



## LinkedIn New Features and Changes (Feb 14 – Feb 27)

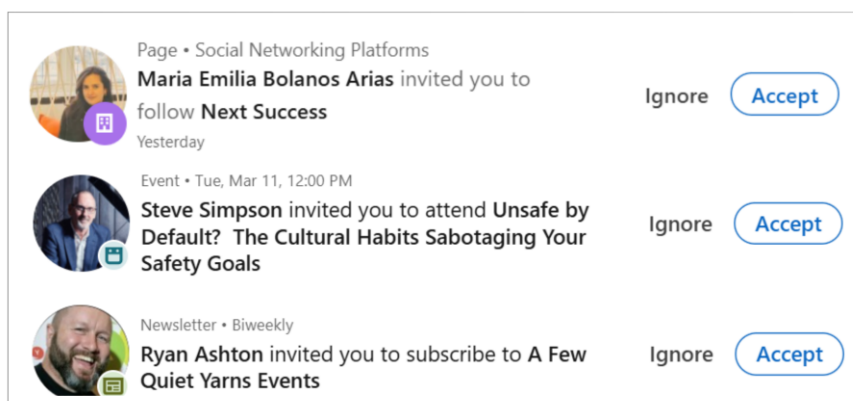
### ◆ Improved newsletter analytics

We'll now know how many of our newsletter subscribers have been emailed each LinkedIn newsletter issue and the open rate.

### ◆ Icon links added to My Network / Grow

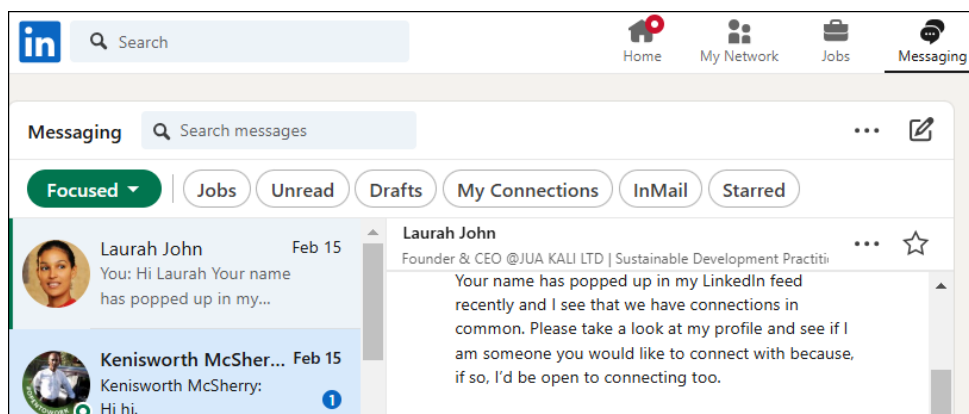
When we're invited to events, pages or to subscribe to a newsletter in the Grow Section of My Network, an icon appears next to the image of the person extending the invitation. These are live links and the colour indicates the type of invite.

- Purple – company page
- Blue – event
- Green – newsletter



### ◆ Jobs tab added to Messaging

This is a folder to which you can move messages about job opportunities. This helps keep them in one place for ease of access.

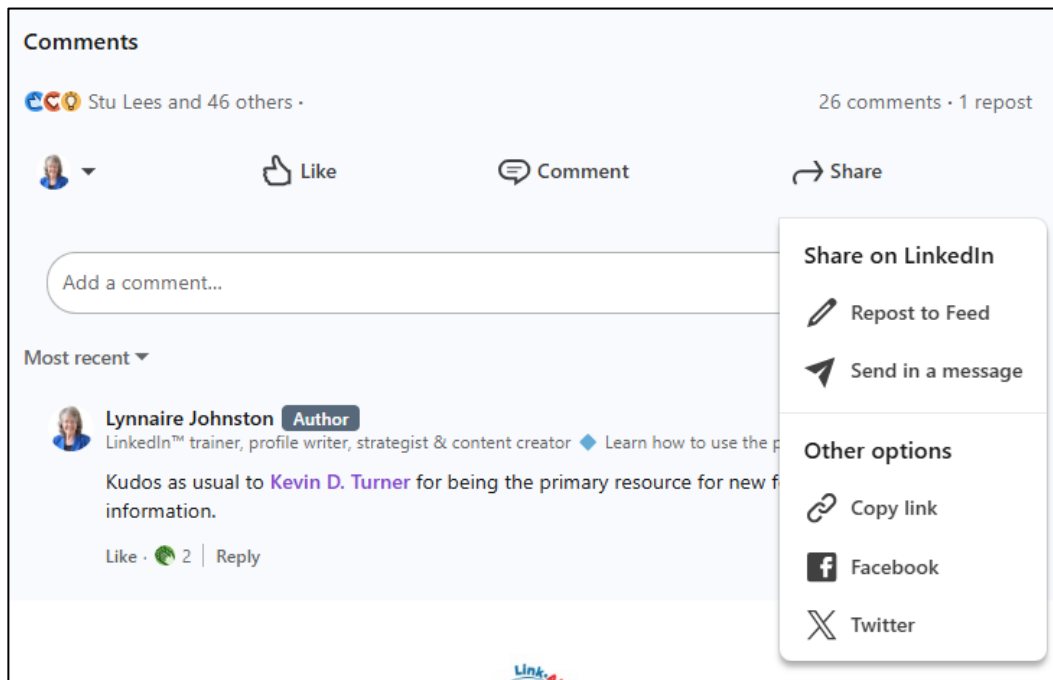


**Looking for a way to give us a virtual 'thank you' for the work we put into these events?  
Visit [linkability.biz](http://linkability.biz) and see the wealth of content our Link-Ability members benefit from.**



### ◆ Share articles and newsletters direct to X and Facebook

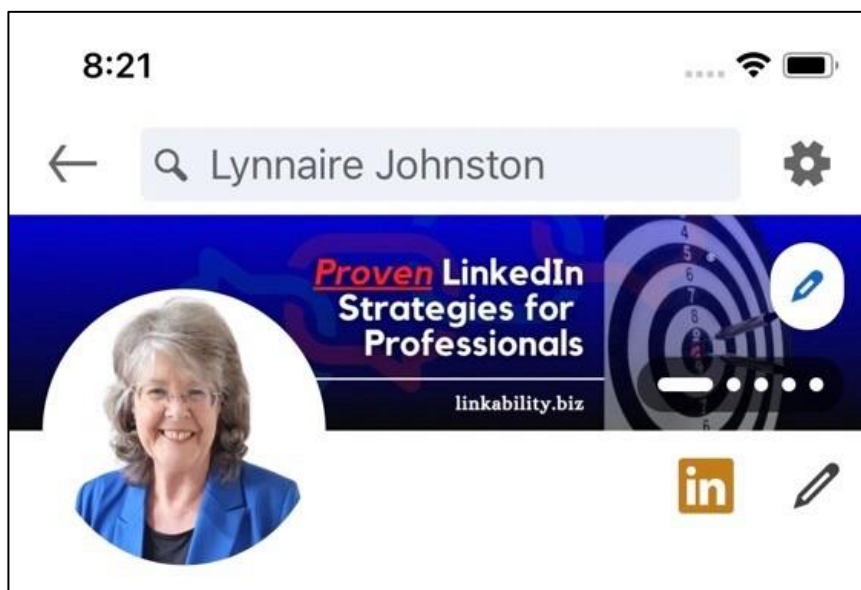
This seems only to apply to newsletters and articles, not posts.



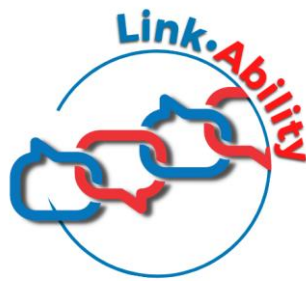
### ◆ Updated scroll bar for banners

This makes seeing the bar much easier as their visibility previously depended largely on the background colour of the image it was over. It is also not obvious which banner is currently visible but the now-elongated dot shows this. We can use this feature to halt or pause the scrolling of the banners we're viewing.

Mobile view:



**Looking for a way to give us a virtual 'thank you' for the work we put into these events?  
Visit [linkability.biz](https://linkability.biz) and see the wealth of content our Link-Ability members benefit from.**



Desktop view:



#### ◆ Company page event improvements

- A new look has been given to the setup menu under 'Finish setting up your event'.
- Also apparently new is the 'This is a test event' button for those wanting to check everything is in order before they go live with the event.

Event type

☒ Online ☐ In person

Event format\*

LinkedIn Live

Event name\*

Link-Ability Radio with Lynnaire

32/75

☒ This is a test event

Test events are only visible to page admins. Visibility can't be changed after posting.

#### ◆ Videos shown first in Posts section of our Activity

Our last 2 videos will display first to visitors then other format posts appear in reverse chronological order. (We've not seen this yet.)

**Looking for a way to give us a virtual 'thank you' for the work we put into these events?  
Visit [linkability.biz](http://linkability.biz) and see the wealth of content our Link-Ability members benefit from.**