

Master LinkedIn Reposting Strategy - Jasmin Alic

Discover how to maximize your LinkedIn content reach without creating new posts every day. This step-by-step guide reveals the exact reposting framework used by top creators.



Should You Repost Your Own Content?

Why Repost?

Reposting your own content significantly increases visibility. It extends your content's lifespan.

Key Benefits

Boosted engagement metrics. Greater reach across your network. More return on your content investment.

Timing Matters

Strategic timing maximizes results. We'll cover the perfect reposting schedule later.



When to Repost Others' Content



Be Selective

Only repost others' content when it strongly aligns with your brand message.



Focus on Your Content

This strategy primarily applies to your own posts to maximize reach.



Maintain Balance

Occasional sharing builds goodwill. Too much dilutes your personal brand.





The Right Way to Repost

DO: Use "Repost" (Instant Repost)

Maintains connection to original post. Preserves all existing likes and comments. Keeps engagement metrics consolidated.

DON'T: Use "Repost with thoughts"

Creates a separate post thread. Disconnects from original engagement metrics. Splits your audience between two posts.



Three Golden Rules for Reposting

Repost Every Post You Publish

Make this a same-day habit. Never skip this crucial amplification step.

Time It Strategically (6-8 Hours Later)

Still getting engagement at hour 6? Wait until hour 8. Engagement slowing? Repost at hour 6.

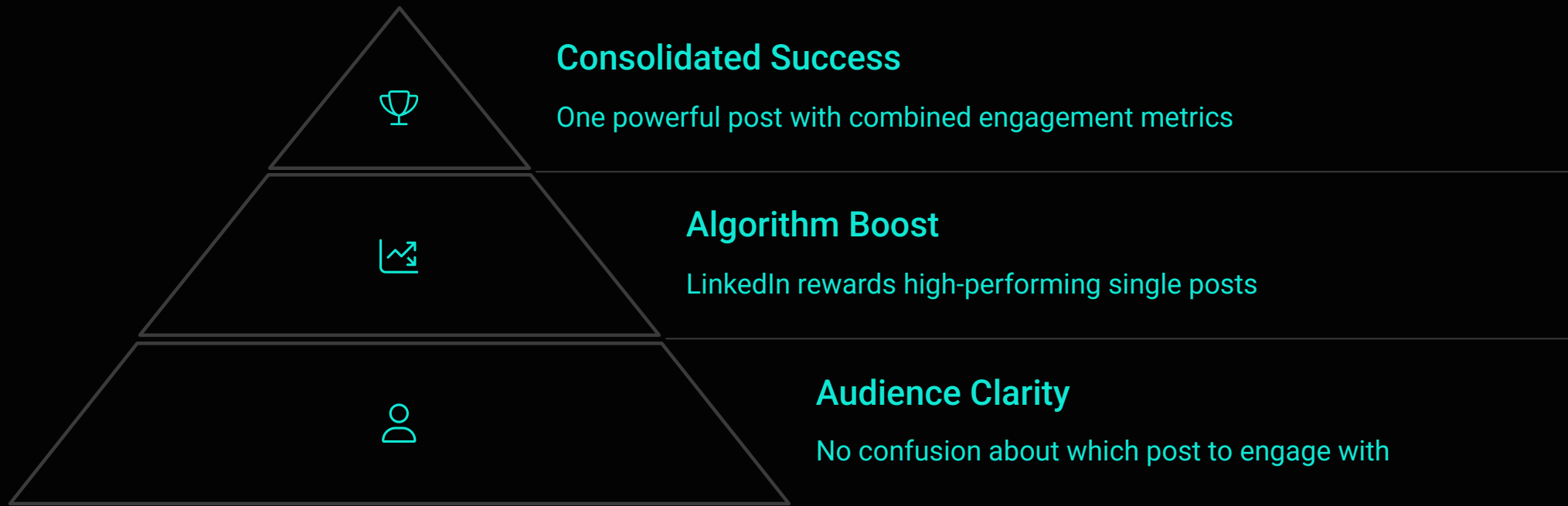
Delete The Repost Next Morning

Remove before publishing your new content. Keeps your feed clean and professional.





Reposting vs. Posting Twice



Posting twice creates competing content that splits engagement. Reposting boosts your original post's momentum in the algorithm.



Time Zone Hacking

Morning Audience

Your original post reaches early viewers



Midday Viewers

Different professionals check during breaks

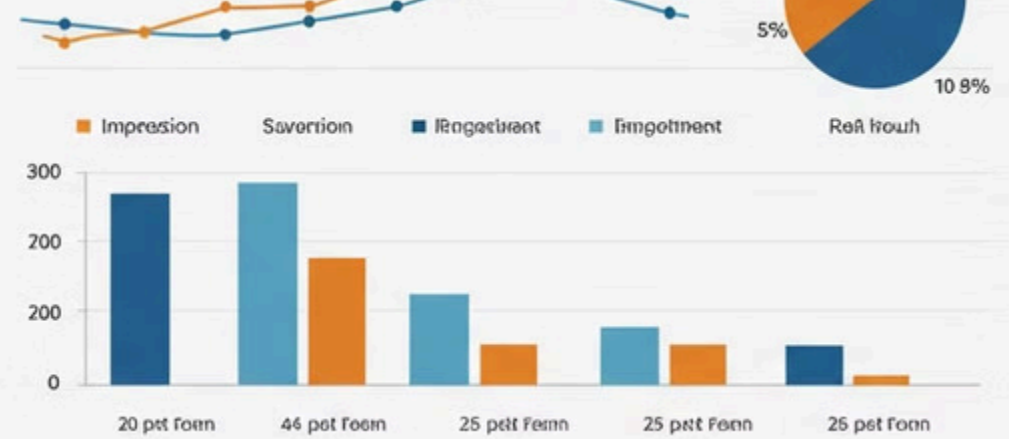
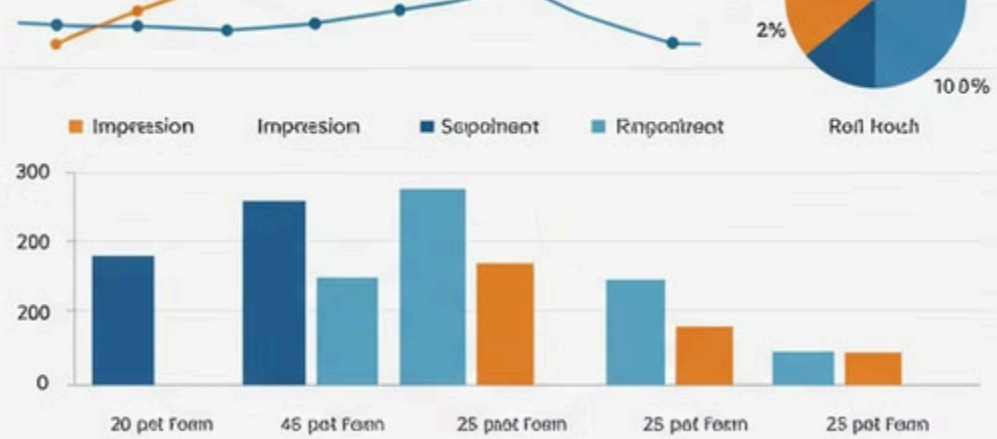
Global Reach

International audiences see your content while you sleep



Evening Engagement

Your repost captures late-day scrollers



Expected Engagement Boost

15-20%

Impression Increase

Additional views from notifications and renewed visibility

2X

Time Zones Reached

Morning and evening audiences across different regions

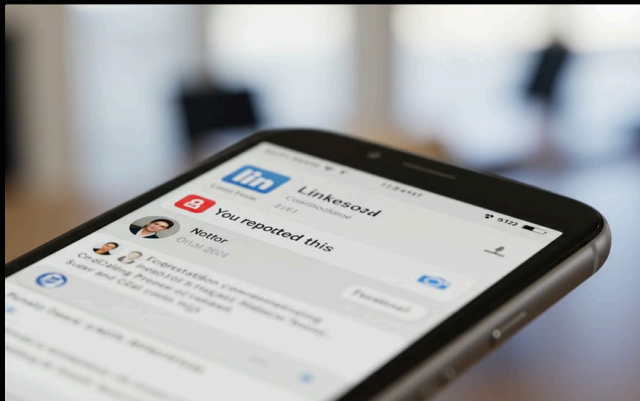
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Extra Content Creation

No need to create new content for this boost

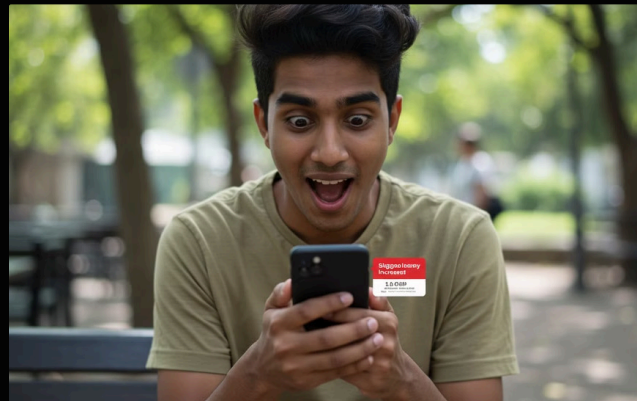


Notification Advantage



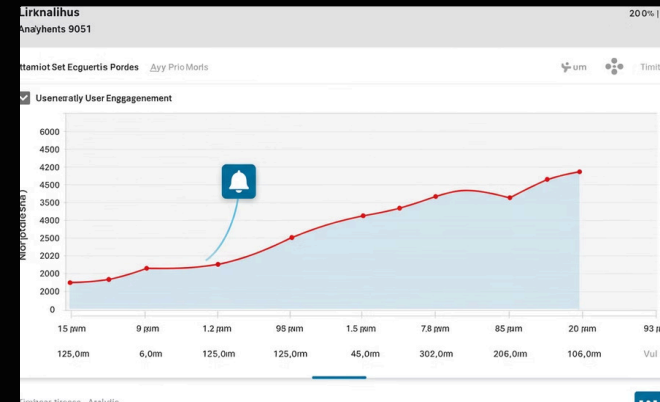
Network Alert

LinkedIn sends notifications about your repost to connections



Attention Trigger

Notifications drive curious viewers back to your content



Engagement Spike

Each notification creates a new wave of activity



Cleaning Up Your Reposts



Morning: Original Post

Publish your high-quality content to start the day



Evening: Strategic Repost

Repost 6-8 hours later to catch new time zones



Next Morning: Delete Repost

Remove before publishing new content

NOTE - Deleting the repost does not delete any likes or comments!



Repeat Daily

Maintain this consistent cycle for best results





Optimal Reposting Frequency



One Original + One Repost

The ideal daily posting strategy



Multiple Daily Reposts

Appears desperate and dilutes engagement



Zero Reposts

Missing engagement opportunities

Quality over quantity wins on LinkedIn. One strategic repost maximizes reach without overwhelming your audience.

Common Reposting Mistakes



Using "Repost with thoughts"

Creates a new post instead of boosting your original. Splits engagement metrics. Confuses the algorithm.



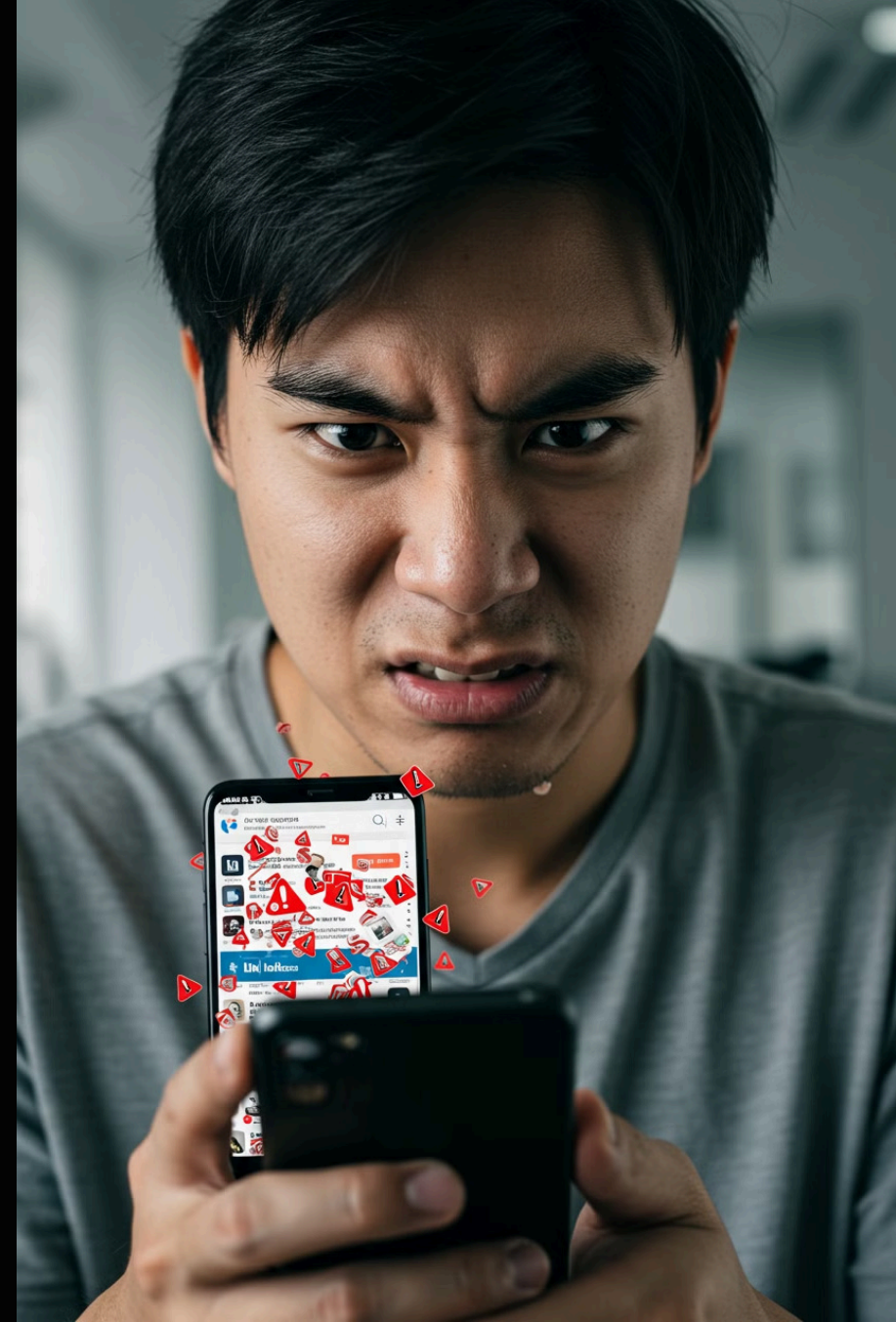
Forgetting to delete reposts

Creates a cluttered profile. Shows duplicate content to visitors. Appears unprofessional to recruiters.



Reposting multiple times daily

Chases vanity metrics. Annoys your audience. Damages your professional brand perception.





Reposting: Quick Reference Table

Action	Yes / No	Notes
Repost my own post?	✓ Yes	Do it 6–8 hours later
Repost with added comment?	✗ No	Creates new thread, loses momentum
Repost others' content occasionally?	✓ Yes	If highly relevant and intentional
Repost more than once a day?	✗ No	One repost max per day
Delete repost the next day?	✓ Yes	Before you publish the next post
Repost every single post?	✓ Yes	Follow the 6–8 hour rule (Time Zone hacking)

Use this strategy to boost reach, expand global visibility, and keep your feed high-impact without clutter or desperation.