



LinkedIn Character Limits

First Name: 20 characters, Last Name: 40 characters.

Professional Headline: 120 character limit.

Summary: 2,000 character limit.

Website Anchor Text: 30 maximum characters.

Website URL: 256 maximum characters.

Vanity URL: 29 characters after www.linkedin.com/in/

Position Title: 100 characters.

Position Description: 200 minimum and 2000 maximum characters.

Interests: 1,000 characters. *

Phone number: 25 character limit. *

Address: 1000 character limit. *

Skills: You may add up to 50 skills using 80 characters per skill.

IM (Instant message): 25 character limit. *

Additional Info / Advice for Contacting: 2,000 character limit.

*LinkedIn Status Update: 600 characters unless you want to update your Twitter status at the same time.
Twitter® updates are limited to 140 characters.*

Characters are counted including spaces between words and sentences.

* (Viewable only to 1st degree connections).

LinkedIn Publisher:

LinkedIn Publisher Post Headline: 100 maximum characters.

LinkedIn Publisher Post Body Text: 40,000 characters.

Company Page:

Character limits for key fields on a Company Page:

Company Name: 100 maximum characters

Company Page: 2000 maximum characters

Company Update: 600 characters or 250 if including a link.

Description: 200 minimum and 1500 maximum characters

Specialties: 10 specialties, 256 maximum characters

Website URL: 256 maximum characters

Help with Word Count and Character Count:

FREE tool that allows you to enter the content to be counted and simply choose whether you want to count the words or the characters:

<http://www.developertutorials.com/tools/word-count-character-count>

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