

The Executive LinkedIn Report: 2026

An analysis of 33 Million Impressions
from CEOs & executives on LinkedIn





Introduction

Most LinkedIn reports draw their data from influencers, content creators, and marketing professionals - people whose primary job is to post. This report is different.

Every executive in our dataset runs a company or leads a major organization. LinkedIn visibility is one of dozens of demands on their time. And yet, collectively, they generated over 33 million impressions - not by gaming the algorithm, but by showing up with substance.

The insights here aren't about building a personal brand. They're about **leading in public** - and doing it in a way that creates real business outcomes.

What Makes This Report Different

This report is built on **6,035 posts**, **33 million impressions**, and **457,000 engagements** from CEOs, C-Suite members, and senior leaders spanning healthcare, software, financial services, education, and more. These are real leaders running companies - not influencers, not coaches, not content creators. What follows is the most rigorous analysis of executive LinkedIn performance available today.

6,035

POSTS ANALYZED

33.2M

TOTAL IMPRESSIONS

457K

TOTAL ENGAGEMENTS

4 YRS

OF TREND DATA



The Findings

+14%

Executive reach is up **14% year over year**. The same effort now reaches more people than it did 12 months ago.

5x

Original posts reach **five times more people** than reshares (5,959 vs. 1,192 impressions). Your voice beats curation.

+31%

Image posts **out-reach text by 31%** (7,031 vs. 5,379). Video leads engagement at a 3.0% rate.

13% → 47%

Just **7 executives**, 13% of the group, generated **47% of all impressions** by posting 15+ times a month.

- 32%

MYTH
BUSTED

Hashtags **cost 32% of your reach**, with zero measurable engagement benefit.

- 4%

MYTH
BUSTED

Ending a post with a question **doesn't drive comments**, and it carries a 4% reach penalty.

669,411
IMPRESSIONS

#1 Post of 2026: “*Get rid of unlimited PTO.*”

The top posts don't hedge. 11 of the 15 highest-performing posts were text-only, each opening with a provocation in under 15 words and taking a genuine stand.

The Findings

6,907

Personal stories earn the highest reach of any content type. Audiences engage with people, not positions.

4,262

Executives with **under 5,000 followers** already average 4,262 impressions per post. You don't need a big audience to start.

AI vs. Human

As AI-generated content floods LinkedIn, **authentic, executive voice is becoming more valuable, not less.**

Executive Presence is the premier LinkedIn strategy and content partner for C-suite leaders. For over four years, we've helped 400+ executives, including CEOs of publicly traded companies, build visibility, credibility, and influence on LinkedIn.

#1451

RANK IN 2026
INC. 5000

400+

EXECUTIVES
SERVED

+60%

ENGAGEMENT
VS. PEERS

Methodology & Dataset

HOW WE BUILT THE MOST RIGOROUS ANALYSIS OF
EXECUTIVE LINKEDIN PERFORMANCE AVAILABLE TODAY

The Dataset

This report is built on 6,035 original posts generating 33.2 million impressions and 457,000 engagements. Every author in the dataset is a sitting CEO, C-suite member, or senior leader who runs or leads a significant organization — spanning healthcare, software, financial services, education, and other sectors. This is our fourth consecutive year running the study, giving us three years of trend data alongside our largest sample to date.

First-Party Data & How We Verify It

What sets this dataset apart is how we access it. Every executive included is a leader we work with directly, which gives us first-party performance data pulled straight from each individual's own LinkedIn account — not scraped, sampled, or estimated. That direct access is also how we verify what most reports cannot: that every author is a genuine operating executive running or leading a significant organization, not an influencer, coach, or professional content creator. This is what separates our findings from the typical influencer-based report — the guidance here is derived from, and written for, actual operating executives.

How We Analyze



FORMAT

Original posts classified as image, video, text, article, or carousel.



CONTENT TYPE

Posts classified into four pillars — Personal Stories, Leadership & Career, Industry Insight, and Promotion.



FOLLOWER TIERS

A verified subset of posts from executives with confirmed follower counts, segmented into four tiers (Nano, Micro, Mid, Macro+).



TREND COMPARISON

Year-over-year figures use matched first-quarter windows (Q1 2025 vs. Q1 2026) to compare like-for-like periods.

A Note on the Data

All impression and engagement figures are platform-reported by LinkedIn. Audience demographics are shown only where they clear LinkedIn's privacy thresholds; where the platform withholds a breakdown, it is excluded rather than estimated.

A Letter From the CEO



It's a fascinating time to be a business leader on LinkedIn.

The pendulum has swung. More executives than ever are realizing that public visibility isn't just valuable - it's necessary. Founders now know that investors evaluate the audience they've cultivated and the network they can mobilize. Public company CEOs are breaking earnings news and major announcements on LinkedIn before traditional media. The cost of not showing up has become as significant as the benefit of doing so.

But here's the tension: just as executives are racing to the platform, LinkedIn is being flooded with content. Part of that is leaders scrambling to catch up to - or get ahead of - their competitors. Part of it is AI tools making content creation easier than it's ever been. The result is an unprecedented amount of noise. The algorithm is struggling to keep up, and LinkedIn is increasingly incentivizing paid promotion to cut through it. For companies that employ this effectively, the results are formidable. For everyone else, it's harder than ever to be seen.

All of which means that understanding LinkedIn is more difficult now than at any point in its history - and that underscores the need for a data-driven approach to what actually works.

This is our fourth year running this report. Not only do we have our largest dataset ever, we have the advantage of comparing it against three years of trend data. But what truly sets this report apart is who we study. Too many people try to adapt an influencer's playbook to an executive, and that approach is doomed from the start. What works for an influencer - broad, universally appealing topics like productivity or motivation - is actively harmful for a CEO or senior leader. Executives benefit from going narrower, not wider. Their value lies in precise subject matter expertise: the niche they want to own, the domain they want to be known for.

Our dataset reflects this reality. These are people running significant organizations - C-suite leaders at public and private companies - and this report is written for professionals like them, with data that applies to them. This is distinct from the typical influencer playbook.

I remain very optimistic about LinkedIn's future. Yes, the platform has growing pains. But it remains the only channel where virtually all of a leader's stakeholders - investors, customers, employees, competitors, press - exist in one place. Of the roughly 500 CEOs I speak with each year, LinkedIn is the only social platform most are active on.

And there's one more thing people are still missing: LinkedIn isn't just a broadcast channel. It's an intelligence layer. An executive's posts generate real-time signal on what messaging resonates with their target audience. That insight can then be amplified across the organization's broader go-to-market strategy. Using an individual executive to gain market intelligence for the entire company - that's the opportunity most leaders haven't fully grasped yet.

"LINKEDIN ISN'T JUST A BROADCAST
CHANNEL. IT'S AN INTELLIGENCE
LAYER FOR YOUR ENTIRE GO-TO-
MARKET STRATEGY."

- JUSTIN M. NASSIRI, EXECUTIVE PRESENCE

FINDING #1

Executive Reach on LinkedIn is Up 14% YoY

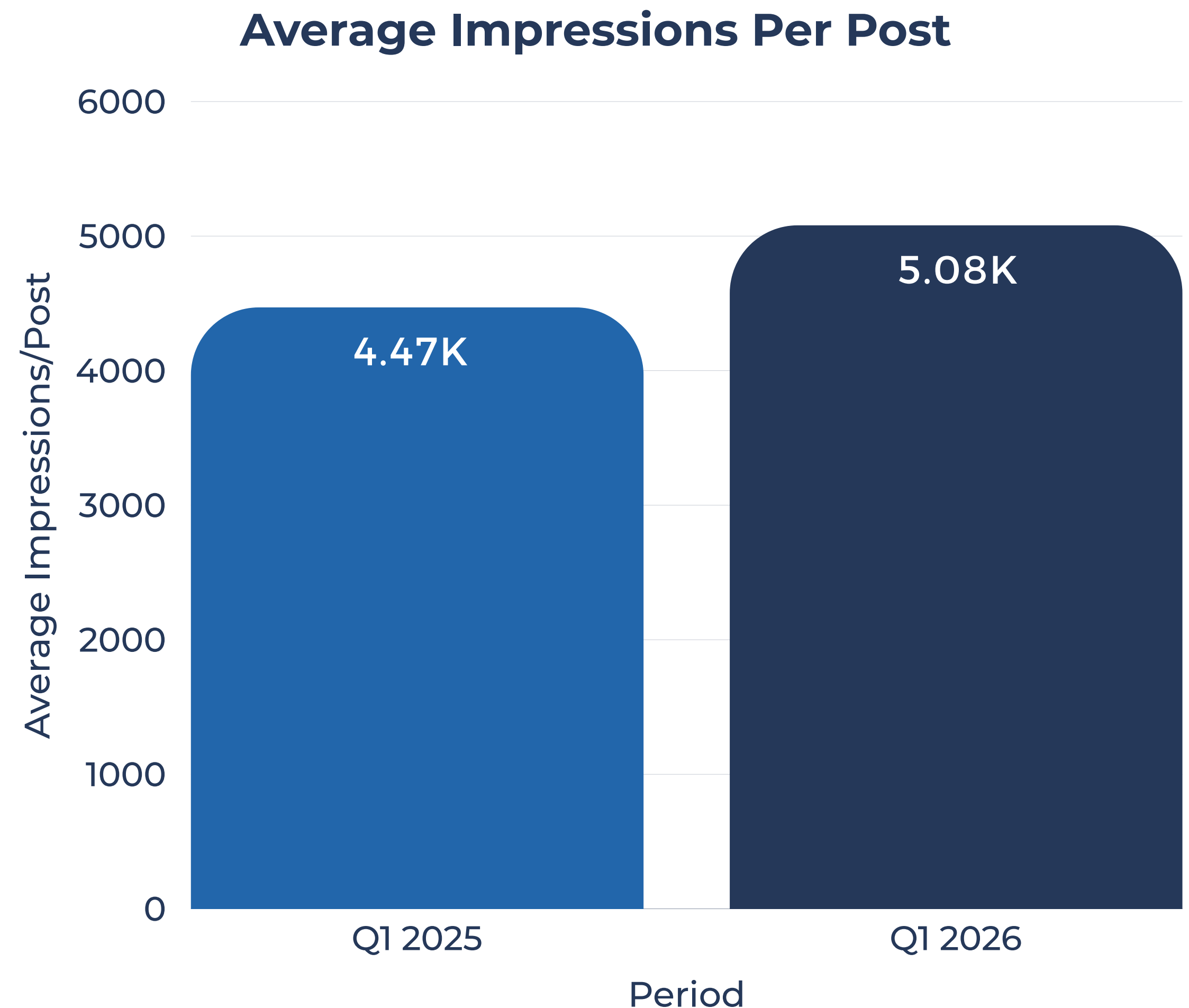
THE SAME EFFORT IS PRODUCING MEANINGFULLY
BETTER RESULTS THAN 12 MONTHS AGO.

The Platform is Growing - and Rewarding Consistency

One of the clearest signals in this year's data: LinkedIn continues to reward executive voices - and the returns are improving. Comparing Q1 2025 to Q1 2026, the average post now reaches **14% more people** than it did a year ago. The executives who stayed consistent through 2025 built momentum that is paying off in 2026.

The takeaway:

The window to participate hasn't closed. The executives who started building their presence in 2024 and stayed consistent are now in the best position of their LinkedIn tenure. Starting later only makes the gap harder to close.



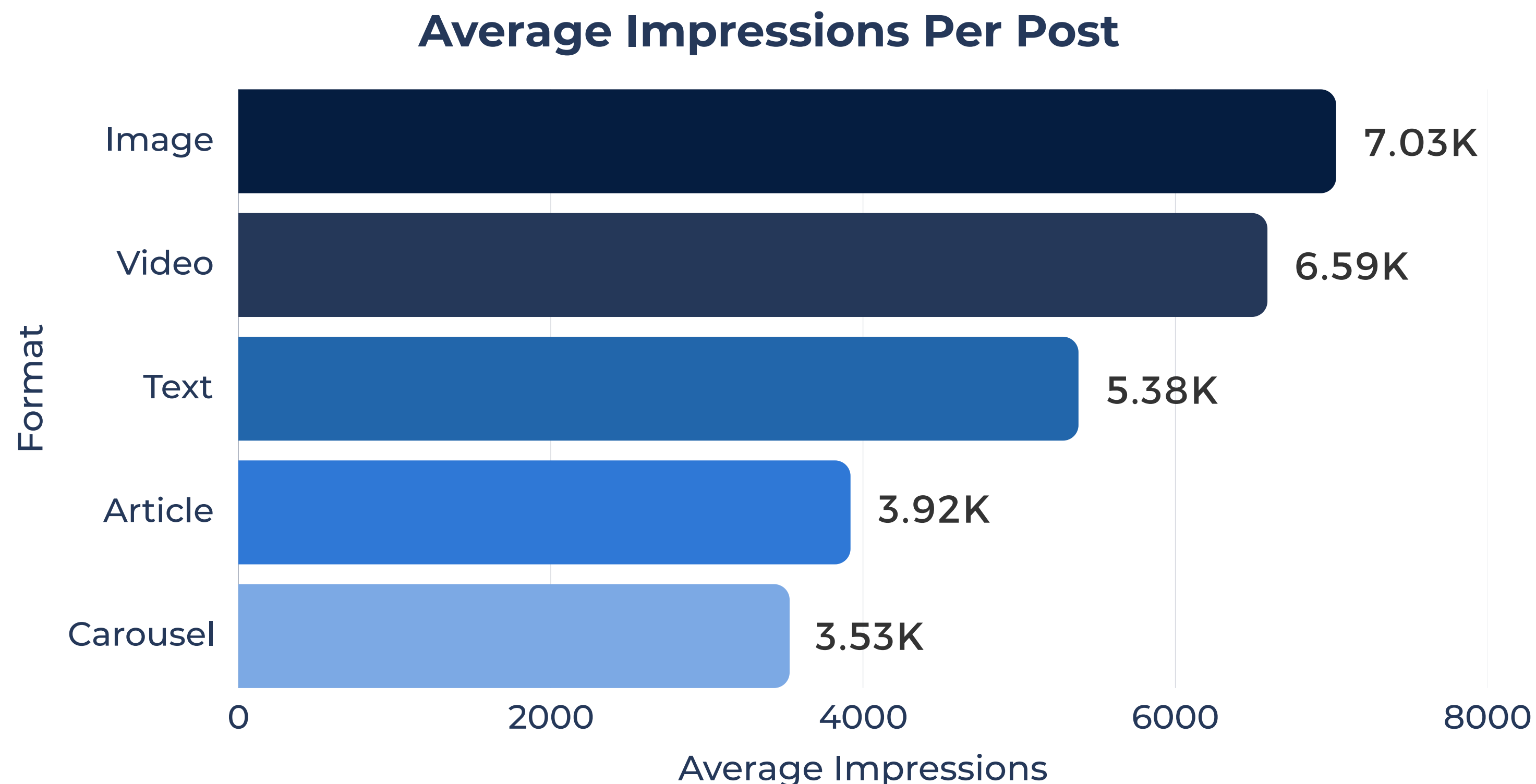
FINDING #2

Images Reach More People.
Video Earns More Engagement.
Carousels Underdeliver.

NOT ALL FORMATS ARE CREATED EQUAL - AND THE GAPS ARE SIGNIFICANT.

Format Performance: What the Data Shows

When we look at original posts by format, three clear patterns emerge. **Images** generate the highest average impressions at 7,031 per post - 31% more than text-only. **Video** is the engagement leader at a 3.0% average engagement rate. Text punches above its weight at 5,379 impressions, with the highest-performing individual posts of the year being almost entirely text. **Articles and Carousels** continue to decline - the algorithm and the audience reward content that fits naturally in the feed.



The takeaway:

Lead with images for reach. Invest in video for deeper engagement. Use text when you have something genuinely worth saying. Avoid articles and carousels as defaults - the data hasn't supported them for two years running.



FINDING #3

Original Posts Reach 5× More People Than Reshares

THE INSTINCT TO SHARE SOMEONE ELSE'S CONTENT IS
COSTING YOU MORE THAN YOU THINK.

Your Voice Is Your Most Powerful Asset

When an executive writes their own post - a reflection, a story, an insight authored in their own voice - it reaches **five times more people** than when they reshare something from another source. Original posts average **5,959 impressions**. Reshares average **1,192**.

This isn't primarily about the algorithm. It's about audiences responding to personal thought leadership. When someone sees an executive's original perspective, they engage. When they see a reshare, they scroll. Even a short, direct paragraph written in your own voice will outperform a polished reshare.

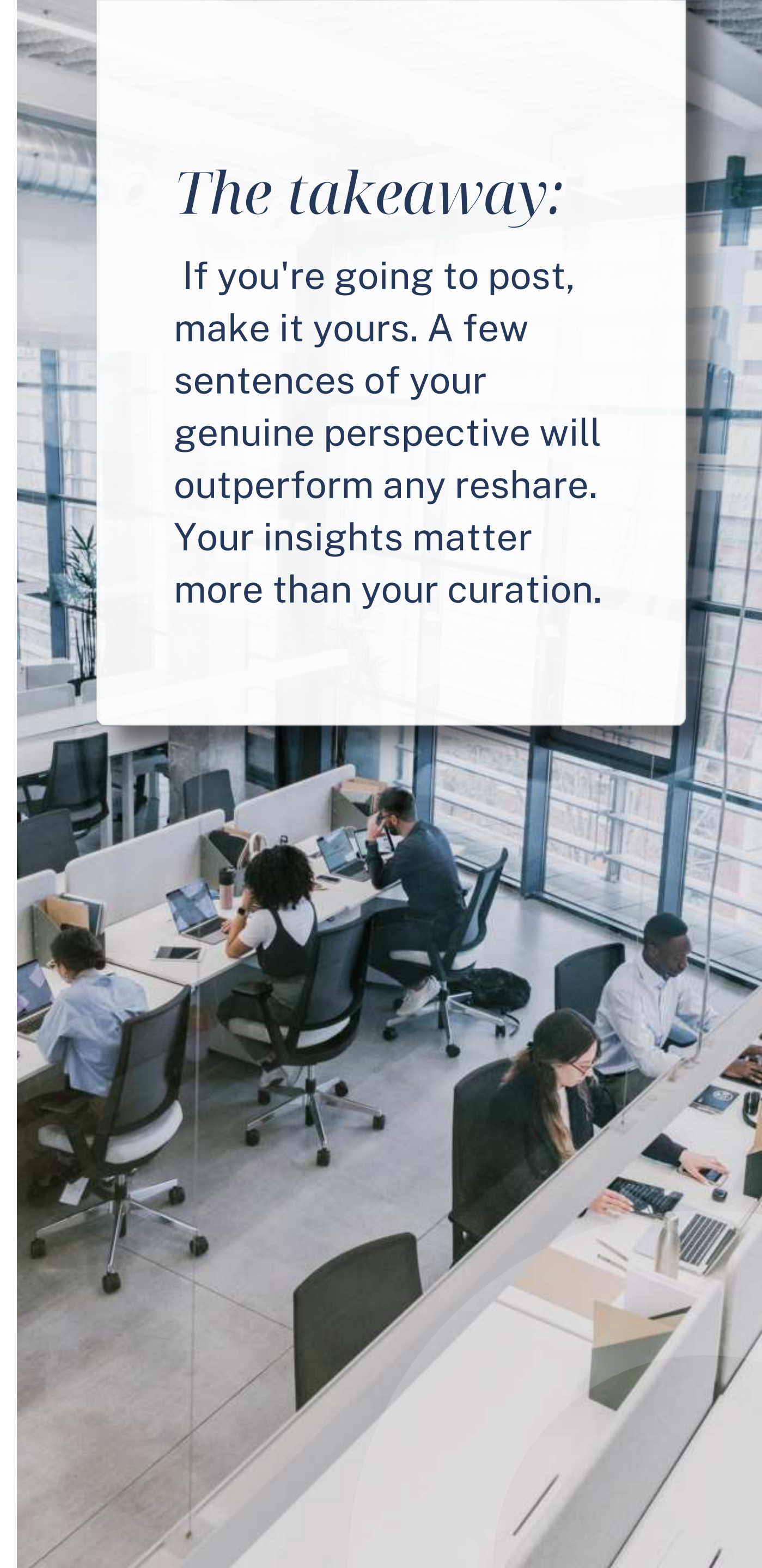
AVERAGE IMPRESSIONS PER POST

5,959 *vs.* 1,192 → 5x

ORIGINAL POSTS RESHARES MORE REACH

The takeaway:

If you're going to post, make it yours. A few sentences of your genuine perspective will outperform any reshare. Your insights matter more than your curation.





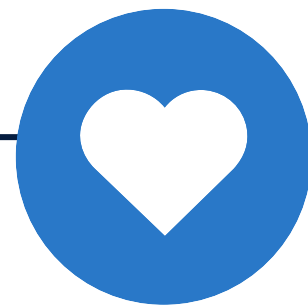
FINDING #4

Personal Stories Outperform Every Other Content Type

AUDIENCES ENGAGE WITH PEOPLE, NOT POSITIONS.

Content That Connects: The Hierarchy Is Clear

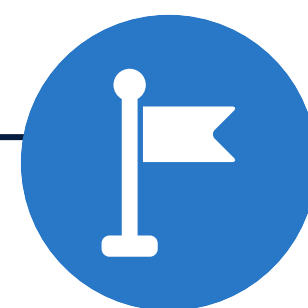
When we classify posts by content type, the pattern is consistent: the more personal and human the content, the better it performs.



PERSONAL STORIES

6,907 avg impressions | **2.14%** ER

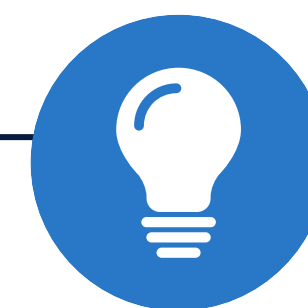
Posts rooted in lived experience, family moments, career inflection points, or genuine admissions earn the highest reach and engagement of any category.



LEADERSHIP & CAREER

5,414 avg impressions | **2.02%** ER

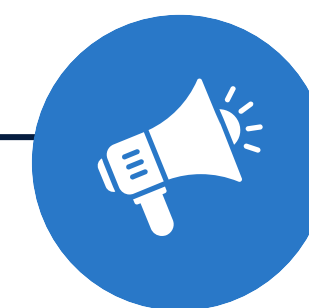
Lessons learned, management decisions, hiring and culture-building - the terrain executives are uniquely qualified to speak on.



INDUSTRY INSIGHT

5,094 avg impressions | **2.08%** ER

Market observations, trend commentary, and predictions - especially powerful when the executive takes an original position.



PROMOTION

4,152 avg impressions | **2.11%** ER

Impersonal promotional content underperforms. Company wins shared through the leader's personal lens perform far better.

The takeaway:

Audiences engage with people, not just expertise. The executives breaking through aren't writing industry summaries - they're sharing the decisions they've wrestled with and the moments that shaped how they lead.



FINDING #5

Hashtags Cost You Reach Without Adding Engagement

TWO YEARS OF DATA NOW POINT IN THE SAME DIRECTION.

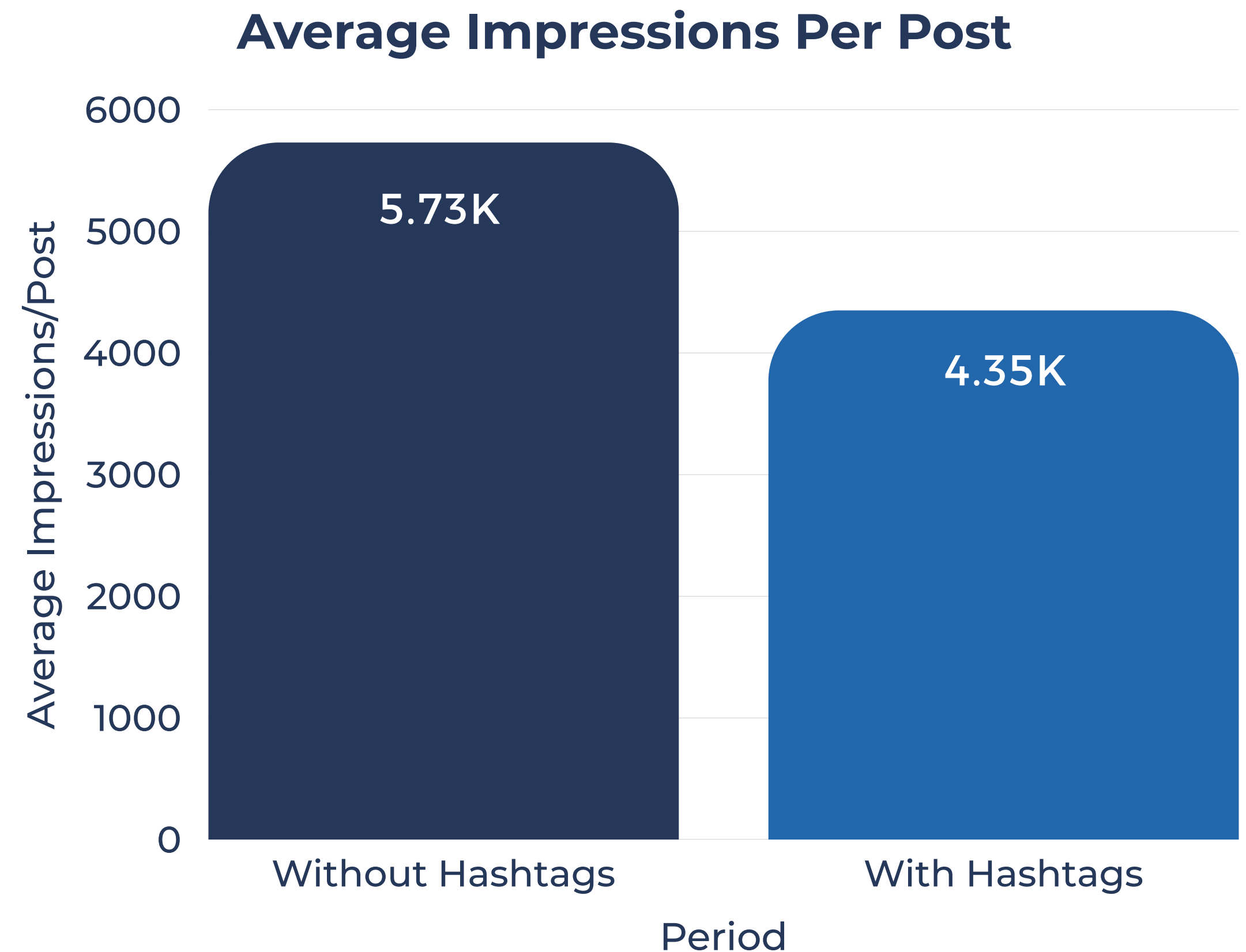
The Hashtag Myth, Definitively Updated

Posts *without* hashtags average **5,732 impressions**. Posts with hashtags average **4,350 impressions**. That's a **32% reach penalty** for using hashtags. Meanwhile, engagement rate is essentially identical between the two groups - 2.07% vs. 2.06%.

The conclusion is unambiguous: don't worry about hashtags - they do not add engagement. The executives writing genuinely compelling content aren't stopping to append tags.

The takeaway:

Stop adding hashtags by default. The data shows a clear 32% reach penalty with zero engagement benefit. Write for your audience, not for the tag system.



4,993 posts without hashtags vs. 1,042 posts with hashtags. Engagement rate: 2.07% vs. 2.06% - effectively identical.



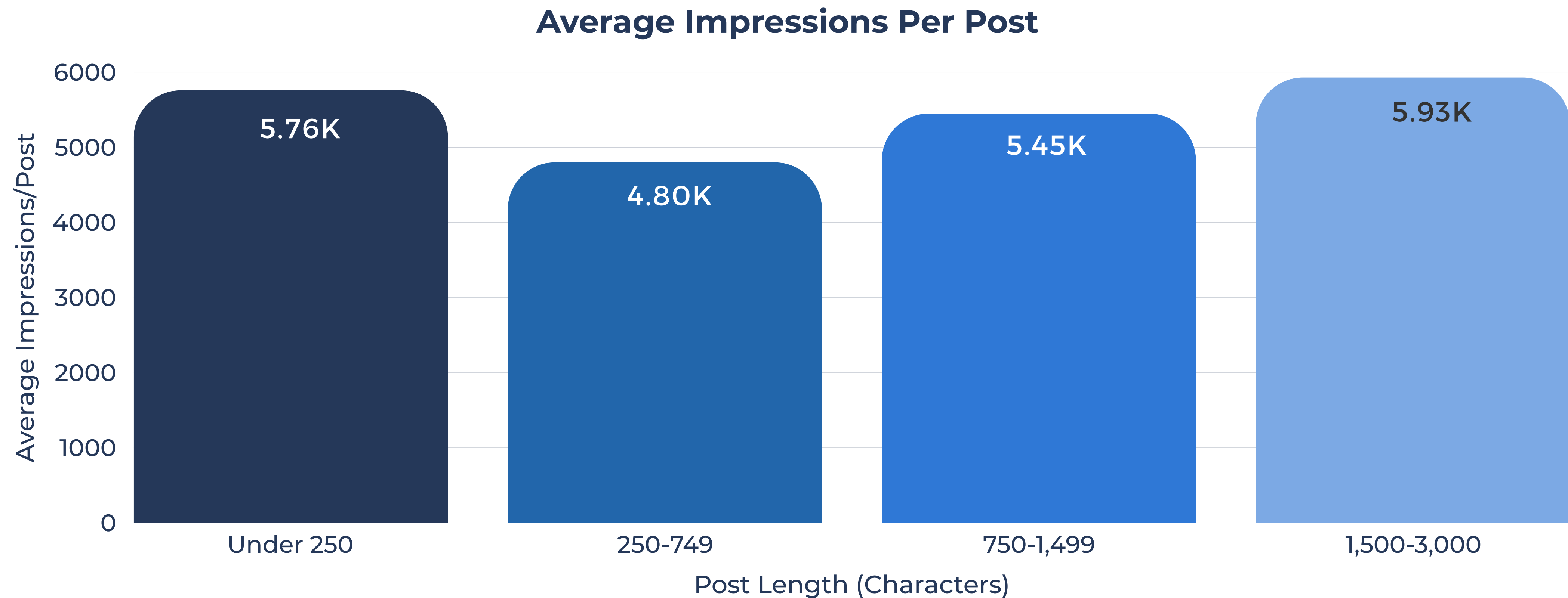
FINDING #6

Longer Posts Still Lead – With One Surprising Exception

THE 750–3,000 CHARACTER RANGE REMAINS THE SWEET SPOT.
BUT VERY SHORT POSTS HOLD THEIR OWN.

Post Length: The Full Picture

Posts in the **1,500–3,000 character** range produce the highest average impressions at **5,925 per post**. The **750–1,499** range follows at **5,454**. Surprisingly, very short posts under 250 characters average **5,762 impressions** - nearly matching the top tier. The clear underperformer is the **250–749 character** range at just 4,800.



Key Takeaways

WRITE LONG OR SHORT

The middle ground underperforms. Commit to depth or commit to brevity.

NO LONG-POST FATIGUE

Engagement rate holds steady all the way to 3,000 characters.

AVG: 1,059 CHARACTERS

Most executives are already in a strong range.

FORMATTING MATTERS

Use line breaks generously. Dense walls of text discourage engagement.





The LinkedIn Question Myth

One of the most repeated pieces of LinkedIn advice isn't supported by the data. The conventional wisdom is simple: end every post with a question to spark conversation. Our data from 6,035 executive posts tells a different story.

Posts ending with a question averaged 6.4 comments. Posts without a question averaged 6.8 comments. Questions don't move the needle on replies at all. They do carry a reach penalty. Posts with questions in the closing section averaged 5,306 impressions - 4% lower than the 5,520 average for posts without them.

What actually drives comments is a provocative position or a relatable story. The invitation to respond doesn't need to be explicit - it needs to be earned.

Stop ending posts with a question out of habit. If a question fits naturally, use it. If you're adding it as a tactic to drive engagement, the data says it isn't working - and it's costing you reach.

WITH A CLOSING QUESTION

5,306

AVG. IMPRESSIONS

6.4

AVG. COMMENTS

WITHOUT A CLOSING QUESTION

5,520

AVG. IMPRESSIONS

6.8

AVG. COMMENTS

A background image showing two men sitting in armchairs, facing each other in conversation. The man on the left is wearing a dark suit and has a beard. The man on the right is wearing a light-colored shirt and has curly hair. They are in a modern, dimly lit room with a small table between them holding a plant and water bottles. A large potted plant is visible on the right side of the frame.

FINDING #7

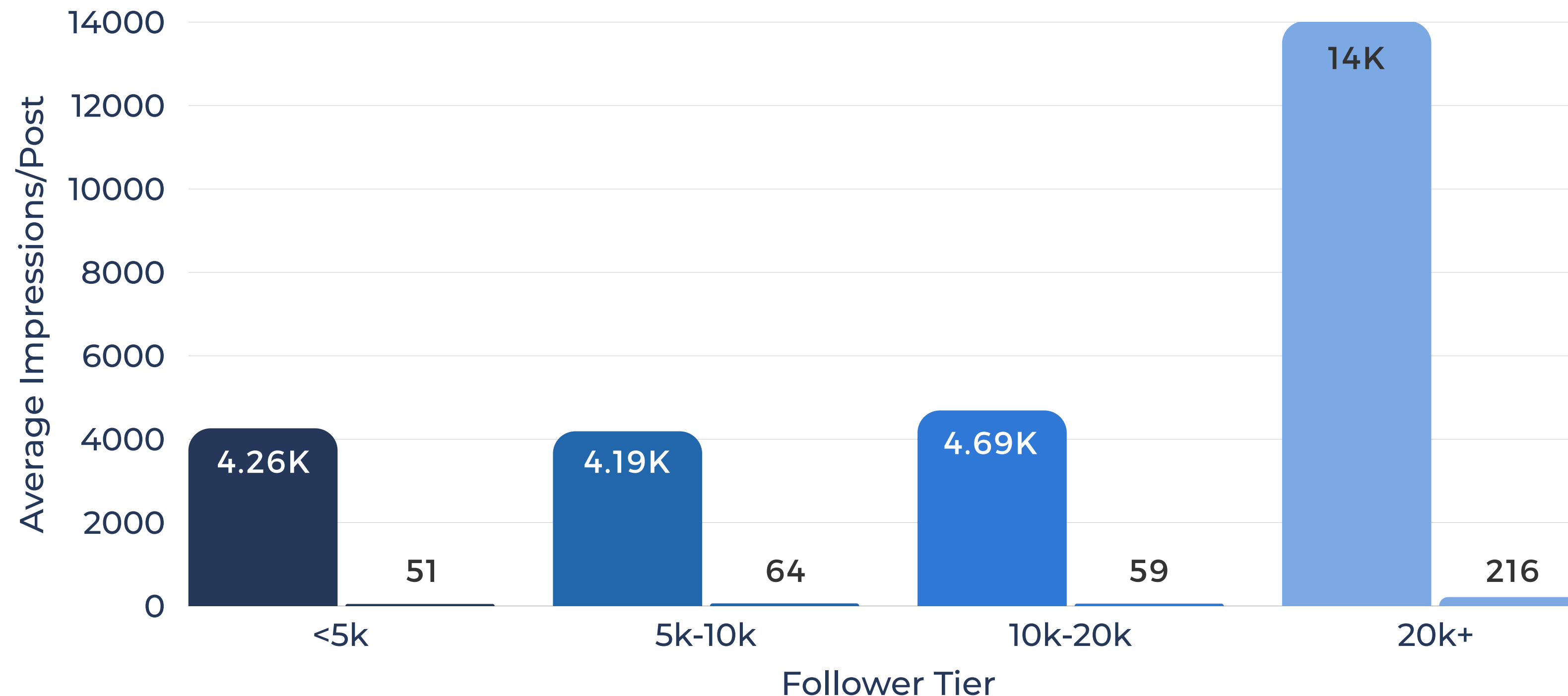
Bigger Audiences Drive Bigger Reach – But Every Tier Is Already Working

EXECUTIVES WITH UNDER 5,000 FOLLOWERS ARE GENERATING
REAL, MEASURABLE RESULTS RIGHT NOW.

Follower Tiers: The Compound Game

We analyzed 5,843 posts from 46 executives with verified follower counts, segmenting them into four tiers. Executives in our **Nano tier** (under 5,000 followers) average **4,262 impressions per post** and a **2.23% engagement rate**. The **Macro+ tier** (20,000+ followers) averages **14,024 impressions** - but these executives have a meaningful head start built through consistent posting.

Average Impressions & Engagements Per Post



The takeaway:

Don't wait until you have a large audience to post. Consistent posting is how you build that audience. LinkedIn is a compound game - the sooner you start showing up, the faster your reach grows.

A background image showing three people (two women and one man) in a meeting, looking at a laptop. The image is overlaid with a dark blue semi-transparent filter.

FINDING #8

The Top Posts Have One Thing in Common: They Take a Stand

AN ANALYSIS OF THE 15 HIGHEST-PERFORMING POSTS IN OUR DATASET REVEALS A CLEAR, REPEATABLE PATTERN.

Anatomy of a Breakout Post

When we examine the 15 posts generating the most impressions - ranging from 140,000 to 669,000 views - three things stand out.

1

TEXT DOMINATES:

11 of the top 15 posts are text-only

2

THE OPENING LINE DOES EVERYTHING: Every top post opens with a statement that creates tension or provocation in under 15 words.

3

THEY'RE NOT PLAYING IT SAFE: The highest-performing posts take a genuine position and invite disagreement - which drives comments, which drives algorithmic reach.

Example Posts With High Impressions

669,411 IMPRESSIONS | TEXT

"Get rid of unlimited PTO. I regret my decision to implement unlimited PTO in the early days..."

470,895 IMPRESSIONS | TEXT

"I fired my company's most important employee. And I'd do it again."

426,492 IMPRESSIONS | TEXT

"I recently told a team member to leave the office. I'd just watched two of our employees head out..."

404,339 IMPRESSIONS | TEXT

"Some of the best schools I've seen recently? Kids barely show up. (And that's the point.)"

320,176 IMPRESSIONS | IMAGE

"Something exciting just happened in India..."

The takeaway:

The executives breaking through aren't writing safer versions of what everyone else is writing. They share a genuine point of view - even when it creates friction. The posts that resonate most make the reader think: "I need to respond to this."

A background image of three business professionals (two women and one man) in an office setting, looking at a document. The image is overlaid with a semi-transparent blue filter.

FINDING #9

The Executives Generating the Most Reach Have a System - Not Just a Schedule

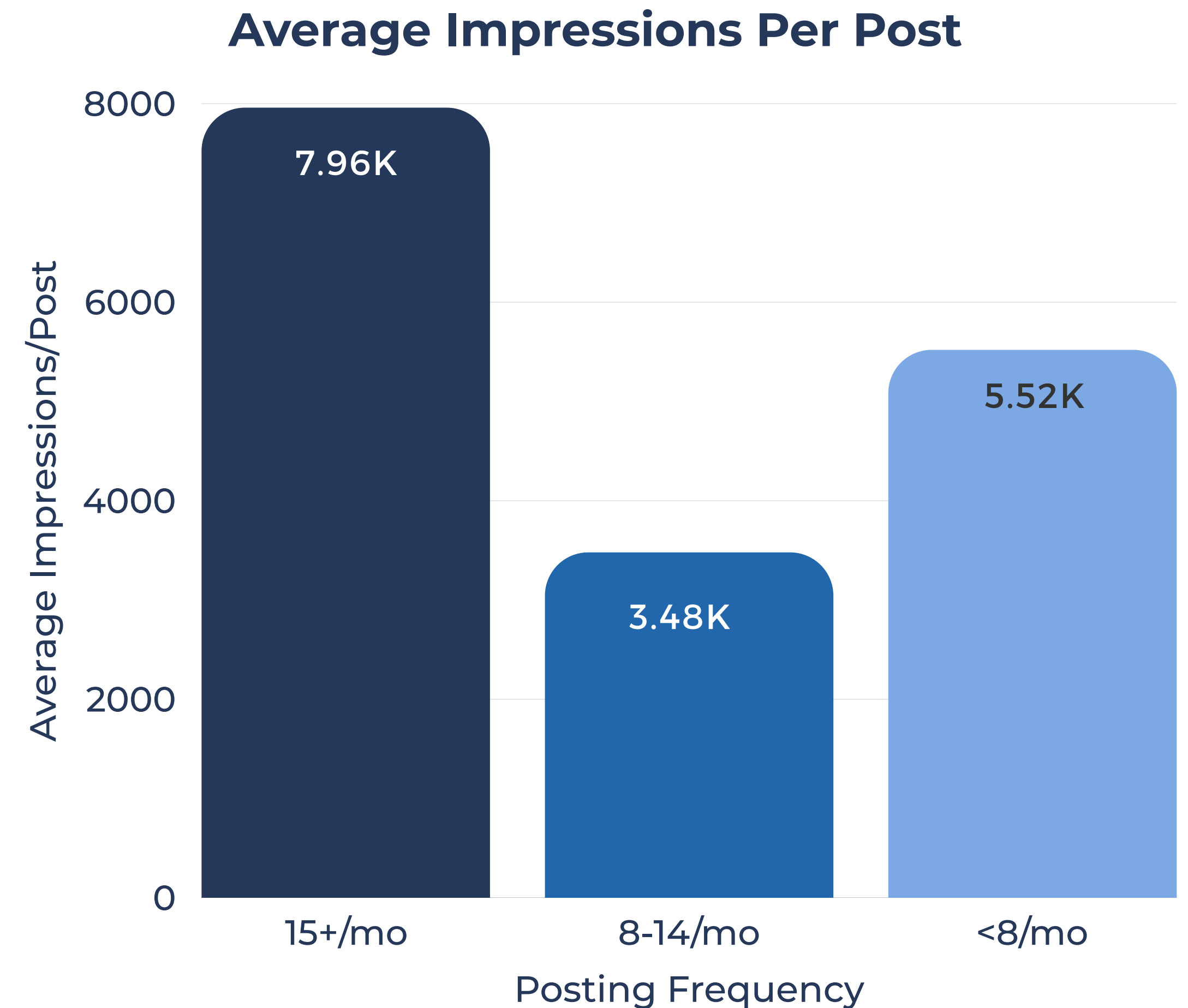
POSTING 15-20 TIMES PER MONTH DOESN'T HAPPEN BY ACCIDENT.

Consistency: The System Behind the Numbers

The seven executives who average **15 or more posts per month** generated **47% of all impressions** in our dataset - nearly half of 33 million impressions, from just 13% of the group. They also average **7,957 impressions per post**. This level of output requires a system: a way of capturing ideas, developing them quickly, and publishing consistently without consuming the calendar.

The takeaway:

Consistency at scale requires a system, not just willpower. The executives generating the most reach aren't more talented - they've built a repeatable process for showing up. That's what separates the 47% from the rest.





The Four Findings That Move the Needle



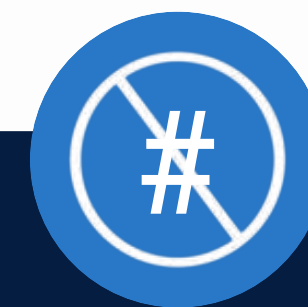
LEAD WITH AN IMAGE

Image posts average **31% more impressions** than text posts. You don't need a designer - a relevant photo, a chart, or a clear visual meaningfully expands your reach.



MAKE IT PERSONAL

Original posts **reach 5× more people** than reshares. A few sentences of your genuine perspective will outperform any content you amplify from someone else.



DROP THE HASHTAGS

Posts without hashtags outperform posts with them by **32% on reach** - with no difference in engagement rate. There is no longer a data-supported case for adding hashtags by default.



TAKE A POSITION

The top posts in our dataset don't hedge. They open with a provocation, commit to a point of view, and invite the reader to agree or push back. Safe content disappears in a crowded feed.

A smiling man with a beard, wearing a dark blue suit, white shirt, and striped tie, stands with his arms crossed. The background is a blurred office setting. A semi-transparent blue overlay covers the entire image.

FINDING #10

The State of the Platform

LINKEDIN IS MORE IMPORTANT THAN EVER -
AND MORE DIFFICULT THAN EVER.

Three Challenges Facing LinkedIn

CONTENT POLLUTION

AI has made content creation easier than at any point in history. Combine that with executives racing to the platform, and the result is unprecedented noise. The algorithm is struggling to surface what matters.

DECLINING ORGANIC REACH

LinkedIn is following Facebook's 2011 playbook. Organic reach has dropped materially - even compared to four months ago. The platform is shifting toward a pay-to-play model.

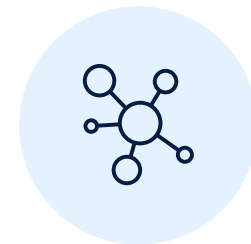
DECLINING USER EXPERIENCE

The feed no longer surfaces the content users care about. There's growing fatigue among serious professionals who question whether the investment is still worth it. LinkedIn's growing pains are real.



Why LinkedIn Still Wins

WHERE THE DECISION MAKERS ARE



No platform comes close to LinkedIn's concentration of B2B decision makers - customers, investors, partners, talent, and press. Of the ~500 CEOs we speak with each year, LinkedIn is the only social platform most are active on.

NO CREDIBLE ALTERNATIVE



Substack is a complement, not a replacement. Reddit is meritocratic but nearly impossible to scale. X has faded from most executive conversations. Private communities require a scale most leaders don't yet have.

THE NETWORK YOU ALREADY HAVE



LinkedIn remains the only way to stay relevant with the people who already know you, like you, and trust you. Your college friends, former colleagues, and past clients aren't switching platforms. They're on LinkedIn.

WHERE LEADERS ARE BREAKING NEWS



Fortune 500 CEOs are sharing earnings, acquisitions, and major announcements on LinkedIn first - before traditional media. That trend is accelerating down-market.

Paid Ads: The Overlooked Executive Advantage

THE REACH PROBLEM

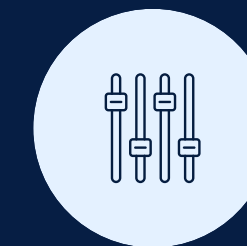
Organic distribution is declining. Even a modest spend - \$50 to \$500 behind a high-performing post - can dramatically extend visibility to a precisely targeted audience. And it doesn't look like an ad. It looks like a post marked "promoted."

THE REAL POWER: DATA

LinkedIn's targeting lets you test messaging with surgical precision. Target CEOs at 500+ employee companies that have grown 15% - then compare click-through rates across geographies and segments. You're not just buying impressions. You're buying market intelligence.

The takeaway:

Use paid to learn which messages resonate with which audiences, then apply those insights across your broader go-to-market. The executive's LinkedIn becomes a testing ground for the entire organization's strategy.





The Human Advantage

WHY AI HASN'T REPLACED THE EXECUTIVE VOICE - AND WON'T.

We're now over a year into LLMs being in the mass market. In that time, we've watched companies try to replace human writers with AI - and we've watched many of them come back. The consistent feedback: AI-generated content sounds like AI. It lacks the voice, the edge, and the credibility that comes from a real leader with real experience.

At the same time, AI-fueled content is flooding LinkedIn, making it harder to stand out. The executives who are breaking through aren't the ones automating their voice - they're the ones investing in it. Human-written content from a leader with genuine conviction is becoming more valuable, not less, precisely because everything around it is starting to sound the same.

The takeaway:

The content explosion created by AI is real. But it's also creating a premium for authenticity. The leaders who invest in their own voice - whether they write it themselves or work with professionals who can capture it - will be the ones who stand out.



INFO RECAP

Final Thoughts

LINKEDIN REMAINS THE BEST PLATFORM FOR LEADERS WHO WANT
TO BUILD TRUST, CREDIBILITY, AND CONNECTION AT SCALE.



The Executives Who Get the Most From This Platform

The data from this year makes the case clearly: more reach, more engagement, and more opportunity than twelve months ago. But what the data also shows - year after year - is that the executives who get the most from this platform aren't the ones with the largest audiences or the most polished content.

They're the ones who show up consistently, speak from genuine experience, and treat visibility as an act of service rather than self-promotion. They're not trying to go viral. They're trying to lead in public. In 2026, that distinction matters more than ever.



TEACH THROUGH INSIGHT

Share expertise and lived experience that your audience can learn from and act on.



LEAD THROUGH AUTHENTICITY

Show up as a real person - with perspective, conviction, and genuine voice.



PROMOTE WITH PERSONAL CONTEXT

Connect company wins to your personal leadership lens - not impersonal announcements.

We've Seen Firsthand What This Looks Like in Practice



A COMPELLING POST CAN DRIVE INVESTOR INTEREST

Founders have received inbound inquiries from investors who discovered them through a single, well-placed LinkedIn post.



A PERSONAL STORY CAN ATTRACT TOP TALENT

Candidates have cited the CEO's LinkedIn presence as the reason they applied - and accepted offers.



A THOUGHTFUL INSIGHT CAN OPEN A NEW PARTNERSHIP

A single post has initiated conversations that turned into multi-year strategic relationships.

THE DATA DOESN'T JUST SHOW WHAT WORKS

It shows what leadership looks like in a digital-first world. So if you've been holding back - waiting for the perfect moment, the perfect story, or the perfect words - this is your invitation to step forward.

The bar is rising. And so is the opportunity.

The best-perceived leader wins. And the platform that rewards genuine leadership - with real reach and real results - is right here, right now, waiting for your voice.



EXECUTIVE PRESENCE

About Executive Presence

WE TURN LEADERS INTO THOUGHT LEADERS.

The Premier LinkedIn Partner for C-Suite Leaders

Executive Presence is the premier LinkedIn strategy and content partner for C-level executives. We work exclusively with founders, CEOs, and C-suite leaders to help them show up with clarity, credibility, and consistency on the platform that matters most.

Over the past four years, we've helped **300+ executives** grow their visibility, credibility, and influence on LinkedIn - including CEOs of publicly traded companies and leaders at high-growth startups and PE-backed firms.

On average, our clients see 60% higher engagement than their peers.

- ✓ **Content Strategy & Messaging**
- ✓ **Content Writing & Posting**
- ✓ **Performance Data & Insight Analysis**

Ready to lead on LinkedIn?

Reach out to us at hello@executivepresence.co to schedule a strategy call. Let's build your executive brand - together.

400+

EXECUTIVES
SERVED

60%

HIGHER ENGAGEMENT
VS. INDUSTRY PEERS

4

YEARS OF
DATA

EXECUTIVEPRESENCE.IO



Appendix: Chart Specifications

TECHNICAL REFERENCE FOR ALL DATA VISUALIZATIONS FEATURED IN THIS REPORT.

CHART	FINDING	KEY DATA POINTS
Chart 1	YoY Comparison (Finding 01)	Q1 2025: 4,473 / Q1 2026: 5,083 +14% YoY
Chart 2	Format Performance (Finding 02)	Horizontal bar, sorted by impressions descending Video ER highlighted: 3.0% - highest engagement rate
Chart 3	Original vs. Reshare (Finding 03)	Original: 5,959 / Reshare: 1,192 Large "5x" multiplier callout
Chart 4	Content Pillars (Finding 04)	Four categories: Personal Stories / Leadership / Industry Insight / Company Both impressions and ER shown
Chart 5	Hashtags (Finding 05)	Without: 5,732 / With: 4,350 "+32%" annotation on no-hashtag bar ER essentially equal
Chart 6	Post Length (Finding 06)	Four buckets Highlight 250-749 dip at 4,800 and 1,500-3,000 peak at 5,925
Chart 7	Day of Week (Finding 07)	All 7 days Sunday highlighted 80 Sunday posts vs. 1,299 Tuesday Both impressions and ER
Chart 8	Follower Tiers (Finding 08)	Four tiers: Nano / Micro / Mid / Macro+ Avg impressions + avg engagements per post
Chart 9	Consistency Tiers (Finding 10)	Power: 7,957 imp, 47% of reach / Active: 3,475 / Occasional: 5,515 "7 executives. 47% of impressions."