

LinkedIn *for* BD

What's actually working
for recruiters right now



How LinkedIn is working *in 2026*

LinkedIn is pushing content that creates interaction.

In practice that means:

- Consistency matters more than one-off posts
- Personal profiles outperform company pages
- Early engagement (first hour) is key
- Comments drive reach, not likes

Engagement drives everything

Not all engagement is equal:

- 1 comment = **12x** more reach
- 1 share = **7x** more reach
- 1 like = **1x** reach

If a post doesn't get comments early, **it stops.**

Why this matters for BD

This isn't just marketing.

Done properly, LinkedIn helps to:

- Keep you visible in your market
- Build credibility before conversations
- Warm up outreach
- Increase response rates

Content = what's happening on your desk

No need to overthink it.

The best posts come from:

- Hiring challenges
- Roles that are hard to fill
- Candidate pushback
- Market changes

If it's come up more than once this week, it's worth posting.

Content types (use a mix)

Different formats do different jobs:



Text posts – quick insights, most consistent



Documents / carousels – deeper insights



Polls – easy engagement, start conversations



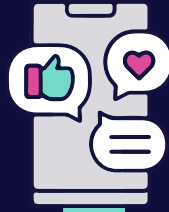
Articles – longer form expertise



Video – builds familiarity and trust



Company posts – work best when reshared by the team



Structure of a good post

Keep it simple and readable:

- Strong first line
- Short paragraphs
- One clear point

You're not writing a blog, you're starting a conversation.



Activity matters more than posting

The people getting results are active daily.

Daily (10–15 mins):

- Comment on client and candidate posts
- Add a point of view
- Stay visible in conversations

Weekly:

- 2–3 posts
- Mix of formats



Early engagement is key

- First 60–90 minutes matters most
- Replying to comments increases reach
- Don't edit posts straight after posting

A few simple rules

- Write like you speak, not like a company
- Don't try to sell in every post
- Use 3–5 relevant hashtags
- Engagement from outside your business (clients, candidates, wider network) helps push posts further, typically driving 15% more reach

The Outcome

This isn't about going viral.

- Being seen consistently
- Starting more conversations
- Building credibility
- Making BD easier before the call happens

