

New in Buffer: LinkedIn Profile Analytics

For the past couple of years, I've been using Buffer to build a posting habit on LinkedIn. I've been sharing what I'm learning, posting about work and life, and trying to stay consistent. But one thing has always been missing: a simple way to see what's working.

That's exactly what we're introducing today: **LinkedIn Profile Analytics**, now available inside Buffer.

Why we built this

Until now, LinkedIn has mostly reserved detailed analytics for company Pages. But many creators, freelancers, solopreneurs, consultants, and folks like me are building audiences directly from personal profiles. That is where the conversations happen. That is where most people are posting.

We partnered directly with LinkedIn and are proud to be an official launch partner for their new Analytics API. This new API finally makes it possible to track metrics for personal profiles, and we're thrilled to bring it to Buffer users on day one.

What's new

Inside Buffer, you can now view post-level analytics for your LinkedIn personal profile.



For each post, you'll see:

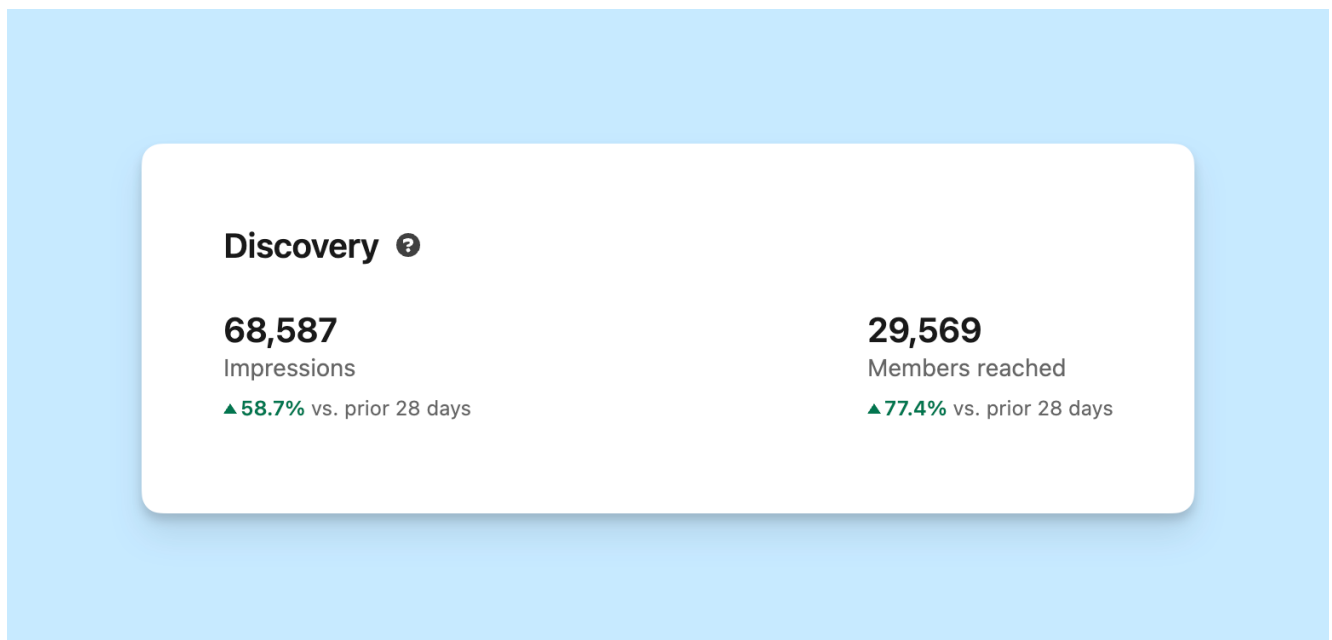
- Total impressions
- Reactions

- Comments
- Shares
- Engagement rate
- Views
- Watch time
- Unique viewers for video posts.

Right now, LinkedIn personal profile analytics live inside the Sent Posts tab within the Publishing area of Buffer. Longer term, we have bigger plans for our analytics feature, and we're excited about where this will go next.

How I'm using it personally

I try to post on LinkedIn at least three times a week. Some weeks are smoother than others. I've got a full-time job and three young kids, including twins. Like everyone, life sometimes gets busy. But staying consistent has unlocked an amazing amount of growth.



In the past 28 days alone, I've reached nearly 30,000 people on LinkedIn. My top-performing post, a personal story about balancing work, family, and health, has 14,179 impressions and counting.



That kind of feedback is both motivating and incredibly helpful in guiding what I share next.

I post a mix of product marketing advice, personal reflections, behind-the-scenes content, and new Buffer features. The new analytics help me:

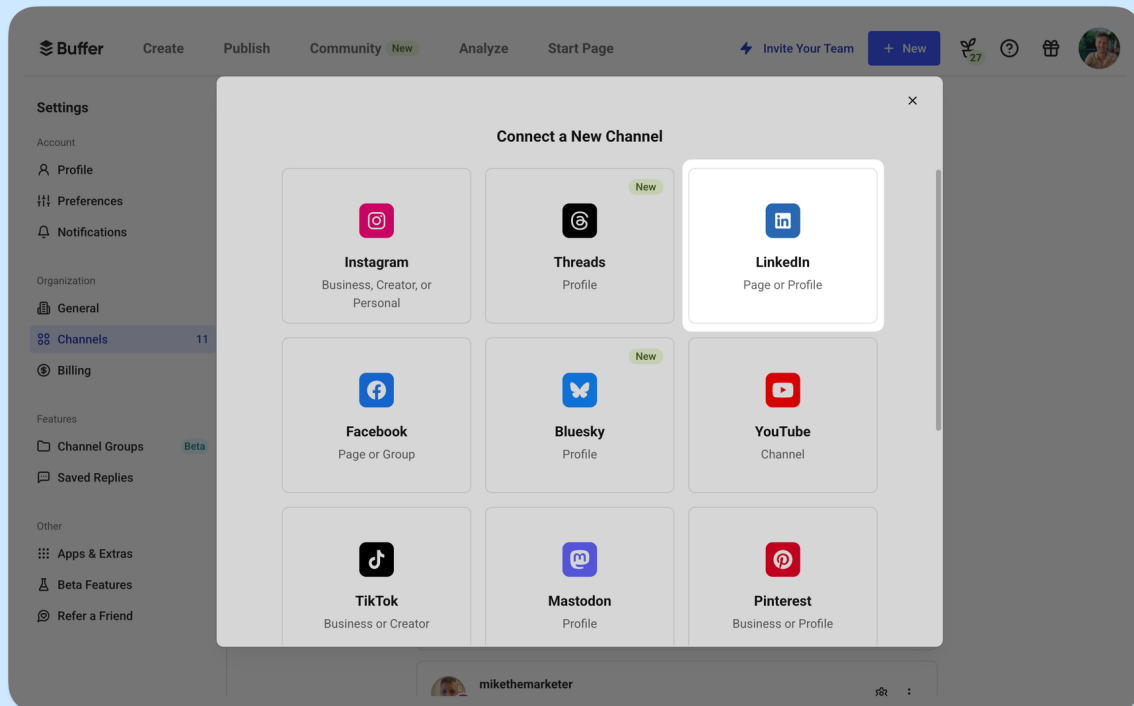
- **Spot patterns.** Which types of posts drive more conversation? Which formats seem to land better?
- **Stay consistent.** Having post-level data helps me keep my rhythm, even during busy weeks.
- **Fine-tune topics.** The data nudges me toward themes that seem to spark more engagement and interaction.

I don't try to overthink every metric; I just try to get enough signal to keep learning and improving.

How to get started

If you've already connected your LinkedIn personal profile to Buffer for scheduling, you'll need to refresh your connection, then you're all set. Your analytics will be ready and waiting inside your Sent Posts tab.

If you haven't connected to LinkedIn yet, you can do so from your Buffer dashboard.



1. Add LinkedIn as a channel to Buffer
2. Look at your 'Sent Posts' tab to see analytics

Now you'll be able to plan, publish, and now analyze your LinkedIn content all in one place.

More to come

We're bullish on LinkedIn as a platform for creators. More people are building real audiences, sharing expertise, growing businesses, and finding real opportunities from their personal profiles. This is just the start. We're excited to keep building tools that make it easier to grow on LinkedIn and across every platform you use.

<https://buffer.com/resources/linkedin-profile-analytics/>