
LIGOSOCIAL RESEARCH

What to post on your company page, **week by week**

A four-week plan built from what earned
the most on 200 company pages.



1

Week 1: a post about your team

A new hire, a work anniversary, the person who built the thing. Tag them in the post.

+82%

team posts vs the
same page's product
posts




2

Week 2: your company news

An award, a deal, a new office, a milestone.
Put the news itself in the first line.

+80%

news and milestones
vs the same page's
product posts





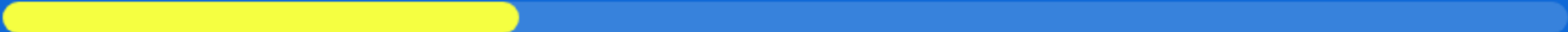

3

Week 3: an event or a job

Invite people to an event or recap one.
Or share a role you are hiring for: those
got +59%.

+33%

event posts vs the
same page's product
posts



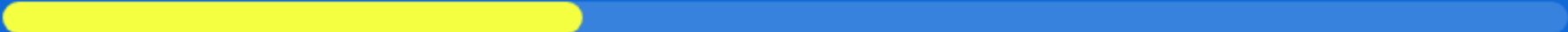

4

Week 4: a named customer

Tell the product story through the person who used it. Customer stories on their own were flat.

+37%

posts that feature a
named person





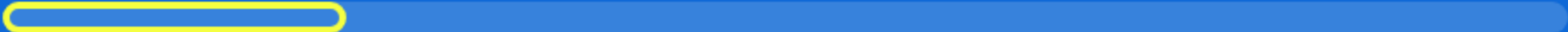
5

Leave opinion posts to your people

Advice and opinion is a quarter of all company posts, and the weakest type. It suits personal profiles better.

-22%

thought leadership vs
the page's average
post





Post at 4 to 6pm, your time

Only 10% of company posts go out then. Every other time of day was about average.

+17%

4 to 6pm vs the same
page's average post



Save this and **plan your month.**

Data: 5,530 posts from 200 selected company pages, January 2025 to September 2026.



LigoSocial

ligosocial.com/research/what-to-post-on-linkedin-company-page