



NEWPORT
HOSPITALITY GROUP

REASONS TO ♥ LINKEDIN

There is so much less noise.

Twitter and other social platforms are so noisy! Politics, pictures of food, random thoughts, and other superfluous stuff – NOISE!

"LinkedIn has positioned itself as the leading professional social network, which manifests in the fact that there is a whole lot less irrelevant content in your feed compared to other platforms. While this obviously depends on who you are connected to, most people don't post content that's not professional, which means that your feed is more valuable and has more potential to help you grow professionally compared to any other platform." (Fuld, 2022)

LinkedIn is made for networking, not recipe sharing.

You can (almost) find anyone!

"A few days ago, for a project I am working on, I had to get to a bunch of thought leaders in the enterprise space. In about one hour, and without any previous relationships, using LinkedIn, I got to some major enterprise influencers by simply reaching out on LinkedIn. The brilliant feature of showing you who your connections are, whether it's first connections or second connections, with very little work, you are pretty much able to access anyone in your space. If you're active on LinkedIn and have a complete profile, this becomes even easier." (Fuld, 2022)

The algorithm seems to be doing some sorcery.

"LinkedIn's algorithms blow Facebook, Instagram, Twitter, and the like out of the water, without spending a cent. Organic impressions on LinkedIn posts is huge!" (Fuld, 2022). Maybe this has something to do with Microsoft, which owns LinkedIn. They have been around for, uhm...47 years. Think Xbox. Facebook on the other hand has been around for 19 years, Twitter 17, and Instagram a mere 13 (teenagers).

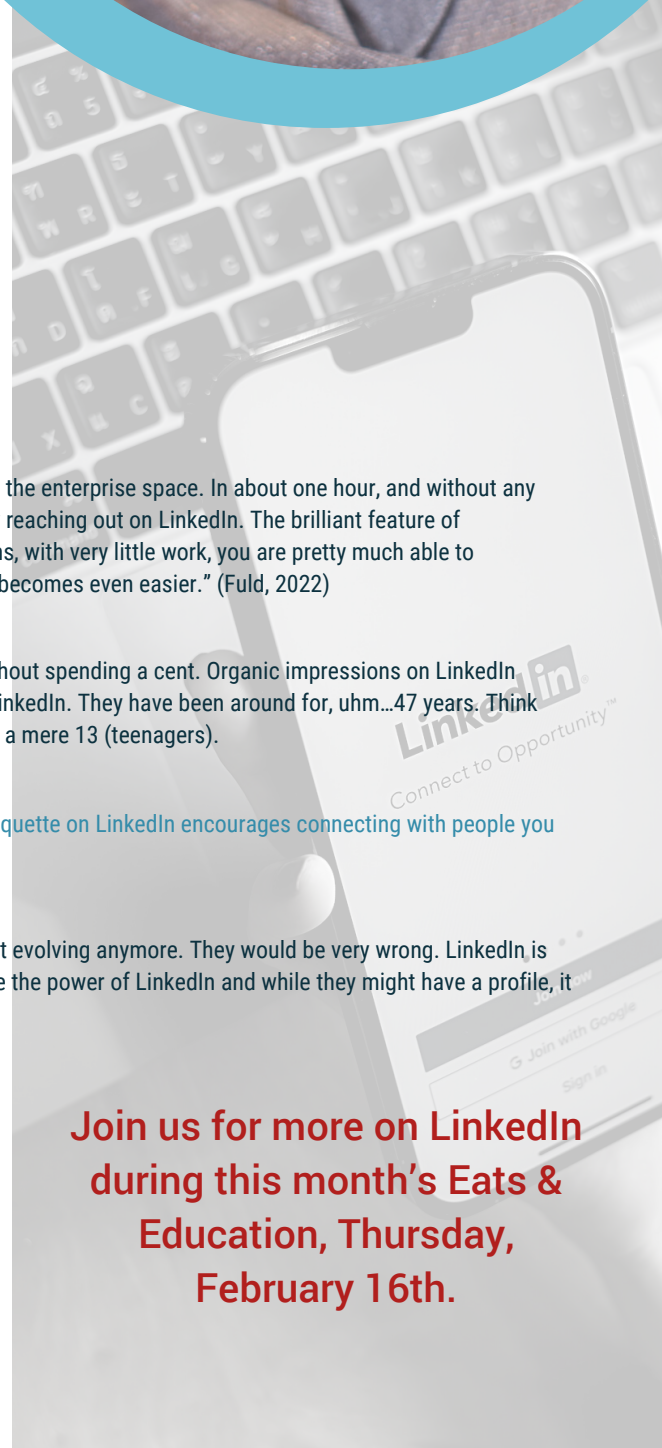
You have access to people you can't reach elsewhere.

"Even if someone is not in your network or connected with someone in your network, the etiquette on LinkedIn encourages connecting with people you would otherwise have no access to." (Fuld, 2022)

The platform is still evolving.

"This is an interesting point. Many people think of LinkedIn as this mature network that isn't evolving anymore. They would be very wrong. LinkedIn is constantly adding new features to accommodate its user base. Many people underestimate the power of LinkedIn and while they might have a profile, it is mostly passive, which is a missed opportunity, and a huge one at that." (Fuld, 2022)

Fuld, H. (2022, May 10). Why I've grown to Love LinkedIn, and why you should too. Why I've Grown to Love LinkedIn, and Why You Should Too. Retrieved February 9, 2023, from <https://www.inc.com/hillel-fuld/why-ive-grown-to-love-linkedin-why-you-should-too.html>



**Join us for more on LinkedIn
during this month's Eats &
Education, Thursday,
February 16th.**

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