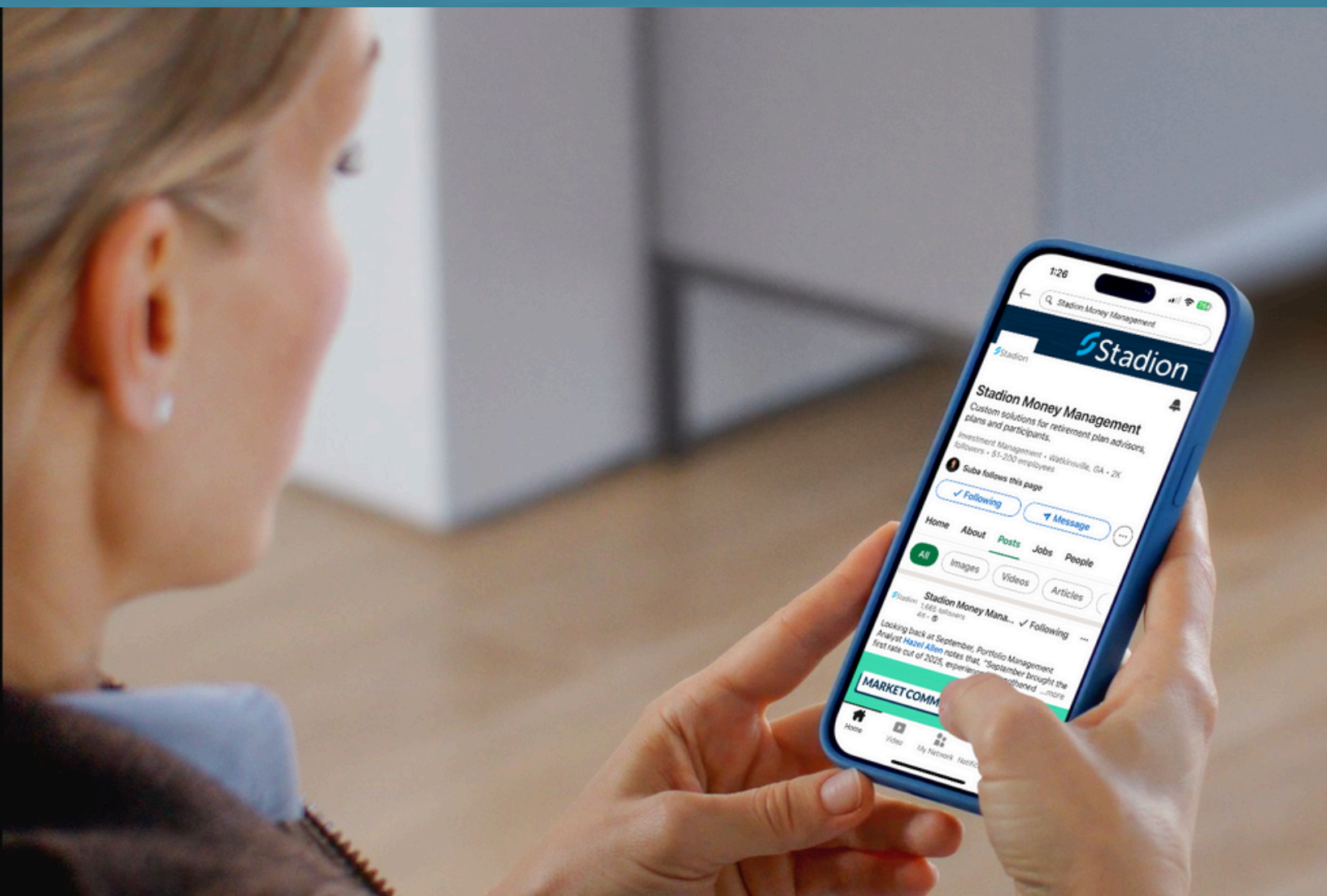


Stadion LinkedIn Strategy

October 2025



Report Summary

Based on 91 organic Stadion LinkedIn posts (Sept 2024–Sept 2025) and secondary research on industry best practices, this analysis benchmarks Stadion's digital presence against top competitors, identifies opportunities to strengthen awareness, consistency, and storytelling on LinkedIn, and devises an informed, actionable content plan.

Objectives

- To evolve Stadion's LinkedIn presence from a credibility touchpoint to a consistent, growth-oriented channel.
- To build awareness of Stadion Connect & new positioning as a challenger in the fintech space.
- To strengthen Stadion's authority within the financial services industry as a whole.
- To engage both institutional and advisor audiences effectively.

Key Post Analytics

329

Avg Impressions

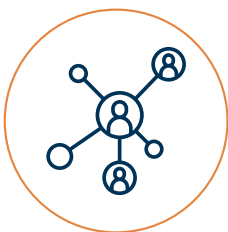
12.3%

Engagement Rate (vs
6% industry avg)

~1.8

Posts per Week

Key Insights



Strong audience
connection



Low posting
frequency



Human stories >
product posts

LinkedIn Algorithm Overview

Content Scoring Process

- 1. Quality check:** LinkedIn first filters out overly promotional posts.
- 2. Post Testing:** They then show your post to a small group (like followers or employees).
- 3. Engagement spreads:** If people are interacting with your post, they share it to more people (usually with each engager's entire network).
- 4. Stops sharing:** When posts start to get ignored, LinkedIn halts this process.

Engagement Boosts

- Meaningful comments and replies count more towards the algorithm than likes.
- Fast engagement (< 1 hour) boosts your post on the algorithm.
- Longer time spent on content boosts reach and visibility.
- Relevant topic tags (hashtags) boost visibility.
- Posts that feel real/personal generally perform better.
- Native content: LinkedIn prefers posts that keep users on its site rather than diverting them to outbound links.
- Posts that tag people, places, and events boost visibility.



Industry Best Practices & Competitive Analysis

October 2025

Industry Best Practices

Diverse content formats

Leading financial firms use a mix of content types to engage different audiences. i.e., **leadership articles, data-driven infographics, short videos, and “human interest” stories** featuring employees or company culture.

- Carousels lead engagement, video is the next best option; plain text and external links underperform.
- Use 1-3 targeted hashtags to spark conversations, which Stadion should focus on rather than engagement via reactions
- Use smart tagging (partners, events, associations) to spark conversations and replies from key audiences

Frequency

Posting **3-5 times a week** is a widely used benchmark for maintaining a consistent presence without overwhelming followers (Emfluence, 2025). Consistency is more important than volume, and consistency beats bursts.

- Weekday mornings/early afternoons (Tue-Thurs) perform best (validate with Stadion analytics).

Video Content

Short-form video (**60-90 seconds**) is most effective for audience retention when explaining complex financial concepts. An animated "explainer" video is a good way to simplify a complex product or service (Levey, 2023).

What top firms are doing

MORNINGSTAR

- Heavy emphasis on thought leadership (market outlooks, research, sustainability reports)
- Carousels and infographic-style posts
- LinkedIn campaigns, including “Morningstar Outlook,” creates consistency in posts and anticipation for more information (Galster, 2024)

Strengths: Recognized authority, credibility is reinforced by research. Consistent visual branding in their visual posts. High save rates from report-style content.

Weaknesses: Dense content is intimidating to less technical/experienced audiences. Limited human storytelling.

Fidelity INVESTMENTS

- Data-backed storytelling, including retirement readiness studies (SmartAsset, 2023)
- Frequent press releases and corporate news with visuals
- Short-form videos include human storytellers simplifying complex ideas

Strengths: Makes large datasets approachable, a mix of company announcements and thought leadership, and leaders in the company are active with content.

Weaknesses: Gives off a more corporate vibe (to Stadion’s personalized advantage), seeks more engagement (reactions) over conversations, less community feel.

What top firms are doing



- Focuses on research reports in easily digestible formats
- Consumer-facing campaigns mixed in with B2B content, creating a personable brand (Levey, 2023)

Strengths: Clear link between insights and what it means for customers. Bright visuals and strong brand personality.

Weaknesses: Inconsistent cadence and relies heavily on paid promotion.



- Heavy emphasis on partnership storytelling
- Frequent posts tied to events and conferences
- Posts highlight industry collaboration over product features

Strengths: Credibility by association (smart tagging), momentum with event presence/announcements, & timely updates.

Weaknesses: Less emphasis on research or thought leadership, reactive content style.

ijoin

A Broadridge Company

- Straightforward product posts & simple, clear visuals of UI
- Frequent partner announcements

Strengths: Clear articulation of product value, regular updates, and humanizes the product with testimonials and demos.

Weaknesses: Less strategic storytelling, gives off transactional feel. Narrow engagement pool.



Positioning & Content Analysis

October 2025

Analysis: Stadion's LinkedIn Positioning

Using data from Stadion's LinkedIn page (~2k followers) over the course of a year (Sep 2024 - Sep 2025), we found that:

- Stadion posts ~1.8 times per week, below the 3-5 week benchmark for financial service firms aiming to boost awareness
- On average, each post generated 329 impressions, 14 likes, 18 clicks, and an engagement rate of 12.3% (nearly double the industry standard)

Thus, although Stadion has a low posting frequency and has areas of improvement for overall reach, engagement is high.

Stadion does well with engagement quality

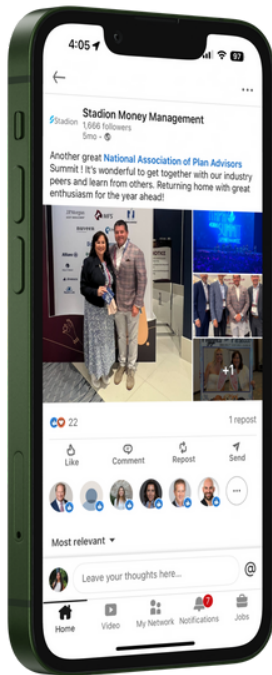
When followers see a post, they interact. Stadion's top-performing posts are human and event-centric, and showcase company culture, partnerships, or company pride. Clicks per post are high relative to impressions, suggesting that the posts made are relevant and engaging to the audience.

Stadion lacks in reaching new audiences

However, there is very low overall reach (likely due to limited frequency or no paid amplification). There is also inconsistent cadence, with high-posting periods followed by quiet weeks. This suggests that Stadion has an active and loyal audience on LinkedIn, but underutilizes LinkedIn's algorithm that rewards frequent posting and high audience engagement.

Analysis: Stadion's LinkedIn Content

Top Performing Posts



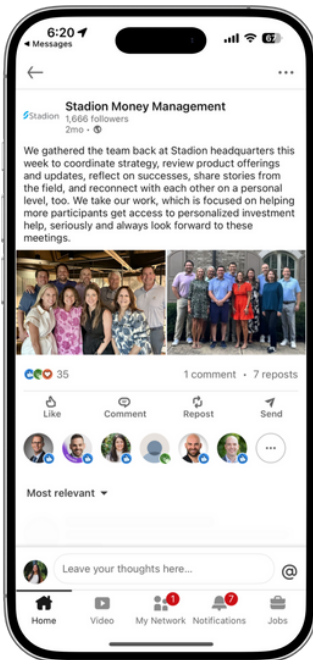
1. "Another great National Association of Plan Advisors event..."
 - Engagement rate: 45.8%
 - Post type: Human image + text
 - Potential key drivers: Event-based, team presence, real pictures, tagged event, encourages employee advocacy

2. "Our annual Stadion Golf Tournament..."
 - Engagement rate: 32.1%
 - Post type: Human image + text
 - Potential key drivers: Fun, human-centric, social, company pride, real pictures, tagged person, encourages employee advocacy



Analysis: Stadion's LinkedIn Content

Top Performing Posts



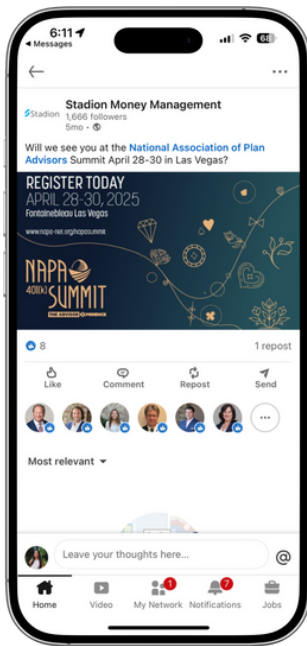
3. Behind-the-Scenes at Stadion
 - Engagement rate: 31.7%
 - Post type: Human image + text
 - Potential key drivers: Company culture, behind-the-scenes look, real pictures, human-centric

Why they work

These posts include real people and authentic photos, showcase community participation (not just Stadion products), display brand personality, and tied to industry events (giving timeliness and shareability). Stadion employees interact with these posts, leaving likes, shares, and comments as text is reflective and humanistic in nature.

Analysis: Stadion's LinkedIn Content

Lowest Performing Posts

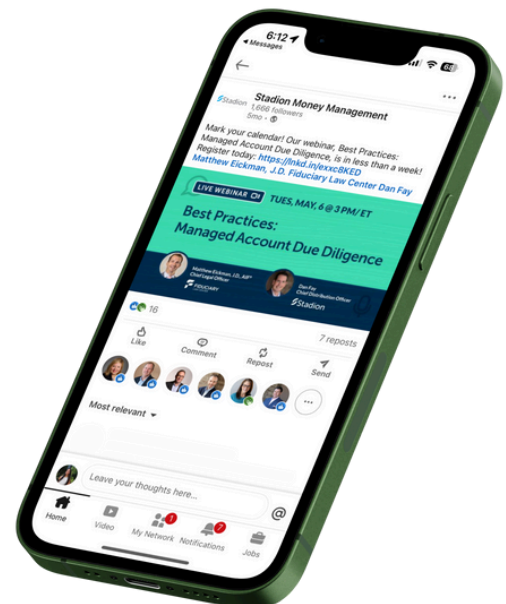


1. National Association of Plan Advisors reminder

- Engagement rate: 3.8%
- Post type: Graphic + short text
- Potential key drivers: Small intended audience (plan advisors only), generic graphic, does not follow Stadion branding

2. Webinar announcement & reminder

- Engagement rate: 4.6%
- Post type: Graphic + short text
- Potential key drivers: External link, short text, unclear audience



Analysis: Stadion's LinkedIn Content

Lowest Performing Posts



3. Leadership article announcement
 - Engagement rate: 4.7%
 - Post type: Graphic + text
 - Potential key drivers: External link, non-human centric, does not explain article

Why it underperforms

Algorithmically, these posts are promotional in nature and often feature an external link, and LinkedIn likely pushes it down to a smaller audience base. They also do not feature authentic images (with human elements), but rather branded/unbranded graphics. Text is not humanistic, and there is little opportunity to spark conversation.

LinkedIn Performance Snapshot

Strengths:

- Engagement rates are almost double industry norms, indicating good quality of posts and a highly invested audience relative to reach
- Audience interacts with content, especially those that feel authentic and story-driven
- Event, culture, and team content perform best, earning 3-5x higher engagement than product or service updates
- High click-through rates on some posts show followers can be motivated to learn more
- Authentic brand representation with posts that feel genuine rather than corporate, building trust with advisors and partners

Weaknesses:

- Low posting frequency, limiting reach
- Informational or sales-style posts underperform as it lacks emotional resonance or visual interest
- Weak visuals on the majority of posts (Videos and carousels perform best, but there are few)
- Posts do not intend to spark conversations, engagements are mostly from likes or reposts rather than comments and shares
- Underuse of hashtags and partner tagging, missing opportunities for discovery with LinkedIn's algorithm

Overall Takeaways

Stadion's LinkedIn page functions more as a validation platform than a growth engine

The data shows that Stadion's page growth is minimal, but when Stadion does post, engagement is strong: current followers care about the brand and interact meaningfully. However, limited posting frequency, lack of content diversity, and activity on the platform limit Stadion's growth with LinkedIn's algorithm.

Impressions and reach are low despite high audience resonance

Increasing frequency, applying a focus on generating conversations, and interacting with other content on LinkedIn can help reach outside of Stadion's network.

Top performing posts consistently feature people, culture, and experiences, not products or corporate updates

Posts about the Stadion Golf Tournament and NAPA conference humanize the firm and celebrate Stadion's work. These outperform informational posts (like webinar reminders and invites) by 3-5x engagement, showing that authenticity and storytelling drive conversation most.

Competitors lead in format variety, simplifying complex topics, and thought leadership

Stadion can increase engagement with differing content types (most posts are image + text) and increase credibility within the industry by posting humanized, simplified content regarding the financial services industry.

Strategic Recommendations

To evolve, Stadion's LinkedIn strategy should focus on consistency and format diversification. To increase impact and align with Stadion's goals, Stadion should employ these general practices:

1. Post regularly and engage with the community

Post 3-5 times a week, and actively participate in conversations on Stadion's account by commenting on posts from key partners, competitors, industry leaders, and individual investors.

2. Prioritize generating conversations through posts

Posts that aim to surface comments allow visibility from outside their network, rather than likes (visibility from inside their network).

3. Leverage employee advocacy

Encourage employees (especially leadership) to share company content, current industry news, and how Stadion is solving key challenges with their own insights. This builds credibility and positions the company as a leader.

4. Elevate thought leadership

Short videos (less jargon, recognizable for everyone) and other posts with key Stadion leadership explaining industry trends or discussing current events spark engagement and conversations.

5. Lean into partnerships

Feature successful partnerships with financial institutions, tie them to advisor outcomes, and tag industry leaders/events for credibility, relevance, & recognition as an active member of fintech community.



LinkedIn Content Plan

October 2025

Content Overview

What should we post, and in which formats?

A diverse range of content formats is ideal, including:

- **Carousels:** Use for product explainers, key takeaways from webinars in 5-8 slides. These lead engagement and have the highest dwell time on LinkedIn.
- **Short Form Video:** 30-90 sec. videos for thought-leadership snippets, event highlights, or behind-the-scenes content.
- **Images:** Feature authentic photography from events, the office, or team culture.
- **Infographics:** Simplify market & plan insights.
- **Text posts:** Use lightly for reflective, human posts.

How often should we post, and when?

Cadence: 3-5 posts per week, with a mix of voices and formats.

Recommended times: Weekdays (Tues-Thurs is best), 9:00-11:00 ET

Make sure to:

- Tag any relevant partners/events/employees for organic reach
- Use 1-3 targeted hashtags per post (i.e. #FintechInnovation)
- Encourage employees to comment or reshare within 24 hours
- Use a humanized yet professional tone

How do we measure success?

Metric	Goal to hit	Purpose
Engagement Rate	> 10% per post	Indicates content relevance
Avg Impressions / Post	> 500	Measures visibility
Follower Growth	5-7% per 3 months	Tracks audience expansion
Click-Through-Rate (CTR)	3-5% per post	Ensures posts drive traffic

Content Plan

Category	Purpose	Cadence	Examples	Formats
Thought Leadership	Establish Stadion as a credible leader in personalized fintech and managed accounts	5 - 8 / Month	Leadership insights/opinions on financial topics	Text + image, Videos, Carousels
Partnerships / Events	Reinforce credibility and presence within the industry	2 - 3 / Month	Conference recaps & partner announcements	Text + image with humans, Videos
Educational / Explainer	Break down complex topics for advisors, sponsors, and participants	2 - 3 / Month	Market insights, TDF vs. Stadion, "How to" in finance	Carousels, videos, infographics
Team & Culture	Humanize the brand, & celebrate achievements	2 / Month	Team events, employee highlights ("What motivates you to work in fintech?")	Text + image, Videos
Product / Platform	Showcase product value and differentiation	1-2 / Month	Stadion product explainers, UX/UI features, differentiators	Carousels, videos, infographics
Employee Advocacy / Leadership Insights	Leverage internal voices to expand reach	Repost employee advocacy when available	Analyst insights, company posts with personal context	Any

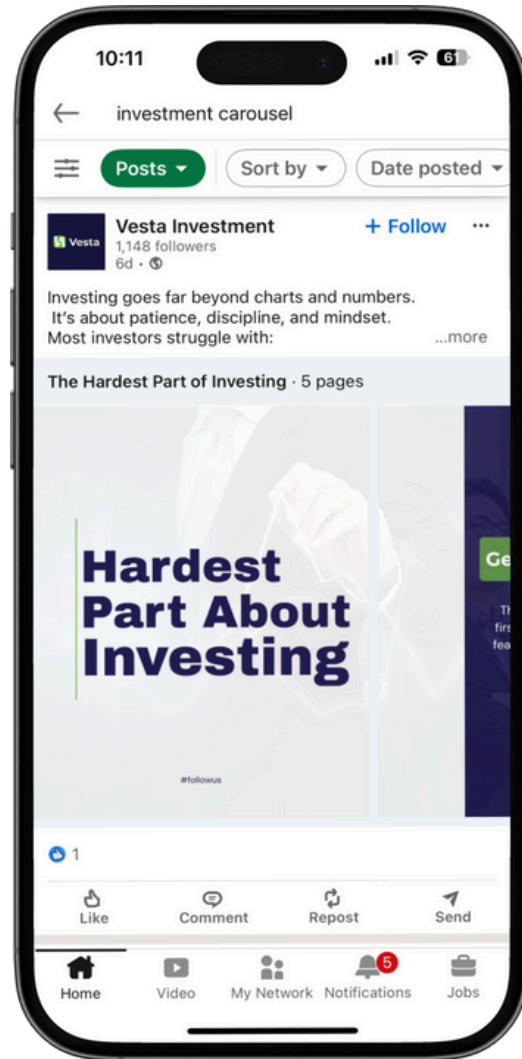
Examples

Sparking Conversations with Diverse Formats



Thought Leadership Video

Human-centric, simplified explanations of complex topics. Includes closed captions, “face of the brand,” and sparks conversation.

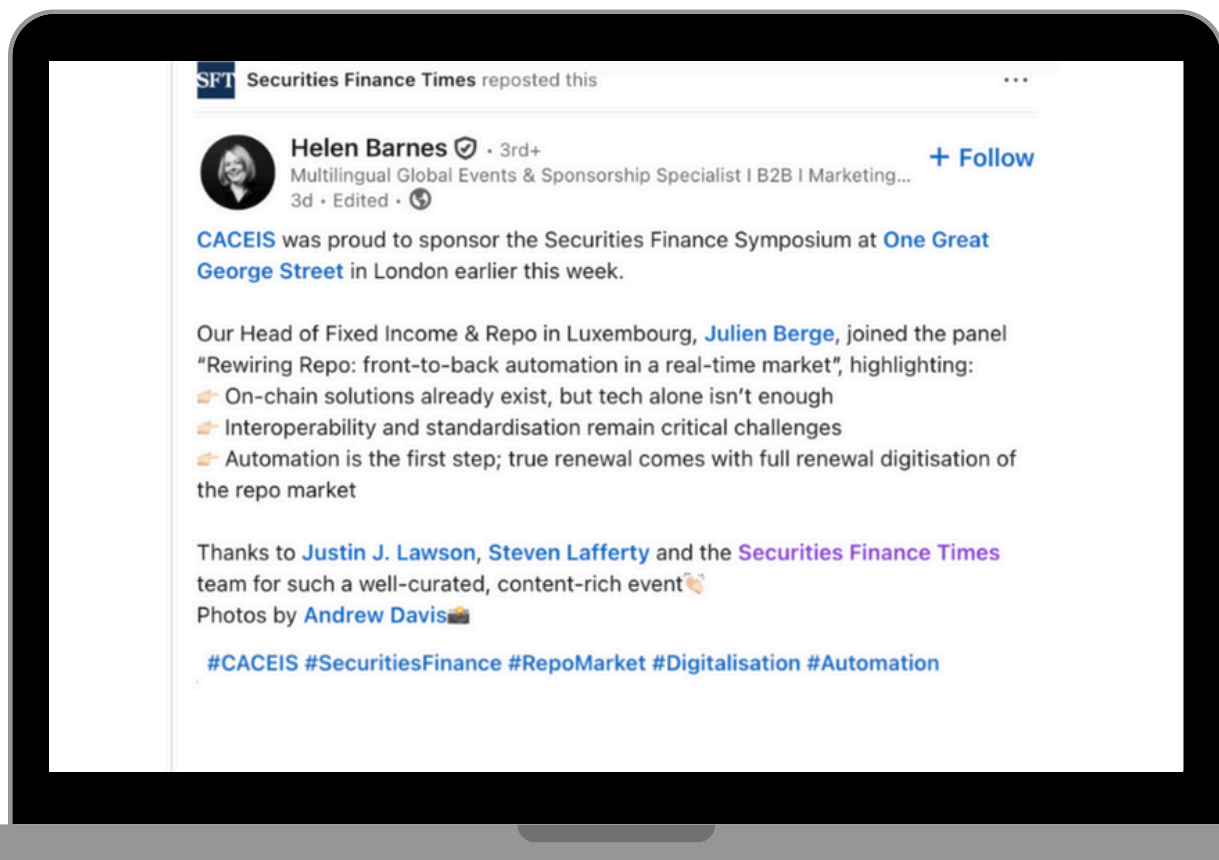


Explainer Carousel

Simple, digestible, and relevant information with humanistic text. Encourages audience retention, dwell time, and sparks conversation.

Examples

Reaching a Broader Network with Employee Advocacy

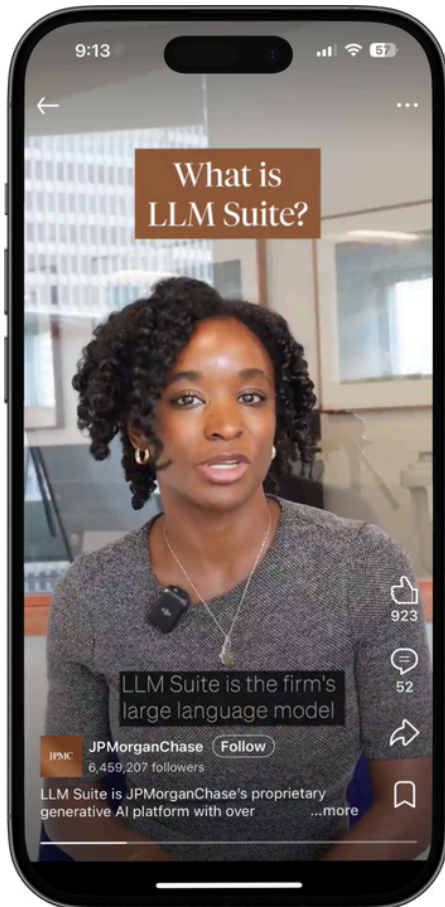


Partnership/Event + Insightful Text

The company reposted relevant financial content, with smart tagging of companies, events, and people. Post includes thoughtful, humanistic text, and includes relevant hashtags. Shows that the company is active in the industry with authentic pictures (not featured), has company pride, and promotes credibility through partnerships.

Examples

Using Real People Where Possible



Simplified Product Post

Uses an employee to explain new product offerings with animated, simplified demos. Showcases product value and differentiation in 60 seconds.

Team Culture

Celebrates the achievements of employees, team culture, and company pride with reflective text and authentic images.

