

Synthesize and Resolve LinkedIn: A Social Media Challenge

Social Media Strategies

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@Stratattack

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Executive Summary

@Stratattack was presented with an alternative project assignment for case two during Social Media Strategies. The case study dealt with synthesizing and resolving a social media challenge. @Stratattack's initiative dealt with taking the social media platform, LinkedIn, and creating two instruction videos, each addressing an audience that would benefit from learning more about the platform.

LinkedIn is a networking platform that allows individuals to grow professionally in a digital and more convenient setting. The platform allows users to connect with current and potential employers while seeking out valuable information for potential job opportunities. LinkedIn provides many opportunities for college students to start building connections with current professionals in the field. The creation of personalized profiles allows individuals the opportunity of distinguishing themselves from others on the platform.

Like many other social media platforms, LinkedIn can be very beneficial and helpful for both individuals and organizations. This case study focuses on individual use. It is important to learn the proper steps in order to use the platform effectively. @Stratattack created original video content that would persuade college students to utilize the platform to its fullest potential.

Introduction

@Stratattack was tasked with synthesizing and resolving a social media challenge that included deeper research of LinkedIn, our previously used platform from the first case study. Based on scholarly articles and other research, we developed two training videos that tackled two distinct challenges. With a focus on college students, the first video tackled those who have little to no knowledge of LinkedIn, its format, or its actual services. This video is named “LinkedIn or LinkedOut.” The video addresses the lack of awareness and unknown benefits of having a LinkedIn account. The second video, titled “Optimize and Strategize,” is again geared toward college students. This time, it targets those that may have an account, but rarely use it or fail to use it effectively. The challenge in video two is to visually represent the importance behind having a strong profile while also managing your contacts and activity in an effective way. In the end, @Stratattack researched, developed content, and presented our findings in order to complete the social media challenge.

LinkedIn Recap Background

LinkedIn, a social media platform for professionals to connect and build their personal brand, was founded in 2003 by Reid Hoffman. Since then, LinkedIn is one of the oldest networks still online, with over 562 million users spread through 200 different countries. In 2016, Microsoft bought LinkedIn for 26.2 billion dollars and incorporated the platform as a default application in their laptops and other portable devices. Some of the primary users of this platform include professionals in the workforce, business owners, hiring managers, professors, entrepreneurs, accountants, and even millionaires, all with a common goal: to build their personalized brand.

Stated Problem

As stated earlier, @Stratattack was tasked with synthesizing and resolving a social media challenge. Our focus was on LinkedIn, particularly the lack of or ineffective use of the platform by college students. Researching these issues led @Stratattack to understand a key concept about the audience. Mainly, this audience is not being communicated with strategically, creating a lack of understanding for the LinkedIn platform. In general, college students prefer an interactive and entertaining, yet informative, style of communication. To better understand these stated problems and how to address them, our group created GOST (Goals, Objectives, Strategies, and Tactics) charts to analyze and develop the proper approach for resolving the challenge at hand.

Thought Process for Video One: “LinkedIn or LinkedOut?”

LinkedIn has a variety of audiences and targeted groups of people. For this video, the target audience is college students. College students is a vague umbrella covering students of many diverse backgrounds and knowledge of LinkedIn. For video one specifically, the target audience is college non-users. This includes students who do not use LinkedIn, do not know what it is, and do not understand why it is important.

The video content is based on current students’ knowledge of the platform. In order to reach this audience, it needs to explain the importance and relevance of LinkedIn to this particular group. Why should they care about it? What is relevant for college students to hear? Addressing the audience from this angle helps point out the lack of awareness that exists among college students. As awareness increases, college students’ use of the platform should increase as well.

The content of video one was based on who, what, why, and how. Who needs to hear

what type of message? Why is this information relevant and useful for this particular audience? How would this audience best receive the message? When and where were addressed in our meetings, but were set on the backburner. These are important elements but given the audience's limited knowledge of LinkedIn, they were deemed less important. When and where they receive the information is not very relevant until they understand what, why, and how.

KISS Video One

As stated earlier, the target audience for video one is college non-users. Based on our research, we know that only 13% of millennials are on LinkedIn (Aslam, 2018). College students fall into this category. Additionally, less than 30% of college students have utilized their university's career guidance centers (Ewing, 2016). To put it in perspective, in a class of 25 students at UW-Green Bay, only seven would visit Career Services during their collegiate career. We can infer that these college non-users are not on LinkedIn. They either have not heard of the platform or have not been educated in its benefits and usefulness. College students are busy people so we can infer they have other priorities.

In order to effectively reach this group, we should show the importance of creating and having a LinkedIn account. Emphasizing the simplicity of getting started and pointing out relevant statistics will help the audience understand and receive the message of our videos. One approach we should not take with this audience is overloading them with information, statistics, and testimonials. We need to establish a foundation of information, but should not cross the line between informing and overloading. Another unsuccessful approach would be to imply LinkedIn is used for social life updates. We should not allude to this falsity, rather, we should debunk it by stating the uses of the site as being professional, not personal. To see the full KISS chart, go to

Appendix A.

GOST Video One

The overall goal of video one is to boost the number of college students on LinkedIn. The objective for this goal is to have ten college students create LinkedIn accounts before the end of the semester. In order to achieve this, we have two strategies. The first is to educate and increase awareness of the platform as a whole. We chose to create a video as the educational tool reaching our target audience. College students and millennials as a whole respond better to images or videos than other methods of communication. Our second strategy is explaining why college students should be on LinkedIn. To spread this information, we created an infographic stating important and relevant statistics. This infographic was designed for “LinkedIn Rookies” and is based off the KISS chart of what to do and what not to do. Having multiple strategies increases the likelihood that our target audience will receive the message.

Video One: “LinkedIn or LinkedOut?”

Video one takes a comical approach to educate and inform the audience, starting with man-on-the-street interviews. It lays a foundation emphasizing the lack of awareness and knowledge college non-users have. Building off that, the video goes on to explain various statistics and reasons students should be on LinkedIn. Three key points addressed during this video are networking, job hunting, and professional resources. Overall, the video teaches the minimal basics college students should know about LinkedIn. To watch the video, go to

<https://youtu.be/rpPGYf4UZ4w>.

LinkedIn Infographic

The second strategy to achieve our goal of getting more college students on LinkedIn is

to explain why students should be on the platform. To do this, we created an infographic. This is the “rookie version,” containing minimal yet helpful information. The infographic states five main reasons college students should be on LinkedIn. The first reason is to raise the bar. We want to emphasize the small percentage of college students on LinkedIn to increase awareness of the lack of use. This should make students think and determine why there is a lack of participation by their generation. Reason two is reaping the benefits of the platform. The average income level of professionals on the platform is relatively high. Of all the jobs posted on LinkedIn, 77% are posted on that platform and nowhere else (Halzack, 2013). The third reason listed is to join the crowd. This can be better explained using the term “Professional Peer Pressure.” Students should get “Linked-In” on LinkedIn and join the thousands of professionals utilizing the platform. Another reason to get on LinkedIn is to stay connected. As college students advance throughout their college years, they meet professionals, professors, and mentors, all of whom can aid in securing a job after graduation. As student make connections, the probability of finding a job increase. The last reason listed on the infographic is to increase the ratio of employees to employers. With the current age demographics and statistics on LinkedIn, recent college graduates have a high probability of finding potential employers via the platform.

To see the infographic, go to Appendix B.

So What Jr. - Video 1

What is there to take away from video one? One aspect we wanted to hit hard is that college students can benefit greatly from being on LinkedIn. While there might be a misconception of what LinkedIn actually provides, our video was trying to educate and

encourage college students to join the site. The sooner they join, the sooner they can start building connections. The added exposure will allow them to evolve and grow with the platform. LinkedIn can also provide an added relief to job searching. Job hunting can be an intimidating experience for some, but being behind the “wall” of the internet can encourage people to apply for a job they might not normally apply for. We also attempted to create a math equation to help define your personal brand on LinkedIn. Our equation is $\text{personal brand} = (\text{effectiveness}) \times (\text{efficiency}) \times (\text{reach})$. This equation helps to show that your brand is determined by how effective and efficient you are on the platform in addition to the number of people you reach.

Thought Process for Video 2: “Optimize and Strategize”

When it came to the second video, the target audience shifted to college students who had LinkedIn accounts but were not using them properly. The intention of this video was to show the correct ways of utilizing the platform effectively. Before doing that, we needed to define what effective and ineffective uses were. Many of the correct ways to use LinkedIn were based on our research and 100 facts. One aspect we debated continuously was the amount of time that should be spent on LinkedIn. We also discussed whether an active or passive management of the platform was important. LinkedIn is a great asset for college students. We wanted this video to show what the platform offers as well as correct some common usage errors made by college users.

KISS Video 2

As previously mentioned, the target audience for video two is ineffective college users. One analytical anchor about this audience is that college students make up approximately 10% of LinkedIn’s 500+ million users. Within this ten percent, 38% of account owners reported little to

no use of their account (Ewing, 2016). These two statistics are important and show that college students are not one of the primary users on the platform. Only two-thirds of those that do have a profile actually use the platform. From this information, we were able to infer that many college students created a profile due to an assignment or a class, but had no intention of staying up to date on the platform. To address this audience, we should show the multiple aspects and benefits that LinkedIn offers. We should not reinforce their misconceptions that LinkedIn is only a job hiring site or only for businesses. We wanted to stress that what works for other social media sites may not translate to LinkedIn. To see the full KISS chart for video two, see Appendix C.

GOST Video 2

The goal for video two is to optimize LinkedIn usage, particularly usage by college students. The objective is to have five users reach All-Star status before the end of the year. In order to have students optimize their usage on LinkedIn, we need to demonstrate what optimized usage looks like. We are able to do this by creating a video showing both effective and ineffective uses of LinkedIn. This video also touches on benefits and opportunities provided by the platform. Our other strategy is to address why people should strive for All-Star status on LinkedIn. To carry out this strategy, we created an evaluation tool providing a checklist to ensure the user reaches All-Star status.

This evaluation tool will be printed on the back side of the infographic used for the first target audience. Combining these two resources will help college students evolve from non-users to effective users. The infographic gets them started, while the evaluation tool increases their effectiveness on the platform. This connection is a key element in their progression of LinkedIn usage.

Video 2: “Optimize and Strategize”

Video two targets college students who have a LinkedIn account but do not use it effectively. The content instructs viewers on how to become an All-Star on LinkedIn, which is a level reached by following specific steps discussed in the evaluation tool. The three main points within the video are profile management, networking, and time management. Each point was broken down between @Stratattack group members to explicitly explain the ramifications of each area. For profile management, there are profile twins assisting in setting up the look of the individual's profile. From having a unique profile summary to taking a profile photo, there are vital steps to becoming successful on the platform. Transitioning to networking, the main purpose is to connect with other professionals besides close friends or family members. The lesson learned is to reach out to past professors or coaches to gain connections with people who can endorse and help in the future with potential career opportunities. Lastly, time management is a key factor when on the platform. This aspect deals a lot with knowing when and how to effectively and efficiently post without overflowing a profile. All three of these aspects greatly determine how to be effective on LinkedIn. When following, abiding, and excelling in each aspect, there are higher chances of becoming more successful on the platform. To see the full video, visit <https://youtu.be/JGZRFr0GprM>.

Evaluation Tool

Creating a LinkedIn account is simple. Being successful on the platform takes a bit of work. There are seven steps that need to be taken to reach All-Star status. Lisa McDonald, a Career Policer and Forbes Council Coach, wrote an article on the seven steps to becoming an

All-Star on LinkedIn and why it is important. Based on her information, @Stratattack created an evaluation tool highlighting each step of the process. Each step and question connected to it are targeted towards allowing an individual to decipher whether he/she is effective on the platform. The seven steps to becoming an All-Star are: profile picture, experience, skills, summary, industry/location, education, and connections. Each step was paired with a question to further evaluate effectiveness.

For step one, profile picture, we asked: “Are you professionally dressed in your headshot?” It is important to appear well-dressed with a smile in the profile picture. This attracts other professionals on the platform and will increase an individual’s chances for profile views.

Step two addressed professional experience. The question posed with this step is: “Is your personal experience relevant to your personal brand and/or future career?” Within the profile, there are opportunities to exhibit past experiences such as previous jobs or higher education. It is important to be honest and thorough when explaining what was accomplished along with responsibilities in those positions. These are mini-insights for an employer to see what experiences were gained from past times.

Step three, skills, asks: “Do you have at least five unique and original skills that exemplify your past, current, and potential experiences?” Instead of using overused words like passionate, motivated, and creative, it is important to be original and set oneself apart from other individuals on the platform. This is beneficial in the long run when future employers are comparing profiles of several possible employees.

Step four, summary, asks: “Does your summary elaborate on your styles, strengths, specialties, and experiences?” The summary is located underneath the profile picture on

LinkedIn. This section should be a quick elevator pitch and a self-reflection letting connections know who you are. Martha Carrigan, CEO of Big Shoes Networking, says one or two sentences is all that is needed. It takes approximately six seconds for an employer to read and to see if they are interested.

The next step, industry/location, asks: “Are you informing your connections about your whereabouts?” The location feature on LinkedIn allows users to put current location or potential location. Carrigan recommends putting the location in which an individual wants to work. This is a way future employers can narrow their target down to who is interested in working in certain areas of the country.

The education step asks: “Does your education experience link to your personal brand and potential opportunities?” There is an option on a profile to put previous educational experiences. When doing so, it is critical to list core classes that had a tremendous amount of learning experiences. There are even options to attach documents of past projects and assignments. This is a beneficial way of showing employers ahead of time what work an individual is capable of doing.

The final step, connections, asks: “Are you connecting and networking with the correct people?” Connecting with family and friends is an initial start when being on LinkedIn. However, it is important to take the next step and connect with professionals. Connecting with 50 individuals is when the All-Star level can be reached. This takes a lot of initiative to look into past connections as well as current and potential connections. To see the evaluation tool, see Appendix D.

So What Jr. - Video Two

If there is anything @Stratattack wanted to accomplish, it was to show the importance of being on LinkedIn. Video two gave the group some eye-opening insights that allowed great takeaways from the project. One takeaway was that being present on a platform and optimizing it are two distinctly different levels. Being able to beneficially use the platform versus just having an account do not coincide together. Another takeaway from video two was understanding how LinkedIn usage patterns (profile management, networking, and time management) play a large factor in the user's success. Each plays a vital role in interpreting how the platform can be utilized effectively. Lastly, it is important to make sure the platform being suggested to college students is user-friendly. Students do not want to take hours on end to properly understand a social media platform. They want to be shown how to make themselves better and more efficient on it. The takeaways from video two allow @Stratattack to properly synthesize and resolve LinkedIn.

Rejected Solutions

Rejected solutions are important because what you choose not to include in a project has just as much of an effect as the solutions that you do decide to incorporate. The first proposition that we decided against was the "There's an app for that" catchphrase for our second video. Many people seem unaware that LinkedIn has an app available for aspiring professionals. We pondered this approach for a considerable amount of time. The whole idea of the catchphrase would be one of our group members asking a question in an empty room when a fellow member pokes his or her head in saying, "There's an app for that." The main reason we decided against

this tactic is that of a lack of creativity and a more encapsulating idea came after further brainstorming. The next rejected solution was that of a testimonial approach for video one. As mentioned in our presentation, we wanted to get honest and genuine insights from students other than those in our group. The interviews in video one, besides a couple of alterations made solely to exemplify trends on the platform, were completely true and accurate. Testimonials go more in-depth than we wanted for video one, which highlighted those that weren't on the social media platform and weren't familiar with it. Our group wanted to portray the statistics that people our age aren't on this platform and may not have a knowledge of what it is, or if they do, minimal knowledge at best. Another rejected solution was addressing other demographics on the platform. While we are aware that there are other users besides college students, we wanted to focus on college students because of how it resonates with the viewers in the classroom. The other prevalent users seen on the platform are adults in the workforce, companies and organizations, and employers, along with many more.

One facet of LinkedIn is the ability to attain a job, but as our group alluded to many times, that's not the main objective. In our first video, there was a video of Sara on a "hunt" for a job in blaze orange clothing in an outdoor setting. This was only a small portion of the video. We included job hunting in our rejected solutions because we easily could have focused on that characteristic of the platform, but that would be selling this great tool very short. During the middle of our brainstorming, the suggestion of incorporating fails into the video and presentation was put forward. We debated for a couple of minutes, weighing the positives and negatives of potentially adding this approach to case two, but we decided against it. We wanted to exemplify how to effectively use LinkedIn. It would be pointless to show the opposite when one can infer

from seeing the optimization aspect that doing the opposite would be a fail. The last rejected solution that was debated more so than any other was whether or not we should integrate reddit, Inc. into this project, as was originally assigned as a continuation from case one. Ultimately, we determined that adding reddit, Inc. would take away from the great insights we provided regarding LinkedIn. While reddit, Inc. was a very interesting platform to research in the first project, we felt as though adding it to the format we had already established would only cause confusion and take energy away from the product we ended up producing for LinkedIn.

Continuous Improvement

The guest speaker offered some very valuable insights to tighten and crisp up our delivery and PowerPoint presentation. A couple word adjustments would greatly benefit our group and the audience's ability to understand what we are trying to get across. Articulating phrases correctly and in a way that does not confuse the audience is a key element of any presentation. Another continuous improvement is to explicitly mention coordinates rather than implying that certain elements and content are connected. We would like to alter the wording of the caption in video two from "efficient" to "effective" or "All-Star" since we alluded to this measurement of success throughout the presentation. We appreciate all the feedback given by Dr. So What and his guest and will strive to keep improving!

Conclusion

The purpose of this investigation was to synthesize and resolve a social media challenge by delving into LinkedIn as a whole and comprehending the platform inside and out. After extensive research and discussion, we created a product that could make a huge impact on a student's professional life.

As mentioned in the presentation, there are statistics backing up the notion that college students should be registered and active on LinkedIn. Being LinkedOut is a potentially detrimental fail in launching a professional career.

Properly utilizing and optimizing a platform to its fullest potential allows users to grow their personal and professional brand. Having an up-to-date profile with current information attracts companies and encourages connectivity. Setting yourself apart from the crowd is a key notion because individuality is what companies look for. Many employers want someone who makes it known that they care about their image and can make a positive difference in their company or organization. Up-to-date and correct information can only benefit you in the online professional world.

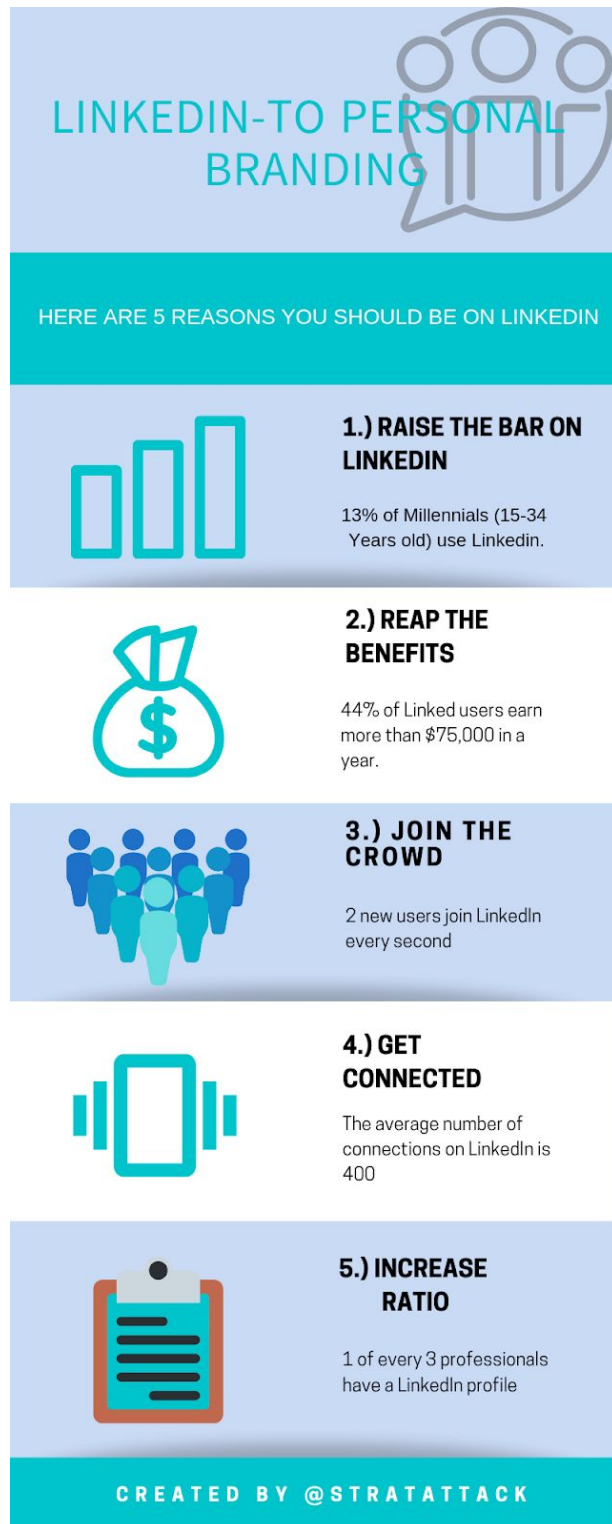
Appendix A

KISS chart - Video 1

Know	Infer	Should Do	Should Not Do
<p>Only 13% of millennials are on LinkedIn</p> <p>Only 29% of college students have had some type of career guidance from the university's Career Center</p>	<p>Not on LinkedIn</p> <p>Don't think it's useful</p> <p>Other priorities</p>	<p>Show the importance of creating a LinkedIn</p> <p>Emphasize simplicity</p> <p>Point out relevant statistics</p>	<p>Overload with information/stats</p> <p>Do not imply it is for social life updates</p>

Appendix B

LinkedIn Infographic



Appendix C

KISS Video 2

Know	Infer	Should Do	Should Not Do
<p>College students only make up approximately 10% of LinkedIn's 300+ million users.</p> <p>The results showed that the use of LinkedIn was low, and 38% of account owners reported never using their account.</p>	<p>Created profile</p> <p>Used, but not frequently/actively</p> <p>Potential job needs</p> <p>Recommended to join due to class/advice</p>	<p>Demonstrate examples of how to use the platform effectively</p> <p>Teach multiple functions of LinkedIn</p> <p>Make yourself stand out</p> <p>Showcase professional work/achievements</p>	<p>Reinforce their misconceptions</p> <p>Make commonalities between the other SM platforms for socializing purposes</p>

Appendix D

Evaluation Tool

All-Star Steps	Evaluation	👍 or 👎
<i>Profile Picture</i>	Is it a professional headshot, and are you professionally dressed?	
<i>Experience</i>	Is personal experience relevant to your personal brand/future career goals?	
<i>Skills (at least 5)</i>	Are skills exemplified in your past, current and potential experiences?	
<i>Summary</i>	Does your summary elaborate on your styles, strengths, specialties, and experience? (i.e. personal elevator speech)	
<i>Industry/Location</i>	Are you informing your audience of your whereabouts?	
<i>Education</i>	Does education experience link to your personal brand and potential opportunities?	
<i>Connections (need 50)</i>	As well as being connected with the correct number of people, are you connected with the correct type of people?	

Appendix E

LinkedIn Facts:

1. One out of every three professionals have a professional LinkedIn profile.
2. Although LinkedIn is a free service, almost 40% of their users pay for special features the social network provides.
3. LinkedIn actually has five different apps for different functions: LinkedIn, LinkedIn Connected, LinkedIn Pulse, LinkedIn Recruiter and SlideShare.
4. 94% of all recruiters have active profiles on LinkedIn. In a surprising contrast, a mere 36% of job seekers have the same. Furthermore, 89% of those recruiters have hired someone through the social networking service
5. 77% of all available jobs are posted on LinkedIn, and 48% of those jobs are not advertised on any other social networking site.
6. LinkedIn have active profiles in 200 countries. This includes China, which prohibits both Facebook and Twitter.
7. LinkedIn started on May 5, 2003
8. 2 new users join every second
9. According to LinkedIn's quarterly SEC filings, the professional networking site (now owned by Microsoft) makes money through its talent solutions, marketing solutions and premium subscriptions – in other words, by selling advertising, recruitment services and membership privileges
10. The world's largest professional network with more than 562 million users in more than 200 countries and territories worldwide.
11. Social network for professionals
12. Microsoft paid \$26.2 billion to buy LinkedIn.
13. Motivated was the most overused word on LinkedIn in 2014.
14. There have been 1 billion endorsements on LinkedIn.
15. There are 56% of male users and 44% female users on LinkedIn.
16. 70% of LinkedIn users are from Outside of Us.
17. Employees: 8700
18. CEO: Jeff Weiner
19. 13% of Millennials (15-34 Years old) use LinkedIn.
20. 44% of Linked users earn more than \$75,000 in a year.
21. An average user spends 17 minutes monthly on LinkedIn.
22. Statistical Analysis and Data Mining are Top skills on LinkedIn.
23. LinkedIn spent \$119 million to acquire SlideShare
24. When LinkedIn went public, shares were around US \$85 each

25. Vision statement: “Create economic opportunity for every member of the global workforce.”
26. Mission Statement: The mission of LinkedIn is simple: connect the world’s professionals to make them more productive and successful.
27. There are 562 million users
28. There are 146 million users in the US
29. The geographical reach of LinkedIn is 200 countries
30. LinkedIn profiles with professional headshots get 14 times more profile views
 - a. Adding a photo to your profile makes you 36 times more likely to receive a message on LinkedIn
31. The number of LinkedIn users that share content weekly is 3 million
32. User accounts can be restricted or deleted for sending out too many invitations when the recipients indicate they don’t know you
33. Listing 5 or more skills to your LinkedIn profile will get you up to 17 times more profile views
34. The percentage of LinkedIn members that consider professional networking important to their career success
35. The average number of connections per LinkedIn user is 400
36. In 2015, LinkedIn acknowledged their ticker-tape parade of messages was too much for most people and announced they would be reducing their one-sided correspondence by 40 percent.
37. Are you motivated? Creative? Passionate? Most common adjectives
38. 41% of millionaires use LinkedIn.
39. An average user spends 17 minutes monthly on LinkedIn.
40. There are 5.5 million accountants on LinkedIn.
41. The average CEO has 930 connections.
42. LinkedIn users spend 26% of their time on LinkedIn using the mobile app
43. HQ in Sunnyvale, California
44. Total number of LinkedIn endorsements is 10 billion
45. LinkedIn users in India 25 million
46. LinkedIn users in the UK 9 million
47. Number of LinkedIn users in China 42 million
48. Number of standard skills listed on LinkedIn 50,000
49. The LinkedIn logo uses three colors: LinkedIn Blue, black, and white.
50. The website is linkedin.com
51. An app version of LinkedIn will be added to Microsoft software within 2019
52. (June 13th, 2016) - 196/share; Microsoft bought LinkedIn for 26.2 Billion dollars
53. In 2012, LinkedIn was the victim of hackers that stole over 100 million accounts (info – User/Pass) which also compromised high-profile Twitter accounts.

54. Aggressive email tactics of sending multiple messages per day landed LinkedIn a \$13 million settlement (lawsuit against unwanted emails – Using personal Name/Picture)
55. Launched in 2003, LinkedIn is one of the oldest social networks still online (predating FB by a year)
56. It took LinkedIn 3 years to reach 20 million users
57. LinkedIn is a networking application that allows users to create an online resume and connect with other professionals. (Target Audience: Young Adults to Business Owners)
58. As of 2016, LinkedIn has 433 million (registered) users
59. The company's earnings (before taxes, etc.) were projected to quadruple to \$1 billion (2016-2017)
60. February 2016: LinkedIn experienced their worse decline in history of Stock market (40% Decline in one day!)
61. LinkedIn turned towards advertising as a funding method, which provided results lower than they originally expected.
62. LinkedIn Founder Reid Hoffman believes that his company is progressively moving towards an entrepreneurial resource and platform.
63. *"It's Important to not be discouraged by your failures"* – Reid Hoffman
64. Reid Hoffman, Founder of LinkedIn, originally founded his first startup network: SocialNet (1997)
65. (Basic use): A professional Network that helps people who know each other meet one another's acquaintances who might help their careers.
66. 2 New Users/Second
67. By including a photo, you can increase views by 11 times
68. LinkedIn's social sharing percentage is only 4%
69. 13% of LinkedIn users DO NOT have a Facebook account
70. 59% of LinkedIn users DO NOT visit Twitter

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