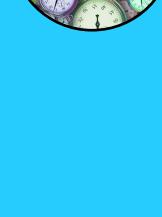


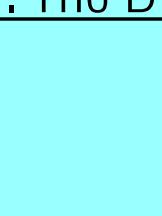
LinkedIn: The Evolution of Professional Networking

1. Once Upon a Time

Traditionally, professional networking was about...



Face-to-face meetings



Time-consuming process

Industry events



Geographical limitations



2. The Digital Dawn

Then, in 2002, a new era began...



**LinkedIn was born,
conceived by Reid Hoffman**

**A platform designed for
professionals to connect online**



Breaking down geographical barriers



A mission to create economic opportunity

3. The Growth Spurt

From humble beginnings to a global phenomenon...

Global Expansion

1B

134.5M

LinkedIn's user base has surged, marking a significant milestone in their global journey. Join the movement!

User daily engagement skyrocketed, showcasing their dedication to connecting professionals and fostering collaboration worldwide.

69M

Companies
On LinkedIn

11K+

Job Applications
Every Minute

7

People Hired
Every Minute

72%

Recruiters that use LinkedIn to recruit talent

67%

Recruiters who say that LinkedIn-hired professionals are of high quality

56%

US college students who are LinkedIn members

Statistics -

<https://thesocialshepherd.com/blog/linkedinstatistics#:~:text=9,over%2048.5%25%20are%20active%20monthly>

Images -

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