



# Information Technology in the United States

Industry Report | June 2016

# Trends that matter

The IT sector in the United States grew slightly last year. That means established players and startups alike are competing for top candidates, especially in urban areas. Digitalization is here to stay and the need for highly educated talent will only grow, particularly in the fields of big data, cybersecurity and cloud technology.

With 3.7 million members in the U.S. IT industry, LinkedIn is uniquely placed to help you understand the career moves, skills and motivation of the IT workforce. This report shares current macro trends through the lens of LinkedIn data. We're confident that these trends and resources will help you make informed recruitment decisions.

In this report, you'll find the latest industry data with valuable insights, to help you reach the right people with the right story.

1

Industry update

## The U.S. at a glance

Industry growth	3
Geographic breakdown	4
Industry flows	5
Top graduate sources	5

2

Talent triggers

## Motivating candidates

Job switchers	6
What candidates want	7
Sought-after skills	8
Smart sourcing with LinkedIn Recruiter	8

3

Engagement opportunities

## Connecting with professionals

Networking on LinkedIn	9
Most followed companies	10
Top influencers	10
Popular topics	11
Popular groups	11



1

The U.S. at a glance  
Industry update

## Industry growth



+1.5%

Employment of IT professionals  
in the U.S. grew by 1.5 percent  
last year.

### Tip:

***Employment of professionals in your industry is growing**, a sign that candidates are not up for grabs. You'll need to work more actively to find, attract and win the right talent.*

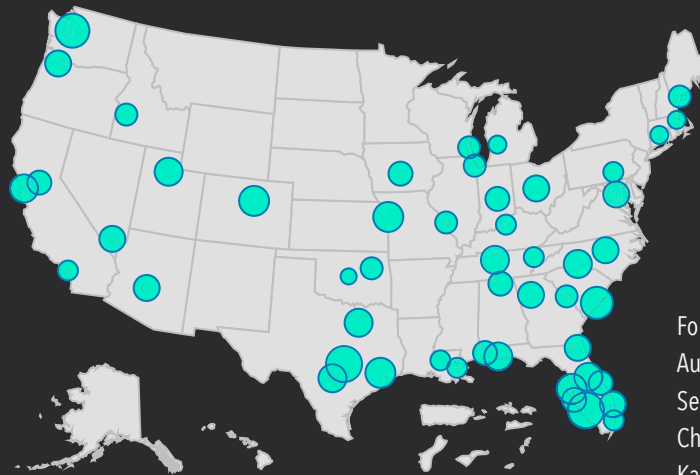


## Tip:

**Identify where opportunity lies.** Consider places that may not currently be a priority in your recruiting strategy. It could encourage you to shift to neighboring areas, or help determine where you open your next office.

# Geographic breakdown

Employment growth in IT across the U.S.



Fort Myers, FL	+12%
Austin, TX	+11%
Seattle, WA	+8.8%
Charleston, SC	+8.0%
Kansas City, MO	+7.1%
Houston, TX	+6.0%
Denver, CO	+5.9%
Tampa/St. Petersburg, FL	+5.9%
Orlando, FL	+5.7%
Salt Lake City, UT	+5.7%

## Tip:

**Where do they come from?  
And where are they going?**

*Industry flows can provide insight into where IT workers get started and what attracts senior professionals. Take advantage of this to approach candidates in sectors that offer an easy transition to IT.*

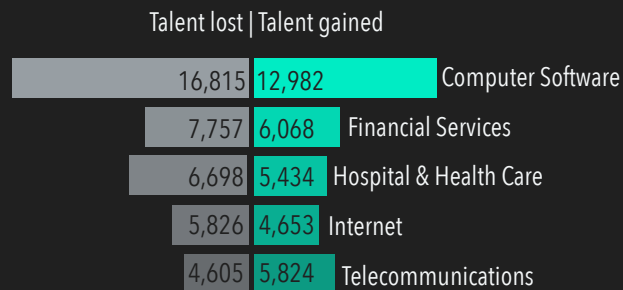
## Tip:

**The earlier you reach talent, the better.**

*Determine which institutions are most important to you and plan your approach to their students. Tailor employer brand messages for students and be visible wherever required, online and off.*

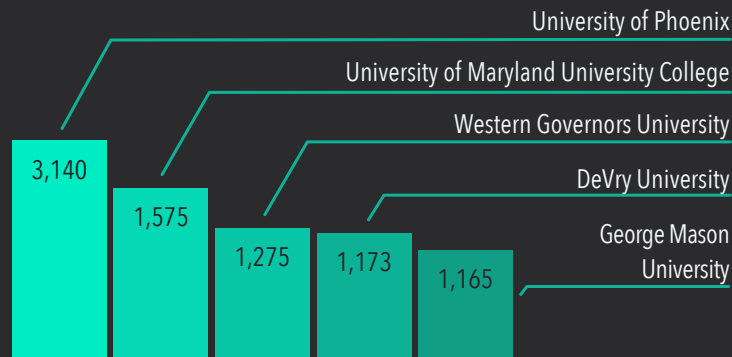
# Industry flows

U.S. IT professionals are on the move. They're transitioning into and out of the industry. The top industries they're coming from and going to are:



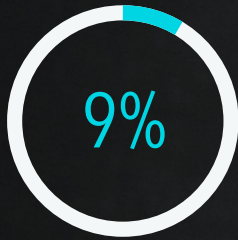
# Top graduate sources

The top sources in the U.S. for recent IT graduates are:





## Job switchers



IT professionals in the U.S. change jobs regularly. This figure shows how many moved to a new position last year.

The average rate of job switching in the U.S. last year was 7%.

### Tip:

***Techies are always on the move.***

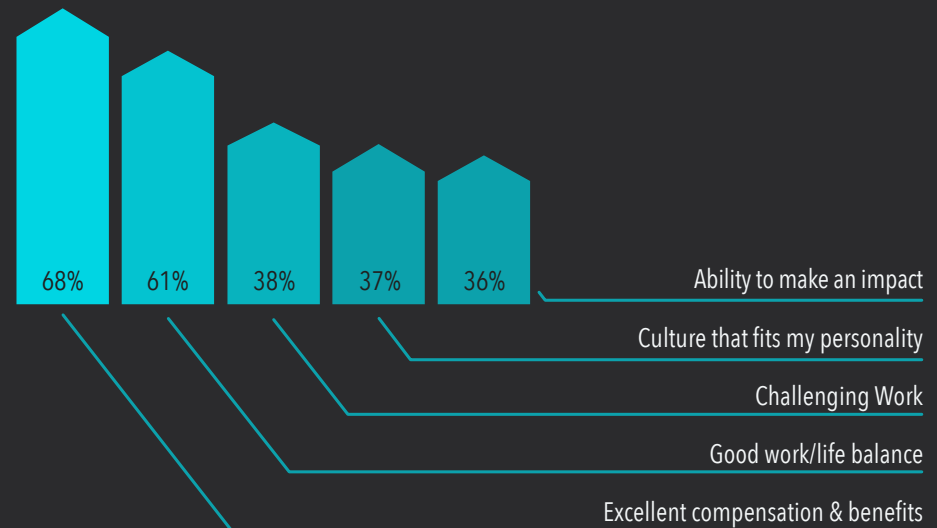
*Where they go depends on how they perceive employers. Is your company better than where they are now? Be a player in your market. Get the word out about your employer brand. And give existing employees plenty of reasons to be positive about their workplace.*

## Tip:

*In every email, InMail and phone conversation, emphasize how your company can provide what candidates in your industry want in a job. If your company is weak on any of these attributes, it's time to make some changes.*

# What candidates want

IT professionals know a job isn't just to pay the rent. Here's what IT professionals in the U.S. say drives them:



# Sought-after skills

The top skills sought by companies hiring IT professionals last year are:

- 1 Management
- 2 Cloud Computing
- 3 SQL
- 4 Leadership
- 5 Integration

## Tip:

**Don't miss any qualified candidates.** List the right skills in your job descriptions and searches. And be prepared for competition if you're looking for people with the most sought-after skills in the industry.

# Smart sourcing with LinkedIn Recruiter

Get the most out of LinkedIn Recruiter by mastering Boolean search.

Boolean searches let you limit, widen or define your search. They're how most search engines work and they're your key to better candidate sourcing.

- (“ ”) Narrow your search by looking for a precise combination of terms:  
e.g. “brand manager”, “team lead”
- NOT Narrow your search to exclude profiles containing a specific term:  
e.g. manager NOT director
- AND Narrow your search by specifying two or more required terms:  
e.g. programmer AND manager
- OR Broaden your search to include any one of several different terms.  
This can be especially useful for synonyms or common misspellings:  
e.g. marketer OR marketeer
- (...) For more complex searches, combine terms using parentheses.  
For example, to find profiles with “VP”, or both “director” and “division” you would type: VP or (director AND division)



## Networking on LinkedIn

LinkedIn is the ideal meeting place for employers and their future employees. Whether you're looking for recent grads just starting out or longstanding professionals not actively searching, LinkedIn brings everyone together in one place.

LinkedIn is so much more than a digital resume bank. Our members participate in specialist group discussions, follow opinion leaders in their industries, and join industry- and company-specific groups. They're all places where you can find the talent you're looking for. By participating in these groups and showing off your brand values, your current employees help put you on candidates' radar, build your talent brand, and make it easier to win sought-after candidates.



# Most followed companies

Under 500 employees



500–9,999 employees



10,000+ employees



# Top influencers

The most-followed influencers by IT professionals in the U.S. are:



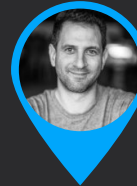
Mark V. Hurd



Dharmesh Shah



Satya Nadella



Hunter Walk



Michael Dell



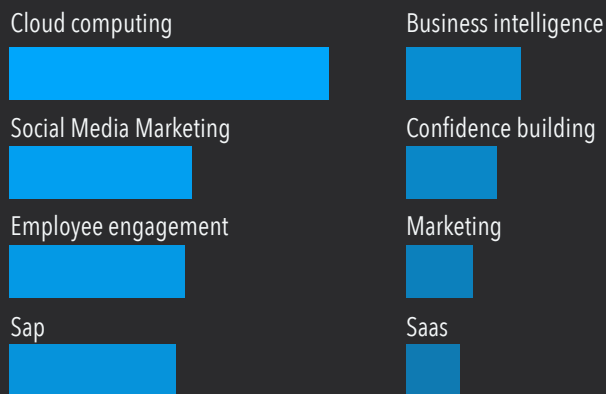
Sharon Waxman

**Tip:**

*Keep up with what's happening in the **industry** and follow the top influencers. Join their discussions, invite them to events. By connecting with relevant people, you can make yourself visible and learn a thing or two along the way.*

# Popular topics

So, what are IT people in the U.S. talking about on LinkedIn? Here's what gets the most clicks, likes, comments and shares:



**Tip:** **Share relevant content for your industry.** *These are the topics that matter, so make sure to join the conversation. Do research, share your vision as an employer, and ask the right questions. Use these topics to give shape to your employer brand. Help your current employees understand these topics and become voices to be heard, so they can help raise your company's profile, too.*

# Popular groups

- 1 Software & Technology (#1 in Jobs, HR, Managers...)
- 2 The Project Manager Network - #1 Group for Project ...
- 3 Cloud Computing, SaaS & Virtualization
- 4 Cloud Computing
- 5 Information Technology: Jobs, Job Postings & Job ...

**Tip:** **Go where the talent is.** *Join the most popular groups in the industry and share meaningful content. Make contributions of value and talent will come to value your company.*

# Contact

Subscribe to our blog:

[talent.linkedin.com/blog/](http://talent.linkedin.com/blog/)

Connect with us on LinkedIn:

[linkedin.com/company/linkedin-talent-solutions](http://linkedin.com/company/linkedin-talent-solutions)

Check out our SlideShare:

[slideshare.net/linkedin-talent-solutions](http://slideshare.net/linkedin-talent-solutions)

Follow us on Twitter:

@HireOnLinkedIn

See our videos on Youtube:

[youtube.com/LITalentSolutions](http://youtube.com/LITalentSolutions)

This report uses a combination of anonymized LinkedIn member data and LinkedIn survey data. For more information on report methodology and sources please visit: [http://lnkd.in/industry\\_report\\_methodology](http://lnkd.in/industry_report_methodology). Industry is defined by the company where a member works.

**LinkedIn** Talent Solutions