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What works on LinkedIn after the 2026 feed changes: study of 116,000 posts

"Comment KEYWORD" engagement bait went from a 13% gain to a 24% loss after July, while personal stories earn about a third more reactions. Posts with links get about 13% fewer reactions.

13 October 2026: Since LinkedIn rebuilt its feed this year, posts asking readers to "comment KEYWORD to get the guide" have gone from earning about 13% more reactions than the same person's other posts to about 24% fewer, while personal stories earn about a third more, a study of more than 116,000 posts has found.

The study, by LinkedIn content studio Flypost, compared the posts of 2,400+ B2B creators with each creator's own other posts, so the results show what a tactic does rather than who tends to use it. It was first run in July 2026 and repeated in October on the latest 12 months of posts. Flypost sells LinkedIn content software.

Key findings

1. **Engagement bait has flipped.** "Comment KEYWORD" posts: about 13% more reactions before July 2026, about 24% fewer since. This matches a separate 684,000-post analysis by MagicPost.
2. **Personal stories win.** About a third more reactions than the same person's other posts, for 3 in 4 creators, as big a lift as adding an image (about 35%).
3. **Link posts get about 13% fewer reactions.** The same person's posts with a link got about 13% fewer reactions than their posts without one. We can't separate the link from the kind of post people add links to.
4. **Question openers still hurt.** Opening with a question cost about 17%; three or more hashtags cost about 7%.

> "Every time LinkedIn changes the feed, people go hunting for a new trick. The one that stopped working this year is the trick itself. Posts about something real kept winning."
>
> **Sam Cassman, founder, Flypost**

About the study

Flypost analysed 116,000+ original LinkedIn posts published between October 2025 and September 2026 by 2,400+ English-speaking B2B creators (1,000 to 500,000 followers), drawn from 2,500 tracked across the US, UK, Canada, Australia, Europe and elsewhere. Posts are public and were collected through a third-party data provider. Each finding compares a creator's posts that used a tactic with their own posts that didn't, and measures reactions and comments, not impressions. Posts were labelled as personal stories by an AI model (Gemini 3.7 Flash) for April to September 2026; a hand check of 30 randomly chosen posts agreed with 26. The study was not independently reviewed. Full method, limits and charts: https://www.flypost.io/learn/linkedin-algorithm-study-data

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Notes to editors

1. **Full methodology** is on the study page above, including exclusions (reposts, posts under 14 days old) and the July 2026 first run.
2. **Findings table** (each creator compared with their own posts; 95% interval; share of creators who did better):

Tactic	Effect on reactions	Interval	Creators	Did better
Personal story (Apr–Sep 2026)	+33%	+29% to +38%	1,549	75%
Image vs text-only	+35%	+30% to +41%	1,047	73%
"I/my/we/our" in first line	+19%	+16% to +21%	1,734	69%
Concrete detail (Apr–Sep 2026)	+15%	+12% to +18%	1,000	62%
Generic, no story or detail (Apr–Sep 2026)	–13%	–16% to –10%	955	37%
"You/your" in first line	–10%	–12% to –8%	1,382	35%
1–2 hashtags	no change	–3% to +4%	907	51%
3–5 hashtags	–8%	–11% to –3%	971	44%
Question as first line	–17%	–19% to –11%	685	31%
Link in a normal post	–13%	–16% to –10%	1,366	40%
Weekend vs weekday	+3%	0% to +6%	1,211	54%
"Comment KEYWORD", Apr to early Jul 2026	+13%	0% to +27%	177	58%
"Comment KEYWORD", mid Jul to Sep 2026	–24%	–39% to –5%	120	36%
Poll vs text-only	–58%	–69% to –50%	47	9%

3. **Where the advice we tested is published:** Sprout Social's LinkedIn hashtag guide ("three to five hashtags per post", May 2026): https://sproutsocial.com/insights/linkedin-hashtags/ ; Hootsuite's hashtag and algorithm guides: https://blog.hootsuite.com/linkedin-hashtags/ and https://blog.hootsuite.com/linkedin-algorithm/ ; Buffer's best time to post on LinkedIn (July 2026): https://buffer.com/resources/best-time-to-post-on-linkedin/ . The 60% link-penalty figure: Forbes, 30 July 2026, https://www.forbes.com/sites/jodiecook/2026/07/30/the-linkedin-link-penalty-cutting-your-reach-by-60/
4. **Other published estimates:** MagicPost on "comment KEYWORD" posts (30 September 2026): https://magicpost.in/studies/linkedin-comment-bait
5. **Assets** (charts, data table, headshot, logo): https://www.flypost.io/press/linkedin-study-2026
6. **Interviews:** Sam Cassman, founder of Flypost, is available for interview.
7. **About Flypost:** Flypost is a LinkedIn content studio that turns a company's own material (posts, transcripts, case studies) into LinkedIn posts, carousels and articles. https://www.flypost.io
8. **Media contact:** Sam Cassman, sam@flypost.io. Phone available on request.