

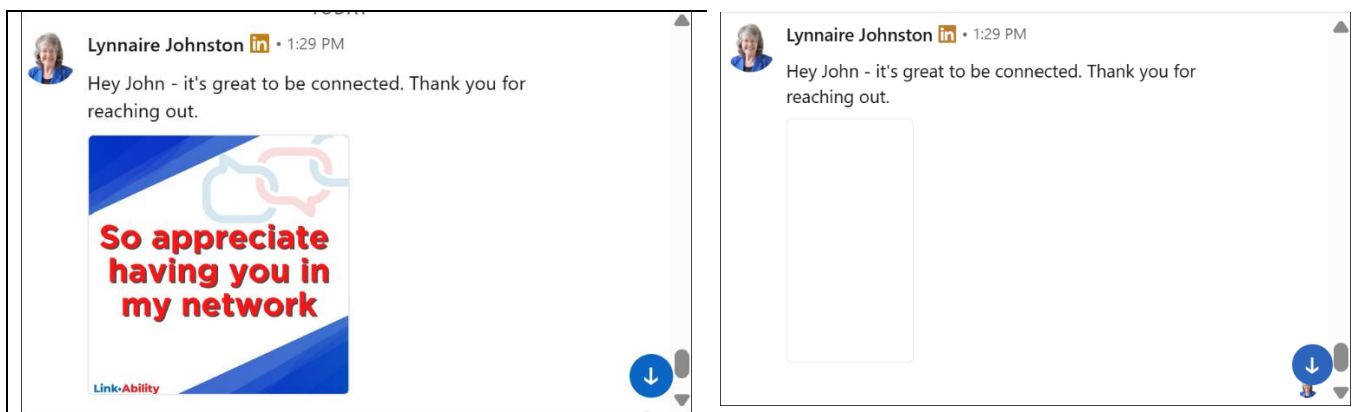


LinkedIn New Features and Changes (Apr 25 – May 8))

◆ GIFs removed from messaging

One of the best ways to stand out in direct messages has been gifs and we've had strong success with these in conjunction with connection invites. Now, however, we can no longer add a moving GIF to our messages. Instead they're converted to a static image. The reason appears to be that malware and other nasties can be attached to them.

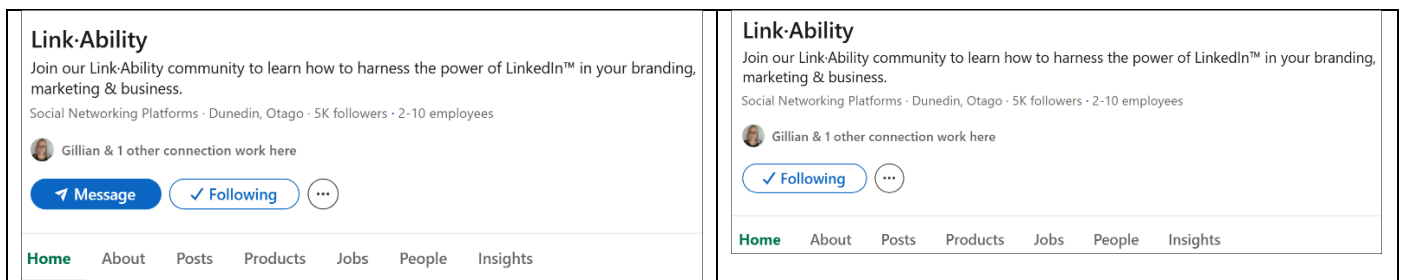
Left: message as sent; right, message as received



◆ Change Message button to Contact on company pages intros

Currently Contact sits behind the [...] menu but now Premium Business members can make it more visible by turning off the Message button. Still in roll out.

Left: Message displaying on page; right, Message button turned off



◆ Further blocking of fancy fonts in profiles

Recently, LinkedIn removed fancy fonts from profile headlines. Now it has extended this to our About sections.


This is because they can contain malware, viruses, or Trojan horses. Other potential security issues include inadvertent access to your system, privacy concerns, and theft of sensitive information among others.

Recommendation: check your profile for fancy font text you may have forgotten about. Replace it with upper case letters if you need it to stand out. Or place emojis either side of the text.

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Experience



Marketing Manager
WordPress
2022 - Present · 3 yrs 5 mos

Here are some examples of fancy fonts now not allowed in headlines and our About sections.

Here are some examples of fancy fonts now not allowed in headlines and our About sections.

HERE ARE SOME EXAMPLES OF FANCY FONTS NOW NOT ALLOWED IN HEADLINES AND OUR ABOUT SECTIONS.

Here are some examples of fancy fonts now not allowed in headlines and our About sections.

Skills: Business Marketing · Creative Marketer · Strategic Marketing Management · Advertising · Product Promotion

◆ Leverage your LinkedIn verification by sharing on other sites

If you have a verified profile on LinkedIn you will be able to use the credibility lever on other platforms if a pilot currently underway rolls out.

LinkedIn says that in just a few clicks, users can provide reassurance to buyers, prospective clients and networks that information about them has been verified.

◆ Grow followers faster with auto invites

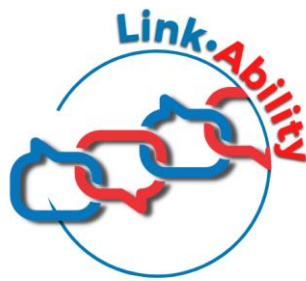
A new Premium feature automatically invites those who engage on your content to follow you. Anyone who reacted, commented on, or shared your posts in the past 30 days will be invited. Currently being rolled out, this will likely have a significant effect on your follower count if experience with the same feature on company pages is anything to go by.

◆ 'Where you appeared' metric

Lurking in the Search appearances section of your Analytics page is a new metric, 'Where you appeared'. This gives you a 4-part chart of how you're being found on LinkedIn.

- **Posts:** When your posts appear in others' feeds
- **Comments:** When your comments on the posts are visible to others
- **Network recommendations:** Anywhere LinkedIn recommends your profile (for example, **People you may know** modules on profile and **My Network**)
- **Search:** When you appear in search results

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Where you appeared

Comments · 45.7%



Post · 43.3%



Network recommendations · 7.5%



Search · 3.5%



◆ 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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