

Using LinkedIn Talent Insights

The dos and don'ts of Talent Insights data

LinkedIn Talent Insights terms and conditions state that clients cannot externally publish or share the LinkedIn Talent Insights reports and data with third parties. Third parties includes, but is not limited to, prospects and clients. Review the Talent Insights terms and conditions [here](#).

What you can do with Talent Insights data:



Share data & insights with internal stakeholders: Leverage insights & downloaded reports to drive internal strategy, make decisions, we want to ensure this is an org-wide priority for you and your team.



Use data trends to up-level your client conversations: Talk to your clients about the trends you're seeing at your client's company or in the market. For example, "I've noticed that you're hiring full-stack engineers" or "I'm seeing a lot of talent movement between Milan and Paris"



Make recommendations based on the market: Inform your recommendations to clients based on Talent Insights. For example, "This talent pool is too small and will be difficult to hire. Consider adding Content Marketing as a skill or adjusting the location"

What you cannot do with Talent Insights data:



Publish the data: Data and insights from Talent Insights should not be published anywhere or used in marketing materials to candidates or clients. This includes, but is not limited to, whitepapers, eBooks, advertising, LinkedIn posts.



Share screenshots or downloaded reports with clients: Do not share Talent Insights data with your clients, or any other third parties. Do not send reports, screenshots, lists, etc. based on the data.



Demo Talent Insights with prospects or clients: Do not screenshare or demonstrate the product to prospects or clients.