

# LinkedIn asks users to think beyond professional networks

September 26 2019

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In this Sept. 22, 2016 file photo, LinkedIn CEO Jeff Weiner speaks during a product announcement at his company's headquarters in San Francisco. LinkedIn wants users to step outside their professional silos to boost someone else's career. Weiner on Thursday, Sept. 26, 2019, made a push to narrow a "network gap" that disadvantages people who don't have access to strong professional or alumni networks. (AP Photo/Eric Risberg, File)

LinkedIn wants users to step outside their professional silos to boost someone else's career.

The [company](#) pushed Thursday to narrow a "network gap" that disadvantages people who don't have access to strong professional or alumni networks.

The service says it's not reversing its guidance that LinkedIn users accept connections only from people they know and trust. Instead, it's nudging people to reach outside their traditional networks—such as someone they share a ride with or sit next to on a plane.

It is pitched as an altruistic cause but could indirectly benefit LinkedIn's growth if some [users](#) invite others to join the service.

LinkedIn owner Microsoft says growth in the business has slowed down over the past year, though revenue has still been increasing more than 20% each quarter.

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Citation: LinkedIn asks users to think beyond professional networks (2019, September 26)  
retrieved 25 April 2024 from

<https://techxplore.com/news/2019-09-linkedin-users-professional-networks.html>

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