



Content ideas for today's evolving world of work

Insights to help inform our marketing community



Member engagement on coronavirus has increased sharply in recent weeks

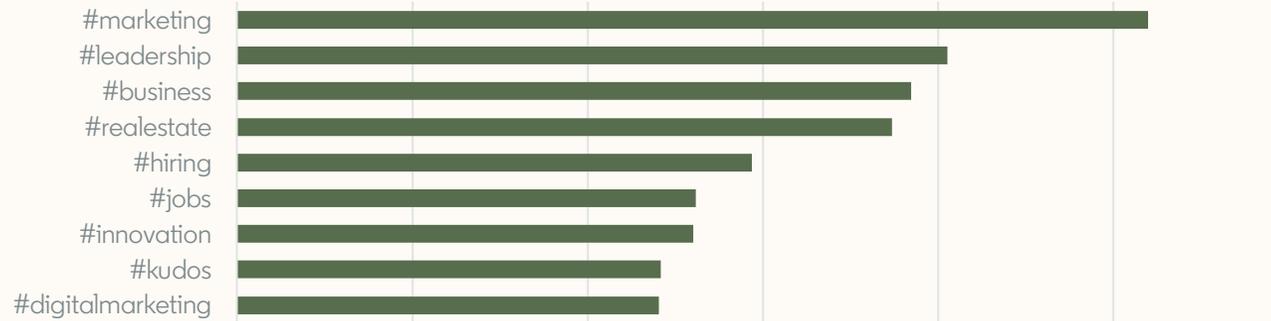
The uptrend began at the third week of January but rapidly increased end of February

Engagements & Articles Over Time (Jan-Mar 2020)

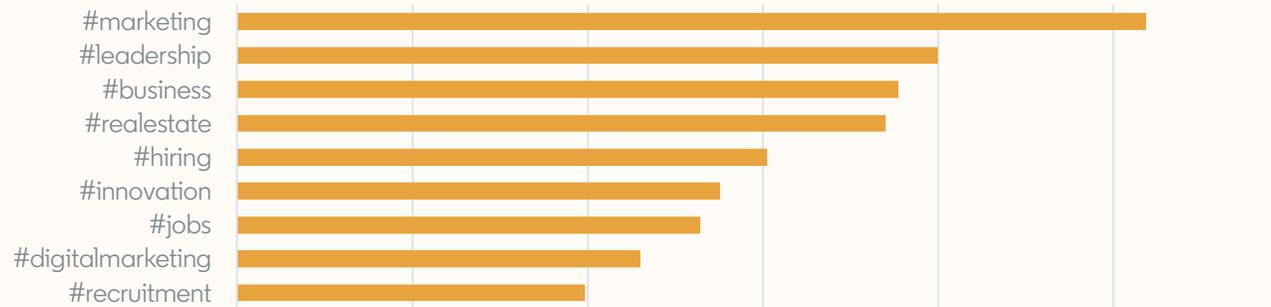


LinkedIn internal data, volume of engagements and articles over time with change of increase (from 1st of February to 17 March)

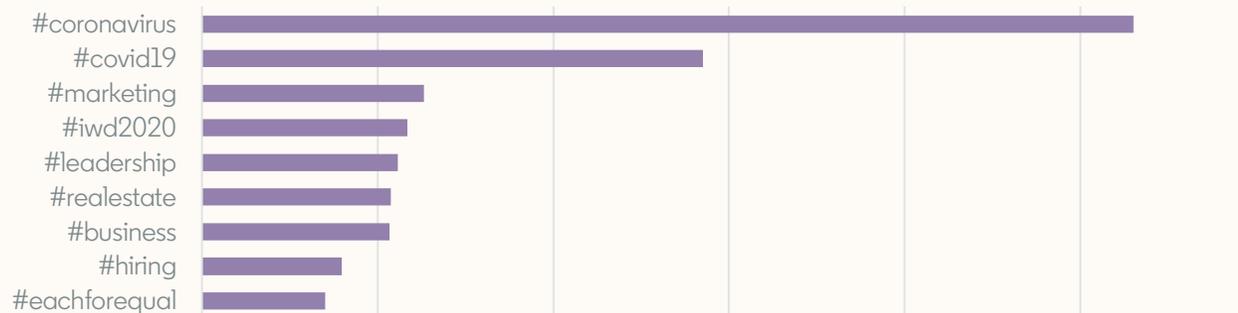
Top Ten Trending #Hashtags Jan 2020



Top Ten Trending #Hashtags Feb 2020



Top Ten Trending #Hashtags 1-18 Mar 2020



Conversations on LinkedIn are shifting in relation to today's environment

As of mid-March,
coronavirus is the
No. 1 trending
hashtag

Since February, we've seen
the conversation around
#coronavirus
grow more than **7x**

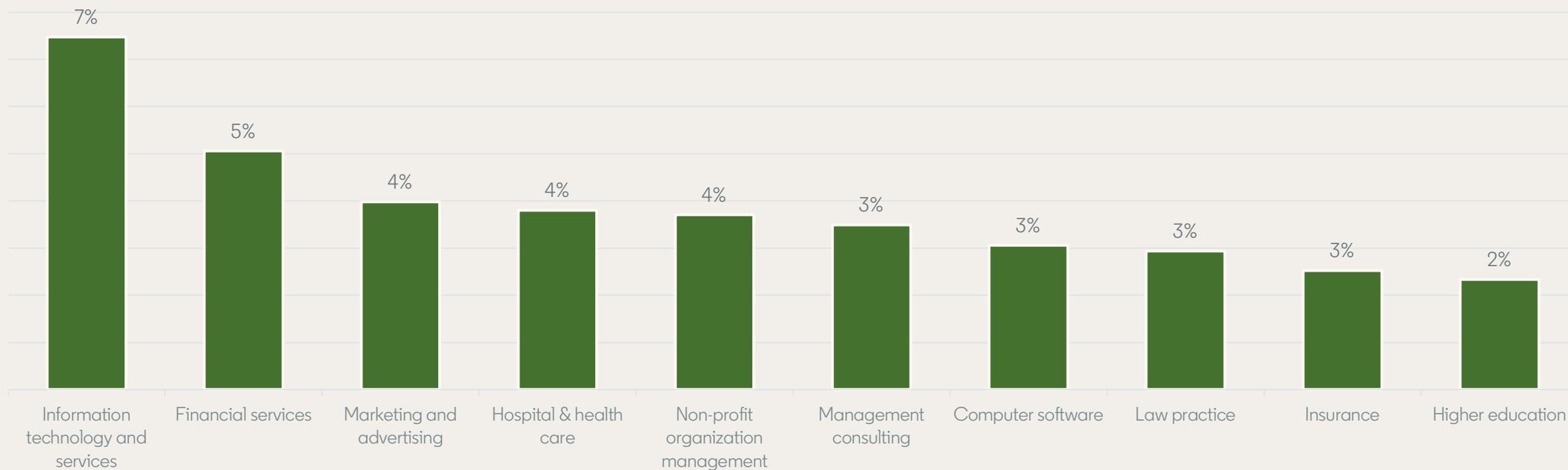
Alongside other hashtags
like #prevention, #safety,
and wellbeing as members
share content to help raise
awareness.

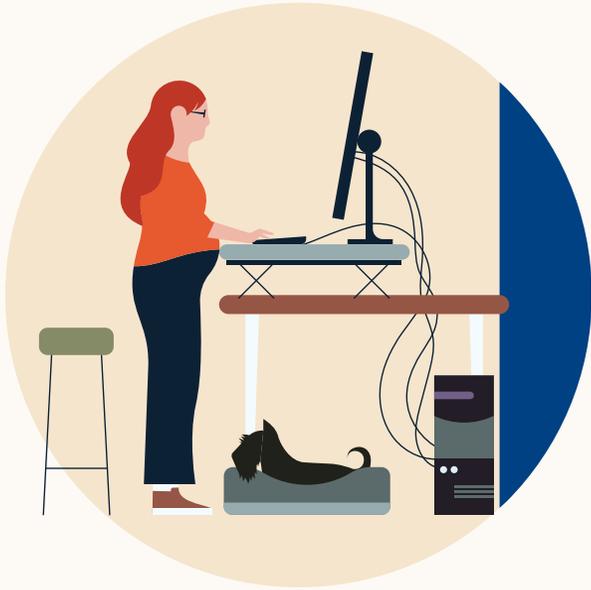
On March 1st
#remotework
started trending, and
“remote working”
searches on LinkedIn
Learning **have tripled.**



Companies in the IT and financial services sector are most actively discussing coronavirus.

Top Ten industries mentioning Coronavirus in their company updates





Since January, engagement on coronavirus-related topics continue to increase across regions and industries

% of Posts by trending topics

Culture and community

- Virtual collaboration tools (1.4%)
- Productivity (1.1%)
- Learning new skills (2.5%)

Health and well-being

- ProHealth (2.6%)
- Employee health (0.4%)
- Personal health (0.1%)

Business and productivity

- Gig economy (4.9%)
- Going digital (2.2%)
- Connectivity and bandwidth (1.5%)
- Supply chain (0.4%)
- Travel plans and contingencies (0.04%)

How organizations
are taking action
on LinkedIn



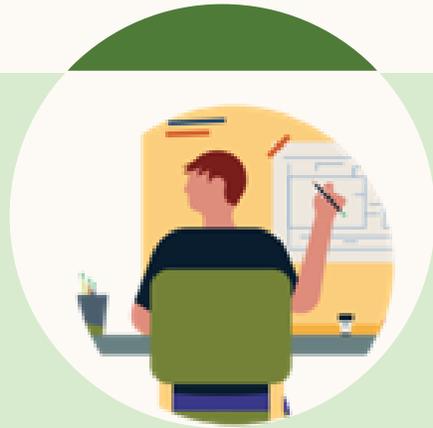
“Many companies are obviously facing very challenging times, particularly those in the hospitality and travel industry, but we have seen huge amounts of ingenuity and resilience as people come together on our platform to find ways through this.”

- Jon Addison, VP, LinkedIn Talent Solutions



As a brand, what does this mean for you?

Three principles to consider in times of uncertainty

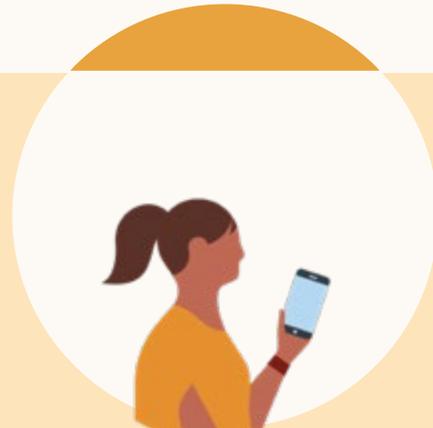


#1

Manage employees through change



Culture
Productivity
Learning



#2

Lead with trust



Reliability
Transparency
Corporate Responsibility



#3

Adapt to drive business continuity



Executive Leadership
Customer Centricity
Safety & Reassurance



Manage your employees compassionately through change

Amplify the culture of the organization, and use the right channels to reassure employees

Culture

- Share how your organization is keeping culture at the forefront in times of uncertainty
- Highlight how your employees are adjusting to the new normal
- Give insight into new virtual gatherings taking place within your organization

Productivity

- Share how employees are succeeding in the virtual workplace
- Thank employees for seamless digital collaboration
- Unveil new tools that help your community work remotely

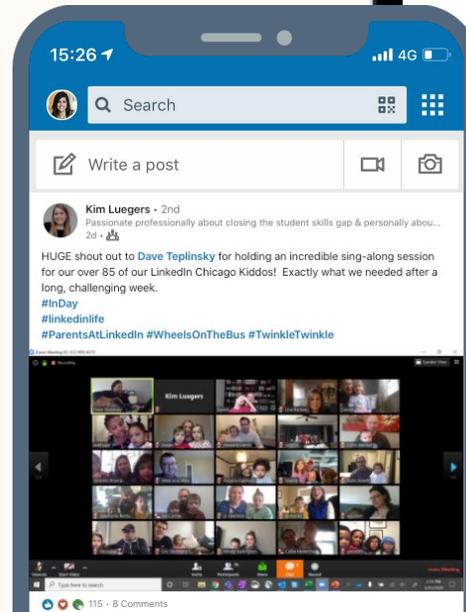
Learning

- Surface online courses relevant to your organization or industry
- Share educational industry reports and whitepapers
- Conduct virtual trainings

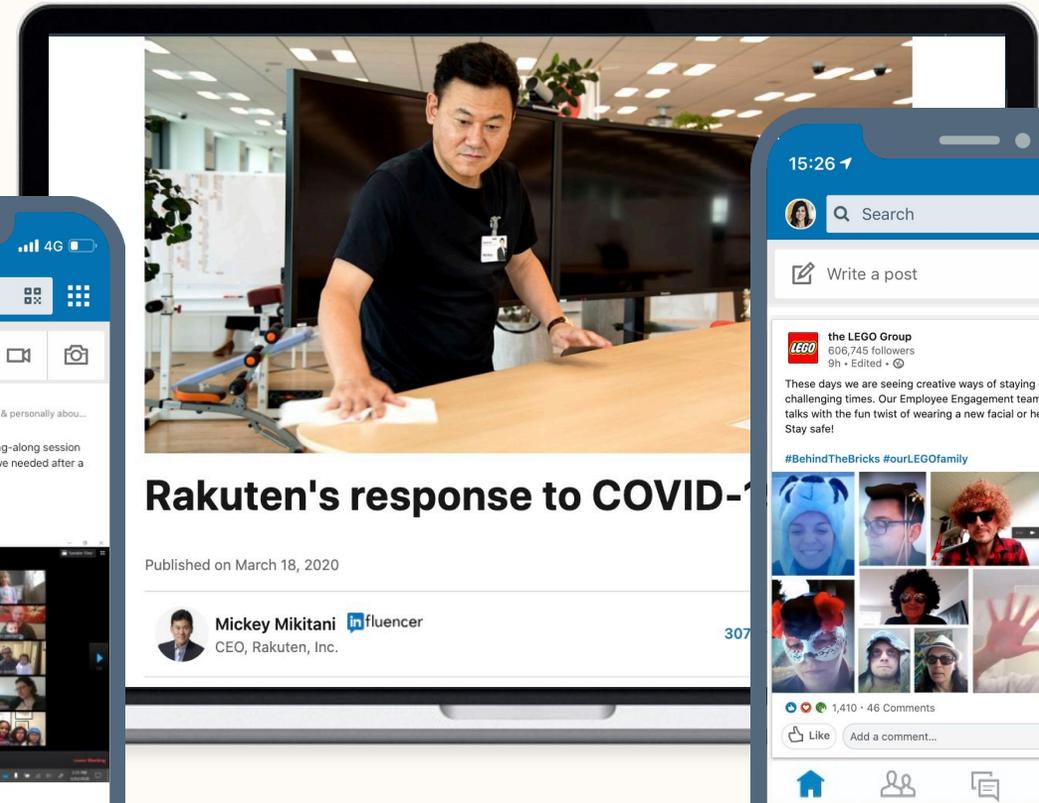
Culture

While technology is crucial in keeping teams connected, keeping spirits high and helping teams thrive during challenging times is also key.

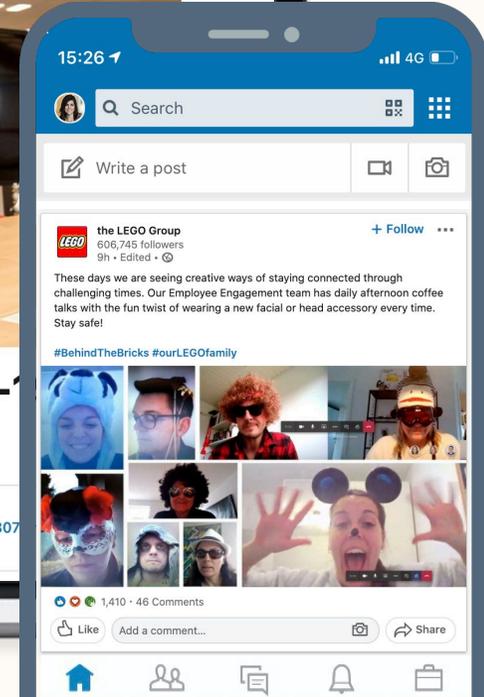
Many organizations are sharing how virtual gatherings or company-wide initiatives are keeping their culture alive.



LinkedIn hosts a sing-along session with over 85 of the employees' kids



Rakuten shared their approach to reducing risk by encouraging work from home, banning non-essential travel, cancelling events, and increasing use of video-conferencing.

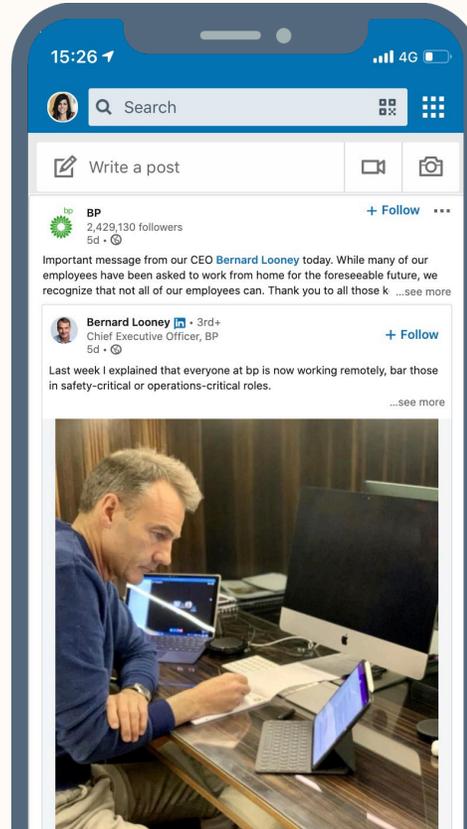


The LEGO Group exhibited its company culture through fun virtual communications and activities.

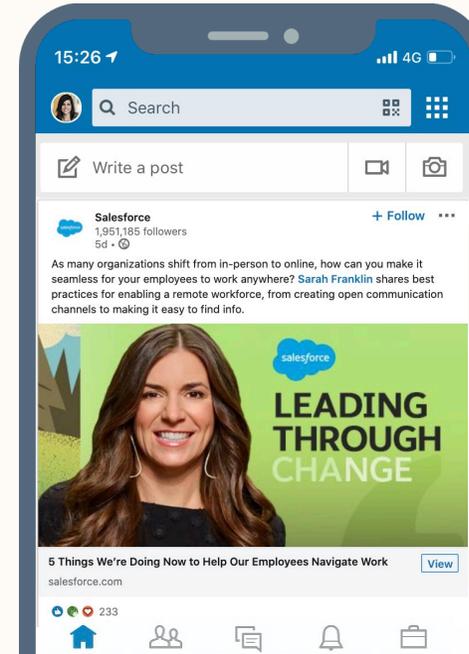
Productivity

The health, safety and well-being of employees is a top priority for businesses during these unprecedented times.

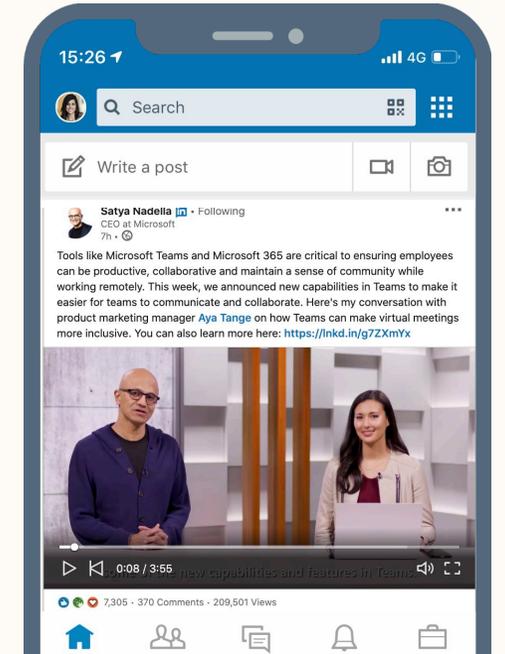
With more people working from home, companies are focused on helping their employees stay productive and connected.



BP thanked their employees and community for keeping operations running smoothly.



Salesforce shared best practices for enabling a remote workforce.

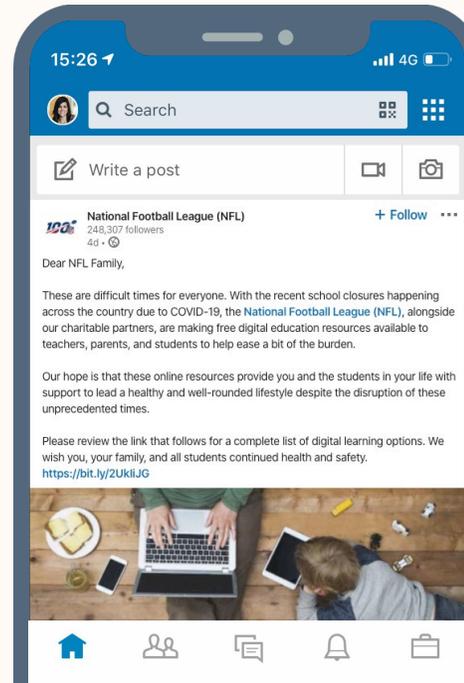


Microsoft demoed new features on Teams, their virtual collaboration tool.

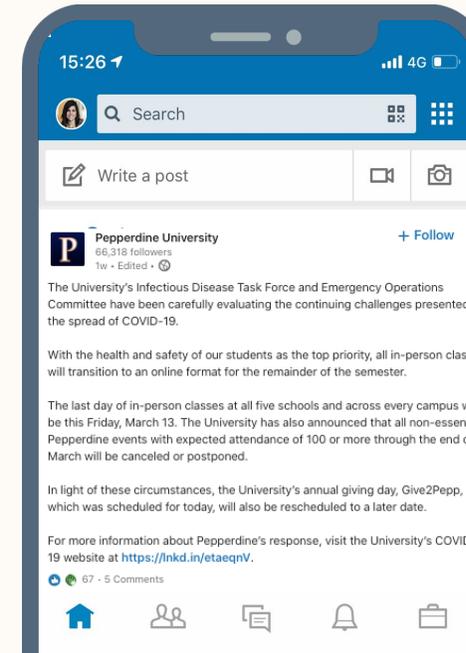
Learning

Much of the workforce depends on information to make progress on personal and professional goals.

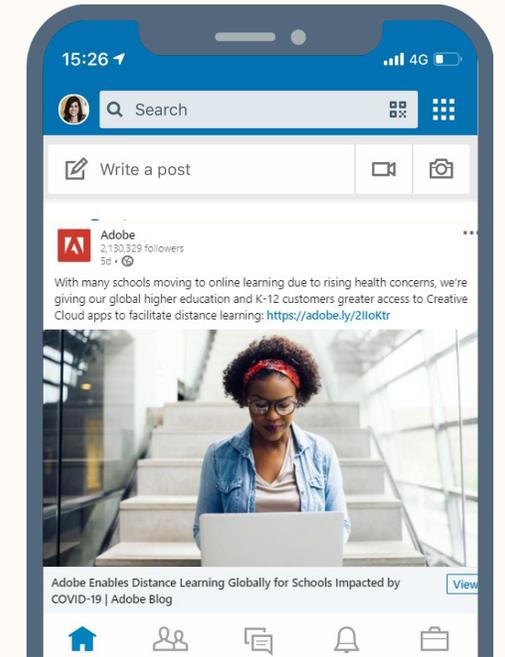
Brands with access to educational tools and material are finding creative ways to host content online so that their audience can continue learning from experts, other people and businesses.



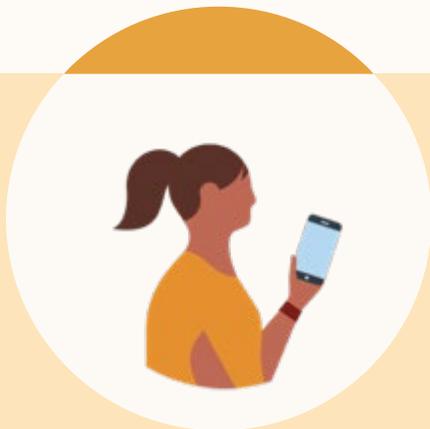
The **NFL** made free digital education resources available to their followers to help support a healthy lifestyle amid ongoing disruption.



Pepperdine University transitioned their student body over to an online format for the remainder of the semester.



Adobe gave students and teachers greater access to Creative Cloud apps to help facilitate distance learning.



Lead with trust

Demonstrate what drives your company and make your audience part of the mission to address the emerging landscape

Reliability

- Connect with customers and employees in the comments of your posts
- Be open about current challenges, but also celebrate how your brand is innovating during this time of uncertainty

Transparency

- Talk directly to prospects about challenging topics
- Join the conversation with your customers
- Understand the most pressing topics for your customers in order to shape your content

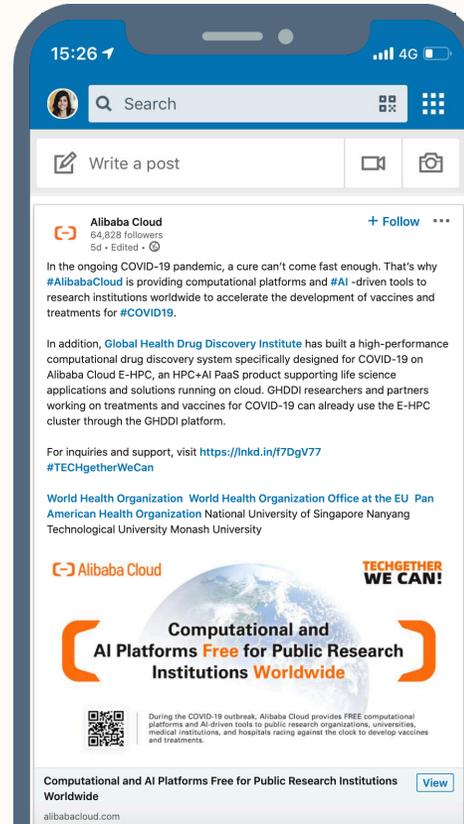
Corporate Responsibility

- Share commitments you are making to support your community
- Craft thought leadership on industry trends and what your brand is doing in support

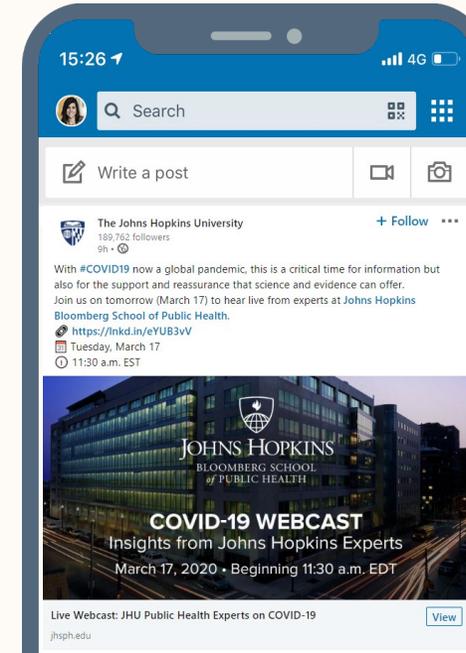
Reliability

In times of uncertainty, customers are looking for solutions and insights to help make the right business and personal decisions.

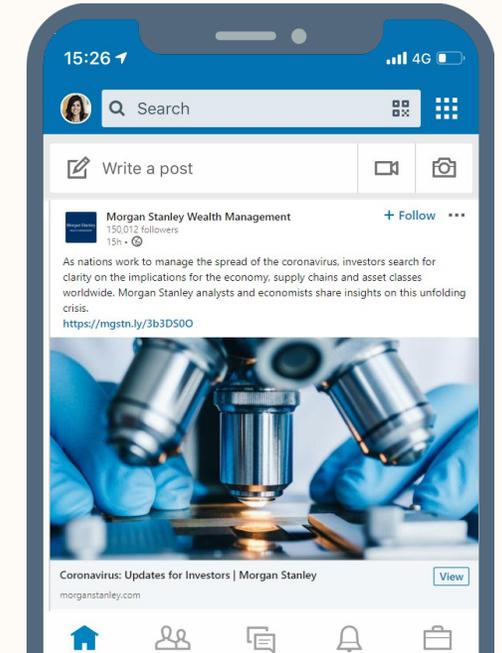
Brands are highlighting new innovations, insights and best practices to provide actionable information to customers and their broader community.



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



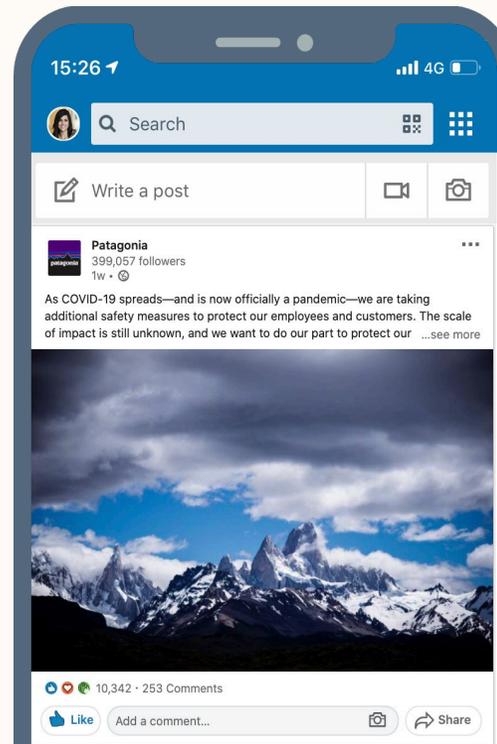
John Hopkins University hosted webinars with public health experts to share new information on COVID-19.



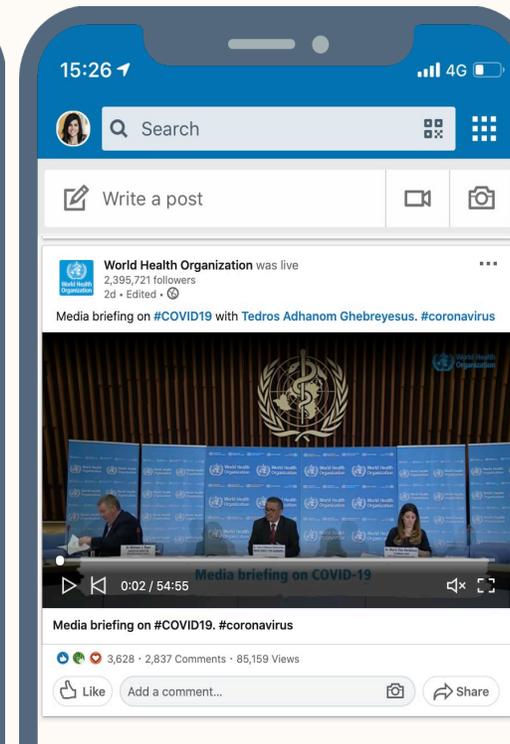
Morgan Stanley released insights for investors on the impact of COVID-19 on the economy, supply chains and global asset classes.

Transparency

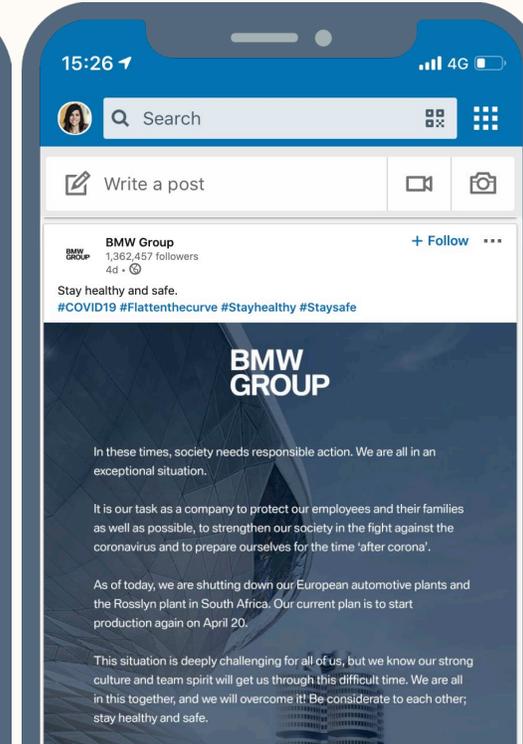
Transparency leads to trust and confidence in a brand. During uncertain times, openly sharing information will help keep your employees, customers and investors assured with your decision-making.



Patagonia shares public note to pending business closures and taking additional measures to protect employees and customers.



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

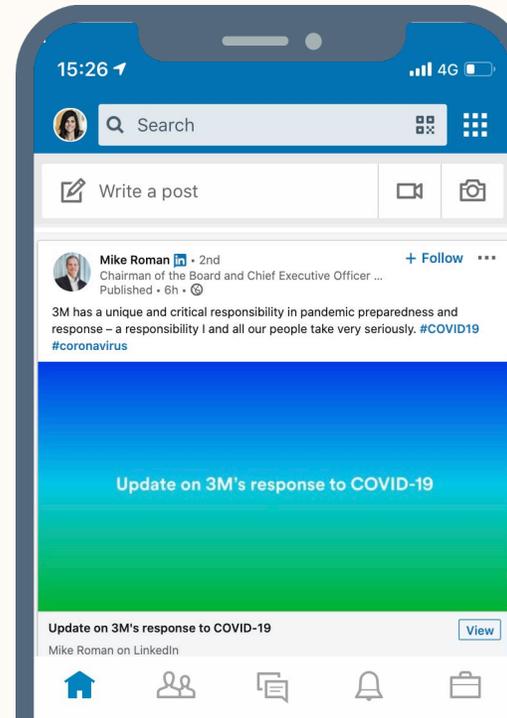


BMW Group reaches out during an exceptional situation with an honest note about European automotive plants.

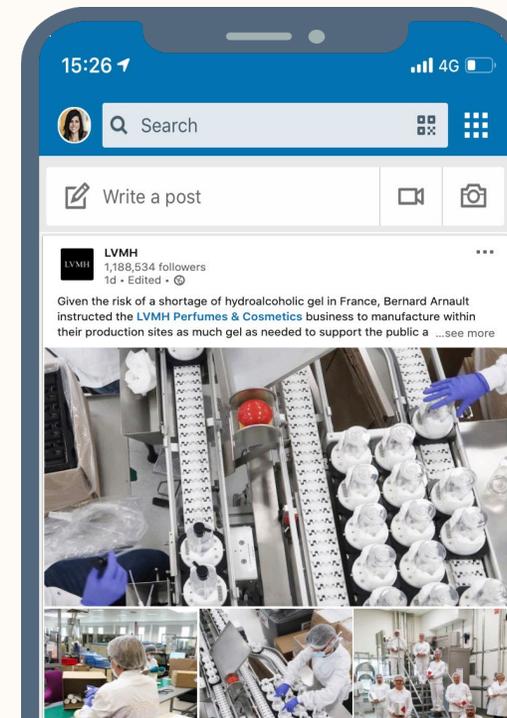
Corporate Responsibility

Companies are increasingly identifying and executing ways to support response efforts, like shifting products to create medical supplies, clothing.

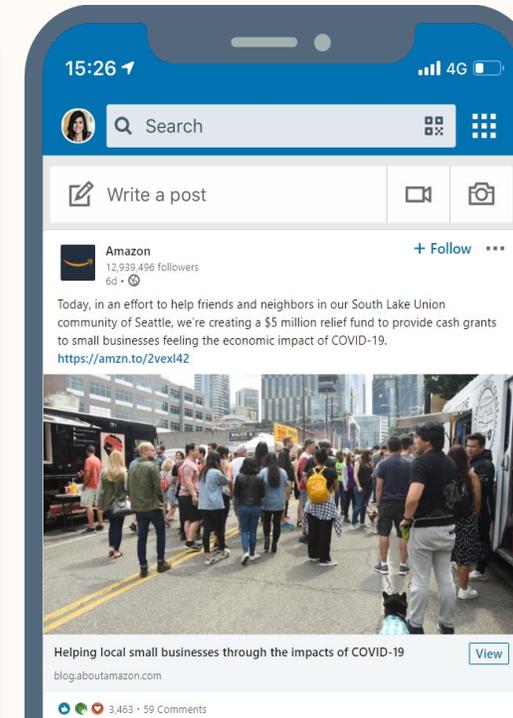
Brands are also providing financial relief to their communities.



Mike Roman, CEO of 3M announced the company's plan to increase production for critical medical supplies to impacted cities.



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



Amazon creates a relief fund to invest in and support small businesses who are feeling the economic impact of COVID-19.



Adapt to drive business continuity

Signal your values and lead the charge to meet evolving customer needs

Executive Leadership

- Take control of the narrative around your business and industry
- Demonstrate a thoughtful and authentic voice
- Build a sense of connectedness among your customer community

Customer Centricity

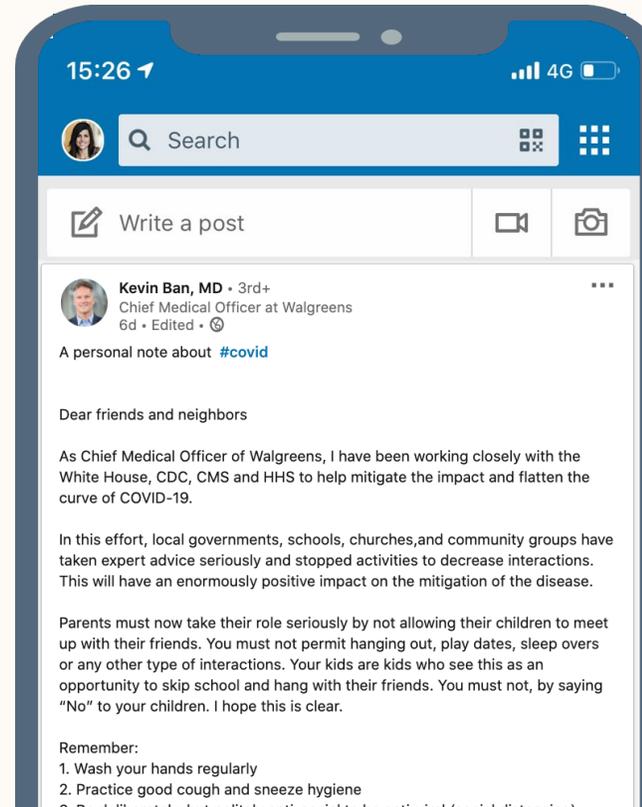
- Keep customers informed with up-to-date websites and information
- Listen to and read what customers are saying to effectively support and partner with them
- Provide turnkey resources to customers

Safety and Reassurance

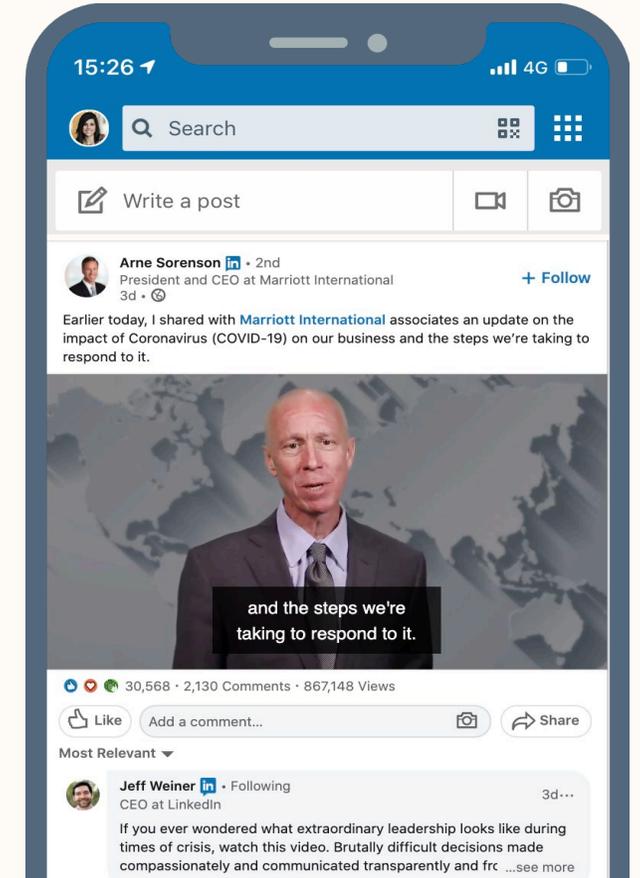
- Share your step-by-step plan to address the current challenges
- Connect with customers virtually
- Conduct webinars, virtual Q&A, and panels

Executive Leadership

Today's best leaders set an authentic vision by inspiring others to take action through clear, concise and compassionate direction.



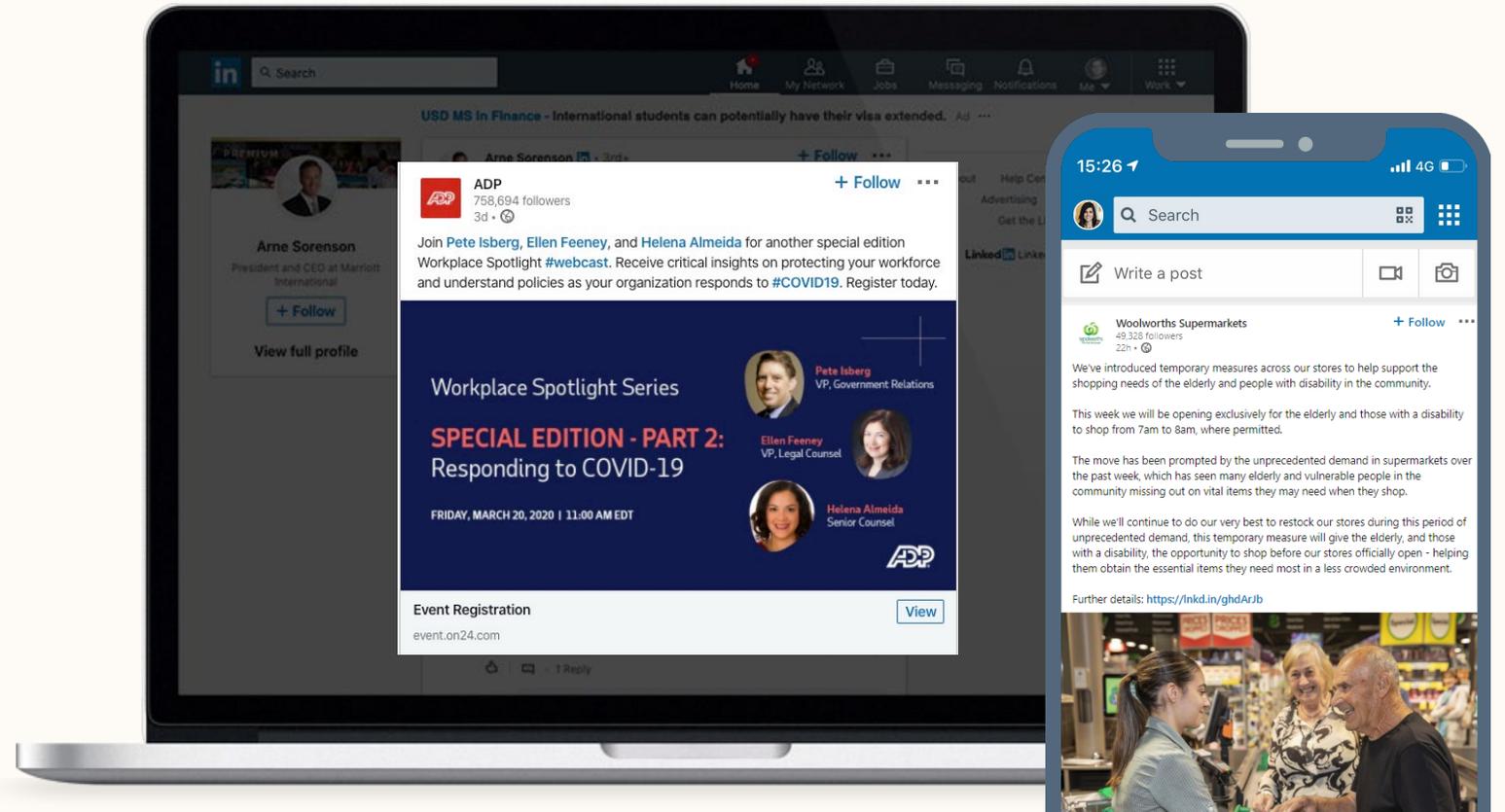
Kevin Ban, Chief Medical Officer, Walgreens wrote to parents about mitigating the spread of COVID-19.



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

Customer Centricity

The best way to understand your customers is by listening to what they need and adjusting your plan, brand and content accordingly.

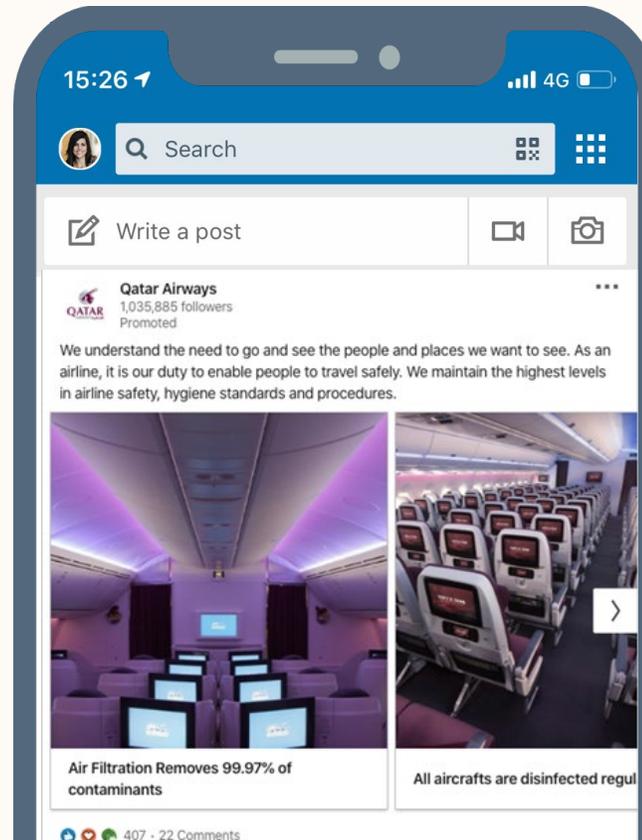


ADP created a webcast series to help companies protect their workforce and understand government policies.

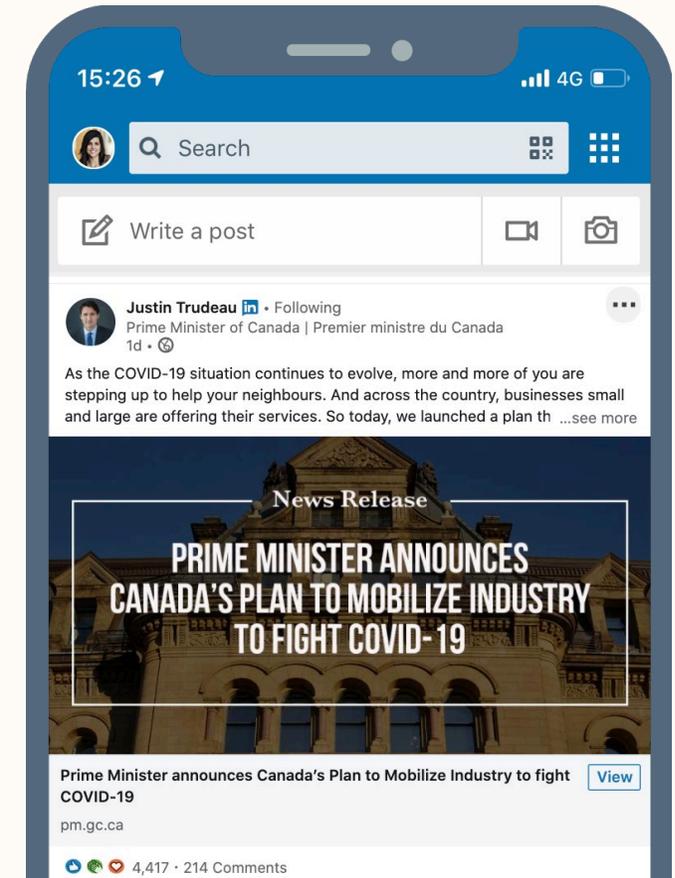
Australian grocery chain **Woolworths** updated store hours to support the needs of the elderly and disabled community

Safety and Reassurance

When navigating times of uncertainty, companies recognize that the safety and health of people is paramount. In government or industries that are impacted most heavily, sharing their plan to keep people secure can help to mitigate fear and risk.



Qatar Airways outlined precautions the company is taking to ensure safety and hygiene standards are increased on flights to help passengers keep safe.



Prime Minister Justin Trudeau published plans to mobilize Canadian industry in order to fight COVID-19.



When creating content, practice the fundamentals

1. Never lose sight of your customers' and employees' needs
2. Demonstrate trustworthiness
3. Bring your brand values to life
4. Be supportive
5. Be human
6. Listen intently
7. Be mindful of tone, timing and delivery
8. Look forward while keeping your finger on the pulse