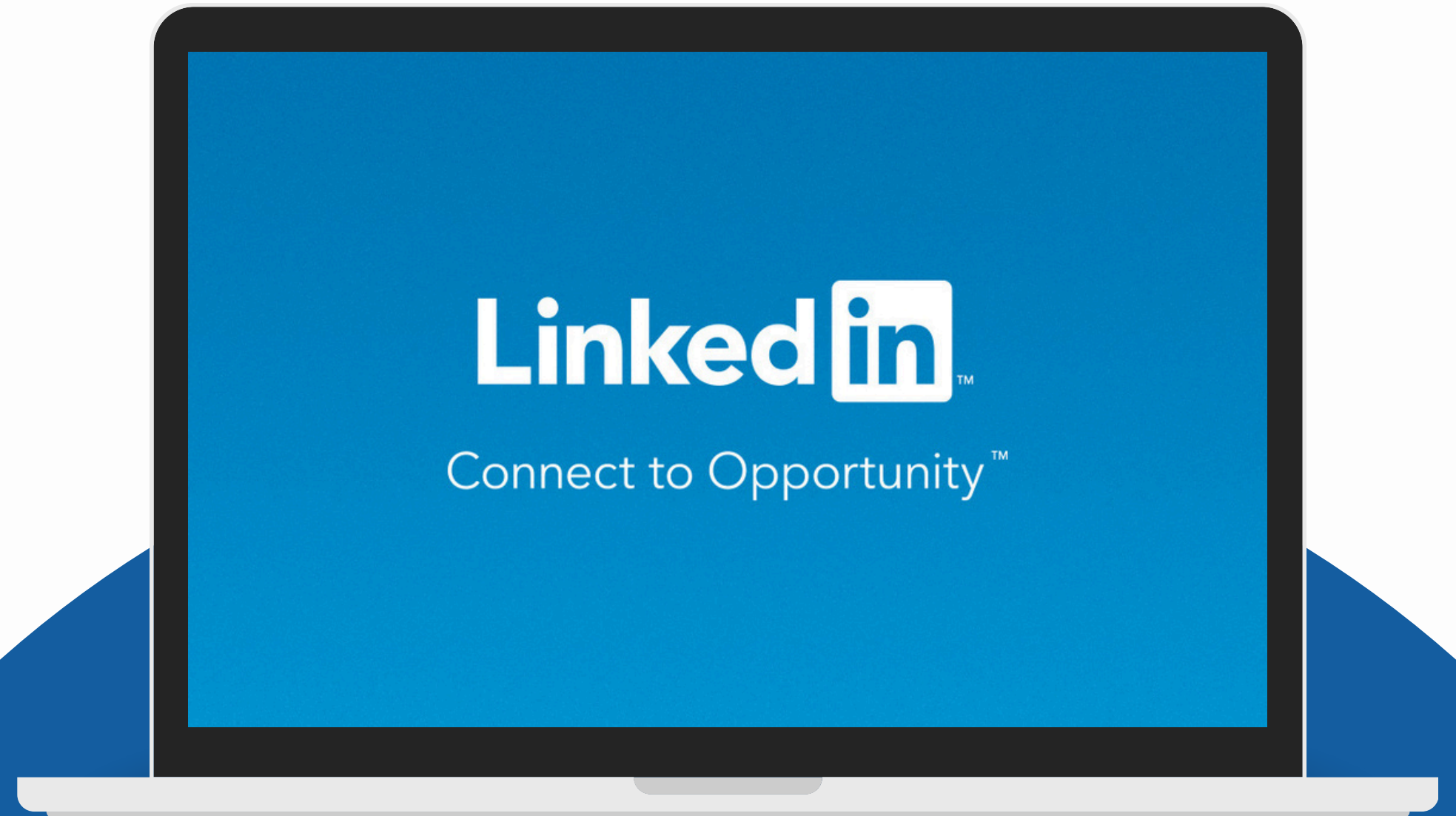


# LINKEDIN

By: Juan, Neda, Ines, Krystof, Jess, Lili, Barni,  
Eliza



A high-angle, top-down view of an office environment. Several people are seated at white desks, working on laptops. The desks are equipped with various office supplies like pens, paper, and water bottles. The office has a modern, open-plan feel with white cubicle walls. The lighting is bright and even.

# What is LinkedIn

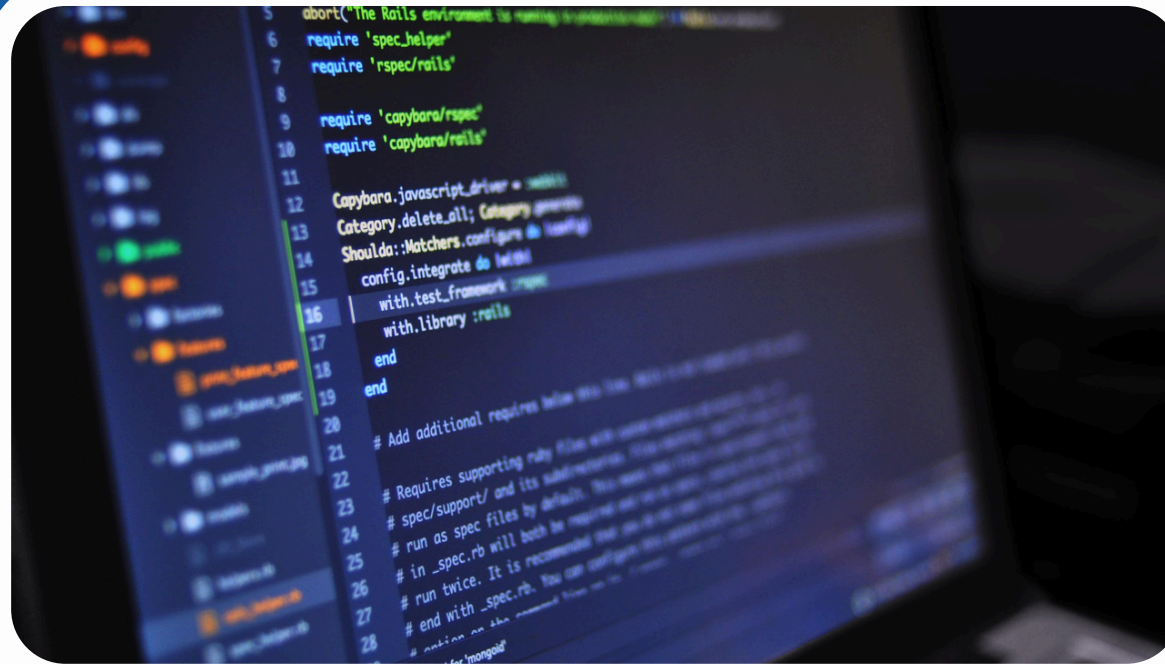
LinkedIn is a professional networking platform designed for career development, job seeking, and business-related interactions. Launched in 2003, it has grown into one of the largest social networks focused on professionals, with over 900 million members across more than 200 countries as of 2024.

# Key features



## Profile and networking

Profiles and Networking: Users create profiles that highlight their work experience, skills, education, and professional interests. It allows individuals to connect with colleagues, recruiters, potential employers, and industry professionals.



## Job Search

acts as a job board where companies post job openings and users can apply directly. Users can also set up alerts and follow companies they're interested in working for.



## Content Sharing

Professionals can share articles, industry insights, and other relevant content. LinkedIn also allows users to publish long-form posts or blogs, increasing their visibility and reputation in their industry.

# Target audience

From 18–50 years old, however the majority of users (50,6%) are between 25 and 34 years old.

## Professionals Seeking Employment

- Individuals actively looking for new roles within their industry or exploring career transitions.
- Recent graduates
- Career changers

## Businesses and Organizations

- Recruiters and HR professionals
- Partnerships and collaborations

## Freelancers and Independent

- Contractors:
- Solopreneurs
- Remote workers



We're making updates to our **User Agreement** effective November 20, 2024 and providing you more information in our **Privacy Policy**. [Learn more](#) about these changes which apply to your continued use of LinkedIn.



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Dear Hiring Managers,

Let's clarify what "entry-level" truly means.

If your job listing requires 1-3 years of experience, it's not entry-level. Here's how it should be categorized:

- 0 years: This is the real entry-level, perfect for fresh graduates or those just starting out.
- 1-3 years: You're looking for Associates.
- 3-5 years: This is where Managers fit in.
- 5-7 years: These are your Senior Managers.
- 8-10 years: Now we're talking about Directors.
- 10+ years: These are your VPs.

Entry-level means no experience. It's designed for those eager to begin their careers, learn, and grow.

Let's label job positions accurately and give newcomers the opportunities they deserve.



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LinkedIn Offer Hi there  
Neda! We'd like to...

# Reality **VS** LinkedIn

**Reality:** I got my driving license.

**LinkedIn:** I am honoured to announce that I have been selected among the top 5 applicants who participated in professional and most respected exam which evaluate the skills and ability to operate fuel based vehicles. I can't wait to see what the next chapter holds, and I can't express my appreciation to the minister of transportation.



Knock, knock!



Who's there?



LinkedIn



LinkedIn who?



LinkedIn, where professionals show off their vacation photos and food pictures just like Instagram!



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