

Examples of how to respond to comments to stimulate the conversation and increase the number of comments

The kind of interaction that the LinkedIn Post Algorithm likes the most, are comments.

So, the question is: how to generate the most of them?

These are some examples of what you can do as the author of the post.

- 1) In the copy of the post (and/or a slide deck), write “Leave a comment if you want to participate.”
- 2) When someone posts a comment to show their interest, there are two options:
 - a. This person is a first-degree connection
 - i. Write in a comment: “I will send you the link in a personal message.”
 - ii. Wait 10 minutes to send it. This increases the chances that they will respond with “thank you” or something similar in a new comment.
 - iii. Then post in a comment: “I have sent you the link in a personal message. By the way, which topic is the most important for you to know more about?”
 - b. This person is NOT a first-degree connection:
 - i. Write in a comment: “I happily share the link with you, but the algorithm doesn’t like it that it happens here. So, invite me to connect and I will send you the link in a private message.” (Remark: you can also send an invitation yourself, but it seems to work better for the algorithm that people send an invitation to you).
 - ii. When you are connected, send the link via a personal message.
 - iii. Then post in a comment: “I have sent you the link in a personal message. By the way, which topic is the most important for you to know more about?”