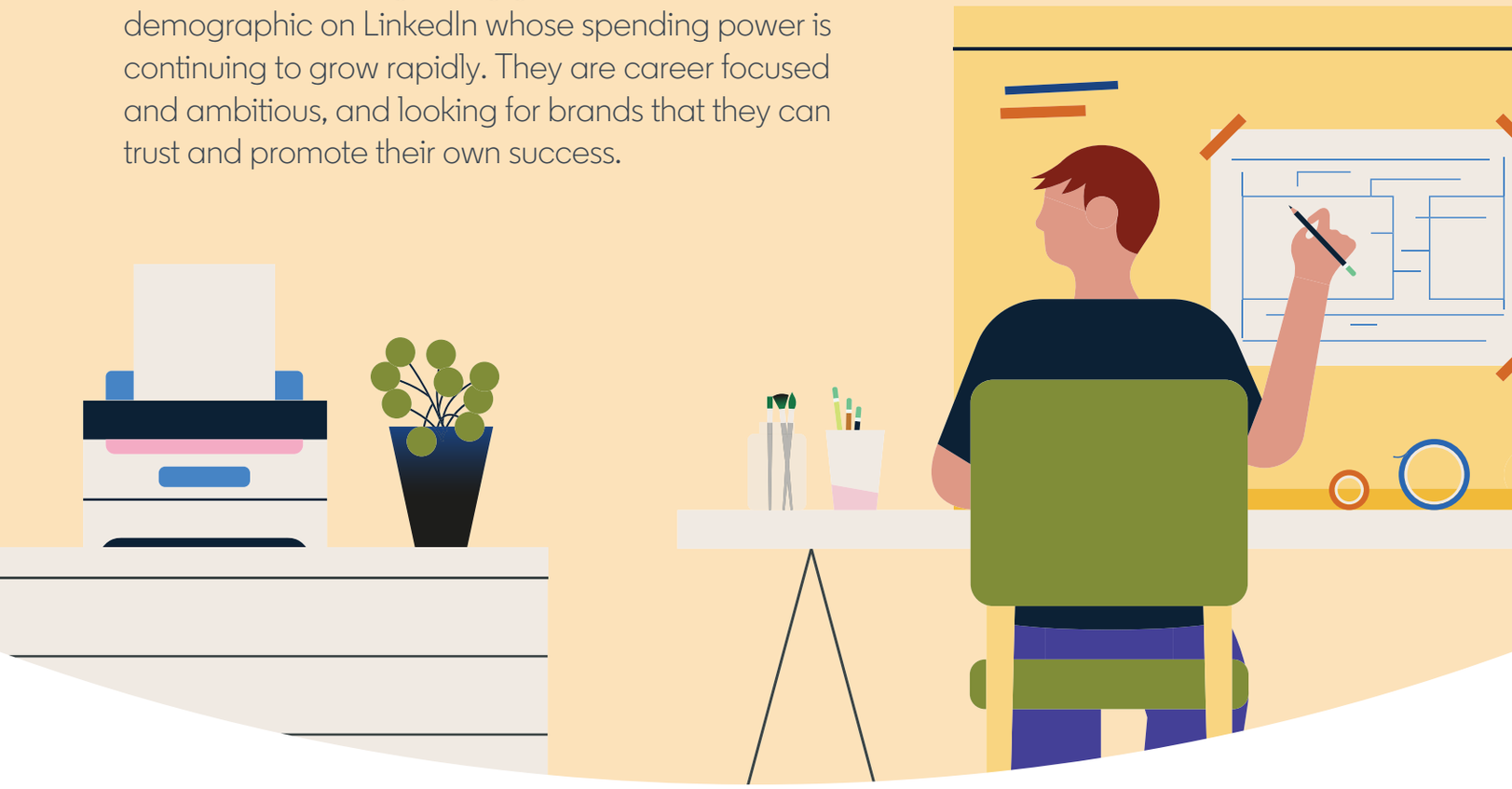
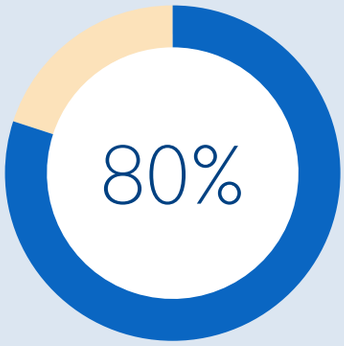
Gen Z on LinkedIn

Gen Z is the fastest growing global audience demographic on LinkedIn whose spending power is continuing to grow rapidly. They are career focused and ambitious, and looking for brands that they can trust and promote their own success.

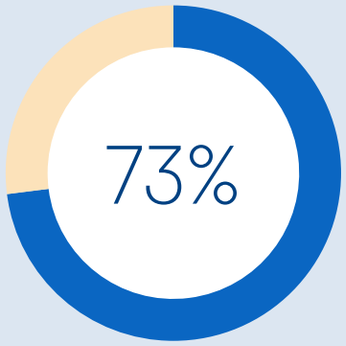


How do Gen Zers across the world feel about LinkedIn?

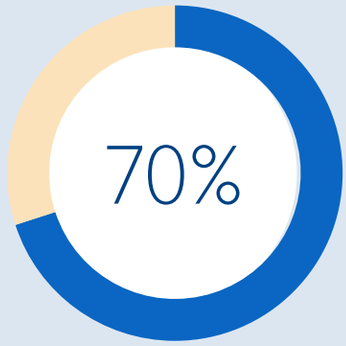
Gen Zers on LinkedIn think it is trustworthy.



"LinkedIn is a brand I **trust**"



"I feel **safe** posting content and interacting with others on the site"



"Content shared on LinkedIn is **relevant** to me"

They say the business-related content is beneficial.

I am interested in **following more** Companies and Organizations on LinkedIn

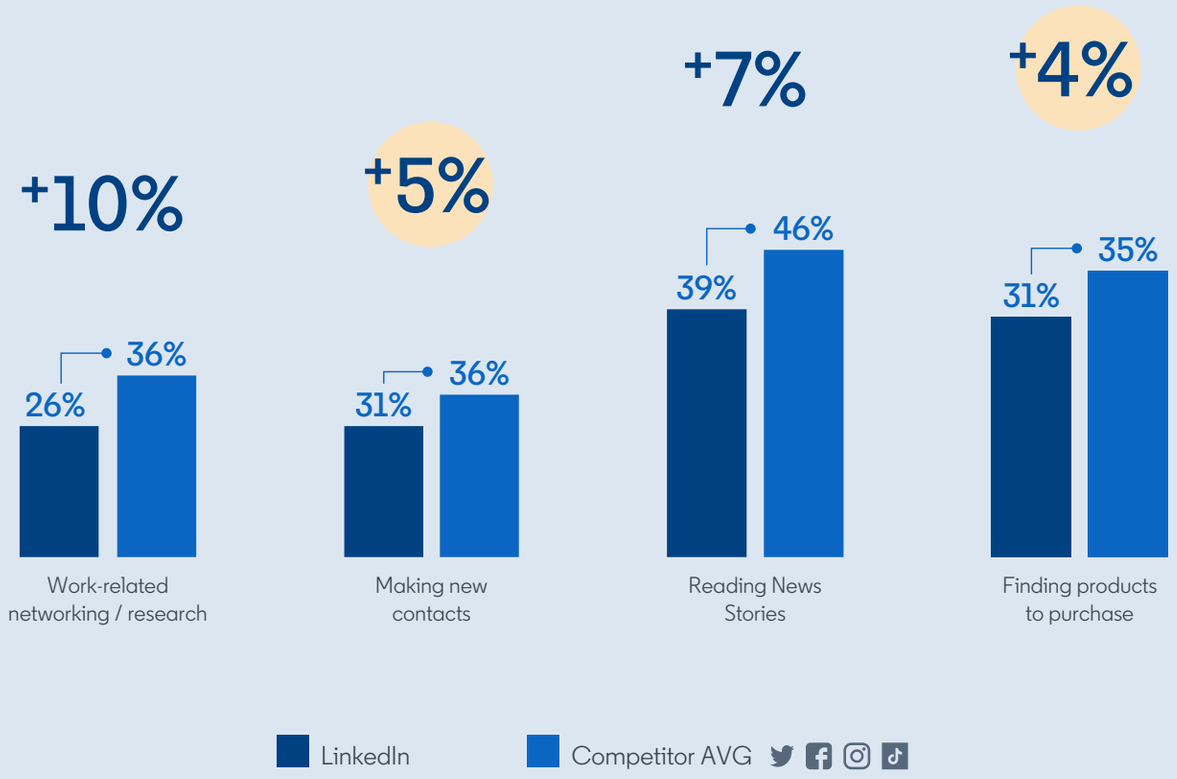
80% | 75%

of Gen Z say that

Companies and Organizations post **valuable content** on their LinkedIn Pages

LinkedIn is Gen Z's preferred platform for networking, learning and research.

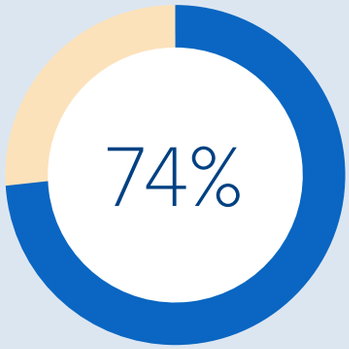
"What are your main reasons for using social media"?



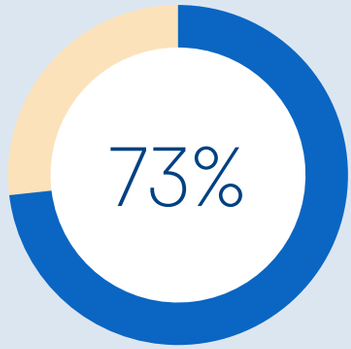
Gen Zers on LinkedIn are ambitious, yet socially conscious.

This cohort values being financially secure and successful, as well as learning new skills.

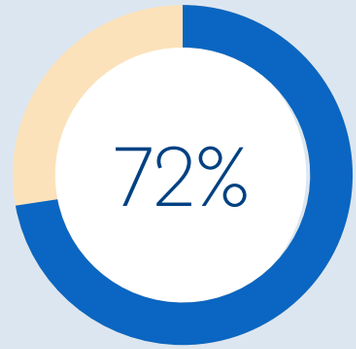
Attitudes and Values:



Learning new skills



Being successful



Being financially secure

They are tech-savvy and research-oriented, and also highly regard cultural diversity and equity.

How they describe themselves:

- Believe all people should have equal rights (67%)
- Like to know what is going on in the world (59%)
- I like to be the first to try new things (47%)
- Interested in other cultures / countries (61%)
- I'm good at managing money (48%)

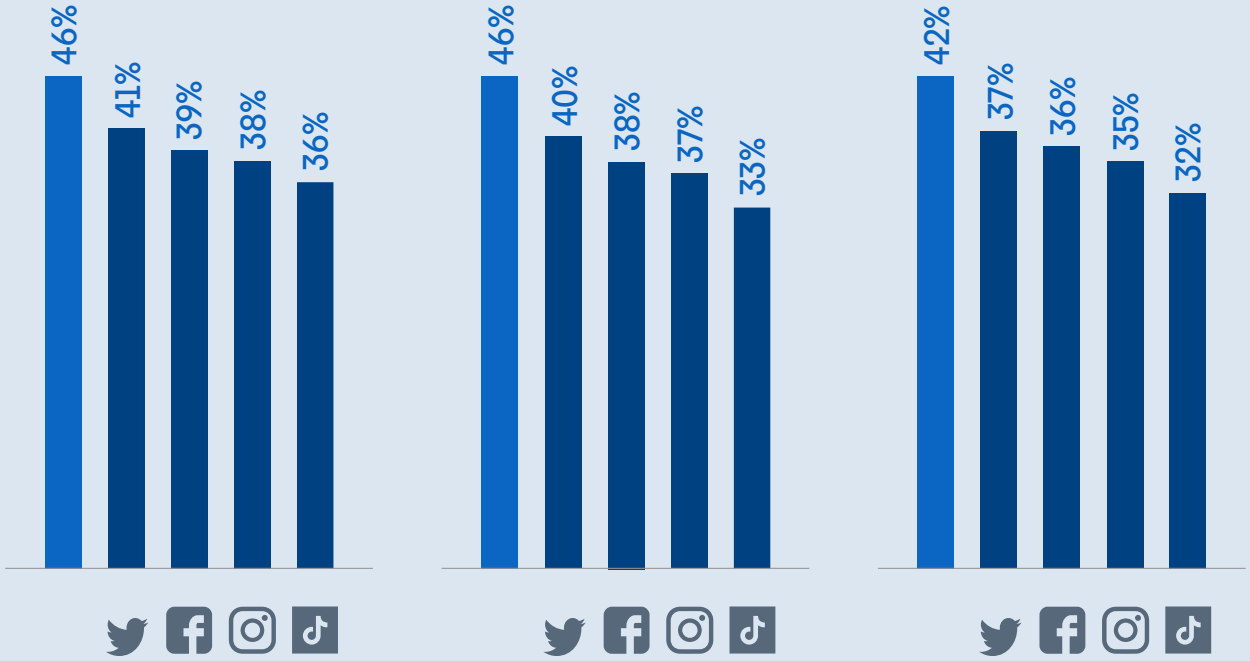
On LinkedIn, Gen Z members have a strong entrepreneurial mindset and are wealthier than those on other platforms.

Question: Which of these things are you interested in?

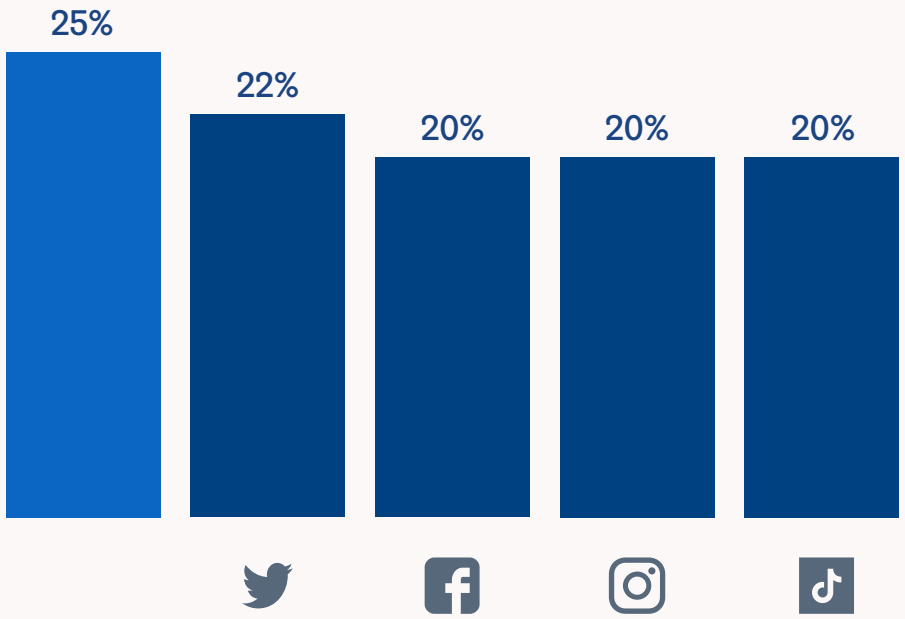
Economy / Finance

Investments

Business



Audience: Gen Z Platform Users with declared value of household income as **'High'**



Gen Z uses LinkedIn to

fuel their careers.

Gen Zers are more focused on their career and their industry on LinkedIn compared to their peers.

Industry Engagement

1.3X
More groups views

1.2X
More active in groups

Career Activity

1.3X
More jobs viewed

1.2X
More likely to research companies

They also look to stay informed of industry trends and leaders on LinkedIn.

Gen Z on LinkedIn tend to follow two key types of companies:

Most followed LinkedIn Company Pages by NAMER Gen Z Audience (by absolute numbers)

- LinkedIn News
- LinkedIn Guide to Networking
- TED Conferences
- Amazon
- Google
- Forbes

Large technology brands

Business Publishers

- Apple
- LinkedIn
- Microsoft
- The Wall Street Journal
- Tesla
- Business Insider
- Netflix
- The New York Times
- Harvard Business Review
- NASA – National Aeronautics and Space Administration
- The Economist
- IBM
- Facebook
- Nike

Gen Z global engagement on LinkedIn is higher than ever. They also consume, engage with, and create content differently than

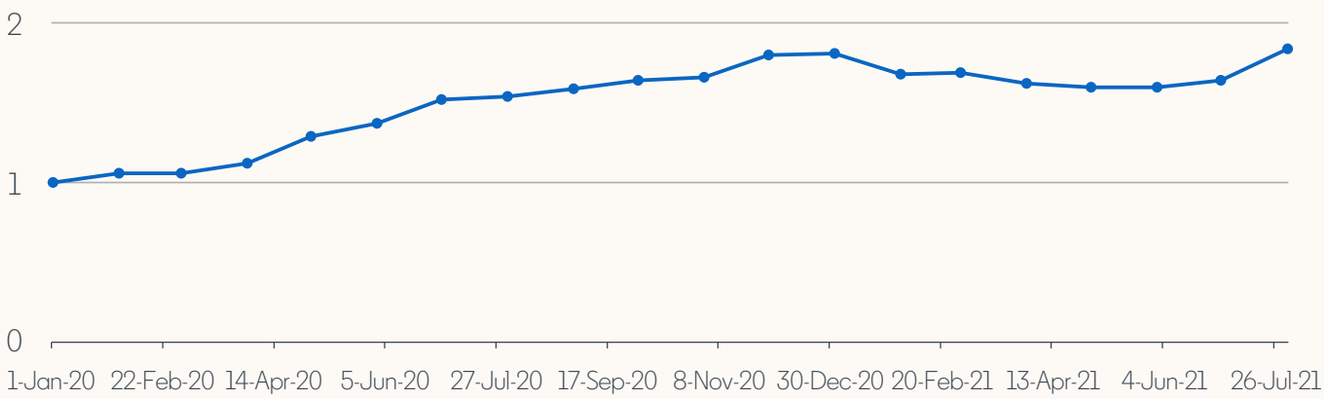
other generations.

Gen Z Engagement is higher than ever before.

This is consistent with YoY engagement patterns, as more Gen Z leverage LinkedIn to consume, engage with, and create content.

Current monthly Engagement on LinkedIn is **50% higher** compared to the start of 2021

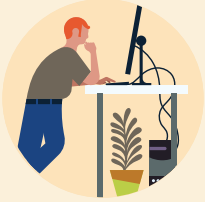
Gen Z Engagement is 2.7X higher than the start of 2020



Total # of Gen Z engagements of LinkedIn (Jan 2021-Aug 2021)
**Engagement = Like, click, comment or share*

Different generations consume different kinds of content.

Gen Z	Millennials	Gen X	Baby Boomers



Front-End Web Development
Programming Languages
Spreadsheets
Data Analysis
Business Intelligence

Project Management Skills
Management Skills
Personal Effectiveness
Leadership Skills
Communication

Leadership Skills
Agile Project Management
Teams and Collaboration
Management Skills
Personal Effectiveness

Personal Productivity Software
Personal Effectiveness
Leadership Skills
Teams and Collaboration
Management Skills

Different generations engage with learning in different ways.

Gen Z

hard skills

on weekends

on mobile

Millennials

soft skills

during the week

on mobile

Gen X

soft skills

during the week

on desktop

Baby Boomers

soft skills

during the week

on desktop

What content resonates

with Gen Z on LinkedIn?

Some common themes from LinkedIn articles driving more engagement with the Gen Z audience vs. overall audience:

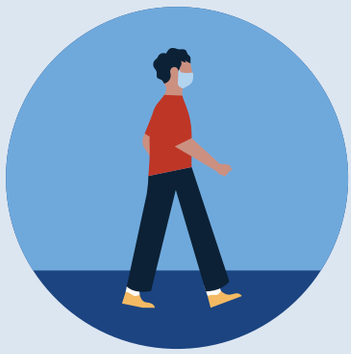
North America – Common themes from LinkedIn articles driving more engagement with the Gen Z audience vs. overall audience:

Employee well-being

Future job outlook

Social causes

Europe, the Middle East and Africa – Common themes from LinkedIn articles driving more engagement with the Gen Z audience vs. overall audience:

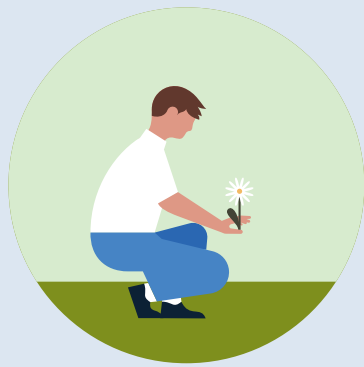


COVID news | Career development | Business

Latin America – Common themes from LinkedIn articles driving more engagement with the Gen Z audience vs. overall audience:

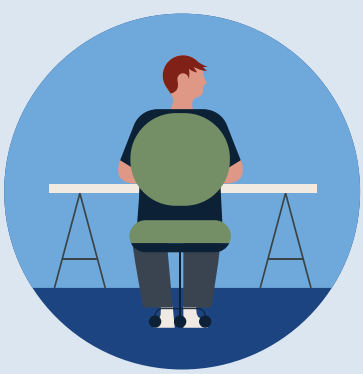
Mental health

Technical training



Social causes

Asia-Pacific – Common themes from LinkedIn articles driving more engagement with the Gen Z audience vs. overall audience:



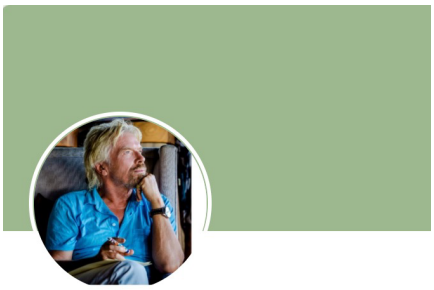
Workplace Trends

Supplemental Learning

Gen Zers are more likely than others to follow influencers like Melinda Gates, Bill Gates, Gary Vaynerchuk, Jeff Weiner and Arianna Huffington.

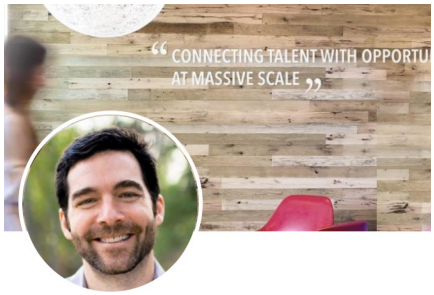
Bill Gates
Co-chair, Bill & Melinda Gates Foundation
Seattle, Washington · 29,371,207 followers · Con

Satya Nadella · 3rd
CEO at Microsoft
Redmond, Washington · 8,253,842 followers · Co



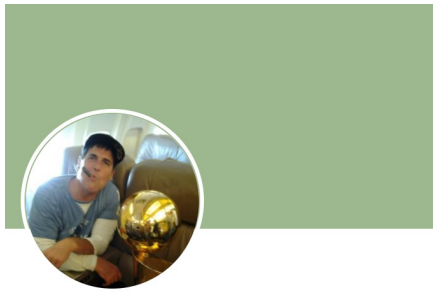
Richard Branson · 3rd
Founder at Virgin Group
Virgin Islands (British) · 17,674,226 followers ·

Melinda Gates · 3rd
Co-chair of the Bill & Melinda Gates Foundation. Pivotal Ventures. Author of The Moment of Lift.
Greater Seattle Area · 4,821,562 followers · Contact

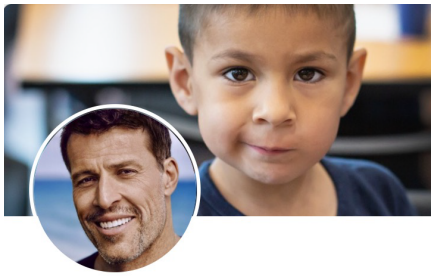


Jeff Weiner · 2nd
Executive Chairman at LinkedIn
San Francisco Bay Area · 10,824,087 followers ·

Arianna Huffington · 2nd
Founder and CEO at Thrive Global
New York, New York · 9,399,712 followers · Co



Mark Cuban · 3rd
President
Dallas, Texas · 6,187,436 followers · Contact in

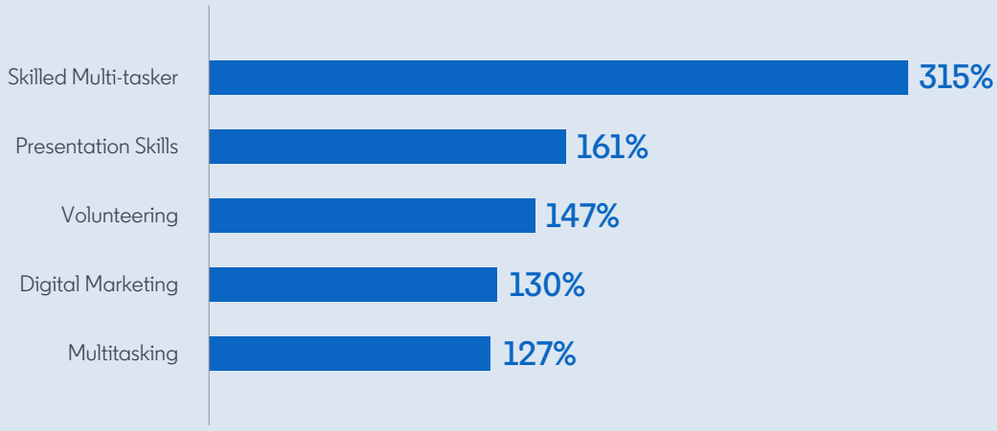


Tony Robbins · 2nd
#1 New York Times best-selling author, life and strategist, philanthropist, entrepreneur
San Diego, California · 6,031,362 followers · Cont

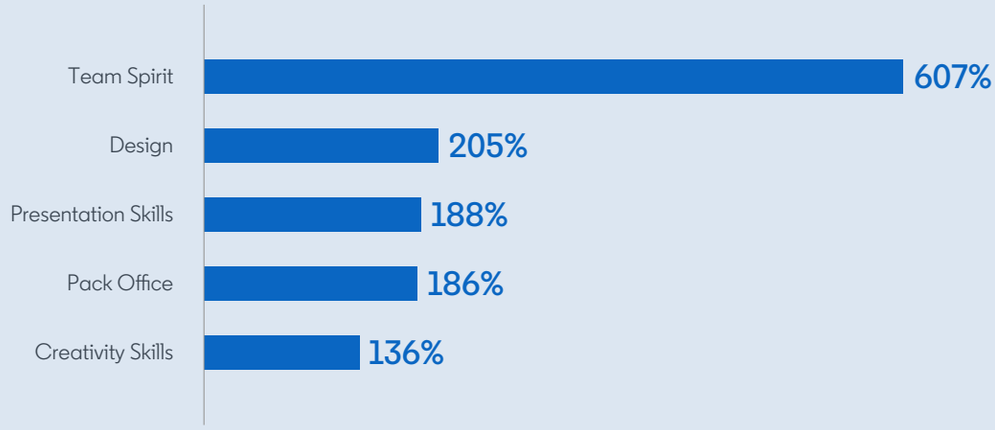
Gary Vaynerchuk · 2nd
Chairman of VaynerX, CEO of VaynerMedia, 5
Bestselling Author
New York, New York · 4,267,008 followers · Cont

Gen Z audiences want to know more about how to become skilled multi-taskers, learn better presentation skills, know more about volunteering and how to be better digital marketers.

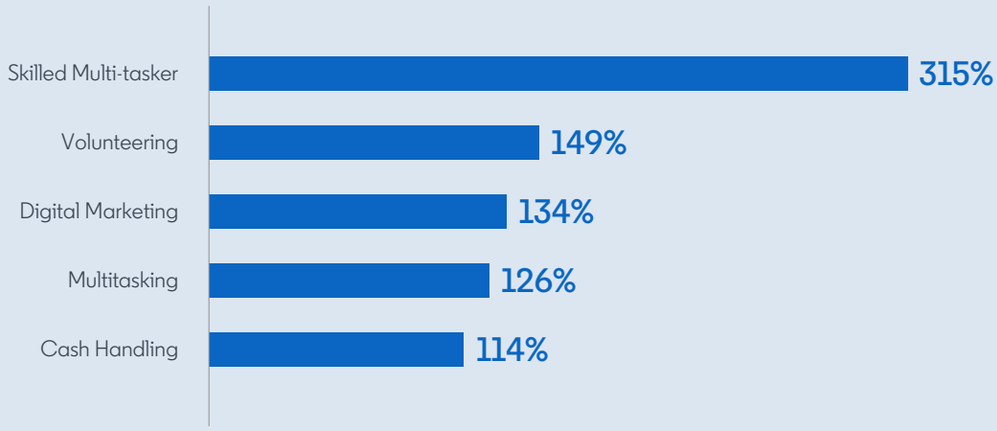
Fastest Growing Skills for the Gen Z audience (North America)



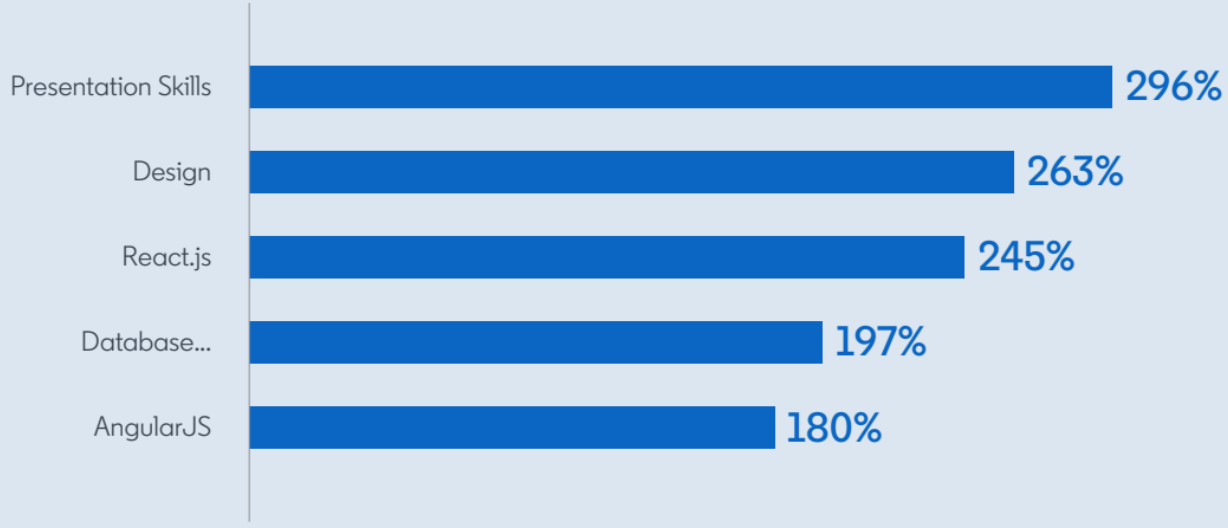
Fastest Growing Skills for the Gen Z audience (Europe, the Middle East and Africa)



Fastest Growing Skills for the Gen Z audience (Latin America)



Fastest Growing Skills for the Gen Z audience (Asia-Pacific)



Source:

- LinkedIn Internal Data 2021, Target Audience: Global and Regional Gen Z (born since 1997).
- LinkedIn internal survey to Global members, Jul-Aug 2020 results.
- Global Web Index Data, Gen Z Global, 2021.