

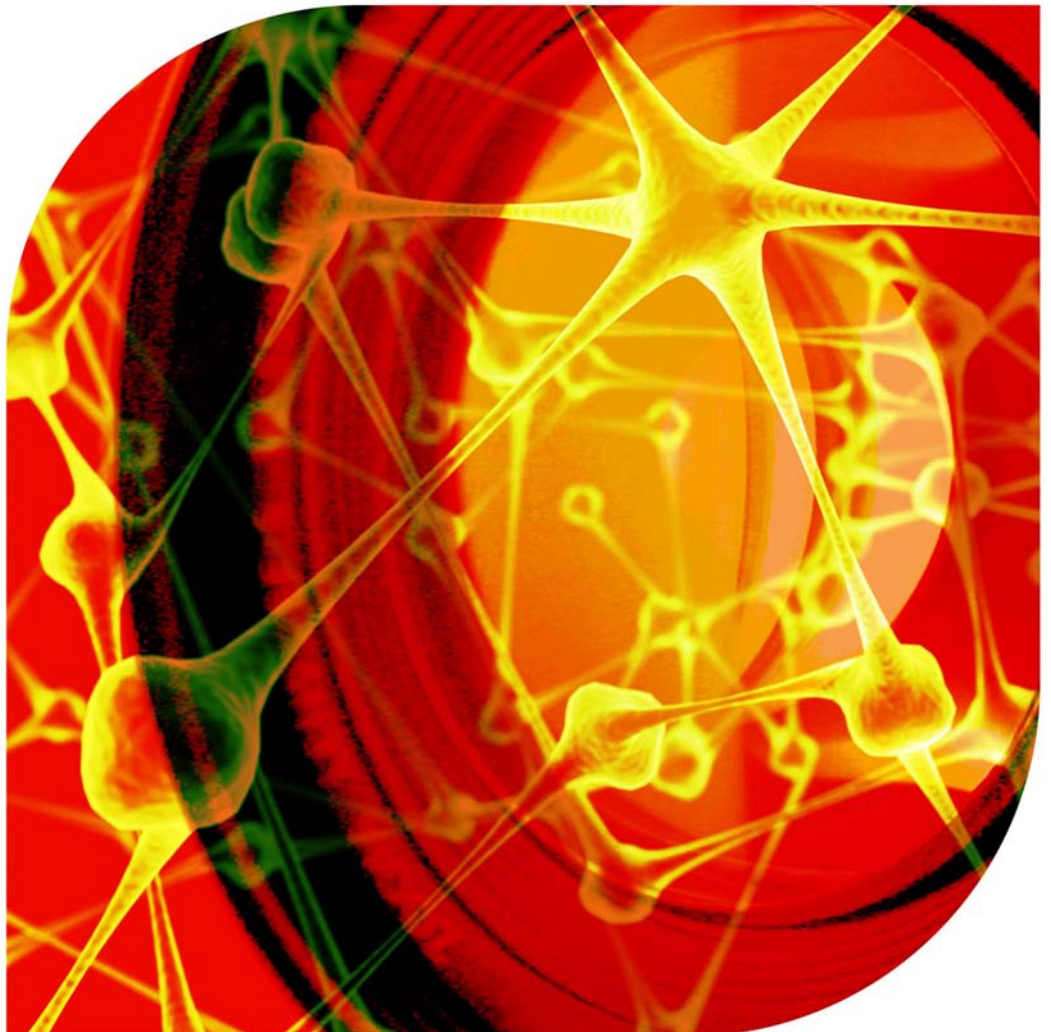
# VIP Report

## Comparative Review of Social Networks

In-depth, independent review of the products,  
plus links to related resources

*"Connections can be used to gain introductions to people and to pursue business opportunities. Job seekers use the site to find opportunities and view profiles of potential employers, while employers and executive search firms can use the site to list jobs and screen potential candidates..."*

May 2010



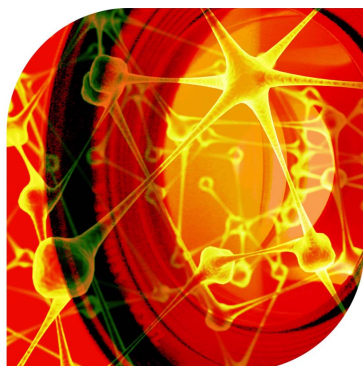
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VIP Volume: Reports on Products

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# About this Report

## VIP Report

VIP (<http://www.vivaVIP.com/>) publishes in-depth reports on products, vendors and user experiences relating to premium content products. The monthly *VIP Magazine*, available by paid subscription, includes news analysis and highlights from the latest product reviews. Subscribers also receive, as part of their subscription, the full product review reports published each month.

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# Comparative Review of Social Networks

By Penny Crossland



Penny Crossland  
[View Author Biography](#)



## Introducing LinkedIn

Established in California in 2003, LinkedIn is a business networking site, which allows registered users, known as members, to establish a professional online identity by creating profiles and maintaining a network of contacts. Members can invite anyone to join their list of connections, but LinkedIn's privacy policy stipulates that members can connect only if they can demonstrate they know the other party first, either by entering their email address or by being an employee of the same company for example. This is meant to encourage members to connect only to professionals who they know and trust. Members' networks can grow quickly, since, in addition to their direct contacts, their network also consists of 2<sup>nd</sup> and 3<sup>rd</sup> degree connections.

*"This is meant to encourage members to connect only to professionals who they know and trust."*

Connections can be used to gain introductions to people and to pursue business opportunities. Job seekers use the site to find opportunities and view profiles of potential employers, while employers and executive search firms can use the site to list jobs and screen potential candidates. Other interest groups targeted by LinkedIn are entrepreneurs seeking business partners, lawyers, journalists, as well as PR, sales and marketing professionals.

*"...it was the company's ambition 'to be people's de facto reference point for professional identities.'"*

LinkedIn's membership has grown exponentially in the last two years, no doubt as a result of the recession, and reached 65 million representing more than 150 industries at the beginning of April. According to the company, its members are in 200 countries and on all 7 continents, although about half of all members are based in the US. In an interview with [The Telegraph](#) newspaper in March 2010, Kevin Eyres, LinkedIn's European Managing Director, stated it was the company's ambition 'to be people's de facto reference point for professional identities'.

## Social Networks: VIP's View

LinkedIn	ZoomInfo	Jigsaw
✓ Powerful search capabilities	✓ Useful one-stop search tool for companies & individuals	✓ Free company reports
✓ Sophisticated research tool	✓ Limited free data, but Powersell has affordable subscription costs	✓ Good source of hard-to-find contact data for SMEs in Asian countries
✓ Unobtrusive advertising	✓ Attractive reports	✓ End-user friendly searching
✓ Free site offers enough information for the information professional	✓ End-user friendly searching	✓ Affordable subscriptions
✓ Expanding language interfaces	✗ US biased data	✗ Poor European coverage
✗ Cluttered interface	✗ Data can be unreliable	
✗ Some features are hard to find		



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