

LinkedIn for Government: Attracting Top Talent



The world's largest talent migration is happening, and purpose is taking center stage

What you need to know:



People are prioritizing passion and purpose

67% of people say that having a sense of purpose in their job is more important now than it was before the pandemic



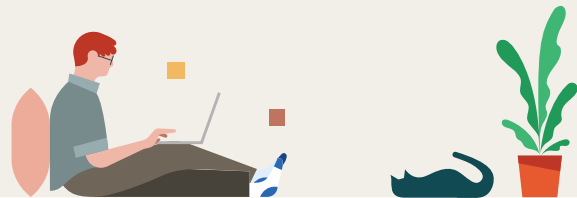
The value props to compete have evolved

When given a choice between 'enjoying their job' and 'working for a well-known company,' 79% of employed Americans prioritize enjoying their job



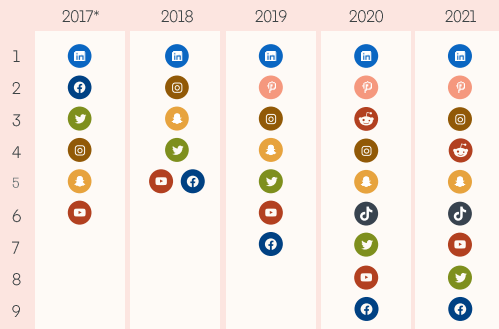
The way your agency shows up matters

52% of employed Americans say the companies they want to work for changed during the pandemic



LinkedIn is the **most trusted** social network

As named by the Business Insider Intelligence Digital Trust Study



Reach a qualified audience with 1st party targeting

Targeting options based on member profile information

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

Examples in Action

Loudoun County Public Schools
Recruit mental health professionals



New York Power Authority
Focus on purpose

