

Toy or Tool? Who's Viewing You?

How a New LinkedIn Feature Can Help You Build Business

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What is it? LinkedIn now has close to a quarter of a billion users. (It still trails behind Gmail and Facebook with 425 million and 1.1 billion users respectively), but most of us business professionals have made LinkedIn a part of our lives for networking, recruiting, and information-sharing. Check out [this great visual portrait](#) of the “typical” LinkedIn user.

For those of us who like to analyze the impact of our social media activities, LinkedIn’s new feature, “Who’s Viewed Your Updates,” which was launched at the end of June, gives you a simple snapshot of what you’ve shared over the past 14 days, who has seen it, and who (in your first, second, and third level network) has liked or shared it with their own network.

What’s the value? As social media reaches the next level of maturity, professionals are moving beyond the notion of “quantity” to the understanding of “engagement.” You or your posts may attract lots of views, but are your colleagues compelled to respond to or share them. The new analytics on LinkedIn enable you to examine what types of actions and content are creating the most engagement and activity. Simply put, you can do more of what’s working and less of what’s falling flat.

What’s the downside? Frankly, I can’t think of one. Unless you consider the amount of time you’re spending in the social media world as opposed to the “real” one a negative or distraction.

The bottom line: LinkedIn remains a very powerful app for connecting with a wide variety of professionals. The company seems to be realizing that users are looking for more analytics, more ways to engage, and more visual ways of viewing data. Knowing who is sharing your content provides new and effective ways to build awareness for yourself, your business, and your brand.

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