

5 LinkedIn Myths Quietly Costing You Reach

What most companies assume about their LinkedIn page — and what's actually true in 2026

1

MYTH

"All of our followers see every post we publish."

FACT

LinkedIn shows a new company post to just **2–5% of followers** as an initial test. If that small group doesn't engage quickly, the post never reaches anyone else. A page with 10,000 followers might see a post shown to only 200–500 people, full stop.

2

MYTH

"Posting occasionally is enough to stay visible."

FACT

Pages posting **2–3x a week** grow followers **~25% faster** and see roughly **2x the engagement** of pages posting less than once a week. Consistency — not any single "great" post — is what the algorithm rewards.

3

MYTH

"The company page is our best asset on LinkedIn."

FACT

Personal profiles now generate up to **561% more reach** than company pages sharing identical content, and drive roughly **5x more engagement** — even with far fewer followers. Leadership's own voice travels further than the brand's.

4

MYTH

"Linking out to our website in a post kills our reach."

FACT

LinkedIn's own product team has confirmed links aren't penalized by default. What actually hurts reach: posts that exist only to drive clicks, with no standalone value for the reader.

5

MYTH

"Company page reach hasn't really changed over time."

FACT

Organic reach for company pages has **dropped 60–66% since 2024**. Company pages now make up just 1–2% of the average user's feed. What worked two years ago doesn't work the same way today.

WHY THIS MATTERS

For most companies, LinkedIn is the first stop before a call gets returned or a meeting gets booked — candidates, partners, and prospects all check it before they trust you with anything. A quiet page isn't neutral; it's a missed trust signal at exactly the moment someone's deciding whether to engage.