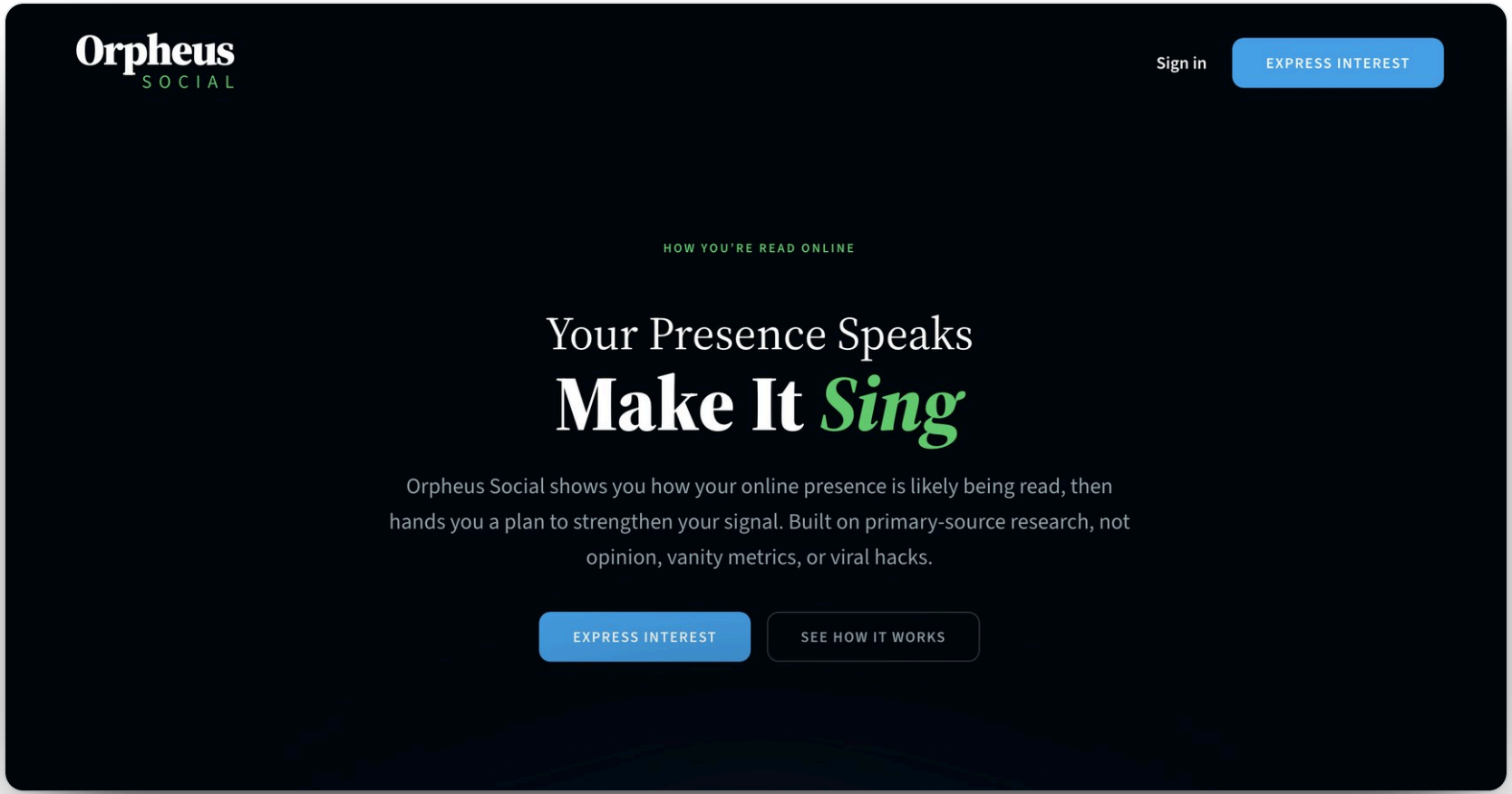
Orpheus
SOCIAL

AI IN PRACTICE · 23 SEPTEMBER 2026

What LinkedIn says (and doesn't say) about how the platform works...

and why we built a tool to try and make sense of it.

Andrew Segars · Co-Founder · Orpheus Social



Orpheus
SOCIAL

A DEEP DIVE FIRST

A tool that shows how LinkedIn is likely reading you.

Built using your own data and analytics... using nearly 80 primary sources from LinkedIn, including all the engineering papers we could get our hands on (so you don't have to read them).

But... it's an approximation (a pretty solid one), not a reverse-engineered replica.



Orpheus SOCIAL

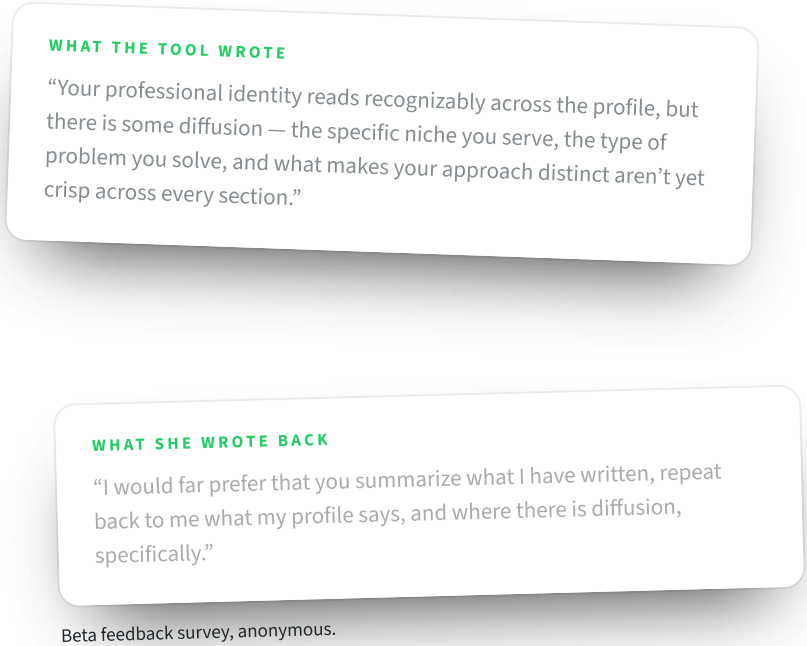
BUILT WITH AI — KEPT HONEST WITH GRADED LOOPS

The best checks come from beta testers.

An early beta tester said the narrative read polished but generic. She was right.

After some digging: the tool dropped the data after assessment, but before the narrative — so the write-up came from scores alone. The fix changed the pipeline.

When you build, you need checks.



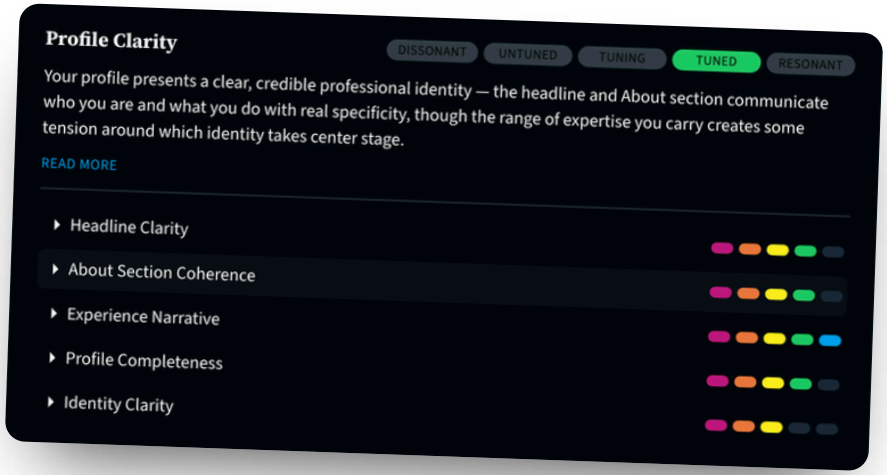
Beta feedback survey, anonymous.

WHAT THE TOOL DOES · ONE

It shows how you're likely being read.

Built directly from downloads of your own data and analytics … nothing scraped, nothing guessed.

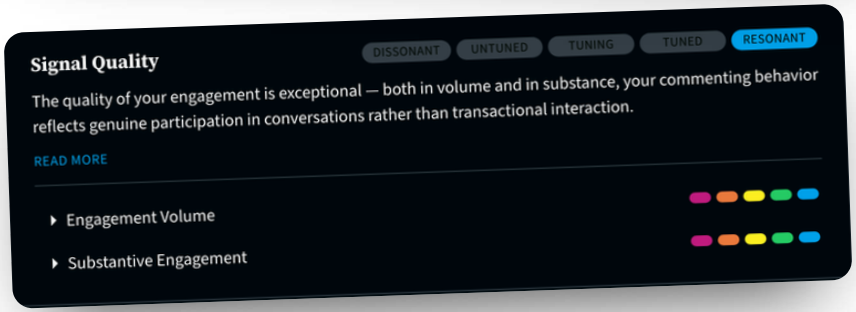
Based on primary sources, not folklore.



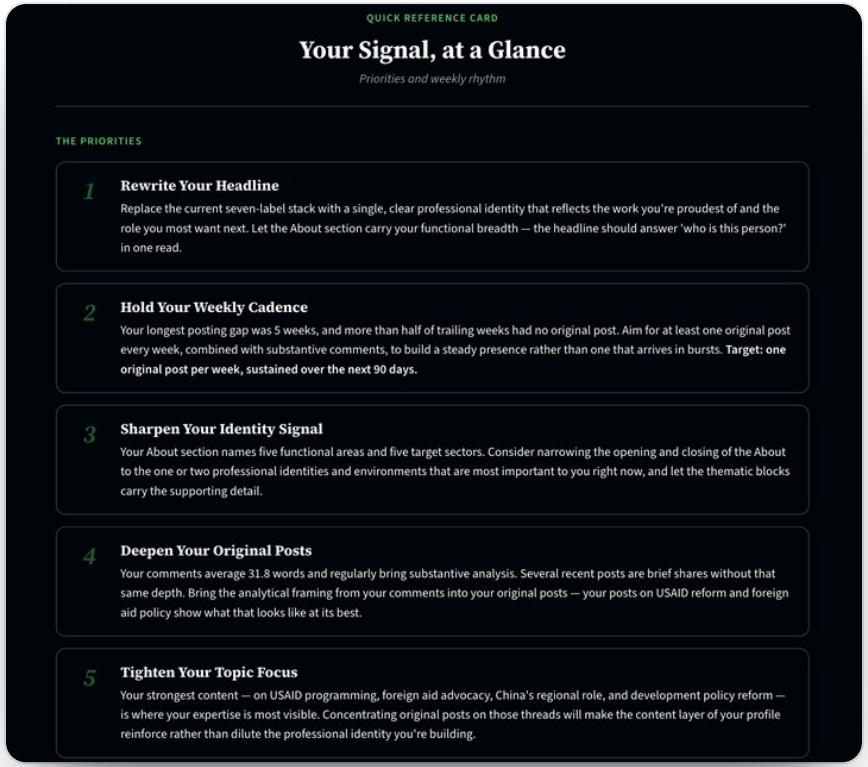
Because LinkedIn itself reads you by machine:

"we write their profile out as a short piece of text and pass it through an LLM."

Follows Recommendations, LinkedIn Engineering, August 2026



Orpheus SOCIAL



QUICK REFERENCE CARD

Your Signal, at a Glance

Priorities and weekly rhythm

THE PRIORITIES

1 Rewrite Your Headline

Replace the current seven-label stack with a single, clear professional identity that reflects the work you're proudest of and the role you most want next. Let the About section carry your functional breadth — the headline should answer 'who is this person?' in one read.

2 Hold Your Weekly Cadence

Your longest posting gap was 5 weeks, and more than half of trailing weeks had no original post. Aim for at least one original post every week, combined with substantive comments, to build a steady presence rather than one that arrives in bursts. **Target: one original post per week, sustained over the next 90 days.**

3 Sharpen Your Identity Signal

Your About section names five functional areas and five target sectors. Consider narrowing the opening and closing of the About to the one or two professional identities and environments that are most important to you right now, and let the thematic blocks carry the supporting detail.

4 Deepen Your Original Posts

Your comments average 31.8 words and regularly bring substantive analysis. Several recent posts are brief shares without that same depth. Bring the analytical framing from your comments into your original posts — your posts on USAID reform and foreign aid policy show what that looks like at its best.

5 Tighten Your Topic Focus

Your strongest content — on USAID programming, foreign aid advocacy, China's regional role, and development policy reform — is where your expertise is most visible. Concentrating original posts on those threads will make the content layer of your profile reinforce rather than dilute the professional identity you're building.

WHAT THE TOOL DOES · TWO

And turns it into a plan to strengthen your signal... so you don't have to guess.

Prioritized steps laid out on a quick reference card.

Still using primary sources and your own data and analytics.

Moves that make your presence reflect who you are.

Orpheus SOCIAL

HOW DOES MY FEED WORK? HOW ARE MY POSTS SEEN?

Your feed is about you.

WHAT YOU SEE · DOCUMENTED

Content with:

"the likelihood that a member will take actions such as clicking, liking, commenting, or sharing"

Feed SR, LinkedIn, February 2026

Your reach is about them.

WHO SEES YOU · DOCUMENTED

For posts reaching beyond your network:

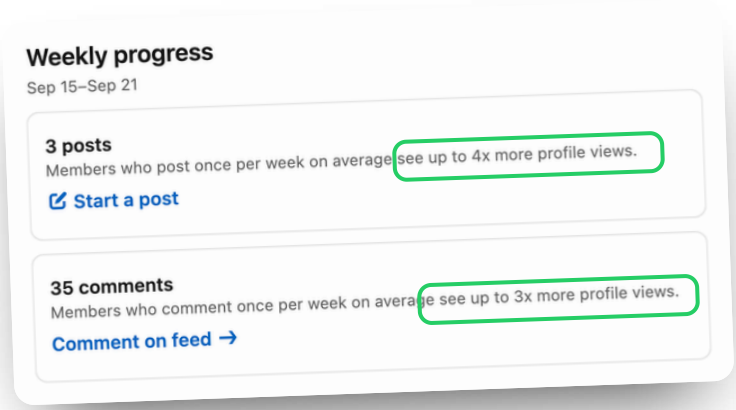
"2000 candidates are retrieved from a pool of hundreds of millions."

Causal LM retrieval, LinkedIn, October 2025

WHAT DOES BEING ACTIVE GIVE ME?

LinkedIn tells every member the same thing.

On your own analytics page, shown to everyone: post once a week on average — up to 4x more profile views. Comment once a week — up to 3x.



93% of my profile appearances came from posts and comments. One week, my account, not a rule.

And when there's no activity to read, their own engineering says the systems lean on your profile.

Silent, you're one page. Active, you're a body of evidence.

Orpheus SOCIAL

QUICK CHECKS

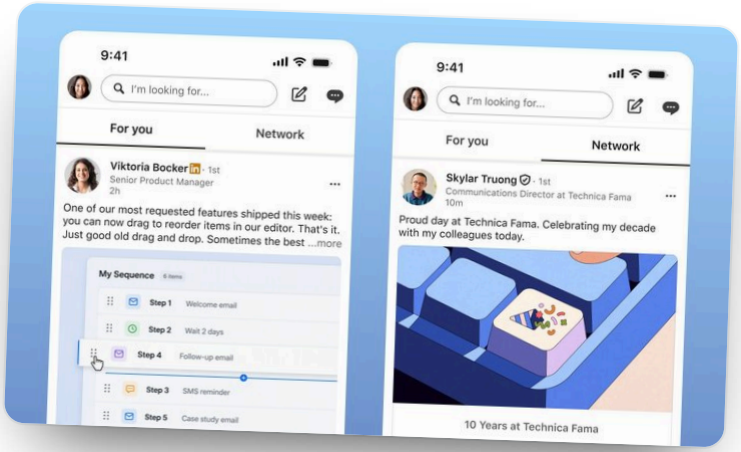
A few things to do... today.

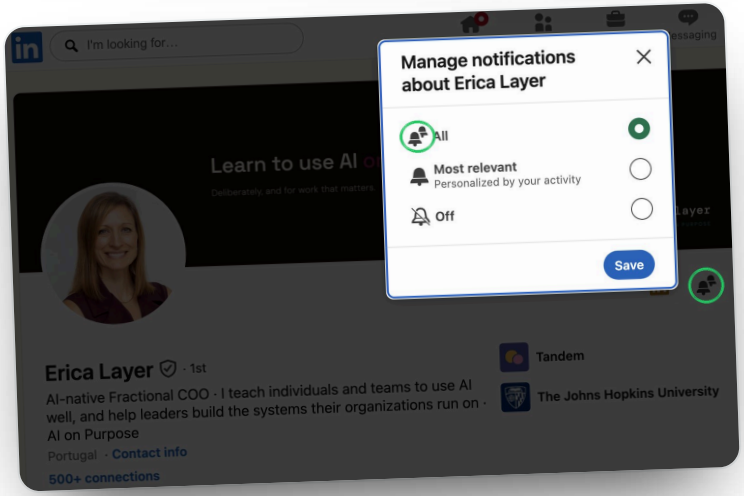
Open your weekly progress panel

Check whether you have the Network toggle for your feed

Take a look at your profile viewers

Subscribe to someone you want to show up in your feed





Orpheus SOCIAL

Orpheus
SOCIAL

Clear. Consistent. Active.

If you're using LinkedIn to find jobs, surface opportunities, or grow your network — this is the path, for different reasons. In my experience (and you've just seen the numbers) the single-best way to get in front of more people is to be active, mainly through posting and commenting. This, in a nutshell, is the way LinkedIn seems to be set up to work.

Orpheus
SOCIAL

Tell us where it reads you wrong.

Check out orpheussocial.com to beta test. Free in exchange for feedback.

And follow along on LinkedIn — the tabs test will resolve, new papers will drop, further explanation will come, and I post what I find as I find it.

Andrew Segars · Co-Founder · Orpheus Social