Navigating Today’s Evolving World of Work

To help navigate the uncertainty during this time of unprecedented change, LinkedIn will continue to share data-based insights. As we adapt to this time of unprecedented changes, we’re committed to learning more about how companies are managing through this time of flux.

Here are how several organizations are managing the coronavirus and during this time of uncertainty, we continue to learn about the role of community. For marketers, it’s more important than ever to understand how people are thinking and feeling, and during this time of uncertainty, we continue to learn about the role of community.

What we’re seeing

- SMBs with 1-200 employees are driving the increase in posting pages.
- Enterprises are posting slightly less (-1% Weekly Posting Pages vs. pre-COVID period).
- Top Ten industries mentioning coronavirus during company updates.
- Top Trending #Hashtags

What we’re learning

- Be human, listen intently, and look forward while keeping a finger on the pulse of events.
- Be mindful of tone, timing, and delivery.
- Be supportive and participate in the conversation.
- Educate and inform your customers; how they show up and provide value to them is critical. Do what is possible to support a healthy lifestyle.

What we’re doing

- Share resources to help companies and organizations worldwide.
- Invitation to the LinkedIn 2020 Maverick Award nominations is now open.
- The Lego Group has pivoted its production to make hospital gowns for coronavirus patients.
- LVMH strategy to help meet increasing demand for hand sanitizers.

Engagement on LinkedIn related to coronavirus increased almost 7x in March 2020 compared to February 2020, and this growth continues as people come together to tell their stories.

LinkedIn is sharing more data and insights to help inform our marketing and advertising community.

What we’re seeing

- Engagement on LinkedIn related to coronavirus increased almost 7x in March 2020 compared to February 2020, and this growth continues as people come together to tell their stories.
- When creating content during times of uncertainty, practice the fundamentals. Be mindful of tone, timing, and delivery.
- Be supportive and participate in the conversation.
- Educate and inform your customers; how they show up and provide value to them is critical. Do what is possible to support a healthy lifestyle.

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