

LinkedIn is Dead. Enter "FacebookPro"

It's official, IMHO. LinkedIn, with its recent "upgrade" just became "FacebookPro."

I belong to multiple paralegal-related and IP-related groups, none of which are generating any group posts any more. LinkedIn now wants you to just mindlessly scroll down a single screen and look for posts to which you wish to comment. I rarely, if ever, began discussions due more to not needing to hear myself talk and little free time during the day, but now it appears that no one else is posting either. Sad.

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I agree with you. What were they thinking?

John J. Jacobson, California

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Although some of the groups to which I belonged were fairly active for a while, LinkedIn has never really been much more than a glorified CV depository. It is useful when, for example, you are evaluating job candidates, but it has seemed for quite some time to struggle to find a purpose beyond that.

Kevin W. Grierson, Virginia

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LinkedIn has made it so hard for group owners to manage their groups that many of those owners have also become convinced that LinkedIn is killing groups. The company denies the accusation.

Mike Phillips, North Carolina

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I have to agree with you re: Groups. I manage a couple of software groups on LinkedIn and with each update they seem to be hiding the Groups deeper and deeper. Now looking for another platform to host the groups on.

Here's how I find mine after the update: Click on the little Apps icon in the upper right (looks like a 3 x 3 dot box), and choose Groups. That will pull up the sort of Facebook-esque running list of posts from any group.

But in the upper left you can click on My Groups and that will show you your listing of all groups that you are a member of and which have new posts (in blue). Hope that helps.

Nancy Duhon, Georgia

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Thx Nancy. I understand all that but there is nothing to look at re: the groups because no one is posting other than CVs, as Kevin mentioned, and advertisements for a latest book, seminar, service, business coach. I used to participate as a paralegal mentor, but even those posts have ceased to exist. They've made it so difficult to reach out to your peers that everyone has moved on.

Then there are all the silly posts about a son's/daughter's triumph at school that no one cares about or my most recent favorites - people posting multiple head-shots, some quite provocative, asking for an opinion on which they should use. For my money, they've already lost the game because now we know what their duffass side looks like.

Lyza L. Sandgren (not a lawyer), Georgia

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I think we should vote on the provocative headshots. That would be funny!

Jonathan Stein, California

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I think LinkedIn \*really\* screwed the pooch on being the penultimate "job" site for both employers and job-seekers alike. At one point, they had a good thing going--and going great, too--until they essentially decided to "Facebook-ify" their whole platform from the ground up and have more 'social' components. I agree with what others have said -- these days, the user 'posts' are nothing more than some iteration of spamming by a given company. A lot of what catches my eye is just clickbait garbage that amounts to some thinly-disguised advertisement for either a product/service or the company, generally. (e.g. "5 REASONS TO USE ACME, INC. PRODUCTS... #2 WILL SHOCK YOU TO THE CORE!")

Then came the "LinkedInPRO" nonsense.. the marginal benefits (to me) didn't justify paying money to access. It's main benefit for me nowadays seems to be mainly

limited to seeing where colleagues are currently working, their job titles, work history and such like that. If I want to job hunt, I usually won't bother with checking LinkedIn listings. There's too much spam and fake/BS listings that create way too much clutter than I am willing to deal with.

Another culprit who has fallen victim to the same "Facebook-ification" of their platform is Westlaw's "Community" content or whatever. Completely and utterly useless -- doesn't seem to be gaining any traction across the board, either.

Seth Combs, Kentucky

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Don't you feel kinda old complaining about the layout of something as 'Facebookified'?

Like, back in the good old days.....

It might just be a format and way to group content that is appealing and easy. Judging by the success of Facebook - it must work.

\*Note\* I don't do Facebook and think LinkedIn is clunky [or was if now it is Facebookified] and I don't use it but I am on it and my wife found her current job doing linked in pro and we paid money for that feature and it was worth every penny.

BRING BACK MYSPACE

P. Jayson Thibodaux, Washington

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I told Jim Tyre I thought the new interface looked like someone vomited a mobile phone screen onto my monitor. It's mostly blank space.

Tim Ackermann

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Am I the only one who treats LinkedIn like I do Plenty of Fish?

"Friend" hot paralegals/lawyers and then ask if they want to "work for me" ?

Just kidding.

Although, it would be funny... May be. (Until the first lawsuit...)

Larry Forman, Florida

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Do I feel old complaining about that? Not really.. I mean, I'm a 90s kid through and through. I grew up with the internet before it became the god-child that it currently is, so I don't mean to sound like an old fogey with general gripes about tech stuff.. but rather that LinkedIn has tried to put a square peg in a round hole. I'm not saying it was entirely irrational for LinkedIn to say, "Man, FB is killing it. Let's try to be more like what they are doing." But, there's something to be said for the lack of foresight in what results when one company tries to clone another company's success by attempting to mirror what they do. Facebook's platform works because, well, its core function has never wavered from day one: a general social network for the general public to use how they please. LinkedIn has always intended to be a social network in a similar-but-different way in that its target audience has always been professionals, employees, and employers. Allowing users to "share" and "wall post" or "follow" with/to other people, organizations, or businesses. Hell, even the "endorsements" stuff is largely hollow. I guess my point was that sometimes what works for one company or product is not always equally transferable and compatible for others.