

# **JOB POSTING AND FOLLOWERS ON LINKEDIN**

A BRIEF INTRODUCTION TO THE DIGITAL TRENDS

# INTRODUCTION

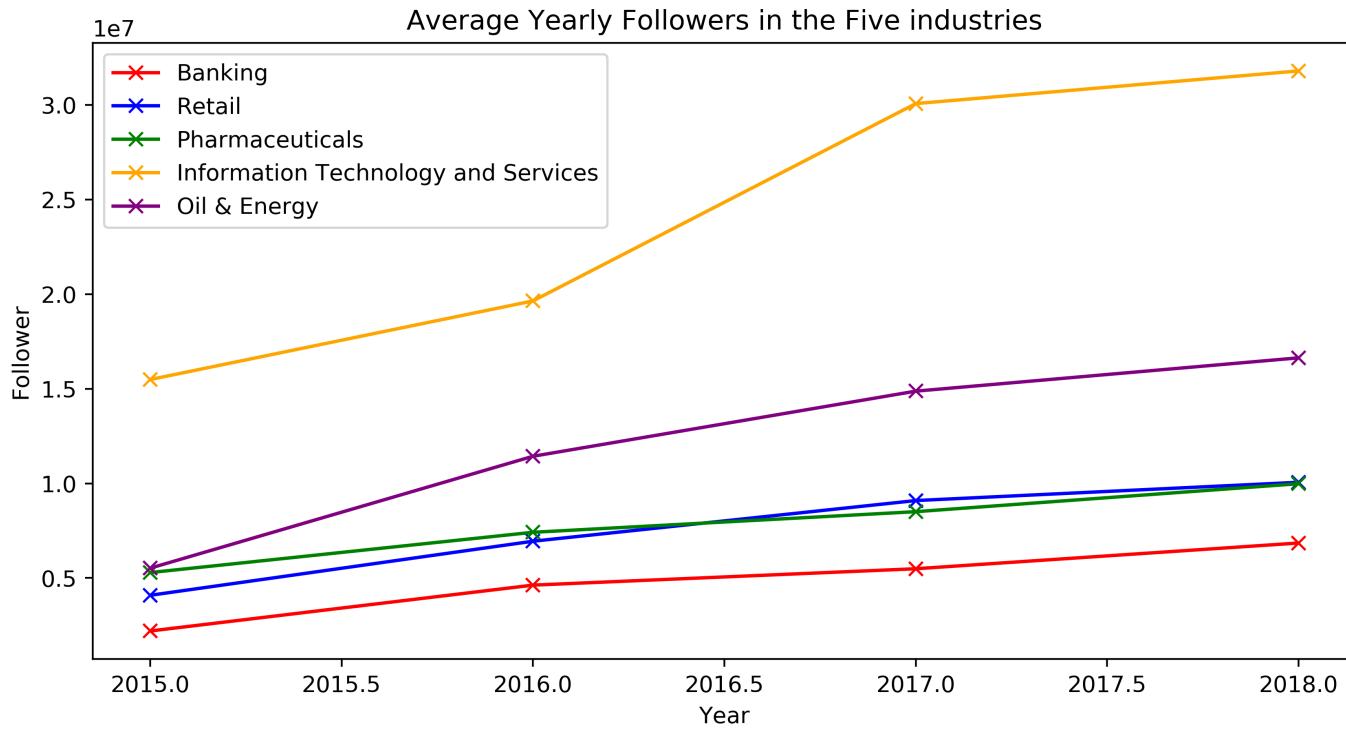
- LinkedIn was founded in 2002
- This project targets at the usage of LinkedIn of five relatively large industries, banking, retail, pharmaceuticals, information technology, and oil & energy
- This research can help us figure out the trend of LinkedIn usage
- The data is from The Data Incubator posting, <https://blog.thedataincubator.com/tag/data-sources/>



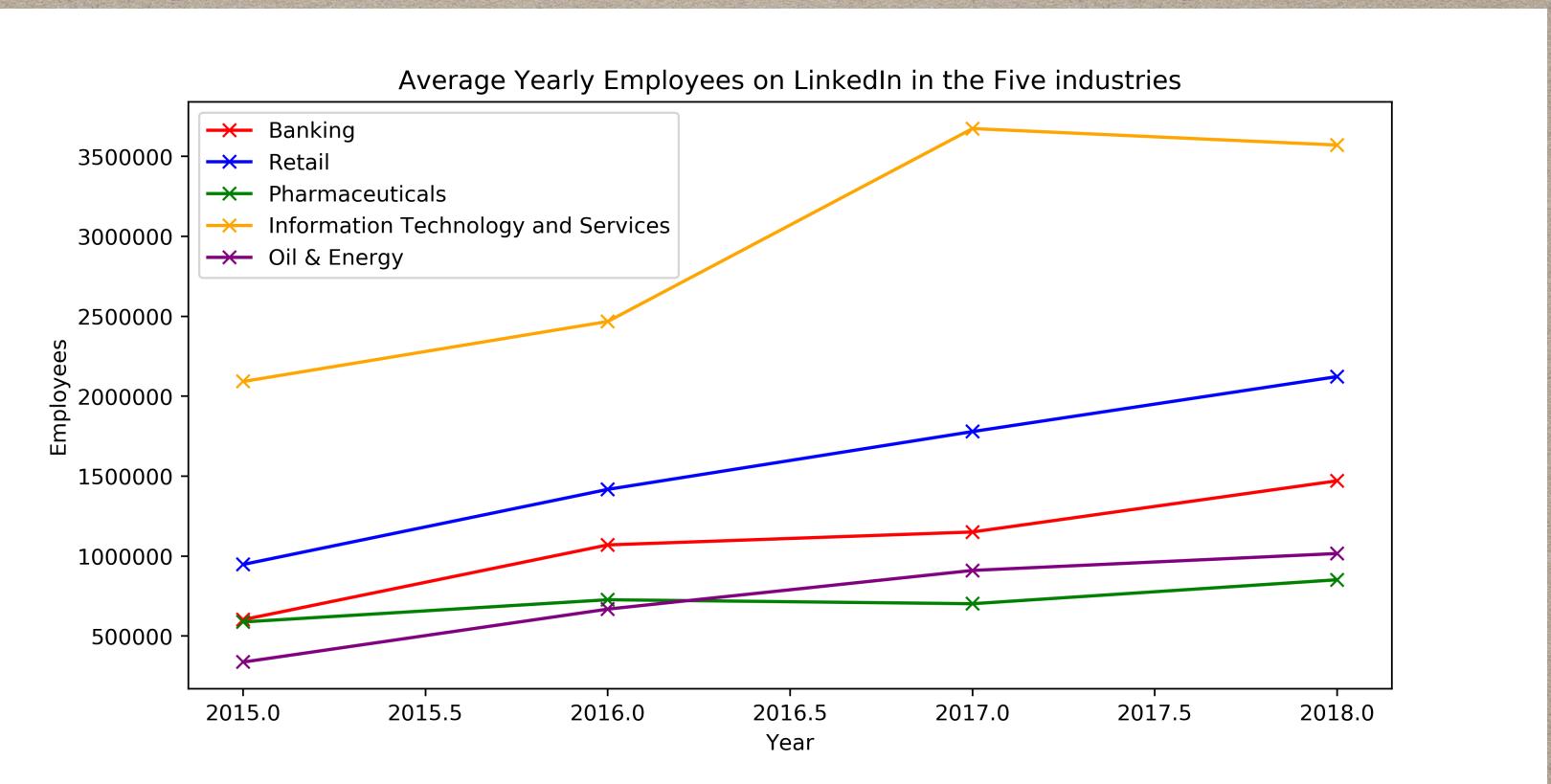
# WHY THESE FIVE INDUSTRIES?

- The five industries take a large proportion of total market value.
- According to the research from Fidelity<sup>1</sup>, the market value of information technology is 10.6T which is the largest sector of US in 2020.
- The market value of Retails is 6.20T, Banking 3.61T, Pharmaceuticals 2.41T, and Oil and Energy 1.96T.
- These industries are relatively representative for the market.

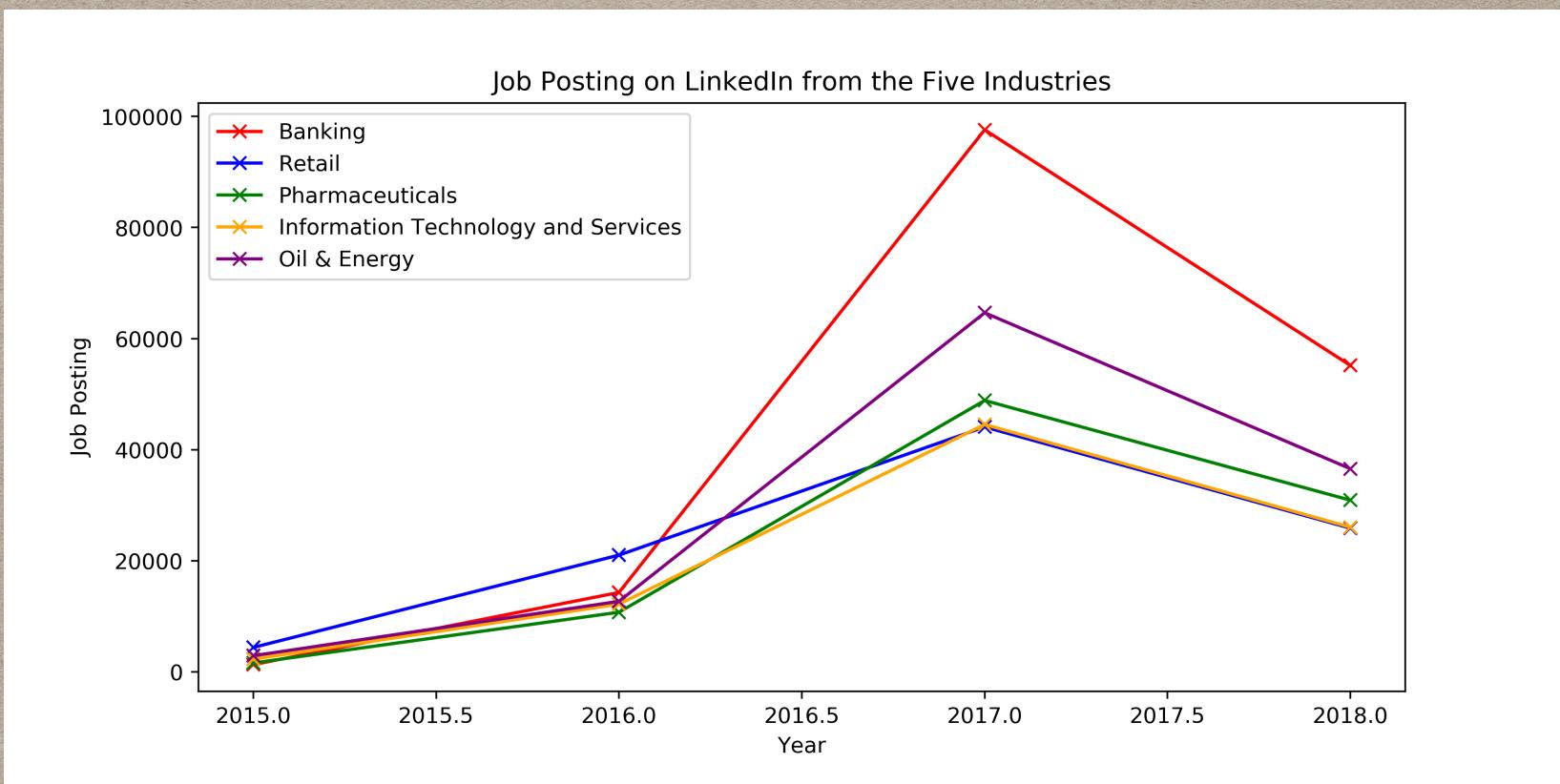
1. [https://eresearch.fidelity.com/eresearch/markets\\_sectors/sectors/sectors\\_in\\_market.jhtml](https://eresearch.fidelity.com/eresearch/markets_sectors/sectors/sectors_in_market.jhtml)



The average yearly followers of the five selected industries shows the trend of increasing followers on LinkedIn. Information technology has the largest number of followers among the five while followers on banking is the smallest. The users on LinkedIn seem more interested in IT other than Banking.



The average yearly employees of the five selected industries shows the trend of increasing users on LinkedIn. Information technology has the largest number of employees among the five, however Banking employee is no longer the smallest. This also shows the employee of IT on LinkedIn reaches its plateau in past two years.



In contrary to the market value of industries, followers, and employees on LinkedIn, the job posting on LinkedIn tells another story. Banking is the major player in posting jobs on LinkedIn, followed by Oil & Energy, Pharmaceuticals, Retail and Information Technology. Furthermore, there is a decline from 2017 to 2018

# CONCLUSION

- Information Technology employees are the largest among the five industries, however the share of the jobs posted on LinkedIn from Information Technology companies is unproportionally small.
- Although Banking industry is not the biggest, the job posting is the largest among the five.
- The question here is that what causes the discrepancy? What does it suggest to LinkedIn to expand its influence on job posting to other industries?
- Job posting on LinkedIn from 2017 to 2018 drop significantly which we may further look into and find out what happened in 2018.

Thank you.