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

3/4 of adults get their news from social media.

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

74% of Americans say that fake news impacts their ad engagement.

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

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

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.


3. Social Media Today, LinkedIn Engagement Continues to Rise, According to Parent Company Microsoft’s Latest Update, July 19, 2019

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.

LinkedIn is the trusted destination for brands

Why LinkedIn