



Facebook vs LinkedIn

Description

Introduction :-

Facebook and LinkedIn are both public companies and bear few similarities. From a numbers standpoint, both companies are very similar. They both produced almost the same revenue per user. But, the number of users is quite different for the two. Facebook & LinkedIn have 900 million and 161 million users respectively. The year-over-year growth rate of LinkedIn is 100% as compared to Facebook's 44%.

Differences :-

While the 2 may look similar in some aspects, there are very key differences between the two. LinkedIn is a Professional Social Network. It provides a platform for recruiters and job aspirants to connect. It derives more than 50% of its revenue from hiring solutions. Also, most of its users are either White Collar professionals or college students. The average age of the users is 40+ years. But, LinkedIn has not been able to incorporate Blue-collar workers, hourly workers, non-professionals in its database which is its future growth opportunity.

Whereas, Facebook is a social media platform. Facebook is based on hyper-sharing. Every social aspect of a person's life may be found on Facebook. Also, Facebook has a younger and more diverse crowd than LinkedIn. Its consumers are people from all walks of life. The average age of users on Facebook is 30 years.

Facebook is more of a personal platform whereas LinkedIn is a professional connection platform. Both serve very different purposes. Some might say that Facebook can be used in a manner similar to LinkedIn but it would lack the professional touch that LinkedIn provides.

Conclusion :-

In conclusion, it can be said that both platforms serve a different purpose effectively and are very much required in the digital age. They need to co-exist in order for society to function effectively.

Your Turn!

What is your opinion on this topic? Express your thoughts through the comment section below. And subscribe to our blog to read answers to trending GD topics.

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