

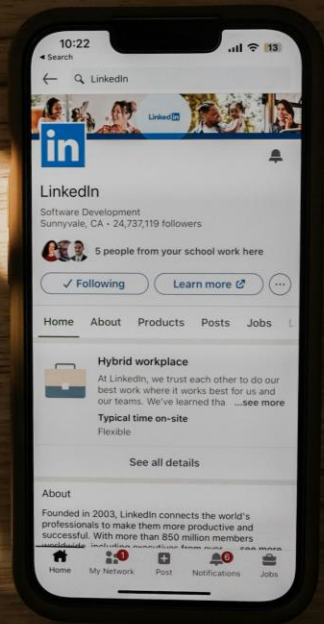
LinkedIn
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Maximizing LinkedIn Engagement

Data-Backed Lessons from Top Voices and Fortune 500 CEOs on What Really Works

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In today's digital-first world, LinkedIn has evolved beyond a networking tool—it has become a stage for executives, thought leaders, and brands to shape industries, spark conversations, and drive real business impact. At Everywhere Agency, we've seen firsthand how leaders who strategically leverage LinkedIn can build influence, credibility, and trust.

Yet, many executives and marketers still struggle with a key question: What actually works on LinkedIn? That's why we partnered with [SocialHP](#) to take a data-driven look at the platform's highest performers—LinkedIn Top Voices and Fortune 500 CEOs—to uncover the strategies that drive engagement.

This report offers a clear roadmap to help you maximize your LinkedIn influence—whether you're a CEO, marketer, or communications leader looking to refine your executive presence.

We've analyzed over 9,000 posts across 220 LinkedIn Top Voices and 149 Fortune 500 executives to identify what separates highly engaged leaders from those struggling to break through.

Inside, you'll find practical takeaways that go beyond best practices—real insights backed by data. We hope this report helps you harness the full power of LinkedIn and build meaningful connections with your audience. If you'd like to explore how Everywhere Agency can support your LinkedIn strategy, please don't hesitate to reach out.

Here's to building Linkfluence together!



MEGAN HUETER

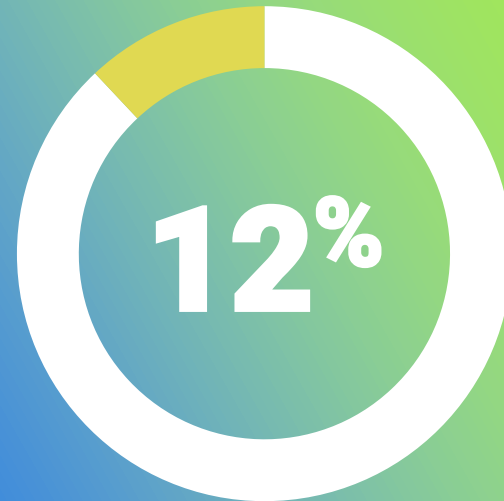
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FORTUNE 500 CEOs
AVERAGE

375,000

FOLLOWERS ON LINKEDIN—
BUT MANY STRUGGLE WITH
LOW ENGAGEMENT



OF EXECUTIVE POSTS
INCLUDED VIDEO, DESPITE
LINKEDIN VIDEO
CONSUMPTION RISING
36% YOY



WHY EXECUTIVE PRESENCE MATTERS

FORTUNE 500 CEOS HAVE THE FOLLOWERS—DO THEY HAVE INFLUENCE?

LinkedIn has become the go-to platform for business leaders to establish credibility, drive engagement, and influence key stakeholders. Executives today are not just brand representatives—they are their company's most visible and trusted ambassadors.

A strong LinkedIn presence directly impacts reputation and recruitment. [82% of job seekers](#) research a CEO's online presence before applying, and employees are nearly 4x more likely to prefer working for a socially active executive. However, while Fortune 500 CEOs boast an average of 375,000 followers, many struggle to generate meaningful engagement, averaging just 2.5% per post—only slightly above LinkedIn's baseline.

The biggest gap? Content strategy. Executives who incorporate trending topics and multimedia perform significantly better. AI-related posts alone drove 54,000 interactions from Fortune 500 CEOs in the past year, yet only 12% of their posts included short form video, despite LinkedIn video consumption rising 36% year-over-year.

LinkedIn offers executives an ownable and curated platform to build trust, engage talent, and lead conversations that shape their industry.

LINKEDIN TOP VOICES

WHAT EXECUTIVES CAN LEARN FROM LINKEDIN'S MOST ENGAGING VOICES

LinkedIn Top Voices are setting the standard for engagement on the platform, generating 4.9 million interactions last year alone. Their influence isn't just about visibility—it's about creating content that resonates. On average, they post six times per month, more than twice as often as Fortune 500 CEOs, and see an impressive 6.2% engagement rate, nearly three times higher than the LinkedIn average.

A key factor in their success is how they approach content. For example, 84% of their posts include multimedia, making them more engaging and shareable. They also focus on the right topics—sales, marketing, and AI content alone drove 35,650+ interactions, reinforcing that professionals who align their content with trending industry conversations gain the most traction.

Influence on LinkedIn isn't about status—it's about strategy. Users—including executives—who post consistently, embrace multimedia, and engage with timely topics can significantly improve their presence and impact on the platform.

6.2%

ENGAGEMENT RATE,
NEARLY THREE TIMES
HIGHER THAN THE
LINKEDIN AVERAGE

4.9M

TOTAL INTERACTIONS ON
LINKEDIN CONTENT,
INCLUDING LIKES,
COMMENTS AND REPOSTS



KEY TAKEAWAYS

WINNING ON LINKEDIN: WHAT SETS LEADERS APART

Executives and thought leaders who take a strategic, consistent approach to LinkedIn see the greatest impact. A strong presence isn't just about posting; it's about engagement, relevance, and visibility.

Successful leaders post with purpose and ensure their content aligns with the conversations shaping their industries. High-performing executives and LinkedIn Top Voices don't just share updates—they start discussions. They prioritize multimedia, capitalize on trending topics, and maintain a steady presence that keeps them top of mind.

The biggest opportunity? Most executives have the audience but aren't leveraging it effectively. Those who post at least six times per month, integrate multimedia, and engage with trending topics can significantly amplify their influence. LinkedIn isn't just a professional network—it's the epicenter of modern thought leadership.

For those ready to elevate their LinkedIn strategy, the next step is simple: post more, post smarter, and take control of the conversation.



The Value of Earning a LinkedIn Top Voice Profile: For B2B communication and marketing programs, consistently refining your content to achieve Top Voice status on LinkedIn can deliver significant long-term benefits—boosting visibility, engagement, and editorial opportunities for your executives' content.



Multimedia Is Widely Used in Content, But Video Remains the Biggest Untapped Opportunity for Engagement: 80% of LinkedIn posts analyzed from Fortune 500 CEOs include images, documents, links, or video. Yet, only 12% leverage short-form video, revealing a major opportunity for executive teams to expand their influence and gain a competitive edge.



Combining Consistency with Trend-Driven Content Helps Cut Through the Feed: Analysis of Top Voices and Fortune 500 executive posting patterns shows that posting at least six times per month—while aligning content with trending topics like AI, leadership, and workplace culture—can significantly boost engagement and increase influence on LinkedIn.



Leveraging LinkedIn's Editorial Lever for Greater Reach: Posts that were editorially amplified on LinkedIn across both Top Voices and Fortune 500 CEOs received 10–15x more interactions than non-amplified posts. This underscores the importance of strong copywriting that resonates with an executive's target audience and is compelling enough to be pitched and amplified by LinkedIn's editorial team.

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