

## Why Cringe Level is So High on LinkedIn?

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LinkedIn, the social media platform designed for professionals, has steadily grown in popularity over the years. It has transformed from a platform primarily used for job hunting and networking into a bustling social space where users share their career highlights, industry insights, and personal anecdotes. However, alongside this growth, there's a phenomenon that many are finding hard to ignore - the soaring cringe level on LinkedIn.

Before diving into why LinkedIn often feels like a cringe-fest, let's define what we mean by "*cringe*." It's that uncomfortable feeling you get when you witness something that's just a little too self-promotional, insincere, or inauthentic. Think of it as the online equivalent of an awkwardly forced smile at a networking event.

*Lately, the X/Twitter boss has been slamming Microsoft acquired LinkedIn. The app is the world's largest and most popular professional networking platform. In his latest tweet tirade, Musk says that when people send him LinkedIn links, he just can't take it. According to the Tesla boss, he would rather have a resume or biodata mailed to him. Musk says that the cringe level on LinkedIn is too excessive for his taste. He proceeds to announce that the X competitor to LinkedIn will be cool.*

**- James Paul, Mashable (Dated: August 28, 2023)**

One reason for the high cringe factor on LinkedIn is the pressure to showcase one's accomplishments. People often feel compelled to shout their successes from the digital rooftops. However, this drive to flaunt one's achievements can sometimes come off as insincere or even arrogant. The fine line between sharing an accomplishment and bragging is frequently blurred, leading to cringe-worthy posts.

Another factor contributing to the cringe level is the tendency of some LinkedIn users to indulge in motivational clichés and corporate buzzwords. Phrases like "synergy," "think outside the box," and "paradigm shift" are liberally sprinkled throughout posts and profiles. While these phrases might sound impressive in a conference room, they can be cringe-inducing when used excessively online.

Then, there are the public displays of vulnerability. While authenticity is essential in any online interaction, oversharing personal struggles on a platform primarily designed for professional networking can feel out of place. Reading about someone's recent breakup or health issues while scrolling through your professional network can be jarring and cringe-worthy.

LinkedIn also has its share of self-appointed gurus and life coaches. These individuals flood the platform with unsolicited advice and "wisdom." The problem isn't with sharing knowledge but the flood of generic, recycled content that often needs more depth and originality. The desire to stand out as a thought leader sometimes leads to posts that induce cringes rather than engagement.

What's clear is that the cringe factor on LinkedIn isn't a result of malice; it's more a consequence of the platform's evolving nature and the diversity of its user base. As it continues to grow and adapt, it will inevitably attract people with varying ideas of what's appropriate for a professional network. So, how can we navigate this cringe minefield?

First, we should all take a step back and remember why we're on LinkedIn in the first place. It's a platform for professional networking and growth. Sharing achievements, insights, and experiences is essential, but it's equally important to do so with authenticity and respect for your audience.

Second, let's be mindful of the content we consume and engage with. Instead of perpetuating the cringe by reacting negatively, let's offer constructive feedback when necessary and engage with content that genuinely adds value to our professional lives.

Lastly, we must embrace the diversity of LinkedIn users. It's a platform for people from various backgrounds, industries, and experiences. Embracing this diversity can enrich our network and provide opportunities to learn from one another, even if we occasionally cringe along the way.

It's time for us to accept that the prevalence of cringe-worthy content on LinkedIn mirrors the challenges associated with the platform's growth and its increasing number of users. While it may be tempting to react with disbelief when encountering certain posts, it's crucial to remember that the quality of our LinkedIn experience largely depends on our contributions. Prioritizing authenticity, respect, and valuable content can effectively diminish the cringe factor and transform LinkedIn into a more significant platform for professional development.

## **About the Author**

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