PRACTICAL PLAYBOOK

2026



Make LinkedIn work for your goals

Discover opportunities, follow your portfolio, and develop professional relationships.

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01 Entrepreneur

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03 Professional

20 scenarios / 3 audiences / Your first-month plan

How to use this playbook

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Choose your outcome

LinkedIn helps you discover opportunities through people, companies, and their public activity. Link Browser collects selected sources, helps you explore your network, and preserves the context of your relationships. Your connected AI agent turns that material into hypotheses, briefs, and suggested next steps.

Practical value comes from a sequence: define your question select relevant sources notice something meaningful check what it means contact someone or make a decision. This playbook covers that process for three audiences through 20 practical scenarios.

Link capabilities are described using the supplied business playbook dated October 25, 2026. Numbers in the starter plans are planning guidelines, not promised results. The example situations and outputs are illustrative.

Who you are	Your main question	What you should take away
Entrepreneur	Which new problems, projects, markets, and connections deserve my time?	A shortlist of hypotheses, people to help test them, agreements, and a decision on the next experiment
Venture investor	What has changed at portfolio companies, and where can I help?	A sourced summary of changes, questions for founders, and specific offers of support
Professional or corporate employee	Which career opportunities fit me, and how do I maintain relationships?	Target companies and roles, relevant contacts, prepared outreach, and a career plan

You can pursue several goals at once, but choose one for the first two weeks. For example: “Find a problem for a small product,” “Prepare for portfolio calls,” or “Understand where to go after my current role.”

How the workflow fits together

LinkedIn provides the source material: profiles, posts, professional events, and jobs. Public activity reveals only part of what is happening at a company or in a person's life.

Link organizes collection and actions: it follows selected companies and people, explores connections, stores contacts, and runs configured invitations and greetings.

Your agent analyzes the available material: it compares posts, groups observations, suggests questions, and prepares briefs and draft messages. Recurring reports need a separate schedule set up through the agent's own tools.

You interpret the findings and act: you choose directions, verify important facts, have conversations, and make career and investment decisions.

FROM OBSERVATION TO ACTION

LinkedIn 01
Public sources

Link Browser 02
Collection and context

Your agent 03
Analysis and options

You 04
Verification and decisions

Which features to use

Task	Feature	How to use it
Follow a topic, company, or person	Watchlist	Add company and profile links; collect posts and available activity
Explore hiring at selected companies	Watchlist Jobs	Review role titles, locations, dates, and links; check details in the original listing
Find connections at target organizations	My Network	Collect connections and detailed profiles; search a list of companies and work histories
Reconnect with your professional circle	My colleagues	Research companies and people; check overlapping employment dates
Explore your education network	My classmates	Find people through your educational background and verify shared context
Remember agreements	Contacts	Save notes, tags, and dated tasks
Expand your network	Connect	Define an audience by roles, geography, industries, or companies from My colleagues
Maintain relationships around events	Catch up	Configure greetings for available professional and personal milestones
Monitor execution	Dashboard, Plan, Limits, Actions History	Check task status, queues, remaining limits, and completed actions

How to share material with your agent

For ongoing work with posts, open Agent access in Watchlist, create an invitation, and give the link to your agent. The single-use link is valid for one hour. Confirm that the connection succeeded and the agent actually read the material.

The core supported access covers sources, posts, and activity. Access to folders and jobs depends on server support. Name specific companies or source links in agent requests. If folders are unavailable to the agent, that list defines the research scope. If jobs are unavailable, review them in Link and manually share the relevant titles, locations, and links.

For one-off analysis, export Watchlist posts as Markdown and detailed My colleagues or My classmates research as Markdown or JSON. Copy selected rows from My Network. Contacts exports contain summary fields and the next task, not full notes or complete profiles; share any necessary context separately.

Agent access does not give the agent access to Contacts, My Network, messaging, or browser control. Folder-specific access permissions are not claimed: folders organize work but do not define the agent's access boundaries.

Set up your first scenario

1. Define a question and a two-week outcome. For example: “Choose one problem to explore in five interviews.”
2. Connect your LinkedIn account in Link and check its status.
3. Build a small initial Watchlist. Include companies and specific people: a company post and a founder's post often provide different context.
4. Record why you follow each source. Set it aside if it does not help answer your question.
5. Start collection and check the last successful scan. Comparing periods requires history; load older posts if necessary.
6. Connect your agent or share an export. First ask it to list the sources, date range, and gaps it can see.
7. Keep a simple results log in your own document or spreadsheet: finding, source, relevance to you, next step, and outcome. This is a separate working log, not a promised Link feature.

Campaigns and research run while Link is open and connectivity and account limits allow. Watchlist checks are normally scheduled about every six hours after a successful cycle. A daily agent report is useful only when its source data is sufficiently fresh.

01

Entrepreneur

New projects, markets, and useful connections

Why use this workflow

Your goal is to discover new directions without spending all day in the feed. A useful weekly outcome is a few observations, one or two testable hypotheses, and specific people worth talking to. An observation becomes an opportunity when you know whose problem you could solve and how to test their willingness to use a solution.

Start with two or three topics you know or want to explore. Collect around 15-25 sources: potential users, small teams, founders, industry practitioners, and companies. Organize them into topic folders. This is a starting scale; reduce it if reviewing the material takes too long.

SCENARIO E1

Find a problem for a small project

When to use it. You want to build a product or side project but have not yet found a problem worth solving.

How to work. Add practitioners in your chosen field to Watchlist. Review posts and available comments from the people you follow: look for manual work, awkward processes, recurring errors, and workarounds. Ask your agent to group specific problems. Keep the links and check whether similar reports come from independent authors.

What to produce. Up to three hypothesis cards: who has the problem, how they handle it today, what could be simplified, what evidence exists, and whom to interview. Next, test the problem's frequency and cost in a conversation. Several posts about the same inconvenience do not yet establish willingness to pay.

How to assess value. Track how many hypotheses led to conversations and how many were confirmed, revised, or rejected afterward.

SCENARIO E2

Test an idea before building

When to use it. You already have an idea and want to understand how it fits the user's actual work.

How to work. Describe the audience and use situation. Find people with relevant experience in My Network; add My colleagues research if needed. If your network lacks that audience, configure Connect using the supported targeting options. Review selected people's public activity and prepare questions about the last real instance of the problem. Handle interview invitations and conversations yourself.

What to produce. An idea-validation matrix: the problem, current alternative, frequency, consequences, conditions for switching, and agreed next step. Add interview answers manually; Link does not conduct interviews for you.

How to assess value. Count substantive interviews and voluntary commitments to test a prototype. Track accepted connection requests separately.

SCENARIO E3

Find a partner for a short experiment

When to use it. You have an idea but lack technical, commercial, or industry experience.

How to work. Research former colleagues, alumni, and existing connections. Match people's experience to the missing role. Your agent can analyze exported profiles and prepare a shortlist with a rationale for each person. Check each person's current role and your shared context, then propose a small joint test with a clear scope.

What to produce. A few candidates, a rationale for each, and a proposal for a one- or two-week experiment. Compatibility and interest need to be established in conversation.

How to assess value. Count conversations held and agreed trial projects.

SCENARIO E4

Understand a new market

When to use it. You are considering a new country, industry, or customer segment.

How to work. Build a Watchlist of local companies, market practitioners, and potential customers. Ask your agent to identify recurring problems, terminology, buying practices, and announced changes. Paste target company names into My Network to find people with current or past experience there. Check whether their experience is relevant to your question today.

What to produce. A map of the chosen segment, a list of unknowns, and several routes to a conversation with a practitioner. Verify external facts separately when the posts do not establish them.

How to assess value. Record which market assumptions you tested and what decisions changed: continue the research, narrow the segment, or stop.

SCENARIO E5

Discover professional communities and projects

When to use it. You want to find emerging initiatives, open projects, meetups, and opportunities to collaborate.

How to work. Follow organizers, active practitioners, and teams. Ask your agent to find announcements about events, launches, calls for participants, and joint projects in collected posts. Check each opportunity's date, participation requirements, and original link. Watchlist collects available posts from selected sources; it is not a complete LinkedIn events directory.

What to produce. A short list of participation opportunities, why each matters to you, and one action: register, contact the organizer, or explore the project.

How to assess value. Count useful conversations, joint tasks, or insights gained through participation.

SCENARIO E6

Find a relevant reason to offer help

When to use it. You already have a skill or product and want suitable partners or early customers.

How to work. Watch for company announcements about a new business area, process changes, or market entry. Also review jobs: role titles may suggest which function the company is developing. Your agent proposes a possible need; you check it and find a contact through My Network or manual search. Prepare a short message tied to a specific task.

What to produce. Companies with a reason to talk, a relevant person, and a small next-step proposal. A job opening alone does not establish a budget for your service.

How to assess value. Count conversations about real needs and agreed pilots. Record sales separately, based on actual outcomes.

SCENARIO E7

Choose one opportunity from many

When to use it. You have too much information and too many ideas, and want to switch directions every week.

How to work. Ask your agent to collect the week's findings and compare them using four questions: is there direct evidence of a problem, can you speak to a user, can you run a quick test, and does it fit your experience and available time? Require a reason for each assessment. Choose one experiment and explicitly defer the others.

What to produce. A decision for the week: what to test, with whom, how, and what result would justify continuing. Keep the decision log in your own document.

How to assess value. Track the share of started tests that reach a decision and the time from discovery to testing.

Agent prompt for entrepreneurs

PROMPT FOR YOUR AGENT

Using the available material from these sources [companies and profiles] over the past 14 days, find up to five specific problems faced by [audience]. For each, give the author, date, link, problem, current workaround, and number of independent sources. Do not count reposts of one message as independent evidence. Separate the author's statements from your hypothesis. Select up to three directions I can test in a week given [my experience, time, and resources]. For each, suggest someone to interview and three questions about their actual experience. Do not infer demand from reaction counts. Return fewer findings if the evidence is limited.

02

Venture investor

Portfolio monitoring and practical support

Why use this workflow

LinkedIn can complement founder reports, meetings, and other sources. It helps you notice public developments between regular updates and bring more precise questions to conversations.

Create a portfolio folder with company pages and selected founder and executive profiles. For each company, specify what matters now: product, customer segment, geography, partnerships, hiring, or public positioning. Choose people deliberately: Watchlist does not automatically collect the entire workforce.

These scenarios organize monitoring and portfolio engagement. LinkedIn does not provide a standalone assessment of a company's financial condition.

SCENARIO V1

Get a summary of portfolio changes

When to use it. You have many companies to follow, making manual reading impractical.

How to work. Collect a week's posts from companies and key people. Your agent compares them with the previous summary, which you provide or which is available in its workspace. It identifies new public statements, removes repeated coverage of the same event, and groups findings by company.

What to produce. A brief update: what changed, who reported it, event and publication dates, a link, possible significance, and a question to verify. Flag companies with stale collection data separately. “No new data found” applies only to the sources and period reviewed.

How to assess value. Track preparation time and the number of observations that lead to a useful question or action.

SCENARIO V2

Prepare for a founder meeting

When to use it. You have a regular call, board meeting, or discussion about a specific company issue.

How to work. Ask your agent for a public-source brief covering the last 30 days. If you want to compare it with previous agreements or a founder report, provide that material separately; Watchlist does not give the agent access to it. Check the links and choose three or four questions that matter to the meeting.

What to produce. One page with announced events, open questions, discrepancies with the context you supplied, and ways you could help.

How to assess value. Record the questions resolved and next steps agreed.

SCENARIO V3

Compare hiring with stated strategy

When to use it. A company talks about a new segment, region, or product, and you want to see public signs of execution.

How to work. Review posts and Jobs for the company. Group job titles by function and location; compare them with announced priorities. If Jobs are unavailable to the agent, share selected listings manually. Open the originals whenever the current status of a vacancy matters to your interpretation.

What to produce. A table of observations and questions: “The company announced regional expansion; sales vacancies in that location appeared; what stage is the launch at, and would hiring support help?” A disappearing listing or lack of new jobs cannot automatically be treated as evidence of downsizing.

How to assess value. Count timely clarifications and offers of help that proved relevant to the founder.

SCENARIO V4

Notice changes in public focus

When to use it. You want to track how a company describes its product and which audience it addresses.

How to work. Your agent compares two available sets of posts, such as the last 30 days and the previous 30. It shows specific wording, topics, and the people who discussed them. Defer conclusions if there is insufficient history. Check data freshness separately when posting appears to have paused.

What to produce. A few evidenced changes in communication and questions: “Is this a messaging test, a new audience, or a change in product priorities?” A change in public wording alone does not establish a strategic pivot.

How to assess value. Track how many observations helped update your understanding after a conversation, and how many turned out to be noise. Both outcomes are useful.

SCENARIO V5

Find useful connections for the portfolio

When to use it. A company needs a customer, partner, hire, or someone with specific experience.

How to work. Clarify the founder's request. Search My Network for people from relevant organizations, including past experience. Use My colleagues and My classmates if needed. Share selected rows or an appropriate export with your agent to prepare a rationale for each introduction. Verify relevance and both parties' willingness to connect yourself.

What to produce. A shortlist of potential introductions: who, why they fit, what request to pass on, and how both sides might benefit.

How to assess value. Track relevant introductions made and feedback from the portfolio team.

SCENARIO V6

Give a company context on its market

When to use it. You want to discuss the competitive landscape or check whether a development is specific to one company.

How to work. Select a comparable group of companies and follow the same topics over the same period. Your agent compares public launches, stated segments, partnerships, and available hiring signals. Keep source links and data limitations alongside each observation.

What to produce. A concise comparison addressing the chosen question and topics for discussion. High engagement on a post does not become a measure of market share, revenue, or business quality.

How to assess value. Record the decisions made about further checks, introductions, or support following the discussion.

Agent prompt for investors

PROMPT FOR YOUR AGENT

Prepare an update on [companies and links] for [date range] using the available Watchlist material. Start with coverage and data freshness. For each significant finding, give the company, author, publication date, event date if available, direct link, and a brief summary. Separately suggest its possible significance, an alternative explanation, and a question for the founder. Compare with [the supplied previous update] and remove repeated news. Highlight situations where a specific introduction or relevant experience could help. Use jobs only if available. Do not infer revenue, headcount, or financial condition from posts and hiring. Finish with up to five actions in priority order.

03

Professional

Career moves, opportunities, and your network

Why use this workflow

Your professional network is useful both during a job search and between career moves. It helps you understand the market for roles, maintain relationships, find experienced people, and notice options before a job change becomes urgent.

Start with criteria for your next step: the problems you want to work on, the conditions that matter, and the experience you want to develop. Choose around 10-20 companies and a few leaders or practitioners worth following. These scenarios suit engineers, finance professionals, marketers, HR and operations specialists, and other corporate roles.

SCENARIO C1

Research employers ahead of time

When to use it. You are not actively job hunting yet but want to understand where you might enjoy working.

How to work. Create a Watchlist of target companies and selected people. Review the problems they discuss, what they launch, and the roles they advertise. Keep your own company notes: what interests you, what remains unclear, and who could describe working there. Ask people about culture and actual working conditions.

What to produce. A list of employers with your reasons for interest, relevant contacts, and questions to investigate.

How to assess value. Track companies you deliberately add or remove and useful connections you make.

SCENARIO C2

Turn a vacancy into prepared outreach

When to use it. You are actively looking for work or want to explore a specific position.

How to work. Filter Jobs by company, role title, and location. Open the original listing to check its status, responsibilities, requirements, and conditions. For a fit assessment, give your agent the full job description and your experience separately. Use My Network to find someone with relevant context and prepare a precise question about the role or a request to review your resume.

What to produce. A shortlist of verified vacancies, a fit assessment, gaps, and an outreach plan. Submit applications and handle subsequent conversations yourself.

How to assess value. Track the share of suitable vacancies that lead to a conversation and the reasons for rejection or your own decision not to proceed.

SCENARIO C3

Reconnect with former colleagues

When to use it. You have not spoken in a while and want to restore a professional connection thoughtfully.

How to work. Collect My colleagues results and check overlapping companies and dates. Choose people with whom you genuinely share experience or have an honest reason to connect. Review their current profile and posts, then prepare a personal message. After talking, save any agreements in Contacts.

What to produce. Renewed relationship context and clear next steps: sharing experience, meeting, working together, or offering help.

How to assess value. Track substantive conversations and mutual agreements. Having worked at the same company does not establish a personal acquaintance.

SCENARIO C4

Maintain relationships between career moves

When to use it. You have many connections but tend to remember people only when you need something.

How to work. Use Catch up for suitable event types and a restrained greeting. This is a sending campaign: check the wording, schedule, and selected events before launching. For a more personal message, read the profile yourself and write manually. Continue any resulting conversation personally and record agreements in Contacts.

What to produce. Regular contact and a record of what matters to people in your network.

How to assess value. Track replies, continued conversations, and mutual help. Greeting counts measure activity, not the strength of relationships.

SCENARIO C5

Understand possible career transitions

When to use it. You want to change specialization, industry, or level of responsibility but are unsure how people with a similar starting point get there.

How to work. Research available colleague and alumni profiles. Give your agent a detailed export and ask it to find paths from similar experience to your target role. Choose people to interview about the transition. Identify intermediate responsibilities and projects that may have helped, then check with the people themselves.

What to produce. Several transition options, questions for practitioners, and a small project to test your interest. Profiles show a sequence of roles, but not every reason for success or the people who tried that path and left it.

How to assess value. Look for a chosen direction, tested interest, and verified requirements for the next step.

SCENARIO C6

Prepare for an interview or introduction

When to use it. You have an interview, a meeting with a manager, or a conversation with someone you want to learn from.

How to work. Research the company and selected person in Watchlist. Ask your agent for a brief on professional topics, recent projects, and publicly stated challenges. Relate these to your experience and prepare a few questions. Use the substance of posts; a single reaction to someone else's post is weak evidence of a person's views.

What to produce. A short brief, two or three relevant examples from your work, and questions that help assess mutual fit.

How to assess value. Record which important questions were resolved and whether you can explain after the meeting why the role does or does not fit you.

SCENARIO C7

Make your expertise visible to relevant people

When to use it. You want your professional circle to understand which problems you can solve.

How to work. Follow practitioners in your field and the topics they discuss. Your agent helps group questions and suggest post topics that overlap with your real experience. Add a concrete example, a takeaway, and limitations, then publish manually. Complement this with substantive comments and relevant new connections.

What to produce. A plan for several posts and discussions tied to your specialization, and a clear explanation of the value of your experience.

How to assess value. Track relevant conversations, collaboration invitations, and questions about your expertise. Reach and reactions provide context but do not establish a career outcome on their own.

Agent prompt for professionals

PROMPT FOR YOUR AGENT

My current role is [role], my experience is [summary], the problems I want to work on are [list], and my non-negotiables are [conditions]. Use the supplied company and people data to help me choose next steps. For each opportunity, explain the fit, what we do not yet know, the supporting source, and whom to talk to. Use full job descriptions only if I supplied them; do not infer pay, requirements, or working arrangements from a title card. Prepare up to five priorities and two draft personal messages without inventing an existing acquaintance. Separately suggest one small project to test my interest in a new role.

What a useful outcome looks like

An opportunity card

Use one template for your own log:

- **Goal:** what I am trying to achieve.
- **Observation:** exactly what the source said, who wrote it, when it was published, and the link.
- **Interpretation:** why this might matter to my goal.
- **Unknowns:** what prevents us from treating the conclusion as confirmed.
- **Next step:** one action, a person, and a deadline.
- **Test result:** what we learned and how the decision changed.

Illustrative entrepreneur example

In several collected posts, practitioners describe manually consolidating data from different systems. Hypothesis: a narrow user group needs an easier way to prepare a report. Next step: talk to three authors about their last real case, time spent, and available alternatives. Test result: choose one specific operation for a prototype or reject the hypothesis. Post reactions are not used to estimate market size.

Illustrative investor example

A company announces work with a new customer category; Jobs contains a position whose title may relate to that direction. Question for the founder: “What stage is the segment test at, and would introductions to potential customers help?” Outcome: a clearer view of the initiative's status and agreed support if needed.

Illustrative professional example

A target company posts an interesting role, and you find a former colleague with experience there among your connections. Next step: check the original listing and ask the colleague about the team's work. Outcome: a well-founded application or a decision not to spend time on a poor fit.

Your routine and first month

A regular working rhythm

Frequency	Entrepreneur	Investor	Professional
Brief review on working days	New problems and reasons to talk	Significant public events and data freshness	Relevant jobs, contact milestones, and planned outreach
Once a week	Choose an experiment and people to help test it	Review the portfolio update and offer support	Update your company shortlist and take the next steps
Once a month	Decide which topics to continue	Refine sources and monitoring questions	Revisit goals, role criteria, and skill development

You might budget 10-15 minutes for a short review and 45-60 minutes for a weekly session. Adjust this attention budget to the size of your task. If you cannot make a single decision within it, reduce the number of sources and sharpen the question.

A plan for the first four weeks

Week 1. Set up and collect your first material. Choose one scenario, connect your account, add sources, and start collection. Prepare a brief initial summary and manually check several links. The week's outcome is a clear starting picture and a list of unknowns.

Week 2. Act on a finding. The entrepreneur interviews a user; the investor checks an observation with a founder; the professional talks to someone about a company or role. The outcome is feedback from a real conversation.

Week 3. Improve your source selection. Remove sources that add noise and include missing practitioners. Refine your agent's task based on conversations. The outcome is more relevant findings and less review time.

Week 4. Assess the value. Review which decisions changed, which relationships continued, and what you managed to test. Choose the next scenario or deepen the current one. The outcome is a decision to continue based on the value you experienced.

How to measure value

Track activity, intermediate results, and practical value separately. A collected post, accepted invitation, conversation, and agreed project are different events.

Audience	Intermediate result	Practical outcome
Entrepreneur	A verified problem and someone to help test it	A prototype decision, a pilot, or a reasoned decision to drop an idea
Investor	A checked signal and a precise question	Useful support for a portfolio company or a clearer understanding of its situation
Professional	A suitable role, contact, and prepared message	A substantive conversation, a mutually suitable offer, or a clear next career step

Useful measures for your own log:

- Share of findings acted on: findings followed by action / all shortlisted findings.
- Share of hypotheses tested: hypotheses with a recorded test result / hypotheses taken forward.
- Time from discovery to first action.
- Number of relevant conversations and agreed next steps.
- Preparation time for a report or meeting compared with your previous process for a comparable task.

Track these separately when Link does not capture the required outcome. Do not attribute the entire result to the tool: deals, career moves, and portfolio company success depend on many actions beyond LinkedIn.

How to write to people

A good message explains why you chose this person, what you want to discuss, and what small next step you propose. Use only genuine context.

Entrepreneur: “You wrote about challenges with [process]. I am researching this problem for a small project. Could I ask a few questions about how you handled it last time?”

Investor: “I saw your update about [direction]. I know people with experience in [area]. Is there a specific need right now that an introduction could help with?”

Professional: “I am interested in the [role title] position on your team. I have experience with [relevant example]. Before applying, I would like to clarify [specific question].”

These are examples of personal messages for you to adapt and send yourself. Connect uses a preset template and field substitutions. In the current Link version, invitation notes are available for Premium and Sales Navigator accounts; Basic sends invitations without a note. Automated follow-up messages and auto-replies are disabled.

Feature limits in these scenarios

- **Public signals.** A lack of posts may reflect a pause by the author or incomplete collection. Check sources and data freshness before interpreting activity changes.
- **Post metrics.** Link's Score helps compare engagement. It does not measure business success, reach, revenue, or employer quality. Reacting to someone else's post does not establish a person's intentions.
- **Jobs.** Jobs provides a title, company, location, dates where available, and a link. Full descriptions, pay, and requirements are not claimed as collected fields; check the current status in the original listing.
- **Contacts.** Contacts supports notes, tags, and task creation. It is not a full deal-management system or a promise of every task-management function.
- **Audience selection.** Connect does not offer a file or arbitrary list of links as a standard source for a new campaign. A researched shortlist does not automatically become an invitation campaign.
- **Relationship context.** A shared university or employer can explain your interest but does not justify saying “we know each other” when you do not.
- **Scheduling.** Link's collection schedule and your external agent's report schedule are configured separately. Do not expect continuous data collection while Link is closed.

Where to start

Choose one scenario and take it through to a concrete action. You can get an initial result without setting up every feature at once.

Entrepreneurs

E1 / E2

Choose E1 or E2, build a focused set of sources, and take one hypothesis into a conversation with a potential user.

Investors

V1 / V2

Begin with V1 for a few companies, then use the summary to prepare one V2 meeting and check which questions proved useful.

Professionals

C1 / C2

Start with C1 if a move is not urgent, or C2 if you need a job now. In either case, add one conversation with someone who can provide context.

Click a card to jump to the corresponding scenario in this PDF.

Basis for feature descriptions: the supplied “Link Browser Business Playbook of Capabilities,” dated October 25, 2026. Companion material: 20 standalone case-study posts for LinkedIn and Facebook.