



# 2020 LinkedIn Top Companies FAQ

## What is the LinkedIn Top Companies list?

LinkedIn Top Companies is an annual list that helps professionals identify the top workplaces to grow their careers. Each year, the LinkedIn editorial news team leads an in depth analysis of exclusive LinkedIn data examining the career paths of millions of professionals on LinkedIn, globally. The list is created with the goal of providing a go-to resource for professionals at every stage of their career journeys and is the only list based on exclusive LinkedIn data analyzing the career paths of millions of professionals on LinkedIn.

## What are LinkedIn Lists?

“LinkedIn Lists” is an editorial series that celebrates the people and companies making an impact in the professional world. LinkedIn publishes three flagship lists each year (Top Companies, Top Startups and Top Voices) in a growing number of countries. All three lists are fueled by a combination of proprietary LinkedIn data and the editorial expertise of the global LinkedIn editorial news team.

## What is different about LinkedIn Top Companies from other “best places to work” type lists?

LinkedIn is in a unique position to have deep insights on what job seekers are looking for. With more than 645 million members on LinkedIn, the Top Companies ranking is built on exclusive platform data analyzing the career paths of millions of professionals on LinkedIn, globally. The Top Companies List helps professionals identify the best workplaces to grow their career, and provides the insights they need to navigate their professional journey.

## How is the LinkedIn Top Companies list created?

The methodology is built on research around what it means to build a great career, matched to exclusive LinkedIn data that can uniquely tell that story for our members. There are six key pillars to the methodology, each revealing an important element of career progression:

- **Ability to advance:** Tracks how employees get promoted both at the company and when they land a new position externally, based on standardized job titles.
- **Skills growth:** Looks at how employees across the company are gaining skills while employed at the company.
- **Company stability:** Tracks attrition over the past year as well as percentage of employees that stay at the company for at least three years.
- **External opportunity:** Looks at Recruiter outreach across employees at the company.

- **Company affinity:** Tracks connection volume among employees, controlled for the company size.
- **Employee mix:** Looks at the spread of educational attainment among employees, from no college degree up to Ph.D. levels, reflecting a commitment to recruiting a range of professionals.

### **Does LinkedIn offer Top Companies in other countries?**

Yes. 2020 LinkedIn Top Companies lists will be published in 17 global markets. They are: U.S., Canada, Mexico, Brazil, France, Germany, Italy (new), Spain (new), the U.K., the Netherlands (new), UAE (new), Saudi Arabia (new), Qatar (new), India, Japan, Southeast Asia (new), and Australia.

### **How should we talk about our ranking on the Top Companies list?**

Since the LinkedIn editorial news team publishes a series of flagship Lists (Top Companies, Top Startups, and Top Voices) each year, we ask that you accurately identify your ranking on the list, and on which list, in your external marketing and press materials. Here is how to correctly cite your companies ranking on the list: “[*Insert company name*] ranked [*insert your position*] on the 2020 LinkedIn Top Companies List in [*insert country*].”

### **Can subsidiaries also leverage Top Companies assets?**

If the parent company allows it, subsidiaries can leverage the Top Companies assets by properly citing their parent company, for example by using the following statement: “[*Insert your company name*]’s parent company [*Insert parent company name*] ranked [*insert your position*] on the 2020 LinkedIn Top Companies List in [*insert country*].”