# Summary of Link·Ability [IN]sights Livestream:
# LinkedIn Lies That Just Won't Die

**Guest: Kevin D. Turner, LinkedIn expert and curator of the definitive LinkedIn new features and changes list**

### ◆ Hashtags Are (Mostly) Hollow

■ Hashtags hold value externally (for search engine indexing) but are increasingly deprioritised by LinkedIn internally

■ First three hashtags in articles or newsletters still impact the URL and metadata

■ LinkedIn removed follower counts from hashtag pages and made them harder to navigate to

### ◆ There Is No "One Algorithm"

■ LinkedIn operates dozens of algorithms across product areas – 19 just for reach

■ Different product groups create and compete with each other's algorithms

■ These algorithms evolve independently, often in conflict with each other

### ◆ LinkedIn Jail Is Real – and Avoidable

■ Most jailings result from using unauthorised automation tools

■ Some automation tools use "fingerprint blocking" to hide their identity – which leaves the user exposed

■ To regain access, use the help link: linkedin.com/help/linkedin/ask/default-social

### ◆ Approved Automation Exists – and It's Safe

■ LinkedIn maintains three official partner lists for automation tools (core platform, Sales Navigator, and Recruiter)

■ If a tool isn't on the list, don't use it – "if not on the list, you must resist"

### ◆ Yes, You Can Remove Fake Employees from Your Page

■ LinkedIn has a form for disputing false employment claims on company pages

■ If the fake employee doesn't respond to LinkedIn's verification request, they'll be removed

### ◆ Company Pages Can Get Traction (With the Right Strategy)

■ Company page reach is generally lower than personal profiles

■ Amplifying employee content and repurposing across both can improve visibility

■ Engagement levels depend on strategy, not page size

### ◆ Content Isn't Indexed Equally

■ LinkedIn has obfuscated most profile sections from external indexing (e.g. About, Experience)

■ Posts, comments, newsletters, and articles are still indexed

■ Trick to prompt re-indexing: toggle your public profile visibility off and on again

◆ **Some Words Will Get You Flagged**

■ Unexpected words like "idiot" may trigger content warnings – even if used self-referentially

■ You can test words by drafting comments to see if LinkedIn flags them before posting

◆ **Verification: It's Worth It, But It's a Mess**

■ Verification builds trust, especially for recruiters and high-risk industries

■ Identity mismatches (e.g. married vs professional names) still cause issues, especially outside the US

■ Workarounds include reaching out to LinkedIn Help or, in extreme cases, legally changing your name

◆ **Posting Daily Doesn't Equal More Reach**

■ Overposting can hurt performance if you don't engage with your audience

■ 2–3 quality posts per week with strong engagement often outperform daily posting

■ Prioritise conversations over frequency

◆ **Video Views Are a Vanity Metric**

■ LinkedIn promotes video to attract younger users (for recruiters) – not for B2B reach

■ "Views" count even if users scroll past in microseconds

■ Engagement, not views, is the real measure of success

◆ **Engagement Signals Matter More Than Ever**

■ Comment before you like – order of actions affects algorithm weight

■ Reactions affect comment visibility (likes can bump a comment to the top)

■ All reactions are weighted equally, but the emotional tone affects how the author perceives them

◆ **Events Still Have a Role (But Promotion Is Key)**

■ LinkedIn doesn't promote livestream events well – visibility is host-dependent

■ Most people register for the replay, not to attend live

■ The new visual format improves the experience, but discovery remains weak

◆ **LinkedIn Is Prioritising Cleanup Over Features**

■ Fewer new features in 2025 – focus has shifted to fighting fakes, bots, and pods

■ LinkedIn has hired dozens of engineers focused solely on fake accounts and job scams

◆ **AI on LinkedIn – Use With Caution**

■ LinkedIn's built-in AI tools (like profile and post suggestions) are weak and largely untouched since launch

■ AI is best used as a spark, not a final draft – overuse leads to bland, same-sounding content

■ Visual AI has baked-in bias – test images critically before using

◆ **Bonus Insights**

■ Summer slowdowns aren't algorithm changes – they're seasonal user behaviour shifts

- If you suspect a post is pod-boosted, block the users – collective blocking weakens pods
- Report fake profiles and job listings – 7 reports in 2 days triggers human review