



How the Feed ranks content

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The LinkedIn Feed is the place to stay informed and connected to your professional world. Our AI systems and algorithms consider hundreds of signals to determine what content appears in each member's Feed. This includes the context of a post (for example, whether it's a helpful insight, job opportunity, or career milestone) and many signals from your profile, network, and activity to personalize the content that appears in your Feed.

Our algorithm and systems do not use demographic information—such as age, race, or gender—as a signal to determine the visibility of content, profile, or posts in the Feed. While members can share their gender, pronouns, or other forms of self-identification, none of these fields, or any related information, are signals that factor into content visibility or engagement in the Feed.

To provide equal opportunity to equally qualified members across all demographics, we proactively and regularly evaluate our AI systems and algorithms. We also proactively and regularly review member feedback and conduct tests across millions of posts to identify and address any potential disparities, and deliver equal treatment for all our members. All of this work is part of our commitment to help our members find the trusted knowledge and people they need to succeed.

Was this answer helpful?

Yes

No

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