

LinkedIn 2025-2026

CANNABIS SOCIAL MEDIA REPORT

THE HOOD COLLECTIVE »»

LINKEDIN FOR CANNABIS

The truth will surprise you.



Everything you've been told about LinkedIn is **wrong**.

Post at 9am on Tuesdays. Keep it to 150 characters. Use 3-5 hashtags. Be authentic and vulnerable.

That advice? It's why your best-performing post last month was "Happy Friday."

Cannabis brands need a different playbook. Here's what the data actually shows.

Check it out »»



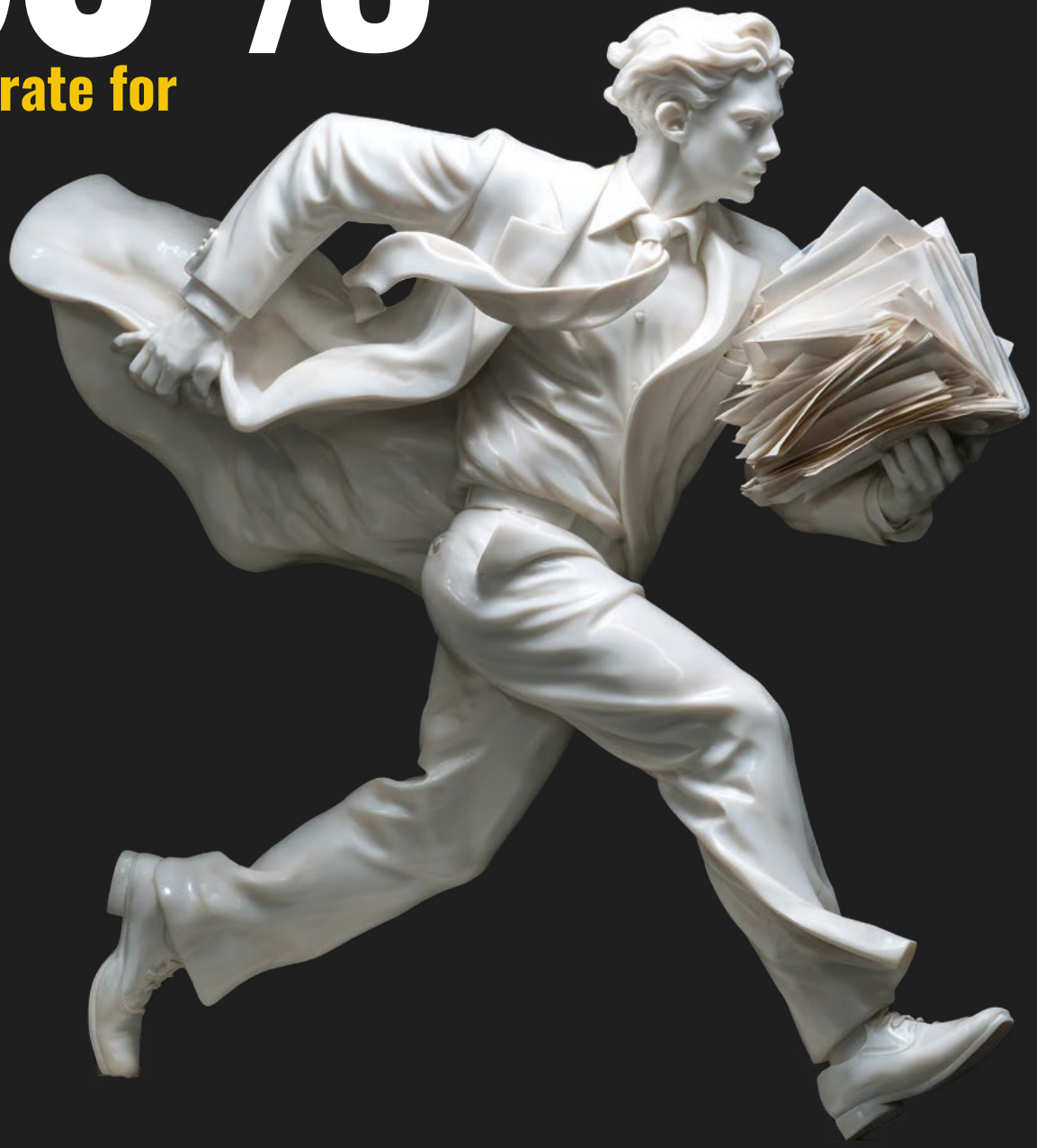
98%

of users saw reach decline in 2024

LinkedIn is getting harder for everyone. You need smarter tactics, not more posts.

6.60%

engagement rate for carousels



Multi-image carousels CRUSH every other format.

PDFs uploaded as documents* perform the best.

***This is a PDF**

150-300 or 1,900-2,000

are the sweet spots for the # of characters

Go ultra-short or go deep. Middle-length posts (600-1,200 chars) just get ignored.



»»

30-60 MIN

After Posting

The first hour determines if your post takes off. Have a strategy to drive engagement immediately.



NICHE > BROAD

The algorithm now favors communities



Cannabis is your advantage. Stop trying to appeal to everyone. Own your niche harder.

»»

278%

more engagement than video

Document posts* win because they keep people on LinkedIn. Links get penalized. Stay native.

*This is a Document Post





The Game Has Changed

The conventional wisdom about LinkedIn doesn't hold up anymore.

What matters now is understanding that the platform rewards different behaviors than it used to. Don't rely on what worked two years ago or what generic marketing blogs tell you.

Test what the current data suggests. Pay attention to your own results. Adjust based on what you're actually seeing, not what you think should work.

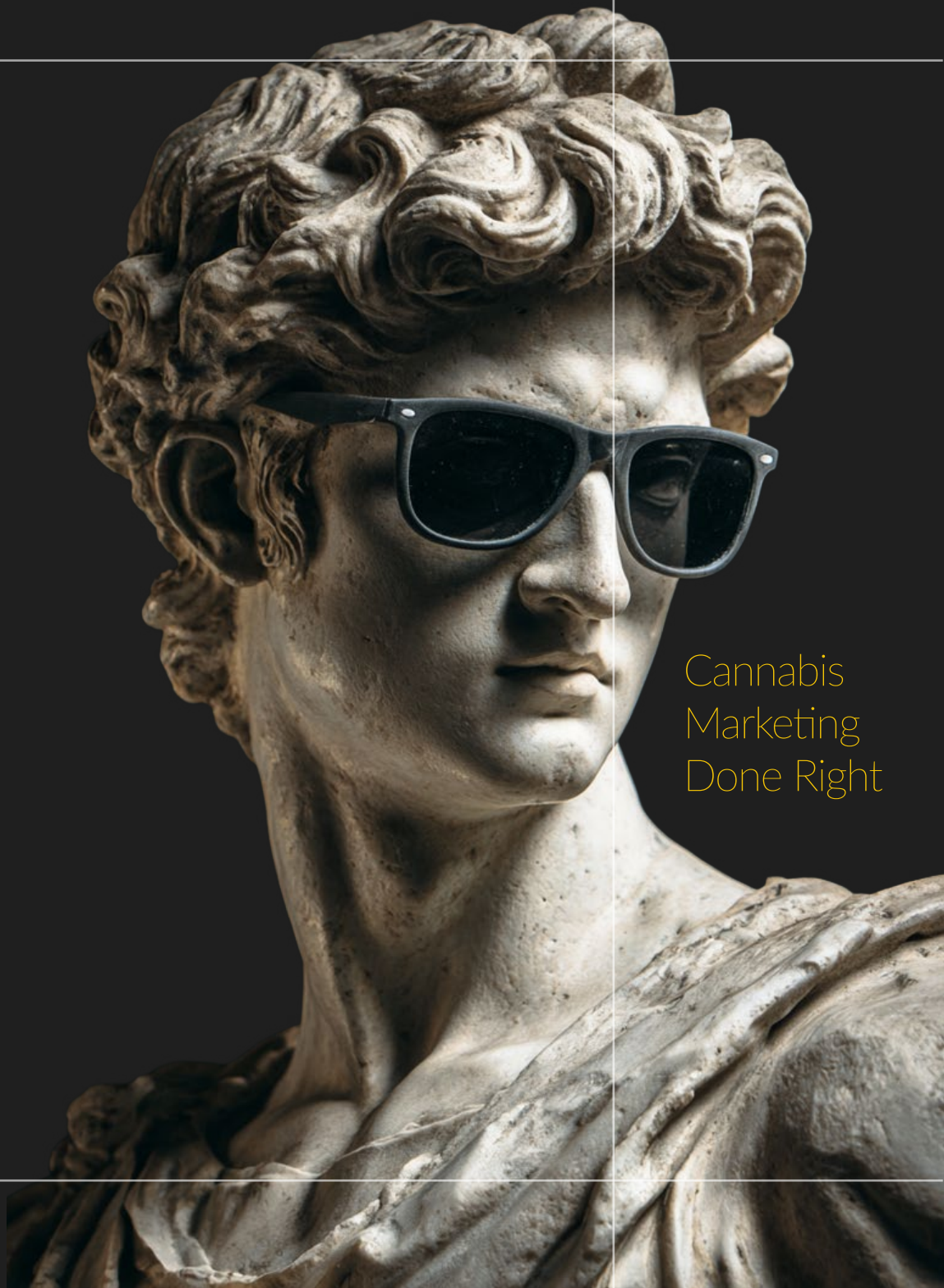
Cannabis brands that win on LinkedIn are the ones willing to adapt to how the platform actually works today.

Need a marketing partner who gets the cannabis industry?

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We Treat it That Way.



Cannabis
Marketing
Done Right