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THOUGHT LEADERSHIP: CONTENT AND ENGAGEMENT STRATEGIES ON LINKEDIN
Longitudinal Analysis of Positioning, Formats, and Engagement in Deloitte Insights' Communication (2019–2025)

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ABSTRACT

This study analyzes the evolution of Deloitte Insights' Thought Leadership strategy on LinkedIn between 2019 and 2025. Based on 2,799 posts, it examines posting frequency, formats, themes, and engagement levels, as well as a content analysis. The results show significant strategic changes, an increase in engagement from 2024 onward, and a shift toward visual content. The study confirms the influence of formats and posting frequency on interaction and reveals thematic diversification along with a shift toward more human-centered perspectives.

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1. Use of social media in B2B companies

In recent years, the group of online platforms known as social networks has become a new vehicle for distributing news, changing the way citizens access different types of information (Kalsnes & Larsson, 2018; Segado Boj et al., 2020), influencing the formation of public opinion and discourse (Balasubramanian, Fang, & Yang, 2021) and becoming crucial in the communication strategies of business to business (B2B) companies, since their clients prefer to interact with their content on social networks rather than contacting them directly (Michaelidou, Siamagka, & Christodoulides, 2011). This has led these companies to increasingly incorporate social networks into their marketing mix (Bill, Feurer, & Klarmann, 2020).

Technological advances and the enthusiasm around the use of social networks have changed the media landscape and the way companies relate to their customers (Hammedi et al., 2015; Kumar et al., 2016; Felix, Rauschnabel, & Hinsch, 2017; Pagani and Malacarne, 2017; Osei-Frimpong & McLean, 2018). Maintaining a strategic presence on social networks has become a common practice for organizations in their efforts to reach and communicate with current and potential stakeholders, as well as the general public (Lovejoy and Saxton, 2012). Social networks have become an increasingly relevant and profitable medium to help organizations build their brand and business (Bresciani & Eppler, 2010), as their presence is increasingly used to assess an organization's image and reputation (Rode & Vallaster, 2005), as well as its relevance (Venkatesh, 2018; Yue et al., 2019).

Although most academic research on social networks and social media content marketing (SMCM) has been dedicated to the business to consumer (B2C) setting, the way B2B marketing professionals capitalize their strategies for creating online social capital and achieving competitive advantage is gaining importance as a field of study (Barry & Gironda, 2018). SMCM strategies have been credited with providing B2B marketers unique brand identities, as well as the ability to generate a good reputation for their companies (Michaelidou, Siamagka, & Christodoulides, 2011; Jussila, Kärkkäinen & Aramo Immonen, 2014; Lacoste, 2016; Barry & Gironda, 2018). Other studies have focused on demonstrating the influence of social networks in the B2B sphere on business outcomes (Krings, Palmer, & Inversini, 2021; Meire, Ballings, & van den Poel, 2017). Therefore, it is important to understand how to create appealing and effective B2B social network strategies (Siamagka et al., 2015).

Within the extensive field of research offered by social networks and their relationship with the business sphere, this work focuses on content marketing strategies and the use of these platforms for positioning explicit and tacit knowledge—generated by consulting companies and useful for interested publics or stakeholders—also known as Thought Leadership.

2. Discovering Thought Leadership

The concept of the Thought Leader was popularized by Joel Kurtzman in his book “Thought Leaders: Insights on the Future of Business” (1988). Since then, interest in the concept—its meanings and its implications—has continued to grow, especially in the fields of strategic communication and corporate reputation.

Rogers and Cartano (1962) equate thought leaders with opinion leaders, defining them as people who “who exert an unequal amount of influence on the decisions of others” and “those individuals from whom others seek advice and information”. McCrimmon (2005) defines Thought Leadership as the promotion of new ideas, while Frederiksen and Tyreman (2018) define it as in-depth analysis aimed at key audiences, useful for strengthening the brand and generating new business. Barry and Gironda (2019) suggest operationalizing the concept of Thought Leadership into two pillars: recognition as trusted authority recognition (recognized as) and thought leadership competency (recognized for). Magno and Cassia (2020) approach the concept from a utilitarian perspective, highlighting its value in demonstrating a brand's cutting-edge competencies and expertise, thus keeping it relevant to customers. Harvey et al. (2021) define the concept as “Knowledge from a trusted, eminent and authoritative source that

is actionable and provides valuable solutions for stakeholders”. Other notable definitions include Prince and Rogers’ (2009) as recognized authority in certain areas of expertise; Crestodina's (2020) as content that identifies new trends, is research-based, challenges established thinking and drives marketing results; and Brosseau’s (2021) as opinion leaders who become trusted sources capable of inspiring and mobilizing people with innovative ideas.

Despite the lack of academic consensus, consulting, professional services, and strategic management firms increasingly give space to Thought Leadership on their corporate websites, where they publish perspectives, opinions, and exclusive reports on the most relevant topics in their professional practice areas (Accenture, n.d.; Boston Consulting Group, n.d.; Deloitte Digital, n.d.; McCann World Group, n.d.).

Strategies for generating and disseminating Thought Leadership have become fundamental in business positioning and client acquisition strategies for consulting firms. So much so that scientific literature has begun to take interest, and the recent study by Magno and Cassia (2020) found evidence of the positive effects of Thought Leadership in B2B environments, emphasizing its links to corporate branding and social media marketing.

3. Deloitte Insights and LinkedIn

As a crystallization of the effort to highlight the intellectual capital of knowledge-intensive companies, Deloitte Insights was created as an area specialized in the processes of ideation, production, and dissemination of the Thought Leadership generated by the Big Four firm Deloitte worldwide. Due to its unique nature in terms of concept, organization, and social media positioning—being one of the few consultancies with a LinkedIn profile dedicated exclusively to the dissemination of specialized knowledge—this work focuses on its LinkedIn positioning strategy over a period of slightly more than five years, from March 1, 2019 to March 31, 2025.

LinkedIn is a unique platform because it offers functions aimed at professionals, such as a job board, online professional development courses, and premium accounts with exclusive sets of features for recruiters, job seekers, and business owners (Usera & Durham, 2025). It is also the most widely used social network by B2B companies (Jackson, 2018), as well as the most valued one (Jackson, 2018; Keinänen & Kuivalainen, 2015; Siamagka et al., 2015), since it provides companies with ways to connect their corporate identity with their corporate audiences (Prodromou, 2015).

The choice of the time period studied was not accidental. The impact of the global declaration of the COVID-19 pandemic and the restrictions implemented worldwide were partly responsible for the shift in traditional relational strategies of consulting firms, including an increased focus on the production and dissemination of Thought Leadership through digital platforms.

Major studies highlight how, as the world became immersed in the development of the COVID-19 pandemic, social networks were flooded with content related to the virus (Rosenberg, Syed & Rezaie, 2020; Hope, 2021), and how the role of social media during the pandemic explains the emergence of new functions on these platforms while others intensified (Ferrer-Serrano, Latorre-Martínez & Lozano-Blasco, 2020; Thelwall & Levit, 2020). The global health crisis caused by the COVID-19 pandemic led to a shift in the public sphere to what some academics have called “crisis mode,” which includes communication dynamics fundamentally different from routine periods, including a decrease in the range of topics addressed (Rauchfleisch, Vogler & Eisenegger, 2021).

These changes, triggered by an exceptional situation, nevertheless extended beyond the crisis period and introduced significant transformations in companies’ strategies to improve their digital reputation by generating prestige as a node of specialized content (Hermida, 2015), while the perceived value of digital customer experiences increased for B2B companies as a result of the pandemic (Mora Cortez & Ghosh Dastidar, 2022).

Ultimately, social media is used primarily to build brand awareness, credibility, and trust (Juntunen et al., 2020), and numerous studies have focused on how to create engaging content (e.g., Juntunen et al., 2020; Leek, Houghton & Canning, 2019; Swani et al., 2017). In addition, there is an emerging academic body focused on demonstrating the influence of image use on social media engagement (Gu et al., 2023; Nanne et al., 2020; Rietveld et al., 2020), which supports the relevance of this study in examining the effects of strategic changes on social media as well as the increased use of audiovisual materials in the dissemination of specialized content or Thought Leadership.

4. Variable Selection

The core of the study will focus on comparing the positioning strategy of the Thought Leadership generated by Deloitte Insights on the social network LinkedIn between March 1, 2019, and March 31, 2025.

To carry out a comprehensive analysis of Deloitte Insights’ positioning strategy, a series of Key Performance Indicators (KPIs) are identified. These KPIs refer to a set of organizational performance

measures that are critical for the current and future success of an organization Parmenter 2015; Wang & Zhuang, 2017). This theoretical framework has also been used in marketing to assess the attractiveness and profitability of social media activities (Clifton 2012).

In this study, the selected KPIs will allow for examining the decisions made regarding the content shared on the Deloitte Insights LinkedIn account during the specified study period, which are especially relevant for analyzing interactions on social networks (Latorre-Martínez; Orive-Serrano & Íñiguez-Dieste, 2018; Ferrer-Serrano, Latorre-Martínez & Lozano-Blasco, 2020).

Thus, the variables chosen for this analysis are:

- Publication frequency. Numerous studies have demonstrated the fundamental role that posting frequency on social media plays in maintaining social relationships (Indah Sukma et al., 2023; Rettie, 2003) and how social connection improves through the active exchange of information between members (Köbler et al., 2010). Although many scholars agree that frequent use of social media results in users experiencing higher levels of social connection (Riedl et al., 2013), others argue that companies should carefully manage their posting frequency, as an excessive number could lead to a possible loss of audience interest (Indah Sukma et al., 2023). Its importance in establishing and maintaining links between companies and their audiences makes this a key indicator in this type of study.
- Engagement level. Social networks provide an appropriate channel to foster interaction and mutual benefit between organizations and their audiences (Wissen, 2017; Wang & Yang, 2020). Digital platforms allow organizations to better understand their audiences, learn their opinions and feelings, and promote their activities. Users are also encouraged to communicate with greater ease and proximity and can participate directly and personally in conversations (Capriotti, Zeler & Camilleri, 2021; Pereira et al., 2014). Effective exchange on social networks involves interactions that generate reactions, promote content sharing, or prompt participation through comments (Brubaker & Wilson, 2018; Santos et al., 2022).

Users can express their perceptions of posts through explicit behaviors such as reacting ("likes" and five similar emotions), clicking on posts, sharing them, and commenting on them. All these metrics are objectively measurable (Usera & Durham, 2025) and encompass both passive consumption and active participation (Dolan et al., 2016). Traditionally, only three interactions—reactions, comments, and reposts—are considered indicators of social media interaction (Fähnrich et al., 2020), although recent studies include clicks as part of engagement measurements (Indah Sukma et al., 2023; Mora Cortez et al., 2023; Mora Cortez & Ghosh Dastidar, 2022; Dessart, 2017).

According to several recent studies (Dixon, 2022; Feehan, 2022; Martínez, 2022), average interaction levels on LinkedIn fall between 0.25% and 0.5%. However, according to the CRM platform Hootsuite, the average Engagement Rate varies significantly depending on the industry. In the case of Professional Services Firms, the average ER for 2024 and 2025 was 3.2% (Hootsuite, 2025).

- Content. According to Juntunen, Ismagilova & Oikarinen (2020), content "denotes the different forms of material published on social media, including text, photos, voice recordings, and videos." Numerous studies have demonstrated that people process visual information faster than textual information (De Houwer, Thomas & Baeyens, 2001), and recent studies highlight how visual content plays a more relevant role tha textual on social media (Gu et al., 2023; Nanne et al., 2020; Rietveld et al., 2020). The type of content posted on LinkedIn—and the behaviors users exhibit in response—represents a form of social interaction that contributes to the formation of a digital network rich in social capital (Agnihotri, 2020). Therefore, understanding the impact of using audiovisual content on social media is essential for shaping companies' content strategies.

Additionally, a content analysis of posts was carried out. This allows for identifying themes and issues that are subject to public debate or concern, as well as exploring discourses through tracking the frequency and prominence of certain ideas (Macnamara, 2018). The study of hashtags (#) used significantly contributes to a first-level content analysis, as they constitute platform-specific codifications indicating the topic addressed in each post analyzed (Buschow, Schneider & Ueberheide, 2014).

Based on these variables, the following research questions are posed:

- P1. How does posting frequency affect engagement?
- P2. How do content formats affect engagement?
- P3. How has the strategy regarding formats evolved?

- P4. How have publication themes evolved over time?

5. Obtención de la muestra y análisis

The data used in this analysis was obtained through the unified customer experience management (CXM) platform Sprinklr, which enables the management of all digital experiences in one place. In total, 2,799 posts generated and published by the @DeloitteInsight account during the analyzed period were collected.

These posts were then transferred to an Excel template specifically designed for this research and analyzed using RStudio Desktop with the tidyverse, knitr, tidytext, and lubridate libraries. The ggplot2 package was used for data visualization (Cebral-Loureda & Sued-Palmeiro, 2021).

For thematic classification and content analysis, the posts were imported into Excel format (Osakwe et al., 2021). The text of each publication, considered an individual unit of study (Thimm, Einspänner & Dang-Anh, 2014), was analyzed using quantitative techniques designed to reveal broad recurring themes that are most prevalent on social media (Suddaby, Saxton & Gunz, 2015). The unit of analysis selected to establish the major thematic areas was the hashtag (Buschow, Schneider & Ueberheide, 2014). One of the most common ways of analyzing hashtags is their visualization through so-called word clouds, which help determine the most frequently used terms and offer a visual representation of the textual data generated on social networks (Pourebrahim et al., 2019).

6. Resultados

For the analysis of the posts generated and published by the @DeloitteInsight page during the period under study, and given that this account is focused on disseminating content produced by Deloitte professionals for its Thought Leadership web platform, its communication principles follow non-dialogical guidelines. This implies removing reposts by the account from the study corpus. In the first data extraction, the number of posts in the corpus was 2,838, but after data cleaning (duplicate posts, scheduled-but-deleted posts, and comments made by the account on its own posts), the total number of posts to be analyzed amounts to 2,799.

According to the objectives previously established, each selected KPI is analyzed individually, as well as the relationships between variables, so that we can reach conclusions that answer the research questions posed.

6.1. How does posting frequency affect engagement?

Thus, we build Table 1, which shows the evolution of the average engagement rate per year in relation to the number of posts published:

Table 1. Average ER per year

Year	Number of posts	Media Engagement Rate (%)
2019	369	2,292896446
2020	334	2,39542993
2021	309	2,188308362
2022	619	2,264745189
2023	655	2,325808491
2024	361	3,207072597
2025	152	3,280865159
Total	**2799**	**2,466618869**

Source: Prepared by the author, 2026.

Based on these data, the differences in the mean engagement rate do not show major changes until 2024, when it increases by almost one percentage point compared with the previous period, with nearly 45% fewer posts. Although growth between 2024 and 2025 is smaller (0.8%), it is noteworthy that this improvement is achieved with 58% less effort in terms of publications. It therefore seems reasonable to

infer that, starting in 2024, Deloitte Insights' posting strategy offers more interesting content for its audience, leading to higher interaction levels.

Table 2 shows the mean, median and standard deviation of total interactions per year in relation to the number of posts published:

Year	Number of posts	Mean	Median	Standard deviation
2019	369	68,59349593	50	72,2058317
2020	334	65,92814371	45,5	76,00150693
2021	309	66,86084142	57	46,17256649
2022	619	50,23909532	29	59,87260767
2023	655	40,52671756	28	39,14657789
2024	361	60,50692521	42	69,83819062
2025	152	94,00657895	75,5	66,89514348
Total	**2799**	**57,79421222**	**46,71428571**	**61,44748925**

Fuente: Elaboración propia, 2026.

In this case, we can indeed observe a stronger relationship between the number of publications and the interactions they receive. Specifically, the years with the highest number of posts (2022 and 2023) receive the lowest engagement levels, both in their mean and median values. Although the very nature of social networks means that standard deviations tend to be high, it is worth noting that the lowest deviation is also found in 2023, reinforcing the conclusion that a higher number of posts does not lead to higher engagement. On the contrary, it may contribute to audience fatigue.

6.2. How do content formats affect engagement?

To answer this question, we once again turn to the calculation of the average engagement rate received by content type and year, which is shown in Table 3:

Tabla 3. Evolución anual del ER según el tipo de contenido

Año	Documento	Link	Foto	Encuesta	Vídeo	Total
2019		2,292896446				2,292896446
2020		2,435625183	1,540611			2,39542993
2021		2,202279474	1,338865			2,188308362
2022		2,326269392	1,177277		1,276678	2,264745189
2023		2,426776447	1,694732	0,123865	1,608296	2,325808491
2024	1,570042599	2,898410451	4,03811	0,143489	4,10109	3,207072597
2025	2,240696479		3,699154		2,841078	3,280865159
Total	**2,082895566**	**2,402270362**	**3,434239**	**0,132587**	**2,434483**	**2,466618869**

Fuente: Elaboración propia, 2026.

Although this same chart will partially help us answer Research Question 3, we should now focus on the average ER values and identify the maximum values in each year, as well as their annual evolution. According to the data, between 2019 and 2023, what we call Links (short text and a link to external content, with no visual support other than a thumbnail automatically generated by LinkedIn) is the content type (in terms of format) that performs best for the page's audience.

It is not until 2024 that we see a shift in this trend, a year in which the audience begins to prioritize visual content (images and videos) above any other type included in the content strategy.

Regarding more visual content, we also observe a decreasing importance of videos in favor of simpler images in 2025 (3.7% vs. 2.8%), which allows us to theorize that, to capture the audience's interest, a major audiovisual production effort is not required—rather, effective creatives that stand out among other posts are sufficient.

The same seems to be indicated by the low level of engagement received by Document-type content—typically a PDF combining visual and textual elements—which, although it shows an increase in 2025 compared with 2024, remains far below even that year's overall average.

Another way of measuring the audience's level of interest would be to look at the average number of clicks per content type, a metric shown in Table 4:

Tabla 5. Annual evolution of clicks by content format

Year	Documents	Link	Photo	Poll	Video	Total
2019		43,75609756				43,75609756
2020		41,73667712	6,333333333			40,14670659
2021		34,88157895	5,8			34,41100324
2022		25,3516295	1		14,84848485	24,67366721
2023		17,5532646	6,083333333	1,8	10,53571429	16,62290076
2024	12	18,55144033	15,70833333	3,5	24,84210526	18,40720222
2025	19		34,56321839		20,63461538	28,46710526
Total	**17,35294118**	**28,98666667**	**22,36082474**	**2,555555556**	**17,30167598**	**27,62450875**

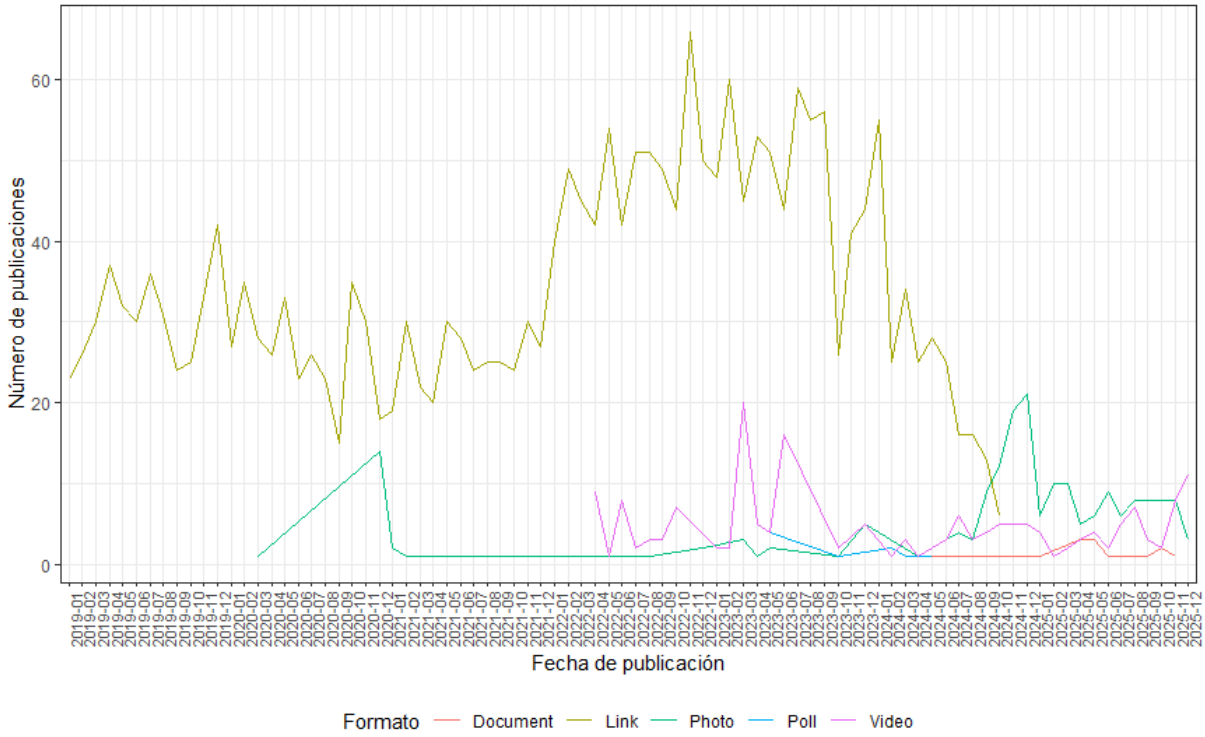
Source: Prepared by the author, 2026.

According to the results obtained, we can observe the declining interest in Links (from 43.75 to 18.55 between 2019 and 2024), as well as the exponentially increasing interest in images (from 6.3 to 34.5 between 2020 and 2025). This table also shows how videos lose weight in the content mix between 2024 and 2025.

6.3. How has the strategy evolved in terms of formats used?

Although Table 4 provides an initial overview of the evolution of formats used in Deloitte Insights' social media strategy over the years, the graphical representation of this same variable further highlights the changes experienced by the account, as shown in Figure 1:

Figure 1. Number of posts per year by content format



Source: Prepared by the author, 2026.

According to the chart, links were the star content from 2019 to 2023, reaching their peak in November 2022 and disappearing entirely in October 2024. As for visual content, photo posts began to be introduced in 2020, but it was not until October 2024 that they became the account's preferred format—a trend that continued until the end of 2025. Videos, in contrast, reached their peak in February 2023 and saw a decline starting in June of the same year, being the second-most-used format, except from August to October 2024, when they occupied third place.

The use of other formats, such as polls or documents, is residual in Deloitte Insights' content strategy during the examined period, suggesting that they are not a central part of the company's positioning strategy.

6.4. How have publication themes evolved over time?

To determine whether there has been, in addition to an evolution in formats, a shift in the content strategy itself—that is, what is being communicated—an analysis of the account's posts during the study period was carried out. For this purpose, visualizations in the form of word clouds (for 2019, 2020, 2021, 2022, 2023, 2024, and 2025) were created to identify the most frequently used terms and provide a visual representation of the textual data.

To create a word cloud, it is first necessary to carry out a text-cleaning process that removes all elements that do not contribute information about the theme, structure, or content of the posts: stopwords, hyperlinks, stray characters, HTML tags, numbers, punctuation marks, and so on. This is followed by a tokenization process, which divides the text into its simplest meaningful elements—in this case, words. The weight of each word is calculated based on the number of times it appears in the entire corpus (i.e., all publications), and it is visually represented using a combination of size and color.

Below, we present the word clouds generated for the years 2019, 2021, 2023, and 2025, as we consider that selection visually illustrates the changes in strategy over time:

Figura 2. Nube de palabras 2019



Fuente: Elaboración propia, 2026.

Figura 3. Nube de palabras 2021


learn
organizations
companies
report
new
latest
find
read
trust
explore
help
climate
deloitte
insights
work
dimag
leaders
government
trends
digital
future
technology
industry
impact
change
approach
innovation
business
health
resilient
challenges
tech
data
pandemic
covid
customer
financial
use
ways
businesses
value
sector
leadership
management
executives
outcomes
technologies
investments
higher
current
download
building
experience
edge
travel
planning
consumer
disruption
innovative
inclusion
outlook
risks
deliver
greater
adopting
boards
continue
expect
action
three
looking
discover
global
cloud
survey
food
economic
diversity
strategy
environment
increase
women
podcast
models
thrive
achieve
workforce
services
economy
governments
issues
market
human
healthcare
digitaltransformation
transformation
financialservices
advantage
resilient
wellbeing
areas
cybersecurity
consumers
automation
public
employee
industries
ready
people
better
world
take
us
deloitte
face
scale
look
next
help
read
trust
climate
explore
key
firms
create
need
time
equity
guide
make
top
around
could
greater
deliver
risks
inclusion
outlook
boards
adopting
three
looking
customer
way
action
expect
continue
ways
use
financial
businesses
value
sector
leadership
management
executives
outcomes
technologies
investments
higher
current
download
building
experience
edge
travel
planning
consumer
disruption
innovative
climatechange
would
experiences
also
strategies
address
covid
pandemic
improve
people
better
world
insights
work
data
deloitte
take
us
climate
explore
help
read
trust
scale
look
next

Figura 4. Nube de palabras 2023



Fuente: Elaboración propia, 2026.

Figura 5. Nube de palabras 2025


person
deloitte
ai
latest
insights
leaders
learn
organizations
read
explore
report
future
data
digital
work
new
key
survey
economic
business
workforce
discover
industry
leadership
consumer
growth
global
consumers
challenges
companies
strategies
authors
trends
video
media
impact
today
could
organization
deloitteinsightstop
year
time
us
uncertainty
insight
innovation
value
finance
strategy
risk
need
retail
trade
technology
customer
evolving
analysis
help
find
role
half
article
check
people
skills
transformation
businesses
employees
forward
make
age
art
cloud
next
real
tech
hr
like
cfos
term
ph
see
turn
full
shape
needs
address
teams
shows
smart
focus
build
six
gen
stay
operational
performance
technological
sector
everything
increase
remains
happenings
workers
app
platforms
agile
ndents
dive
also
trust
keep
ever
economy
driving
retailers
behind
holiday
years
health
today
could
impact
media
explore
read
next
consumers
global
digital
work
economic
business
industry
leadership
consumer
growth
uncertainty
challenges
explores
making
prepare
china
pricing
adoption
investments
come
supply
better
providers
often
balance
regular
shares
care
decision
likely
financial
ira
face
series
readers
management
planning
research
strategy
know
take
cfos
five
average
capabilities
mccarthybrianmccarthy
jeff
tariffs
shopping
across
value
report
future
innovation
costs
th
according
industries
deloitteinsightsmagazine
signals
capital
cybersecurity
security
together
approach
opportunities
privacy
plan
evolving
analysis
trends
data
help
learn
authors
find
leaders
strategies
need
retail
trade
companies
technology
organizations
ai
insights
video
customer
three
risks
cost
genai
chief
revert
weekly
core
check
article
dive
also
trust
keep
app
platforms
agile
ndents
workers
design
everything
increase
remains
happenings
operational
performance
technological
sector

7. Conclusions and limitations

In view of the results obtained in the data analysis phase, it can be concluded that there has indeed been a measurable and quantifiable change in Deloitte Insights' content strategy on LinkedIn, in terms of publication frequency, formats used, and topics addressed.

Additionally, the data study makes it possible to affirm that these strategic changes have had an impact on the audience's response, both in terms of engagement rate and the number of interactions received on the posts. In fact, according to the data provided by Hootsuite, in 2025 Deloitte Insights managed to surpass the engagement benchmark for professional services firms.

Regarding the use of audiovisual content, the study shows that since 2024 this type of content has become more attractive to the audience, with posts containing images generating the most interest.

It is worth noting, as a final point in this analysis, the limitations and possible avenues for future research. Among the former are the limitation of the study to a single source of Thought Leadership (Deloitte Insights), its focus on just one social network (LinkedIn), and the selection of KPIs used, which excludes other analyses that may be of interest to academics studying the success of specific social media content strategies.

This work opens new lines for future research, such as comparative analysis between different consulting firms with Thought Leadership areas in their structures, replicating this type of study in other sectors, expanding the variables considered (hashtags, post length), or even conducting a deeper thematic analysis.

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