

Is LinkedIn a social media?

Definition



Social media enables sharing and networking while **LinkedIn** is a Professional platform for career growth.

1

Social Media

Characterize by:

- User-Generated Content
- Connection Building

Comparison

ASPECT	LINKEDIN	SOCIAL MEDIA
PURPOSE	Career	Personal
CONTENT	Business	Varied
AUDIENCE	Professionals	Public
NETWORKING	Formal	Infomal
ENGAGEMENT	Industry	Likes
PRIVACY	Controlled	Varied

2

3

Verdict

LinkedIn combines social media features with a professional focus.

Conclusion

Yes, LinkedIn is social media, tailored for professionals.