

# LinkedIn update H2/2024



Mic Adam



We have already seen 200 updates in 2024!



Let's take a look at  
about 30 new features



Thank you for all your questions!



# But let's start with one minute of silence...



## Company Page

- My Company tab
- Employee advocacy

## Personal page

- Creator mode
- Twitter Link
- People also viewed
- « Contact » sync
- Top Voice badges
- Link on photo
- Hashtag functions (?)

9 stops on our journey!



# Let's start with 7 Company Pages updates

- The new dashboard
  - Today's actions
  - Join conversations
- New location to invite your connection
- Company Page verification
- Featured posts
- New competitor view
  
- Company Page Premium

Feature	Description
<a href="#">Custom call-to-action (CTA) button</a>	Drive your prospects to take a desired action by adding a custom CTA button like <b>Visit website</b> , <b>Contact us</b> , and more. The button appears at the top of your Page, next to your Page posts in the LinkedIn feed, and in search results.
<a href="#">Who's visited my Page</a>	See eligible members who visited your Page each week to view their profile details or invite them to follow your Page.
<a href="#">Custom testimonial</a>	Build a credible presence and earn trust from prospects by showcasing a client testimonial. Add a quote from your client and an image at the top of your Page.
<a href="#">Credibility highlights</a>	Highlight unique strengths like awards, certifications, rankings, news features, or other notable highlights from the company to stand out across LinkedIn. Credibility highlights appear in the About section, search results, and top of the Page.
<a href="#">AI-powered post writing assistance</a>	Optimize your content with AI-powered post writing assistance to save time and engage more clients with your posts. Enhance your notes and ideas to create a first draft of posts.
<a href="#">Auto-invite engaged members to follow your Page</a>	Without Premium Company Page, you can only invite first-degree connections to follow your Page. Save time with an exclusive invite-to-follow option that allows you to automatically invite people who have engaged with your content to follow your Page, regardless of their connection degree. You can see how many followers came from auto-invites in your follower analytics.
LinkedIn Premium logo	A gold LinkedIn IN logo will appear at the top right of your Page header to show that you have a Premium Company Page subscription and to help your Page stand out.

# A new Windows desktop app


The screenshot displays the LinkedIn desktop interface. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging (with 1 notification), Notifications (with 3 notifications), Me (with a dropdown arrow), For Business (with a dropdown arrow), and Sales Nav (with 7 notifications). A search bar is located on the left side of the navigation bar.


The main content area is divided into three columns:


- Left Column (User Profile):** Features the profile of Mic Adam, an Independent LinkedIn® Trainer & Consultant Expert | Keynote Speaker in Seattle, Washington. It includes a 'Premium' badge for Social Recruitment, Employee Advocacy, Training, Consulting, and Coaching. Statistics show 1,439 profile viewers and 17,341 post impressions. A 'Go to Sales Navigator' button is also present.
- Middle Column (Post):** Shows a post by Tom Baeten, 13 minutes ago. The post text is in Dutch: "Adverteren op LinkedIn® is zoals muziek draaien op een feestje. Als dj ben jij verantwoordelijk voor de dansvloer. ...more". It includes a 'Show translation' option and a list of users who liked the post: Jany Ertveldt and 2 others. Interaction buttons for Like, Comment, Repost, and Send are visible.
- Right Column (LinkedIn News):** Displays a list of top stories, including "Hurricane Milton makes landfall", "DOJ weighs a Google breakup", "America's top startups, by city", "Health premiums soar to new highs", and "Disneyland Calif. hikes its prices". Below the news is a section for "Play today's puzzle games" featuring "Tango #2", "Queens #162", "Pinpoint #162", and "Crossclimb #162".

# LinkedIn wants you to stay on the platform...





Stay in touch through daily games < >

 **Tango #2**  
Wednesday, Oct 9 [Play](#)

 **Queens #162**  
Wednesday, Oct 9 [Play](#)

 **Pinpoint #162**  
Wednesday, Oct 9 [Play](#)

## Connections who played this game ×

-  **Margot Thomassen MENTARIS**  
Psycholoog | Register Coach RL Loopbaan Adviseur | Trainer | Eigenaar  
MENTARIS | Ontwikkeling van Talenten & Teams | Drijfveren en Inzetbaarheid  
| Leiderschap en Organisatie-advies | Werkgeluk| HR Strategie | 0629033790
-  **Lara Quie**  
Business Opportunity Connector | Collaborator | Community Builder |  
Business Development Strategist | Former Lawyer | Assisting Litigators with  
Asset Tracing, Expert Witnesses, Cybersecurity, Forensics, Data & Analytics
-  **AJ Wilcox**  
LinkedIn Ads Fanatic and Host of The LinkedIn Ads Show | Secret Weapon of  
B2B Marketers | CEO B2Linked.com
-  **Gus Bhandal**  
The UK's number one\* LinkedIn™ trainer 🌟 for business owners, teams &  
executives 🍌 to increase your visibility 🍌 and help you to attract clients.  
🍌 \*accordina to mv mum. 🍌 The Saueeze Membership comina soon.

Who can see if you played

Only me

[Start game](#)



# 7 profile changes of interest...

- Profile verification
- All-star status bar is back
- More skills (100)
- New settings
  - Who viewed your profile
  - LI can feed its AI with your content
  - Company Page download your data
- Resource buttons
- Follow link code
- Weekly tracker



## Weekly sharing tracker

Increase your visibility by posting or commenting. We suggest taking 3 actions every week.



Oct 7-13

35 of 3 actions

Great work! Congratulations on exceeding the weekly sharing goal.

7 posts

Members who post once per week on average see up to 4x more profile views.

[Start a post](#)

28 comments

Members who comment once per week on average see up to 3x more profile views.

[Comment on feed](#)

# Networking & Searching

- Redesign the 1-2-3 degree selection
- Search by content type
- Search for older content in posts
- Trick to see content from people (Sales Nav alternative)
- New message view
- Other profiles proposed
  
- 5-10 personalised connection requests/month
- 10 free group messages/month



# Operational and posting changes

- Crisper engagement buttons
- Degree of commenter removed (in roll out)
- Add events after signup to your calendar
- Posting
  - Draft for posts & messages
  - 4 images in a post
  - Links in post preview
  - Repost & Repost with thoughts
  - Unique views vs impressions
  - Collaps comments
  - Schedule polls
  - AI created images are tagged (CR)



# Everyone's question, of course!



- Driver = Likes/Comments
- Contributors are:
  - Read
  - Save
  - Send
  - Reposts
- Mixed content
- Consistent posting
- Hashtags: Yes/No?

# Mobile changes

- Truncated headline
- New location for events & more
- Slide Right for messages
  
- More audio events
- New Video feed



# AI = Premium

- Verified recruiter
- LinkedIn has fallen in love with AI
  - Profile (Headline – About)
  - Networking (message crafting)
  - Post rewriting
  - Recruiter searches
  - Sales Navigator searches
  - Advertizing assistant
  - LinkedIn Learning assistant



Time to answer all your remaining questions

