

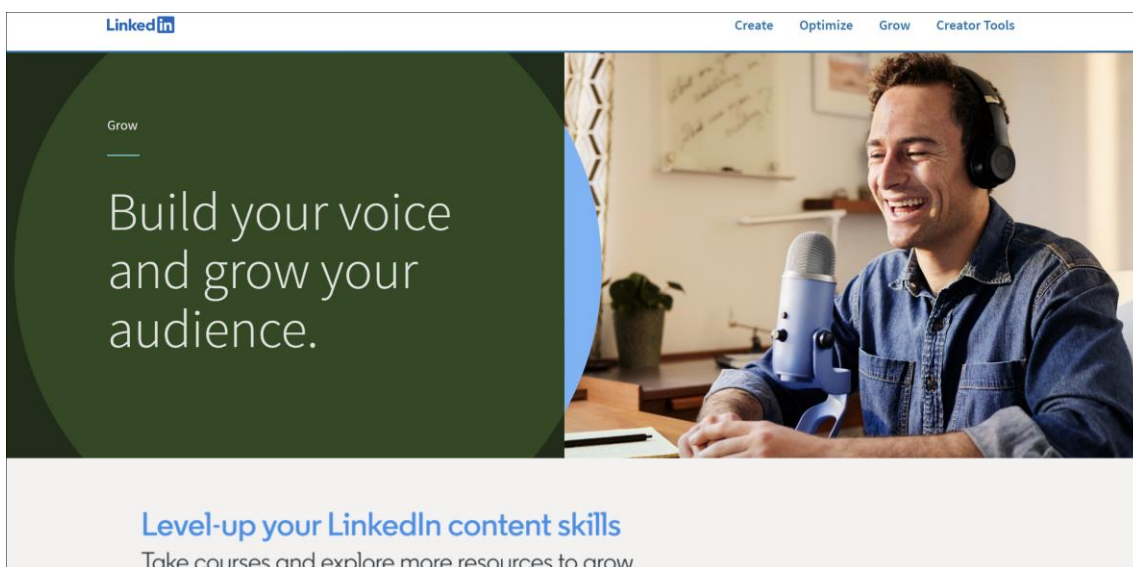


LinkedIn New Features and Changes (Jan 31 – Feb 13)

◆ LinkedIn content mini site

A new mini site has been launched sharing video best practice including optimal video specs. For those who already know what's needed, the new site's major usefulness is in the page, 'Join trending conversations on LinkedIn'. Here we can plug directly into what's currently most popular and either upload a native live video or one we've already recorded to take advantage of the topic's momentum.

This opens up access to LinkedIn News editors looking for content to feature under these topics, potentially resulting in greater visibility for video creators. The site is accessible at members.linkedin.com/create



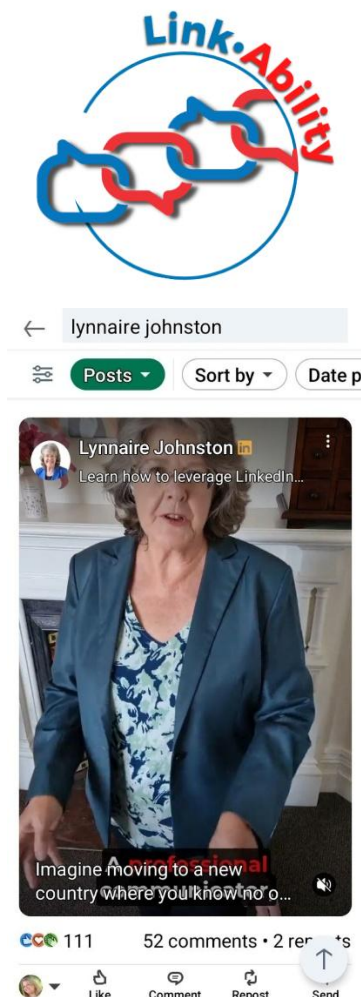
◆ Trending Topics

Aligned to this is the Trending Topic tab reportedly being tested in the US. This is said to be showing up on the immersive video feed on the app, direct access to which has been removed for many. Again, it appears to encourage more videos about popular topics.

◆ Change to how videos display on the app

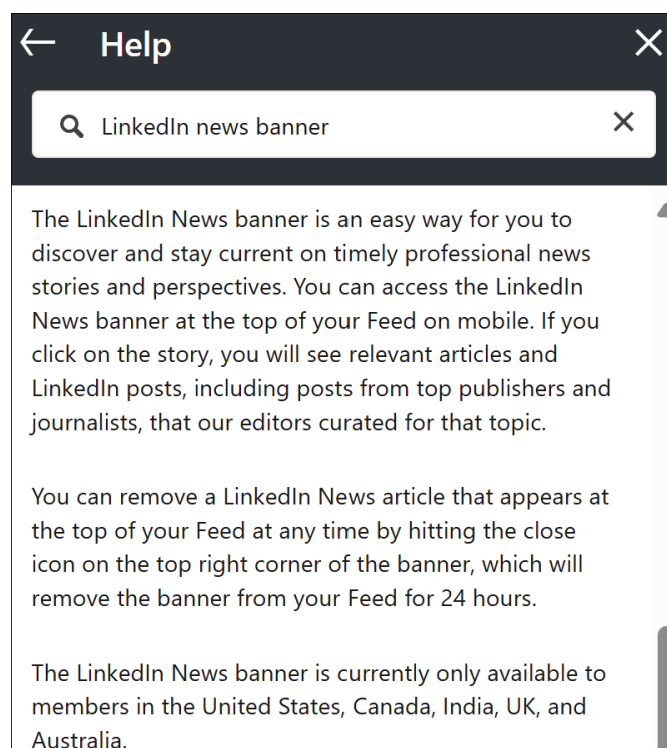
Recently, videos began to be much larger on the app, taking up the full screen. Now, it appears that videos are also being automatically zoomed in (see image below). This has ramifications for caption placement and, in the case of selfie videos, where we stand in the shot.

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◆ **Breaking News Banner rollout reaches the UK and Australia**

Not consistently seen, this banner is nonetheless available in more countries. Previously only seen in the US, Canada and India, it is now also in the UK and Australia. Its value lies in that it identifies topics that alert content creators can jump on in the hope of being featured by LinkedIn News.



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◆ **Annually offered free trial of Premium suspended**

In a tightening up on Premium trials, people who were making use of the free month trial each year can't continue doing so. Previously, when searching for people in, for example, a specific location, we'd see how many there were on LinkedIn. Now, all numbers related to people searches have been removed.

◆ **Services page on profile moveable to company page**

This is an either-or – you can have the Services section display on your profile OR on your page, not both. Given that this section allows potential clients to ask you to submit a proposal on their project, there could be value in moving this away from a profile. However, for most small businesses where the profile is more visible than the page, it seems unlikely to have much merit unless the page has high visitor numbers.

◆ **Scrolling banners for Premium company pages**

The 5 scrolling banners we can have on Premium profiles are now available for company pages.

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