

LinkedIn's Best New Features of 2018 And How to Use Them to Get Better Results for Your Business

by Lynnaire Johnston, Word Wizard

LINKEDIN HAS PUMPED OUT NEW FEATURES AND UPDATES AT A SNAPPY PACE THIS YEAR. HERE ARE THE ONES THAT WILL HELP YOU CEMENT RELATIONSHIPS AND GET NOTICED.

VOICE MESSAGING

LinkedIn allows you to leave voice messages for first-degree connections via the mobile app. This is brilliant for creating a good impression as you can see by these messages I've received in response to my voice message:

"I have received over thousands of messages on LinkedIn. Your voice note by far tops everything else. Extremely refreshing and extremely creative."

"You stood out with this personalized message."

"It's not often I get a voice message. Incredible!!!"

DOCUMENTS

When you upload a post, you can now attach a document. Previously, your main alternatives were text-only posts, image posts and video posts. As of mid December, LinkedIn was boosting posts with an attached document, giving them many more views than normal.

GROUPS

LinkedIn has revamped Groups and they are now displayed on your Home page, at the bottom left under Your Communities. Each Group has its own newsfeed, just like your main newsfeed, where posts from members are displayed. Most of the functions you find in the newsfeed are available here too, including the ability to upload video posts. To date, this revamp doesn't appear to have resulted in much significant increase in the popularity of LinkedIn Groups.

COMPANY PAGES

LinkedIn revamped Company Pages quite recently amid speculation that posts from these pages may begin to appear in the main newsfeed. As of now, this hasn't yet been the case.

FIND NEARBY

This feature, when turned on, allows you to learn which other LinkedIn members are nearby, provided they also have the feature turned on. This is ideal for networking situations but seems to have little other use.

COMMUNITIES

Hashtags have come into their own on LinkedIn this year with the arrival of Communities. Add them to posts, use them to search for content and develop a library of your own material. There are official LinkedIn hashtags or use your business name, your own name (if it is sufficiently different) and/or your primary industry or keyword.

OTHER NEW FEATURES

LOCATION – Recently added as a messaging feature on the mobile app.

KUDOS – When posting an update give a shout-out to a connection for being a "Team Player," "Amazing Mentor," "Inspirational Leader" etc. There are 10 Kudos categories.

To learn more about how to create an impressive presence on LinkedIn visit [this page](#) on my website, or to find out how I can help you stand out from the crowd on LinkedIn through my marketing programme, ConnectMe, please visit [this page](#).

