

Linkedin Algorithm simplified

DWELL TIME



1/6

What is dwell time?

Dwell time calculates how long a LinkedIn user looks at an update or link.



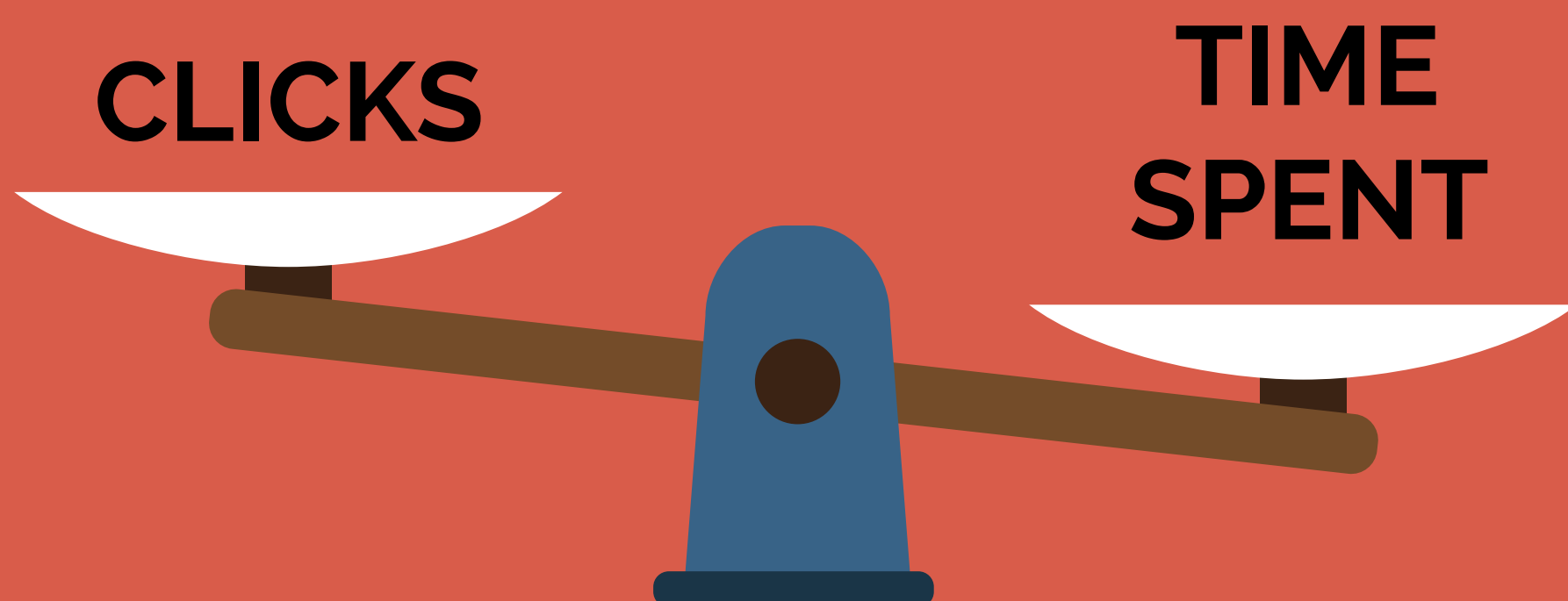
Two types of “dwell times” matter:

1. Dwell time “on the feed,” which starts measuring when at least half of a feed update is visible as a member scrolls through their feed.
2. Dwell time “after the click,” which is the time spent on content after clicking on an update in the feed.



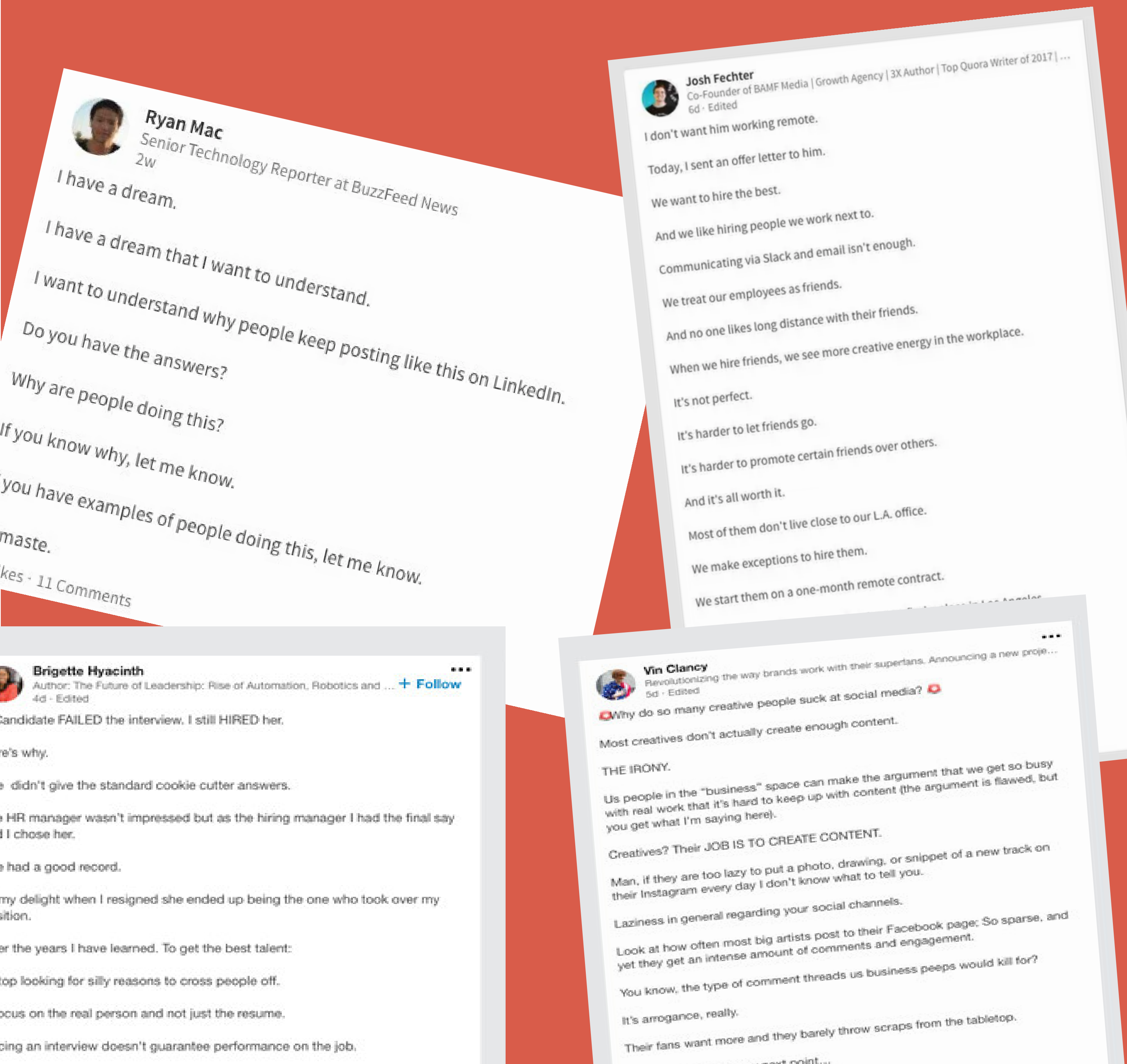
What this means

1. The more time a person looks at your post, the more “valuable” your post will be seen. More value = more reach.
2. Time spent looking at a post becomes more important than link clicks.



Connected Circles

Say GOODBYE to clickbait and "Broetry".



Ryan Mac

Senior Technology Reporter at BuzzFeed News
2w

I have a dream.

I have a dream that I want to understand.

I want to understand why people keep posting like this on LinkedIn.

Do you have the answers?

Why are people doing this?

If you know why, let me know.

If you have examples of people doing this, let me know.

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kes - 11 Comments



Josh Fechter

Co-Founder of BAMF Media | Growth Agency | 3X Author | Top Quora Writer of 2017 | ...
6d · Edited

I don't want him working remote.

Today, I sent an offer letter to him.

We want to hire the best.

And we like hiring people we work next to.

Communicating via Slack and email isn't enough.

We treat our employees as friends.

And no one likes long distance with their friends.

When we hire friends, we see more creative energy in the workplace.

It's not perfect.

It's harder to let friends go.

It's harder to promote certain friends over others.

And it's all worth it.

Most of them don't live close to our L.A. office.

We make exceptions to hire them.

We start them on a one-month remote contract.



Brigitte Hyacinth

Author: The Future of Leadership: Rise of Automation, Robotics and ...
4d · Edited

Candidate FAILED the interview. I still HIRED her.

re's why.

e didn't give the standard cookie cutter answers.

e HR manager wasn't impressed but as the hiring manager I had the final say
I chose her.

e had a good record.

my delight when I resigned she ended up being the one who took over my
sition.

er the years I have learned. To get the best talent:

top looking for silly reasons to cross people off.

ocus on the real person and not just the resume.

cing an interview doesn't guarantee performance on the job.



Vin Clancy

Revolutionizing the way brands work with their superstars. Announcing a new proje...
5d · Edited

Why do so many creative people suck at social media? 📺

Most creatives don't actually create enough content.

THE IRONY.

Us people in the "business" space can make the argument that we get so busy
with real work that it's hard to keep up with content (the argument is flawed, but
you get what I'm saying here).

Creatives? Their JOB IS TO CREATE CONTENT.

Man, if they are too lazy to put a photo, drawing, or snippet of a new track on
their Instagram every day I don't know what to tell you.

Laziness in general regarding your social channels.

Look at how often most big artists post to their Facebook page. So sparse, and
yet they get an intense amount of comments and engagement.

You know, the type of comment threads us business peeps would kill for?

It's arrogance, really.

Their fans want more and they barely throw scraps from the tabletop.

next point...

**Say HELLO
to meaningful attention
and engagement.**

