This Mum

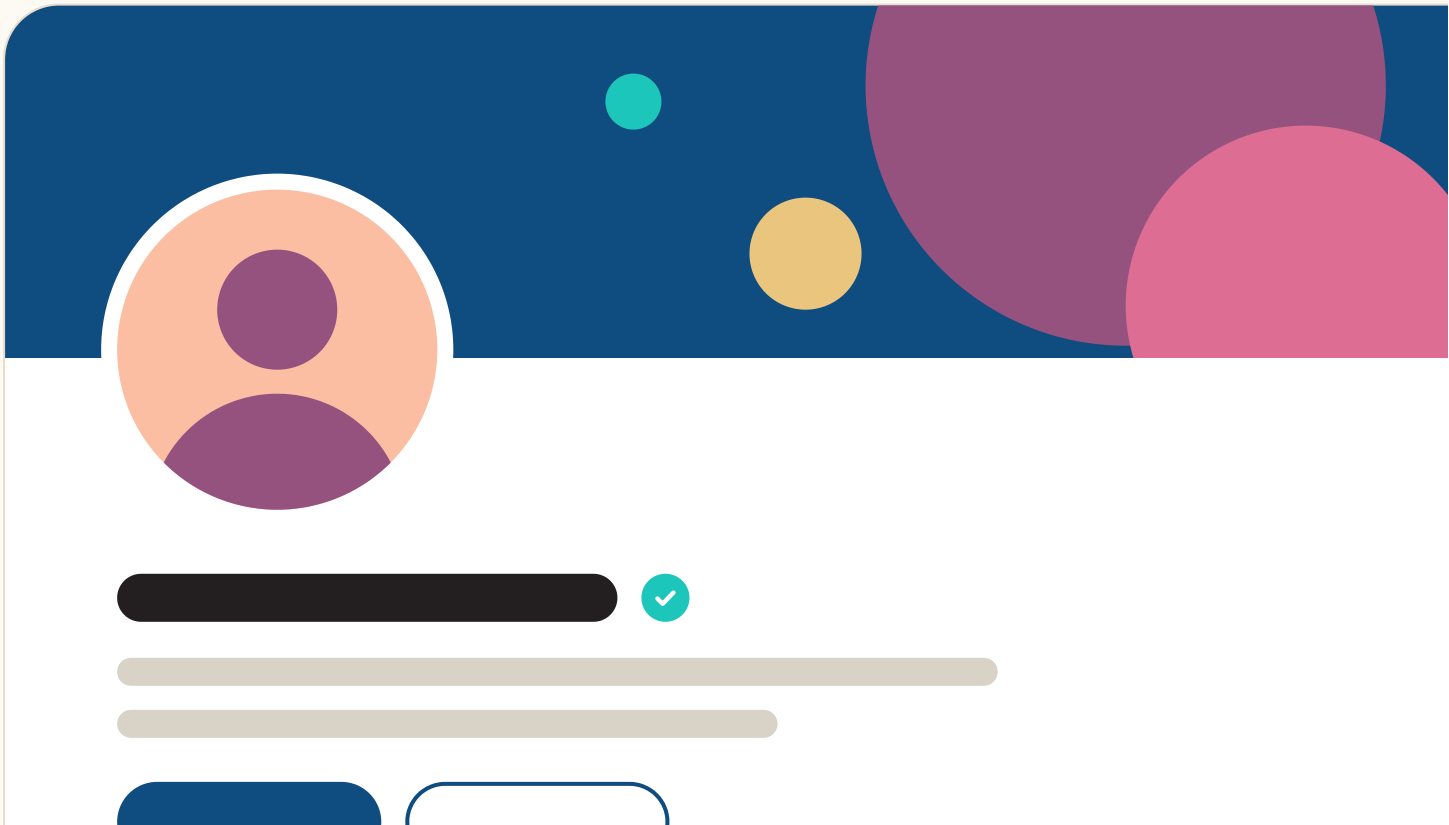
PART ONE
Visual overview

2026/27 EDITION

LinkedIn Profile Toolkit

What to put in every section of your profile, and how the feed decides who sees your posts.

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A profile that sounds like you



A NOTE BEFORE YOU START

Cherise Lindsey

Founder, This Mum

Chartered Marketer

2026/27 edition

Every limit and finding checked against its source, November 2026.

Helena Marsh, the example profile in this guide, is fictional.

Use this guide to make your profile more you and less generic.

The profiles I'm asked to fix nearly always have the same problem. They could belong to anyone.

People decide in a few seconds whether you're someone they'd like to talk to. A clear photo of your face, a banner with some personality and an About that sounds like you do more than any clever headline.

I've spent more than 15 years shaping how organisations and their people present themselves. What follows is what I'd tell you across a table: what to put in each section, the limits for 2026/27, and what LinkedIn now says about who sees your posts.

Take what's useful and make it yours.

Cherise

WHAT I CHANGE FIRST

What most profiles get wrong

I see the same five things on almost every profile I'm sent. Here they are on one profile, then the same person with all five fixed.

Before





WHAT I SEE

A photo taken from too far away
I should see your face, on a plain background. No pub, holiday or glamour selfies.

A banner crowded with logos and text
So much at once is hard to take in, and people look away.

A banner that repeats you
Your face and headline are already on the page.

A headline of claims with no proof
Be bold and be clear about what you sell. People believe a claim when the proof is beside it.

An About that could be anyone's
Generic words help no one.



WHAT I DO

Fill the frame with your face
Good light, plain background, recent.

Give the banner one job
Show some personality, or say one thing the rest of the profile doesn't.

Say what you do, and for whom
With confidence, and with your proof where people can see it.

Write the About as yourself
Sound like someone people could have a conversation with. Say what working with you is like.

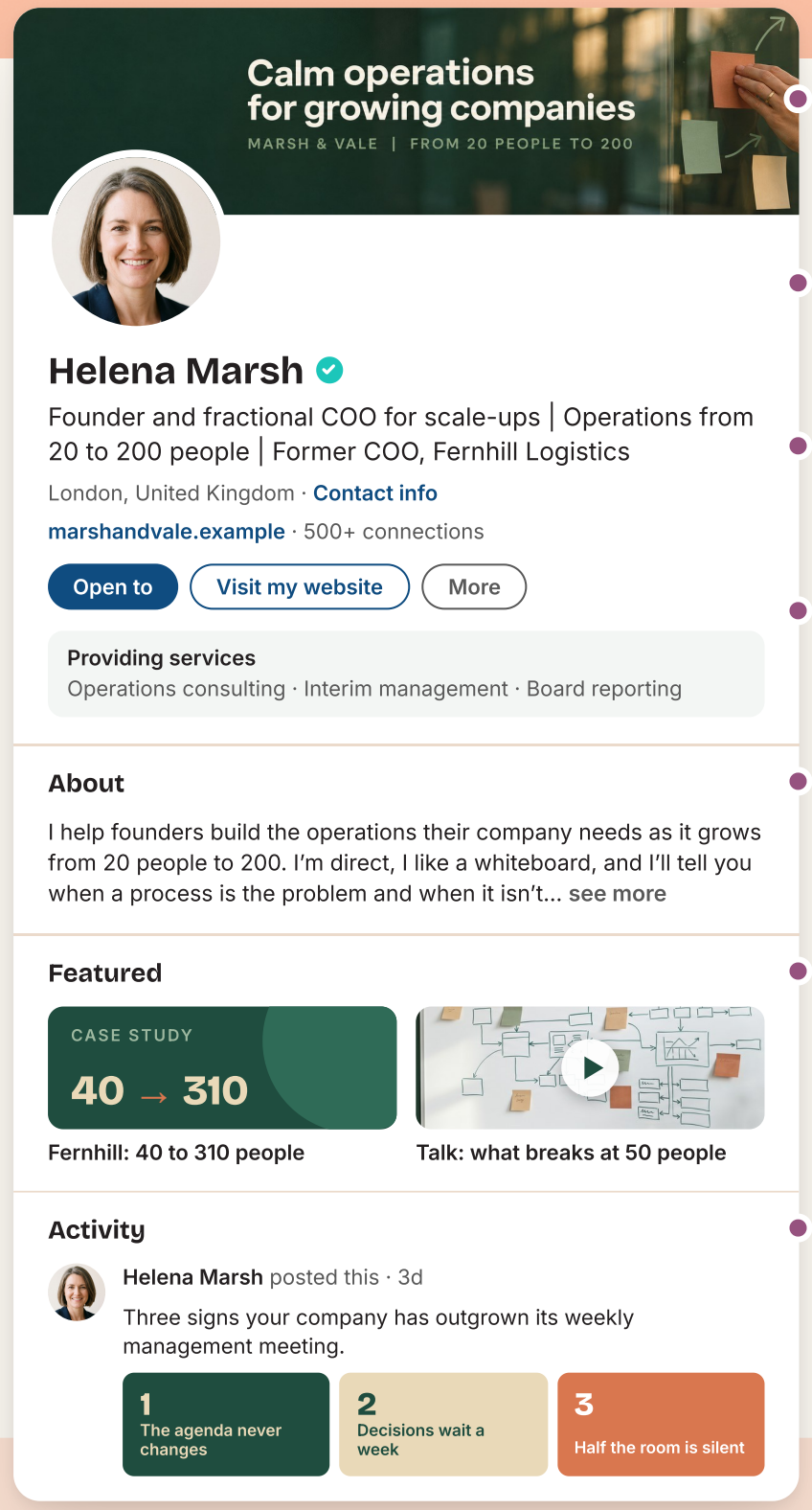
After



SECTION BY SECTION

The top of your profile

People read this part first, on your profile and beside every comment you make.



Background

Show what you do or who you work with. Keep any words to the right, clear of your photo. 1,584 × 396 pixels.

Profile photo

Recent, well lit, on a plain background. Your face fills about 60% of the frame. 400 x 400 pixels or larger.

Headline

What you do and who for, most important words first. Search and comments show only the start. 220 characters.

Contact and links

Your contact details and a website link. "Open to" shows what you're available for.

About

Write in the first person, the way you speak. Say what you do and for whom, then give proof. 2,600 characters.

Featured

Pin the work you most want seen: a case study, a talk, an article. Strongest first, and replace items as your work changes.

Activity

Visitors look here to see what you talk about. Comment in your own words in weeks when you don't post.

What people see first

Your photo, name and the start of your headline appear beside every comment you make.

Name and badge

Use the name people know you by. Add the verification badge if LinkedIn offers it to you.

Premium slideshow

Premium Business members can add up to five backgrounds that rotate. Give each one message.

SECTION BY SECTION

The rest of your profile

People who scroll this far are deciding whether to contact you. Give them proof.

Experience

Use your official job titles. Under each, say what changed because of your work, with numbers where you have them. Choose the correct company page so its logo shows.

Education

Your highest and most relevant qualifications, with dates.

Licences and certifications

Current memberships and certificates. Remove any that have expired.

Skills

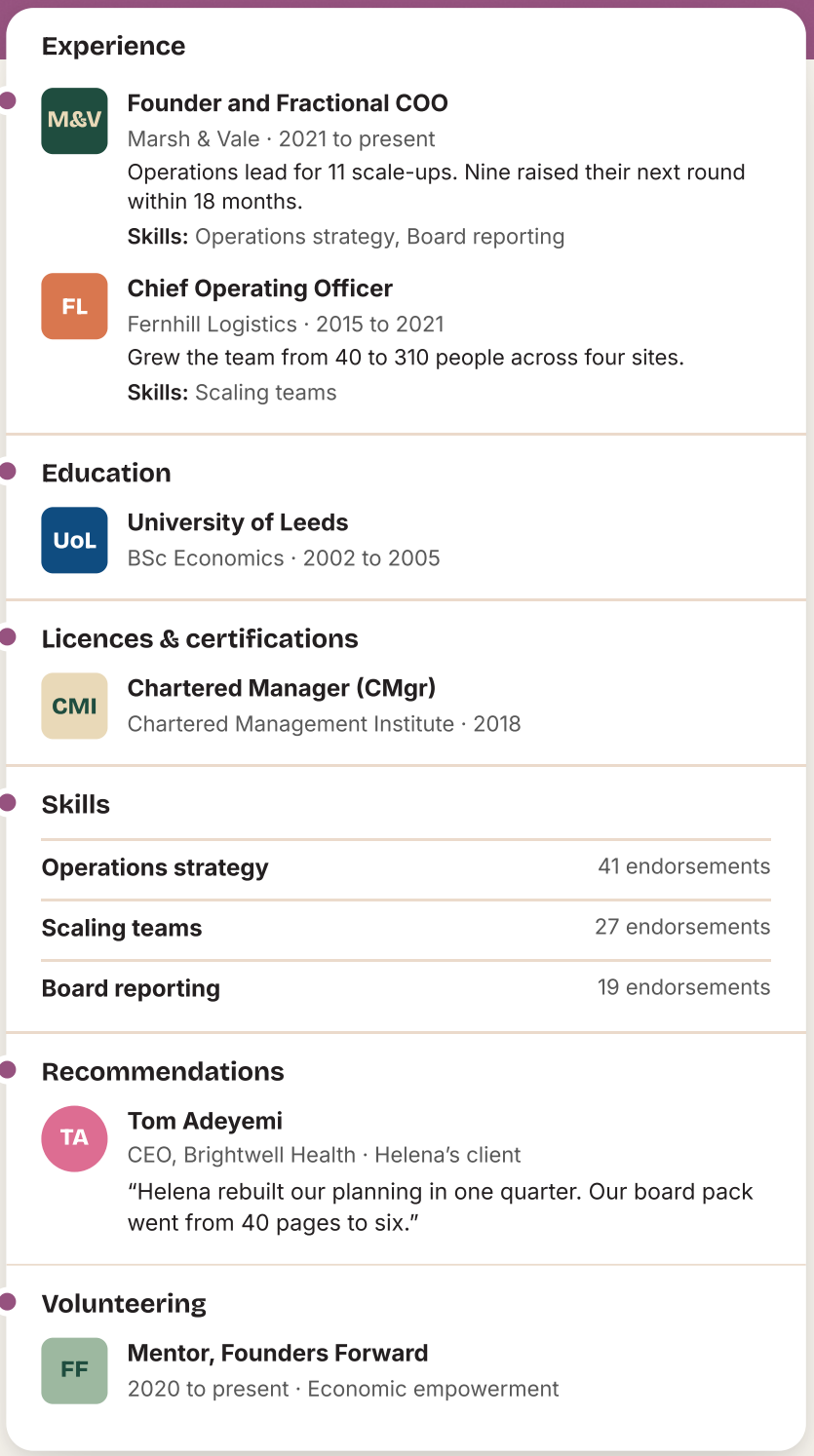
LinkedIn allows up to 100. Aim for 20 to 30 you want to be found for, strongest first, and attach them to the roles where you used them.

Recommendations

Ask clients, managers and colleagues who know your work well. Suggest a project or result they might mention.

More sections

Volunteering, projects, publications, awards and languages. Add the ones that support the work you want next.



Edit your custom URL

LinkedIn gives you a random profile URL. Change it with the edit icon beside "Public profile & URL".

Two settings to check

While you edit, turn off "Share profile updates with your network". "Data for Generative AI Improvement" is on by default.

Just starting out?

With no job history yet, use Education, Projects and Volunteering for placements, societies and part-time work.

How the feed works now

Six things LinkedIn has said in public since December 2025.



Posts are matched by topic

Large language models read what a post is about and match it to people by industry, skills and experience.

LinkedIn, 12 March 2026

Engagement bait is shown less

"Comment to agree" prompts, recycled posts and unrelated videos are being reduced.

LinkedIn, 12 March 2026

Automation breaks the rules

Comment tools and engagement pods are not permitted. Automated comments can be hidden.

LinkedIn, 13 March 2026

Generic AI posts get less reach

Using AI to help you write is allowed. Generic AI posts often reach first-degree connections only.

LinkedIn, May 2026

Hashtags do not change reach

They stay clickable and searchable, with no effect on how widely a post is distributed.

Gyanda Sachdeva, LinkedIn, Dec 2025

Post two to five times a week

LinkedIn's own recommended range. Space out posts on similar topics.

Gyanda Sachdeva, LinkedIn, Dec 2025

What the data shows

Four studies, more than 6.5 million posts

150–174

words had the highest median reach

Larger accounts did better with shorter posts.

Shield, 167,940 posts

35% fewer

impressions when a link preview card is the only visual

A typed URL made no measurable difference.

MagicPost, 865,980 posts

Carousels

and multi-image posts beat single images and video

On most measures, on personal profiles.

Metricool, 673,658 posts

3pm–8pm

on weekdays had the highest engagement

Local time. Wednesday was the strongest day.

Buffer, 4.8 million posts

Advice to drop

- ✕ **Use 3 to 5 hashtags**
  LinkedIn says hashtags have no effect on distribution.
- ✕ **1,200–1,600 characters**
  No 2026 study I checked supports this range.
- ✕ **Link in the comments**
  MagicPost found no measurable benefit over a URL in the post.
- ✕ **3x reach for selfies**
  I could not trace this figure to an original source.

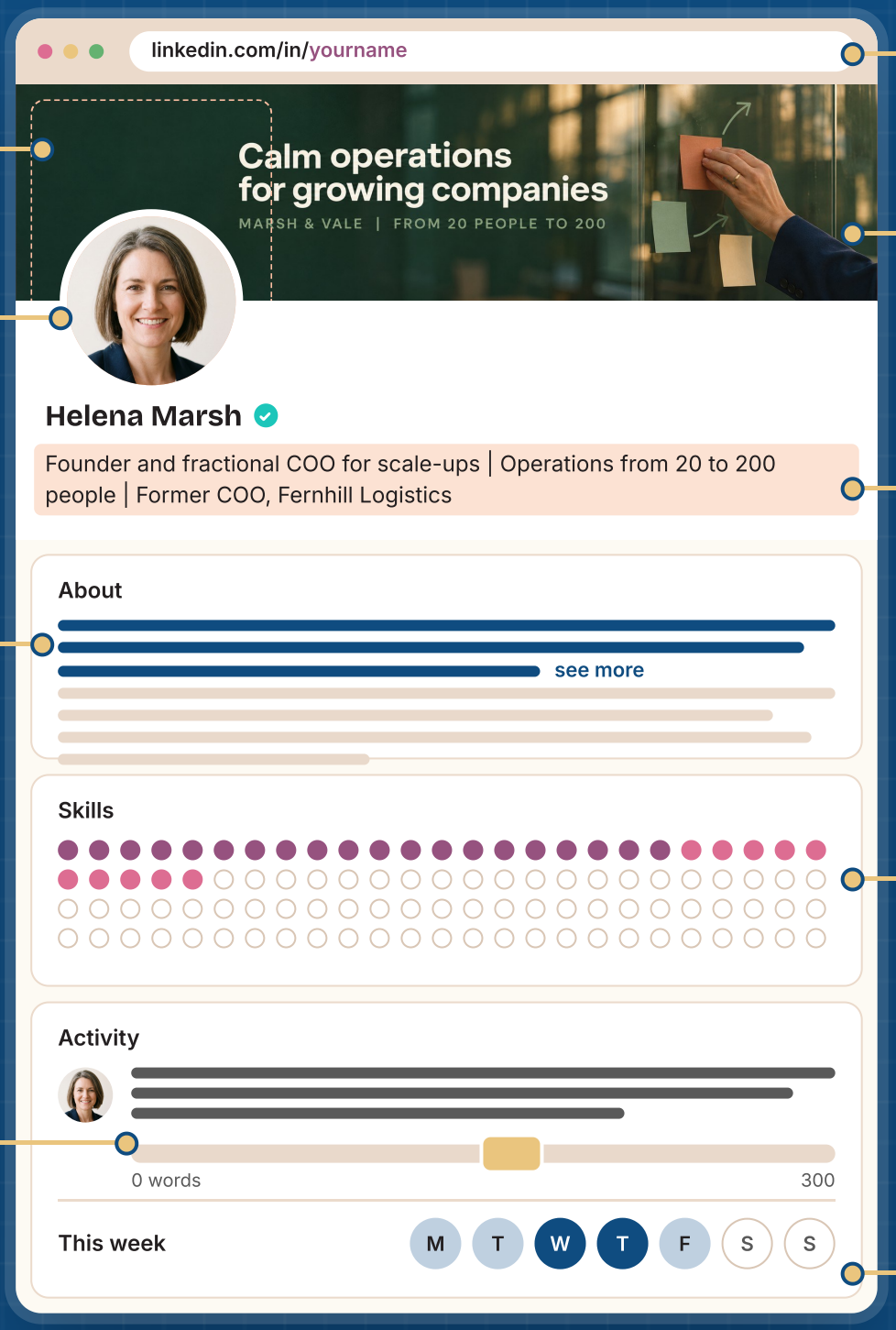
What to do with this

1. **Post about the work** you want to be known for.
2. **Use AI to help,** then add your own experience.
3. **Post two to five times a week,** about 150 to 175 words or a carousel.
4. **Comment in your own words.** Skip tools, pods and hashtag blocks.

SIZES AND LIMITS, 2026/27

The LinkedIn profile blueprint

Every size and limit, on one profile.



1,584 × 396 pixel background. JPG or PNG

400 × 400 pixel photo, or larger

2,600 characters in About. Only the first lines show

150–174 words per post reached furthest

3–100 characters in your address

5 rotating backgrounds with Premium Business

220 characters in your headline. This one uses 108

100 skills allowed. 20 to 30 is plenty

2–5 posts a week. Midweek did best

Rather have yours done for you?

I rebuild your LinkedIn profile with you, section by section. A profile ready for when people look you up.

thismum.co.uk/linkedin-profile-rebuild

This Mum

Limits: LinkedIn Help and the profile editor, Nov 2026. Posts: Shield, Buffer