**Globalization of LinkedIn**

**What is LinkedIn?**

Whenever I think about social media platforms, LinkedIn appears to be in the top 3 to 4 platforms (Instagram, Facebook, Twitter, LinkedIn). Unlike Instagram, Facebook and Twitter, LinkedIn is mainly used for increasing professional connections with the world. Yes! You read it write. I said “with the whole world”. Now just to give you a brief introduction about LinkedIn as a platform… LinkedIn is an American business and employment-oriented online service that operates through websites furthermore as mobile apps. It was launched on 5th May, 2003. The platform is principally used for having professional network, and permits job seekers to post their resumes and employers to post jobs. I believe LinkedIn is like a parent to every person whose goal is to get a good job, make good connections in the professional world and encourage us to achieve even more😊

**Let’s take a look at how LinkedIn has grown all these years:**

The idea of LinkedIn was to make a social network which would connect folks world wide.

2003: Founder Reid Hoffman launches LinkedIn, with the assistance from former colleagues at PayPal and SocialNet. Growth is slow, however steady.

2004: The Groups feature is introduced, eventually proving to be one in every of the company's outstanding opinions. This invites a lot of new users, that was the sole focus withing the starting of the merchandise launch.

2005: They begin to launch a jobs model and a subscription offering increased communication and better search tools in order to turn revenue and this saw them turn a profit by 2006.

2006: The corporate achieves profit. Core options like Recommendations and People You Know and public profiles are introduced. User base crosses five million. Withing the same year, they also additionally begin citing profiles into google which makes it easier to google somebody.

2008: Crosses 17 million users. LinkedIn opens its initial international workspace in London and launches Spanish and French versions of the positioning. Around this year it starts growing world wide and a large network has begun to form.

2009: Jeff Weiner joins LinkedIn, initially as president, then CEO. Weiner focuses on the international growth of the corporate around the world. According to the early executives, he got the business focus and was ready to scale quick and brought the correct folks on board to make growth happen. Members reach the 50,000,000 mark.

2010: The corporate shifts to higher growth. By the top of the year, membership nearly doubles, to 90 million. The corporate hires almost 1,000 workers in 10 offices around the world.

2011: LinkedIn becomes a publicly traded company on the big apple securities market. They lower the age limit to encourage college seniors and university graduates to become members furthermore shifting its content focus by introducing influencers and adding eight new language choices.

2012: LinkedIn acquires skilled content sharing platform SlideShare for $119 million. The Influencer program is introduced, commercial enterprise articles by 'thought leaders.'

2013: By its tenth year, LinkedIn has reached 225 million members, and continues its rate of more than two members per second.

2014: Launch of simplified Chinese version of website, in an effort to draw in more members within the world's largest country. The corporate additionally begins the rollout of its long-form commercial enterprise platform to any or all members, with the goal of becoming 'the definitive skilled commercial enterprise platform.'

2015: LinkedIn announces its largest acquisition thus far, online learning platform Lynda.com, for $1.5 billion.

LinkedIn has much larger potential to grow because they honestly abroach in the planet of business and helped folks to stay connected in their network. Personally, what I feel is LinkedIn has everything that I need to get developed and equipped not only as a professional, but also as a complete person.