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### Is LinkedIn the New Facebook?

*Views are my own - Kevin Awkar*

**"LinkedIn right now is going through a Facebook 2012 moment", said Gary Vaynerchuk, chairman of VaynerX and social media master (2020).**

Today's social media platforms are facing a new threat: The Emergence of LinkedIn. LinkedIn represents the world's largest professional network on the internet. This up-scaling platform could be used to find real job or internship opportunities, while connecting and strengthening professional relationships with people from all countries. Founded in 2002, LinkedIn did not have great beginnings for when it comes to numbers and finance. However, with the arrival of the **advanced-tech-era** (since 2010), LinkedIn has been living a planned boost while making haste slowly.

#### **What about Facebook in 2012?**

**Facebook's content-peak moment was in 2009, but in 2012, an expected achievement occurred: the network surpassed 1 billion active users.** With more than 7 billion people on the entire planet, only China and India have more inhabitants than Facebook has users. Originally designed for college students, Facebook was created in 2004, and its original purpose does not meet today's realities of how and why it is being used. As such, Facebook has been questioned and hit by allegations for when it goes down to privacy and personal information issues, especially in the United States. Therefore, one can say that even with its successful impact, this online network still has to adapt.

#### **LinkedIn on the Peak**

**Instagram, Twitter, YouTube and Facebook represent the main league members of the advanced tech-era.** However, a new contender is in place: LinkedIn. **LinkedIn's advantage in 2020 is the out-of-the-league position.** This online platform is available on the network and as an application, for professional research and sharing, with the ability to post photos and articles. LinkedIn is one thing with everything and anything inside. COVID-19 made ambitious people look up for new opportunities and additional skills to add, so, what's better than LinkedIn to perform this will? A complete LinkedIn profile can help us connect with opportunities by showcasing our unique professional story through experience, skills, and education. It could also be used to organize offline events, join groups, post photos and videos. But why is this platform so important?

#### **LinkedIn's Fantastic Five**

***“Active participation on LinkedIn is the best way to say, ‘Look at me!’ without saying ‘Look at me!’”*** said Bobby Darnell, Principal of Construction Market Consultants.

1. Your Name Ranking and Availability on Google Search
2. Brand Building
3. Seek Job and Internships' Opportunities
4. Tap Into Industry News
5. Networking in a Very Professional Way

### **So, What's Next?**

As explained above, content that was once frowned upon on **Facebook** is now the new primordial normal on **LinkedIn**. The business social networking site is becoming the new Facebook. LinkedIn is still in its glory moment but maybe not in the peak. As time goes forward, what will be your main purpose of using this exceptional online platform?