

**Other
explorations**





Sarah King

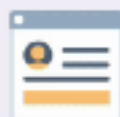
**Layla Kim** (She/Her)

Sales Associate

Phoenix, Arizona, United States

Open to

Add section

**Add more to your profile**

Filling out these sections helps you get discovered by recruiters and people you may know.

[Got it](#)**Suggested for you**

Private to you

BeginnerComplete 3 step to achieve [Intermediate](#)

Where do you currently work?



Home



My Network



Post



Notifications



Jobs



02PROJECT: Linkedin

the 1990s, the number of people in the UK who are aged 65 and over has increased by 1.5 million, and the number of people aged 75 and over has increased by 1.2 million (Office for National Statistics 1999). The number of people aged 65 and over is projected to increase to 6.5 million by 2010, and the number of people aged 75 and over to 4.5 million (Office for National Statistics 1999).

There is a growing awareness of the need to develop services to meet the needs of older people, and a number of initiatives have been launched in the UK to address this need. The Department of Health has launched the 'Age Friendly' initiative, which aims to ensure that services are designed to meet the needs of older people. The Department of Health has also launched the 'Age Friendly' initiative, which aims to ensure that services are designed to meet the needs of older people.

The 'Age Friendly' initiative is a national programme that aims to ensure that services are designed to meet the needs of older people. The initiative is based on the principle that older people should be able to live independently and actively in their own homes. The initiative is based on the principle that older people should be able to live independently and actively in their own homes.

The 'Age Friendly' initiative is a national programme that aims to ensure that services are designed to meet the needs of older people. The initiative is based on the principle that older people should be able to live independently and actively in their own homes. The initiative is based on the principle that older people should be able to live independently and actively in their own homes.

The 'Age Friendly' initiative is a national programme that aims to ensure that services are designed to meet the needs of older people. The initiative is based on the principle that older people should be able to live independently and actively in their own homes. The initiative is based on the principle that older people should be able to live independently and actively in their own homes.

The 'Age Friendly' initiative is a national programme that aims to ensure that services are designed to meet the needs of older people. The initiative is based on the principle that older people should be able to live independently and actively in their own homes. The initiative is based on the principle that older people should be able to live independently and actively in their own homes.

The 'Age Friendly' initiative is a national programme that aims to ensure that services are designed to meet the needs of older people. The initiative is based on the principle that older people should be able to live independently and actively in their own homes. The initiative is based on the principle that older people should be able to live independently and actively in their own homes.

The 'Age Friendly' initiative is a national programme that aims to ensure that services are designed to meet the needs of older people. The initiative is based on the principle that older people should be able to live independently and actively in their own homes. The initiative is based on the principle that older people should be able to live independently and actively in their own homes.



Sarah King

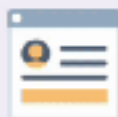
**Layla Kim**  (She/Her)

Sales Associate

Phoenix, Arizona, United States

Open to

Add section

**Add more to your profile**

Filling out these sections helps you get discovered by recruiters and people you may know.

[Got it](#)**Suggested for you** Private to you**Beginner**Complete 3 step to achieve [Intermediate](#)

Where do you currently work?



Home



My Network



Post



Notifications



Jobs



Sarah King

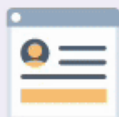
**Layla Kim** (She/Her)

Sales Associate

Phoenix, Arizona, United States

Open to

Add section

**Add more to your profile**

Filling out these sections helps you get discovered by recruiters and people you may know.

[Got it](#)**Suggested for you**

Private to you

BeginnerComplete 3 step to achieve [Intermediate](#)

Where do you currently work?



Home



My Network



Post



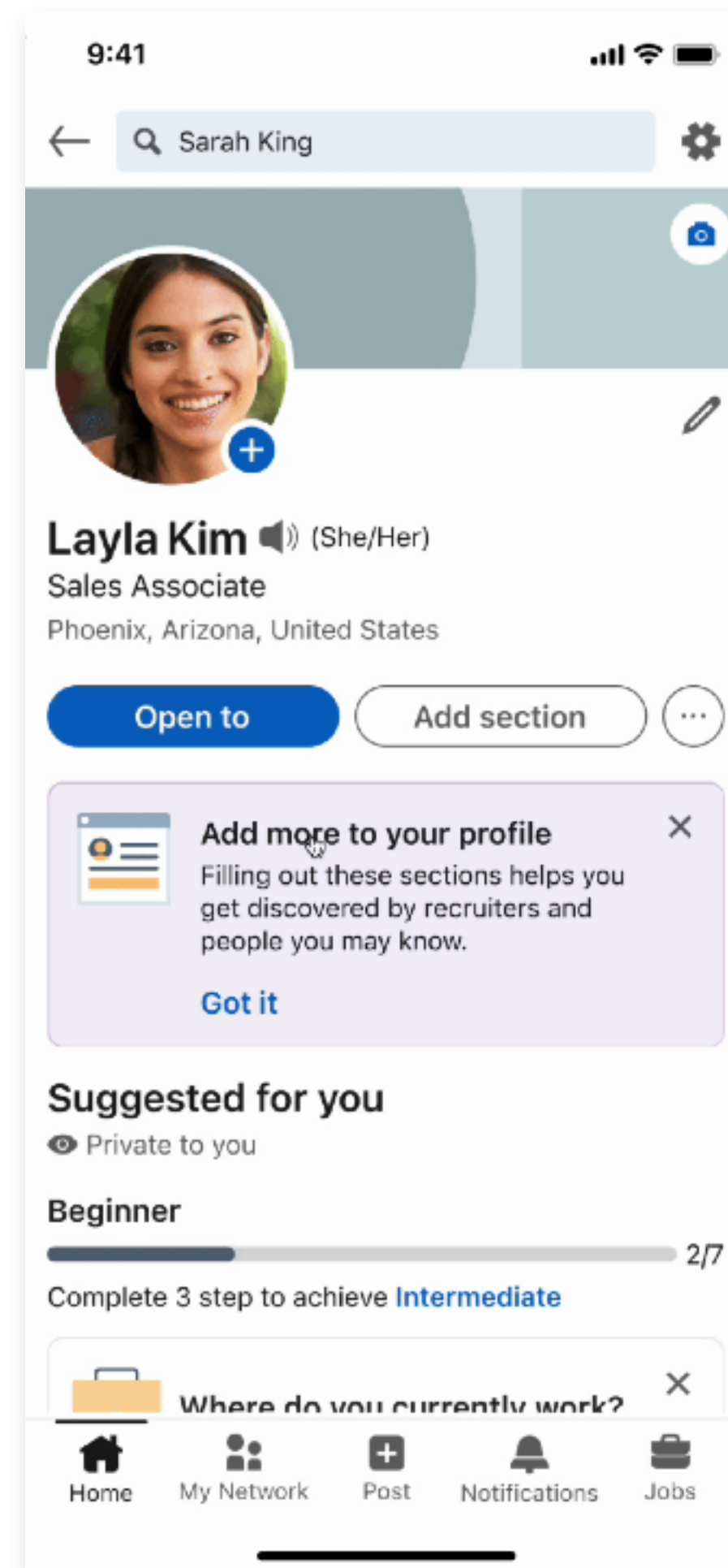
Notifications



Jobs

Other explorations

Option 03



New signups are not touching key pillars of the product even after one month on LinkedIn



71% of signups don't have at least 1 session on their **own profile**



65% of signups don't have at least 1 **non-self profile view**



72% of signups don't have at least 1 **search session**



64% of signups don't have at least 1 **jobs session**