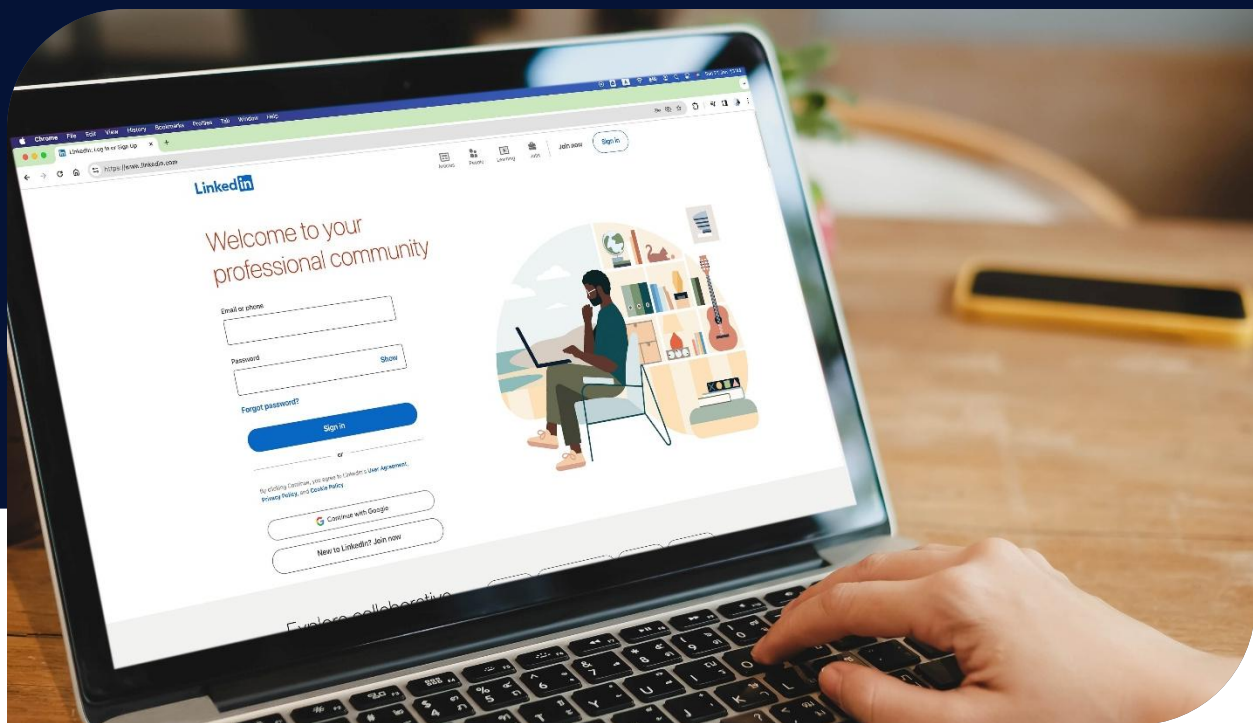


LinkedIn's Algorithm Shift Signals Towards Authenticity

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As highlighted in Teneo's Vision 2026 report, business leaders are operating in an environment defined by uncertainty, rapid technological change and increasing pressure to demonstrate real returns on investment.¹

This fundamental shift is not solely limited to capital allocation or operating models. It is also reshaping how we consume content by highlighting the importance of authority and credibility in the online public square of social media platforms.

Recent changes to LinkedIn's content distribution algorithm reflect this transition. The platform is moving away from tactics designed to manufacture visibility and towards rewarding relevance and meaningful engagement.

¹ [Teneo Vision 2026 | CEO and Investor Outlook Survey](#)

Signals of Expertise

LinkedIn's February 2026 updates place a greater emphasis on signals of expertise and authenticity for users on the platform, from both a corporate and personal page perspective. Profile authority, content relevance and the quality of interaction now play a more central role in determining reach than ever before.

This aligns closely with a wider pattern we have observed across sectors. As organisations move beyond the initial wave of AI adoption, there is increasing scrutiny on what delivers genuine value. Google's own recent patent application (US12536233B1)² takes this even further by proposing the creation of AI-generated optimised duplicate websites if the original does not meet its quality score standards.

On LinkedIn, the equivalent shift is clear in how it is prioritising user experience. Content posted to the platform that is generic, overly optimised or designed primarily to drive reach is being deprioritised. Instead, the platform is rewarding:

- Alignment between content and an individual's recognised expertise
- Signals of genuine interest, such as dwell time on content, saves of the content and meaningful comments
- Consistency of voice and perspective over high-frequency posting

For LinkedIn, this represents a structural change rather than a tactical adjustment, all tailored towards enhancing the quality of the newsfeed experience.

Adding Real Value

One of the most notable changes is the increased weighting given to deeper forms of engagement. Content saving, time spent consuming content and considered responses now matter more than surface-level interactions. This reflects a redefinition of high-value content on the platform. Leaders are navigating a more complex and competitive environment, where attention is scarce and outcomes matter, so the quality of the content they consume needs some element of vetting.

In that context, passive engagement is no longer a reliable signal. Whether in business strategy or content distribution, the emphasis is shifting towards actions that indicate intent, relevance and utility.

For organisations and leaders, this raises the bar. Content must now justify the audience's time, not simply capture it.

² [US12536233B1 - AI-generated content page tailored to a specific user - Google Patents](#)

The Rise of Individual Authority

As LinkedIn increasingly rewards credible expertise, senior leaders and subject matter experts are becoming just as important as corporate brand pages to build trust, articulate a point of view and generate meaningful discussion.

This dynamic reflects another key theme from Vision 2026: organisations are becoming more adaptive and decentralised in how they operate and communicate.³ Authority is no longer derived solely from institutional positioning, but from the perceived credibility and relevance of individuals within the organisation. The one story, many storytellers approach allows employee-led thought leadership to move from a supporting tactic to a central component of corporate visibility.

Consistency Over Volume

The data emerging from LinkedIn suggests that consistency and clarity of voice now matter more than frequency. Posting at high volume, particularly without a clear point of view, can dilute performance. A more disciplined approach, grounded in expertise and delivered at a steady cadence, is proving more effective. For users to succeed, we advise a shift from rapid experimentation towards more deliberate execution, where sustained impact is prioritised over short-term activity.

Implications for Corporate Communications

LinkedIn is becoming less responsive to tactics designed to engineer reach and more aligned with the principles that underpin effective leadership in a complex environment: credibility, clarity and consistency. For organisations, this has three practical implications:

1. Content strategies should be anchored in genuine expertise. Topics should reflect areas where there is clear authority and a differentiated perspective.
2. Employee-led thought leadership should be prioritised. Senior leaders and experts are critical to building trust and relevance on the platform.
3. Outdated engagement tactics should be phased out. Content should be designed to inform, challenge or add value rather than simply to generate visibility.

Ultimately, LinkedIn's algorithm changes are not an isolated development. They represent a social platform-wide inflection point and broader shift in how value is created in reaction to the rise of AI-generated content.

At Teneo, we are helping clients approach their corporate social strategy with a compelling narrative, engaging content and robust measurement frameworks to achieve success in elevating corporate narratives and thought leadership.

³ [Teneo Vision 2026 | CEO and Investor Outlook Survey](#)

Authors



Elisabeth Field
UK Head of Strategy and
Campaigning



Andrew Lee
Senior Managing Director
and Head of Teneo Digital



Seán Earley
Managing Director, Creative
Campaigning



Owen Hammersley
Associate Director



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