

Look at the names of ten successful social networking sites and discuss the questions.

- How many do you know?
- Can you think of any others?
- Which are most popular in Spain?



Answer the questions.

- Are you a member of an online social networking site?
- If no, why not?
- If yes, which one or ones? What do you use them for?
- How often do you check them?
- How much time do you spend on them each day?

LinkedIn: the world's number one business network

In March 2011 LinkedIn, the leading professional networking site, celebrated 100 million users. Five months later it had reached 120 million. Although most of the users come from the US, it is also growing in popularity all over the world and is currently available in more than 200 countries and ten different languages.

LinkedIn was founded in 2002 and started offering its services to the public in 2003. It reached 50 million users by 2008 and three years later had doubled the figure to 100 million users. In May 2011 it started trading as a public company under the NYSE symbol LNKD. It is generally accepted as the number one business networking site.

Most of the users are business people, from a wide range of industries, from finance to agriculture. Most people using the site are between 34 and 51, but there are also more than 14 million university students and recent graduates who are using the site to help them get their first jobs. Job-hunting is one of the main activities on LinkedIn. Companies can advertise new positions and applicants can apply by simply sending in their LinkedIn profile.

Other activities include recommending companies, services and products, sharing company blogs and asking for help and advice. There are special interest groups where you can connect with other people working in the same field as you. There's a question-answering service where you can ask business-related questions and get answers from colleagues all over the world. Like all online services, LinkedIn is constantly updating. It recently introduced an application which allows you to scan a business card on your phone and add it as a contact on your account.

Reading

1 Read the article and complete the summary below.

(You will need to use more than one word in some of the gaps.)

LinkedIn is a business-related site that is used by _____ and _____. It has more than _____ members from all over the world. Members use the site to _____, _____ and _____.

2 Read the article again and answer the questions.

- 1 When was LinkedIn founded?
- 2 How many users did it have in 2008?
- 3 How long did it take to double this figure?
- 4 How old is the average user?
- 5 What country do most of the users come from?
- 6 What symbol does it trade under in the New York Stock Exchange?
- 7 What kind of services does it offer?
- 8 What new application have they added recently?

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KEY

1 (suggested answers)

LinkedIn is a business-related site that is used by **business people** and **students**. It has more than **120 million** members from all over the world. Members use the site to **look for jobs, recommend products and services** and **connect with other people who work in the same field**.

2

- 1 In 2002.
- 2 50 million.
- 3 Three years.
- 4 Between 34 and 51.
- 5 The US.
- 6 LNKD.
- 7 (suggested answers) job-hunting, question answering, connecting with other business people.
- 8 An application which allows members to scan business cards with their phones.