



Just be yourself*

Lessons from a six-month snapshot of some of LinkedIn's most prolific corporate accounts



*With 20+ years helping businesses to tell their stories, we know that this is easier said than done. We've added in some advice from our own experiences.

Contents

Executive summary	4
What makes a difference on social?	12
· Categories	16
· Themes	31
· Alignment	44
· Cadence	46
· Format	48
Checklist: How to be successful on social media	50



When corporate feeds start to blur



Corporate social media has two major issues

Some companies simply don't do enough. They're not making use of one of the best ways to directly interact with their key audiences, without having an intermediary spinning the message and filtering the stories that the business wants to tell.

Those who are taking part often don't do enough to set themselves apart from the crowd. This homogenized approach means they waste their investment of time, creative energy, and money. For everything they've put in, they're not capturing attentions, and users scroll right past their posts.

Social media is at the front line of corporate reputation and recruitment. But it's also a space where you don't just compete with your peers, you've got to take eyeballs from influencers, from entertainers, memes, and pictures of cute animals. Against this competition, traditional, polished corporate messaging often fails to capture the attention of the audience. Instead of standing out, it blends in with a sea of endless claims about innovation, commitment, and progress.

So how can you stand out in the crowd, differentiate yourself from your peers, and take attention from social entertainment?

Most frequent post category: Thought leadership –

36%

#1 ranking category for engagement: Business and financial updates

Most popular post theme: Innovation –

43%

#1 ranking theme for engagement: Heritage content

#1 ranking format for engagement: Video

Average key message adherence –

67%

Consistent authenticity helps you stand out

Authenticity is the answer, but it is scarce. And audiences are getting better at seeing through facades and spotting inauthenticity. The demand for credibility is rising, and for good reason – people want to hear real stories, not just well-crafted corporate slogans. A shift is happening. What used to work isn't working anymore. Companies need to find new ways to engage, connect, and build trust.

Our data shows that audiences are drawn to content that offers human connection, conversation, and tangible proof. Overly polished, promotional messaging is often ignored or dismissed. Corporate accounts that have some proof behind their message and showcase their own unique experiences, things other people can't speak about, see better results than those who are attempting to predict the future or repeating the same messages as everyone else.



Atos @signify

BR PETROBRAS citi

SIEMENS LTIMindtree

verizon StoneX®

BOEING Valmet

← EMBRAER

IRON MOUNTAIN®

इंडियनऑयल
IndianOil



TECH mahindra

ENPHASE

HUAWEI

TATA COMMUNICATIONS

MÆRSK

CLARIANT

Who did we look at?

1. Verizon
2. Boeing
3. Huawei
4. Citi
5. Siemens
6. A.P. Moller – Maersk
7. Indian Oil Corp
8. Petrobras
9. Embraer
10. Tata Communications
11. Tech Mahindra
12. Atos
13. Iron Mountain
14. Signify
15. Enphase Energy
16. Gail
17. LTIMindtree
18. Clariant
19. StoneX Group
20. Valmet

Methodology

The aim is to answer the question, 'What type of content connects with audiences and what strategies can brands adopt to break through the noise?'

To answer that, we've analyzed six months of data from the 20 most active corporate LinkedIn accounts belonging to B2B companies in the Fortune 500, focusing on the key metrics that tell us what works and what doesn't.

We examined the quantitative data that is publicly accessible from their LinkedIn pages. We also gathered the key messages from each of these businesses, matching them to the posts that are shared on LinkedIn. This gives us an idea of how much LinkedIn messages were aligned with, or deviating from, the overarching strategic messages of each business.

In addition to checking for message alignment, each individual post has been categorized by theme (the things they talk about) and category (the type of post, e.g., thought leadership or an announcement or an employee spotlight) as well as tagging the format (video, image, carousel, or text only) that has been used. Where posts fit multiple categories or themes they were included in both data sets.

We've measured post success using engagements and provided rankings for the categories and themes covered. This is to make it easy for the reader to see what worked best.

When creating our engagement rankings, we wanted to make sure that pages with larger audience sizes didn't have an outsized impact on the scores. Normally you would use impressions to do that, but this data isn't publicly available, so we instead used total page followers as an equalizer.

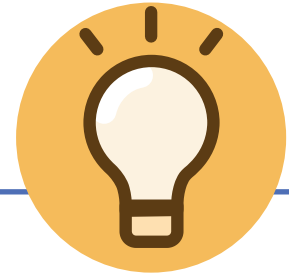
Our goal is not to rank companies or compare them based on sheer volume of activity.

Instead, we aim to identify patterns in content types, messaging adherence, and themes that lead to better engagement.



What makes a difference on social?

Tip: The best performing posts are credible and human-driven.



Authenticity is the multiplier

People understand what's real and what's not. Whatever the format, theme, or category, successful content on LinkedIn has one thing in common: authenticity. The most engaging posts across categories and formats were always the most credible, human-driven, and proof-based. Content that felt authentic, personal, and grounded in real-world experience outperformed anything that felt too polished or promotional.

Be normal

The key to engaging your audience is to write like a person, not a faceless entity. People connect with other people, not logos. Drop the corporate jargon and speak to your audience in a more conversational, relatable tone, and get them involved by asking questions.

At the same time, consistency is critical. Your content needs to reflect your company's brand, and therefore it should be specific and clear. Authenticity is a trust builder, and being consistent in both your intent and tone will help nurture that trust over time.

With that in mind, which categories, formats, and themes performed the best throughout? Did message alignment and cadence make a big difference? And what's the best vehicle for a corporate page to show off its authentic self?

Iron Mountain Media & Archival Services + Follow ...
 4,781 followers
 8mo · Edited · 🌐

We join fans around the world in mourning the loss of Ozzy Osbourne, the legendary "Prince of Darkness," who helped shape heavy metal as Black Sabbath's iconic frontman.

We were honored to welcome Ozzy and his son, Jack, to our Pennsylvania "Underground" in 2016 during Ozzy & Jack's World Tour. Our Media and Archival Services team shared some of his original 1980 recordings, giving him the joy of hearing these preserved tracks for the first time in decades.

"The plan was simply to show them where his master recordings were stored, but we had the rare opportunity to play back the original multi-track of 'Crazy Train' in his presence. Isolating Ozzy's vocals and Randy Rhoads' guitar solos moved him to tears and was a memorable experience for all of us. Knowing that his life's work is safely stored and digitally preserved with us is not just a professional privilege, but it is also a deeply personal and historic responsibility," said Bob Koszela, Global Director, Growth & Strategy, Iron Mountain Media & Archival Services.

Rock on forever, Ozzy! We're honored to preserve your legacy.

<http://spr.ly/6048fJPSj>

#ArchivesMatter #MediaPreservation





Photo by Bethany Beards



870 19 comments · 115 reposts

Best engagement rate for a single post – feels authentic and human


A.P. Moller - Maersk + Follow ...
 2,456,346 followers

The big reveal! Our grey containers will now proudly wear the iconic Maersk blue 📍 This makeover welcomes our containerized service to join the blue of our freight carriers at sea, on land, and in the air.

Back in 1975, we introduced our first containerized line – the Panama Line – and the grey dry container became a global symbol of Maersk reliability. Now, nearly five decades later, our containers are painted to match the color that encapsulates our more than 120 years of moving customers' cargo.

"More than a symbol of our brand and legacy, the Maersk blue stands for trust. And our containers represent the trust of our customers who have entrusted their goods to Maersk." comments **Sam Poulter**, Global Head of Branding & Content at Maersk. "As our most visible brand asset, to celebrate that trust, our grey containers will now proudly bear the Maersk blue that is already the hallmark of our iconic vessels, planes, cranes, trucks, vans and logistics facilities."

#AllTheWay #Containerisation #Maersk



Our containers are getting a blue makeover 📍

6,118 245 comments · 817 reposts

Another high performer, human language discussing heritage

Categories

Category	Frequency	Engagement ranking
Business and financial updates	12%	1
Internal celebrations	12%	=2
External celebrations	3%	=2
Hiring and career opportunities	3%	4
Behind the scenes	1%	5
Employee spotlights	5%	6
Other	2%	7
Event content	29%	8
Promotional content	33%	9
Thought leadership or education	36%	10
Customer success stories or case studies	4%	11
Unknown	0%	12

Thought leadership

Posts focused on sharing knowledge, insights, expertise, or industry trends, often from a position of authority. This includes content where the individual shares thoughts or knowledge relevant to their industry.

Business and financial updates

Posts sharing updates on the company's performance, market trends, financial news, or business operations, including product launches, quarterly reports, and market analysis.

Promotional content

Posts aiming to promote a product, service, or initiative, including advertisements, special offers, or product launches with the goal of driving engagement or sales.

Event content

Posts announcing, discussing, or summarizing events, conferences, webinars, or industry gatherings related to the company, including events they are hosting or sponsoring.

Internal celebration

Posts celebrating internal company achievements, such as employee milestones, team successes, or company anniversaries.

Employee spotlights

Posts that highlight individuals within the company, showcasing their achievements or roles.

Hiring and career opportunities

Posts specifically aimed at recruiting new talent for the company.

Customer success stories or case studies

Posts showcasing positive customer experiences or real-world examples of how the company's products or services benefited customers.

Behind the scenes

Posts offering a glimpse into the day-to-day operations of the company.

External celebration

Posts marking or celebrating cultural events, holidays, or topical moments like national celebrations, sporting victories, or widely observed festivities.

Other

Posts that don't fit into the above categories.

Unknown

Posts with little or no text, making categorization difficult.

Signs of success: Categories

Put focus on the people behind the brand

People want to celebrate people. They look for opportunities to congratulate and support the people and businesses that matter to them. They don't want to hear your corporatized message. If you get stuck in a rut of unchanging, corporate jargon-filled content, your audience might start to ignore you altogether.

Human centricity correlates positively

Pages that posted employee spotlights and celebratory posts more frequently tended to see better overall performance of all of their posts.

These are posts that speak directly to the success of individuals or groups of people.

That's not to say that these posts performed better than others, but there was a positive correlation between their frequency and overall page performance. This could be because people know it feels good to be praised in public, and they want to do that for their colleagues and friends.

Promotional content doesn't

The opposite is true for thought leadership and promotional content. The more of these types of post that a company page posted, the worse the page performed overall.

Again, it's important to note that this is correlation, not causation. Our suggestion is not that these types of post should be avoided entirely. Of course, companies will want to promote themselves, we know that, but you need to find a way to do that which people will want to engage with. People on social media want to find things that are interesting or entertaining, they're not just there to hear your message.

Moderate positive correlations

 Employee spotlights

 Celebratory posts

Moderate negative correlations

 Thought leadership

 Promotional content

Most thought leadership isn't thoughtful or leading

Insight content dominates but underperforms

Content that tries to be insightful was the most regularly shared. Thought leadership alone makes up more than a third of all posts reviewed. This must be because people feel it is an effective way to deliver their messages or showcase their people. But these insights did not deliver higher levels of engagement.

Percentage of posts that are thought leadership

36%

Ranked for engagement –

#10 of 12

StoneX Prime Services
StoneX 1,291 followers + Follow ...

What does market volatility mean for long/short equity managers and investors?

Steven Grabowski, Co-Head of Capital Introduction at StoneX, explains why investor appetite is returning and how multiple market tailwinds are fueling this trend.

Explore the drivers behind the renewed interest: https://lnkd.in/gzJ_Piqn

#Equity #HedgeFunds #LongShortEquity #CapitalIntroduction

StoneX Prime
Market Volatility and the Return of Long/Short Equity
Prime Capital Introduction

Prime Services are offered by StoneX Financial Inc., a wholly owned subsidiary of StoneX Group Inc. StoneX Financial Inc. is a Broker-Dealer, member of FINRA/SIPC, and MSRB registered. Learn more about StoneX Financial Inc. at BrokerCheck.

33 3 comments · 14 reposts

It still works when it's done well. This high performing post is both thoughtful and leading – featuring someone speaking on a subject they are an expert in

What makes a difference on social?

Stop the scroll

Thought leadership's oversaturation on social media appears to be leading people to pay less attention to this style of content. It's popular with corporate content creators because, when it is done well, it's a great tool for pushing home your message – particularly if you want to show that you are an authority on a specific topic. So, then the question becomes, 'how can I do this in a way that makes me stand out from the crowd and stops people scrolling past?'

One way is by leading with evidence and outcomes. Show your viewers that your insight is based on solid foundations of success or hard-earned knowledge – and that it is specific, not generic. You also need to consider the format: if it looks the same as everyone else, people will think it's saying the same thing too.

Beyond buzzwords

The other key differentiator was language. You need to show that this is someone's real reflection, that they genuinely believe what they're saying. The best way to do that is to use simple language and to make sure that we're not just trotting out the company lines.



Tip: Ask yourself, 'Am I just adding to the general noise of thought leadership, or do I have something worthwhile to share?'



Here are five questions to help you understand if your thought leadership is likely to be engaging.

- 1. Is it easy to understand?**
- 2. Is it entertaining?**
- 3. Could they just google this?**
- 4. What can people take away?**
- 5. Does it feel like we're selling to people?**

Proof and progress beat polish

Business updates, celebrations, and milestones top the charts

Business updates, internal celebrations, and external celebrations earned more engagement than other types of content. These categories have appeal because they offer tangible proof of progress – whether that’s a company reaching a milestone, celebrating an employee’s achievements, or acknowledging success with external partners.

The easy response to this is that you’re only engaging the company’s staff, or the friends of those people being celebrated, and not your target audience. That may be true, but it could be a strength. We know that the early interactions for each post help the algorithm decide how widely it will be shared. So, the early friends and family engagement boost will give many more people the opportunity to see it.

Engagement rankings:

1st
Business updates

2nd
Internal and external celebrations

Embraer
1,266,013 followers

#NEWS | LATAM Airlines Group S.A. and its affiliates today announced an agreement with Embraer and plans to expand connectivity across South America, supported by the acquisition of up to 74 Embraer E195-E2 small narrowbody aircraft. The order includes 24 firm deliveries and 50 purchase options. Deliveries of the firm aircraft will start in the second half of 2026, initially for LATAM Airlines Brazil and potentially later for other LATAM group affiliates. Read full news: <https://lnkd.in/d/f2eMnQH>

#NOTÍCIA | A **LATAM Airlines** Group S.A. e suas afiliadas anunciaram hoje um acordo com a Embraer e planos para expandir a conectividade na América do Sul, por meio da aquisição de até 74 aeronaves Embraer E195-E2 de corredor único. O pedido inclui 24 entregas firmes e 50 opções de compra. As entregas das 24 aeronaves começarão no segundo semestre de 2026, inicialmente para a LATAM Airlines Brasil e, posteriormente, com o potencial de incluir outras afiliadas do grupo. Leia notícia completa: https://lnkd.in/d/UvZAN_a

5,640 likes · 79 comments · 390 reposts

Celebrating business updates can be highly engaging even when it’s quite specific, as seen in these high performing posts

Strategy by stealth

These types of posts provide credibility. Rather than pushing a message, they tell a story that resonates because it's based in real-life accomplishments. This provides an opportunity to embed your strategic messaging into a post that you know has a wider appeal.

For instance, when celebrating a colleague, find a way to tie their success to your company's mission, values, or long-term strategy. This approach avoids the 'sales pitch' feeling and instead makes your audience feel like they're part of the journey.

Spotlight success

On the corporate page, the temptation is to focus on the business and not the people within it. But the people really matter.

Celebrating your team members, customers, or partners humanizes your brand. Public recognition not only motivates employees but also builds trust and engagement with external audiences. By showcasing others' successes, you're not just talking about what your company does, you're highlighting its role in the larger community, which generates greater emotional attachments.

When done right, business updates and celebrations can work as strategic tools to subtly reinforce your story, while creating content that's both meaningful and shareable.

The screenshot shows a LinkedIn post from the page 'Huawei IT Products & Solutions', which has 35,587 followers. The post text reads: 'JUST IN: #Huawei has been recognized as a Leader in the 2025 Gartner® Magic Quadrant™ for Enterprise Storage Platforms! As a global pioneer in #datastorage, Huawei is setting the pace for AI-ready, resilient, and intelligent #datainfrastructure. Read more: https://lnkd.in/g6y_3aKR'. Below the text are the hashtags #HuaweiNews, #HuaweiStorage, #GartnerMagicQuadrant, #StoragePlatforms, and #OceanStor. The main image features a server rack with a 'Latest NEWS' badge and a 'High Ranked in Enterprise Storage Platforms' chart. A blue thumbs-up icon is overlaid on the right side of the image. At the bottom of the post, it shows 265 reactions, 1 comment, and 65 reposts. The Huawei logo is in the bottom right corner of the image area.

This post shows you can share your success and still hit key strategic messages

Themes

Theme	Frequency	Engagement ranking
Heritage and history content	2%	1
Leadership	8%	2
Corporate culture and values	7%	3
Financial performance	2%	4
Partnerships and alliances	19%	5
Innovation	43%	6
Sustainability and social impact	22%	=7
Other	2%	=7
International days	4%	=9
Policy and regulation	2%	=9
Industry trends and analysis	12%	=11
Culture and society	2%	=11
Customer experience	4%	=11
Safety	2%	14
Unknown	0%	15

Innovation

Posts that highlight new ideas, sharing things like disruptive technologies or new business models.

Leadership

Posts focused on leadership commentary, including CEO announcements and C-suite highlights.

International days

Posts covering specific international days or weeks celebrating something or highlighting charitable causes.

Partnerships and alliances

Posts focusing on collaborations with other businesses or organizations.

Sustainability and social impact

Posts about environmental or social responsibility and positive societal impact.

Industry trends and analysis

Posts focused on expert analysis and insights into industry trends, often data driven.

Financial performance

Posts discussing the company's financial health, such as earnings, revenue, profits, and other key metrics.

Policy and regulation

Posts with commentary on policy changes and their impact.

Company culture and values

Posts about the company's values, culture, and what it's like to work there, including team events or awards.

Safety

Posts about safety measures, risk reduction, workplace safety, public health, and emergency preparedness.

Heritage and history content

Posts celebrating or reflecting on the company's history, heritage, milestones, or achievements.

Culture and society

Posts highlighting cultural celebrations, public holidays, or significant social moments.

Customer experience

Posts sharing how customers interact with and experience a company.

Other

Posts that don't fit into other themes but still enough content to categorize.

Unknown

Posts that have little to no content or are too ambiguous to categorize.

Signs of success: Themes

When everyone else is zigging

The themes that correlate most closely with success are some of the least used. It could be that heritage, history, culture, values, and leadership are just inherently more likely to feel authentic and so bolster the reputation of pages that use them regularly. Or, perhaps just doing something different to your peers is enough to make you stand out and be interesting.

Users want people, proof, or purpose

Pages that posted more about heritage and history, culture, and values and leadership tended to perform better than those that don't. These themes speak to past successes of a person or the business. They lend themselves more easily to talking about real experiences and allow you to speak with authority on the subject.

Essentially, the authenticity multiplier is in-built to this kind of content. If you're speaking about a culture, I assume you've experienced it. If you're speaking about your history, I assume you've lived it. And if you're the leader of a business, I assume you earned it. That means I'm more likely to trust and engage in the content that you're sharing with me.

Not promotion or projection

On the other hand, I'm more ready to disbelieve messages that feel more promotional or are based on predicting the future. When these kinds of posts were more prevalent, the overall performance of the page was lower.

Perhaps it's because these themes are more inherently sales-based, or that – as we know from experience – they are more likely to contain the corporate jargon that makes a post less accessible to a wide audience.

It's not that these types of posts should be avoided – innovation is a consistently important corporate message, and obviously companies will want to share content that promotes the business. But you need to pick the right moments. And, in those moments, you need to make sure your format, tone, and words are engaging and accessible to all.



Moderate positive correlations

 Heritage content

 Culture and values

 Leadership

Moderate negative correlations

 Innovation

 Industry trends or analysis



Petrobras 3,785,046 followers + Follow

Pela primeira vez em nossa história, passamos a ter maioria feminina na Diretoria Executiva. A nomeação de Angélica Laureano para a Diretoria de Transição Energética e Sustentabilidade consolida esse marco inédito, reforçando o nosso compromisso com a diversidade e a equidade de gênero.

A nova composição da diretoria — com cinco mulheres entre nove integrantes — representa um avanço importante para o setor de energia, tradicionalmente masculino, e nos posiciona como referência em inclusão e liderança feminina.

Diversidade importa. E aqui, ela lidera.
Saiba mais em: <https://lnkd.in/dan9JhT2>

#OBrazilÉANossaEnergia **Magda Chambriard** **#DiretoriaFeminina**

#PraTodosVerem: Em texto alternativo

Show translation

PELA PRIMEIRA VEZ NA HISTÓRIA, NOSSA DIRETORIA É MAJORITARIAMENTE FEMININA

22,973 1,030 comments · 295 reposts

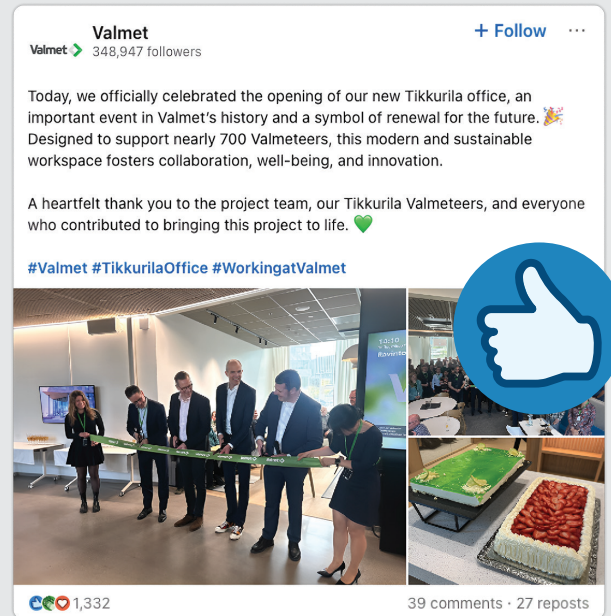
Combining culture and values with leadership and proof worked well here

Lead with your story, leaders and culture

Leadership, heritage, and culture drive engagement

Not only did pages which feature more of this content tend to do better overall, they also ranked as the top three most engaging themes. Often culture and heritage content are stories told by an individual, and obviously that extends to the theme of leadership. This gives people a human to connect with, rather than a faceless brand. That, in turn, helps your content feel more like a conversation than a broadcast, making your social media more sociable.

But these areas are chronically underused compared with other themes. So, how can we make it easier to share more of this kind of content?



Mixing milestones and culture with a historical moment helps by hitting a cross section of high performing themes

Leader's digest

The obvious push back against increased leadership content is, 'how can I create more leadership content when our leaders have no time to spare?'

Repurposing leadership content is one way to make your life easier. Interviews, talks, or presentations by leaders can be distilled into digestible posts, making them accessible for a wider audience. These things have already been said publicly, they've already been signed off. Remember, long-form content isn't right for social – you can host that on your website and link to it. Rather than posting long speeches or formal updates, break them down into bite-sized, easily shareable content. This ensures that your audience can quickly engage with and digest the message, and it helps you keep the series running for longer.

Average frequency
of our top three most
engaging themes

<6%

StoneX Group Inc. 174,336 followers [+ Follow](#) ...

What does it take to scale culture in a high-growth organization?

In this episode of In The Round, StoneX Group Chief Executive **Philip Smith** joins leaders to explore how Krakow has become a center of technological excellence for the company.

Watch the full interview: <https://lnkd.in/eZCyKwkw>

[#GlobalExpansion](#) [#CompanyCulture](#) [#Krakow](#) | [Alastair Hine](#) | [Ania McLaughlin](#) | [Jędrzej Jan Bukowski](#)

We have very talented people,

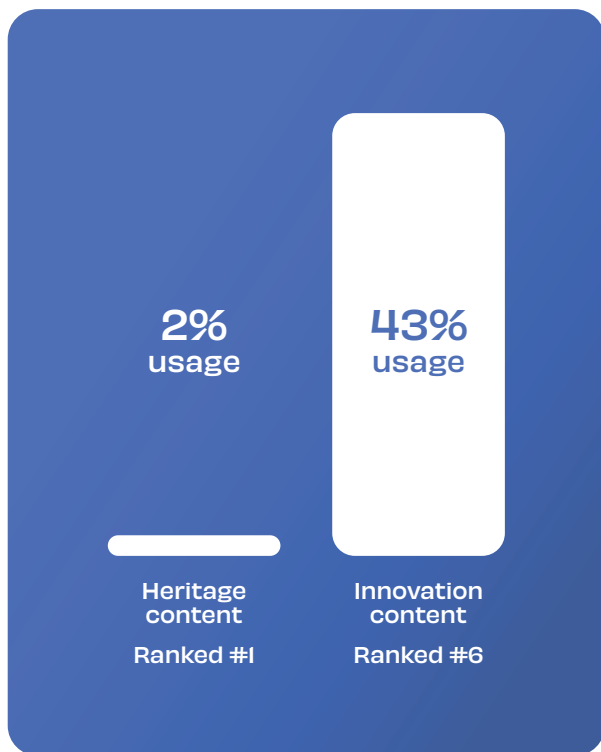
Follow StoneX to stay ahead in finance

1,258 12 comments · 5 reposts

This high performing post uses a repurposed clip from a podcast and benefits from featuring the CEO speaking in a natural, conversational style

Stay off script

The other issue is keeping your leaders engaged with creating the content. It's likely that this will hinge on the success of your early posts, and that can be swayed by their performance. Make sure that your leadership content doesn't feel overly rehearsed or scripted. The best leaders share their insights conversationally, rather than reading from a prepared statement. People respond to sincerity, so when your posts feel natural and genuine, they'll perform better.



Out with the new, in with the old

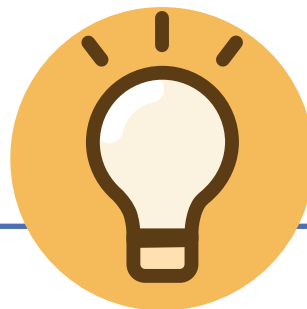
Our best performing theme – heritage content – accounted for twenty-one and a half times less content than the sixth best performing. That tells us something. People are probably hearing enough about where we're all going; they want to hear more about where you've been and how you got where you are today.

This type of content not only adds credibility but also shows the evolution of your company, providing a sense of stability and trust. You should leverage your company's journey as proof of reliability and long-term success.

What can't I google?

The value of much of this content is in its uniqueness – it's a story that no one else can tell. The quality lies in the behind-the-scenes moments and the lessons your experience has learned. These are things your audience can't get from anywhere else. Trust can be built with transparency around your journey, sharing the rough with the smooth, and it benefits from the authenticity multiplier.

Tip: If it's a story only you can tell, it's worth sharing.



Alignment

Create space to be flexible

Message adherence doesn't guarantee engagement

Message adherence – sticking rigidly to a predefined corporate script – doesn't correlate with higher engagement, even though it's likely to get signed off more easily. We found that strict adherence to the company message – in individual posts or across a whole page – didn't impact how people interact with your content.

That means that alignment of a post to the overarching business message wasn't a meaningful factor in engagement. That only matters to you. For your audience, you need to find a way of making it relevant and relatable to them, and that will deliver the engagement you're looking for.

Message by osmosis

Imagine talking to someone saying the same five phrases on repeat – you'd quickly switch off. Applying that to social media, you want your message to seep in almost unnoticed, instead of hitting your audience over the head with it.

Average adherence rate

67%

Engagement rate
does not correlate
with adherence

Deliver your key points through relatable examples, tangential anecdotes, and proof points. This approach makes your message easier to connect with. It becomes an ongoing conversation where each part is new and fresh.

Have a personality

Your message (the overarching story) can stay the same, without your messaging (the actual words you're using) becoming stagnant. You need variety to be engaging. Within that variety, it still needs to feel like you.

That's where your personality comes into play. It needs to reflect how you want to be seen. Having a strong personality lets you be flexible with your message while staying true to your overall purpose, helping you connect with a wider audience.

Tip: Stay true to your personality but adapt the language to resonate with your audience.



Cadence

Cadence counts but only up to a point

Corporate social media has two major issues

Posting more frequently didn't necessarily lead to better performance. The businesses we reviewed posted anywhere from 28 to 84 times a month without a correlation to higher engagement based on more posting. This suggests that while maintaining a baseline frequency of 2-3 posts per week is important for visibility (as we're told that's what it takes to keep the algorithm happy), posting more often doesn't automatically translate into better results.

Baseline beats

We know that the platform's algorithm rewards us when we post and post consistently. Doing so increases your visibility and gets your future posts in front of more users. That means more opportunities for engagement and makes it more likely that you'll reach the people you want to speak to. Nothing we've found changes that. It's just that going far beyond doesn't make a big difference. Establish your baseline of content and then dial in the quality to really connect your message and your audience.

Quality once you reach quantity

Once your baseline is established, shift your focus to delivering content that is both valuable and relevant to your audience. Prioritize depth over breadth and use your posts to spark meaningful conversations. Consistent, high-quality posts will have a far greater impact than simply increasing the number of posts.

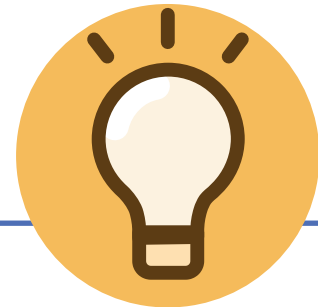
Average posts per month range

28 to 84

Correlation between post frequency and engagement

LOW

Tip: Once you've met the baseline, focus on what matters: meaningful, engaging content.

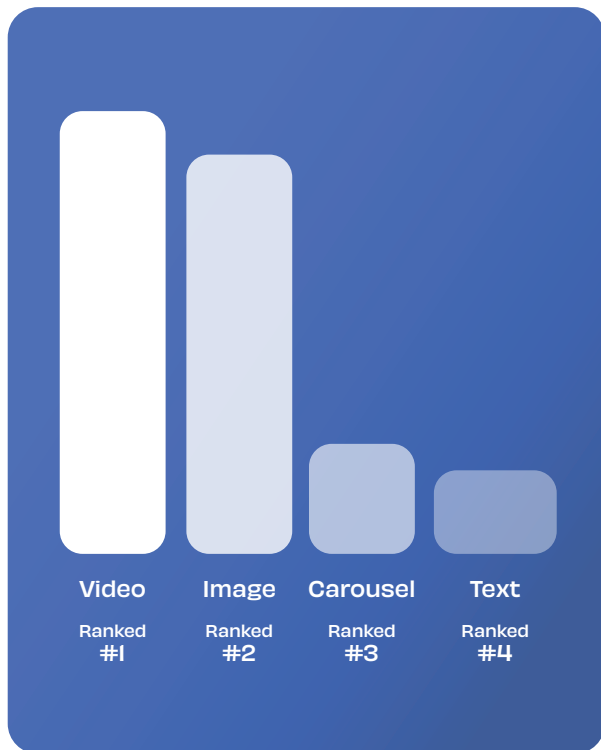


Format

Pragmatic approach proves its worth

Video to image engagement gap is smaller than expected

We're told that video is the future, but we also know that videos take much longer to produce, sign off and share than images or a carousel. This doesn't mean that we should ignore one and go all in on the other. Instead, find the right balance and purpose for each of these formats.



Images are your workhorse

While ranked one and two, the engagement scores for images and video were not far apart. Images are an incredibly efficient tool for maintaining a consistent posting cadence. They're quick to create, easy to digest, and offer a strong return on time invested. Use images to maintain consistency, keep your audience engaged regularly, and free up production time for more strategic assets.

Videos are a spotlight

Videos, with their longer production times and more complicated sign-off processes, are still really important. They're fantastic for more complex, emotional or demonstrative messages that benefit from a richer, more dynamic format. When you want to put someone in front of your audience, make a point more casually, or deliver higher empathy, video content should be your go to. And remember, they're not one and done, you can repurpose the videos in a variety of ways.

Tip: Use images for regular cadence; reserve videos for high impact, engaging moments.



Checklist

How to be successful on social media

Be authentic

- ✓ Make your content true to your business
- ✓ Ensure your content is credible, human-driven and proof-based

Speak like a person

- ✓ Stay off script: keep your tone conversational, not rehearsed and scripted
- ✓ Have a personality: focus on consistency of voice to allow message flexibility instead of uniformity

Avoid the overt sale

- ✓ Deliver your message by osmosis: give examples, share proof points, and tell tangential stories
- ✓ Be strategic by stealth: build your message into updates and celebrations

Highlight leaders, success, and heritage

- ✓ Spotlight success: find moments to celebrate your colleagues, customers, clients, and partners
- ✓ Leverage your history: it is proof of reliability and evolution
- ✓ Create a leader's digest: repurpose what you've got to create leadership content

Provide some proof

- ✓ Lead with evidence: validate posts with outcomes or experience
- ✓ Go beyond buzzwords: provide real insight, not jargon-heavy generic messaging
- ✓ Share what can't be googled: stories and anecdotes hold value, tell us something that no one else can

Reach quantity, delivery quality

- ✓ Create a baseline beat: hit a consistent cadence of two to three posts a week
- ✓ Prioritize quality: spend time on quality and relevance, you don't need to go beyond your baseline
- ✓ Take a pragmatic approach: images can keep the cadence, with videos as spotlights for high-impact moments



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