

LinkedIn gives members more room to share insights

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LinkedIn is hoping to unleash more wisdom on its professional networking service by giving its 277 million account holders more space to share their experiences and insights.

A new feature rolling out Wednesday will free LinkedIn users from restrictions that have limited posts to a maximum of 300 characters.

LinkedIn users will now be able to share essay-length musings about their industries or jobs. The lengthier posts will only be displayed within the author's network of LinkedIn connections, but could be distributed to a broader audience if the content is popular with its initial audience.

The option to share lengthier pieces initially will be confined to [users](#) posting in English.

The expansion is part of LinkedIn Corp.'s efforts to build upon the 10-year-old service's role as a digital Rolodex.

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