

Why LinkedIn is the trusted destination for brands



Trust is a major factor in brand reputation. That's why it needs to be at the center of your radar as a marketer – and why you need to establish your brand's foundation in a trusted environment. **LinkedIn is just the place.**

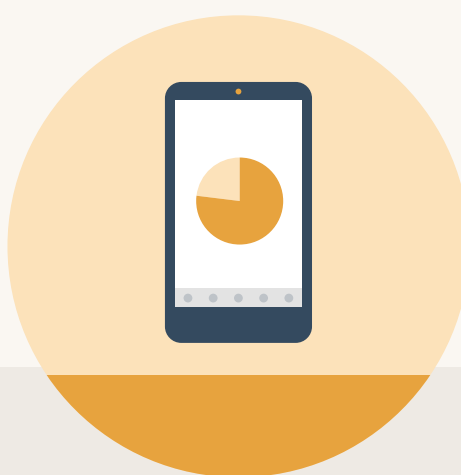
It starts with trust in LinkedIn as a **news source**



2/3 of adults get their news from social media¹



Adults are 22 points more engaged with the news than they were last year¹

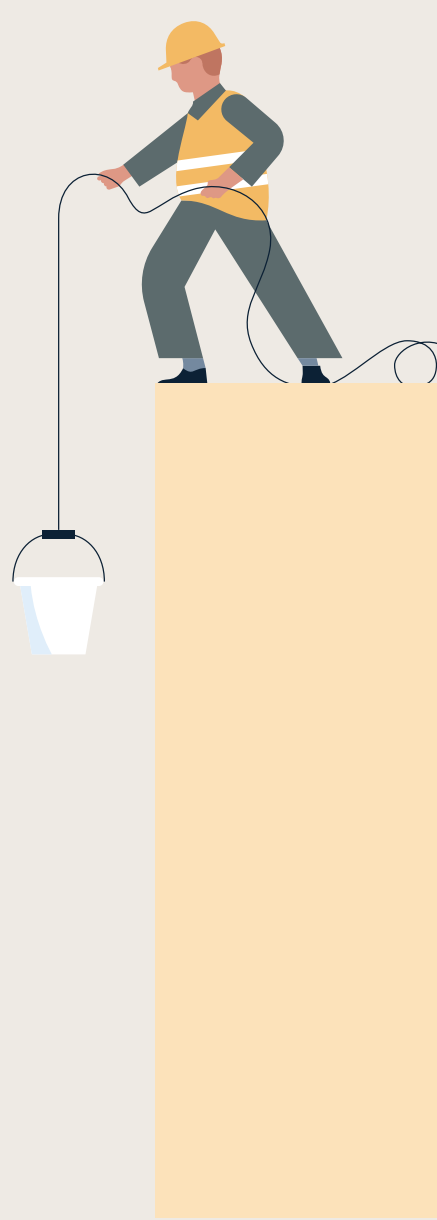


74% of Americans say that fake news impacts their ad engagement¹



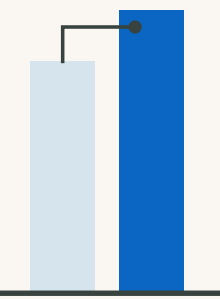
For the third year running, LinkedIn is **the most trusted social platform**²

Specifically, LinkedIn ranks first in **Legitimacy**, meaning people trust that the platform does not show deceptive content such as fake news.



	Security		Legitimacy		Community		User experience		Shareability		Relevance
	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018	2018
1	LinkedIn	LinkedIn	LinkedIn	LinkedIn	LinkedIn	LinkedIn	LinkedIn	LinkedIn	Facebook	Facebook	LinkedIn
2	Facebook	Snapchat	Facebook	Instagram	Facebook	Instagram	Snapchat	Snapchat	LinkedIn	LinkedIn	Facebook
3	Twitter	Twitter	Instagram	Snapchat	Twitter	Snapchat	Instagram	Instagram	Twitter	Twitter	Instagram
4	Snapchat	YouTube	Snapchat	YouTube	Instagram	Twitter	Twitter	Twitter	Instagram	Instagram	YouTube
5	YouTube	Instagram	Twitter	Twitter	Snapchat	YouTube	YouTube	YouTube	YouTube	YouTube	Twitter
6	Instagram	Facebook	YouTube	Facebook	YouTube	Facebook	Facebook	Facebook	Snapchat	Snapchat	Snapchat

In fact, LinkedIn has seen massive growth in **newsfeed engagement**



More and more people are using the feed, with **sessions growing 22%** according to a recent Microsoft earnings report.³



LinkedIn also **ranks high** for:



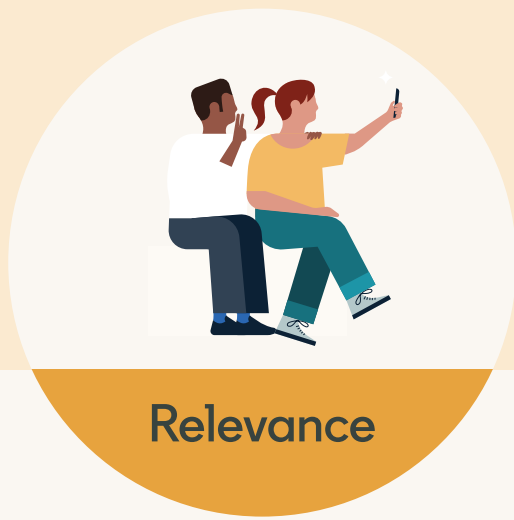
Community

Makes people feel safe to share and post



Security

Protecting privacy and data



Relevance

Showing relevant ads



The direct link between news consumption and ad engagement shows that **LinkedIn is the trusted, brand-safe environment for advertising**

Learn how to **pinpoint** your corporate reputation sweet spot on LinkedIn so you can establish your brand's foundation in a trusted environment.

