LinkedIn Adds 3 New Features to Pages

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LinkedIn revealed three new features for pages Wednesday: invite to follow, LinkedIn Live and the ability for page administrators to share updates from either their profiles or their pages, directly via the professional network's homepage.

The company said in a blog post, "Today, more than 50 million organizations around the world rely on LinkedIn pages to help them engage with their customers, prospects and employees. We're constantly investing in pages and have recently introduced features like employee notifications, kudos and team moments and community hashtags to bring that to life.

Admins can now invite first-degree profile connections to follow their pages, so that they can grow their organizations' communities and reach relevant followers.

LinkedIn said in its blog post, "You've shared that one of the biggest pain points of building a brand is increasing your numbers of engaged and relevant followers."

The professional network also added the option for members to opt out of receiving invites, and admins are limited to sending 50 invites per day.

Livestreaming via LinkedIn Live is coming to all pages, with the professional network saying it will roll out a stream targeting feature with third-party tools—including Restream, Wirecast and Socialive—to help pages reach the right audiences across different languages and locations.

Private testing capabilities will also enable admins to ensure that their livestreams are ready to go.

LinkedIn said brands already using LinkedIn Live have seen seven times more reactions and 24 times more comments on those videos than on standard video posts on the professional network.

Finally, admins can share updates from their profiles or pages directly via the homepage.

LinkedIn said in its blog post, “Our new toggle switch on the homepage share box reduces friction and allows you to post from the same place you already post on LinkedIn so that you can promote your organization’s brand in the way that works for you.”

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