

Old LinkedIn 

Engagement

Metrics

VS

New LinkedIn 

Engagement

Metrics

What actually boosts your reach in 2025?





Yaser Abbass

Co-Founder @ Depost AI



OLD METRIC

Likes = Reach

Creators chased likes, thinking that more reactions automatically pushed posts viral.

Reality Today: Likes barely move the needle anymore.

Depost AI helps:

Creates content optimized for meaningful engagement, not just likes.





Yaser Abbass

Co-Founder @ Depost AI



NEW METRIC

Saves > Likes

When people save your post,
LinkedIn treats it as high-value
content worth resurfacing.

Depost AI helps:

Rewrites posts to make them “save-worthy.”





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Co-Founder @ Depost AI



OLD METRIC

Views = Success

People cared about impressions only. High views, low conversions.

Truth: Views don't mean your content was valuable.

Depost AI helps:

Generates content that drives action, not vanity numbers.





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Co-Founder @ Depost AI



NEW METRIC

Replays & Re-reads = Signal of Depth

When someone reads or rewatches your carousel multiple times, the algorithm boosts visibility.

Depost AI helps:

Simplifies complex insights so people re-read, learn, and save.





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Co-Founder @ Depost AI



OLD METRIC

Comments = Debate

Creators encouraged generic
“Nice post!” comments for
engagement.

Low-quality comments = low-
quality signal.

Depost AI helps:

**Suggests smarter top comments that spark
real conversations.**





Yaser Abbass

Co-Founder @ Depost AI



NEW METRIC

DMs & Shares = Trust

If your content gets shared
privately or triggers messages,
LinkedIn sees it as valuable.

Depost AI helps:

**Turns your ideas into content that people share
with colleagues & teams.**





Yaser Abbass

Co-Founder @ Depost AI



How to Win in 2025:

- The new LinkedIn isn't about attention. It's about impact.
- Create content worth saving, re-reading, and sharing.

Built for this era → Depost AI

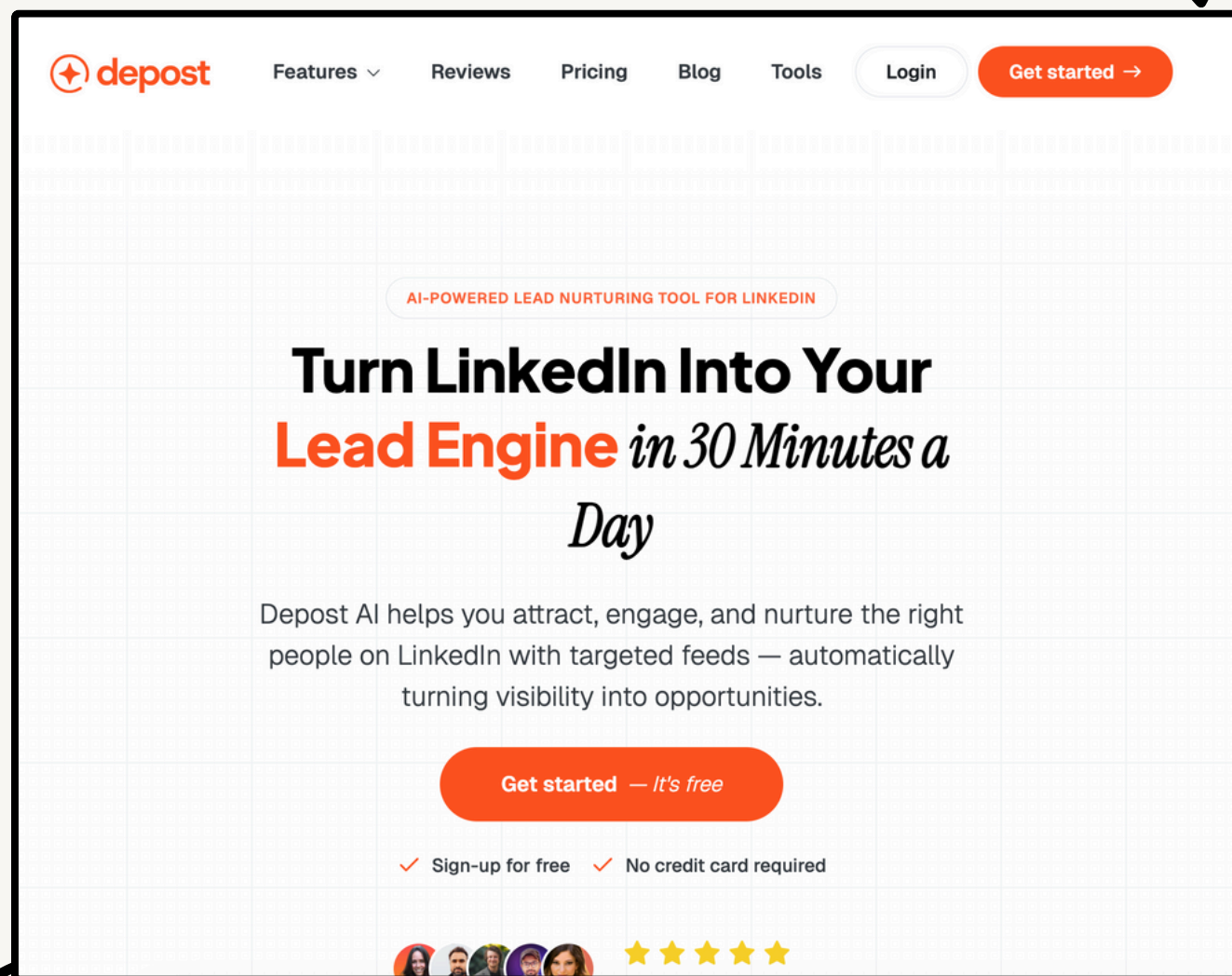
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Depost AI: Turn Your LinkedIn into a Lead Engine

Posts → Schedule → Engage → Track Leads → personalized DMs

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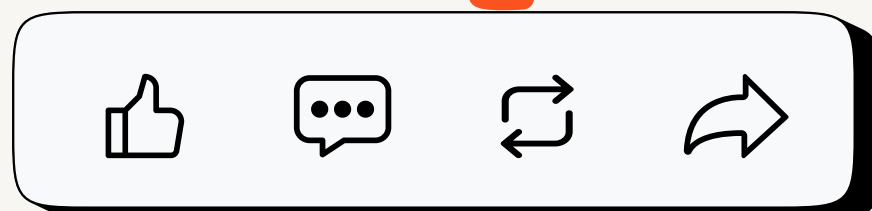
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