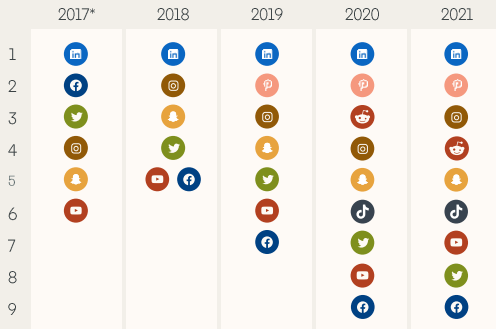


# LinkedIn for Government: Professional audiences



## LinkedIn is the **most trusted** social network

As named by the Business Insider Intelligence Digital Trust Study



## Reach a qualified audience with 1<sup>st</sup> party targeting

Targeting options based on member profile information

Company	Experience	Education	Interest & Identity
<ul style="list-style-type: none"> <li>Company name</li> <li>Company size</li> <li>Industry</li> <li>Followers</li> <li>Connections</li> </ul>	<ul style="list-style-type: none"> <li>Job title</li> <li>Job function</li> <li>Job seniority</li> <li>Skills</li> <li>Years of experience</li> </ul>	<ul style="list-style-type: none"> <li>Schools</li> <li>Degrees</li> <li>Fields of study</li> </ul>	<ul style="list-style-type: none"> <li>Location</li> <li>Groups</li> <li>Interests</li> <li>Age</li> <li>Gender</li> </ul>

## Our platform puts your objective first

Objectives available in Campaign Manager:

Awareness	Consideration	Conversions
Brand Awareness	Website Visits	Lead Generation
	Engagement	Website Conversions
	Video Views	Job Applicants

## Do business where **business** is done

- We connect with professional audiences:**  
Stakeholders at scale
- Driving meaningful engagement:**  
Mindset to do business
- In environments that yield results:**  
Trusted platform delivering impact



## Examples in Action

### U.S. Department of Labor

Promoting apprenticeship programs



### NJ & NC Departments of Health

Zeroing in on healthcare

