

DIAGNOSTIC

LinkedIn Rewrote Its Entire Algorithm in 2026. Most of You Are Still Playing the 2024 Game.

Key insights and actionable frameworks

! Key Signals

The reach collapse is real, and it's structural

Average visibility on LinkedIn dropped 47% year over year.

Your likes don't matter anymore. Here's what does.

360Brew evaluates your content through four alignment pillars: profile coherence, network relevance, engagement patterns, and content consistency.

Engagement pods are dead. LinkedIn killed them.

I know some of you are still in pods.

SOLUTIONS

Fix 1

Hashtags are functionally dead. Stop using them

LinkedIn removed the ability to follow hashtags.

Fix 2

Your network size might be hurting you

This is the most counterintuitive finding in all the research.

Fix 3

Video is LinkedIn's structural bet. Not a trend

LinkedIn launched a dedicated Video tab in the mobile app.

SOLUTIONS

Fix 4

The formats that actually perform (with number)

Document posts and PDF carousels lead with a 6.

Fix 5

The features nobody's using (and why they should)

LinkedIn Newsletters are now open to everyone.

Fix 6

The one metric that actually predicts your growth

It builds over 60+ days of consistent posting in one niche.

Ready to Take Action?

Get expert guidance tailored to your business goals.

[Get a Free Diagnostic](#)

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