

LinkedIn Guide to Little Stuff

First published July 2014 – subject to change (hey, it's social media)

The following shares some of the little stuff you may not know how to find on LinkedIn®. This is not a complete list of stuff.

Profile Stuff

Maximum Character Counts (includes spaces)
Company Name – 100 characters
Professional Headline – 120 characters
Background Summary – 2,000 characters
Experience/Title – 100 characters
Experience/Description – 2,000 characters
Skills
Add Skills – 50 skills limit

Message Stuff

Status Updates
Maximum character count – 700 characters
If posting to Twitter – only first 140 characters is visible
Connection Messages
Can send to 1 st connections only – maximum of 50 recipients per message
InMail Messages (messages to people you are not connected to)
Basic (free) account – can purchase 10 InMail credits
Premium (paid) account – between 3 and 25 InMail messages credit/month – depending on plan
Invitations to Connect
Lifetime maximum of 3,000 invitations – can request additional from LinkedIn®

Settings Stuff

Profile Privacy Controls
Activity broadcasts – can turn off activity updates (e.g., changes to profile, people you follow)
Additional option – can decide at time of update if you want to publish that update or not



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Settings Stuff (continued)

What others see when you've viewed their profile
Options – Your name and headline, Anonymous profile with industry/title, Totally anonymous
"Viewers of this profile also viewed" box
Options – Show/hide this box from profile
Communications Privacy Settings
Research – Turn on/off invitations to participate in research
Partner InMail – Turn on/off InMail from LinkedIn® partners
Groups, Companies & Applications Privacy Settings
Data Sharing – Turn on/off the sharing of your data with third party applications
Plugins – Opt in/out of sharing of information of your visit to sites with LinkedIn® plugins
Account Privacy Settings
Ads – Opt in/out of third-party ads



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