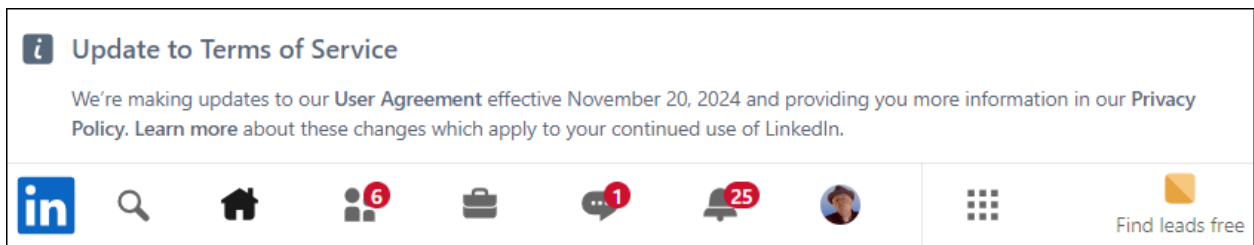




LinkedIn New Features and Changes (Oct 10, '24)

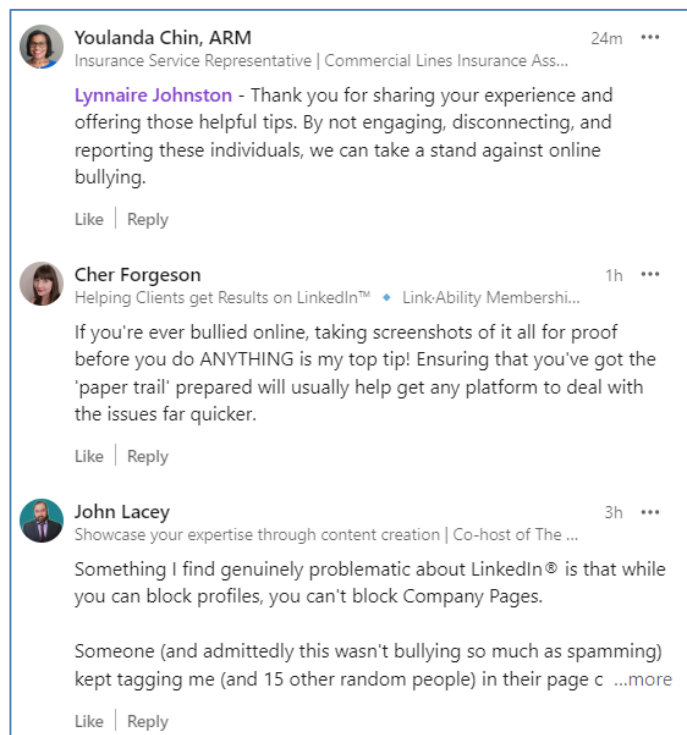
◆ Upgraded Terms of Service in November

Following the furore over LinkedIn using our data and content to train its AI without our consent, it has decided to change its T&Cs. It is more important than ever that we read and understand these so I urge you to read Kevin D Turner's article about the changes at <https://www.linkedin.com/pulse/understanding-linkedin-s-new-user-agreement-its-impact-kevin-d-turner-qddef/?trackingId=ziFrGCKVI6P31VcRZ5XB%2BA%3D%3D>. In it he says 'LinkedIn is offering an opt-out setting for members who do not want their data used for generative AI training.'



◆ Return of connection level on comments

When post comment threads were redesigned recently, the connection level was removed. You couldn't tell whether a commenter was a connection or not. This was highly annoying and so LinkedIn has reversed the decision and brought it back. (For some people at least. We don't have this yet.) Image shows how comments display without the connection level.

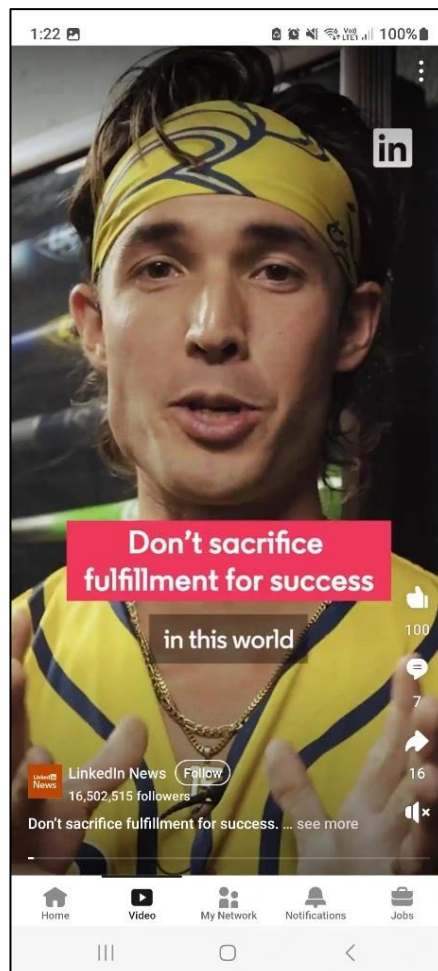




◆ Dedicated Video button on app

When we first heard about a Tik Tok-style video feed coming we were told there would be a dedicated Video button on the app, at the bottom of the Home screen. Instead, a 'Videos for you' section showed up in our feeds. Now, however, that promised button is rolling out more widely than the few who've had it until now.


It's worth noting that videos are gaining excellent traction right now. Plus getting good engagement. Those that are succeeding seem to be the ones that are recorded in portrait mode (below), are 1-2 minutes long and have captions. Another technique is to add an eye-catching thumbnail with a title for your video.




◆ Demise of Community Top Voice Badge


LinkedIn is retiring the brown (or gold, depending on your screen) Community Top Voice Badge that we can earn for contributing to collaborative articles. The central issue being quality control of the contributions (comments). It's likely that these have been overrun by AI-generated comments which is ironic given that the articles themselves are created using AI. LinkedIn claim that's no reason to not continue to contribute to collaborative articles but there seems to be little point henceforth.




Lynnaire Johnston 

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◆ Quote from article as new post

Select a piece of content from an article to turn into a post. Left unchanged, the post begins with the quote as text and adds a link to the article below with good-sized link preview image.

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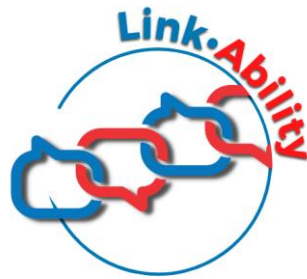
★ Admin · Admin · 6h

'I want to ensure the values of our communities are understood and respected, so I have been guiding all parties so that everyone can contribute meaningfully to project outcomes.' ~ Jack Bourke ...more




Meet Jack Bourke: Connecting The Symphony Centre development with Tāmaki Makaurau

The Symphony Centre on LinkedIn · 5 min read



◆ More button changing to Resources?

Spotted on a client's profile was a change from the More button in the intro section to a button reading Resources. There was no change in what's included in this drop-down menu and the heading isn't visible to visitors to the profile.



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