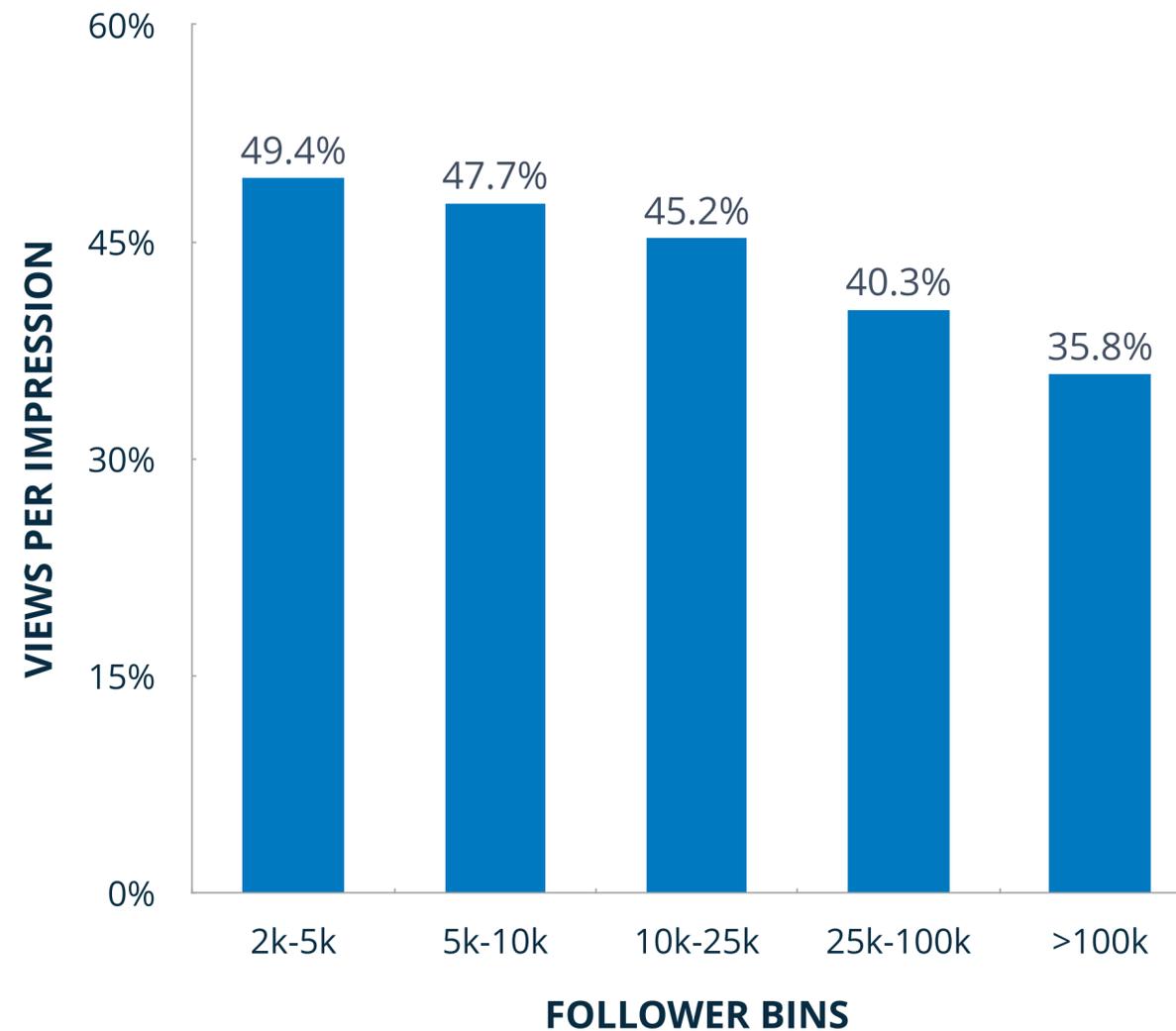
Video posts really set themselves apart on LinkedIn, reminding us that video continues to reign supreme in this era of TikTok, Instagram Reels, and YouTube.

Video Views per Impression: Account Size

The average number of views per impression on a per-video basis by account size.

In general, we find that the larger the number of followers, the lower the video views per impression.

- Accounts with fewer than 5,000 followers average about 49 views per 100 impressions on each video.
- That ratio decreases with accounts with more than 100K followers averaging around 35 views per 100 impressions on each video.



RIVAL IQ INSIGHT

Even the largest accounts are still earning killer video views per impression on LinkedIn, reminding brands that continuing to invest in video is the right call.

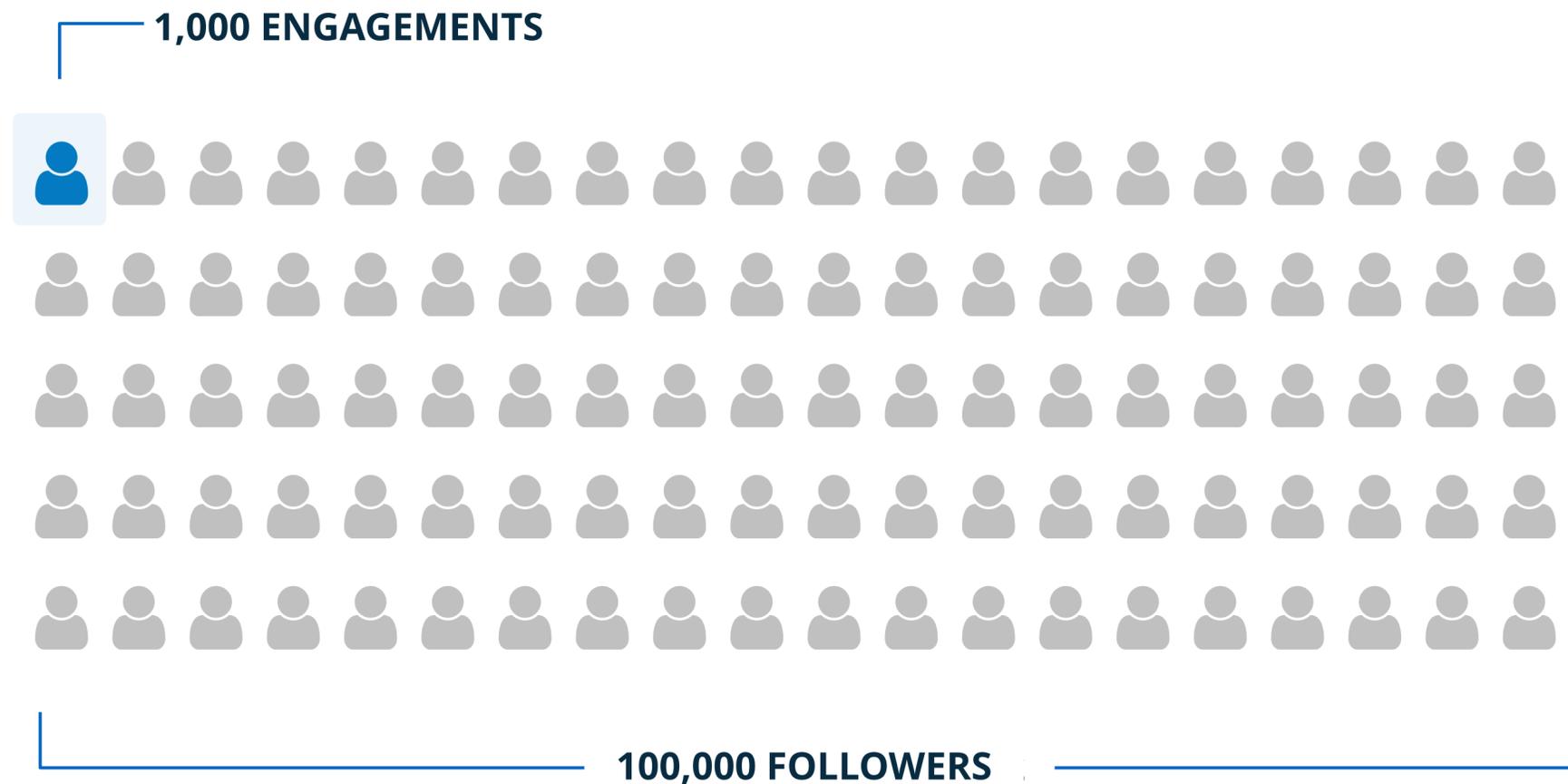
Engagement Rate by Follower

What is Engagement Rate by Follower?

The average engagements per follower on a per-post basis.

This is what a 1% engagement rate by follower looks like.

$$\begin{array}{ccc} \text{1,000} & \div & \text{100,000} \\ \text{ENGAGEMENTS} & & \text{FOLLOWERS} \end{array}$$

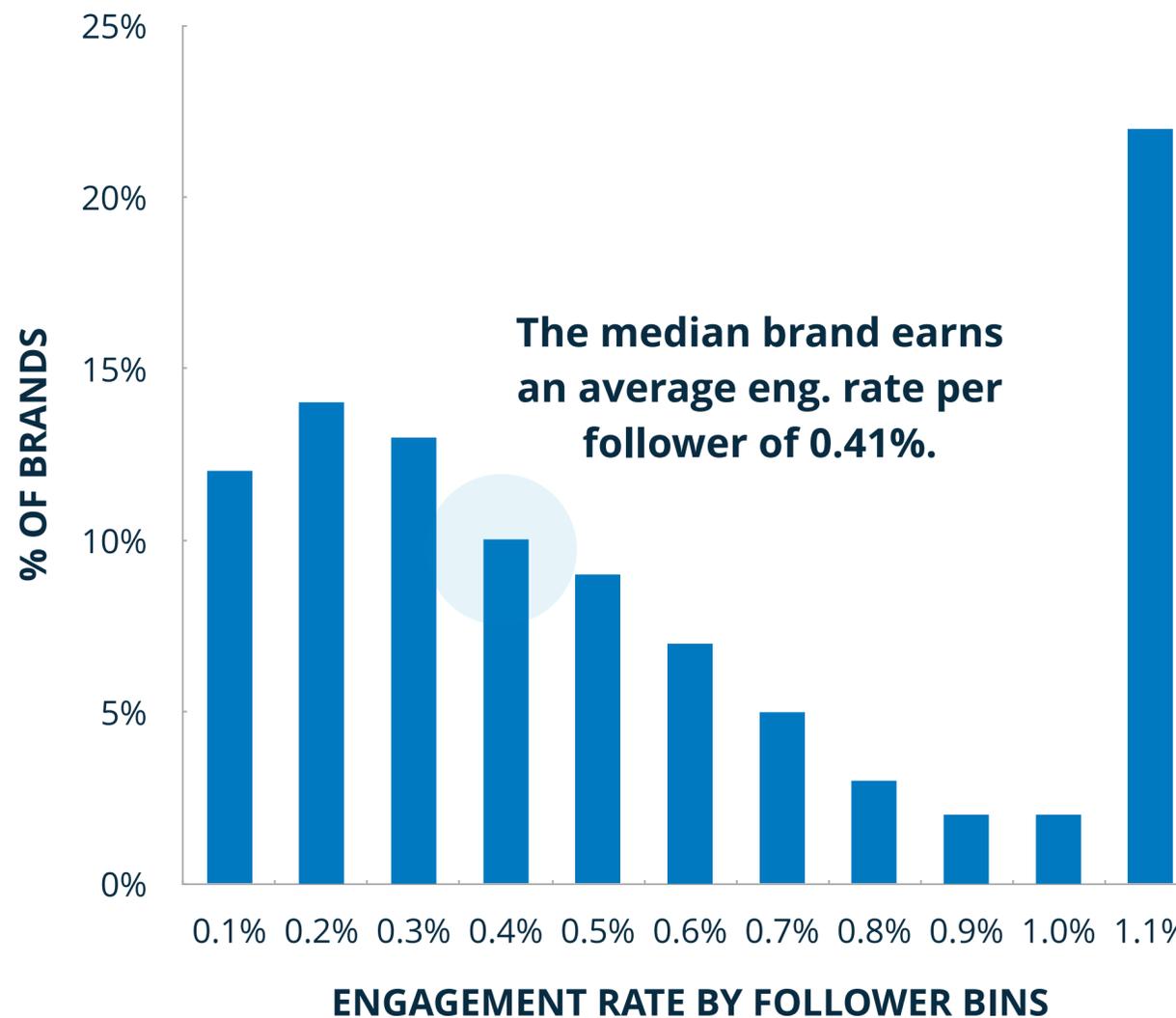


Engagement Rate by Follower: Distribution

The average engagements per follower on a per-post basis.

On a per-post basis, the eng. rate by follower for the median brand comes in at 0.41%.

- About 40% of brands earn an engagement rate by follower of less than 0.4%.
- About a fifth of brands are earning engagement rates above 1%, or about double the median.



RIVAL IQ INSIGHT

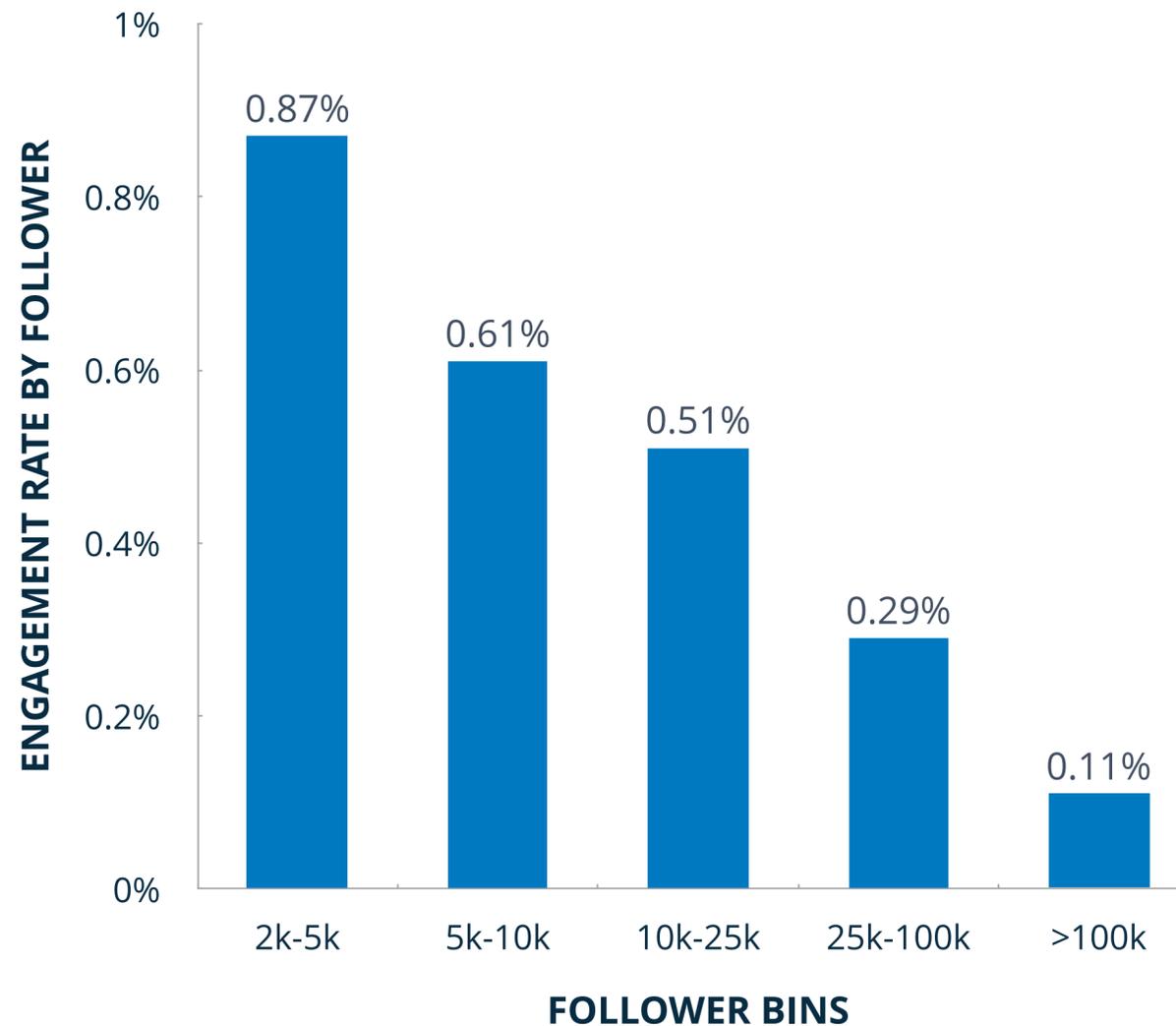
We share this engagement rate to help brands understand their LinkedIn performance relative to other social media channels. Engagement rates per follower that brands are earning right now on LinkedIn are a little lower than Facebook and Instagram, just above Twitter, and miles below TikTok.

Engagement Rate by Follower: Account Size

The average engagements per follower on a per-post basis.

On average, brands with larger accounts see lower engagement rates by follower on average.

- Accounts with fewer than 5K followers see their average engagement rates come in above the median brand at 0.87%, or about 2x the LinkedIn median.
- The largest accounts with more than 100K followers earned much smaller engagement rates of just 0.11%.



RIVAL IQ INSIGHT

There are multiple factors that drive engagement rate, including average reach and content quality. As we saw in the previous section, larger accounts tend to earn fewer engagements per follower on average.

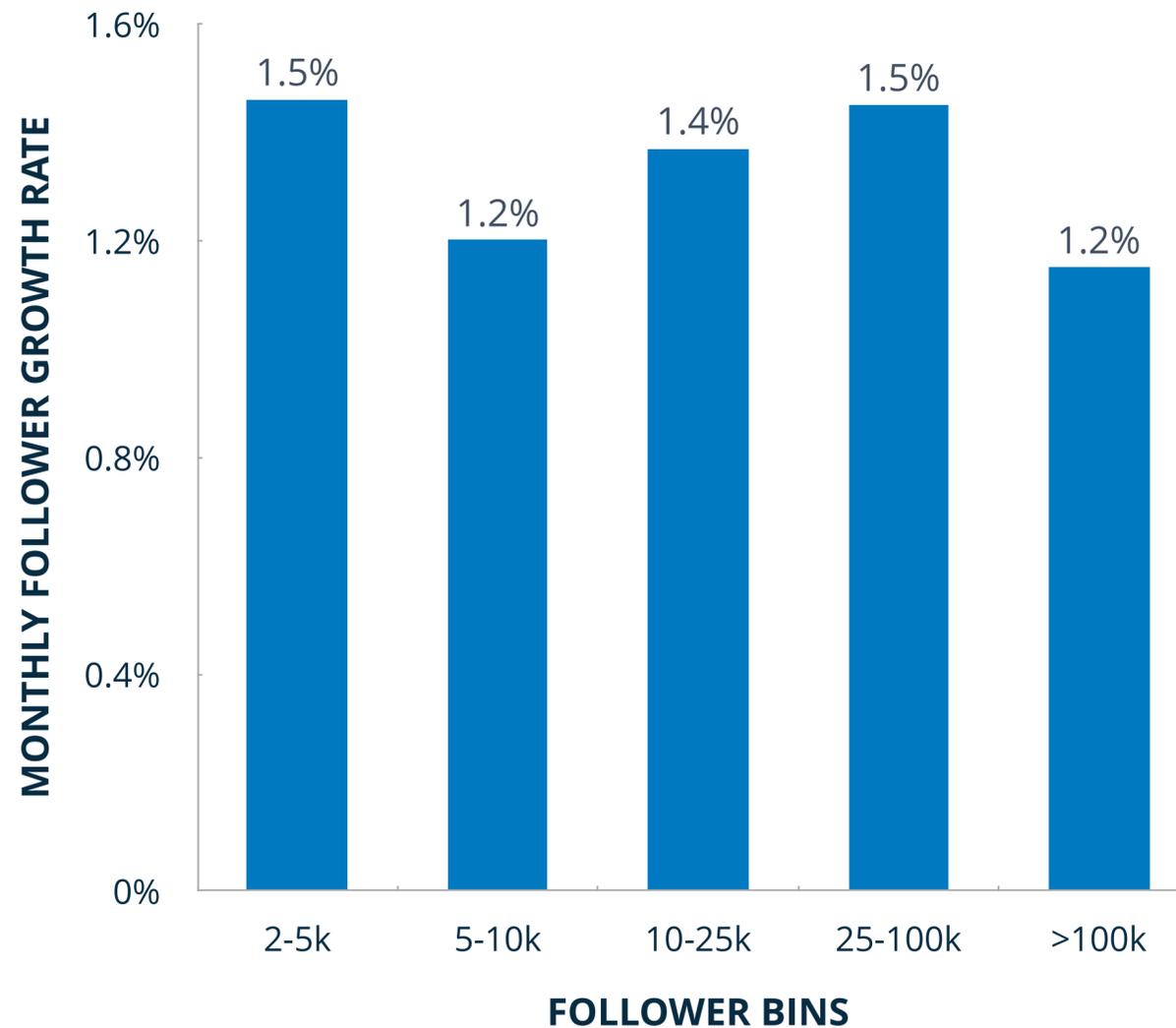
Average Monthly Follower Growth

Monthly Follower Growth Rate: Account Size

The average monthly growth rate over the report period.

Across all account sizes, brands on LinkedIn are growing their followers at least 1% on a monthly basis.

- Smaller accounts, those with less than 5K followers, are averaging monthly growth of more than 1.5%.
- The larger accounts in this study over 100K followers are growing a little less month over month at just 1.2%.



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The difference in monthly growth for small accounts and large ones isn't huge, reminding us that success on LinkedIn is much more about quality content than anything else.

Case Studies from Top Industry Performers

LinkedIn Case Studies

We reviewed the LinkedIn performance of top-performing brands from our most recent benchmarking reports across a variety of industries. Take a deep-dive into the content and strategies that helped these top brand stand out on LinkedIn.



Rare Beauty



Texas Christian University



Amnesty International



OLIPOP

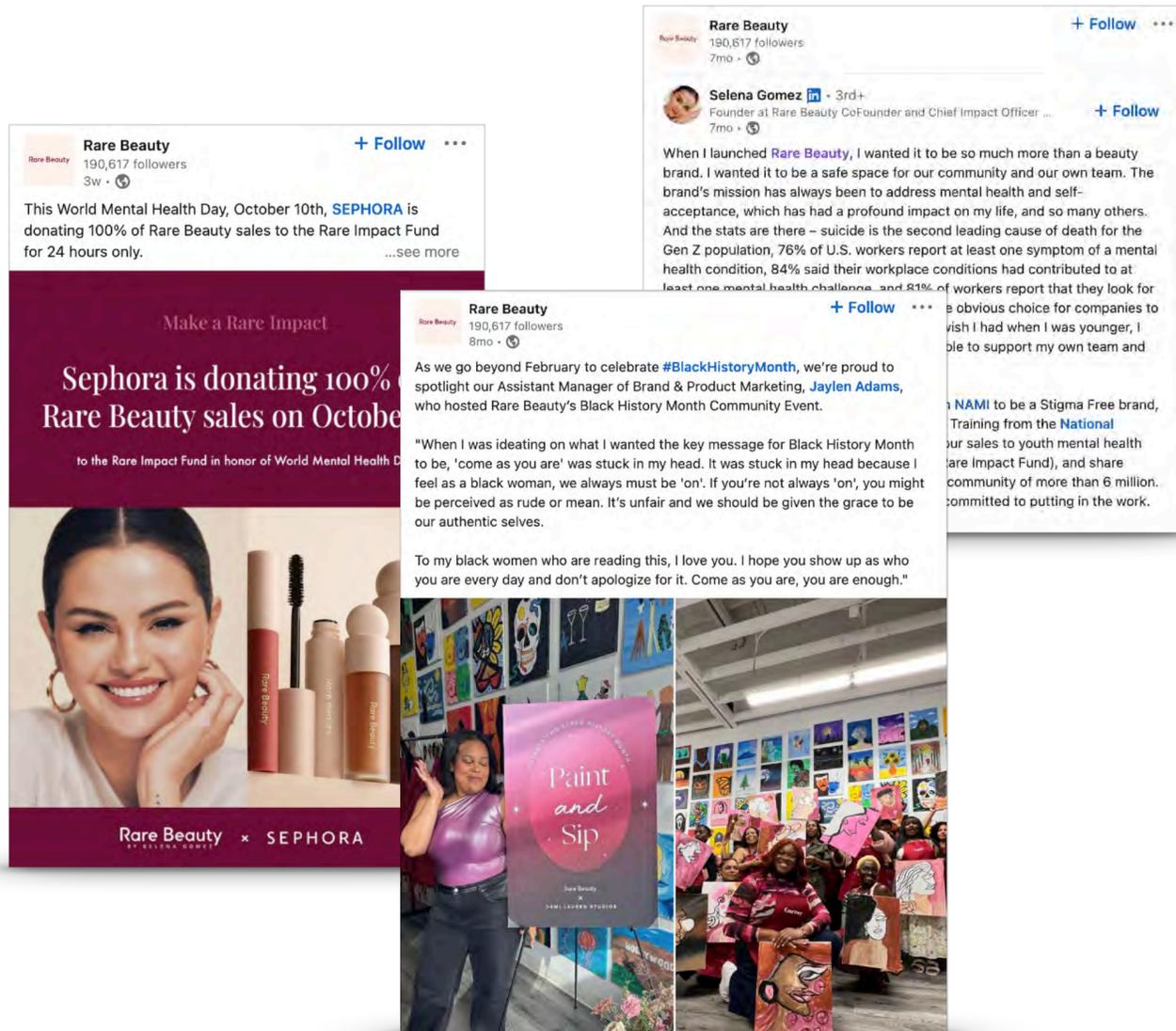




Rare Beauty

From not-so-humble brags about the brand's success to heartfelt posts about how Selena Gomez's brand is giving back to its community, Rare Beauty stood out among beauty brands on LinkedIn this year.

Many of Rare Beauty's top LinkedIn posts featured their famous founder just like on their other channels, but Rare Beauty wasn't afraid to get personal with posts about their commitments to causes like mental health and Black History Month.



190,615
FOLLOWERS

0.5
POSTS PER WEEK

32K
TOTAL ENGAGEMENTS

0.16%
ENG. RATE BY FOLLOWER

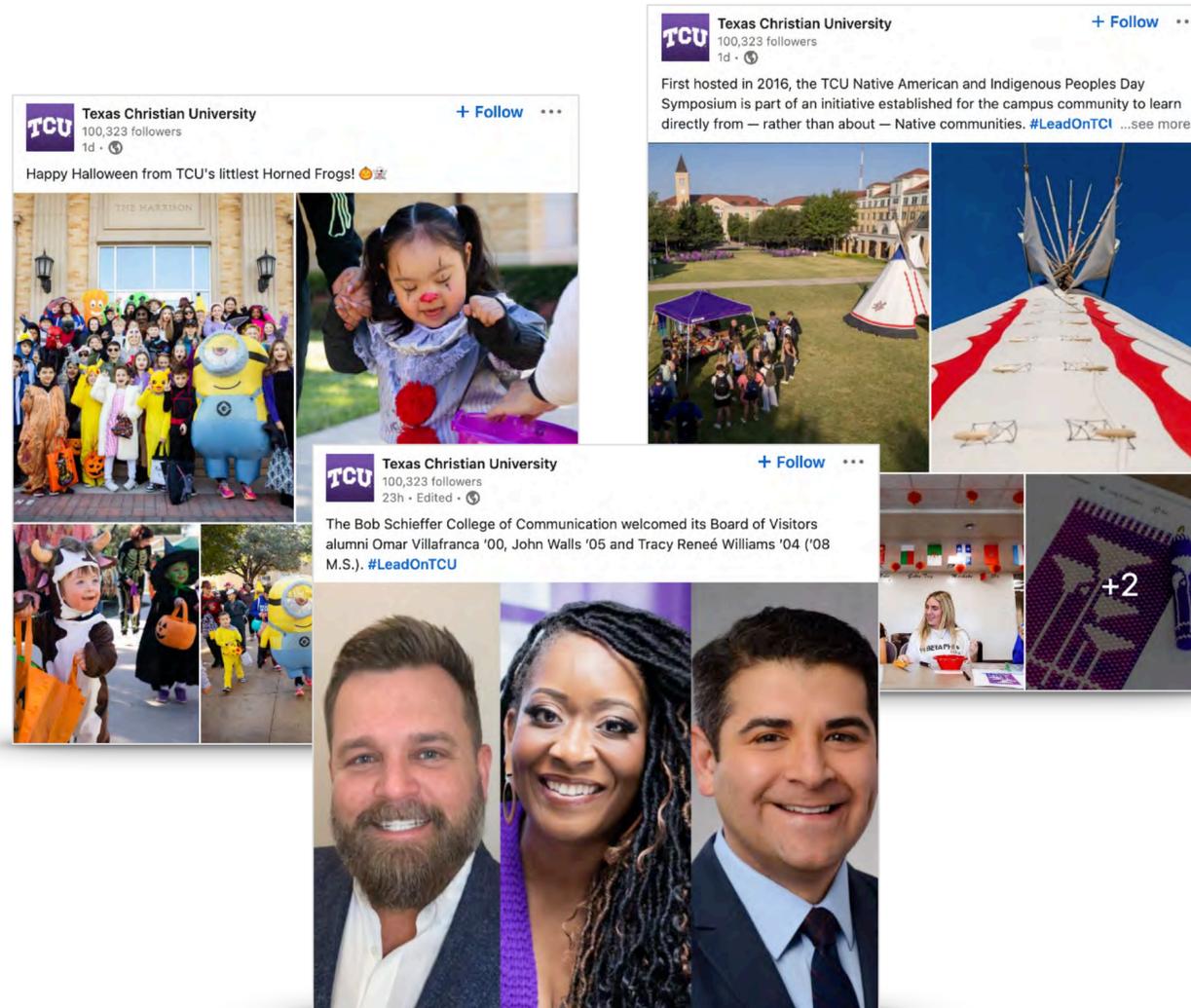




Texas Christian University

Texas Christian University was busy on LinkedIn this year, with more than 4x the posts per week of the average company in this study. From campus events to alumni achievements, TCU was all about keeping followers engaged and informed about what was going on in their Texas-based community.

Posting a mix of informational and playful posts paid off for TCU with killer engagement rates many times higher than the median brand in this study.



100,323

FOLLOWERS

13.8

POSTS PER WEEK

142K

TOTAL ENGAGEMENTS

1.4%

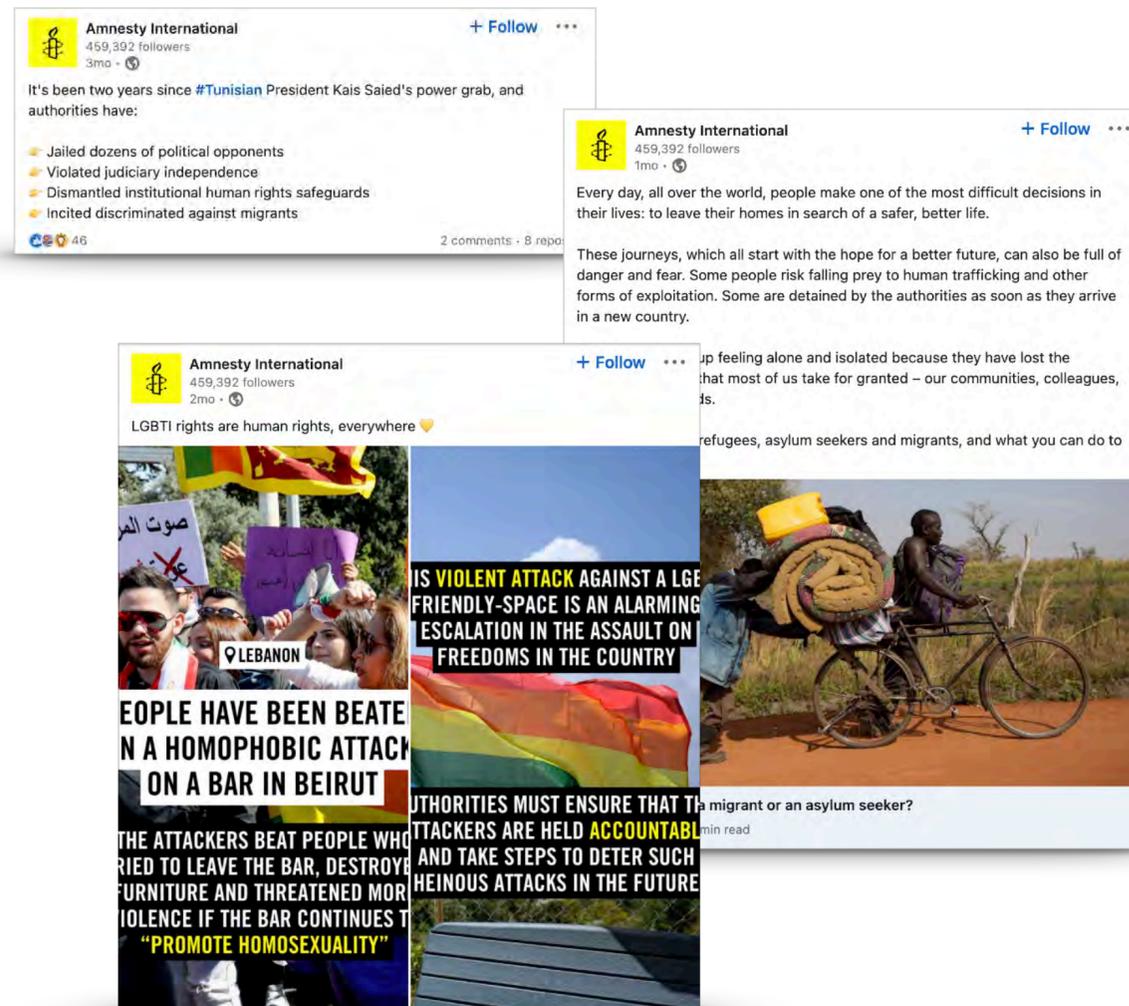
ENG. RATE BY FOLLOWER



Amnesty International

Like many of its nonprofit peers, Amnesty International stood out on LinkedIn by staying true to its mission of raising funds and awareness for the biggest humanitarian issues the world is facing today. The nonprofit used compelling video and photos alongside compelling storytelling to call for action from followers and offer ideas for getting involved.

More than a few of the brand's considerable total engagement count came from dissenters, which is no surprise when dealing with divisive issues.



459,387

FOLLOWERS

3.8

POSTS PER WEEK

100K

TOTAL ENGAGEMENTS

0.21%

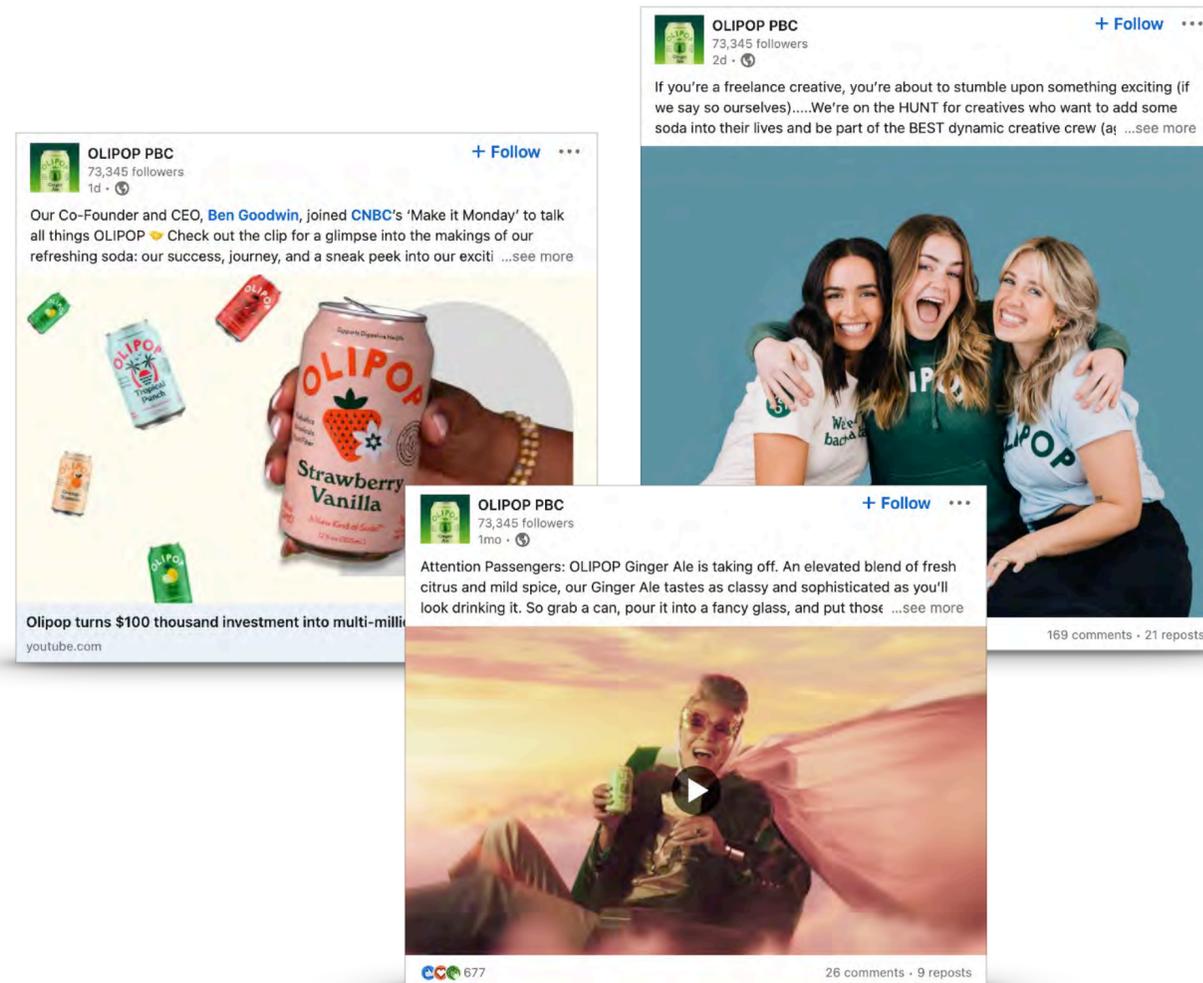
ENG. RATE BY FOLLOWER



OLIPOP

Healthy soda brand OLIPOP saw a meteoric rise in follower count on LinkedIn this year compared to their healthy food peers, averaging about 4500 new followers every month. This growth helped the brand more than double its followers since the beginning of the year.

Colorful and creative posts and videos helped the brand attract a new following this year, from flavor announcement commercials to podcasts to offering followers a chance to work with their favorite soda brand.



73,340
FOLLOWERS

0.6
POSTS PER WEEK

17K
TOTAL ENGAGEMENTS

0.23%
ENG. RATE BY FOLLOWER

About Rival IQ

Rival IQ is a social media analytics toolkit that helps you:

Supercharge your social landscape

Track results across all social profiles, including engagement, influencers, social bios, and sentiment—**for you and your competitors.**

Stay ahead of your competition

Conduct competitive analysis in minutes. Monitor your industry, create benchmarks, and evaluate competitor activity in time to respond before the market shifts direction.

Do more with your social data

Dive deeper into your Facebook, Twitter, Instagram, TikTok, YouTube, and LinkedIn analytics with automated insights, boosted post detection, hashtag analysis, and so much more.

[GET YOUR FREE TRIAL](#)

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