

LINKEDIN ALGORITHM 2026

BRAND PAGE CHEAT SHEET

Sociallyin | Reviewed October 15, 2026 | Companion to the updated article

WHAT CHANGED, AND WHAT REMAINS UNCERTAIN

LinkedIn announced feed-relevance and authenticity measures in March 2026, then confirmed additional AI-content quality work in September. “Authenticity Update” is a descriptive label here, not an official name for one synchronized launch.

Announcement	Confirmed direction	How to use it
March 12, 2026	Smarter relevance models; less repetitive, low-substance content and engagement bait.	Publish useful professional insight for a defined audience.
March 13, 2026	Limits on inauthentic activity, pods and automated comments; possible account restrictions.	Review tools and avoid manufactured participation.
September 15, 2026	AI-slop classifiers limit distribution; useful AI assistance is distinct from generic content.	Add a real point of view, substance and supporting evidence.

KEEP RESEARCH AND PROFILE FEATURES SEPARATE

360Brew was named in a January 2025 paper describing a pre-production research model and offline results. Its arXiv record is now withdrawn with an administrative licensing note. It does not establish the current production feed architecture.

LinkedIn’s June 17 Connected Apps announcement describes an expanded profile feature showing software-use expertise. It does not document a feed-ranking benefit.

A reach decline is an observation, not proof of a specific algorithm penalty. Network relationships still matter alongside relevance. Avoid promises based on fixed comment multipliers, universal poll collapse, or a guaranteed first-comment link workaround.

CHOOSE FORMATS BY PURPOSE

These are editorial test recommendations, not official format rankings or guaranteed outcomes. Compare posts at the same age and track the relevant business goal.

Format	Useful role	Measure
Document / carousel	Explain a process, framework or worked example.	Relevant responses, document engagement and inquiries.
Native video	Show a demonstration or first-person explanation. Use captions.	Watch quality, useful responses and leads.
Newsletter	Develop recurring depth for interested subscribers. Notifications depend on settings.	Subscribers reached, article views and responses.
Text with a point of view	Share a specific professional observation with a useful example.	Relevant comments, Page/profile visits and inquiries.
Poll	Ask a meaningful question and follow up. Responses are self-selected.	Response relevance and useful discussion.
External link in body	Offer a relevant source or next step with enough post context.	Qualified destination clicks and conversions.
External link in comment	Test an alternative placement when readers can find it easily.	Click completion compared with body placement.

A FOUR-WEEK DIAGNOSTIC

Export the last 30 days of posts. Separate paid and organic distribution and record topic, format, impressions, comments, clicks and relevant inquiries.

Compare similar topics at the same post age. Review medians as well as totals so one unusually strong post does not define the baseline.

Change one factor at a time and track the business goal. Treat small samples and before/after differences as directional observations, not causal proof.

REVIEW, THEN BRIEF LEADERSHIP

REVIEW CHECKLIST

1. Cut engagement-bait phrasing from post copy
2. Stop automated comments and reciprocal engagement pods
3. Remove irrelevant links and explain useful destinations
4. Replace generic AI copy with specific expertise
5. Avoid polls that exist only to collect low-effort votes
6. Publish text posts with a specific point of view
7. Test documents for explanations that need several pages
8. Test native video when a demonstration helps
9. Use newsletters for recurring depth
10. Support voluntary employee and executive participation
11. Use two or three topic pillars as a planning aid
12. Test a sustainable executive posting cadence
13. Test link placement if it affects reader access
14. Ask a specific question when it adds to the topic
15. Track useful conversations and business actions

COPY-READY LEADERSHIP SUMMARY

LinkedIn announced feed-relevance and authenticity changes in March 2026 and further AI-content quality measures in September. These changes do not establish why our Page's reach changed. We will review content quality and publishing practices, compare similar posts, and track qualified clicks and conversations alongside impressions. We will report a four-week test without treating a single observation as proof of an algorithm penalty.

PRIMARY SOURCES

[March 12 feed changes](#)

[March 13 authenticity measures](#)

[March 12 engineering explanation](#)

[September 15 AI-content quality update](#)

[June 17 Connected Apps announcement](#)

[360Brew research record \(withdrawn\)](#)