

PORTRAIT OF A LINKEDIN USER

2013 EDITION

Two people join LinkedIn every second. But then what? How are they using it? And is it REALLY helping them?

LinkedIn consultant and author Wayne Breitbarth asked those questions, and you might be surprised at the answers he got.

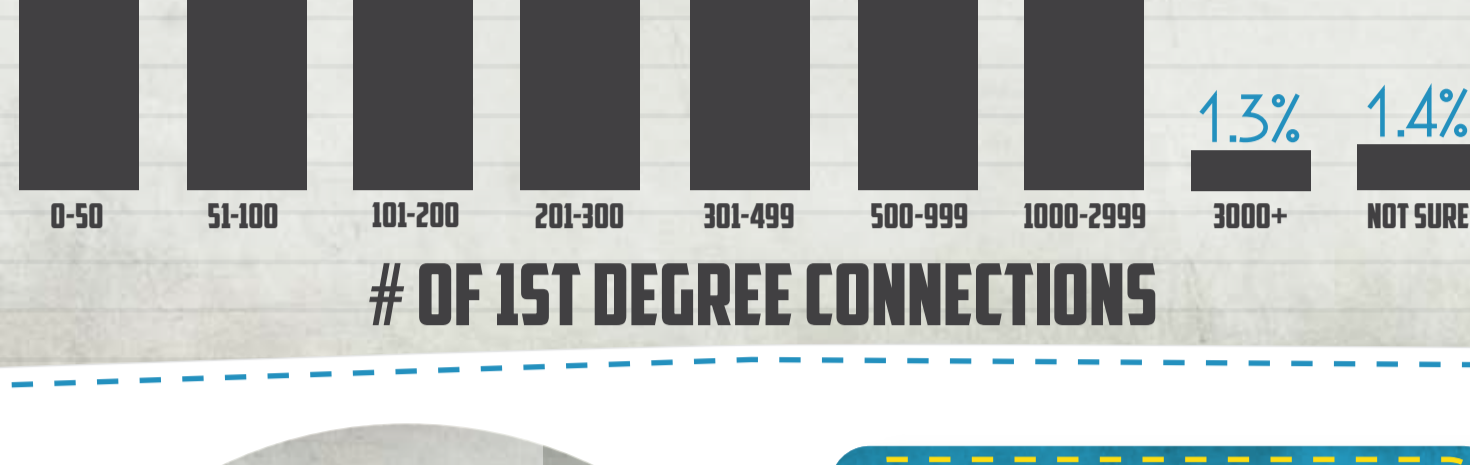
DO YOU PAY TO USE LINKEDIN?

84.4% use the free LinkedIn account

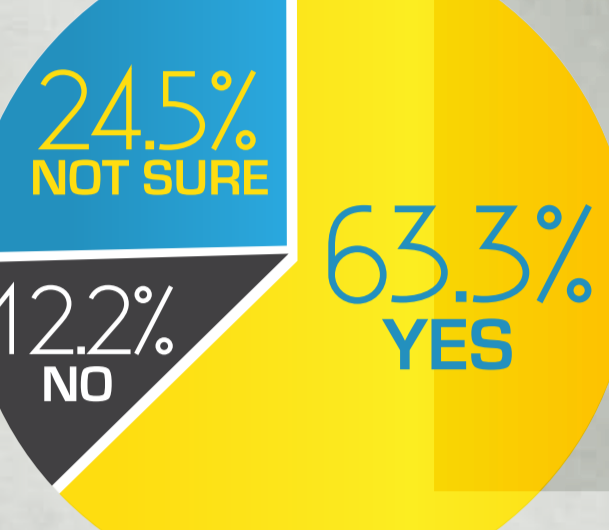
15.1% pay to use LinkedIn

0.5% aren't sure which one they use!

HOW MANY 1ST LEVEL CONNECTIONS DO YOU HAVE?



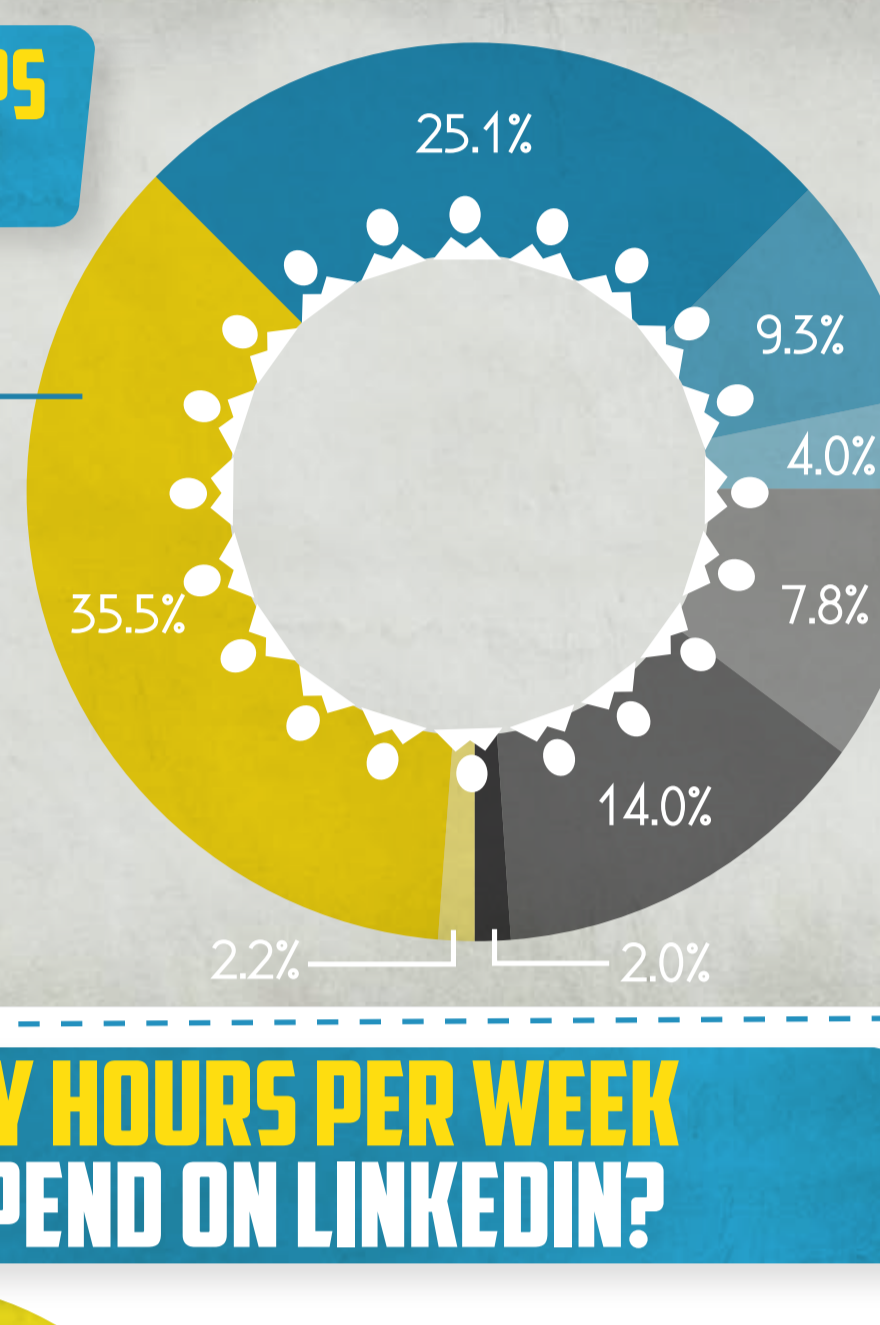
LARGEST GROUP 500-999 CONNECTIONS



DO YOU LET YOUR 1ST LEVEL CONNECTIONS SEE YOUR ENTIRE 1ST LEVEL NETWORK?

HOW MANY GROUPS ARE YOU IN?

35.5% are in 1-9 GROUPS



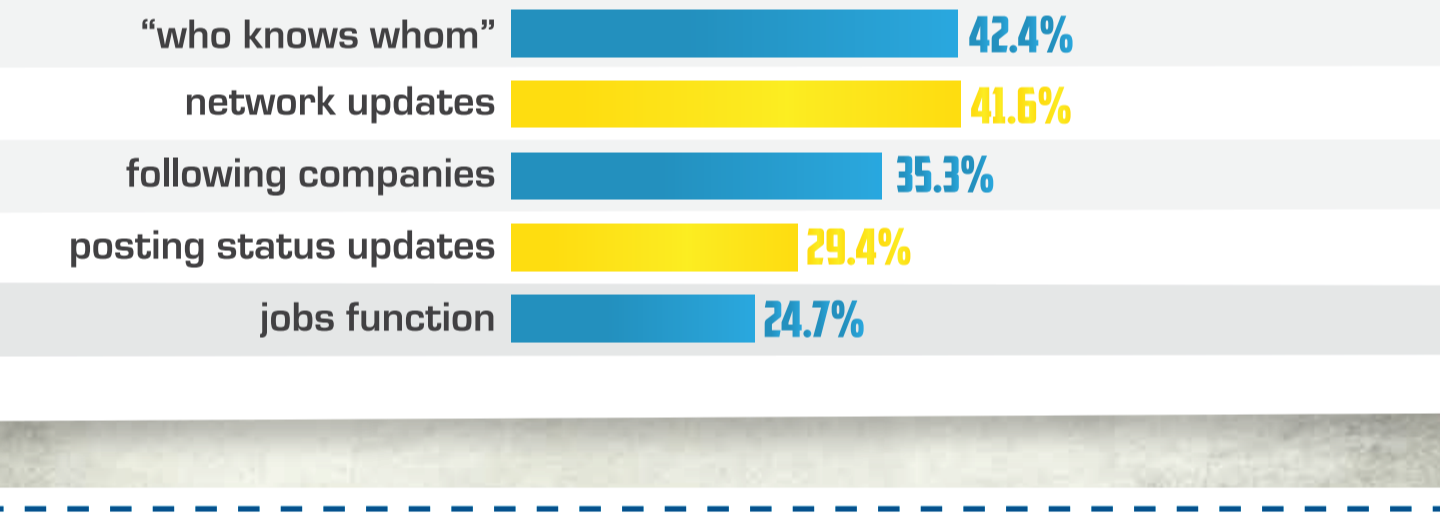
- 0
- 1-9
- 10-19
- 20-29
- 30-39
- 40-49
- 50
- HUH?

HOW MANY HOURS PER WEEK DO YOU SPEND ON LINKEDIN?

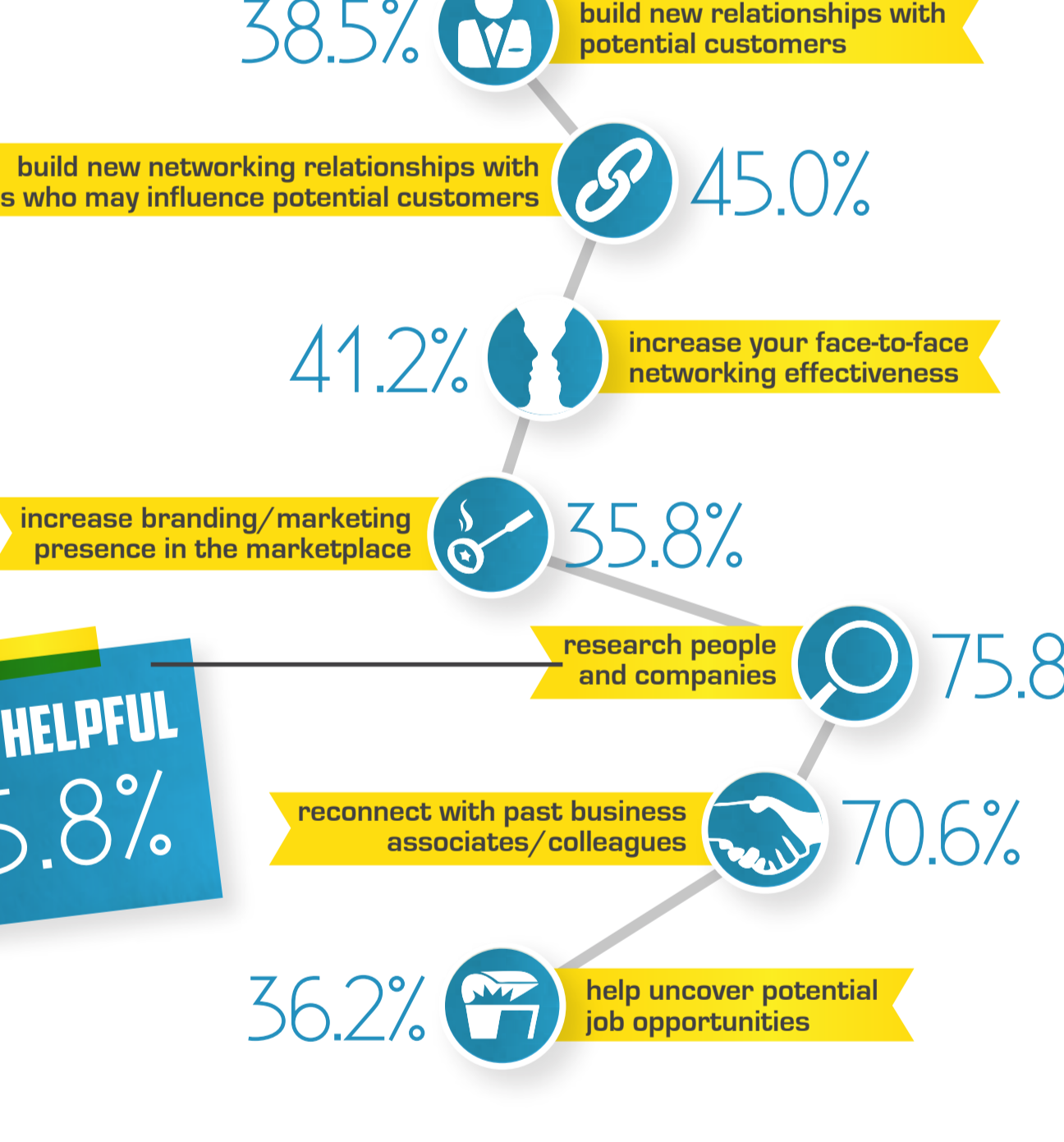


52.2% OF YOU SPEND 0-2 HRS/WEEK

WHICH LINKEDIN FEATURES ARE THE MOST HELPFUL?

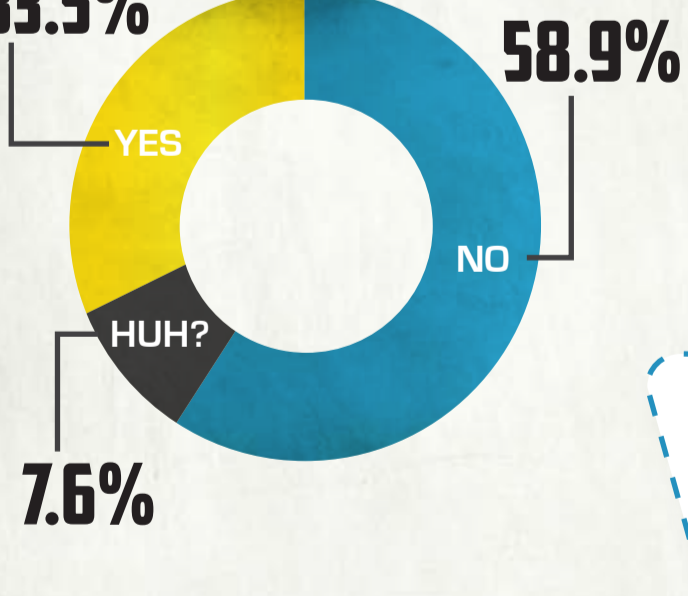


HOW HAS LINKEDIN HELPED YOU?



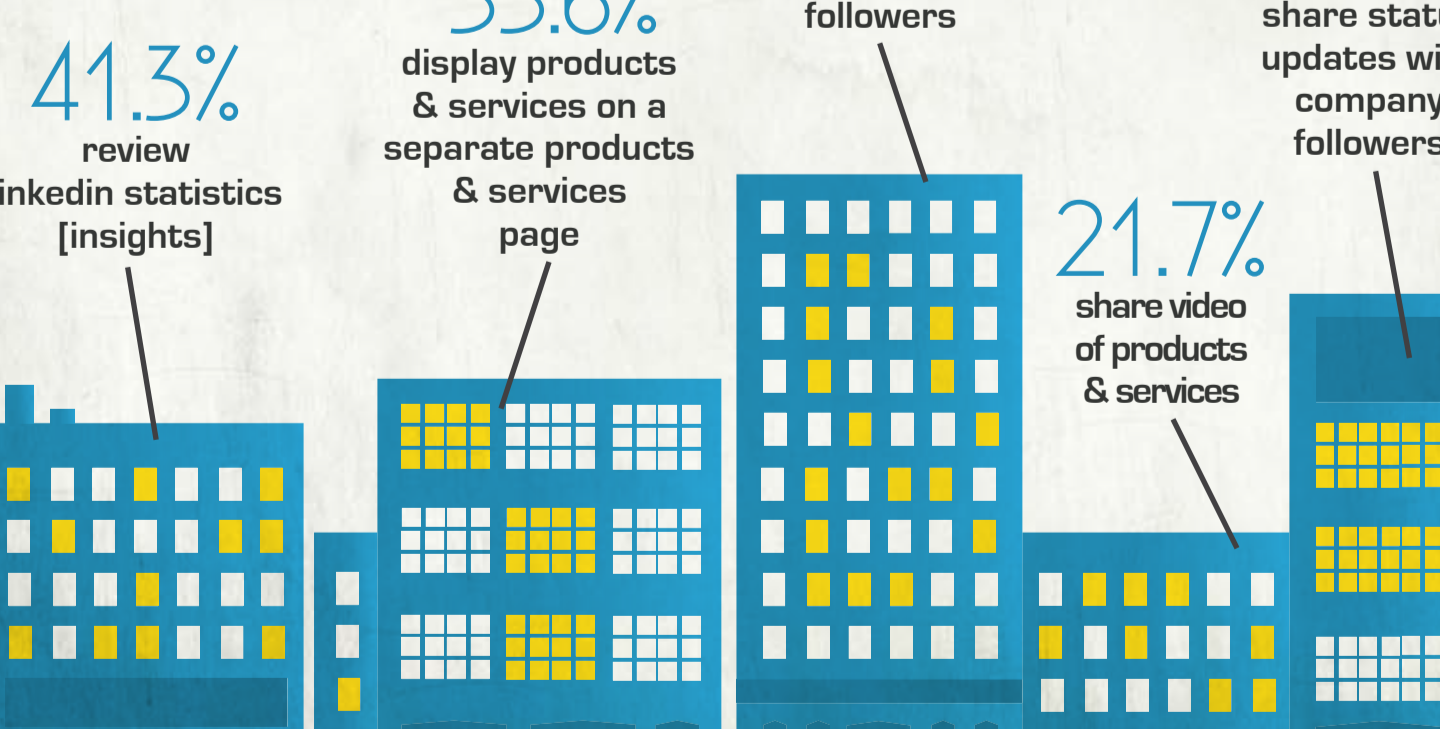
MOST HELPFUL 75.8%

DO YOU HAVE A LINKEDIN COMPANY PAGE?

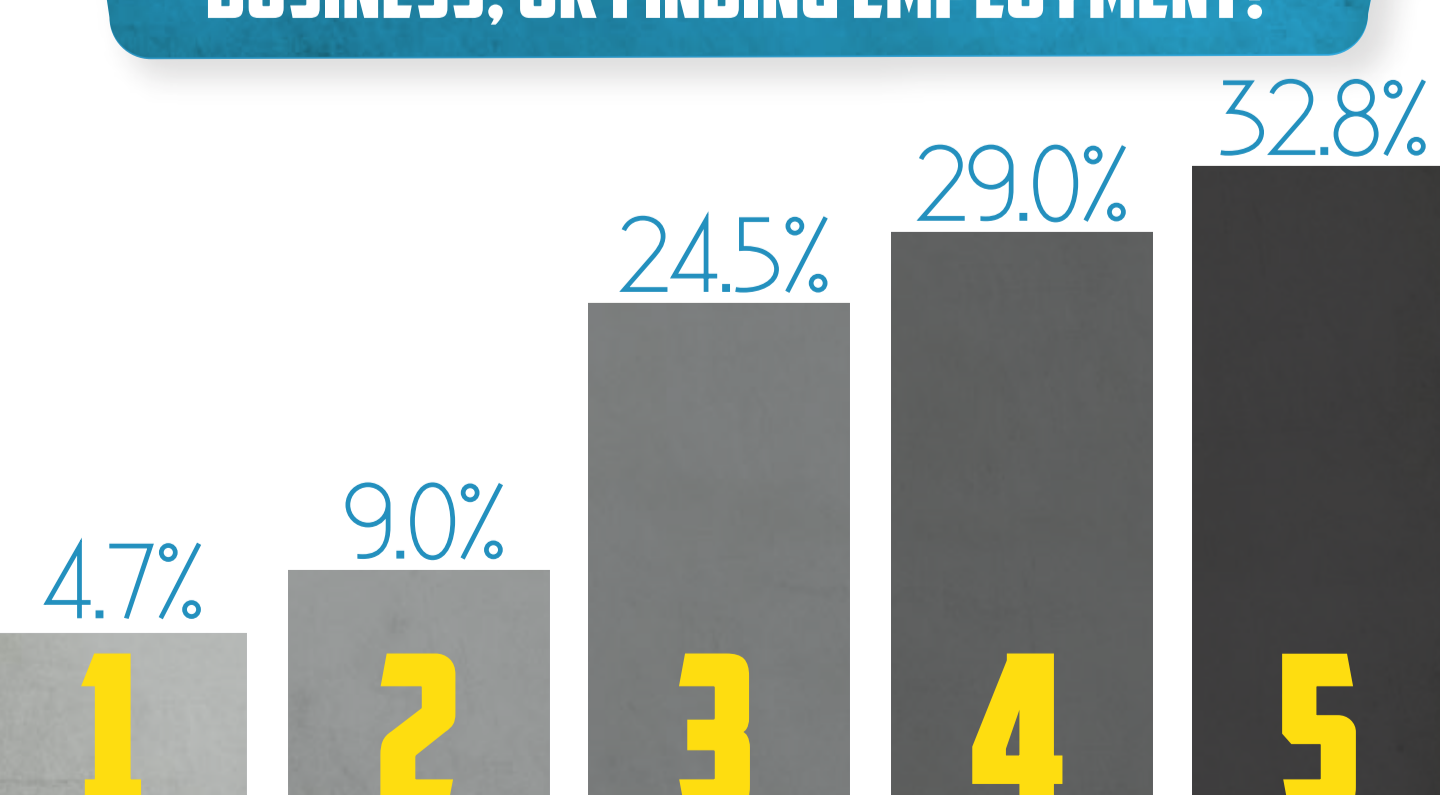


LINKEDIN COMPANY PAGES

HOW HAVE YOU USED YOUR COMPANY PAGE?



HOW IMPORTANT IS LINKEDIN FOR GROWING YOUR NETWORK, DEVELOPING YOUR BUSINESS, OR FINDING EMPLOYMENT?



power+formula

INFO BY POWERFORMULA.NET | GRAPHICS BY LIZCARVERDESIGN.COM

follow @WayneBreitbarth on Twitter

Source: power+formula 2013 LinkedIn User Survey