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If you want the update to be visible only to your 1st-degree connections, click the Share with: dropdown and select Connections. If you want the update to be visible to specific individuals, click Share with: dropdown and select Individuals. Type the names of your connections youd like to share the completed course/learning path with. Click Add to Profile from the confirmation pop-up window. If you don't wish to add the skill associated with the course or learning path, click on the skill to unselect it from the Skills that will be added to your profile section. If your LinkedIn profile already has over 100 skills listed, you wont be able to add additional skills to it. Once the course has been added to your profile, Add to profile will change to On your profile within your Learning History page. Certificates for completed courses and learning paths can also be printed out in a PDF format. We do not provide certificates for collections or individual videos. You can also delete your learning history once youve added courses to your profile. (See Related task section below.) Maintaining an updated LinkedIn profile offers numerous benefits, whether you're actively job hunting, looking to expand your professional network, or aiming to stay current in your industry. Make your profile a priority this year by committing to regular profile updates, cultivating a compelling narrative, and showcasing newfound skills and accomplishments, ensuring that your digital presence aligns with your career aspirations.To help you get started, we've created a tutorial to help you easily add your latest certifications and capacity-building skills to your LinkedIn profile. Showcasing Your Latest Certifications On LinkedIn: A Step-By-Step GuideGive your LinkedIn profile a boost by adding your CIET capacity-building courses and certifications.Step 1: Open your LinkedIn profileGo to linkedin.comClick on "me" in the top menu, or on your profile picture anywhere you see it to get to your profile page. Step 2: Scroll down to "Licenses & certifications"Click the + icon to add your certificationsClick the pencil icon to edit a previous entry Step 3: Add your latest certificationsInclude key details, add Association of Energy Engineers (or CIET for non-certification courses) as the "issuing organization", and highlight your new skills Step 4: Click "Save"Read over the details of your certification and skillsClick "Save" Step 5: Share your certification with your network!LinkedIn makes it easy to create a post celebrating your accomplishmentAdd a personal message to the postTag "@CIET" so we can celebrate with youPost your update on LinkedIn Bonus step: Check your post notificationsBe sure you check back on your post to receive all the congratulations from your network Why you should maintain your LinkedIn profile1. Professional VisibilityIncrease your exposure to recruiters.Recruiters and hiring managers frequently use LinkedIn to find potential candidates. An updated profile increases your chances of being discovered for new job opportunities.Showcase skills and achievements.Highlight recent projects, skills, certifications, and accomplishments to demonstrate your professional growth and to keep your profile relevant. 2. Networking OpportunitiesExpand your network.An up-to-date profile makes it easier to connect with colleagues, industry leaders, and potential collaborators. Networking can lead to new opportunities, advice, and mentorship.Increase engagement and interaction.By regularly updating your profile and engaging with posts, you can boost your visibility and stay active within your professional community.3. Personal BrandingBuild your personal brand.In this day and age, your online presence becomes a part of your personal brand. Put some thought into how your digital presence is perceived. Consistent updates and activity on LinkedIn help establish your professional identity and showcase your expertise.Enhance credibility.Collecting endorsements and recommendations from colleagues on your profile enhances your credibility and validates your skills and experience. 4. Career AdvancementStay informed.Connecting with organizations, and following industry news and thought leaders on LinkedIn can keep your finger on the pulse. It's a great way to stay on top of the latest trends and developments in your field.Job search efficiency.When you're on the job hunt, an updated profile makes it easier to apply for jobs through LinkedIn's job portal. 5. Professional DevelopmentDiscover learning opportunities.Connecting with organizations, and following industry news and thought leaders on LinkedIn can keep your finger on the pulse. It's a great way to stay on top of the latest trends and developments in your field.Receive job alerts.LinkedIn can send you personalized job alerts based on your profile, helping you stay aware of relevant opportunities. 6. Company VisibilityAttract business opportunities.If you are a business owner or are in a client-facing role, an updated profile can help you attract potential clients and partnerships.Highlight company achievements.By keeping your LinkedIn profile updated with your company's latest news, projects, and successes, you can be a part of enhancing your organization's visibility and reputation. An updated LinkedIn profile, armed with your latest capacity building and certification courses is a powerful tool for professional visibility, networking, personal branding, and career advancement.Connect with CIET on LinkedIn! Want to stand out in a competitive market and increase your chances of getting noticed? Whether youre looking for freelance work, agency clients, or full-time employment, adding certificates to your LinkedIn profile is a great way to show your expertise. But with so many professionals on the platform trying to stand out for the attention of hiring managers and recruiters, simply including your certifications may not be enough. You need to know how to strategically add them to your profile to make a lasting impression and have a unifying impression through your profile. So, in this comprehensive step-by-step guide, well show you exactly how to add certifications on LinkedIn to capture the attention of any potential prospect. From selecting the right certifications to showcasing them effectively, weve got you covered! Heres what youll learn: What is a LinkedIn certification and why theyre important Why add certifications to your profile 4 main types of certifications you can add to your LinkedIn profile Step-by-step overview of how to add certifications 5 Best practices to keep in mind when optimizing your profile with certifications PS Adding a certificate to your LinkedIn profile is only the first step to standing out and getting leads. Be sure to join our private group The LinkedIn Outreach Family for more proven tips and tricks. So, you probably already know what a certificate is and how its used practically. For the most part, they play the same role on LinkedIn. LinkedIn Certficiates help you close skills gaps with a wide variety of credential content through LinkedIn Learning. The platform offers over 20,300 courses and Learning Paths to get ahead in your career and learn new skills from industry experts. By earning a LinkedIn certificate, you validate your knowledge and expertise in a subject. And also demonstrate your commitment to professional development. Depending on the course, it might take a few hours to complete it, and well show you how to display them in your profile below. A few LinkedIn certificate topics include: Time management. Spreadsheets. Marketing strategy. Data analysis. Personal branding. Engineering. Small business and entrepreneurship. Career development. Sales. And more. Now, lets take a look at how these certificates can enhance your LinkedIn profile as well as your resume. According to LinkedIn: 12M+ LinkedIn members feature a credential or certification on their profile today. There has been a +44% increase in members featuring a credential from 2020-2022. There are over 2,000 courses to prep for and over 120 different exams available for 4 different credential types. The 4 different credential types include: Skills assessments Timed, multiple-choice tests that assess a learners knowledge and proficiency in a specific skill or subject area. Skill quizzes Also multiple-choice tests, but they are not timed and are designed to test a learners understanding of a specific skill or concept. Course certifications Awarded to learners who successfully complete a course on LinkedIn Learning. Course certificates can be added to a learners LinkedIn profile to showcase their newly acquired skills and knowledge. LinkedIn learning certifications Awarded to learners who pass a proctored exam after completing a Learning Path, which is a curated collection of courses designed to help learners master a specific skill or career goal. Read on for the 4 main types of certifications to add on LinkedIn below, which are different from the above. Now, the reason you should add these certificates to your LinkedIn profile is because they can significantly enhance your overall professional profile and increase your chances of getting noticed. In addition to showcasing your expertise via LinkedIn certifications, another benefit you gain is that it can help you get through applicant tracking systems (ATS), if youre looking for full-time employment. An ATS is often used by recruiters to screen resumes and job applications automatically. By including relevant keywords (and certifications), youre more likely to get noticed. Now, there are 4 main types of certifications you can add to your LinkedIn profile, which are as follows: Industry-specific certifications Certifications that are specific to a particular industry or field, such as a certification in IT or healthcare. These certifications demonstrate your specialized knowledge and expertise in your chosen field. Educational certifications Certifications that are typically earned through formal education, such as a degree or diploma, and demonstrate your academic achievements and qualifications. They can include bachelors, masters, or doctoral degrees, as well as certificates and diplomas. General certifications Certifications that arent specific to any particular industry or skill, but rather demonstrate your general knowledge and proficiency in a particular subject area, such as communication or leadership. They can be useful for demonstrating your overall skillset and abilities. Other types of certifications This category includes any other type of certification that does not fall into the above categories. Examples may include certifications in languages, teaching, or coaching. The type of certificate youll want to add depends on your profile, level, and positioning. If youre just starting out, you should consider all the essential industry-specific certifications thatll help you niche down as well. Meanwhile, if you have a more established career, you might want to focus on adding educational certifications that showcase your advanced training and expertise in your niche. Though general certifications can also be helpful to demonstrate your broader skillset and transferable abilities. Now, if youre wondering what this looks like in practice, lets take a look at the practical steps from the LinkedIn side. When it comes to managing certificates on your LinkedIn profile, you can: Edit and manage certifications. Edit the details of existing listings. Delete certifications. And re-order them, based on date and topic. Now, heres how to do each. First, to add a certification to your LinkedIn profile: Click on the Me icon at the top of your homepage and select View Profile. Click on Add profile section. From there, click Recommended dropdown and select Add licenses & certifications. Then, a list displaying companies will appear as you type in the organization thats providing your certifications. Make sure to select the correct LinkedIn page of your organization so that their logo appears next to the certification. Then, fill in the rest of the info based on your specific certification. If youve recently finished a LinkedIn Learning course, you can also directly add it to your profile with this shortcut. Now, after youve added a certification or license, heres how to edit or delete one: Scroll down to your License and certifications section in your profile. From here, you can click on the pencil icon to make edits or delete the certification. By editing a certification, you can change its name, issuing organization, issue date, credential URL, and more based on your specific certification. Finally, once youve optimized your profile, youll want to showcase your most important certifications first. To do this, scroll down to the License & certifications section and click on the pencil icon to edit the section. Click on the three dots icon and select Reorder. From there, you can rearrange the order as needed. Looking for more ways to make sure your LinkedIn profile stands out? Check out our full guide on tips for improving your LinkedIn profile! Adding a certification on your profile is simple, right? And the benefits are obvious too. With your profile standing out, your lead generation will be more effective as a result too. But to get the most out of LinkedIn certificates, here are some best practices to keep in mind. Once youve completed a course and added it to your profile, the first thing youll want to do is share the accomplishment with your network. Once youve filled in all the fields, hit save. LinkedIn will then tell you that your license or certification has been updated. From there, click Next and follow through to share news with your network. From the confirmation pop-up window, check the Share with network box to send an update about your certification. This is a great way to let your professional network know about your latest achievement and demonstrate your commitment to ongoing learning and development. Not all certifications are created equally. Some are free and take only an hour to complete. While others are paid, take few days, and are for advanced users. So, naturally, youll want to showcase the more important and relevant certifications upfront. This will also depend on your industry. For example, if you do LinkedIn outreach, youll want to showcase certifications that show your expertise over the platform first (e.g. courses about lead generation, sales, outreach, etc.). Meanwhile, a certification about programming might not the most relevant thing here. LinkedIn SEO is a great way to get more eyeballs on your profile. The process is similar to Google SEO, but instead of your website, youre optimizing your profile. When doing so, make sure to include keywords relevant to what you do within your LinkedIn headline, summary section, as well as your job experience. By including relevant certifications, youll also see a boost in LinkedIn SEO. Make sure to include relevant keywords within: Course name. Description. And the post you share announcing the news. Its important to ensure all the information regarding your certification is accurate and up-to-date. Here, double-check things like: Course name. Provider organization. Dates. And other small details when filling in the form. This helps avoid any confusion or misunderstandings when potential clients view your profile. Finally, once your certification does expire, make sure to sure you come back and update your profile. Either retake the course to receive a new certification or remove the listing. You wouldnt want to have an outdated listing on your profile as that reflects poor attention to detail. Last but not least, you should also include information on how the certification has helped you in your career. Instead of simply listing out the course content, you should also include what you personally gained from the certification and how it can benefit potential employers or clients. This could be in the form of a brief summary or bullet points, focusing on specific skills or competencies you gained. For example: Learned how to launch LinkedIn outreach campaigns to help B2B companies gain more clients automatically. So, thats a wrap! Adding certifications to your LinkedIn profile is a great way to demonstrate expertise as well as help your LinkedIn SEO. Overall, once your profile stands out and you want to start generating leads, you should also strongly consider LinkedIn outreach. For that, you can use Expandi to set up your first outreach campaign in 15 minutes and start seeing results in 24 hours. Get started with a free, 7-day trial now! Or if you have more questions on getting the most out of LinkedIn check out our free group The LinkedIn Outreach Family. Have you recently completed a training course that youre incredibly proud of? Or maybe you have past qualifications that you want to share Firstly, congratulations!Now follow these steps to add your training certificate on LinkedIn. LinkedIn is a useful business communication tool and for those looking for a new job, prospective employers can easily view your profile and see what qualifications you have. But just how can you add your training certificates to your LinkedIn profile? Its surprisingly easy to do. If youre using a browser to access LinkedIn and havent added a certificate before; select profile and then click on the Add Profile Section under your connections. Youll then be able to select Licenses & certifications under the Recommended section. If you already have the Licenses & certifications section, simply scroll down your profile until you find it and then click +. To add your certificate, you need to follow these steps: Enter the name of the courseEnter the Issuing OrganisationEnter the Issue and Expiration DatesThe Credential ID is your certificate numberThe Credential URL is the website address of your issuerClick Save If you want to add your credentials through your mobile device, follow these steps: Click on your profile pictureClick view profileClick on the + icon at the bottom right hand of the screenScroll down and click on the Background sectionSelect the + icon next to Licenses & certificationsRet of steps as above And youre done! Now you know how to add certifications to your LinkedIn profile, you can prove to potential employers or recruiters that youre skilled and ready to go. It really is that easy. Download Article An easy-to-follow guide for adding a certificate to your LinkedIn profile Download Article Mobile App|Computer|Video|Tips Want to add the certificate you just earned online to your LinkedIn profile? Fortunately, you can easily add it! Not only should you add your certification, but you should also make a post boasting that you got it! This wikiHow article teaches you how to add a certificate on LinkedIn using your computer or the mobile app on Android or iPhone. If you're using a computer, click "Me > View profile > Add section > Recommended > Add licenses & certificates" to add your certification.Using the mobile app, tap your profile picture and tap " View profile > Add section > Recommended > Add licenses & certificates."If you got a certification from an organization that partners with LinkedIn, you can click or tap "Add to Profile" in the email sent with your certification completion.1Open LinkedIn. Tap the app icon that looks like the letters "in" on a blue background. 2Tap your profile picture. It's in the top left corner of your screen and will prompt a menu to slide out from the left.[1] Advertisement 3Tap View profile. This is at the top of the menu.[2]4Tap Add section. It's on the right side of your profile page between "Open to" and "..."5Tap Recommended. A "Recommended" menu will expand, showing you more options.6Tap Add licenses & certifications. It's usually the second option under "Recommended."[3]7Enter your certification details. This includesThe certification name, like Microsoft Certified Network Associate Security.The issuing organization, like Microsoft.Issued date and expiration date or a box if the certification does not expire.Your credential ID (it's the number on your certificate).And a certificate URL (if applicable).8Tap Save. It's at the bottom of your screen and will save your details to add the certificate to your profile.You can edit this entry by viewing your profile, and tapping the edit icon next to Licenses & Certifications. Advertisement 1Go to and sign in. You can use any desktop browser to add a certificate to your LinkedIn profile.2Click Me and select View profile. The "Me" icon is your profile picture in the top right corner of the page and clicking it will prompt a menu to drop down. "View profile" is usually the first option in that menu.[4]3Click Add profile section. This is below your profile picture.4Click Recommended. The "Recommended" menu will expand, showing you more options.5Click Add licenses & certifications. It's usually the second option under "Recommended."[5]6Enter your certification details. This includes:The certification name, like Microsoft Certified Network Associate Security.The issuing organization, like Microsoft. If you tap the associated LinkedIn authority, their logo will appear next to your certification.Issued date and expiration date or a box if the certification does not expire.Your credential ID (it's the number on your certificate).And a certificate URL (if applicable).7Click Save. It's at the bottom of your screen and will save your details to add the certificate to your profile.You can edit this entry by viewing your profile, and clicking the edit icon next to Licenses & Certifications.[6]If you got a certification from a company that partners with LinkedIn (like IBM, Oracle, and Meta), you can click the Add to Profile link in the "Certification Completed" email they sent you. Advertisement Ask a Question Advertisement Thanks Advertisement This article was co-authored by Melody Godfred, JD and by wikiHow staff writer, Darlene Antonelli, MA. Melody Godfred is a Career Coach, Entrepreneur, and Founder of Write In Color, a full-service resume and career development company that specializes in developing compelling personal narratives and brands. With over ten years of experience, Melody has worked with clients at entertainment and media companies including Apple, Disney, Fox, Netflix, Riot Games, Viacom, and Warner Bros, among others. The Muse invited Melody and Write In Color to serve as one of its 30 trusted career counselors (out of 3,000) to provide one-on-one coaching and resume services to the platform's more than four million active users. Melody earned a JD from Loyola Marymount University and BS from the University of Southern California. This article has been viewed 62,639 times. Co-authors: 3 Updated: January 11, 2025 Views:62,639 Categories: LinkedIn PrintSend fan mail to authors Thanks to all authors for creating a page that has been read 62,639 times. LinkedIn overall is a great app. I have found great people on there and connected with them to build my network. Also, the learning courses on the site are on par with sites like Coursera, Udemy, etc. I will say that its very noticeable sometimes when they change up the algorithm and show me things Im not interested in, or topics that are meant to spark a negative reaction, but thats social media for you. One of my biggest complaints is their job section. Ive applied at over 1000+ jobs through there site, and the furthest I have ever made was so and so viewed your resume/profile, or recruiters that ghost me, so I continue to stick with Indeed on that matter. While LinkedIn is great for networking, I do feel putting a face with a name on LinkedIn can work against POC as I have been ghosted many times by recruiters or companies once they view my profile. For example, I talked via email with Company A, Company A LOVED my resume..then I see someone who works from Company A view my profile..I get a rejection email a few hours later. Not saying this to trash the app, only telling my experience, but overall, I still would recommend folks to get a LinkedIn page. Hi There, Thanks for taking the time to review the LinkedIn app, also thanks for the 5-star rating, We'll be sure to share your feedback with our product team. If there's anything you'd like to add to your feedback, please don't hesitate to email us at you! IR Maintaining an updated LinkedIn profile offers numerous benefits, whether you're actively job hunting, looking to expand your professional network, or aiming to stay current in your industry. Make your profile a priority this year by committing to regular profile updates, cultivating a compelling narrative, and showcasing newfound skills and accomplishments, ensuring that your digital presence aligns with your career aspirations.To help you get started, we've created a tutorial to help you easily add your latest certifications and capacity-building skills to your LinkedIn profile. Showcasing Your Latest Certifications On LinkedIn: A Step-By-Step GuideGive your LinkedIn profile a boost by adding your CIET capacity-building courses and certifications.Step 1: Open your LinkedIn profileGo to linkedin.comClick on "me" in the top menu, or on your profile picture anywhere you see it to get to your profile page. Step 2: Scroll down to "Licenses & certifications"Click the + icon to add your certificationsClick the pencil icon to edit a previous entry Step 3: Add your latest certificationsInclude key details, add Association of Energy Engineers (or CIET for non-certification courses) as the "issuing organization", and highlight your new skills Step 4: Click "Save"Read over the details of your certification and skillsClick "Save" Step 5: Share your certification with your network!LinkedIn makes it easy to create a post celebrating your accomplishmentAdd a personal message to the postTag "@CIET" so we can celebrate with youPost your update on LinkedIn Bonus step: Check your post notificationsBe sure you check back on your post to receive all the congratulations from your network Why you should maintain your LinkedIn profile1. Professional VisibilityIncrease your exposure to recruiters.Recruiters and hiring managers frequently use LinkedIn to find potential candidates. An updated profile increases your chances of being discovered for new job opportunities.Showcase skills and achievements.Highlight recent projects, skills, certifications, and accomplishments to demonstrate your professional growth and to keep your profile relevant. 2. Networking OpportunitiesExpand your network.An up-to-date profile makes it easier to connect with colleagues, industry leaders, and potential collaborators. Networking can lead to new opportunities, advice, and mentorship.Increase engagement and interaction.By regularly updating your profile and engaging with posts, you can boost your visibility and stay active within your professional community.3. Personal BrandingBuild your personal brand.In this day and age, your online presence becomes a part of your personal brand. Put some thought into how your digital presence is perceived. Consistent updates and activity on LinkedIn help establish your professional identity and showcase your expertise.Enhance credibility.Collecting endorsements and recommendations from colleagues on your profile enhances your credibility and validates your skills and experience. 4. Career AdvancementStay informed.Connecting with organizations, and following industry news and thought leaders on LinkedIn can keep your finger on the pulse. It's a great way to stay on top of the latest trends and developments in your field.Job search efficiency.When you're on the job hunt, an updated profile makes it easier to apply for jobs through LinkedIn's job portal. 5. Professional DevelopmentDiscover learning opportunities.Connecting with organizations, and following industry news and thought leaders on LinkedIn can keep your finger on the pulse. It's a great way to stay on top of the latest trends and developments in your field.Receive job alerts.LinkedIn can send you personalized job alerts based on your profile, helping you stay aware of relevant opportunities. 6. Company VisibilityAttract business opportunities.If you are a business owner or are in a client-facing role, an updated profile can help you attract potential clients and partnerships.Highlight company achievements.By keeping your LinkedIn profile updated with your company's latest news, projects, and successes, you can be a part of enhancing your organization's visibility and reputation. An updated LinkedIn profile, armed with your latest capacity building and certification courses is a powerful tool for professional visibility, networking, personal branding, and career advancement.Connect with CIET on LinkedIn! Want to give your brand videos a cinematic edge? Join our visual experts and special guests for an info-packed hour of insights to elevate your next video project. Tune in on June 24 at 11amET.Register NowEnjoy sharper detail, more accurate color, lifelike lighting, believable backgrounds, and more with our new model update. Your generated images will be more polished thanever.See What's NewExplore how consumers want to see climate stories told today, and what that means for yourvisuals.Download Our Latest VisualGPS ReportWant to give your brand videos a cinematic edge? Join our visual experts and special guests for an info-packed hour of insights to elevate your next video project. Tune in on June 24 at 11amET.Register NowEnjoy sharper detail, more accurate color, lifelike lighting, believable backgrounds, and more with our new model update. 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(April 2025)Professional network websiteLinkedIn CorporationLogo used since September 2021Headquarters in Sunnyvale, CaliforniaType of businessSubsidiaryType of siteProfessional network serviceSocial mediaAvailableIn36 languages[1]List of languagesArabic, Bengali, Chinese (simplified), Chinese (traditional), Czech, Danish, Dutch, English (UK), English (US), Farsi, French, Finnish, German, Greek, Hebrew, Hindi, Hungarian, Indonesian, Italian, Japanese, Korean, Marathi, Malay, Norwegian, Polish, Portuguese, Romanian, Russian, Spanish, Swedish, Tagalog, Telugu, Thai, Turkish, Ukrainian, VietnameseFoundedMay5, 2003; 22 years ago(2003-05-05)Mountain View, California, U.S.HeadquartersSunnyvale, California, U.S.AreaservedWorldwideFounder(s)Reid HoffmanEric LyKeypeopleJeff Weiner(Executive Chairman)Ryan Roslansky(CEO)IndustryInternetRevenue US$15.15 billion (2023)[2]Employees18,500 (2024)[1]ParentMicrosoft (2016present)SubsidiariesLinkedIn LearningConnectifierDrawbridgeGlintURLlinkedin.comIPv6 supportYesAdvertisingAdSenseRegistrationRequiredUsers310million MAU (February 2023)[3][unreliable source?]LaunchedMay5, 2003; 22 years ago(2003-05-05)CurrentstatusActiveLinkedIn (/lktn/) is an American business and employment-oriented social network. It was launched on May 5, 2003 by Reid Hoffman and Eric Ly.[4] Since December 2016, LinkedIn has been a wholly owned subsidiary of Microsoft.[5] The platform is primarily used for professional networking and career development, and allows jobseekers to post their CVs and employers to post jobs. From 2015, most of the company's revenue came from selling access to information about its members to recruiters and sales professionals and has also introduced their own ad portal named LinkedIn Ads to let companies advertise in their platform.[6] LinkedIn has more than 1 billion registered members from over 200 countries and territories.[7]LinkedIn allows members (both employees and employers) to create profiles and connect with each other in an online social network which may represent real-world professional relationships. Members can invite anyone (whether an existing member or not) to become a connection. LinkedIn can also be used to organize offline events, join groups, write articles, publish job postings, post photos and videos, and more.[8]Founded in Mountain View, California, LinkedIn is currently headquartered in Mountain View, with 36 global offices as of February 11, 2024.[9][1] In February 2024, the company had around 18,500 employees.[10][4]LinkedIn's current CEO is Ryan Roslansky. Jeff Weiner, previously CEO of LinkedIn, is now serving as the Executive Chairman. Reid Hoffman, founder of LinkedIn, is chairman of the board.[11][12] It was funded by Sequoia Capital, Greylock, Bain Capital Ventures,[13] Bessemer Venture Partners and the European Founders Fund.[14] LinkedIn reached profitability in March 2006.[15] Since January 2011, the company had received a total of $103million (about $138million in 2023) of investment.[16] LinkedIn filed for an initial public offering in January 2011 and traded its first shares in May, under the NYSE symbol "LNKD".[17]Former LinkedIn headquarters on Stierlin Court in Mountain View, CaliforniaThe company was founded in December 2002 by Reid Hoffman and the founding team members from PayPal and Socialnet.com (Allen Blue, Eric Ly, Jean-Luc Vaillant, Lee Hower, Konstantin Guericke, Stephen Beitzel, David Eves, Ian McNish, Yan Pujante, Chris Saccheri).[18] In late 2003, Sequoia Capital led the Series A investment in the company.[19] In August 2004, LinkedIn reached 1 million users.[20] In March 2006, LinkedIn achieved its first month of profitability.[20] In April 2007, LinkedIn reached 10 million users.[20] In February 2008, LinkedIn launched a mobile version of the site.[21]In June 2008, Sequoia Capital, Greylock Partners, and other venture capital firms purchased a 5% stake in the company for $53million, giving the company a post-money valuation of approximately $1billion.[22] In November 2009, LinkedIn opened its office in Mumbai[23] and soon thereafter in Sydney, as it started its Asia-Pacific team expansion. In 2010, LinkedIn opened an International Headquarters in Dublin, Ireland,[24] received a $20 million investment from Tiger Global Management LLC at a valuation of approximately $2billion,[25] announced its first acquisition, Mspoke,[26] and improved its 1% premium subscription ratio.[27] In October of that year, Silicon Valley Insider ranked the company No. 10 on its Top 100 List of most valuable startups.[28] By December, the company was valued at $1.575billion in private markets.[29] LinkedIn started its India operations in 2009 and a major part of the first year was dedicated to understanding professionals in India and educating members to leverage LinkedIn for career development.LinkedIn office building at 222 Second Street in San Francisco (opened in March 2016)LinkedIn office in Toronto inside the Toronto Eaton CentreLinkedIn filed for an initial public offering in January 2011. The company traded its first shares on May 19, 2011, under the NYSE symbol "LNKD", at $45 ($60.00 in 2023) per share.[30] Shares of LinkedIn rose as much as 171% on their first day of trade on the New York Stock Exchange and closed at $94.25, more than 109% above IPO price. Shortly after the IPO, the site's underlying infrastructure was revised to allow accelerated revision-release cycles.[11] In 2011, LinkedIn earned $154.6 million in advertising revenue alone, surpassing Twitter, which earned $139.5 million.[31] LinkedIn's fourth-quarter 2011, earnings soared because of the company's increase in success in the social media world.[32] By this point, LinkedIn had about 2,100 full-time employees compared to the 500 that it had in 2010.[33]In April 2014, LinkedIn announced that it had leased 222 Second Street, a 26-story building under construction in San Francisco's SoMa district, to accommodate up to 2,500 of its employees,[34] with the lease covering 10 years.[35] The goal was to join all San Francisco-based staff (1,250 as of January 2016) in one building, bringing sales and marketing employees together with the research and development team.[35] In March 2016 they started to move in.[35] In February 2016 following an earnings report, LinkedIn's shares dropped 43.6% within a single day, down to $108.38 per share. LinkedIn lost $10 billion of its market capitalization that day.[36][37]In 2016, access to LinkedIn was blocked by Russian authorities for non-compliance with the 2015 national legislation that requires social media networks to store citizens' personal data on servers located in Russia.[38]In June 2016, Microsoft announced that it would acquire LinkedIn for $196 a share, a total value of $26.2 billion. It was the largest acquisition made by Microsoft, until the acquisition of Activision Blizzard in 2022. The acquisition would be an all-cash, debt-financed transaction. Microsoft would allow LinkedIn to "retain its distinct brand, culture and independence", with Weiner to remain as CEO, who would then report to Microsoft CEO Satya Nadella. Analysts believed Microsoft saw the opportunity to integrate LinkedIn with its Office product suite to help better integrate the professional network system with its products. The deal was completed on December 8, 2016.[39]In late 2016, LinkedIn announced a planned increase of 200 new positions in its Dublin office, which would bring the total employee count to 1,200.[40] Since 2017 94% of B2B marketers use LinkedIn to distribute content.[41]Soon after LinkedIn's acquisition by Microsoft, LinkedIn's new desktop version was introduced.[42] The new version was meant to make the user experience similar across mobile and desktop. Some changes were made according to the feedback received from the previously launched mobile app. Features that were not heavily used were removed. For example, the contact tagging and filtering features are not supported anymore.[43]Following the launch of the new user interface (UI), some users complained about the missing features which were there in the older version, slowness, and bugs in it. The issues were faced by free and premium users and with both the desktop and mobile versions of the site.In 2019, LinkedIn launched globally the feature Open for Business that enables freelancers to be discovered on the platform.[44][45] LinkedIn Events was launched in the same year.[46][47]In June 2020, Jeff Weiner stepped down as CEO and become executive chairman after 11 years in the role. Ryan Roslansky stepped up as CEO from his previous position as the senior vice president of product.[48] In late July 2020, LinkedIn announced it laid off 960 employees, about 6 percent of the total workforce, from the talent acquisition and global sales teams. In an email to all employees, CEO Ryan Roslansky said the cuts were due to effects of the global COVID-19 pandemic.[49]In April 2021, CyberNews claimed that 500 million LinkedIn's accounts have leaked online.[50] However, LinkedIn stated that "We have investigated an alleged set of LinkedIn data that has been posted for sale and have determined that it is actually an aggregation of data from a number of websites and companies".[51][52]In June 2021, PrivacySharks claimed that more than 700 million LinkedIn records were on sale on a hacker forum.[53][54] LinkedIn later stated that this is not a breach, but scraped data which is also a violation of their Terms of Service.[55]Microsoft ended LinkedIn operations in China in October 2021.[56]In 2022, LinkedIn earned $13.8 billion in revenue, compared to $10.3 billion in 2021.[57]In May 2023, LinkedIn cut 716 positions from its 20,000 workforce. The move, according to a letter from the company's CEO Ryan Roslansky, was made to streamline the business's operations. Roslansky further stated that this decision would result in the creation of 250 job opportunities. Additionally, LinkedIn also announced the discontinuance of its China local job apps.[58]In June 2024, Axios reported LinkedIn was testing a new AI assistant for its paid Premium users.[59]In September 2024, LinkedIn suspended its use of UK user data for AI model training after concerns were raised by the Information Commissioner's Office (ICO). The platform had quietly opted in users globally for data use in AI training. However, following ICO feedback, LinkedIn paused this practice for UK users. A company spokesperson stated that LinkedIn has always allowed users to control how their data is used and has now provided UK users with an opt-out option.[60]In November 2024, Linkedin challenged Australian legislation which sought to ban under-16's from social media platforms on the grounds that it does 'not have content interesting and appealing to minors.'[61]In July 2012, LinkedIn acquired 15 key Digg patents for $4 million including a "click a button to vote up a story" patent.[62]NumberAcquisition dateCompanyBusinessCountryPriceDescriptionRef.1August 4, 2010mspokeAdaptive personalization of contentUSA$0.6 million[63]LinkedIn Recommendations[64]2September 23, 2010ChoiceVendorSocial B2B ReviewsUSA$3.9 million[65]Rate and review B2B service providers[66]3January 26, 2011CardMunchSocial ContactsUSA$1.7 million[63]Scan and import business cards[67]4October 5, 2011ConnectedSocial CRMUSA-LinkedIn Connected[68]5October 11, 2011IndexTankSocial searchUSA-LinkedIn Search[69]6February 22, 2012RapportiveSocial ContactsUSA$15 million[70]-[71]72012ESAYA Inc.Social ContentUSA-TrueSwitch - Migrate Your Email, Contacts & Calendar data Between Provider's Account[72]8May 3, 2012SlideShareSocial ContentUSA$119 millionGive LinkedIn members a way to discover people through content[73]9April 11, 2013PulseWeb / Mobile newsreaderUSA$90 millionDefinitive professional publishing platform[74]10February 6, 2014Bright.comJob MatchingUSA$120 million[75]11July 14, 2014NewsleWeb applicationUSA-Allows users to follow real news about their Facebook friends, LinkedIn contacts, and public figures.[76]11July 22, 2014BizoWeb applicationUSA$175 millionHelps advertisers reach businesses and professionals[77]12March 16, 2015CareerifyWeb applicationCanada-Helps businesses hire people using social media[78]13April 2, 2015Refresh.ioWeb applicationUSA-Surfaces insights about people in your networks right before you meet them[79]14April 9, 2015Lynda.comeLearningUSA$1.5 billionLets users learn business, technology, software, and creative skills through videos[80]15August 28, 2015FliptopPredictive Sales and Marketing FirmUSA-Using data science to help companies close more sales[81]16February 4, 2016ConnectifierWeb applicationUSA-Helps companies with their recruiting[82]17July 26, 2016PointDriveWeb applicationUSA-Lets salespeople share visual content with prospective clients to help seal the deal[83]18September 16, 2018Glint Inc.Web applicationUSA-Employee engagement platform.[84]19May 28, 2019DrawbridgeMarketing SolutionsUSA[85]In 2013, a class action lawsuit entitled Perkins vs. LinkedIn Corp was filed against the company, accusing it of automatically sending invitations to contacts in a member's email address book without permission. The court agreed with LinkedIn that permission had in fact been given for invitations to be sent, but not for the two further reminder emails.[86] LinkedIn settled the lawsuit in 2015 for $13 million ($16.3million in 2023).[87] Many members should have received a notice in their email with the subject line "Legal Notice of Settlement of Class Action". The Case No. is 13-CV-04303-LHK.[88]Main article: hiQ Labs v. LinkedInIn May 2017, LinkedIn sent a Cease-And-Desist letter to hiQ Labs, a Silicon Valley startup that collects data from public profiles and provides analysis of this data to its customers. The letter demanded that hiQ immediately cease "scraping" data from LinkedIn's servers, claiming violations of the CFAA (Computer Fraud and Abuse Act) and the DMCA (Digital Millennium Copyright Act). In response hiQ sued LinkedIn in the Northern District of California in San Francisco, asking the court to prohibit LinkedIn from blocking its access to public profiles while the court considered the merits of its request. The court served a preliminary injunction against LinkedIn, which was then forced to allow hiQ to continue to collect public data. LinkedIn appealed this ruling; in September 2019, the appeals court rejected LinkedIn's arguments and the preliminary injunction was upheld. The dispute is ongoing.Social media websites may also use "traditional" marketing approaches, as seen in these LinkedIn-branded chocolates.In 2015, LinkedIn had more than 400 million members in over 200 countries and territories,[11][89] which was significantly more than competitor Viadeo (50 million as of 2013.)[90] In 2011, its membership grew by approximately two new members every second.[91] In 2020, LinkedIn's membership grew to over 690 million LinkedIn members.[92] As of September 2021, LinkedIn had 774+ million registered members from over 200 countries and territories.[92] In November 2023, LinkedIn reached a member count of one billion.[93]LinkedIn homepageThe basic functionality of LinkedIn allows users to create profiles, which for employees typically consist of a curriculum vitae describing their work experience, education and training, skills, and a personal photo. Employers can list jobs and search for potential candidates. Users can find jobs, people and business opportunities recommended by someone in one's contact network. Users can save jobs that they would like to apply for. Users also have the ability to follow different companies.The site also enables members to make "connections" to each other in an online social network which may represent real-world professional relationships. Members can invite anyone to become a connection. Users can obtain introductions to the connections of connections (termed second-degree connections) and connections of second-degree connections (termed third-degree connections).A member's list of connections can be used in a number of ways. For example, users can search for second-degree connections who work at a company they are interested in, and then ask a specific first-degree connection in common for an introduction.[94] The "gated-access approach" (where contact with any professional requires either an existing relationship, or the intervention of a contact of theirs) is intended to build trust among the service's users. LinkedIn participated in the EU's International Safe Harbor Privacy Principles.[95]Users can interact with each other in a variety of ways:Connections can interact by choosing to "like" posts and "congratulate" others on

research several topics on the job market, including popular destination cities of recent college graduates,[161] areas with high concentrations of technology skills,[162] and common career transitions.[163] LinkedIn provided the City of New York with data from economic graph showing "in-demand" tech skills for the city's "Tech Talent Pipeline" project.[164]LinkedIn has been described by online trade publication TechRepublic as having "become the de facto tool for professional networking".[165] LinkedIn has also been praised for its usefulness in fostering business relationships.[166] "LinkedIn is, far and away, the most advantageous social networking tool available to job seekers and business professionals today", according to Forbes.[167] LinkedIn has inspired the creation of specialised professional networking opportunities, such as co-founder Eddie Lou's Chicago startup, Shiftgig (released in 2012 as a platform for hourly workers).[168]The feature that allows LinkedIn members to "endorse" each other's skills and experience has been criticized as meaningless, since the endorsements are not necessarily accurate or given by people who have familiarity with the member's skills.[169] In October 2016, LinkedIn acknowledged that it "really does matter who endorsed you" and began highlighting endorsements from "coworkers and other mutual connections" to address the criticism.[170]LinkedIn sends "invite emails" to Outlook contacts from its members' email accounts, without obtaining their consent. The "invitations" give the impression that the e-mail holder themself has sent the invitation. If there is no response, the answer will be repeated several times ("You have not yet answered XY's invitation.") LinkedIn was sued in the United States on charges of hijacking e-mail accounts and spamming. The company argued with the right to freedom of expression. In addition, the users concerned would be supported in building a network.[171][172][173]The sign-up process includes users entering their email password (there is an opt-out feature). LinkedIn will then offer to send out contact invitations to all members in that address book or that the user has had email conversations with. When the member's email address book is opened, it is opened with all email addresses selected, and the member is advised invitations will be sent to "selected" email addresses, or to all. LinkedIn was sued for sending out another two follow-up invitations to each contact from members to link to friends who had ignored the initial, authorized invitation.In November 2014, LinkedIn lost a motion to dismiss the lawsuit, in a ruling that the invitations were advertisements not broadly protected by free speech rights that would otherwise permit use of people's names and images without authorization.[174][175][176] The lawsuit was eventually settled in 2015 in favor of LinkedIn members.[87]At the end of 2013 it was announced that the LinkedIn app intercepted users' emails and quietly moved them to LinkedIn servers for full access.[177] LinkedIn used man-in-the-middle attacks.[178]Main article: 2012 LinkedIn hackIn June 2012, cryptographic hashes of approximately 6.4 million LinkedIn user passwords were stolen by Yevgeniy Nikulin and other hackers who then published the stolen hashes online.[179] This action is known as the 2012 LinkedIn hack. In response to the incident, LinkedIn asked its users to change their passwords. Security experts criticized LinkedIn for not salting their password file and for using a single iteration of SHA-1.[180] On May 31, 2013, LinkedIn added two-factor authentication, an important security enhancement for preventing hackers from gaining access to accounts.[181] In May 2016, 117 million LinkedIn usernames and passwords were offered for sale online for the equivalent of $2,200 ($2,882 in 2024).[182] These account details are believed to be sourced from the original 2012 LinkedIn hack, in which the number of user IDs stolen had been underestimated. To handle the large volume of emails sent to its users every day with notifications for messages, profile views, important happenings in their network, and other things, LinkedIn uses the Momentum email platform from Message Systems.[183]A breach disclosed in April 2021 affected 500 million users.[184][185] A breach disclosed in June 2021 was thought to have affected 92% of users, exposing contact information, employment information. LinkedIn asserted that the data was aggregated via web scraping from LinkedIn as well as several other sites, and noted that "only information that people listed publicly in their profiles" was included.[186][187]In what is known as Operation Socialist, documents released by Edward Snowden in the 2013 global surveillance disclosures revealed that British Government Communications Headquarters (GCHQ) (an intelligence and security organisation) infiltrated the Belgian telecommunications network Belgacom by luring employees to a false LinkedIn page.[188]In 2014, Dell SecureWorks Counter Threat Unit (CTU) discovered that Threat Group-2889, an Iran-based group, created 25 fake LinkedIn accounts. The accounts were either fully developed personas or supporting personas. They use spearphishing and malicious websites against their victims.[189][independent source needed]According to reporting by Le Figaro, France's General Directorate for Internal Security and Directorate-General for External Security believe that Chinese spies have used LinkedIn to target thousands of business and government officials as potential sources of information.[190]In 2017, Germany's Federal Office for the Protection of the Constitution (BfV) published information alleging that Chinese intelligence services had created fake social media profiles on sites such as LinkedIn, using them to gather information on German politicians and government officials.[191][192]In 2022, the company ranked first in a list of brands most likely to be imitated in phishing attempts.[193]In August 2023, several Linkedin users were targeted by hackers in hijacking and phishing bid. Users were locked out of their accounts and threatened with permanent account deletion if they did not pay a ransom.[194]LinkedIn has come under scrutiny for its handling of misinformation and disinformation.[195] The platform has struggled to deal with fake profiles and falsehoods about COVID-19 and the 2020 US presidential election.[196][197][198]The German Stiftung Warentest has criticized that the balance of rights between users and LinkedIn is disproportionate, restricting users' rights excessively while granting the company far-reaching rights.[199] It has also been claimed that LinkedIn does not respond to consumer protection center requests.[200]In January 2025 during the second Trump administration, LinkedIn quietly deleted its Diversity, equity, and inclusion (DEI) web page.[201]Without giving its users any prior notice, Linkedin has been removing accounts that do not follow its criteria since 2022.[202][203]Massive amounts of data from LinkedIn allow scientists and machine learning researchers to extract insights and build product features.[204] For example, this data can help to shape patterns of deception in resumes. Findings suggested that people commonly lie about their hobbies rather than their work experience on online resumes.[205]In 2010, Social Science Computer Review published research by economists Ralf Caers and Vanessa Castelyns who sent an online questionnaire to 398 and 353 LinkedIn and Facebook users respectively in Belgium and found that both sites had become tools for recruiting job applicants for professional occupations as well as additional information about applicants, and that it was being used by recruiters to decide which applicants would receive interviews.[206] In May 2017, Research Policy published an analysis of PhD holders use of LinkedIn and found that PhD holders who move into industry were more likely to have LinkedIn accounts and to have larger networks of LinkedIn connections, were more likely to use LinkedIn if they had co-authors abroad, and to have wider networks if they moved abroad after obtaining their PhD.[207]Also in 2017, sociologist Ofer Sharone conducted interviews with unemployed workers to research the effects of LinkedIn and Facebook as labor market intermediaries and found that social networking services (SNS) have had a filtration effect that has little to do with evaluations of merit, and that the SNS filtration effect has exerted new pressures on workers to manage their careers to conform to the logic of the SNS filtration effect.[208] In October 2018, Foster School of Business professors Melissa Rhee, Elina Hwang, and Yong Tan performed an empirical analysis of whether the common professional networking tactic by job seekers of creating LinkedIn connections with professionals who work at a target company or in a target field is actually instrumental in obtaining referrals and found instead that job seekers were less likely to be referred by employees who were employed by the target company or in the target field due to job similarity and self-protection from competition. Rhee, Hwang, and Tan further found that referring employees in higher hierarchical positions than the job candidates were more likely to provide referrals and that gender homophily did not reduce the competition self-protection effect.[209]In July 2019, sociologists Steve McDonald, Amanda K. Damarin, Jenelle Lawhorne, and Annika Wilcox performed qualitative interviews with 61 human resources recruiters in two metropolitan areas in the Southern United States and found that recruiters filling low- and general-skilled positions typically posted advertisements on online job boards while recruiters filling high-skilled or supervisor positions targeted passive candidates on LinkedIn (i.e. employed workers not actively seeking work but possibly willing to change positions), and concluded that this is resulting in a bifurcated winner-takes-all job market with recruiters focusing their efforts on poaching already employed high-skilled workers while active job seekers are relegated to hyper-competitive online job boards.[210] In December 2001, the ACM SIGGROUP Bulletin published a study on the use of mobile phones by blue-collar workers that noted that research about tools for blue-collar workers to find work in the digital age was strangely absent and expressed concern that the absence of such research could lead to technology design choices that would concentrate greater power in the hands of managers rather than workers.[211][212]In a September 2019 working paper, economists Laurel Wheeler, Robert Garlick, and RTI International scholars Eric Johnson, Patrick Shaw, and Marissa Gargano ran a randomized evaluation of training job seekers in South Africa to use LinkedIn as part of job readiness programs. The evaluation found that the training increased the job seekers employment by approximately 10 percent by reducing information frictions between job seekers and prospective employers, that the training had this effect for approximately 12 months, and that while the training may also have facilitated referrals, it did not reduce job search costs and the jobs for the treatment and control groups in the evaluation had equal probabilities of retention, promotion, and obtaining a permanent contract.[213] In 2020, Applied Economics published research by economists Steffen Brenner, Sezen Aksin Sivrikaya, and Joachim Schwalbach using LinkedIn demonstrating that high status individuals self-select into professional networking services rather than workers unsatisfied with their career status adversely selecting into the services to receive networking benefits.[214]In February 2011, it was reported that LinkedIn was being blocked in China after calls for a "Jasmine Revolution". It was speculated to have been blocked because it is an easy way for dissidents to access Twitter, which had been blocked previously.[215] After a day of being blocked, LinkedIn access was restored in China.[216]In February 2014, LinkedIn launched its Simplified Chinese language version named "" (pinyin: Lngyng; lit. 'leading elite'), officially extending their service in China.[217][218] LinkedIn CEO Jeff Weiner acknowledged in a blog post that they would have to censor some of the content that users post on its website in order to comply with Chinese rules, but he also said the benefits of providing its online service to people in China outweighed those concerns.[217][219] Since Autumn 2017 job postings from western countries for China aren't possible anymore.[220]In 2016, a Moscow court ruled that LinkedIn must be blocked in Russia for violating a data retention law which requires the user data of Russian citizens to be stored on servers within the country. The relevant law had been in force there since 2014.[221][222] This ban was upheld on November 10, 2016, and all Russian ISPs began blocking LinkedIn thereafter. LinkedIn's mobile app was also banned from Google Play Store and iOS App Store in Russia in January 2017.[223][224] In July 2021 it was also blocked in Kazakhstan.[225]In October 2021, after reports of several academicians and reporters who received notifications regarding their profiles will be blocked in China, Microsoft confirmed that LinkedIn will be shutting down in China and replaced with InJobs, a China exclusive app, citing difficulties in operating environments and increasing compliance requirements.[226] In May 2023, LinkedIn announced that it would be phasing out the app by 9 August 2023.[227]Since 2010, LinkedIn has contributed several internal technologies, tools, and software products to the open source domain.[228] Notable among these projects is Apache Kafka, which was built and open sourced at LinkedIn in 2011.[229]Business networkEmployment websiteList of social networking servicesReputation systemsSocial networkSocial softwareTimeline of social media^ a b c "About Us:Statistics". 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