

ANDY FOOTE 12/13/16

MAXIMUM LinkedIn Character Counts for 2017

When you type text into a LinkedIn box, it's the characters that actually count; technically, *everything* you type is a 'character', including letters, numbers, spaces, and punctuation:

1. NAME: First Name: 20 characters, Last Name: 40 characters.
2. Professional HEADLINE: 120 character limit.
3. SUMMARY: 2,000 character limit.
4. RECOMMENDATION: 3,000 character limit.
5. LinkedIn PUBLISHER Post Headline: 100 maximum characters.
6. LinkedIn PUBLISHER Post Body: 40,000 characters.
7. WEBSITE Anchor Text: 30 maximum characters.
8. WEBSITE URL: 256 maximum characters.
9. VANITY URL: 5-30 characters after 'www.linkedin.com/in/' *
10. POSITION Title: 100 maximum characters.
11. POSITION Description: 200 character minimum (2000 maximum characters).
12. INTERESTS: 1,000 character limit.
13. ADDITIONAL INFO / Advice For Contacting: 2,000 character limit.
14. PHONE number: 25 character limit. **
15. IM (Instant message): 25 character limit. **
16. ADDRESS: 1,000 character limit. **
17. SKILLS: 80 characters per Skill.
18. COMPANY Name: 100 maximum characters.
19. COMPANY Page Description: 200 min / 1,500 max.
20. COMPANY Page Specialties: 256 maximum characters
21. COMPANY Update: 700 characters or 250 if including a link.
22. SHOWCASE Page Name: 100 maximum characters.
23. SHOWCASE Page Description: 75 min / 200 max.
24. UPDATE: 600 maximum characters. ***
25. MESSAGE (InMail): 8,000 character limit.
26. GROUP Discussion Title: 200 maximum characters.
27. GROUP Discussion Body (Conversation): 2,000 character limit.
28. GROUP Discussion Comments: 1,000 character limit.
29. LinkedIn TEXT AD Headline: 25 character limit.
30. LinkedIn TEXT AD Message Body: 75 character limit.
31. LinkedIn Direct SPONSORED Content: 160 character limit.
32. Profile 'PUBLICATION' Title: 255 character limit.
33. Profile 'PUBLICATION' Description: 2,000 character limit.
34. COMMENTS (on a article or a share/post): 1,250 character limit.
35. LinkedIn PUBLISHER, photo/image credit: 250 character limit.
36. INVITATION to CONNECT Message Body: 299 character limit.

* Your custom URL can have 5-30 letters or numbers. Can't use spaces, symbols, or special characters.

** [14,15,16] Only your 1st degree connections, can see this information.

*** [Status Update] Though text limit is 600 maximum for updates, note that if you select to also post on Twitter from LinkedIn, only the first 140 characters will show on your Twitter post.

A really useful tool which will count your characters for you: [lettercount](#)

You are so very welcome :-) [27 characters, 5 words].