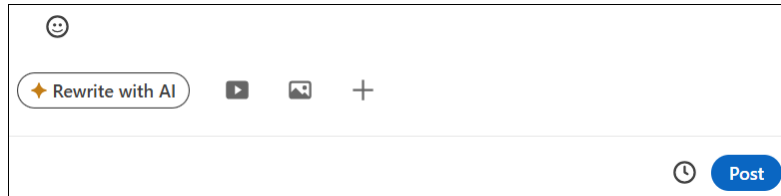




LinkedIn New Features and Changes (Jan 31 – Feb 13)

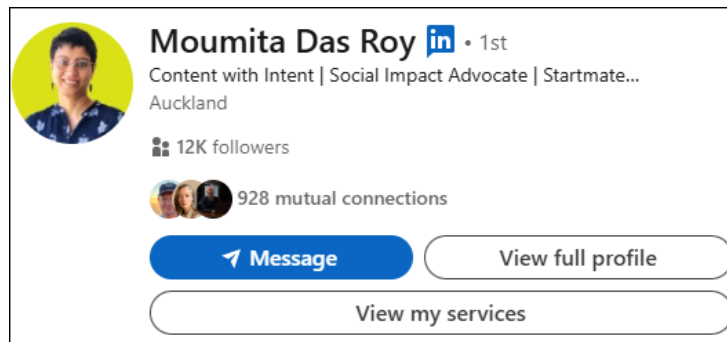
◆ Media in posting split out into image and video options

Usually, we have one media button, but this is separating into video and image.



◆ Top Voice badge now assessed every 6 months

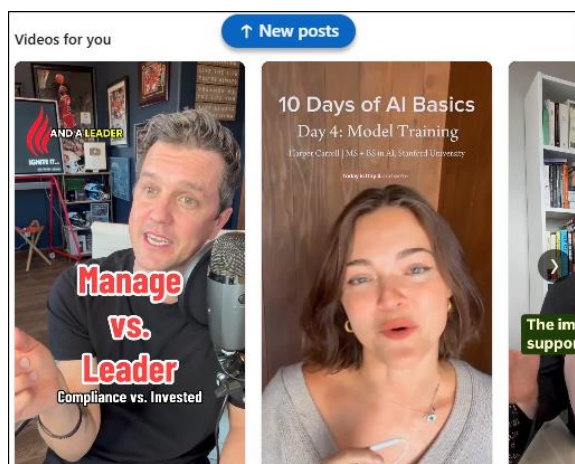
This programme recognises members who consistently demonstrate expertise and leadership in their fields in ways that educate, inspire and inform the larger community. Recipients display a blue badge on their profile which confers a high level of credibility and knowledge. Previously awarded annually this is now being reassessed bi-annually.



New Video Features

◆ Video feed available on desktop

Just as when the standalone video feed first came to the app, access on desktop/web is via a 'Videos for you' section in the feed. Tap into any video to open the feed and scroll for more. Experience indicates those seen there are less likely to be from our connections.

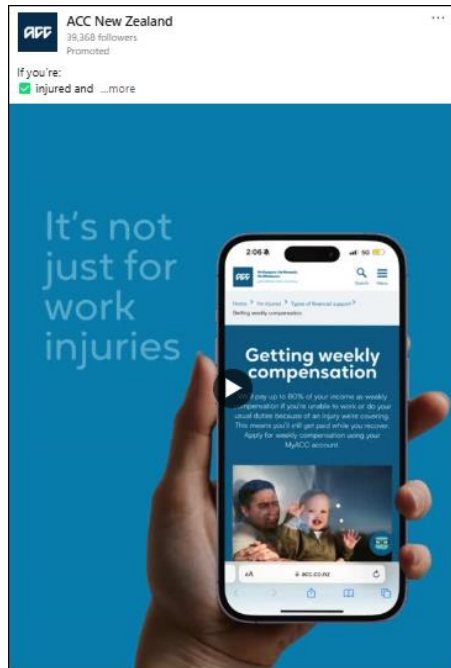


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◆ Full-screen vertical video display format

Like images, videos now take up the full width of the feed whether in vertical or horizontal format.

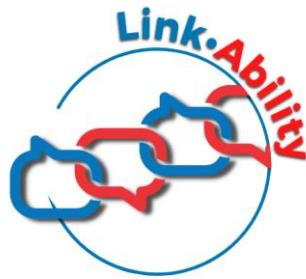


◆ Larger video display in the mobile app

Here too videos take up the entire screen and whether this is a good thing will depend on your preferences.



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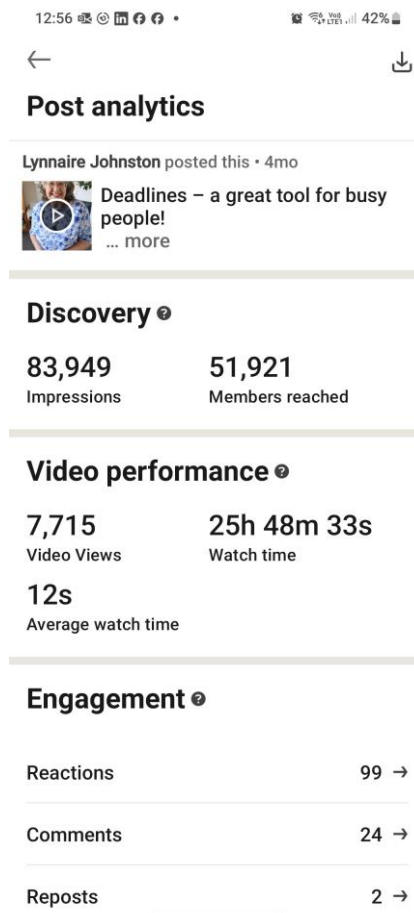


◆ **More prominent follow option in full-screen video player**

In theory this is an excellent idea but we've not seen this yet.

◆ **FINALLY! New video analytics**

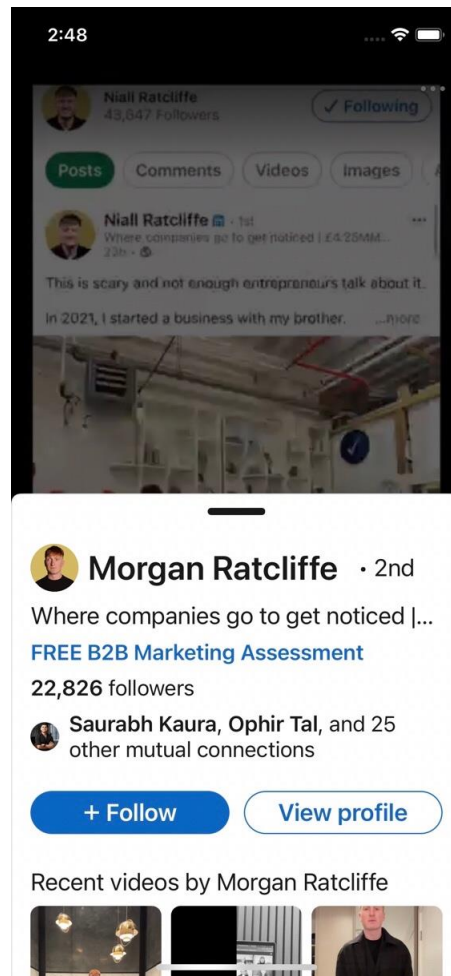
For the longest time we've not had much data on our videos apart from what's available on all posts. Now, we can also see video views, and total as well as average watch time. This last metric is likely to be the most important to improve.



◆ **Mini-profile overview, with video uploads highlighted**

When you tap on a video creator's profile image or name in the video feed it gives instant access to a wealth of information including a summary of their most recent videos. This might be a great way to attract higher visibility.

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◆ More videos in search results

LinkedIn will deliver more videos in our search results and most likely they'll display ahead of other content, depending on your search query.

Video Features You May Not Know About

◆ Native live video in iOS

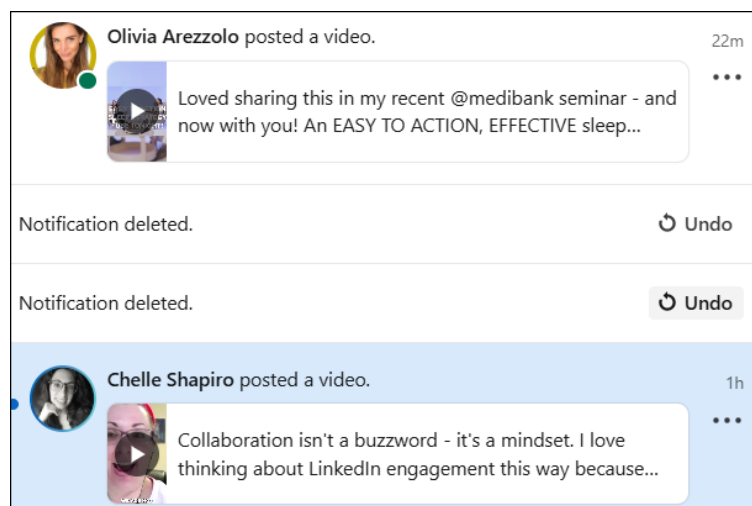
First reported back in October as a test on iOS devices, this may now be a little more widely available although still not on Android. This is a fast and easy way to publish a video post but doesn't allow you to add a thumbnail, edit the beginning and end, or add your own captions. But for publishing on the go, this is genius.

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◆ Notifications of videos

We're now seeing in our Notifications when videos are published. The curiosity or intrigue factor of this has merit and they will be eye-catching to many. Conversely, if you don't like watching videos, you can see what to avoid. The notification shows two lines from the text and a tiny thumbnail.



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