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LINKEDIN SOCIAL NETWORK: BENEFITS AND PROSPECTS FOR THE MEDIA

The purpose of the study. *To identify the features of the social network LinkedIn and find out its prospects for use to promote media content and image.*

Research methodology. *The research used general scientific methods: generalization, synthesis, analysis, comparison, abstraction, and typology, which allowed us to analyze the social network LinkedIn, as well as to determine its benefits for promoting media content and image formation. To search for media that use the social network LinkedIn to promote their content and image, we used the internal search of the selected social network. During the research it was found that LinkedIn actively maintains its pages of 2 media groups – Media Group Ukraine LLC (TV channels «Ukraine», «Ukraine 24», «UFO TV», «Indigo TV», «Football 1/2/3», Ukraine 1 / Ukraine 2, NLO TV 2, «34 TV Channel» and others) and 1+1 media (TV channels «1+1», «2+2», «TET», «PlusPlus», «1+1 International», «Union TV», «Curlers» and others). Accounts of Ukrainian TV channels, radio, magazines, and newspapers were also found on LinkedIn.*

Results. *The LinkedIn social network is a promising platform primarily for shaping the image of the media in general, and not just as a successful employer. As well as many foreign media use it to inform subscribers and increase traffic to the media site. LinkedIn media is used for various purposes. It is also convenient to use to keep abreast of all innovations in the media market and monitor the success of competitors.*

Novelty. *The LinkedIn social network is considered a professional social platform, it is often identified as a platform for finding employees. Ukrainian mass media are reluctant to create accounts and publish content in it. Even though it can be a promising platform for them to form the image of the media, not only as a reliable employer but also as a successful media. We came to this decision after analyzing the pages of Ukrainian and foreign media on the social network LinkedIn. Also, while searching for research on a given topic, we could not find the works of Ukrainian scientists who would consider LinkedIn as a platform for promoting media content and image formation. This topic is also not popular and well-developed among foreign scholars.*

Key words: *social networks, LinkedIn, image formation, content promotion, mass media.*

I. Introduction

Social networks are a promising channel for promoting mass media content. Nowadays, almost all Ukrainian mass media are trying to be present on at least one social network. Small traditional mass media, which do not have their own websites, actively maintain pages on social networks because they understand that there is not only their regular audience there but also a potential one. For Ukrainian mass media, the most popular are such social networks as Facebook, Instagram, and YouTube, as well as Viber and Telegram messengers. But in recent years, we have observed a trend where the mass media are paying more and more attention to less popular and specific (in terms of content production) social platforms, which have a smaller and narrower audience. That is why official media pages can be found more and more often on TikTok, Twitter, LinkedIn, and Ukrainian social networks. During the research, it was noted that there are often no publications on the pages of Ukrainian mass media on LinkedIn, despite the fact that many newsrooms have a profile created and filled out on this social network. Only six media newsrooms publish something from time to time. Therefore, we decided to find out the advantages of this social network and determine the prospects for mass media.

Social networks are studied by many Ukrainian and foreign scientists. There are numerous written works and conducted studies. Four of the most popular areas of research on social networks can be singled out. The first one is the peculiarities of the development and use of social networks for the promotion of media production (R. Abdieiev, S. Afanasiev, A. Bobkov, V. Inozemtsev, L. Masimov, T. Fisenko, A. Toffler, A. Turin, J. Kim, S. Tong, L. Langwell, S. Mayers, and others). The second one

is the influence of social networks on the audience and their role in the information war (N. Semen, M. Kitsa, B. Kovalevich, V. Vus, and others). The third one studies the peculiarities of journalists' work with social networks (O. Medynska, D. Bodnenko, O. Zhovnych, O. Fedorova, A. Mordiuk, and others). The fourth one is a study of social networks such as Facebook (S. Thiel-Stern, L. Chia-Shin Lin, J. Pasek, E. Hargittai, and others.), Instagram (A. Pravitasari, S. Susanto, D. T. Ardiyanto, M. Pittman, B. Reich, and others), and YouTube (B. Rimes, J. H. Yu, J. Kim, and others). Among the Ukrainian scientific works, we did not find any that describe the results of the study on the use of the LinkedIn social network by newsrooms. Among the international researchers, we can name such as: Jose van Dijk, Meredith M. Skiles, Jonathan Grudin, B. Brook, and their research focuses mainly on the comparison of two social networks, Facebook and LinkedIn.

II. Research objective and methods

The objective of the study is to determine the advantages of the LinkedIn social network and find out the prospects for using it to promote mass media content and form an image. The set goal involves the following tasks: to analyze the LinkedIn social network; to highlight its advantages; to formulate strategies used by mass media in the social network; to find profiles of Ukrainian and foreign mass media on LinkedIn; to analyze the content published by mass media on this social network.

During the research, general scientific methods were used: generalization, synthesis, analysis, comparison, abstraction, and typology, which made it possible to analyze the LinkedIn social network, as well as find out its advantages for promoting mass media content and image formation. An internal search of the selected social network was used to find mass media that use the LinkedIn social network to promote their content and build their image. During the research, it was found that two media groups, which are Media Group Ukraine LLC (such TV channels as «Ukraina», «Ukraina 24», «NLO TV», «Indiho TV», «Futbol 1/2/3», Ukraine 1/Ukraine 2, NLO TV 2, «34 telekanal», etc.) and «1+1 media» (such TV channels as «1+1», «2+2», «TET», «PliusPlius», «1+1 International», «Unian TV», «Bihudi», etc.) actively maintain their pages on LinkedIn. The accounts of Ukrainian TV channels, radio stations, magazines and newspapers were also found on LinkedIn.

III. Results

Social networks are a promising channel for promotion, popularization of mass media content and formation of mass media image. Currently, there are TOP-17 of the world's most popular social platforms for communication, which are actively used by newsrooms to promote media content. No one knows the exact number of social networks because new ones appear every day and unpopular ones are closed. The TOP-17 social networks have been leading in the world for many years, because they have a large audience. Many mass media use them to increase traffic to the site (Facebook), to gain popularity (Instagram, TikTok) or/as an additional source of income (Youtube). But there are social networks that form the image and contribute to the development of the mass media brand, as well as help find the necessary employees. The most popular of these social networks is LinkedIn (Fig. 1).



Fig. 1. Characteristics of the LinkedIn network [2]

LinkedIn is the world's largest social platform for job search and posting vacant positions. The social network has more than 808.4 million members [2], and this number is growing every year. LinkedIn was founded in 2002 and first became available to the public in May 2003. In 2016, it was bought by Microsoft for \$26.2 billion, which contributed to its faster development [8].

The mission of LinkedIn is simple – to connect professionals from around the world «to make them more productive and successful» [8]. That is why the audience comes to find employers and specialists. Accordingly, the content published there is completely different than on Facebook, Instagram, or Twitter. On LinkedIn, users search for and establish professional contacts, share professional successes, career growth, and innovations in their specialization. Accordingly, the news feed in this social network shows posts that contain professional information, user profiles also emphasize the expertise of users, they have almost no information about hobbies, interests, family members, religious affiliation, etc. [6]. Accordingly, the user subscribes to or adds to contacts not relatives and friends but employees or other people who work in a particular field. And they share professional content, news, professional hacks, or recommendations. LinkedIn founder Reid Hoffman said, «It's not my goal to keep a user on our platform as long as possible. I want a person to come in, do what they need to do in a few minutes, and continue their working day» [8]. Therefore, by joining LinkedIn, you can access information about people, vacant positions, news, updates, and other valuable information that helps in professional activities [9, p. 121].

So, LinkedIn is one of the oldest social networks in the world, focused on employers and professionals who are looking for a job. Often, this platform is called a «professional» or «specialist» social network because contacts in it are formed not from friends or relatives but from employees and specialists who work in the same field. It also affects the exchange of information, because people share news in their field of interest, talk about mistakes, and results of experiments, and also boast of new professional achievements. Therefore, the mass media also use it for the following purposes [7]:

- **Business:** expanding and strengthening professional connections. Contacts include employees, business partners, and potential advertisers.
- **Product distribution:** LinkedIn is also used to strengthen connections with the audience or potential buyers. Mass media post content with a hyperlink to the mass media website. It also contains information about merchandise and ways to purchase goods.
- **Search for employees:** newsroom staff use LinkedIn to find the right candidates faster, contact them directly, and keep in touch with those specialists who are not yet looking for a job but potentially interesting to a company [7]. Kwok & Muñiz (2021) also claim that LinkedIn is the best tool among social networks for recruiting and promoting vacant positions [4].
- **Image formation:** the content published on LinkedIn contributes to the image mass media formation not only among advertisers, business partners, audiences, employees, and media professionals but also among job candidates and other community members.
- **Competitor research.** On LinkedIn, the mass media often share their successes, achievements, talk about their employees, and reveal professional secrets. Therefore, the obtained information can be used for own professional improvement.

The content published by the media on LinkedIn is aimed at: *job seekers, advertisers, competitors, and audience.*

LinkedIn is often compared to Facebook and even referred to as one of their main competitors [5]. These social networks are indeed similar in interface, but they are completely different. Although nowadays there is more and more talk that companies use Facebook not to sell their products or promote services but to form an image, and LinkedIn is used to find employees. While this is true for business, the situation is radically different for the mass media. Facebook is a social network that provides good, stable traffic to the media site, and LinkedIn not only helps to find employees and advertisers but also forms the image of the media. The LinkedIn social network asks users not to publish stories from their personal lives but encourages them to highlight specific professional issues, thus promoting their professional strengths [3, p. 208].

In a 2010 interview, Jeff Weiner, CEO of LinkedIn, said that Facebook is a universal social platform and LinkedIn is a professional network, and the difference is that if you are a professional, you want people to know who you are. is [5]. And many mass media on LinkedIn work according to this principle.

During an internal search in this social network, the pages of two media groups (Media Group Ukraine LLC and «1+1 media») were found, which constantly and regularly publish and distribute content. There is also a page of the StarLightMedia media group (such TV channels as STB, ICTV, Novyi telekanal, M1, etc.) created on LinkedIn, but, unfortunately, there are no publications on their page. Several profiles of Ukrainian TV channels, radio stations, magazines, and newspapers were also found during the search. In total, 22 accounts of mass media newsrooms were found. Among them, only six mass media post content: «Vogue UA» magazine, «KyivPost» newspaper, «MYH» newspaper, «Slovo pro Slovo» newspaper, «Hromadske» internet media, and «Ukrainianer» media project. When researching Ukrainian mass media pages on LinkedIn, it was surprising that so few

mass media have registered profiles on this social platform, and those that do, do not publish anything. This indicates that they do not use all the advantages of this social platform. These advantages include:

- loyal content display algorithms;
- your audience is specialists or people who are interested in your content;
- possibility to follow potential employees;
- possibility to comment, post texts, photos, videos and hyperlinks to the site;
- no large number of bots;
- user-friendly social network interface.

The following strategies are used by mass media to build their work in this social network.

The *strategy of promoting media content and increasing traffic to the site*. Mass media uses this social network as another platform to increase traffic to the site. That is, publishes posts with an active hyperlink to the mass media website. This is done, for example, by the «MYH» newspaper.

The *strategy of forming and strengthening the mass media image*. Mass media use the social network as a platform to build and strengthen their own image. Unique content is created for this social network, which focuses on the professionalism and success of the mass media. This is done, for example, by the «Vogue UA» magazine.

Media Group Ukraine LLC fills the LinkedIn page qualitatively and professionally. This is a media holding company in Ukraine that unites TV channels, an OTT platform, publishing and media projects. This media holding includes such well-known TV channels as: National TV channel of general interest «Ukraina», nationwide information TV channel «Ukraina 24», youth TV channel «NLO TV», TV channel «Iridiho TV», thematic channels «Football 1/2/3», international channels Ukraine 1/Ukraine 2, NLO TV 2, regional channel «34 telekanal» and others. The main content that is distributed is interviews with various employees of TV channels that are part of the media holding. They also publish the impressions and memories of cameramen, journalists, and presenters, and in the posts, they introduce the journalists and cameramen who shape the news picture of the day on an everyday basis. They publish analytical reviews of employees that not only emphasize their professionalism but also other human qualities, such as: kindness, sincerity, humanity, openness, etc. They also do not forget to post various ratings, which show that the TV channels that are part of the Media Group Ukraine LLC media holding are among the favorites of viewers and advertisers. The content is focused on forming the image of a media holding, where only professionals work, who love their work and work every day to ensure that Ukrainians receive only the most interesting information.

The content posted on the Media Group Ukraine LLC media holding page on LinkedIn is not published on other social networks, and the page on this social network reveals the backstage of the media holding. Most often, the content concerns the «Ukraina» and «Ukraina 24» TV channels.

The «1+1 media» page on LinkedIn is filled worse and less often. Before the full-scale invasion of Russia into Ukraine, posts were published more often, and during the war, the page has been updated rarely – only three posts per month. They frequently post links to interviews with their employees about the awards they have received. High ratings of TV channels included in «1+1 media» were distributed. Before the war, there were many posts on the page about the media group's projects, they wrote about their achievements and victories, as well as regularly published a digest of vacancies and asked specialists to submit resumes.

When the pages of such mass media as «Vogue UA» magazine, «KyivPost» newspaper, «MYH» newspaper, «Slovo pro Slovo» newspaper, «Hromadske» internet media, and «Ukrainianer» media project in this social network are analyzed, it is clear that each of them chose one strategy for working on LinkedIn.

The *strategy of forming and strengthening the mass media image*. «Vogue UA» magazine follows this strategy on its LinkedIn page, focusing on the professionalism and life of the newsroom. Posts began to be published more during the war in Ukraine. There are no posts related to the content published in the magazine. «Slovo pro Slovo» newspaper also chose this strategy but posts rarely.

The *strategy of promoting media content and increasing traffic to the website*. «KyivPost» newspaper chose this strategy to promote its media content. They publish news about Ukraine and place hyperlinks to materials presented on the mass media website. «Ukrainianer» media project and «MYH» newspaper also use this strategy.

«Hromadske» internet media has not published posts on its page for the past 7 months. Until now, they published news content about Ukraine, as well as posts about the activities and achievements of the media.

Unfortunately, no more Ukrainian media pages were found on LinkedIn. We assume that the mass media are reluctant to use this social network, because they do not see any prospects for increasing traffic to the website and understand that specialists in various fields come to this social network, and they are looking for professional information first of all. The mass media cannot always offer it. Also, this social network is not well-known and popular among Ukrainians, which means that the share of

Ukrainian users is small. Therefore, for example, «KyivPost» newspaper and «Ukrainianer» media project publish posts in English only, which are intended for foreigners.

It was interesting to find out whether the world's famous mass media have their own pages on LinkedIn. The following media were chosen for the study: Radio Free Europe, Voice of America, BBC News, CNN, The Washington Post, Tribunnews, The New York Time, Detikcom, Infobae and CNBC. The world's top-rated media were selected from the list published on Similarweb¹.

So, the high-rated mass media (Voice of America, The Washington Post, Radio Free Europe) primarily publish information about themselves, their projects, journalists' awards, and short resumes of their most well-known employees on their page in this social network.

There are also mass media (BBC News, CNN, Infobae, CNBC) that have chosen another method – they do not talk about themselves, they publish interesting content on the topics of business, money, economics, employees, employers and place active hyperlinks to articles that are published on media websites. These publications are both interesting and useful for the social network members.

The New York Time combines on its page the content about itself, its achievements, success and publishes interesting information about economics, business, science news, etc. Detikcom, on the other hand, limited itself to posting vacancies of specialists they need. Tribunnews on LinkedIn distributed information about the startup, which was initiated by the media.

The basic rule of working with social networks is to create unique content for each one. Unfortunately, not all media have this opportunity. Therefore, not all media work on LinkedIn.

IV. Conclusions

LinkedIn is an important tool that allows you to stay up-to-date with the latest news related to the profession, a way to learn about new employees joining the company [1], and to monitor the successes of competitors and analyze their mistakes.

By demonstrating their social and professional skills, LinkedIn users not only increase their professional value in the job market but can also improve their employer's image. Many companies encourage the use of LinkedIn for communication between colleagues and external contacts, sometimes making the platform mandatory as an internal communication tool. Compulsory use of the tool improves the public image of the media, which demonstrates ideal employee behavior [3, p. 209]. We do not know whether the media force their employees to use LinkedIn, but when analyzing the pages of media holdings, we noticed that the number of employees is displayed. For example, Media Group Ukraine LLC writes on the page that there are 117 employees in this social network, and «1+1 media» has 950 employees.

The LinkedIn social network is a resume for the media, and future employees view it as an effective employer that both provides stable work and opportunities for development and fits the candidate's professional values.

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¹ The top websites rating all over the world in the News and Mass Media category. URL: <https://www.similarweb.com/ru/top-websites/category/news-and-media/?fbclid=IwAR0xlaCbTtLBZA2U2qFHwny5O1pMHK-x1Dr2iCa790AKDB5dG5tuX4AxABY> (date of request: 12.08.2022).

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Стаття надійшла до редакції 06.06.2022.

Received 06.06.2022.

Мудра І. М. Соціальна мережа LinkedIn: переваги та перспективи для ЗМІ

Мета дослідження – визначити особливості соціальної мережі LinkedIn та з'ясувати її перспективи використання для просування контенту ЗМІ та формування іміджу.

Методологія дослідження. Під час дослідження було використано загальнонаукові методи: узагальнення, синтез, аналіз, порівняння, абстрагування, типологізація, – які дали можливість проаналізувати соціальну мережу LinkedIn, а також з'ясувати її переваги для популяризації контенту ЗМІ та формування іміджу. Для пошуку ЗМІ, які використовують соціальну мережу LinkedIn для просування свого контенту та формування іміджу, використано внутрішній пошук обраної соціальної мережі. Під час дослідження виявлено, що в LinkedIn активно ведуть свої сторінки дві медіагрупи – Media Group Ukraine LLC (телеканали «Україна», «Україна 24», «НЛО TV», «Індіго TV», «Футбол 1/2/3», Ukraine 1/Ukraine 2, NLO TV 2, «34 телеканал» та інші) та 1+1 media (телеканали «1+1», «2+2», «ТЕТ», «ПлюсПлюс», «1+1 International», «Уніан TV», «Бігуді» та ін.). Також у LinkedIn знайдено облікові записи українських телеканалів, радіо, журналів та газет.

Результати. Соціальна мережа LinkedIn є перспективною платформою насамперед для формування іміджу масмедіа загалом, а не лише як успішного роботодавця. А також багато закордонних ЗМІ використовують її і для інформування підписників та збільшення трафіку на сайт ЗМІ. Масмедіа LinkedIn використовують для різних цілей. Також вона дає змогу бути в курсі всіх нововведень на медійному ринку та стежити за успіхами конкурентів.

Новизна. Соціальна мережа LinkedIn вважається професійною соціальною платформою, її найчастіше ідентифікують як майданчик для пошуку працівників. Українські масмедіа неохоче створюють у ній облікові записи та публікують контент. Незважаючи на те, що вона для них може стати перспективним майданчиком для формування іміджу ЗМІ не лише як надійного роботодавця, а і як успішного масмедіа. Такий висновок зроблено на основі аналізу сторінок українських та закордонних ЗМІ в соціальній мережі LinkedIn. Також під час пошуку наукових досліджень на задану тему не вдалося знайти праць українських учених, які б розглядали LinkedIn як платформу для просування контенту ЗМІ та формування іміджу. Серед закордонних науковців ця тема також не є достатньо популярною та розкритою.

Ключові слова: соціальні мережі, LinkedIn, формування іміджу, просування контенту, ЗМІ.

Mudra I. Sieć społeczna linkedin: zalety oraz perspektywy dla środków masowego przekazu

Celem badania jest określenie specyfiki sieci społecznościowej LinkedIn oraz poznanie perspektyw jej wykorzystania do promocji kontentu w środkach masowego przekazu i kształtowania wizerunku.

Metodologia badania. W trakcie badań wykorzystano ogólne metody naukowe: uogólnienie, syntezę, analizę, porównanie, abstrakcję, typologię, co pozwoliło na analizę sieci społecznościowej LinkedIn, a także poznanie jej zalet dla popularyzacji kontentu massmedia i kształtowania swojego wizerunku, wykorzystano wyszukiwarkę wewnętrzną wybranej sieci społecznościowej. W trakcie badania stwierdzono, że w LinkedIn prowadzą swoje profile 2 grupy medialne - Media Group Ukraine LLC (kanały telewizyjne 'Ukraina', 'Ukraina 24', 'NLO TV', 'Indigo TV', 'Piłka nożna 1/2/3', 'Ukraina 1/Ukraine 2', 'NLO TV 2', '34 kanał' i inne) oraz media 1+1 (kanały telewizyjne '1+1', '2+2', 'TET', 'PlyusPlyus', '1+1 International', 'Unian TV', 'Bigudi' i inne). Na LinkedIn znaleziono również profile ukraińskich kanałów telewizyjnych, radia, czasopism i gazet.

Wyniki. Sieć społecznościowa LinkedIn to obiecująca platforma przede wszystkim dla kształtowania ogólnego wizerunku w mediach, a nie tylko jako odnoszącego sukcesy pracodawcy. Ponadto wiele zagranicznych środków masowego przekazu używa go do informowania abonentów i zwiększania ruchu na stronie środków masowego przekazu. Massmedia LinkedIn są wykorzystywane do różnych celów. Jest również wygodny w użyciu, aby być na bieżąco ze wszelkimi innowacjami na rynku mediów i monitorować sukcesy konkurentów.

Nowość. Sieć społecznościowa LinkedIn jest uważana za profesjonalną platformę społecznościową, najczęściej identyfikowana jest jako platforma do wyszukiwania pracowników. Ukraińskie massmedia niechętnie zakładają konta i publikują w nich kontent. Mimo tego, że dla nich może stać się obiecującą platformą kształtowania wizerunku środków masowego przekazu, nie tylko jako rzetelnego pracodawcy, ale także jako media odnoszącego sukcesy. Taki wynik powstał po analizie profili ukraińskich oraz zagranicznych środków masowego przekazu w sieci społecznościowej LinkedIn. Ponadto, szukając badań naukowych na taki temat, nie udało się znaleźć prac ukraińskich naukowców, którzy uznaliby LinkedIn za platformę do promowania kontentu oraz tworzenia wizerunku w środkach masowego przekazu. Wśród zagranicznych naukowców ten temat również nie jest wystarczająco popularny i rozumiany.

Słowa kluczowe: sieci społecznościowe, LinkedIn, tworzenie wizerunku, promocja treści, środki masowego przekazu.