

LINKEDIN

TEXT COUNTS
IMAGE SIZES 2021

Never guess again!

Profile Page:

Name: first name: 20 characters, last name: 40 characters

Headline: 220 character limit (increased from 120 in April 2020)

About: 2,600 character limit (used to be 2,000)

About: cut-off desktop: 270-320 characters (clicking 'See more')

About: cut-off mobile: 20-25 characters

Position title: 100 character limit

Position description: 200 character minimum (2000 max)

Featured section: 50 max, 2.5 visible

Recommendations: 3,000 character limit

Recommendations: 2 visible (ordered by date added), unlimited

Skills: 50 max, 3 visible

Endorsements: 99 visible, unlimited

Contact Info:

Website Anchor text: 30 maximum characters

Website URL: 256 maximum characters

Vanity (custom) URL: 5-30 characters (after 'linkedin.com/in/')

Phone number: 25 character limit

IM (Instant message): 25 character limit

Address: 1,000 character limit

LinkedIn Post:

Post cut-off: 210 characters or less (before clicking 'See more')

Post body: 1,300 characters

LinkedIn Article:

Headline: 100 characters

Photo credit: 250 characters

Article body: 40,000 characters

LinkedIn Group:

Membership: 100 groups max

Discussion title: 200 characters

Discussion body text: 2000 characters

Comments: 1000 characters (per comment)

Pending new group invitations: 10

Co Page:

Company name: 100 characters

Page description (About Us): 2000 minimum, 1500 max

Status (Update Tab): 700 characters (250 characters w/link)

Career Page:

Page Name: 50 characters

Co Leaders Headline: 150 characters

Co Leaders Description: 150 characters

Employee Testimonial: 400 characters

Custom Module Title: 150 characters

Custom Module Body: 500 characters

Custom Module URL: 70 characters

LinkedIn Advertising

LinkedIn text ad headline: 25 character limit

LinkedIn text Ad message body: 75 character limit

LinkedIn direct sponsored content: 160 character limit

Misc.

Following: you can follow an unlimited number of users

InMail: 200 characters (title/subject), 1,900 (body text)

Comments (post/articles): 1,750 character max

LinkedIn '1st Degree' Network: 30,000 max

Invitations to connect message: 300 characters

Invitations to connect: 3000 - 5,000 (approx.)

User blocking: 1,000 blocks

Image Sizes

Profile page cover image: 1584 x 396 pixels (4:1 proportion)

Headshot: between 400 x 400 pixels and 20,000 x 20,000 px

Featured section: 1.91:1 ratio, 800 × 800 pixels min

Article cover image: 698 x 400 pixels

Photo share: 1200 x 1200 (desktop), 1200 x 627 (mobile)

Post video: 256 x 144 min 4096 x 2304 max

Post link/update post: 1200 x 628 pixels

Group logo: 300 x 300 pixels

Group cover image: 1536 x 768 pixels