

# Navigating Today's Evolving World of Work

## Insights to Help Inform our Marketing Community

We are seeing people come to LinkedIn in profound ways to navigate today's new world of work. LinkedIn's data has always portrayed the global impact of working environments, and during this time of uncertainty, we continue to learn about the role of community.

For marketers, it's no surprise that the expectations for brands have evolved. Trusted brands have the power to effect change and help us make sense of what's ahead. In the coming weeks, we'll continue to share data-based insights that help your business steer a path forward.



## What we're seeing

Member and company conversations are shifting in relation to today's environment.

### Top Trending #Hashtags January 2020

- #marketing
- #leadership
- #business
- #realestate
- #hiring
- #jobs
- #innovation
- #kudos
- #digitalmarketing

### Top Trending #Hashtags February 2020

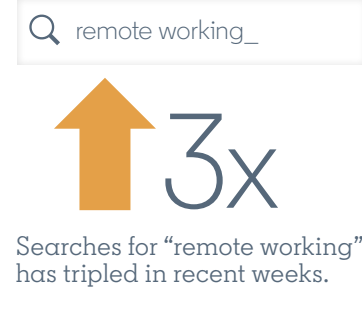
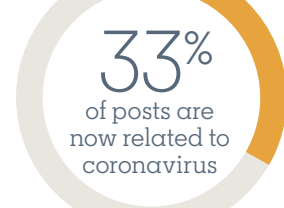
- #marketing
- #leadership
- #business
- #realestate
- #hiring
- #innovation
- #jobs
- #digitalmarketing
- #recruitment

### Top Trending #Hashtags March 1-25, 2020

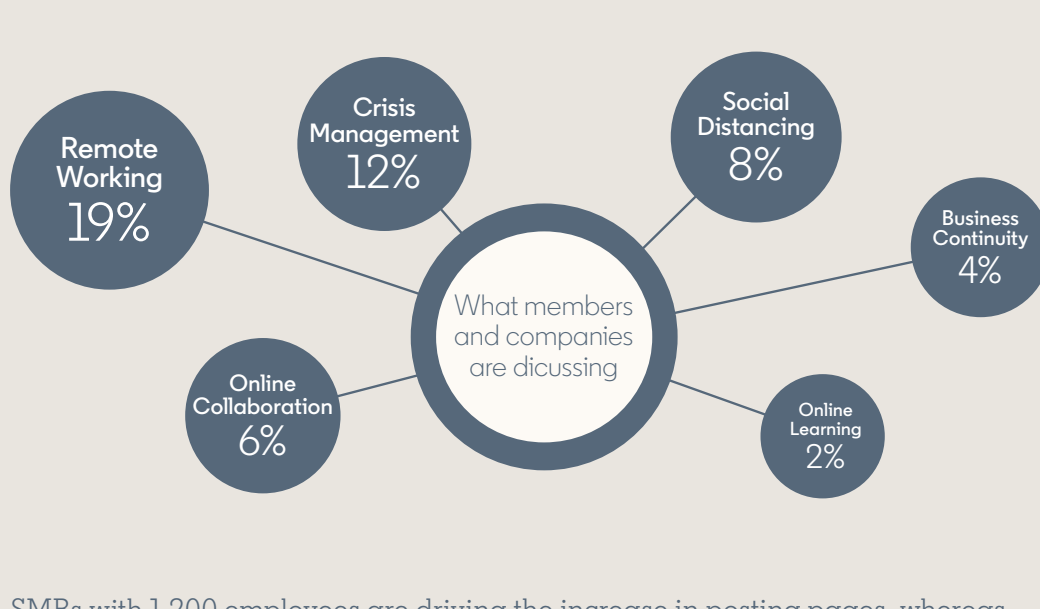
- #coronavirus
- #covid19
- #marketing
- #realestate
- #leadership
- #business
- #iwd2020
- #corona
- #jobs

Engagement on LinkedIn related to coronavirus has increased sharply in recent weeks, with the uptrend rapidly increasing toward the end of February.

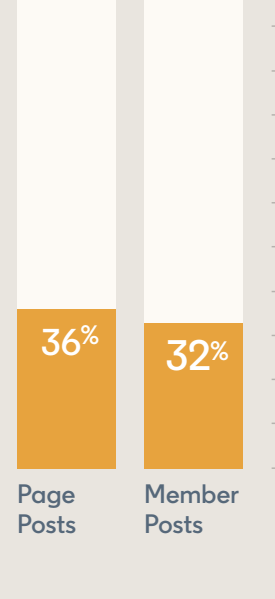
### Engagements & Articles Over Time January - March 2020



Pages are posting more, with posts and shared content increasing in comparison to weeks prior to the global onset of coronavirus.



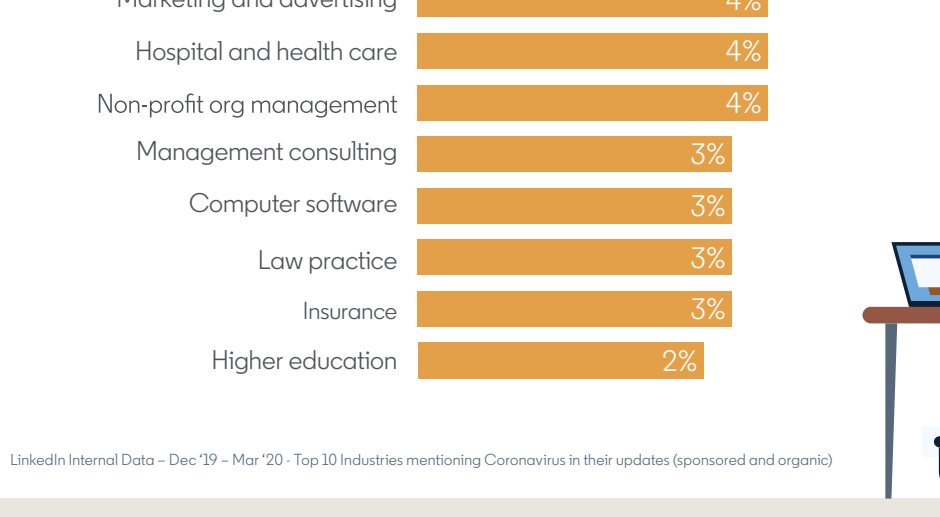
### % COVID-related posts



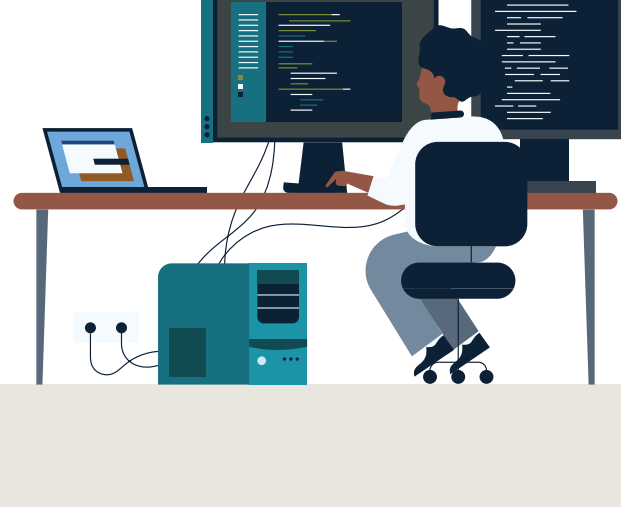
SMBs with 1-200 employees are driving the increase in posting pages, whereas, enterprises are posting slightly less (-1% Weekly Posting Pages vs. pre-COVID period).

IT companies and financial services sector are most actively discussing coronavirus.

Top Ten industries mentioning coronavirus during company updates.



LinkedIn Internal Data - Dec '19 - Mar '20 - Top 10 Industries mentioning Coronavirus in their updates (sponsored and organic)



## What we're learning

As a company, we have aligned on three key principles:

- Manage employees through change:** People are your greatest asset. Even in difficult situations, it is important to help preserve company culture, enable productivity, and grow together.
- Lead with trust:** Now, more than ever, company values must be exhibited in a way that is clear, transparent, and impactful.
- Adapt to drive business continuity:** With external factors and outcomes in flux, how you show up and provide value to customers is critical. Do what is possible to create safety, stability, and reassurance.

“Many companies are obviously facing very challenging times, particularly those in the hospitality and travel industry, but we have seen huge amounts of ingenuity and resilience as people come together on our platform to find ways through this.”

Jon Addison  
VP, LinkedIn Talent Solutions

Here are how several organizations are taking action on LinkedIn:

The Lego Group posted about company culture by featuring one of their teams' fun virtual activities.

The National Football League made free digital education resources available to their followers to help support a healthy lifestyle amid ongoing disruption.

Alibaba Cloud shared regular updates on how their AI-driven tools were empowering research organizations worldwide.

World Health Organization holds daily briefings on COVID-19 to keep people around the world informed.

LVMH pivoted its production strategy to help meet increasing demands for medical supplies.

Arne Sorenson, CEO, Marriott International exhibited leadership with an emotive note to Marriott associates.

When creating content during times of uncertainty, practice the fundamentals:

- Never lose sight of your customers' and employees' needs
- Demonstrate trustworthiness
- Bring your brand values to life
- Be supportive
- Be human
- Listen intently
- Be mindful of tone, timing, and delivery
- Look forward while keeping your finger on the pulse

## What we're doing

At LinkedIn, we are also on a [learning journey](#). During this time, we've focused our efforts on our people, our customers, and where we can add value to those who need it most. We hope you can also take advantage of these additional resources:

Keeping our community informed

[Navigating coronavirus: We're in this together](#)

Helping people acclimate to new surroundings

[New to Working Remotely? These Resources Can Help](#)

Enabling brands to tell their story

[Staying Connected and Productive with Virtual Events](#)

As we adapt to this time of unprecedented changes, we're committed to providing you the support you need to move your businesses forward.

You can find more resources at