

Analysis of Self-Identified White Collar Skills Among LinkedIn Members

User Skill	Sector	Users	% Growth Y/Y
Facebook	Marketing and Advertising	228,000	53%
Social Media	Marketing and Advertising	595,000	47%
Social Media Marketing	Marketing and Advertising	187,000	43%
Blogging	Writing and Editing	315,000	27%
Social Networking	Internet	188,000	25%
Online Marketing	Internet	502,000	13%
Digital Media	Online Media	118,000	10%
Journalism	Newspapers	287,000	8%
Media Production	Media Production	644,000	7%
Creative Writing	Writing and Editing	951,000	7%
New Media	Online Media	122,000	6%
Video Production	Media Production	104,000	5%
Copywriting	Marketing and Advertising	199,000	5%
Video	Media Production	561,000	4%
Content Development	E-Learning	515,000	4%
Photography	Photography	603,000	4%
Research	Research	23,000,000	3%
Public Speaking	Professional Training & Coaching	423,000	3%
Web 2.0	Internet	101,000	3%
Entertainment	Entertainment	370,000	3%
Event Management	Events Services	15,000,000	2%
Marketing Strategy	Marketing and Advertising	689,000	2%
Business Strategy	Management Consulting	640,000	2%
Intelligence Analysis	Military	7,740	1%
Government	Government Administration	813,000	1%
Public Relations	Public Relations and Communications	12,000,000	1%
Creative Problem Solving	Marketing and Advertising	103,000	1%
Market Research	Market Research	412,000	1%
Content Management	Internet	119,000	0%
Strategic Partnerships	Internet	112,000	0%
Multimedia	Media Production	298,000	-1%
Television	Broadcast Media	554,000	-1%
Start-ups	Internet	654,000	-1%
Marketing Communications	Marketing and Advertising	294,000	-1%
Strategic Planning	Management Consulting	1,000,000	-2%
Photoshop	Graphic Design	688,000	-2%
Proposal Writing	Defense & Space	667,000	-2%
Advertising	Marketing and Advertising	12,000,000	-3%
Technical Writing	Writing and Editing	112,000	-4%
New Business Development	Marketing and Advertising	712,000	-5%
Interviewing	Staffing and Recruiting	236,000	-6%
Team Leadership	Information Technology and Services	316,000	-6%
Product Marketing	Computer Software	206,000	-6%
Microsoft Office	Higher Education	24,000,000	-6%
Production	Media Production	19,000,000	-8%
Budgeting	Marketing and Advertising	21,000,000	-8%