

Guide to Leveraging the LinkedIn Featured Section



The LinkedIn Featured section is a powerful tool that allows you to showcase your most impressive work samples, achievements, and content. Whether you're a professional looking to highlight your skills or an entrepreneur promoting your brand, the Featured section can be a game-changer for how others perceive your expertise.

Here's everything you need to know to make the most out of the LinkedIn Featured section:

What is the Featured Section?

The Featured section is a prominent area on your LinkedIn profile where you can display your best content. This could include posts you've authored, articles you've published on LinkedIn, or even external media like images, documents, and links. It serves as a virtual portfolio, allowing you to share your accomplishments and skills with anyone who visits your profile.

Why is Content Displayed in the Featured Section?

Previously, media such as images, links, and documents may have been included in your "About" section. However, LinkedIn moved this content to the Featured section to give it more visibility. This new placement helps you to showcase your work in a more prominent and organized way, offering a clear representation of your professional skills and accomplishments.

Featured vs. Activity Section: What's the Difference?

While both sections allow you to showcase content, the Featured section is more curated. You select exactly what you want to highlight, ensuring that only the best and most relevant pieces are displayed.

In contrast, the **Activity section** reflects all of your actions on LinkedIn for the past 45 days, including articles, posts, comments, and likes. This section is updated automatically and appears

just below the Featured section on your profile. The Activity section is less curated, meaning it showcases a more comprehensive, but less selective, view of your activity.

Types of Content to Feature

You can add a variety of content to the Featured section, including:

- **Posts you've authored:** Showcase articles or updates you've written directly on LinkedIn.
- **Articles published on LinkedIn:** Long-form articles that display your knowledge and expertise.
- **External media:** Images, videos, documents (e.g., PDFs, slides), and links (e.g., to personal websites or projects).

When choosing what to feature, think about your personal brand and what represents your skills and experience best. You want to highlight content that you're most proud of and that will leave a strong impression on potential employers, clients, or colleagues.

How Much Content Can You Include in the Featured Section?

There is no strict limit to how much content you can feature. You can add as many items as you like, and you can also remove or reorder them at any time. This flexibility allows you to manage your Featured section dynamically as your portfolio grows or as you wish to emphasize different work over time.

What If You Don't Have Any Content to Feature?

If you don't have any content to add to the Featured section, it will remain hidden from others who view your profile. This means that if you're just starting out or have not yet created media you want to share, your profile will appear clean and professional without a Featured section.

Who Can See the Content in the Featured Section?

The visibility of content in your Featured section follows the same settings as the rest of your LinkedIn profile. If your posts are only visible to your connections, then the content in your Featured section will be similarly restricted. This gives you full control over who sees what.

It's also important to note that **the Featured section is not discoverable through search**. Only those who visit your profile will be able to see your featured content.

Can People Without a LinkedIn Account View the Featured Content?

No, the Featured section is only accessible to people who have a LinkedIn account and are logged in. Therefore, to view your featured content, someone must be a LinkedIn user.

How is the Content Ordered, and Can You Reorder It?

By default, any newly featured content will appear first in your Featured section. However, you have the flexibility to reorder this content at any time, allowing you to prioritize certain pieces over others based on relevance or importance.

Can You Add Content to the Featured Section Automatically?

Currently, there is no way to automatically add posts to your Featured section. If you wish to feature a post you've shared, you need to manually add it by clicking the "More" icon (three dots) on the post and selecting "Feature on profile."

How to Manage Content in Your Featured Section

You can edit, remove, or delete any content in your Featured section at any time. Here's how it works:

- **Remove from Featured:** This unpins the content from your Featured section, but does not delete it. It will still appear in your Activity section.
- **Delete:** This permanently removes the content from both the Featured section and your LinkedIn profile.

Can Companies Use the Featured Section?

The Featured section is currently only available on **individual** LinkedIn profiles, not company pages. However, if you're using your personal profile to represent your business or showcase your work, you can still feature relevant content related to your company.

For organizations, LinkedIn Pages serve as the platform for sharing company news, job postings, and more.

Final Tips for Using the Featured Section Effectively

- **Be selective:** Focus on the work you're most proud of and that best represents your skills and achievements.
- **Keep it updated:** Regularly update your Featured section to reflect new accomplishments or content.
- **Organize content logically:** Arrange your featured content to tell a clear story about your professional journey or skills.

By effectively using the LinkedIn Featured section, you can turn your profile into a dynamic portfolio that impresses viewers and strengthens your professional identity.

Hope you find this guide helpful.

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