

THE SELF-PRESENTATION IN SOCIAL MEDIA IN EXAMPLE OF LINKEDIN

Joanna Paliszkiewicz
Warsaw University of Life Sciences, Poland
joanna_paliszkiewicz@sggw.pl

Magdalena Madra-Sawicka
Warsaw University of Life Sciences, Poland
magdalena_madra@sggw.pl

Abstract:

In digital age, where relationships are often initiated and maintained in online environments, the formation and management of online impressions has gained importance and become the subject of numerous studies. The impression management is a conscious process in which people attempt to influence the perceptions of their image. They do it by controlling information in social interaction. The presentation of identity is key to success or failure for example in business life. People should be conscious and active in impression management and should know what information exists about them in social media and if the information is protected with the appropriate levels of security and privacy. In the article the critical literature review related to impression management in social media will be described. The example of the way of self-presentation in business social media LinkedIn will be presented. The future directions will be indicated.

Keywords: social media, impression management, LinkedIn, social networks