

**POSITION : GLOBAL**

LINKEDIN ALGORITHM · 2026

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# Your Firm May Be Losing Reach Without Knowing It

LinkedIn rebuilt how it ranks and distributes content. Two of those changes quietly penalize the exact habits most logistics, freight, customs, and insurance firms still rely on. Here is what changed, and what it is likely costing you.

A briefing for logistics, freight forwarding, customs brokerage, and marine insurance marketers

*Prepared by Position : Global · Breathing logistics, speaking marketing.*

## LINKEDIN IN 2026

## What Changed, and What It Is Costing You

LinkedIn replaced the core of how it evaluates and distributes posts. The strategies that worked in 2023 are now actively suppressed. Below are two of the shifts we see undermining otherwise strong company pages every week.

### CHANGE 01 · THE LINK PENALTY

## Posting links to your blog or news is cutting your own reach

For years, the standard move was simple: write a post, drop in a link to the company blog or a press release, publish. LinkedIn has reversed the value of that move. Its ranking system now treats an outbound link as a signal to hold the post back, because every click that leaves the platform is a session it loses.

**18.8%**

lower median reach

Richard van der Blom's 2025 analysis of 1.3 million posts found that a single external link in the post body reduces median reach by 18.8% versus an identical link-free post.

The old fix, putting the link in the first comment, no longer protects you. The 2026 system detects that pattern and suppresses it too.

**What it means for you:** If link posts and first-comment links are your default, a meaningful share of your audience never sees the content you paid to produce. The post looks fine in your feed. The distribution data tells a different story.

CHANGE 02 · THE FORMAT SHIFT

## The format that wins now is the one most firms aren't using

As reach for ordinary text and link posts has fallen, one format has pulled clearly ahead. Native document posts, the multi-page PDF carousels readers swipe through in the feed, now lead every other format. They earn the dwell time and saves the new algorithm rewards, because readers slow down and move through them one slide at a time.

6.6%

avg. engagement

Document carousels post the highest average engagement rate of any LinkedIn format at 6.6%, per van der Blom and Socialinsider, well ahead of text-only posts, which struggle to clear 2%.

For regulatory and compliance topics, the fit is natural: a dense subject breaks cleanly into a handful of slides, each carrying one clear takeaway.

**What it means for you:** If your page is built on text updates and shared links, you are competing in the formats the algorithm has demoted, while the format that actually travels sits unused. The gap is not small, and it compounds every week it goes unaddressed.

**These are two of several shifts.** The 2026 system also changed how it weighs saves, profile authority, the first hour after publishing, hashtags, and emoji use. Each one quietly rewards or penalizes specific habits. The question worth answering is which of them your current LinkedIn activity is on the wrong side of.

FIND OUT WHERE YOU STAND

## A complimentary LinkedIn review, free of charge

Position : Global will review your recent LinkedIn activity against the 2026 ranking signals, identify where reach is leaking, and send back personalized recommendations on format, cadence, and distribution. No cost, no obligation, just a clear read on what is working, what is holding you back, and where the openings are.

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