



2025 New features and changes on LinkedIn to Jan 30, 2025

◆ New engagement metric

The Comments button underneath our posts shows the total number of comments added, and includes any replies. This new metric tells us the number of Originating comments, i.e. the comments without the replies. We could also describe this as unique comments as it is a good indicator of the number of different people commenting, assuming people only comment once. To access this new metric tap on [xx comments] below the post to see the number of originating comments.

Total comments

A screenshot of a LinkedIn post engagement bar. At the top, it says "Mic Adam and 37 others" with icons for a person, a heart, and a comment bubble. To the right, "27 comments · 5 reposts" is displayed, with "27 comments" circled in red. Below this are four buttons: "Like", "Comment", "Repost", and "Send".

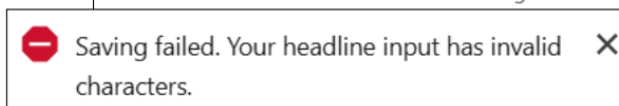
Originating comments

A screenshot of a LinkedIn post engagement bar, similar to the one above. It shows "Mic Adam and 37 others" and "12 comments · 5 reposts", with "12 comments" circled in red. The buttons "Like", "Comment", "Repost", and "Send" are also present.

◆ Display fonts blocked from profile Headlines

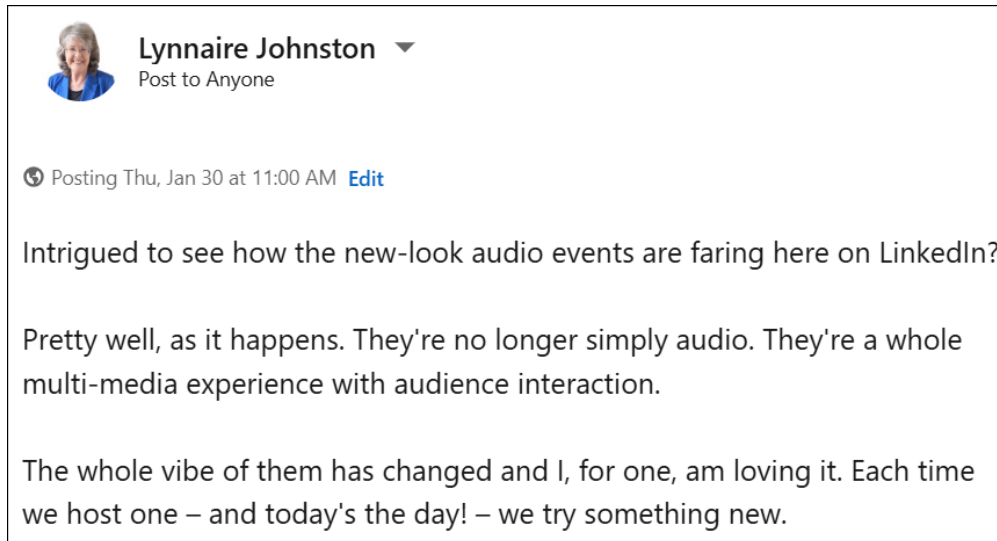
Decorative fonts cannot be read by screenreaders and are unable to be indexed so if you have these in your headline (AND in your name field, in my opinion) you should remove them. They can no longer be added to headlines but it's unclear if they have been removed from profiles which already have them.

A screenshot of the "Edit intro" dialog in LinkedIn. It shows a link "Learn more about gender pronouns." and a "Headline*" field. The headline text is "LinkedIn™ trainer, profile writer, strategist & content creator ◆ Learn how to use LinkedIn to achieve your goals". Below the headline is a "Write with AI" button and a "PREMIUM" label. At the bottom, it says "Review and edit the AI draft before saving so it reflects you. Learn more".

An error message box with a red stop sign icon on the left and a close button (X) on the right. The text reads: "Saving failed. Your headline input has invalid characters."

◆ Easier way to edit scheduled posts

A line has been added to the top of scheduled posts, displaying the 'Posting date and time' along with an edit button.



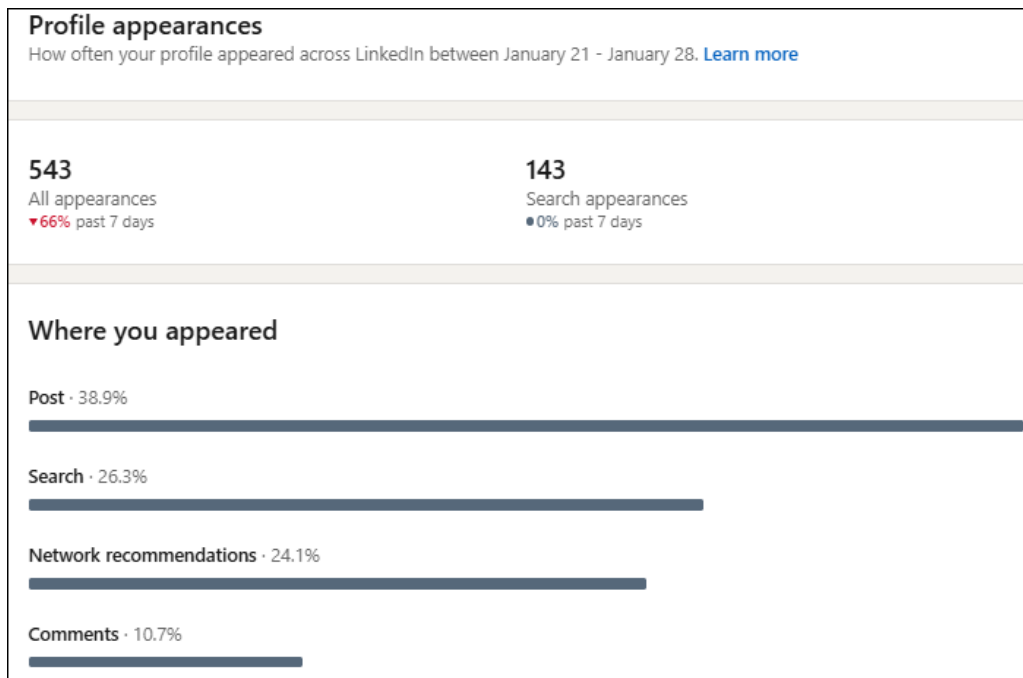
The screenshot shows a LinkedIn post by Lynnaire Johnston. At the top left is her profile picture and name, with a dropdown arrow. Below the name is the text 'Post to Anyone'. A new line of text is added below the name, showing 'Posting Thu, Jan 30 at 11:00 AM' followed by a blue 'Edit' button. The post content consists of three paragraphs of text.

◆ Profile appearances added to Analytics

On the current Search appearances page of our profile analytics, there will be a new heading 'Profile appearances'. This tells you where your name and headline have appeared across LinkedIn eg posts in feed, comments or search results.

It will also give more detail on 'All appearances' and 'Search appearances' each of which will display a percentage increase or decrease over the past week.

This should not be confused with Profile views which tells you the number of times someone has visited your profile and, with Premium, who they are.



◆ Premium Duo subscription

This seems to be a way for two people to share the same LinkedIn Premium Career or Business subscription. Both accounts are separate and private, but paid for in one bill. An example for using this might be when a business owner wants to pay for the subscription of a team member. There's no news yet on whether this is cheaper than two individual subscriptions but even if not it could be an accounting saving.

◆ 'Open to volunteering' now searchable

We are now supposed to be able to run a search to find out who is open to volunteering opportunities. This feature was added late last year but the new search function which appears in the People section does not seem to deliver correct results as yet.

Filter only People ▾ by

Profile language

English Portuguese
 Spanish French
 German

Open to

Pro bono consulting and volunteering Joining a nonprofit board

Service categories

Consulting Coaching & Mentoring

◆ Minor graphical updates to

- My Premium Page [<https://www.linkedin.com/premium/my-premium/>]
- Upgrade my plan – You no longer need to cancel your plan to see pricing.

◆ Premium Custom button change for newsletters

Currently the button says 'View my newsletter' but will change to 'Subscribe to newsletter'

Custom button

Link

Premium custom button

View my newsletter ▾

- Visit my store
- Visit my website
- View my portfolio
- View my blog
- Book an appointment
- View my newsletter
- Request services
Encourage members to submit a request for your services on LinkedIn

On