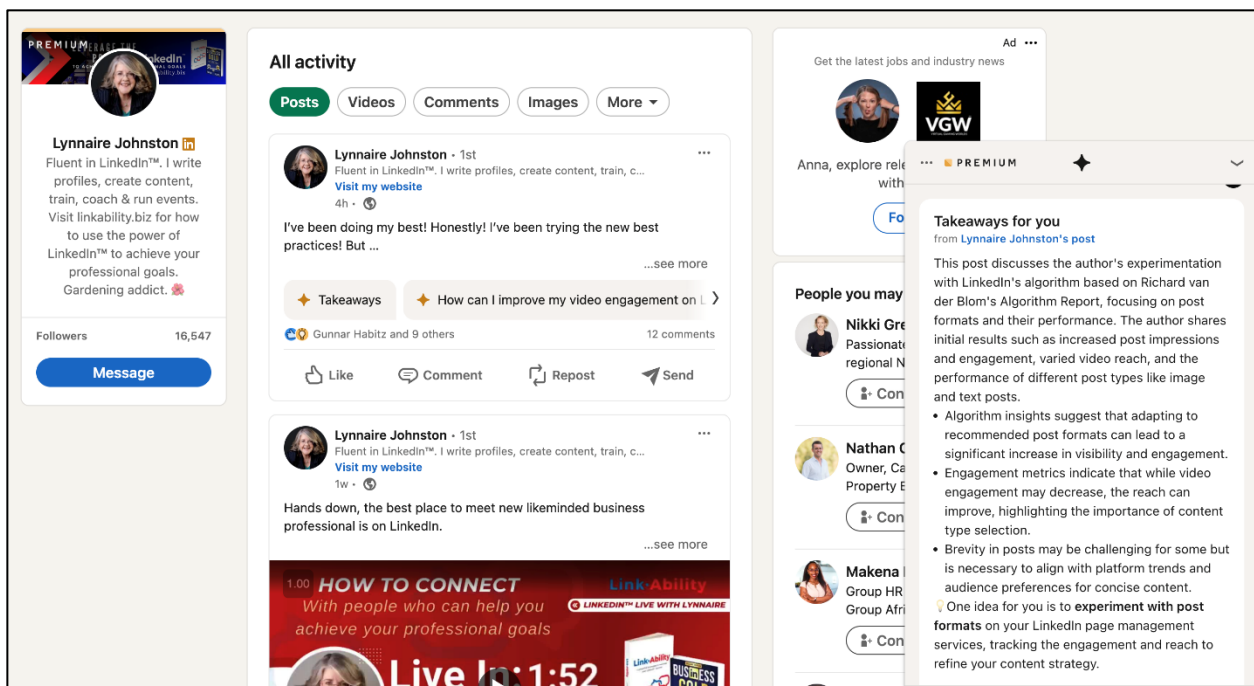


## LinkedIn New Features and Changes (Oct 23, '24)

### ◆ Retirement of AI-generated post summaries and prompts

Less than a year ago LinkedIn launched AI-generated summaries and prompts allowing us to find out more about topics related to the content of posts in our feed. We could also use the feature to create a summary of the post. It displayed with a gold star below posts. It has now been discontinued.



### ◆ Networking on live events curtailed

Sick of being spammed at live events? LinkedIn is putting a stop to this by no longer allowing us to connect with 2<sup>nd</sup> degree connections directly from the event unless they have an Open Profile. This doesn't seem to apply to audio events though.

### ◆ 'Add a job' prompt on recruitment-related posts

If your post relates to recruitment you may see the prompt 'Add a job to your post and reach applicants'. It either takes you to your posted jobs or 'Post a job'. A Premium feature.

### ◆ 'Unique views' changed to 'Members reached' in post Analytics

Unlikely to be a change in what's measured, this seems just a wording change. I see Impressions as being the number of feeds a post has been put into and Members reached as the number of distinct members and Pages that saw your post.

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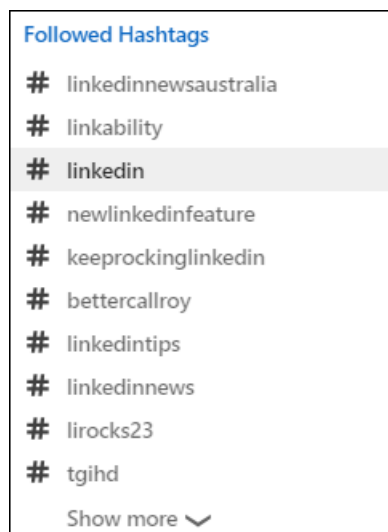
Discovery ⓘ	
83,671 Impressions	51,782 Members reached

#### ◆ GIFs disappear from Newsletter Header image again

When the article/newsletter layout changed recently with comments running down the right of the screen (on desktop), GIFs were also removed from the header image. They then made a comeback for some people but have been discontinued again.

#### ◆ Further loss of hashtag support

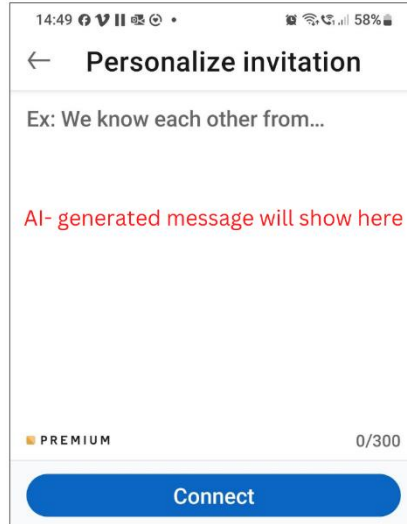
Some time back LinkedIn stopped supporting hashtags, which is likely to be because they circumvent the algorithm, reducing LinkedIn's revenue. The latest move is to remove the Followed Hashtags section of our Home pages. (Still available on mine.)



#### ◆ AI-powered Invite to connect

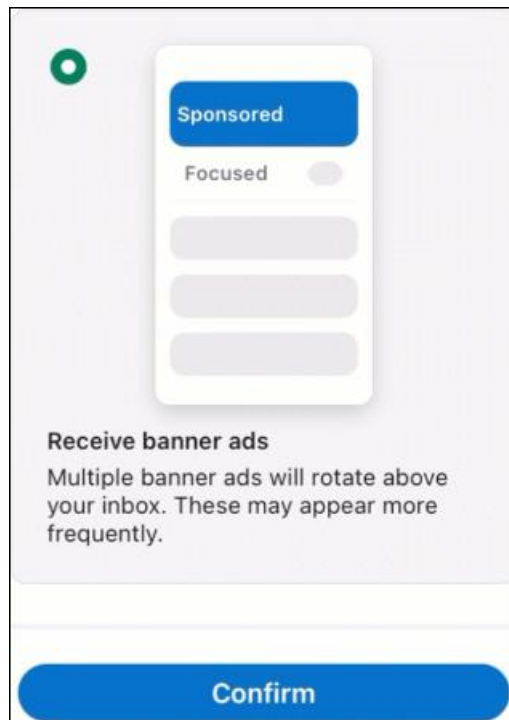
In the app you may have an option to use an AI-generated message when connecting if you have Premium. This is said to find what you and your invitee have in common and craft a message around that but I've yet to see a message created by LinkedIn's AI that I wouldn't be embarrassed by sending.

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#### ◆ Adverts coming to Messaging

As if our LinkedIn inboxes weren't enough of a mess already, adverts are being added! They'll be in two forms: sponsored ads between messages in your inbox (like our feeds presumably) and banner ads rotating above the inbox. We can't opt out of adverts but can choose between the 2 formats.

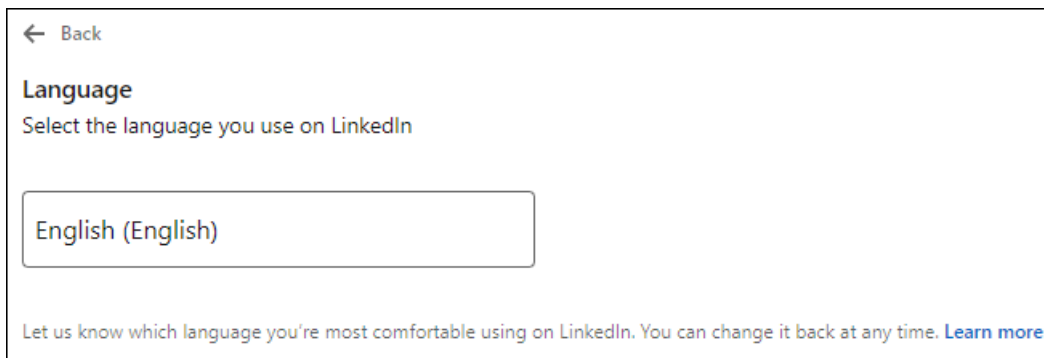


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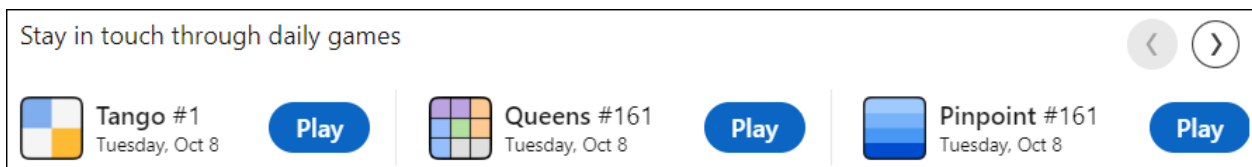
### ◆ 10 more languages added

Vietnamese, Persian, Greek, Hebrew, Finnish, Hungarian, Bengali, Marathi, Punjabi and Telugu have been added for a total of 36 supported languages. There are 2 ways to change the language LinkedIn displays in: in Settings & Privacy page or the Language link in the LinkedIn page footer.



### ◆ New game: Tango

This is the 4<sup>th</sup> in LinkedIn's games bundle and can be found on the My Network page. For some, the game number has been retired.



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