



# LinkedIn's vision is to create economic opportunity

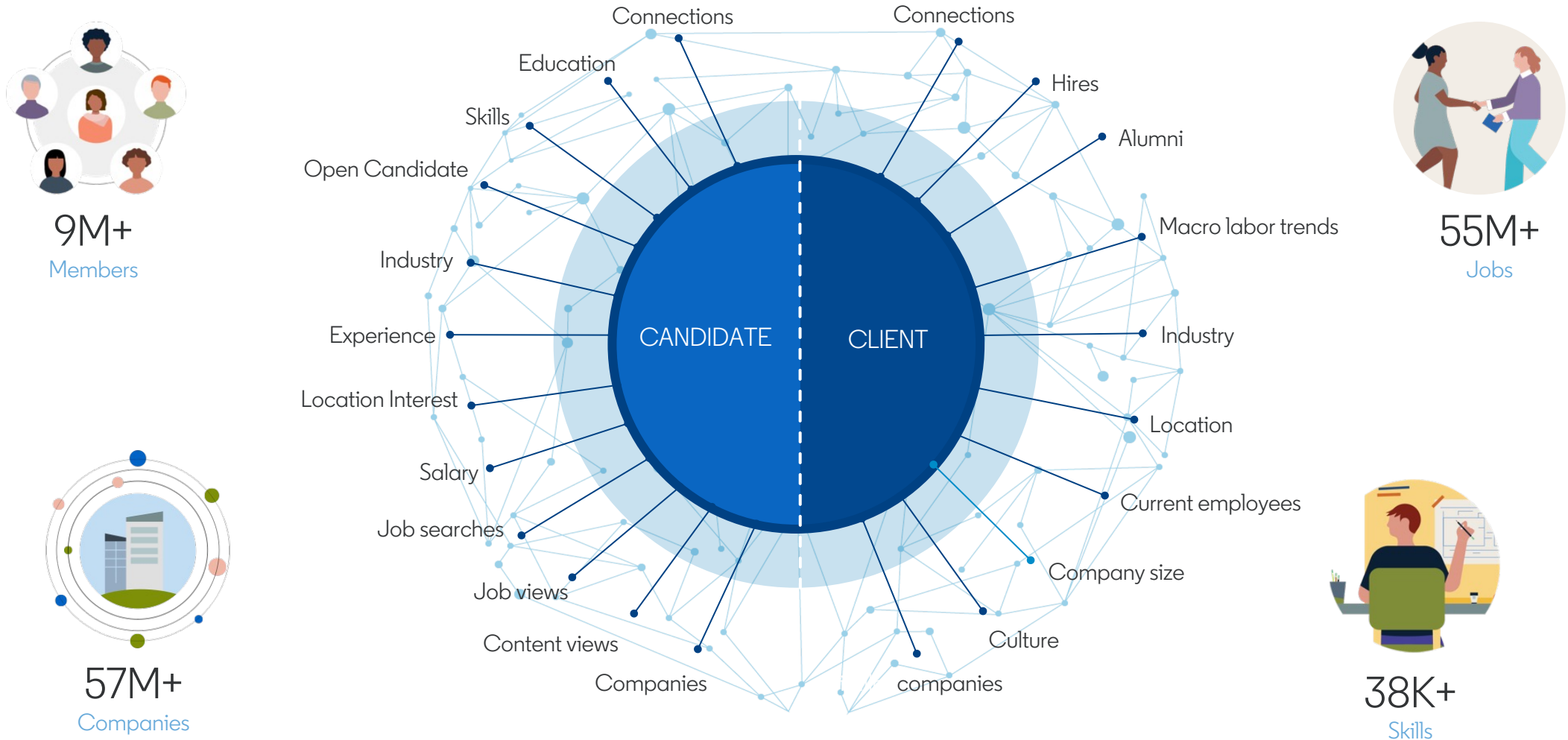
for every member of the global workforce



Stats as of March 2022

Figures represent active members located in Netherlands, as well as on a global level companies that have a page on LinkedIn, schools (high schools and colleges) and standardized skills listed on the platform.

# Every action on LinkedIn creates a data point.



637 per 2 seconds



# Country Insights











## Netherlands

March 2022

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






# A Look at Companies represented in Netherlands

## Largest Companies (By Headcount)

 Rabobank
 Albert Heijn
 ABN AMRO Bank N.V.
 Ministerie van Defensie
 Politie Nederland
 UWV
 Jumbo Supermarkten
 Belastingdienst
 ASML
 KPN



## Fastest Growing Companies (YoY Growth)

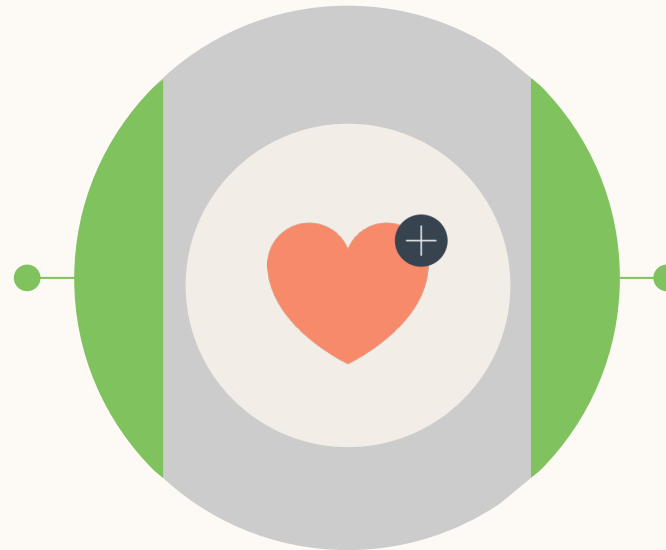
 bol.com
 ASML
 Windesheim
 Deloitte
 Netherlands Enterprise Agency (RVO)
 geen
 Gemeente Rotterdam
 Nike
 Randstad
 Belastingdienst

## Most Followed

# Follower Leader Board Netherlands

## Most Followed Staffing Companies

Omdenken  
TED Conferences  
Rijksoverheid  
Het Financieele Dagblad  
Microsoft  
KLM Royal Dutch Airlines  
The Economist  
Google  
Politie Nederland  
Tesla



Maandag®  
gemeentebanen.nl  
Yacht  
Hays  
Brunel  
YER  
vacaturebijdeoverheid  
Adecco  
Michael Page  
Driessen

# A Look at Skills represented in Netherlands

## Most Common Skills

Information Technology
Operations Management
Interim Management
Management Consulting
Engineering
Sales Management
Adobe Photoshop
Analytical Skills
Personal Development
Finance



## Fastest Growing Skills (YoY Growth)

Cooperation
Analytical Skills
Python (Programming Language)
Engineering
Accounting
Finance
Customer Satisfaction
Digital Marketing
Agile Methodologies
Technical Support

Stats as of March 2022

Most common skills are identified using number of professionals who have the skill listed in the skills section of their LinkedIn profile, and then ordered by volume. Fastest growing skills are calculated using the percentage change in the number of professionals with the skill, compared to the number of professionals one year prior. Both lists exclude generic skills such as MS Office or languages.

# What matters most to members in Netherlands when considering a new job?

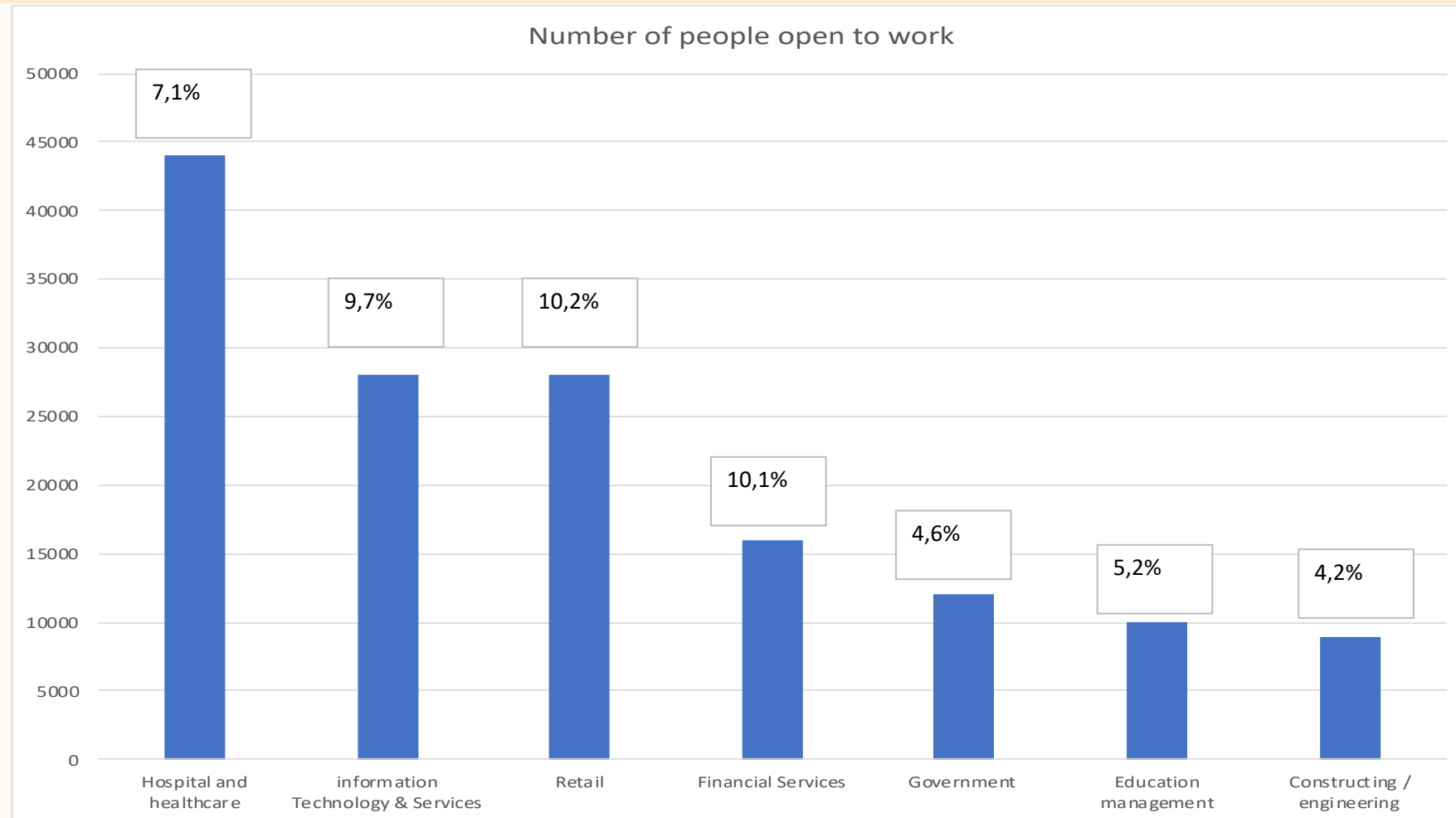
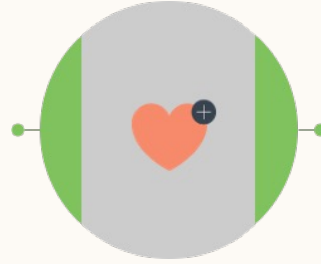


More important to  
members in  
Netherlands

Less important to  
members in Netherlands

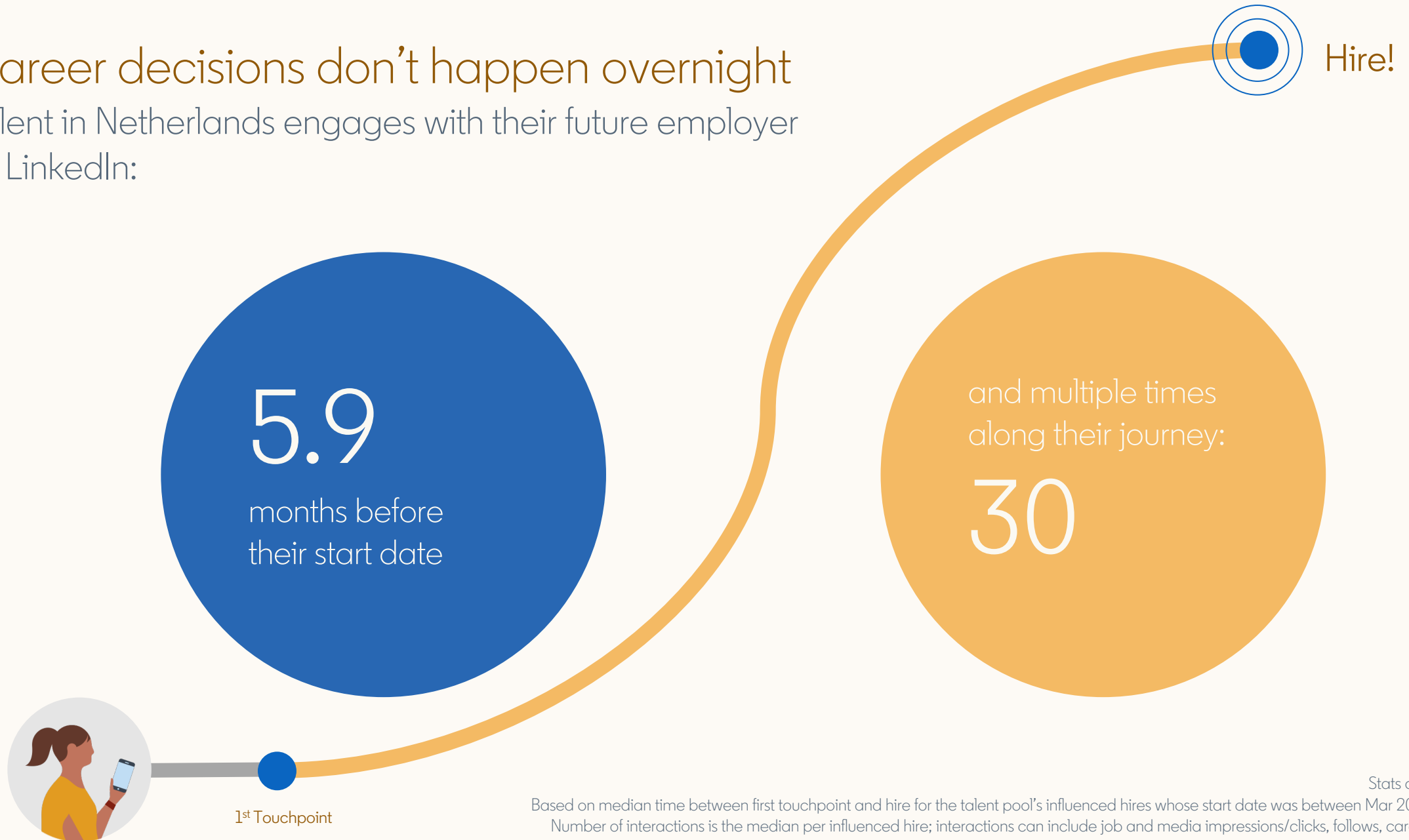


# Open to new opportunity



# Career decisions don't happen overnight

Talent in Netherlands engages with their future employer on LinkedIn:



5.9

months before  
their start date

and multiple times  
along their journey:

30

Hire!

1<sup>st</sup> Touchpoint

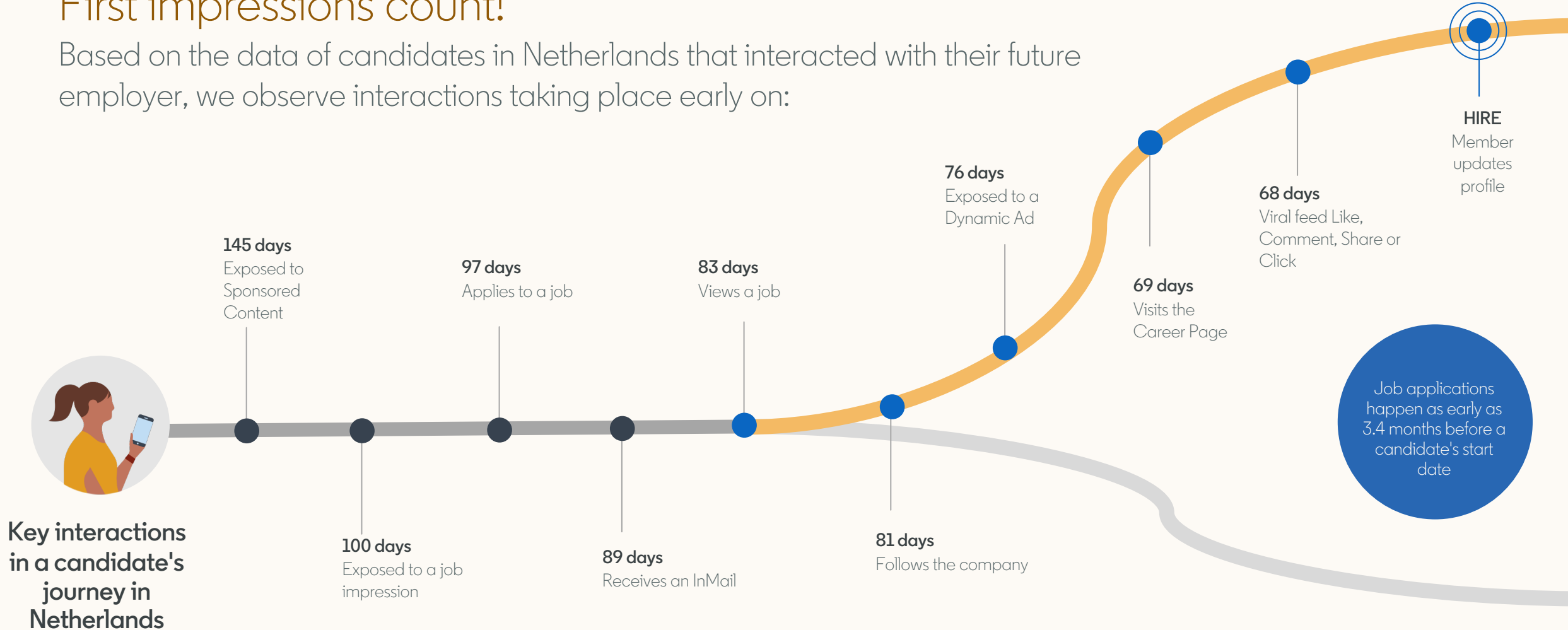
Stats as of Mar 2022

Based on median time between first touchpoint and hire for the talent pool's influenced hires whose start date was between Mar 2021 - Feb 2022

Number of interactions is the median per influenced hire; interactions can include job and media impressions/clicks, follows, career page visits, receiving an InMail, or engaging with your company updates.

# First impressions count!

Based on the data of candidates in Netherlands that interacted with their future employer, we observe interactions taking place early on:



Stats as of Mar 2022

Based on influenced hire data from Mar 2021 - Feb 2022

All measures are medians and based on hire start dates defaulted to the first of the month.

Visual shows a sample of key touchpoints based on median days before hire for the influenced hires that interacted with that product up to 11 months before their start date.

Interactions can include job and media impressions/clicks, follows, career page visits, InMails received or engagement with your updates.

# Takeaways

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Employer branding



Skills

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# Thank you

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