



# Unlocking LinkedIn: Recruitment Insights

Anastasiia Kotelnitskaia, Niyati Rajiv Jasani, Zhiying Liu

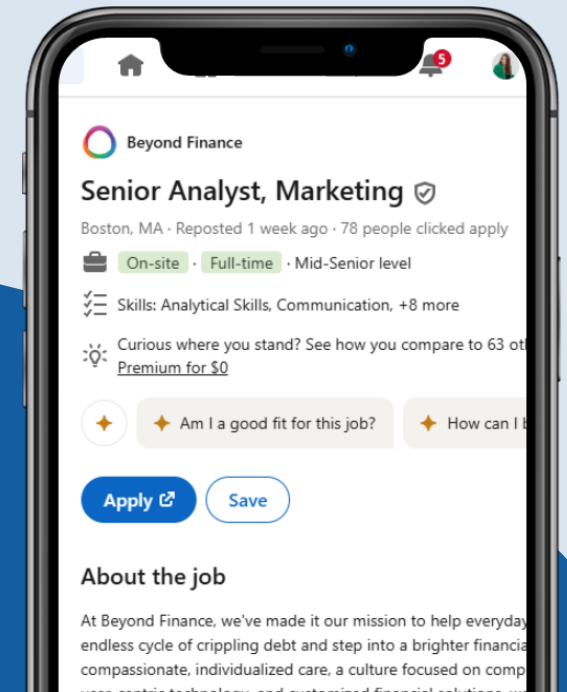
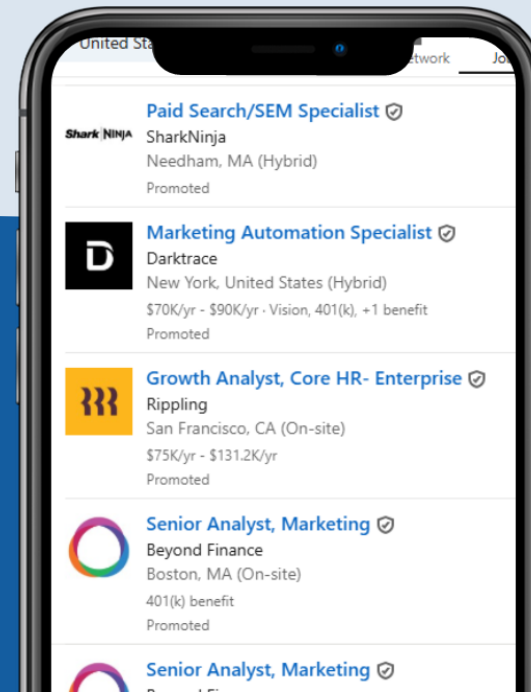
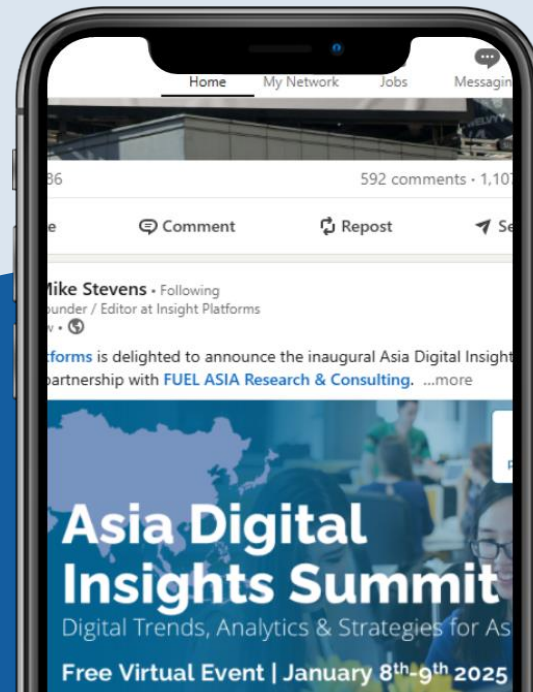
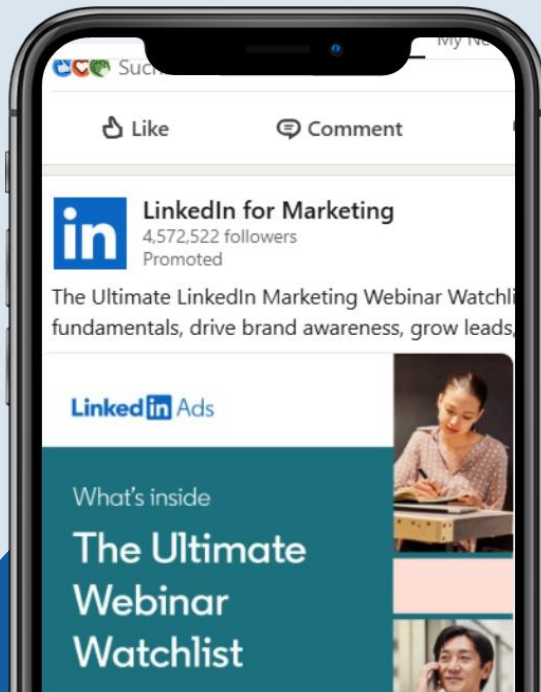
# Agenda

## Job Market Trends

## Regional Differences

## Industry Trends

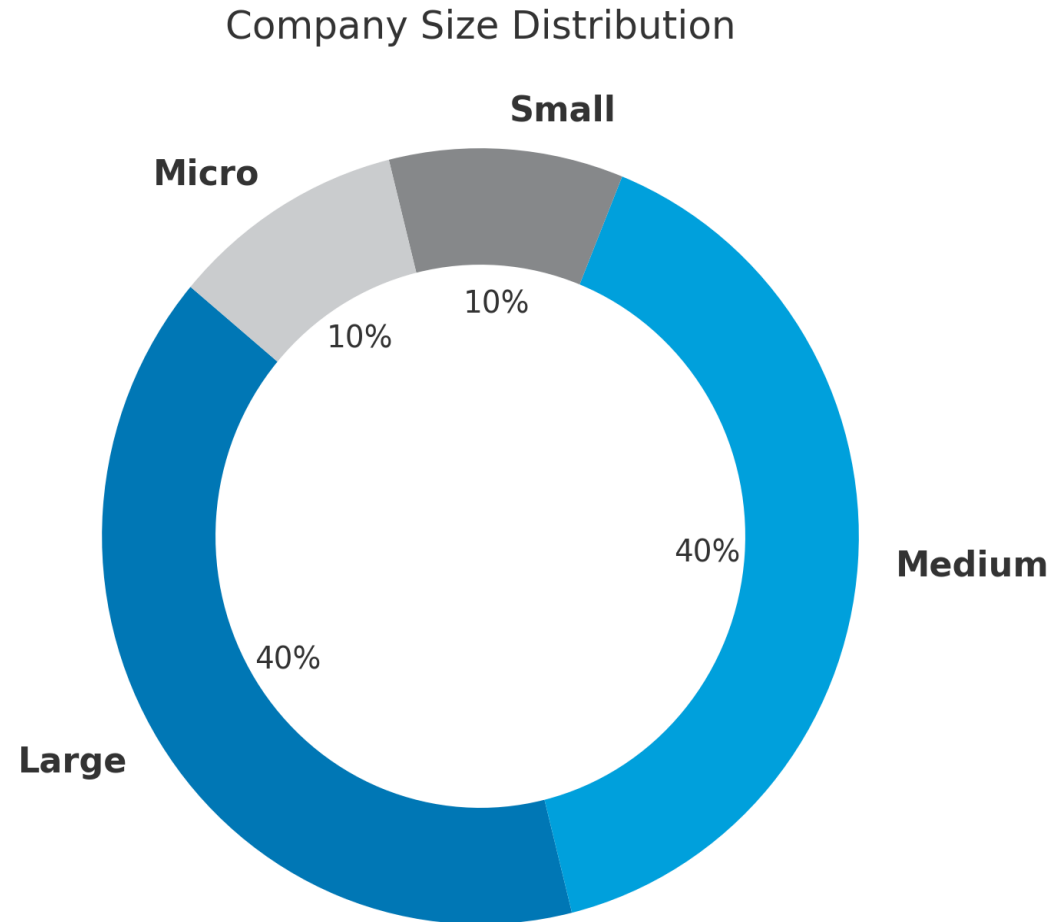
## Engagement Metrics



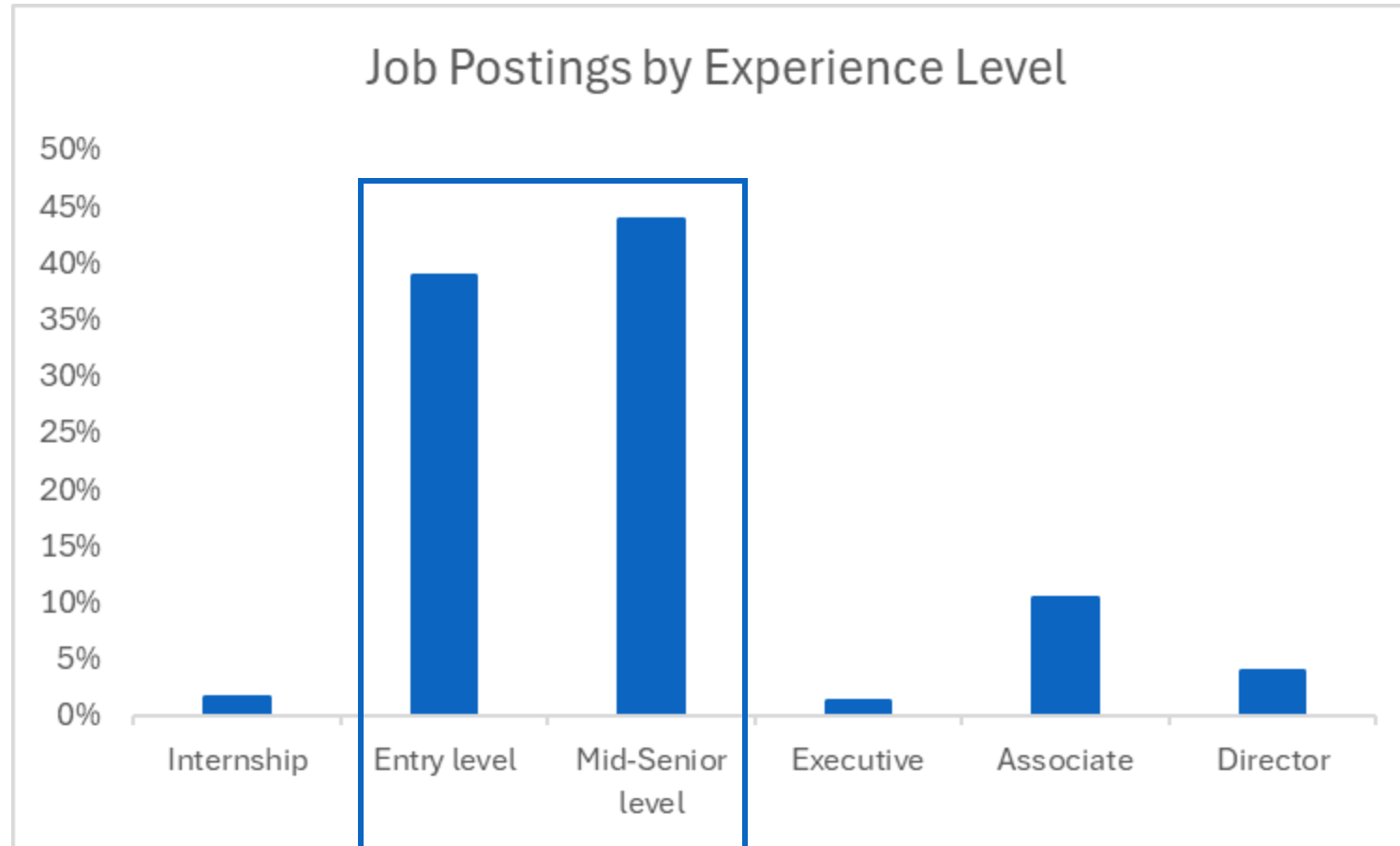
## Key Words in Job Requirments: Management & Communication

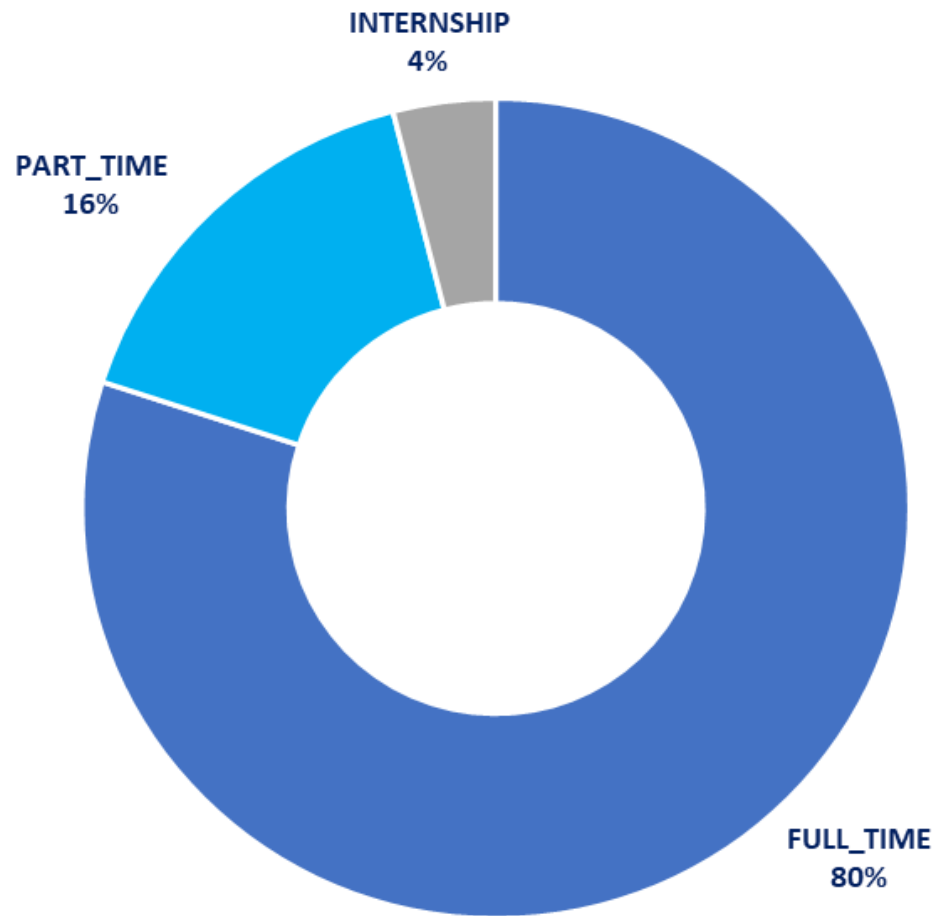


80% are large and medium companies, while smaller companies play a more niche role



# 83% Entry or Mid-Senior Level Jobs, only 2% Internships

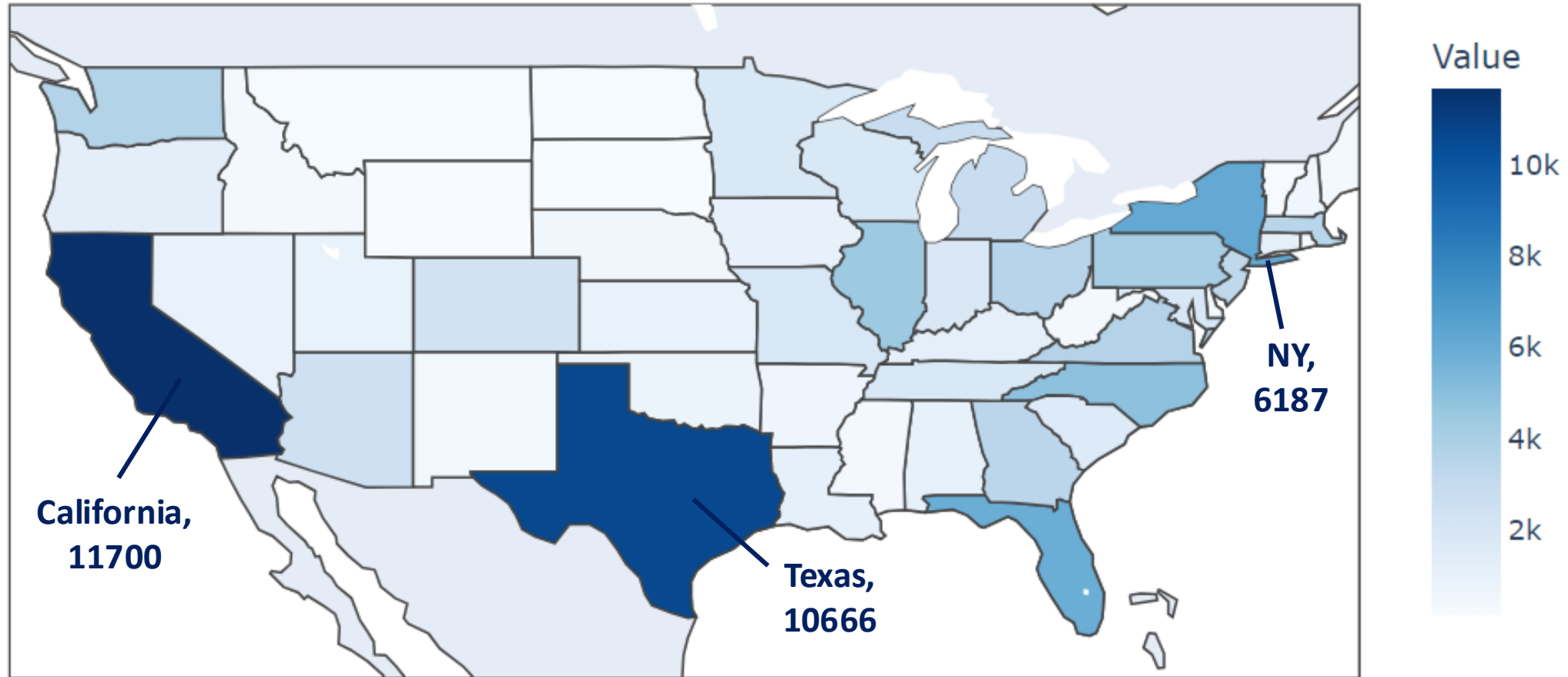




- FULL\_TIME
- PART\_TIME
- INTERNSHIP

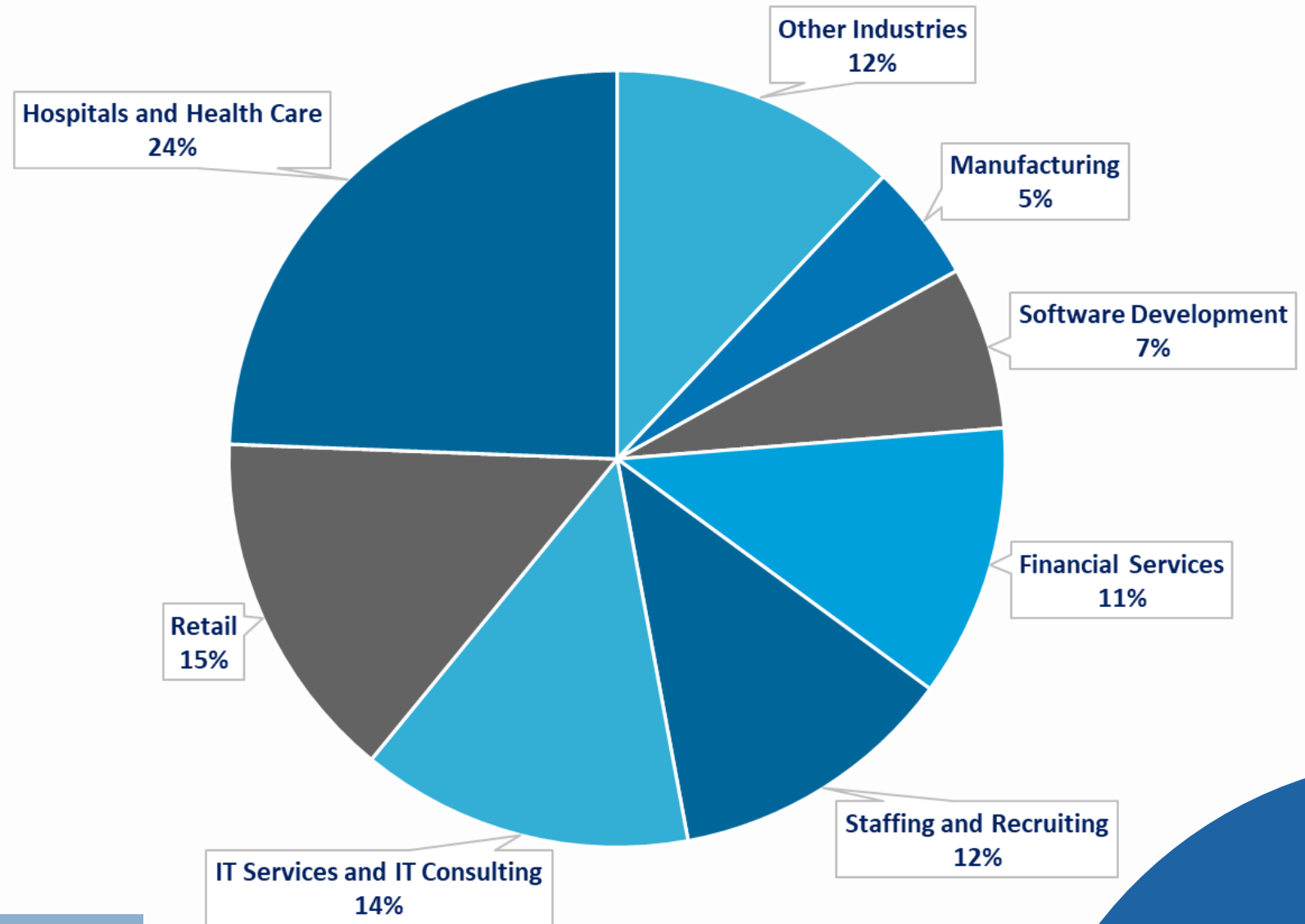
**82%** of Roles are Full-Time: Dominating the Job Market

# Top-3 Locations by Job Posting: California, Texas, New York



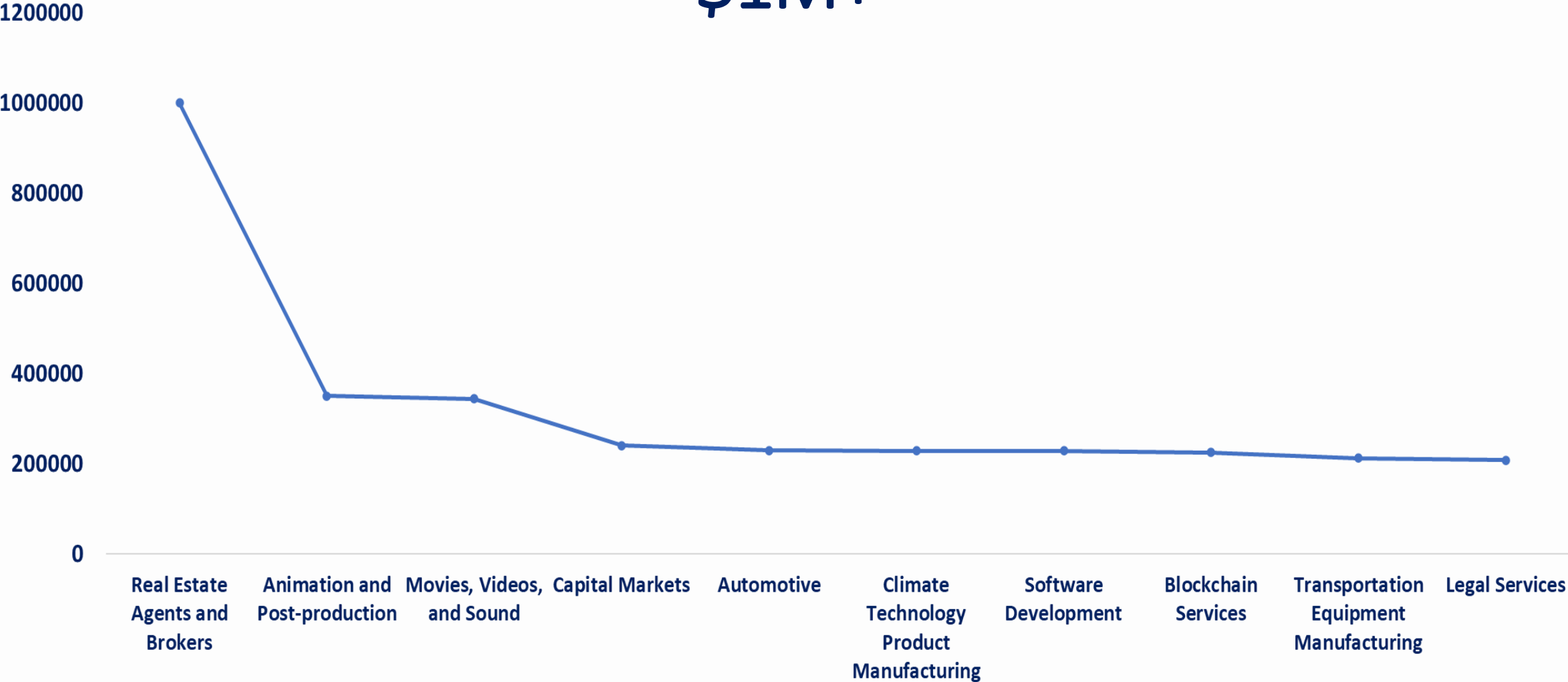
# Job Opportunities by Industry: Health Care Leads with 24% of Postings

- Other Industries
- Manufacturing
- Software Development
- Financial Services
- Staffing and Recruiting
- IT Services and IT Consulting
- Retail
- Hospitals and Health Care





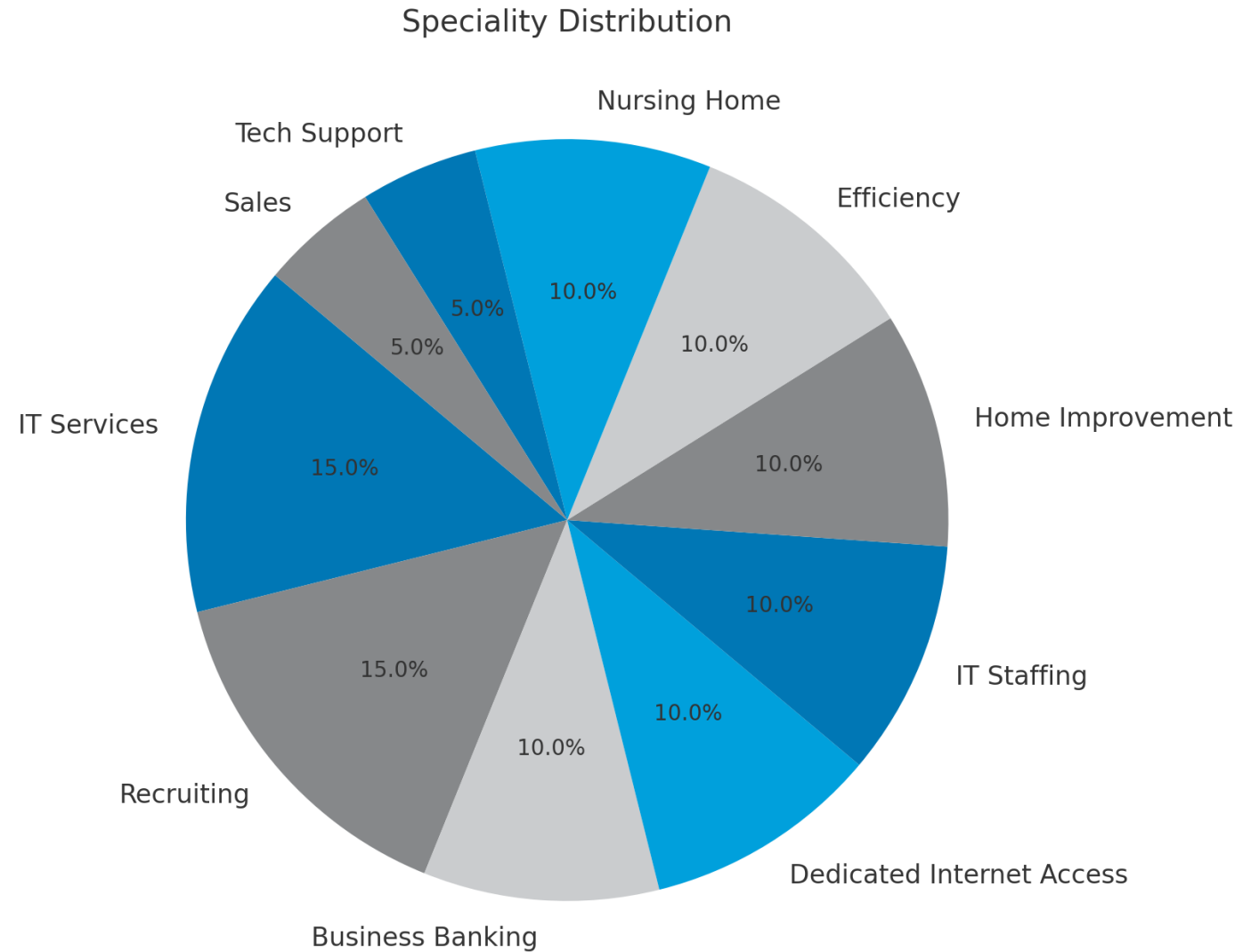
# Highest Paying Industries: Real Estate Tops with \$1M+



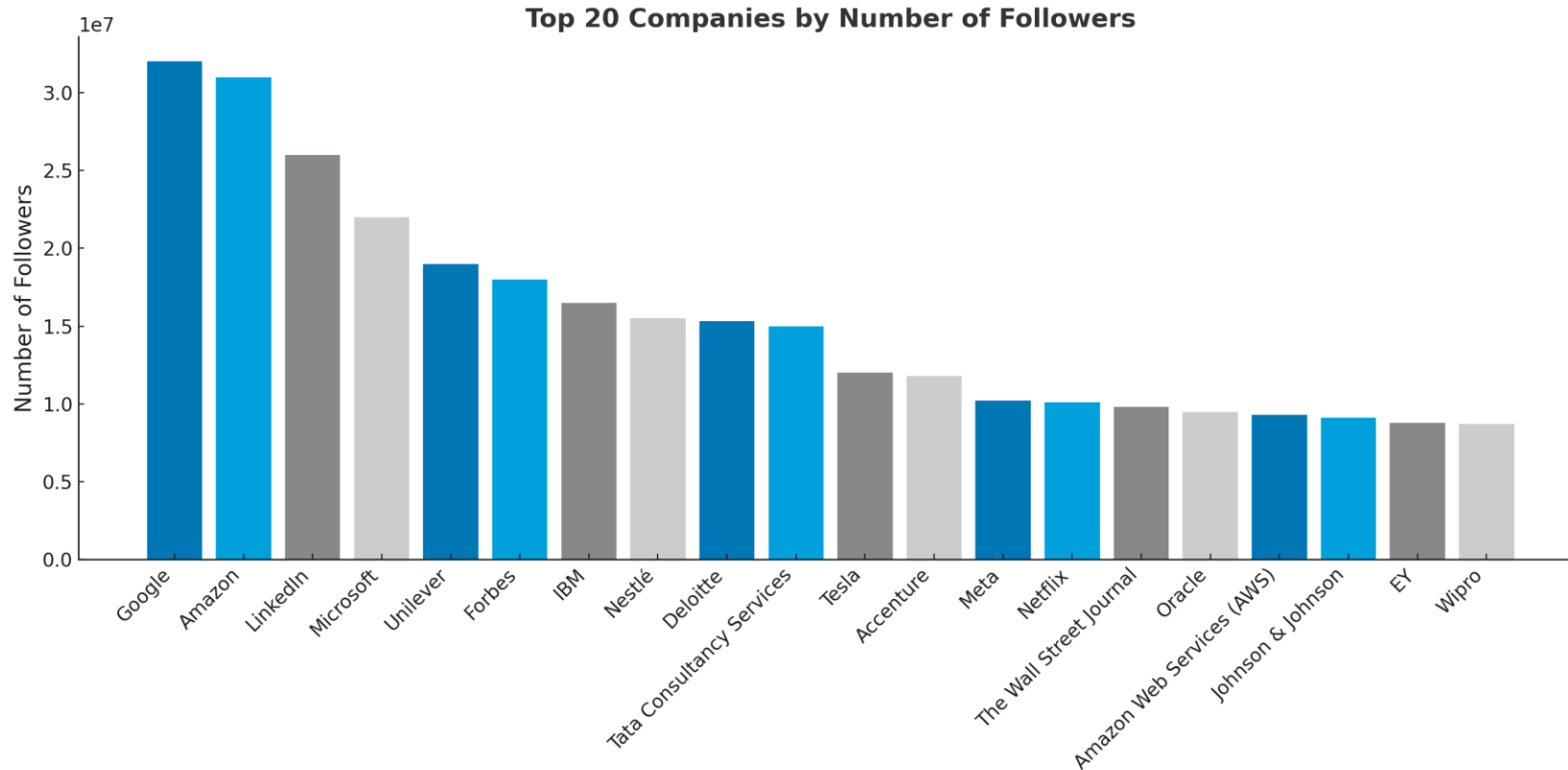
**A high demand for roles  
in IT infrastructure, tech  
support, and talent  
acquisition.**

**15%**

of the total distribution



**Most companies have fewer than 5 million followers**, with very few outliers having extremely high follower counts exceeding 10 million.



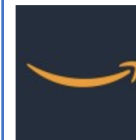
### Google

Software Development  
Mountain View, CA

35M followers



265 people from your school were hired here



### Amazon

Software Development  
Seattle, WA

33M followers



204 people from your school were hired here



### LinkedIn

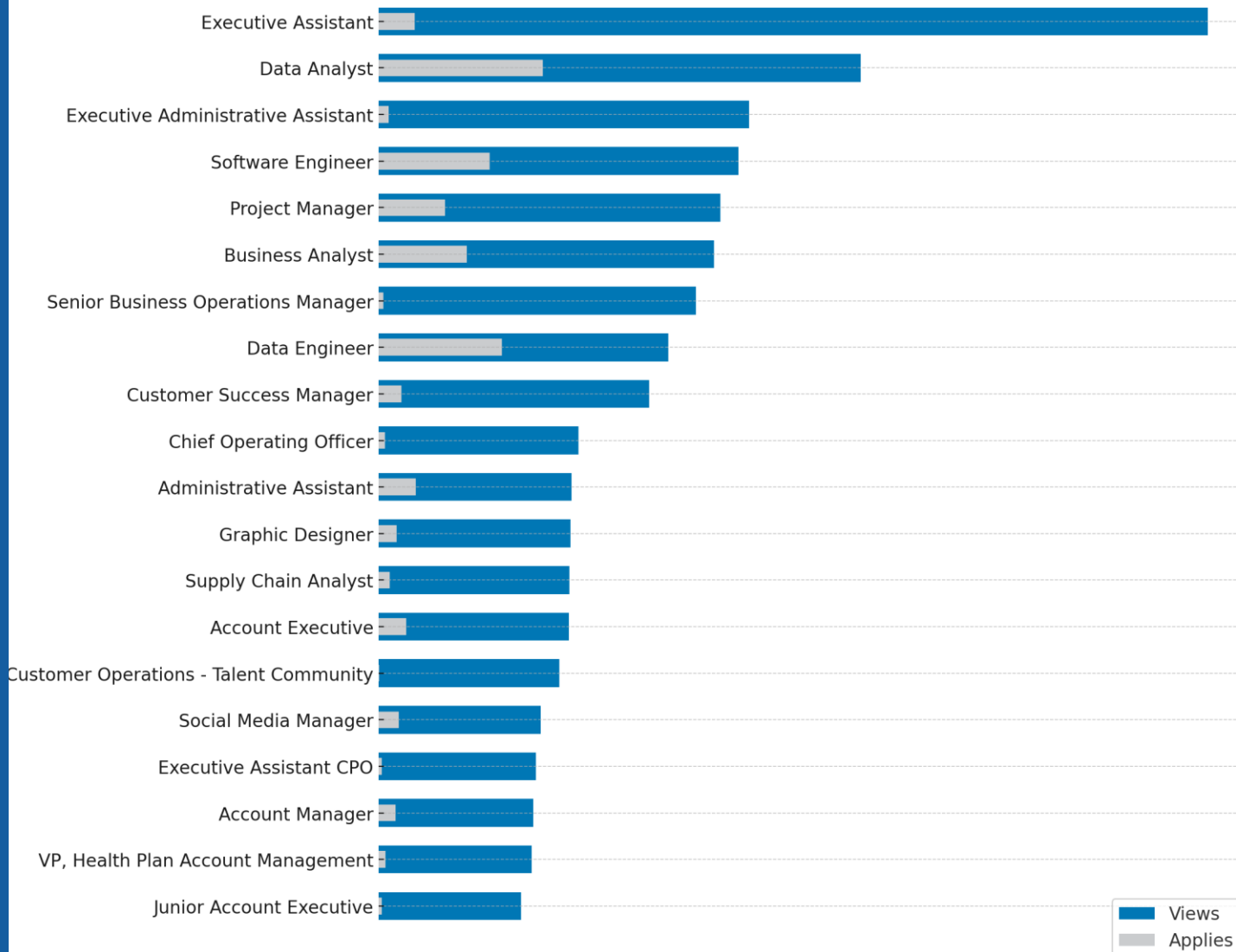
Software Development  
Sunnyvale, CA

29M followers



17 people from your school were hired here

Top 20 Jobs by Views and Applies



**The scale of views is much larger than applications**

**.....not all viewers of a job posting will apply for it:**

- The job descriptions are not compelling enough.
- Candidates feel underqualified.
- The compensation or benefits may not be attractive.

# Key Takeaways

## Job Market Trends

- Skill Trends: Communication, Management
- Less Internship Opportunities
- Medium and Big Companies

## Regional Differences

- Most Jobs Postings: California, Texas, New York

## Industry Trends

- Most Popular: Healthcare
- Highest Salaries: Real Estate
- High Demand: IT, HR

## Engagement Metrics

- Millions of Followers on Top Companies, but few Job Postings
- Less than half Viewers Apply



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