



CONFIDENTIAL

30 September 2020

Lee Tarlamis OAM MP
Chair
Electoral Matters Committee
Parliament House, Spring Street
East Melbourne VIC 3002
Australia

Dear Mr Tarlamis,

Thank you for your August 11th letter regarding the impact of social media on elections and electoral administration. We appreciate the opportunity to share how we are maintaining a safe, trusted and professional platform where Victorians, together with our global community, can access accurate, authentic content and have respectful conversations.

About LinkedIn

LinkedIn started as a place for individuals -- or “members” – to post their professional profiles and connect with other members to pursue economic opportunities. Since then, the platform has become the largest professional community in the world. Our members use LinkedIn to find jobs, develop new skills, stay informed, and navigate their careers. Our platform also enables organisations to leverage the power of their networks to hire and manage talent, build their brands and find customers.

LinkedIn is composed of over 706 million individuals, 55 million companies, 11 million job openings, 90,000 schools and 36,000 standardised skills. Together, these components of the global workforce create a digital map of the global economy – or an Economic Graph – and is a data-driven source of information for individuals, companies, governments, and nonprofit organisations to inform decisions on jobs, skills, and learning.

Building a safe, trusted and professional platform

LinkedIn is a real identity, professional network. The content members write and share on LinkedIn becomes part of their professional identity -- it can be seen by their boss, colleagues and potential business partners. As such, LinkedIn is a place for professional conversations and our top priority is to ensure we maintain our platform as a safe, trusted place for our community. LinkedIn has a dedicated Trust and Safety team that works around the world and around the clock to maintain a professional community that is real, respectful and constructive. In addition to investigation units, content moderation groups and emergency support personnel, the team actively engages with law enforcement agencies and peer companies, and leverages a variety of tools to monitor our platform for content and behaviour that violates LinkedIn’s [Terms of Service](#) and [Professional Community Policies](#).

Political engagement on LinkedIn

Our members come to LinkedIn to connect and have constructive conversations with other professionals. Most of our members do not share political content and we believe there is generally less

political engagement on LinkedIn than on other social media platforms. Our members generally seem to prefer to keep their political opinions separate from their professional “brand.” We find that they value the constructive conversations they engage in on LinkedIn and when members share inappropriate content, which is sometimes political in nature, it is often quickly reported for violating our [Professional Community Policies](#). Our policies require that our members be real and be civil to one another on the platform. Misinformation, harassment, hate speech, and any other type of abusive content is also prohibited. Note that political advertisements are prohibited on LinkedIn. That includes advertisements advocating for or against a particular candidate or ballot proposition, or otherwise intended to influence an election outcome.

Policies addressing inauthentic content

LinkedIn does not permit intentionally misleading, synthetic or fabricated content on the platform. Our [Terms of Service](#) and [Professional Community Policies](#) specifically disallow the sharing of false information or using the platform to mislead, confuse or deceive others. Our policies also prohibit impersonation of others or misrepresentation of one’s own identity or information.

Given the professional nature of the LinkedIn platform, members tend to post content and articles that relate to jobs and career development, and tend to refrain from sharing material that could negatively affect their professional reputation. Just the same, we take member reports of false and misleading content very seriously. Whenever we discover confirmed fake content, we take swift action to remove it. We also publish a biannual [Transparency Report](#) for further visibility into how we enforce our Professional Community Policies and address activity and content that isn’t allowed on our platform.

Promoting trusted information sources

At LinkedIn, we strive to help our members discover the most relevant and helpful information and conversations. To this end, we have implemented multiple programmes to create and highlight reliable content, including creating our own LinkedIn editorial team and the manual curation of high-quality articles.

In Australia, our editorial team is made up of four seasoned and professional journalists, whose experience includes, among others, News Corp, Fairfax (The Age), The Guardian, The Australian, The Canberra Times and Sky News Business. Each day, the editorial team creates a [Daily Rundown](#), a digest of the main business news of the day. In Australia, the Daily Rundown is distributed to 3 million members.

We appreciate the opportunity to share our approach and policies to keep LinkedIn safe, trusted and professional. We look forward to being in touch with your team about any additional questions you may have.

Sincerely,



Matt Tindale
Managing Director, LinkedIn Australia and New Zealand