

Link or no link?

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TBD


The short answer

Put the link in when you want people to act. Leave it out when you want people to notice you.

That's it. A link isn't a penalty. It's a decision about what the post is for, and most lawyers never make it.

We looked at 73,273 original posts by lawyers at the UK's top 250 law firms in Q3 2026. On posts that ask for nothing, a link cuts the typical post's likes by a third. On posts that ask people to do something, a link lifts likes by half. Same link, opposite result.

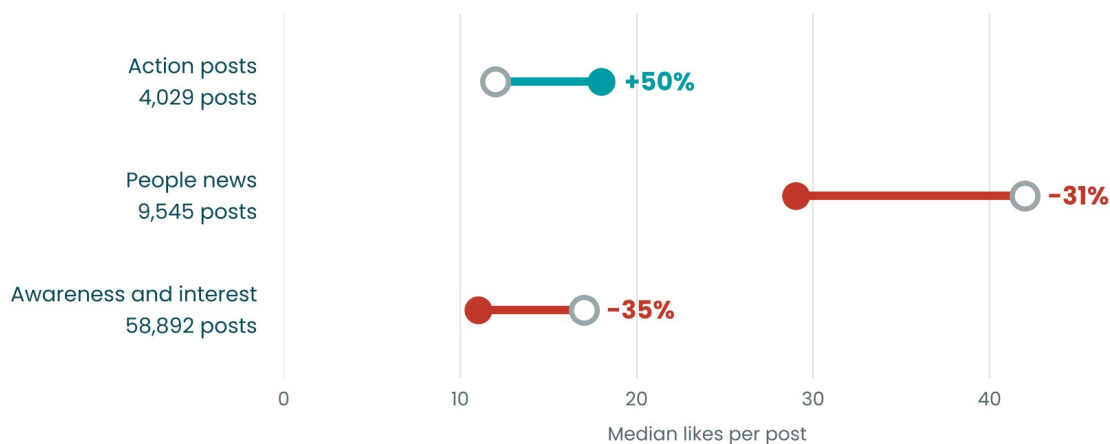
So stop asking "link or no link?" and start asking "is this a jab or a hook?" Throw the jab first: an awareness post, no link, built for reach. Then land the hook: an interest or action post, link included, built for the click. One-two.

What the data says

The same link moves likes in opposite directions. What decides it is the job the post is doing.

A link lifts action posts by half and costs everything else a third

Open circle: no link. Filled circle: link in the post.



People news takes the biggest hit. You celebrate a colleague's promotion, bolt a link to the firm's press release onto the end, and the link drags readers away from the moment you were trying to share. Action posts are the one place a link pays its way.

The one-two

Every post has one job, and AIDA gives you four to pick from: attention, interest, desire, action. The link belongs to the back half.

The job: attention. Opinion, observation, a story, a person celebrated. It wants reach and conversation, so it carries no link. LinkedIn wants people to stay on LinkedIn, and readers reward posts that ask nothing of them. People news without a link gets a median of 42 likes. With a link, 29.

The hook: interest and action. The event, the report, the webinar, the article. It wants the click, so it carries the link. Action posts with a link get a median of 18 likes against 12 without. A call to act with nowhere to go is a signpost to a locked door.

Run them as a pair. The job builds the audience the hook converts. A feed of nothing but jabs is popular and pointless. A feed of nothing but hooks is a noticeboard nobody reads.

One caveat I'd rather say out loud than bury: we measure likes and comments, not clicks. A link can cost a post some likes and still earn its keep in visits. On an action post, the visit is the whole point.

Link in the post or in the comments?

Here's where the data argued with me. I'd have told you the link goes in the post, every time. On engagement, the comments win.

Posts that say "link in the comments" got a median of 24 likes. Posts with the link in the body got 12, and posts with no link at all got 20. That holds after we strip out the author's own comment carrying the link.

Where the link sits	Posts	Median likes	Average comments*
In the comments	807	24	5.5
No link	58,195	20	6.8
In the post	14,271	12	2.5

*Comments exclude the author's own link comment.

Before anyone rewrites their playbook, two health warnings. Only 1 post in 90 uses the trick, and the people who use it tend to be the most practised posters, so some of that lift is the poster rather than the placement. And a link in the comments adds a step. The reader has to open the comments, find the link and click it. On an action post, every extra step costs sign-ups, and that's a cost we can't see in the numbers.

My read: link in the comments for interest posts, where reach matters and a click is a bonus. Link in the post for action posts, where making people look for the link would prevent them from ever clicking it.

Where firms go wrong

Firm pages throw nothing but hooks. 69% of firm-page posts in Q3 carried a link (10,851 of 15,639). Their own lawyers put a link in just 20% of theirs.

The pages pay for it. A firm post with a link got a median of 16 likes. Without one, 26. And seven in ten linked firm posts drew no comment at all, against fewer than half of the unlinked ones.

Keep the links. Just give the page some jobs to go with them: people news, a view, a story with nowhere to click. Then the hooks land on an audience that's already paying attention.

Seven rules

1. Decide the post's job before you write a word. One job per post.
2. Awareness post? No link. Let the post be the destination.
3. Action post? Link in the post, near the top, with one clear ask.

4. Interest post, where a click is a bonus? Link in the comments, and say so in the post.
5. Never bolt a link onto people news. Celebrate the person today. Link the story tomorrow.
6. Watch your ratio. Lawyers run about four jabs to every hook. Firm pages run one jab to every two hooks.
7. Firm pages: if more than half your posts carry a link, you're spending attention you never earned.

The link was never the problem. Using it for the wrong job was.

About the data

- **Posts:** 73,273 original posts by people at the UK's top 250 law firms (the TBD250), 1 July to 30 September 2026, verified as their own. Reposts and group posts are excluded. Firm pages: 15,639 original posts by the TBD250 firms' own pages over the same period.
- **Link:** a web address or LinkedIn short link in the post text. **Link in the comments:** a post telling readers the link is in the comments.
- **Post type:** read from the words. Action posts carry a call to act (register, book, download, apply, join us and similar). People posts carry people news (congratulations, welcomes, promotions, awards, rankings). Everything else counts as awareness and interest.
- **Measure:** median likes, so a handful of viral posts can't skew the picture.
- **Limits:** we see likes and comments, not clicks or impressions.

Source: TBD Marketing, Legal LinkedInInfluencers database. tbdmarketing.co.uk