

File name: rise_of_the_linkedin_influencer__5__social_media_trends_in_2022-_invest_ni (720p).mp4

Moderator questions in Bold, Respondents in Regular text.

KEY: Unable to decipher = (inaudible + timecode), **Phonetic spelling** (ph) + timecode), **Missed word** = (mw + timecode), **Talking over each other** = (talking over each other + timecode).

Declan Murtagh: The next trend that we're going to look at is the rise of the LinkedIn influencer, and we're going to see more and more LinkedIn influencers, or creators, as they're called, and it's, it's maybe not something that you necessarily think about whenever you think about social media influencers. You probably think about Instagram, and so on, where, where these influencers are really, really prevalent, and, don't get me wrong, there are influencers on LinkedIn. You know, they have its own LinkedIn influencer programme, which is invite-only. So, only the-, obviously, the, the top usually, you know, very important people are, are-, you know, people who have a huge audience get invited onto that LinkedIn influencer programme, and, I suppose, interestingly enough, the, the number one ranked influencer on LinkedIn is Bill Gates. I guess it's, it's helpful that Microsoft own LinkedIn, so maybe I'll let you make your own mind up on, on that, as to how he is ranked the number one influencer, but he certainly does carry a lot of insightful posts and so on, but he-, so, there is influencers on, on LinkedIn, but now we, we see that trickle down into these creators and these, these LinkedIn creator programmes, where we'll see, you know, smaller, sort of, micro-influencers become more prevalent on, on LinkedIn. So, obviously, LinkedIn is the largest professional social network, where people go there to advance their careers, to win business, to, you know, position themselves as, as experts in their field.

There's nearly 700 million active numbers on, on, on LinkedIn. As I said, it's owned by, by Microsoft and we've mentioned that LinkedIn has heavily invested recently in this creator programme to grow their global creator programmes and they're making it, you know, easier to share content on their platforms and, and grow an audience. And, and anyone here listening to this webinar today can turn on their creator mode, which will give them access to, you know, different types of content that they can share, and so on. So, it can be a, a really, you know, good platform to showcase yourself as an expert. It's also growing-, continuing to grow, and it, it is seen as one of the most positive social communities around. You know, it doesn't have as many trolls, I guess, or as, as many, sort of, you know, people looking to cause havoc and, and mayhem that we see, maybe, on the likes of Facebook and, and Twitter, and so on. So, it is quite a positive, sort of, community, which, which certainly will help in the-, in the business world. And I guess this, this whole notion of being a creator has maybe been brought about by this, you know, shift to a work from home culture, and, and maybe that has made people realise that-, the importance of creating a-, an online brand or an online presence outside of, of the company, because, you know, maybe they, they don't see the employees, they don't see the-, their, their managers, the owners of the company, as, as much, and maybe there's this feeling that there's this need to, you know, be seen to be-, to be out there and people are, are starting to get more engaged in, in LinkedIn, and creating content, and networking and so on.

So, maybe this shift to a work from home culture has seen, sort of, more and more uptake in, in LinkedIn, and, and people creating content. And, and through creating that content, it's, it's obviously a great way to create visibility for yourself, within your company but also outside of your company. I've mentioned it's great to showcase thought leadership. So, if you're creating content around your industry, and around your sector, and within that, sort of, broader network-, so, it, it can be a great way to position yourself as an expert. And we'll see more and more of these creators pop up over the next twelve months, you know, trying to grow their professional brands and, and position themselves as experts in their field.

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