

430
million users



"motivated"
most overused word

17%
believe
it is a
credible
source

2
new
members
every
second

FAST FACTS



do's

join **GROUPS**
relevant to you

5 OR
MORE
SKILLS
ON PROFILE

use a
professional
 head
shot

UPDATE
status at
least once
a week

don'ts



accept
EVERY
invite

 use
BUZZWORDS

use **DEFAULT**
invitation to
connect

SELF 
PROMOTE

references

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