

# Consistency beats everything.

We analyzed 488 LinkedIn company pages representing 43,738 posts over 12 months to answer one question: how often should you post on LinkedIn? We always believed consistency was key. The data showed it was far more influential than even we imagined.

**488**

LinkedIn company pages analyzed

**43,738**

posts tracked over 12 months

**5**

consistency tiers identified

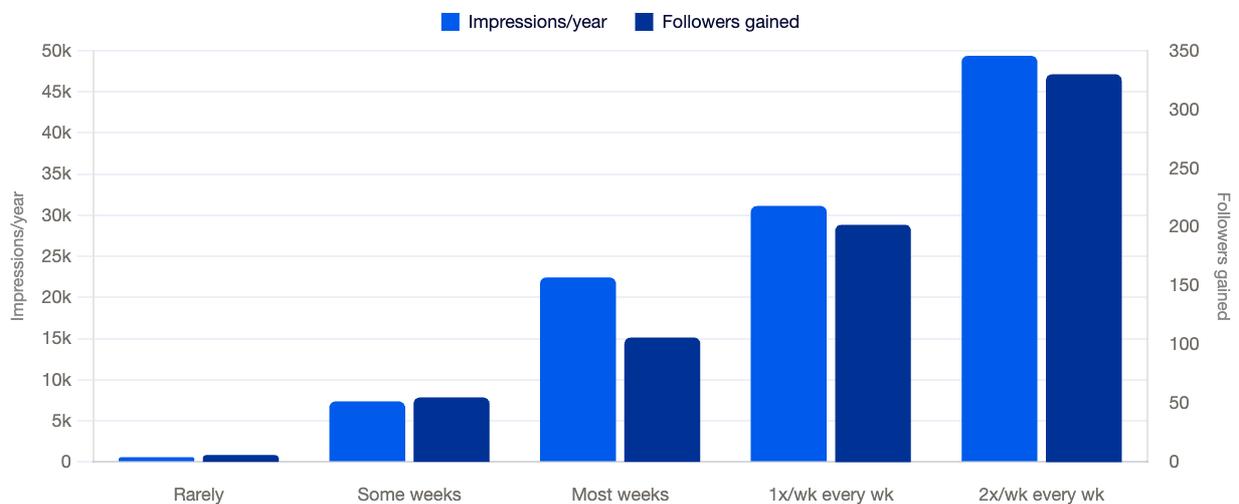
## What we measured

We tracked every LinkedIn company page posting through our platform from March 2025 to February 2026, measuring impressions per post, engagements per post, impressions per year, engagements per year, and follower growth. Pages were then grouped into five consistency tiers based on a single criterion: the percentage of weeks in which the page published at least one post.

Consistency, as we define it, is not about posting a lot. It is about posting regularly. A page that publishes every single week scores 100%. A page that posts every other week scores around 50%. A page that concentrates ten posts into one month and goes quiet for the next three scores much lower, even if its total post count is high. The metric captures rhythm, not volume. All figures reported are medians, so results are not skewed by a small number of high-performing outliers.

POSTING PATTERN	PAGES	IMPR./POST	ENG./POST	IMPR./YEAR	FOLLOWERS GAINED
2x/week, every week <small>Top tier</small>	30	237	3.7	49,385	330
1x/week, every week	58	250	8.0	31,135	202
1x/week, most weeks	78	233	5.9	22,435	106
1x/week, some weeks	101	106	2.7	7,377	55
Rarely (under 25% of weeks)	221	23	0.4	588	6

FIGURE 1 — IMPRESSIONS PER YEAR AND FOLLOWER GROWTH BY CONSISTENCY TIER

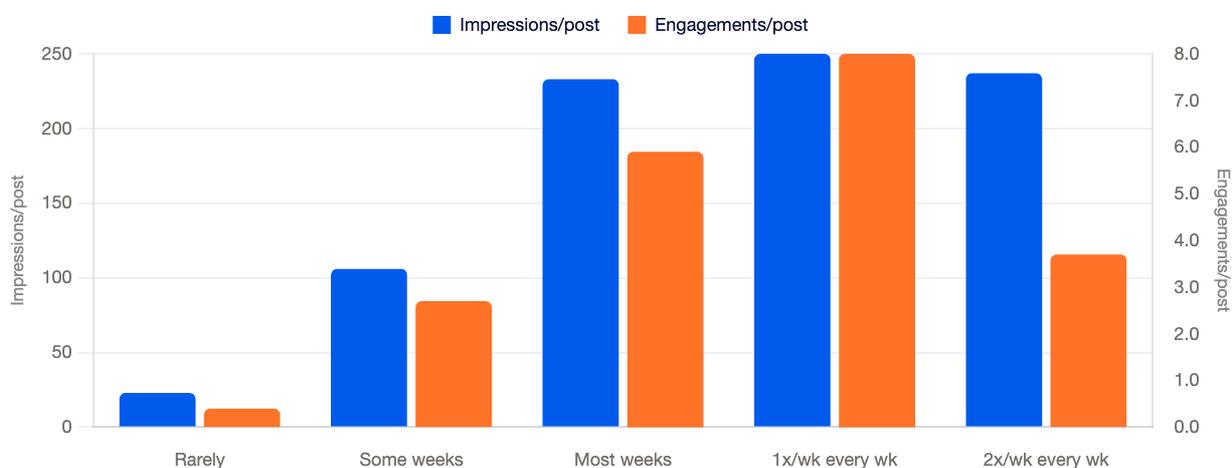


## Consistency is the single biggest factor

The most striking pattern in the data is not about how often pages post. It is about how reliably they show up. The jump from posting in "some weeks" to posting in "most weeks" is larger than any other gap in the dataset, and it compounds across every metric simultaneously. Impressions per post more than double, from 106 to 233. Engagements per post more than double, from 2.7 to 5.9. Yearly impressions triple, from 7,377 to 22,435. These pages are not publishing more content. They are publishing more reliably.

The explanation lies in how LinkedIn's algorithm allocates reach. When a page shows up every week, the algorithm learns that its content is worth distributing to a broader audience. When a page posts sporadically, it receives no such signal. Missing even a few weeks erodes the trust the algorithm has built up, and rebuilding that momentum takes time. The algorithm does not merely count posts. It tracks the underlying rhythm.

FIGURE 2 — PER-POST IMPRESSIONS AND ENGAGEMENTS ACROSS THE FIVE TIERS



**The algorithm doesn't count your posts. It tracks your rhythm.**

[High Touch Executive Search](#) illustrates this dynamic clearly. After losing rhythm due to changing coaches, the firm rebuilt its LinkedIn presence with a structured approach. Landing in the "most weeks" tier at 73% consistency and 259 posts over the year, their page grew to 6,302 followers, an increase of 1,004. High Touch's experience is a useful reminder that recovery from inconsistency is possible, but it requires sustained effort before results return.

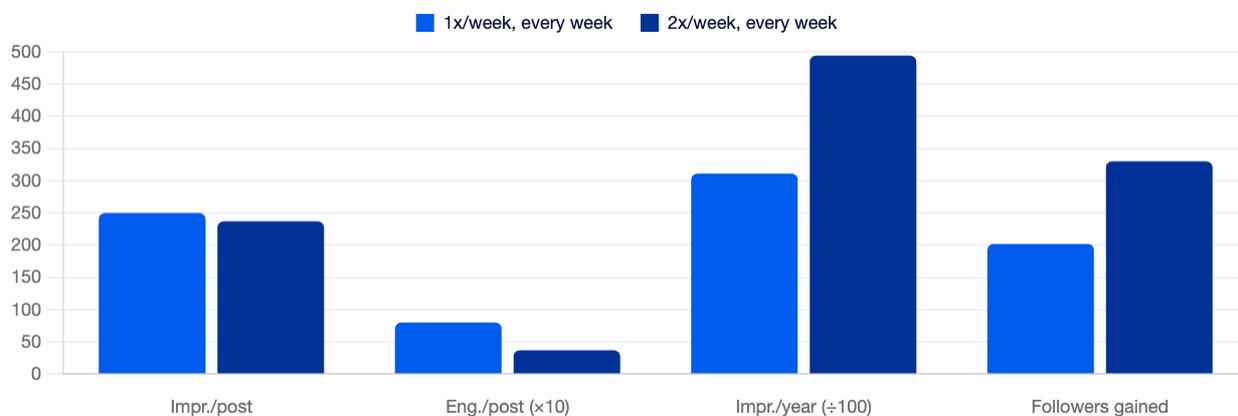
The same principle holds for personal profiles. Inge Neels, who runs [Pono](#), a solo HR consultancy in medtech, maintained a 56-week posting streak without a single miss, including through holidays and periods of high client demand. The result was 4,135 total engagements, over 500 link clicks, and 30.77% growth in her company page audience. The gains came not from posting more, but from posting every single week.

## Why twice a week wins

Pages that post once a week every week achieve 250 impressions per post and 8.0 engagements per post. Pages that post twice a week achieve slightly less per post: 237 impressions and 3.7 engagements. At first glance, this appears to argue against posting more frequently. But the yearly totals tell a completely different story.

Twice-a-week pages accumulate 49,385 impressions over the course of a year, compared to 31,135 for once-a-week pages. That is a 59% increase in total visibility. They gain 330 new followers per year, compared to 202 — a 63% increase. The mechanism is straightforward: LinkedIn allocates a finite amount of reach to each page. Posting twice a week causes that reach to be distributed across more posts, which is why the per-post figure dips slightly. The drop is just 5% for impressions. The engagement drop is steeper, from 8.0 to 3.7 per post, reflecting that the most engaged followers tend to interact with the first post of the week, while the second reaches a broader but less immediately engaged segment of the audience. That broader reach is precisely what drives the 63% increase in follower growth.

FIGURE 3 — 1X VS. 2X WEEKLY: PER-POST METRICS VS. ANNUAL OUTCOMES



Several customers in our data illustrate the compounding effect of sustained twice-a-week posting. [Axis Group](#), one of Belgium's leading HR firms and one of our longest-running customers, maintained 695 posts at 102% consistency over the past year. The result was 408,984 impressions and 2,588 new followers, the strongest absolute numbers in our customer base. [Red Poppy](#), a two-person recruitment agency, demonstrates that the same discipline is achievable for much smaller teams: 291 posts at 102% consistency produced 88,754 impressions and 330 new followers. [Spinae](#), a Belgian cybersecurity firm, reached 2,438 followers at 87% consistency with 103 posts. [Itineris](#), a Belgian software company specialising in utilities, saw 48.45% LinkedIn audience growth in a single year, reaching nearly 25,000 followers with 258,915 impressions and 37,052 engagements. Consistent posting also enabled an employee advocacy program at Itineris that helped fill functional analyst roles, a notoriously difficult profile to recruit.

## More posts don't help if you post in bursts

The most counterintuitive finding in our data concerns the relationship between posting volume and posting rhythm. We identified two groups of pages with broadly similar total output. The steady group published around 103 posts per year, spread evenly across 88.5% of weeks. The bursty group published around 138 posts per year — 34% more content — but concentrated into just 28.8% of weeks.

The bursty group posted significantly more. On every single metric, they performed dramatically worse. The steady pages achieved 256 impressions per post compared to 42 for the bursty pages, a six-fold difference. Engagements per post were 8.4 versus 0.9, a nine-fold difference. Total impressions over the year were 27,061 versus 7,291. Follower growth was 190 versus 41. The LinkedIn algorithm clearly penalises irregular posting patterns regardless of how much content is produced in total.

FIGURE 4 — STEADY VS. BURSTY: ALL FIVE METRICS NORMALISED TO STEADY = 100



The internal contrasts observed among customers managing multiple LinkedIn pages are among the most persuasive evidence in the dataset. [Colorclub](#), a Belgian marketing agency managing a range of client accounts alongside their own, and [Fieldside](#), a Belgian IT group with multiple subsidiaries all operating through the same platform, both demonstrate the same pattern. In both cases, pages with consistent weekly posting reached tens of thousands of impressions and built steady follower growth. Less consistent pages, despite sometimes having more total posts, barely registered. Same tools, same team, same platform. The only variable was how reliably each page appeared in its audience's feed each week.

## Our recommendation

The data from 43,738 posts across 488 pages over 12 months converges on a clear and consistent conclusion. The single most important factor in LinkedIn company page performance is not the quality of individual posts, not the size of the existing audience, and not the total volume of content published. It is the regularity with which content appears. Consistency, sustained over time, is the primary driver of impressions, engagement, and follower growth.

1

### **Post once a week, every week, without exception**

This is the non-negotiable foundation. Consistent weekly posting places a page in the top 18% of all LinkedIn company pages and generates ten times the impressions of pages that post sporadically. Pages such as [Godderis Accountancy](#) (94% consistency), [BlueSalt HR](#) (81%), and [Genscom](#) (87%) confirm that this standard is achievable across a wide range of company sizes and sectors. The minimum is not a low bar. It is the most important one.

2

### **Aim for twice a week if the rhythm can be sustained**

The per-post dip associated with twice-weekly posting is just 5% for impressions. The annual gain is 59% more total visibility and 63% more follower growth. If the pace can be maintained indefinitely, doubling frequency is the highest-return action available. If it cannot, the priority should remain once a week every week. Consistency at 1x always outperforms inconsistency at 2x.

3

### **Never trade consistency for volume**

Five posts in one week followed by nothing the next produces worse outcomes than one post every week without interruption. Posting 138 times in concentrated bursts performs worse than 103 posts distributed evenly across the year. The LinkedIn algorithm penalises irregular patterns regardless of total volume. Consistency compounds over time. Bursts do not.

**Show up every week, and LinkedIn will show up for you.**