

2025 Algorithm Priorities



- **Favors community-driven content (Groups, meaningful discussions).**
- **Rewards long-form video retention (5+ minutes).**



- **Prioritizes Reels with trending audio and interactive Stories.**
- **Favors authentic, relatable content over polished feeds.**



- **Rewards data-driven thought leadership and employee advocacy.**
- **Favors long-form articles and polls for professional insights.**

2025 Key Strategies:



- **Host live Q&A sessions addressing key pain points.**
- **Build peer communities via Groups.**
- **Stat: 39% of users buy directly through Facebook.**



- **Post daily 15-second Reels.**
- **Use Stories' & Stickers**
- **Partner with micro-influencers**
- **# no longer priority**
- **Stat: 61% of users turn to Instagram for product discovery.**



- **Publish case studies .**
- **Share infographics with stats .**
- **Tag industry leaders to amplify reach.**
- **Stat: 53% of LinkedIn users are high-income professionals.**