# LinkedIn New Features and Changes (Mar 14–27, '25)

◆ **Changes to embedding posts in articles and newsletters**
Depending on the post format there are now up to 3 options: Embed with less text, Embed with full post and Embed video only.



◆ **Calendly integration with Custom link**
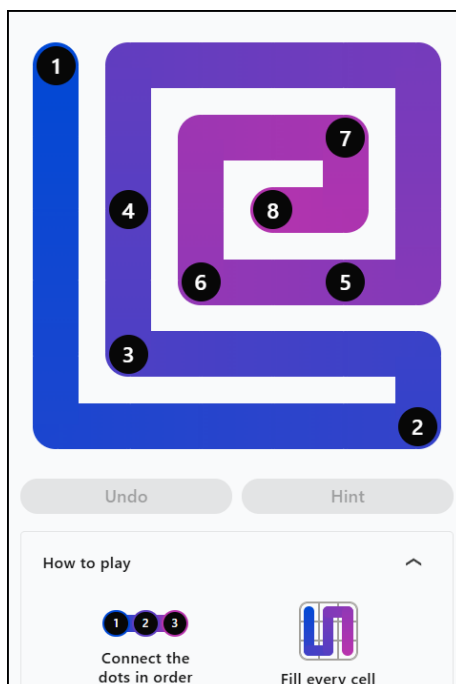LinkedIn has done a deal with Calendly to allow us to add a direct meeting set up link to our Premium Custom link buttons.



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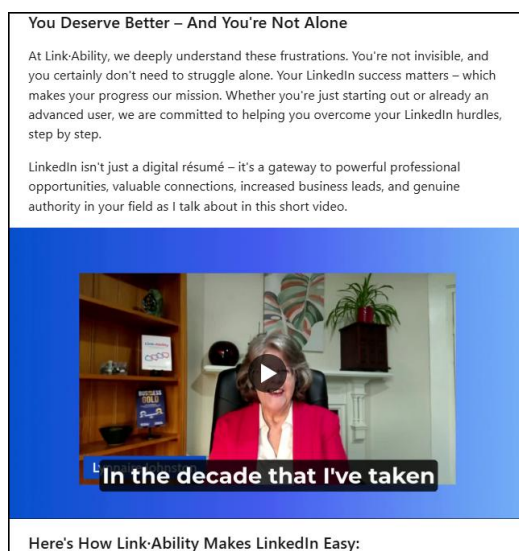
◆ New Game

Zip is punted as putting your problem-solving skills to the test. It joins Tango, Queens, Pinpoint and Crossclimb. Of these, my connections prefer Tango.



◆ **Native videos added to articles and newsletters**

Until now, we've had to embed videos hosted on another site like Vimeo or YouTube but now they can be uploaded direct from our files. This reduces the barriers to including video and is another of the swathe of new features related to video this year.

How to upload a video: In your article click the image icon on the formatting menu and choose either an image of video from your files. The video must be between 3 seconds and 15 mins, can't be resized once loaded and captions are automated with no option to edit.
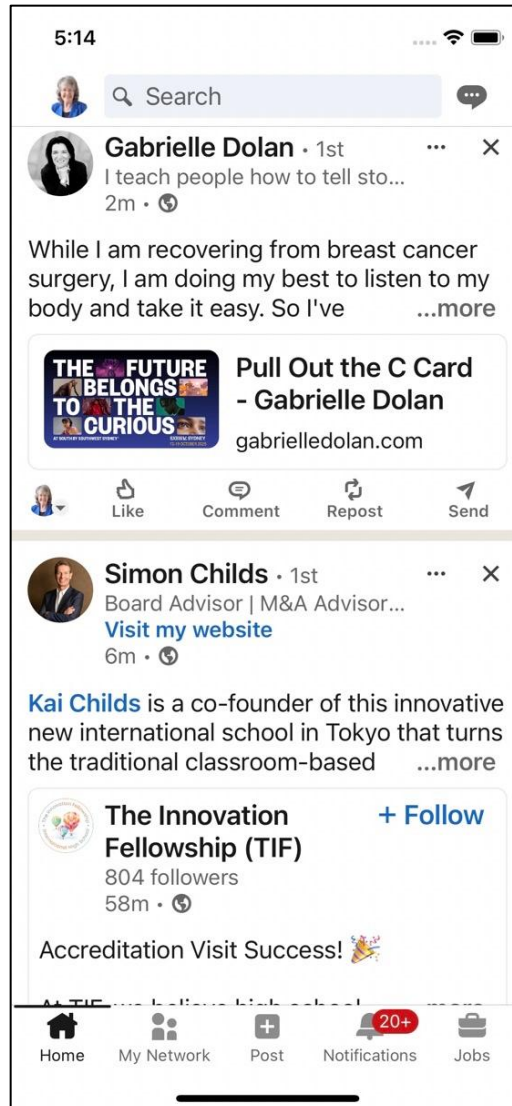


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◆ **Video tab on app disappears**

The Video tab at the bottom of the app has disappeared for many people as LinkedIn tinkers with it some more. It has been billed as just a temporary removal.
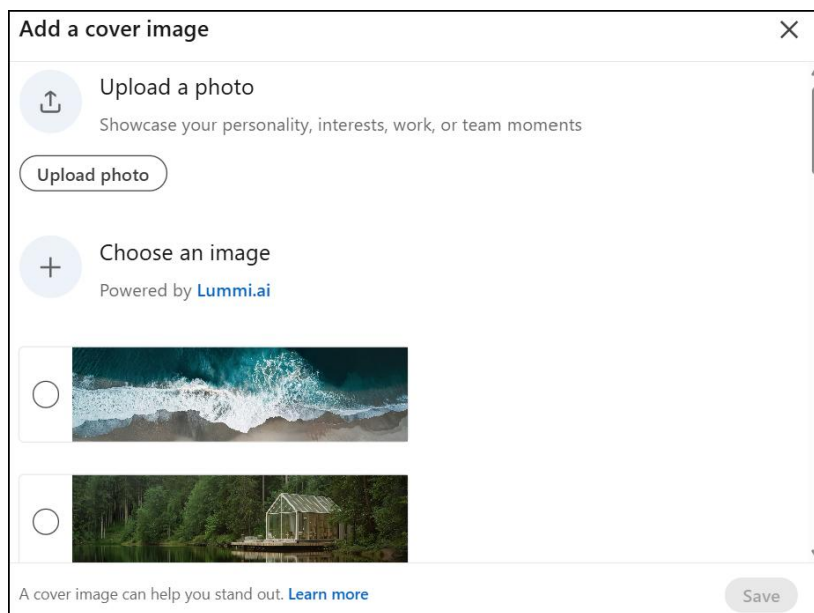


◆ **Finding pages using hashtags no longer available**

Until now, if we've wanted to find a company page we could do so using a hashtag. (As in #Link·Ability). This is no longer possible.

### ◆ Free profile banner images offered by Lummi.ai

Don't have a banner on your profile and don't want a free one from Canva? No problem. Just choose one of the 18 offered royalty-free by [Lummi](#).ai which pop up when you go into the banner area.
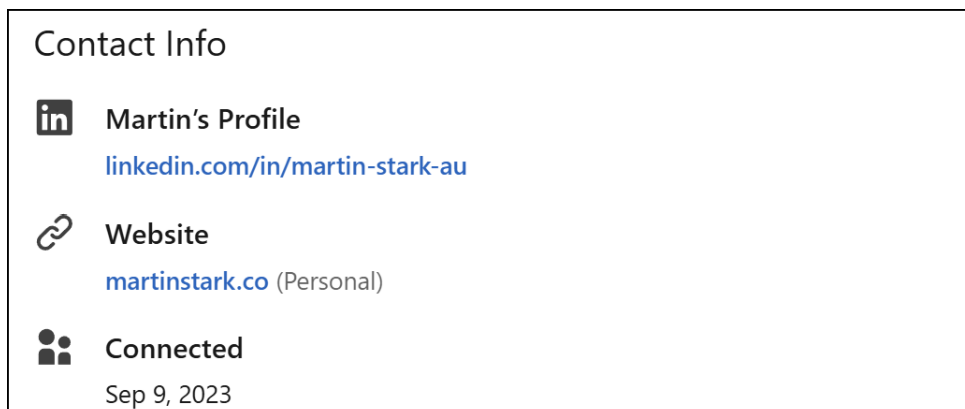


### ◆ Scrolling banners come to company pages

Firmly ensconced on profiles, now these have been rolled out to pages, also under the Premium umbrella. Would it be enough to motivate me to reignite my Premium for pages subscription? Definitely not! As with profiles, pages can have up to 5 of these 'dynamic' cover images.

### ◆ Change to date connected with other members

Instead of being told how long we've been connected with someone by length of time (eg 4 years), we're now given the date of connection. This sits in the Contact Info section, not About this profile, as you might expect.



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