

# PORTRAIT OF A LINKEDIN USER

2016

Many of LinkedIn's nearly half a billion members are wasting their time on LinkedIn while others are ringing the cash register. Do you know how to be one of the big winners?

LinkedIn training and marketing expert **Wayne Breitbarth's** annual user survey uncovers the habits of successful users and the top LinkedIn features that can help you achieve business and career success, too.

Info by *powerformula.net*

## ARE YOU CURRENTLY USING THE FREE LINKEDIN ACCOUNT?

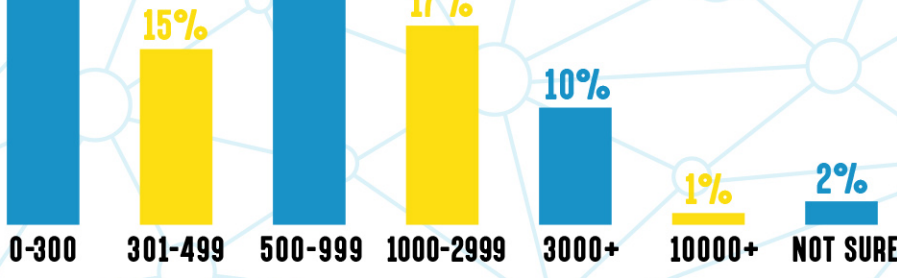
YES (79%)

NO (20%)

NOT SURE (1%)



## HOW MANY FIRST-LEVEL CONNECTIONS DO YOU HAVE?



## WHAT IS YOUR CURRENT PROFILE STRENGTH RATING AS GIVEN BY LINKEDIN?

BEGINNER 3%

INTERMEDIATE 6%

ADVANCED 7%

EXPERT 13%

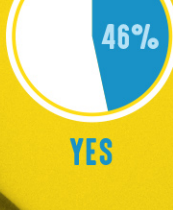
ALL-STAR 60%

DON'T KNOW 11%

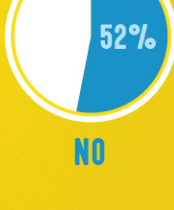


## HAVE YOU INCLUDED ANY MEDIA ON YOUR PROFILE OR PUT A LINK TO ANY MEDIA IN YOUR PROFILE?

(Video, audio, documents, slide presentations, photos, etc.)



YES



NO



NOT SURE

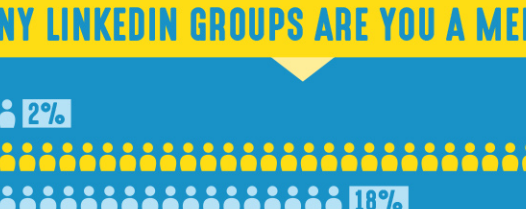
## DO YOU LET YOUR FIRST-LEVEL CONNECTIONS SEE YOUR ENTIRE FIRST-LEVEL NETWORK?

(This is controlled in your LinkedIn settings)

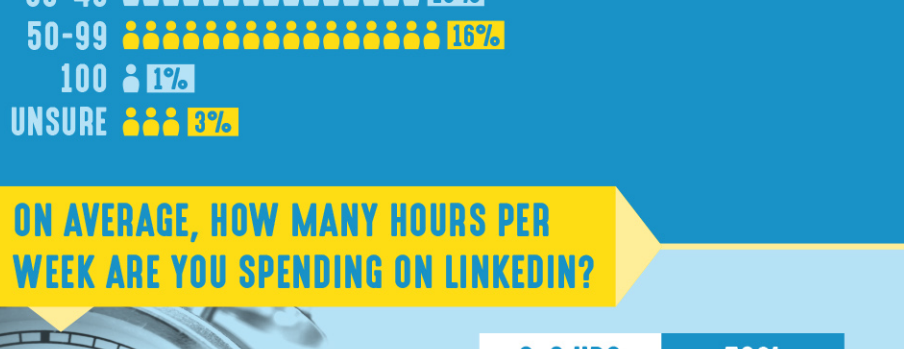
YES (63%)

NO (13%)

NOT SURE (24%)



## HOW MANY LINKEDIN GROUPS ARE YOU A MEMBER OF?



## ON AVERAGE, HOW MANY HOURS PER WEEK ARE YOU SPENDING ON LINKEDIN?



0-2 HRS 53%

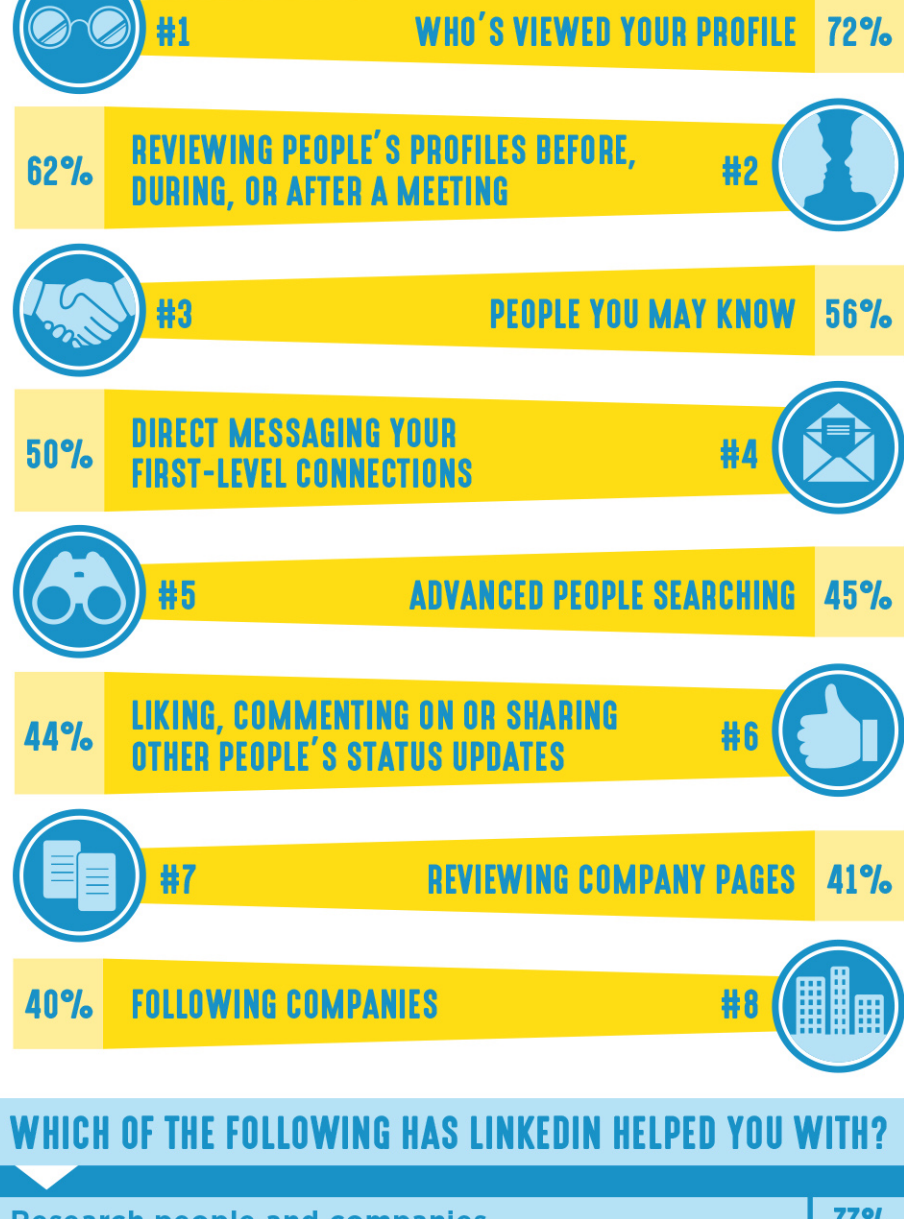
3-4 HRS 22%

5-6 HRS 10%

7-8 HRS 5%

8+ HRS 10%

## WHICH FEATURES HAVE YOU FOUND TO BE HELPFUL?



## WHICH OF THE FOLLOWING HAS LINKEDIN HELPED YOU WITH?

Research people and companies	77%
Reconnect with past business associates/colleagues	71%
Help uncover potential job opportunities	41%
Build new networking relationships with individuals who may influence potential customers	39%
Increase branding/marketing presence in the marketplace	39%
Increase your face-to-face networking effectiveness	38%
Build new relationships with potential customers	37%
Generate identifiable business opportunities	22%

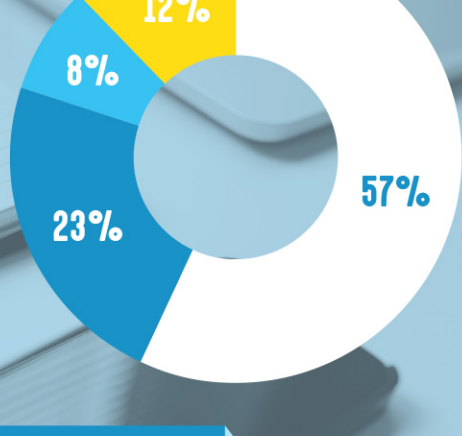
## DOES YOUR COMPANY HAVE A LINKEDIN COMPANY PAGE?

YES

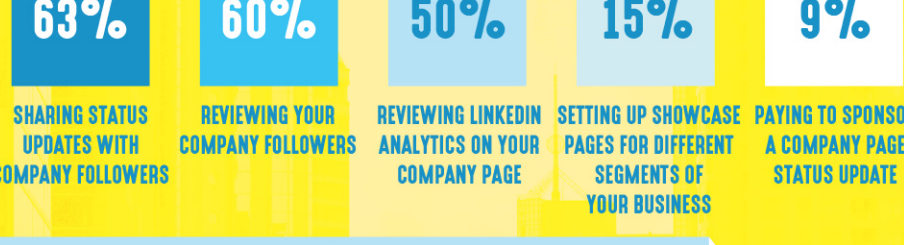
NO

NOT SURE

NOT APPLICABLE



## WHICH OF THE FOLLOWING LINKEDIN COMPANY PAGE FEATURES HAVE YOU USED?



## HOW IMPORTANT IS LINKEDIN IN YOUR EFFORTS TO GROW YOUR NETWORK AND DEVELOP YOUR BUSINESS OR HELP YOU FIND EMPLOYMENT?



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WAYNE BREITBARTH IS THE AUTHOR OF "THE POWER FORMULA FOR LINKEDIN SUCCESS"

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Source: power+formula 2016 LinkedIn User Survey