

# The Real Future Of LinkedIn

In today's world, social media is more than just a form of entertainment. Countless businesses rely on social media to grow a client base, and for many people, social media is their leading source of income.

However, few applications carry the professional networking capabilities and power that LinkedIn does. Since its beginnings in 2003, this social networking site has grown exponentially from 42MM users in 2009 to 756MM users in 2021 (Source: [Business of Apps](#)). LinkedIn is the largest social media site designed for business and professional development.

So, what makes LinkedIn the powerful tool that it is?

Tossing aside the playful antics of many popular social media apps like Facebook, LinkedIn has been able to successfully build a site with the primary goal of professional networking.

The many features available on LinkedIn make it incredibly easy to create networking connections and even find jobs. Because of its massive slew of benefits, LinkedIn is viewed as a necessity for any business or professional.

## Where Will LinkedIn's Future Lead?

Over the years, LinkedIn has revolutionized professional networking and ease of business development. As the social media platform continues to grow, there are many considerations for what LinkedIn's future entails. Many experts have weighed in on where they believe LinkedIn's future will lead.

### A Heightened Concentration On Content Creation

LinkedIn has grown from merely an [automated Rolodex](#) to a truly engaging and professional social media application. Experts such as Kathy Bernhard from [KFB Leadership Solutions](#) are adamant that LinkedIn will continue its trend of focusing on content creation.

However, content creation on LinkedIn is vastly different from other apps, such as Instagram. The primary focus when building content on LinkedIn is to grow and successfully network for your brand. Rather than prioritizing photo dumps and aesthetics, LinkedIn's content is oriented in the light of professionalism.

However, LinkedIn has still been trying to find ways to fit in with other popular social media apps to attract users. One way they do this is by including the usage of hashtags in posts. LinkedIn even tried adding a "[Stories](#)" feature like that of Snapchat and Instagram back in 2021, but inevitably shut it down.

While part of LinkedIn is moving towards an increasingly business-driven atmosphere, another part is still focusing on making the platform more appealing for the average social media user.

## An Increased Involvement In The Recruiting Process

One of the greatest benefits available on LinkedIn today is the massive connection between job-seekers and recruiters. LinkedIn has streamlined the process of posting, finding, and applying for jobs. [Tameika Devine](#) from [The Possibilities Institute](#) believes that LinkedIn will take this one step further by incorporating a video submission requirement for job applicants.

The trend of one-way interviews has grown in popularity since the rise of remote work. Many employers will require job applicants to submit a self-recorded one-way video interview before a traditional one-on-one interview. It is a convenient way for recruiters to get a feel for candidates, extending beyond a resume review.

By including this feature in its job postings, LinkedIn can potentially become further involved in the hiring process for job seekers.

Of course, there are other ways that LinkedIn can increase its overall involvement in the recruiting process. Though this feature is likely the easiest to introduce to the platform, it is also probable that LinkedIn will someday take further steps in its engagement in the recruitment process.

## The Heart Of Virtual B2B Sales

Before its complete demise, LinkedIn foresaw the downfall of cold calling and cold emailing. The platform has successfully positioned itself as the new medium between sales professionals and potential clients or investors.

A huge part of LinkedIn is its support of [online prospecting](#) for sales professionals. In addition, LinkedIn's networking power is fantastic when facilitating business communications. Experts believe that because of this focus, LinkedIn will become the "epicenter of B2B sales" (Source: [Lead Cookie](#)).

COVID-19 sparked a revolution in how we do sales. Now everything is remote, or quickly moving that way. Traditional methods for B2B sales such as face-to-face meetings and business trips are dying off, and the art of virtual selling is taking its place.

The [IDC](#) predicts that by 2025, 60% of B2B field sales teams will be reduced by 40% as teams become remote. In the wake of this crucial change, LinkedIn is setting itself up to be one of the greatest tools for virtual selling.

## A Focus On Organic Connections

LinkedIn's Terms of Service explicitly state that users are not allowed to use bots, especially for automated prospecting. The platform has heavily cracked down on the usage of bots and puts a

major emphasis on personalized messaging (another reason why LinkedIn will step in where cold calling and cold emailing have failed).

For example, LinkedIn's paying Premium users have access to a feature called [InMail](#) that gives opportunities to directly message people without connecting with them first. However, this still only allows for a limited number of messages to be sent per week, depending on the member subscription type.

Like with many social media sites, spam can be an issue. LinkedIn users still report having issues with receiving spam sales messages, which the platform has combated by continuously lowering the amount of outgoing InMail messages users can send per week. In the future, this number could drop even more, forcing users to be more careful and deliberate in who they send first-time communications to.

Experts like Jon Dwoskin of [The Jon Dwoskin Experience](#) anticipate that with this, LinkedIn will put a higher priority on creating a better sense of community. LinkedIn may "need to humanize itself a bit more", he stated. With this, many job seekers will be able to be greatly benefited. Instead of just being another resume in the stack, job seekers will be able to actually demonstrate the value they can provide in the workplace to recruiters.

When it comes down to it, LinkedIn has successfully made itself the greatest social networking tool for businesses and professionals. It is highly probable that the platform will continue to release features and opportunities for the growth of users in an innovative and engaging environment.