





Marlet Kervolin

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LINKEDIN M'A RÉPONDU !

VOICI POURQUOI LES IMPRESSIONS ONT BAISSÉ



Marlet Kervolin

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Réponse

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Hi Marlet,

Thank you for contacting LinkedIn. My name is Yash and I will be assisting you with your query.

For providing your profile link and screenshots. I understand how concerning it can be to see a significant drop in visibility despite your consistent efforts to publish valuable content. I'm here to help clarify what might be happening and guide you through potential next steps.

Understanding the Drop in Impressions

What you're experiencing is not uncommon. Many members have reported similar declines in impressions and reach in 2025. This is largely due to several recent changes in how LinkedIn prioritizes content:

- 1. Algorithm Updates:** LinkedIn has adjusted its algorithm to favor content that sparks meaningful engagement—such as thoughtful comments and discussions—over simple likes or reactions.
- 2. Content Saturation:** With more professionals creating content than ever before, competition for

SWIPE POUR VOIR LA RÉPONSE COMPLÈTE





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1. **Algorithm Updates:** LinkedIn has adjusted its algorithm to favor content that sparks meaningful engagement—such as thoughtful comments and discussions—over simple likes or reactions.
2. **Content Saturation:** With more professionals creating content than ever before, competition for visibility has increased. This means even high-quality posts may receive fewer impressions simply due to volume.
3. **Shift Toward Personal and Niche Content:** The algorithm now prioritizes authentic, authority-driven posts from personal profiles over generic or overly promotional content. Posts that demonstrate deep expertise in a focused area tend to perform better.
4. **Shadow Banning Concerns:** While LinkedIn does not officially notify users of shadow bans, signs such as a sudden drop in engagement or reduced visibility in search may indicate a restriction. However, based on your description, this appears more likely to be algorithmic rather than a shadow ban.

What You Can Do

Here are a few strategies that may help improve your visibility:

- **Engage Authentically:** Focus on starting conversations in your posts and responding to comments to boost engagement quality.
- **Post Strategically:** Share content during peak hours and limit posting frequency to avoid being flagged as spammy.
- **Use Multimedia:** Incorporate images, videos, or carousels to increase post interaction.
- **Avoid Overuse of Hashtags:** Stick to 3–5 relevant hashtags per post to avoid being deprioritized by the algorithm.



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ON RENTABILISE TON COMPTE ?

Tu veux mettre un coup d'accélérateur à ta communication et générer plus de leads dès septembre ?

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