

# LINKEDIN PROFILE CHARACTER COUNT CHEAT SHEET



For every section in a LinkedIn Profile, there is a maximum number of characters that are allowed. These counts include letters, numbers, spaces, punctuation, emojis and special "alt" characters. Here are the counts on the crucial sections, as of April, 2021.

## LinkedIn Name

**First Name:** 20 characters • **Last Name:** 40 characters  
**Maiden Name/Former Name:** 50 characters  
**Vanity URL:** 30 characters (5 minimum)  
**Business Name on Company Page:** 100 characters

## Headline

**On Desktop:** 220 characters • **On Mobile:** 240 characters

## Content Sections

**About:** 2,000 characters  
**Experience Title:** 100 characters • **Experience Description:** 2,000 characters  
**Featured Title:** 100 characters • **Featured Descriptions:** 500 characters  
**Skills & Endorsements:** 80 characters each  
**Education:** 150 characters for name of institution • **Description:** 1,000 characters  
**Volunteer Experience:** 100 characters per organization name • **Description:** 1,000 characters  
**Recommendations:** 3,000 characters

## Personal Status Updates

1,300 characters per post  
**Comments:** 1,250 characters

## Articles

**Headline/Title:** 100 characters • **Post:** 40,000 characters