LinkedIn/Microsoft, Facebook Hold Steady in Comparably's Company Rankings for 2020

So, you want to work for a social networking company, but you're not sure which one fits you the best? Workplace culture and compensation monitoring site Comparably has you covered, sharing its annual lists earlier this month of best company culture, best CEOs and best companies for diversity and women.

Comparably explained how it arrives at its company culture rankings: "Rankings were determined based on a combination of questions in core culture metrics, from compensation, leadership, teams and work environment to outlook, professional development, work-life balance and perks and benefits (in yes/no, true/false, 1-10 scale, and multiple-choice formats)—which provides a comprehensive and accurate look at what it's really like to work at these companies."

LinkedIn parent Microsoft came in at No. 6 on the large companies list after securing the top spot in 2019. Meanwhile, Facebook rebounded to No. 16 in 2020 from No. 31 in 2019. Both companies have made the top 50 in all four years that Comparably has compiled its lists.

Nextdoor was No. 37 on the list of small and midsized companies. The neighborhood social network did not make last year's list.

Microsoft CEO Satya Nadella was ranked No. 4 on the list of CEOs from large companies, same as in 2019. Former LinkedIn CEO Jeff Weiner was No. 6 in 2019, but he stepped down June 1, succeeded by Ryan Roslansky, who likely did not serve long

enough to crack the list.

Nadella has made the cut all four years, as has Facebook CEO Mark Zuckerberg, who slipped one spot from No. 39 last year to No. 40.

Nextdoor CEO Sarah Friar made quite the entrance on the 2020 list of small and midsized companies, placing second, after not being included last year.

On diversity, Comparably said, “Rankings were determined based on a combination of questions in 20 core culture metrics, from compensation and leadership to work environment and professional development opportunities (in yes/no, true/false, 1-10 scale, and multiple-choice formats)—providing a comprehensive and accurate look at what it’s really like to work at these companies if you are a person of color in the workplace.”

LinkedIn finished at No. 30 on the large companies list, but its parent, Microsoft, secured the top spot. Facebook placed eighth. Nextdoor was ranked No. 25 among small and midsized companies.

Comparably presented the list in alphabetical order in past years, but Facebook and Microsoft have qualified all four years.

The same process was used to determine best companies for women, which were also listed in alphabetical order in past years, and not ranked.

Facebook and Microsoft were neck-and-neck in 2020, at Nos. 11 and 12, respectively, Facebook has been included all four times Comparably compiled its lists.

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