

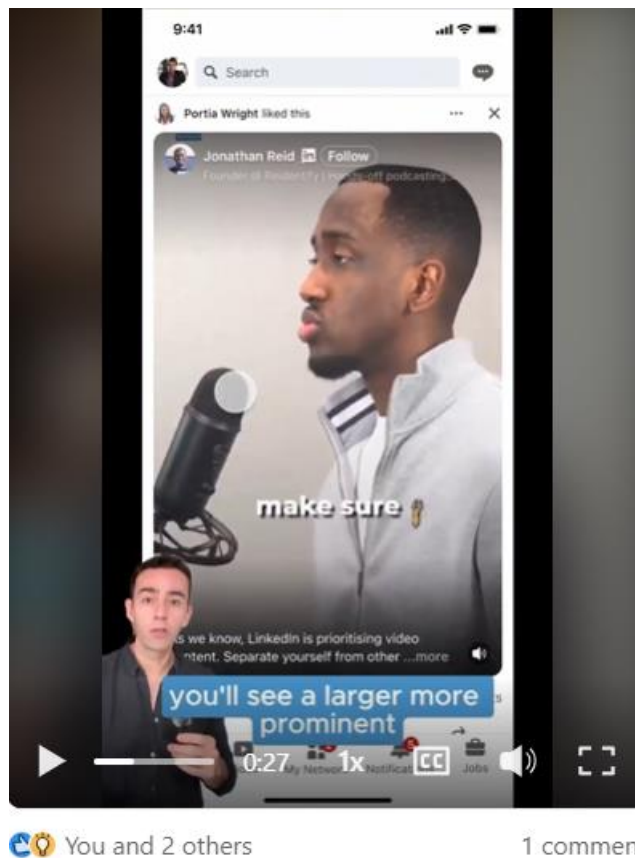


LinkedIn New Features and Changes (Dec 06 – 19 '24)

◆ New Vertical Video format launching today

Only on iOS for now, it looks like videos will display more prominently in the main feed (as opposed to the standalone video feed). You'll still be able to click through to the Immersive feed however.

Kevin Turner reports vertical videos will have more dominant placement and rounded edges. There are also changes to the video author's name and headline display and the Follow button will be overlaid on top of the video.



◆ Turn your posts into adverts

Choose your budget and target audience to increase your visibility in the feed, grow your followers, and get more website clicks by boosting (paying for) your posts. This works similarly to boosting posts on company pages but is only available for text, image, article, video and newsletter posts. No job posts, events, documents, polls, or group posts can be boosted currently.

<https://www.linkedin.com/help/linkedin/answer/a6584635>

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