

Engagement with content on LinkedIn

(Based on <https://acumen.aamplify.partners/what-is-a-good-linkedin-engagement-rate>)

LinkedIn, officially launched in May 2003, is the world's largest professional network with more than 645 million users spreading over 200 countries and territories around the world.

Why is engagement rate important?

Because it tells you how well individuals interact with your LinkedIn content. Engagement rate is an indicator of whether individuals find your content interesting, resonant, and worth interacting with.

The most commonly used LinkedIn marketing terms are:

- **Engagement** - Any measurable interactions with your posted social content such as shares, comments, likes, and clicks
- **Clicks** - The total number of times a piece of content has been clicked on or watched
- **Shares** - The total number of times a piece of content has been shared
- **Reactions** - The total number of times a piece of content has been liked, loved, applauded.
- **Comments** - The total number of comments a piece of content has received
- **Follows** - The total number of new followers acquired via a piece of content
- **Impressions** - The total number of times a piece of content has been viewed
- **Total Engagement** = clicks/plays + shares + likes + comments + follows

Now that you have a general understanding of these commonly used social media marketing terms, let's talk about the different types of measurement methods for LinkedIn engagement rate,

Engagement Rate = Total Engagements/Impressions

Impressions refer to the number of times your content is viewed/displayed. This type of calculation measures engagement on a *per view/display basis*.

A 2% LinkedIn engagement rate is considered good, and an above 2% engagement rate means you are doing great. If your posts have a lower than 2% engagement rate on average, you may need evaluate whether the content you created is just not as engaging as you thought it would be, and how to improve this.