

## LinkedIn Insights

<https://www.linkedin.com/>

There are 550 million registered LinkedIn users worldwide in 200 countries.

There are 4.2 million active LinkedIn users in Australia out of 8 million registered Australian users.

Approximately 60,000 jobs are listed in LinkedIn, Australia.

20<sup>th</sup> most popular website worldwide.

24 languages.

1.7 million groups on LinkedIn.

19 million companies are listed in LinkedIn, worldwide.

LinkedIn bought <https://www.slideshare.net/> in 2012.

LinkedIn user profile documents and slide shows are stored in SlideShare.

LinkedIn bought [www.Lynda.com](http://www.Lynda.com) in 2015 for \$1.5 B US dollars. Over 6,100 courses are available on Lynda.com.

In 2016, LinkedIn was bought by Microsoft for \$26 B US dollars.

LinkedIn Premium trial allows unlimited access to Lynda.com for 1 month for free.

Jobs posted in LinkedIn can be quickly applied for using LinkedIn profile. "Apply with LinkedIn".

Up to 50 skills can be in your LinkedIn profile. Your connections can endorse them.

Recruiter can search for specific skills and then send InMail to see if the candidate is interested.

LinkedIn Premium Recruiter allows viewing LinkedIn like Windows Explorer for positions and suitable candidates.

Job Posting is charged as a Pay Per Click of candidate viewing your job listing. You set a daily budget and duration.

Job Posting gets Intelligent matches automatically. InMail is provided to contact your matches.

Premium users can see how many people saw your posts / articles / profile.

## Questions from Insights

How advanced are you using LinkedIn? Are you a LinkedIn All Star?

What is your next step in using LinkedIn?

What would you like to gain using LinkedIn?

Which skills could help your LinkedIn progress? What skills can help with you personally or in business?

What type of connections could help you personally or in business? Can you write a customized invite to connect?

Which LinkedIn influencers / companies could be helpful with your goals? Who can you follow in LinkedIn?

Are there LinkedIn industry groups that you can learn or participate in? Join up to 50 groups. Expand your network.