

LINKEDIN BEST PRACTICES 2025

Optimise your content for maximum reach, engagement and growth this year.

This guide covers everything you need to know to craft posts that stand out and drive conversations on LinkedIn in 2025.

TEXT POST ESSENTIALS

Craft scannable simple posts that hold attention and resonate with your audience

- 👉 Write between 1,242 and 2,500 characters for balanced length
- 👉 Break into 14 + short paragraphs (10–19 words each) for scannability
- 👉 Use simple, grade 5–7 level language everyone can follow
- 👉 Add 1–8 emojis to guide the eye and add personality
- 👉 Highlight key points with bullets or numbered lists

END WITH A QUESTION

Boost comments by 72% through easy to answer closing questions

- ☞ Boost comments by 72 % with clear, easy-to-answer closers
- ☞ What's one tool you can't live without?
- ☞ Which of these strategies have you tried?
- ☞ What's your biggest challenge with [your topic]?
- ☞ Have you seen similar results in your industry?
- ☞ What would you add based on your experience?

AI PROMPT SHORTCUTS

Polish your writing instantly and save time
with quick AI prompts

☞ Optimise to 1,500–2,500 characters

PROMPT: *“Optimise this to 1,500–2,500 characters”*

☞ Add paragraph breaks

PROMPT: *“Restructure with more paragraph breaks”*

☞ Simplify to grade 5–7

PROMPT: *“Rewrite at grade 5–7 reading level”*

☞ Enhance with emojis

PROMPT: *“Add select emojis to enhance readability”*

POST STRUCTURE

Grab attention, skip hashtags and trigger replies with a clear call to action

- ☞ Hook readers with a contrarian opener
- ☞ Skip hashtags—they cut reach by 81 %
- ☞ Move external links to the first comment
- ☞ Frame around career growth when relevant
- ☞ End with a clear call to action

VISUAL CONTENT TIPS

Amplify reach using carousel posts, infographics and mobile friendly videos with captions

- ☞ Use carousel posts for 11× more reach
- ☞ Turn key points into infographics for action-driven visuals
- ☞ Choose portrait images for mobile impact
- ☞ Overlay high-contrast text for easy reading
- ☞ Film vertical 9:16 videos with captions

TIMING AND ENGAGEMENT

Dominate your feed by posting on Sundays, warming up the algorithm first and replying fast

- 👉 Post on Sundays or Saturdays for peak reach
- 👉 Engage with 10–20 posts before sharing yours
- 👉 Write comments over 9 words with personal insight
- 👉 Keep a consistent schedule to build momentum
- 👉 Reply quickly to spark ongoing discussion

YOUR ROADMAP FOR LINKEDIN SUCCESS 2025

Adopting these LinkedIn best practices turns your posts into engagement magnets that build your authority and drive quality leads.

Combining scannable content, compelling visuals and weekend timing maximises your visibility and attracts the right audience.

Leveraging AI prompts and rapid engagement streamlines your workflow, strengthens relationships and fuels sustainable business growth.