

8 Stunningly Clever LinkedIn Hacks

By [Andy Foote](#) | Feb 22, 2019 | [Hack](#), [LinkedIn](#), [Marketing](#), [Mobile](#) | 37 comments



(1) Add Bold, Italic, Bold Italic, Underline, Monospace fonts (and others) ANYWHERE on your LinkedIn profile.

Open up a brand new world of text creativity by using <https://coolsymbol.com/cool-fancy-text-generator.html> Just type in the box then copy and paste to anywhere in a LinkedIn text field. 86 different fonts to choose from, but remember – just because you *can*, doesn't mean that you *should*. You want folks to react with "How did he do that?" not "Why did he do that?". Be sure to check how your profile is rendered on different devices when using these fonts, if it looks great on LinkedIn but shite on Android, you can then make an informed decision on when/whether to use them. I like to use this tool to make my content easier to read on LinkedIn posts, here's an example of my use of **bold**:



.....ANDY FOOTE.....



The reason I'm not smiling? I've seen too many awful LinkedIn profiles today.
5d

So, I see you're using a city scene photo in your header.

Why?

Says absolutely nothing about your professional brand.

I'll demonstrate with a speed networking conversation:

"Hi, I'm Andy"

"Hi Andy, I'm Steve"

"Pleased to meet you Steve, what do you do?"

"Chicago"

"Sorry, what?"

"Chicago"

"Ok! See you around Steve and good luck"

I get it, it's so easy to find a shot of your home city and bonus - it has office buildings, so that conveys....business?

But what you're actually telling everyone is that you can't figure out how, or can't be bothered to, define and project your brand in your header. So you settle on that boring city shot. Easy mistake to make and to avoid.

My advice: spend the extra time to find an image that aligns with or says something about what you do professionally.

(2) Tag (mention) ANYONE in a post or comment without being connected with them.

The inability to tag LinkedIn users who weren't 1st degree connections used to be a big frustration of mine. Thankfully, I found a solution. I discovered that the LinkedIn search robot will diligently look for the user – if you give it a little more information. So for my example, I'm going to use *Elizabeth Ward* as a 'test'. Elizabeth and I are not connected, as you can see she's a 2nd Degree 'connection'. Note her brand is called *Virtuoso Legal*.



The image shows a LinkedIn profile card for Elizabeth Ward. At the top, there is a banner with a background of glowing light tubes. On the left of the banner is a circular profile picture of Elizabeth Ward, a woman with blonde hair wearing a purple patterned top. To the right of the profile picture, the banner contains the text: "We're an award-winning team of specialist Intellectual Property solicitors. We'll understand your business, protect your assets and fight your corner." In the bottom right corner of the banner is the "Virtuoso Legal" logo. Below the banner, the name "Elizabeth Ward" is followed by "• 2nd". Her bio reads: "Founder Virtuoso Legal #intellectualproperty #solicitor - #trademarks #brandprotection #copyright #patent #litigation". Her location is listed as "Leeds, United Kingdom". To the right of her bio, there are four items: the "Virtuoso Legal" company logo, "Leeds Metropolitan University" with a university icon, "See contact info" with a document icon, and "500+ connections" with a people icon. At the bottom of the profile card are three buttons: "Connect" (blue), "Message" (white with blue border), and "More..." (white with blue border). The LinkedIn logo is visible in the top right corner of the profile card area.

We're an award-winning team of specialist Intellectual Property solicitors. We'll understand your business, protect your assets and fight your corner.

Elizabeth Ward • 2nd

Founder Virtuoso Legal #intellectualproperty #solicitor - #trademarks #brandprotection #copyright #patent #litigation

Leeds, United Kingdom

[Connect](#) [Message](#) [More...](#)

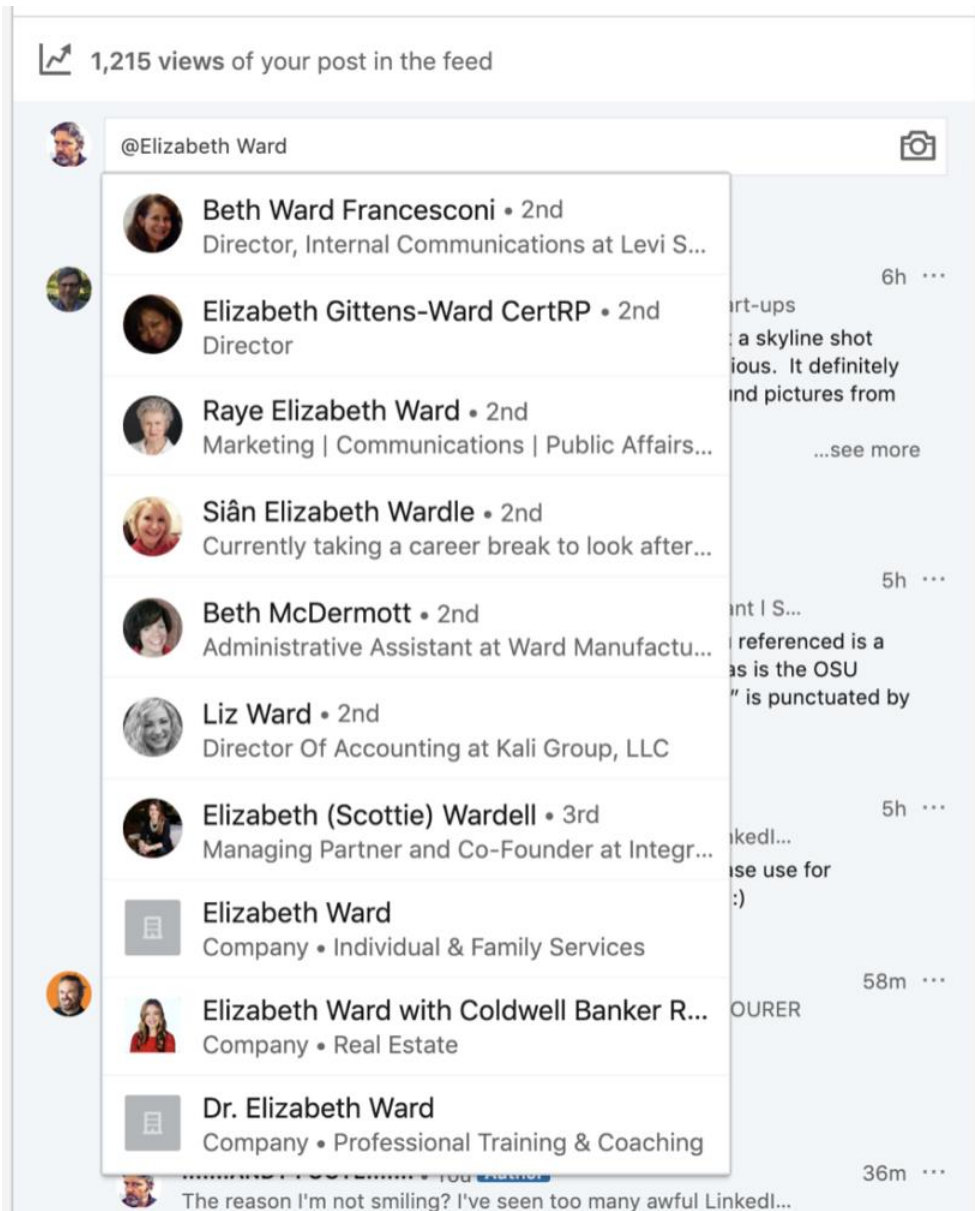
Virtuoso Legal

Leeds Metropolitan University

See contact info

500+ connections

So, let's say I want to tag Elizabeth, I type in her name and....she doesn't appear in the suggested list even though LinkedIn search has served up some other 2nd Degree users.



After you've typed the name, start to type something that is obvious about the person's brand/profile (a key identifier, like Employer). So I started to type 'Vi' as in '*Virtuoso Legal*' and the LinkedIn auto complete is very fast, it presented her immediately in the tag search.

1,215 views of your post in the feed



@Elizabeth Ward Vi



Elizabeth Ward • 2nd
Founder Virtuoso Legal #intellectualpropert...

6h ...



Victoria Ward • 3rd
Marketing Executive & British Showjumping...

art-ups
a skyline shot
ious. It definitely
and pictures from



Elizabeth Ward • 3rd
Director - Capital Development at Virtus Re...

...see more



Elizabeth Ward • 3rd
Senior Account Executive at Visa

5h ...



Elizabeth Ward • 2nd
Chairman of the Board at Violence Preventi...

ent I S...
referenced is a
as is the OSU
" is punctuated by



Elizabeth Ward • 3rd
SharePoint Analyst

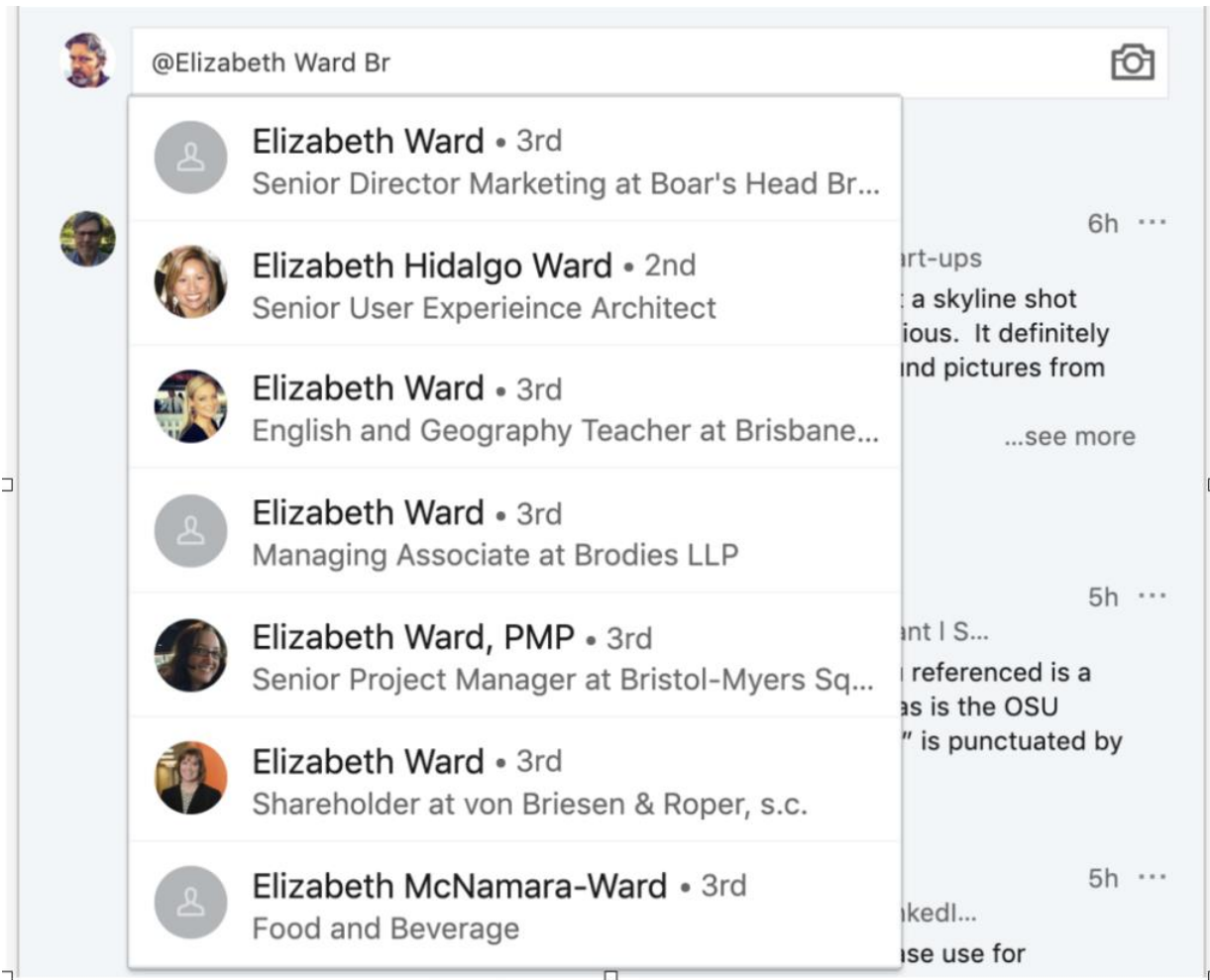


Elizabeth Ward • 3rd
Shareholder at von Briesen & Roper, s.c.

5h ...

okedl...
use use for

I tested it again with another *Elizabeth Ward* who's at *Briesen & Roper*. She's a 3rd Degree and also didn't come up in my initial search on *Elizabeth Ward*. So I typed her name added 'Br' and found her straight away! Pretty cool right?

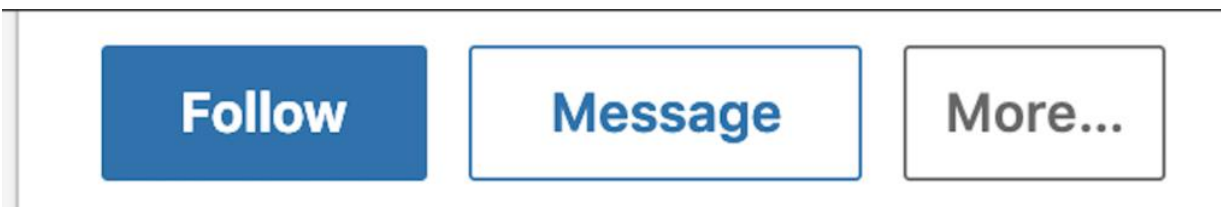


(3) Change your **CONNECT** button to **FOLLOW**.

LinkedIn recently allowed users to switch from this:



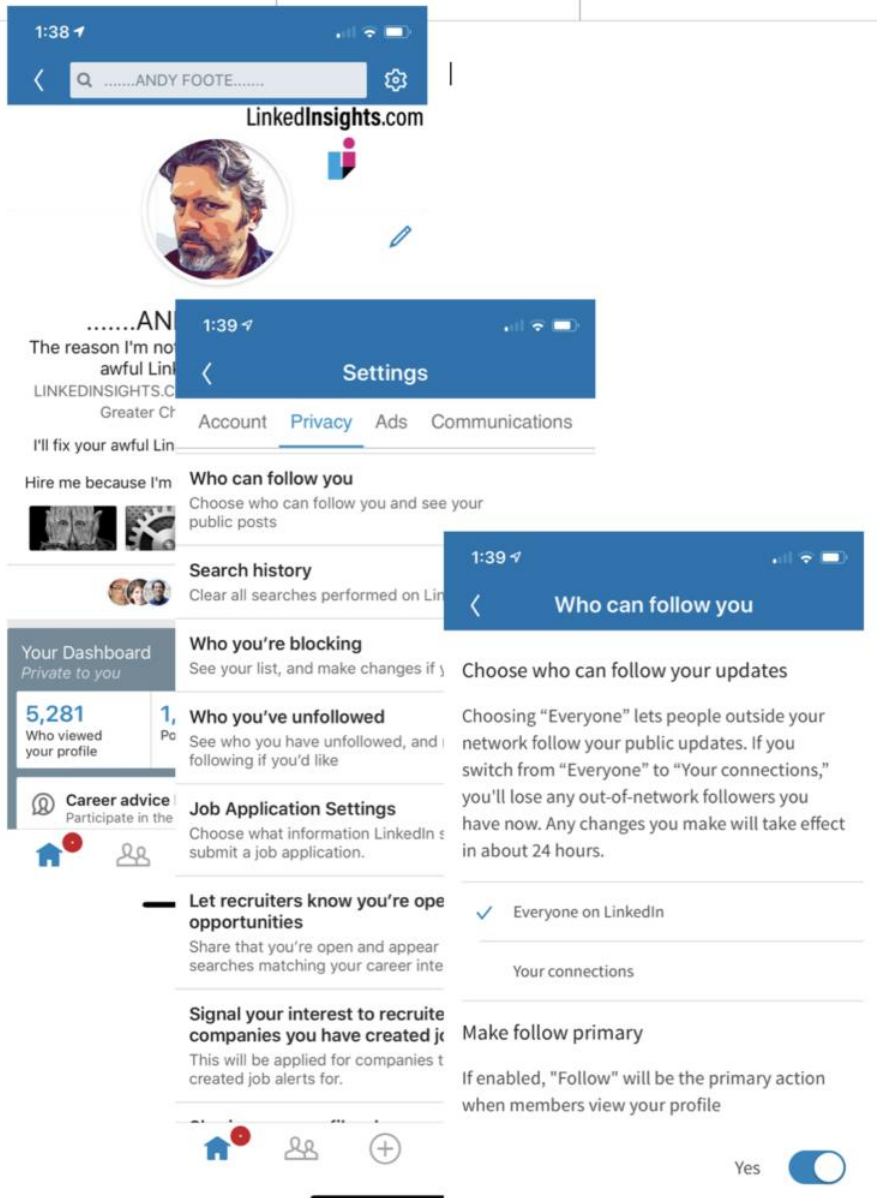
To this:



And why is this a good thing? Well, for one it makes it a tad more difficult for people to connect with you, they can still connect but they're gonna have to look for the connect option (in the More... menu).

Putting this tiny hurdle in place may improve the caliber of your connectors. Secondly you don't have to do a single thing when people follow you; you don't have to accept/ignore, it's perfect for busy people who are not on LinkedIn all day. Thirdly, your network count will still increase when people follow because LinkedIn insists on co-mingling connections and followers. Fourthly, think of followers as potential connections, think of having a Follow button as a sign that indicates that you're kinda fussy/particular about how you build your network. LinkedIn previously only allowed Influencers to have the Follow button, now doesn't that make you feel a wee bit special?

Here's how to change your button to 'Follow': go to the LinkedIn mobile app, click on 'Settings' (small cog/gear icon top right), click on 'Privacy' tab, scroll down to 'Who can follow you' and select the 'Make follow primary' option.



You can also change to a Follow button on LinkedIn desktop (Settings > Privacy > Blocking and hiding). Thanks for pointing this out Atena Juszko!

Blocking and hiding

Followers Close

Choose who can follow you and see your public updates Everyone

Choosing “Everyone” lets people outside your network follow your public updates. If you switch from “Everyone” to “Your connections,” you’ll lose any out-of-network followers you have now. Any changes you make will take effect in about 24 hours.

Everyone on LinkedIn ▼

Make follow primary

If enabled, "Follow" will be the primary action when members view your profile


Yes

(4) Change the CTA (call to action) on your HIGHLIGHTS section.


A mobile-only hack, which is a pretty interesting decision on LinkedIn’s part, given how important this section is. Oh – and *you* can’t see this section but your browsers can!

This is what your Highlights section looks like. The stuff on the left is auto-generated, you can’t edit it. My connection Alexander Low messaged me and asked if he could change the call to action on the right. This is what his looked like:

Highlights




75 Mutual Connections
You and Alexander both know Rajaey Kased, Phil Stubbs, and 73 others



Reach out to Alexander for...
Probono consulting and volunteering.

[Message Alexander](#)



2 Mutual Groups
You and Alexander are both in Big Four Accounting Consulting - Deloitte, Ernst & Young, KPMG, PwC, Accenture, Capgemini (Big4.com) and The Linked CXO / President, CEO, COO, CIO, CTO, MD, VP, Director 's

[Show less ^](#)

This is what mine looks like:

Highlights



75 Mutual Connections

You andANDY both know Rajaey Kased, Phil Stubbs, and 73 others



Reach out toANDY for...

Advising companies, Contracting and freelancing, Paid consulting.

[MessageANDY](#)

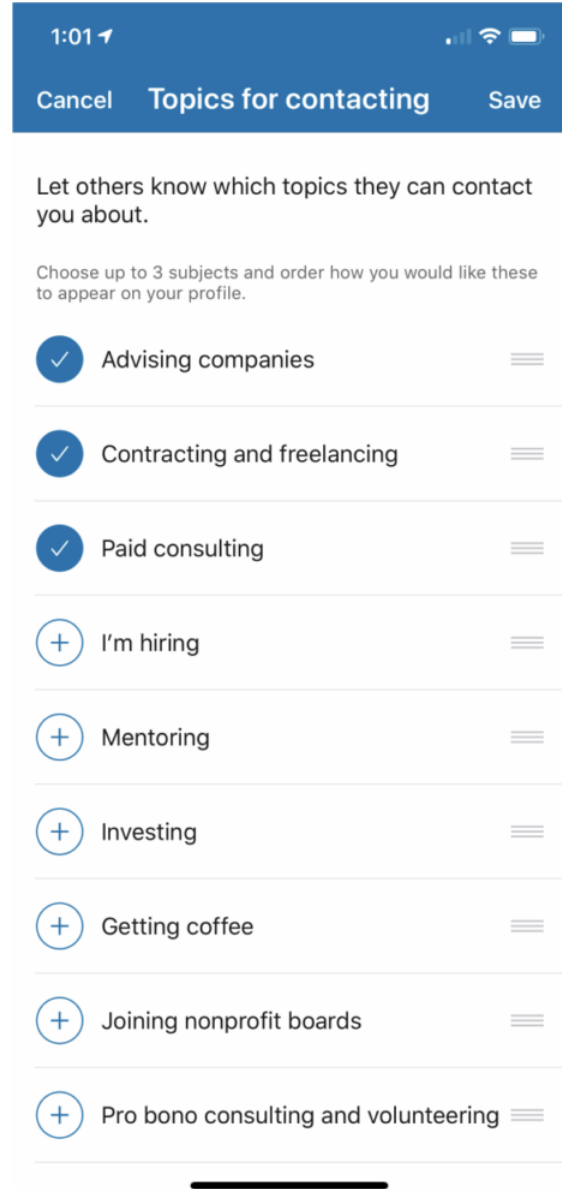
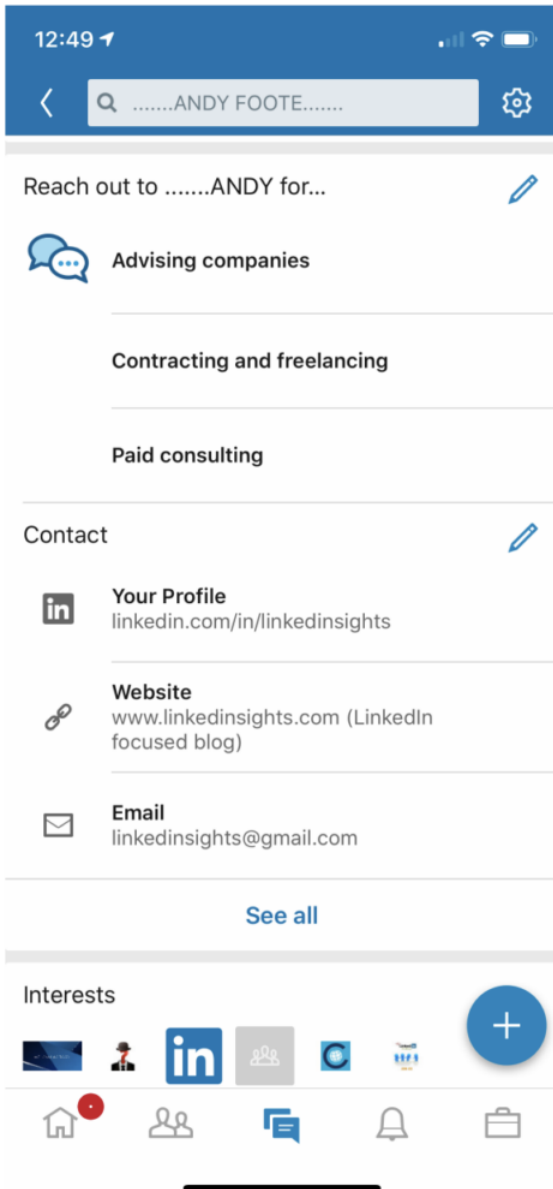


2 Mutual Groups

You andANDY are both in Big Four Accounting Consulting - Deloitte, Ernst & Young, KPMG, PwC, Accenture, Capgemini (Big4.com) and The Linked CXO / President, CEO, COO, CIO, CTO, MD, VP, Director 's

[Show less ^](#)

To change your Highlights, hop on to the mobile app, click on 'View Profile', scroll all the way down to 'Reach out to [Your name] for and then click on the blue pencil icon. You'll see 9 options in the next screen (you can choose a max of 3 interests). Click save and you're done!



(5) Get an EXTENDED HEADLINE on your LinkedIn profile.

Second and final mobile-only hack. You are limited to 120 characters for your headline on the desktop. But for some strange reason you can enter an extra long headline of up to 200 (or so) characters if you edit it on the mobile version of LinkedIn. How crazy is that? Here's an example of an extra long headline:

Janet Andrews, M.A. • 1st
Executive Career & Job Search Coach ♦ Outplacement ♦
Land the Best Fit Executive Job ♦ Healthcare, Biotech,
Pharma, Medical Devices, Pharmacy, Technology, IT, IOT
Greater San Diego Area

A Career Above
Pepperdine University
Graduate School of...
See contact info
See connections (500+)

Message More...

Janet's headline comes in at 162 characters, she was able to grab 42 extra characters because she edited her headline on mobile. Now, I'm not suggesting everyone does this because that headline gets cut off in some LinkedIn pages (probably why LinkedIn set it at 120) but if you're dying to get some extra space for your calling card on LinkedIn, mobile is how it's done.

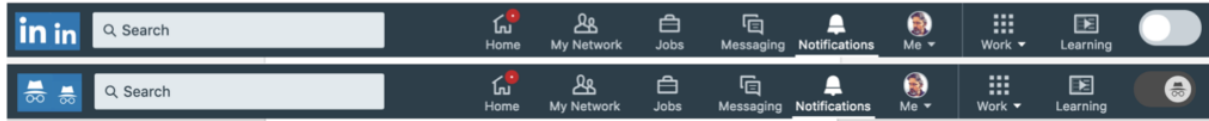
(6) Add an INCOGNITO toggle to your Chrome web browser and surf LinkedIn in private mode in seconds!

Trever Faden has built a Chrome web browser extension that puts an on/off toggle for any (private) browsing directly on to your LinkedIn profile. I've been trying it out, works great. Wondering how he did it but more importantly, why LinkedIn *doesn't* offer this?

What's really cool apart from not having to deal with the chore of changing Settings (8 clicks) every time you switch to and from private mode, is that using this toggle doesn't mess with your browsing history – you'll still see all of your profile browsers. That's huge.

1. Go to <http://bit.ly/chromeincognitoextension>
2. Add Chrome extension
3. Close Chrome, restart Chrome
4. You'll see the toggle top right of your page. Pretty neat, huh?


This is what it looks like:



(7) Stand out from the crowd when you are GROUP TAGGED.

A lot of people ask me about the dots in my name and like most things I do on LinkedIn, there's usually method to the apparent madness. So instead of explaining the rationale for those flanking dots, I'll just share a few screenshots to demonstrate my big picture thinking:

 **Greg Cooper**
LinkedIn Trainer|LinkedIn Coach|Bespoke LinkedIn Training|Social ...
Interested in your thoughts on the on the value of LinkedIn articles
[Mark Williams](#) [Steve Phillip](#) [Kimba Cooper](#) [Rin Hamburg](#) [Felix Spender](#) [Jo Saunders](#) [Kurt Shaver](#) [Wayne Breitbarth](#) [Simon Bourne](#) - (The Hand Dyed Shoe Co)[ANDY FOOTE](#)..... [Petra Fisher](#) [Sarah Santacroce](#) [Angus Grady](#)
Like Reply | 3 Replies

 **Mic Adam**
Social Selling Practitioner | Social Media Policy Creator | Social Recruitment & A...
15h
So who is going to write the first article about how many [#hashtags](#) one should be using on [#LinkedIn](#)
[Melonie Dodaro](#), [Brynne Tillman](#),[ANDY FOOTE](#)....., [Perry van Beek](#), [Loic Simon](#), [Bert Verdonck](#), [Richard van der Blom](#), [Alexander Low](#), [Véronique De Prycker](#), [Koka Sexton](#), ...
[#sales](#) [#socialselling](#) [#networking](#) [#writing](#) [#conversations](#)

 **PHIL FRIEDMAN** 7h
Marine Industry Consulting | Project Dev & Mgmt | Mktg & PR | Writ...
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Like Reply |

If your agency has to continually like and share your posts, it's time to change your agency.
Agree?
What do the pro's think? [John Espirian](#),[ANDY FOOTE](#)....., [Goldie Chan](#), [Head of Content and Creative](#), [Teddy Burriss](#), [John Nemo](#), [Chris Williams](#) to name but a few.
[#JustSaying](#) [#LinkedInTips](#)
8 Likes · 5 Comments

....Plenty of elbow room....

(8) ANIMATE your LinkedIn Company Page logo by making it a GIF.

As a rule LinkedIn doesn't let you animate much of anything on your LinkedIn profile – except your Company Page logo. Really simple to do, either (a) do it yourself by using one of the many gif making sites (<https://media.giphy.com> is a good one) or (b) make your logo into a GIF by using a cool (and free) tool like GIMP (<https://www.gimp.org>) or (c) hire a designer to make a nice GIF logo for you. Once you have a GIF of your logo that works in that tiny (300×300) space, go to the overview of your Co Page and click on 'Admin View', 'Update Page' and load your new logo. Here's what mine looks like:

A good way to catch an extra millisecond of attention and sends the message that you are 'cutting edge' and using the platform to the fullest extent. [*update: this hack is currently not available, but it still works for the people who jumped on it and made the change. The animated logo doesn't animate on IOS but apparently does animate on Android devices, for now...*].

Leverage these hacks **while you can**, because the only constant on LinkedIn is change and loopholes can slam shut suddenly...

Donate

Was this info valuable? Did you learn something new and useful about LinkedIn? Please make a small donation (*see the small yellow 'Donate' button on the top right of your screen, or at the bottom of this page, if you're surfing on your mobile device*). Thank you

Could YOUR LinkedIn Profile Do With Some TLC (Transformative LinkedIn Consulting)?

I've been hired by smart and busy professionals all over the world, providing them with highly specialized LinkedIn consulting. I can write your Summary/Headline and optimize your entire Profile page. I can help you build a powerful LinkedIn presence and implement a strategy aligned with your career goals.

Let's discuss your needs and how I can help you: andy@linkedinsights.com

My LinkedIn Profile (consulting menu and fees): <https://www.linkedin.com/in/linkedinsights>