

[STUDENT NAME]

[INSTRUCTOR'S NAME]

[COURSE NAME AND NUMBER]

[SUBMISSION DATE]

LinkedIn Analysis

Introduction

LinkedIn is a social media platform that has grown to become one of the largest professional networking websites in the world. It allows users to create profiles and connect with other professionals, post articles and discussions, join groups related to their field of interest, and research companies. LinkedIn's user demographic consists mainly of individuals aged 25-54 with higher education degrees and has more than 700 million registered users in over 200 countries (Kashyap and Verkroost). The purpose of LinkedIn is to provide an online platform where professionals can network virtually, advertise their skills and services, find job opportunities, communicate with others in the same industry or field, and research potential employers or employees as well as clients or customers. This paper will examine the layout of LinkedIn, its visuals in the use of color and font, and the content posted on it by users to evaluate their effectiveness in user engagement and retention while also conveying professionalism and how these key elements contribute to making LinkedIn a successful social networking site worldwide.

Layout

The layout of LinkedIn is an essential component in helping users become comfortable with the site. LinkedIn's layout is simple yet effective; it helps guide users through its many features without feeling overwhelmed or cluttered. On 12 Jan 2023, an observation of the site

showed that the homepage is designed to make it easy for new users to navigate. The homepage provided an overview of recent activity from connections and pages an individual is following and recommended jobs based on user preferences. Based on conducted observation, users can easily navigate between different sections such as Home, Jobs, Messaging, Search, and Networking by clicking on tabs located at the top of the screen (LinkedIn).

Similarly, links are located in the footer, allowing users to access additional features such as Groups & Companies Pages or LinkedIn Learning Resources. All the provided links were intuitively placed on the homepage, making them easy to find and access. All these aspects are essential for users as they allow them to explore the website more deeply and understand its offers. This encourages new users to join and stay longer.

Moreover, while it is possible to connect with people who share similar interests or goals through the site's "Groups" feature, it's important to remember that these connections are not necessarily reciprocal; some groups may only allow one-way communication. Additionally, many groups may require pre-approval before allowing someone to join. For example, one group surveyed on 12 Jan 2023 required potential members to provide their job titles and work experience before being allowed to join.

Additionally, the LinkedIn layout allows users to create a profile page that includes personal information such as work history, educational background, and interests. On 12 Jan 2023, it was observed that many of the profiles were highly detailed, including links to websites or other social media accounts (such as Twitter). This is likely done to increase visibility and make users more marketable within their professional network.

Finally, LinkedIn also has a "Job Search" feature that allows users to search for jobs based on location and keywords, which promotes user retention on the platform. On 10 Jan 2023,

it was noted that job postings varied greatly in terms of salary, experience requirements, and job responsibilities. This indicates that the platform can be useful for experienced professionals and those looking to get their foot in the door.

LinkedIn's user engagement is greatly enhanced by its intuitive layout design, clean interface, and additional features. These help new users become familiar with the platform while keeping existing users connected and engaged on the website. This, in turn, leads to more successful networking opportunities for businesses and individuals alike that can be beneficial in future professional pursuits.

Visuals

The use of color and font can impact how users view the content available on the platform. While most websites focus heavily on visuals, such as photos or graphics, to draw attention from visitors, LinkedIn takes a more minimalist approach to visuals by using subtle tones in its color scheme. An observation of the site undertaken on 12 Jan 2023 found that LinkedIn employs a professional color palette composed mainly of blues, grays, and whites. These colors convey an air of sophistication and trustworthiness which may be reassuring to users who visit the platform for job-seeking purposes or networking opportunities.

Additionally, its font choices are minimalistic and discreet, providing enough contrast between text elements while allowing plenty of white space to make information appear more organized and readable. By highlighting essential elements such as profile pictures or cover images, LinkedIn creates visual cues that draw users' eyes toward certain page parts.

Additionally, the platform uses intuitive cues such as drop-down menus and hover states, allowing users to access more detailed information without searching through multiple layers of content. This helps create an efficient user experience while reinforcing LinkedIn's reputation as

an organized, professional networking site. Furthermore, on 12 Jan 2023, while navigating through the user profile homepage, the site displayed some interactive visual elements in the form of video and audio clips, which helped enhancement of the user's experience even further by providing more engaging content than text-based material alone. The visual design of the visited LinkedIn page was supported by consistent navigation throughout the site with clearly labeled and organized elements according to their purpose, making it easy for users to find what they are looking for.

Overall, LinkedIn's minimalist approach to visuals provides a clean and sophisticated appearance that meshes well with its professional branding. The colors used give off a feeling of trustworthiness, while the font choices provide ample contrast between text elements. The navigation and visual cues create an intuitive user experience, demonstrating LinkedIn's strong focus on user engagement and retention by providing an uncluttered platform allowing users to access their desired content easily.

Content

LinkedIn content mostly focuses on career advice or industry-related topics, such as tips on improving your resume or increasing your visibility online when searching for jobs. An observation conducted on 13 Jan 2022 of the LinkedIn website revealed a variety of content components that could be used to engage and retain users. The homepage was populated with stories, updates from users' connections, and recommendations for courses and other educational materials to help users expand their knowledge. Additionally, there were links to articles written by professionals in the user's field or related fields. There were also posts from other users sharing their experiences or providing helpful advice about certain topics related to their field of

work. This content serves active job seekers who need help navigating the process and passive candidates who want to remain up-to-date with industry news and trends.

Furthermore, on LinkedIn, it's important to remember that everything posted here is public information (even if the account is private). Other LinkedIn users can see all posts, comments, and profile information. On 13 Jan 2023, a survey of the posts on LinkedIn revealed that most posts are related to professional development (such as networking, job postings, and industry news) or personal updates (such as vacation photos and hobbies). This indicates that LinkedIn is being used as both a career development platform and a social platform that promotes user engagement and encourages them to return often.

Conclusion

In conclusion, the structure of LinkedIn reflects its mission to create an efficient and effective platform where professionals can connect virtually while also advertising their skills and services. Its professional aesthetic encourages users to create a strong online presence and encourages users to return while providing helpful advice or information that can be beneficial in future professional pursuits. By examining its components and constituents through an objective lens, it is possible to understand better how LinkedIn can be used as a networking platform and job search tool.

Works Cited

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