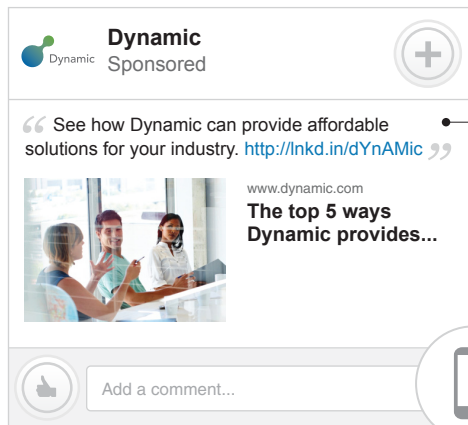


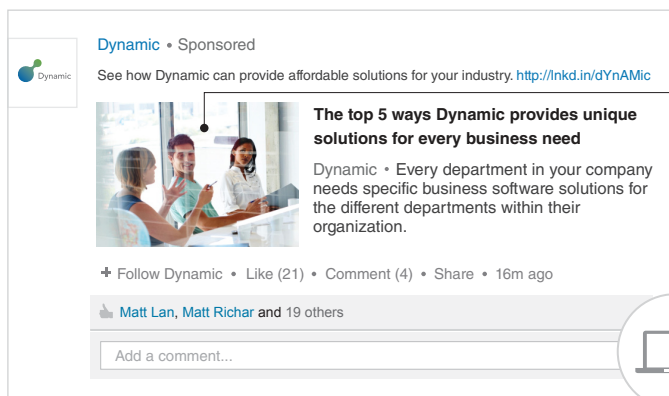
Are you optimizing your Sponsored Updates for all devices?

Sponsored Updates give you a powerful way to reach LinkedIn members no matter what device they're using: smartphone, desktop, or tablet. Keep all these devices in mind to deliver LinkedIn members the best experience possible.



Grab the reader in the first 100 characters

You can write up to 600 characters, but each device has a max character count that can be displayed when viewed in the feed. For maximum impact, make sure the first 100 characters of your Sponsored Update contain the most eye-catching part of your message.



Use graphics that render well at a variety of sizes

Remember your images will display at a variety of sizes. Avoid images that are overly complex, dark, or that contain small text.



Don't forget the landing page

Use responsive design to ensure your content will scale appropriately based on a user's device. Keep your content brief and your calls to action prominent to ensure you're optimizing for mobile.

Visit lnkd.in/SponsoredUpdates for more tips & insights on optimizing your Sponsored Updates.