

LinkedIn 2019 Top Startups FAQ

What is the LinkedIn Top Startups list?

LinkedIn Top Startups is an annual ranking of the hottest startups to work for — globally. The list is put together by the Editorial team at LinkedIn through a combination of proprietary platform data and editorial expertise to spotlight new and fast-growing companies that are attracting attention and recruiting top talent. Top Startups helps job seekers discover where they should be looking to grow their careers across a wide range of industries, and arms them with the info they need to know before applying for their next job.

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 Editorial team.

Did the methodology change at all from last year to this year?

No, there were no changes to the methodology. The Top Startups methodology is fueled by a combination of LinkedIn data and an editorial lens. Rather than relying on questionnaires, it measures the behavior of over a half billion members on LinkedIn focused on four core areas: employment growth, engagement with the company and its current employees, job interest and attraction of top talent. We examine member actions from July 2018 through June 2019.

LinkedIn is committed to launching a credible list that both job-seekers and companies trust. Due to the volatile nature of startups, our eligibility requirements and the fact that LinkedIn members ‘vote’ via real-world actions, the results of this list are expected to naturally change year over year.

Is this a global list?

This year, we plan to release regional lists in the US, UK, Canada, France, Germany, India, Australia, Brazil, Mexico, China, Japan & the Netherlands.

How should we talk about our ranking on the Top Startups list?

Since LinkedIn’s Editorial 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 LinkedIn’s 2019 Top Startups List in [*insert country*].”