Insight Boost: Making Sense Through Change

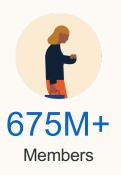


Melissa Furze
Global Director of Marketing Insights

Our goal today is –

to share insights on how members, advertisers and brands are engaging on the LinkedIn platform and give you the confidence to act in these evolving times...

Our Economic Graph creates a powerful data ecosystem





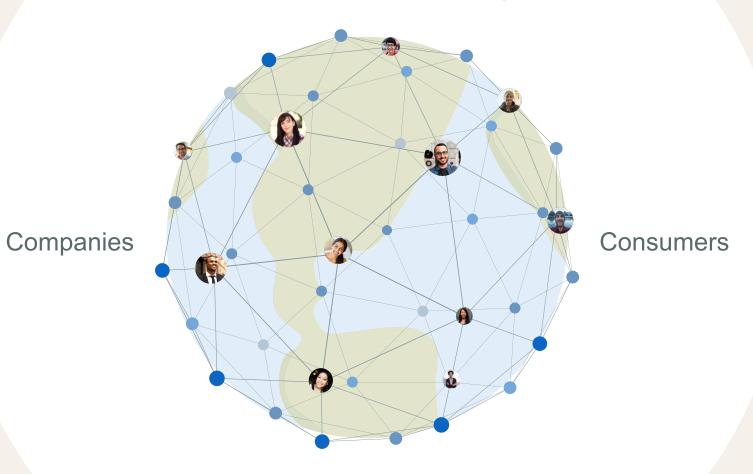




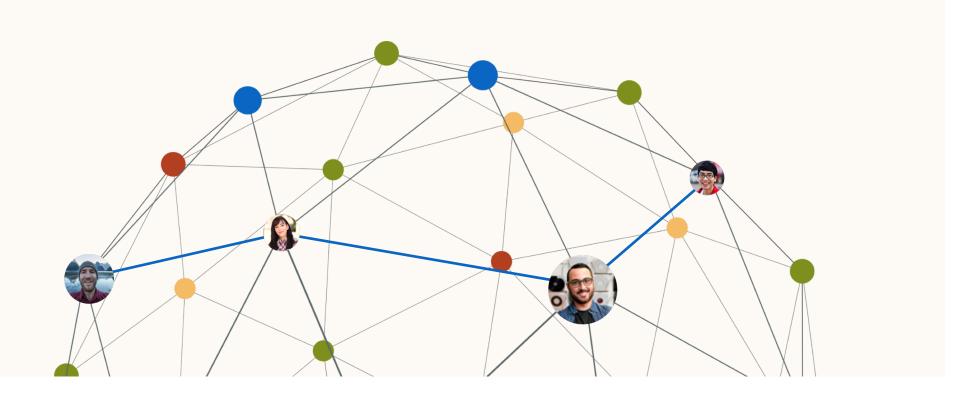




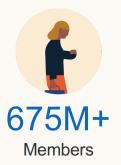
In a **two-sided** marketplace



Over time, our members & organizations create digital footprints



And allow us to unlock powerful insights













90K+ Schools



Actionable Insights

Quality Reach

- Audience insights,
- B2B & B2C Consumer behavior

Right customers

- Emerging industries,
- Competitive intelligence
- Market dynamics
- Influencer analysis

Competitive intel

- Connections,
- Buyingaudiences
- · Brand health

Market Intel

Emerging buyingaudiences

Networks

- Organizations
- Emerging sales areas

Knowledge Economy

- Interests
- Topic ownership
- Publisher insights
- Content marketing effectiveness

We are in a Volatile, Uncertain, Complex & **Ambiguous** (VUCA) world









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In this episode of the Price-to-Value Podcast, our portfolio managers discuss the expected near-term impact of COVID-19 and resulting market volatility on our portfolios, as well as our long-term outlook for the opportunity that we believe this volatility will create.

https://lnkd.in/eN7vShg

The Coronavirus: Near-Term Impact and Long-Term Outlook



Podcasts | Insights and Reports | Southeastern Asset Management

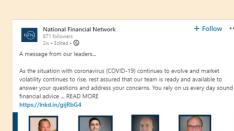
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+ Follow ••• Bleakley Financial Group Peter Boockvar joins Squawk Box on CNBC to help make sense of the coronavirusdriven market volatility. #econo

Markets just need to get through the next six weeks, says Bleakley's

STOCK FUTURES BOUNCE

Market Volatility and the **Anatomy of Mortgage Rates**



with Gary DeStefano and 3 other



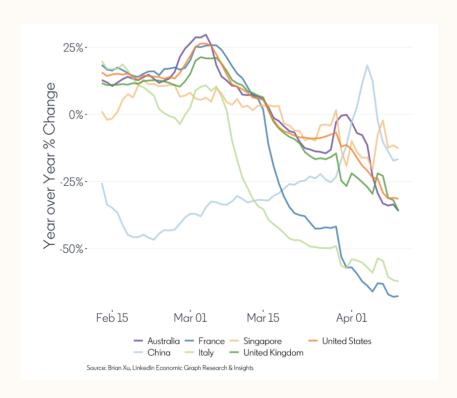




LinkedIn's hiring rate shows early insight into how the labor market is responding and what might lie ahead for those who are just beginning to feel the impact.

Countries around the world are in different stages of uncertainty

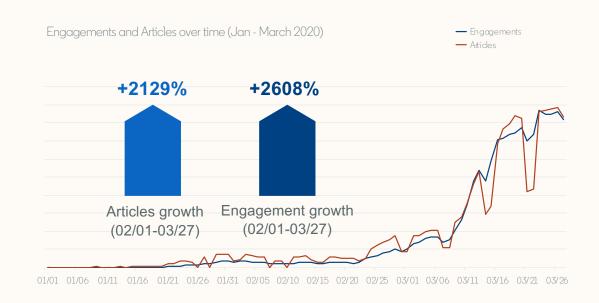
LinkedIn hiring rate year over year (in %)



Source: LinkedIn Platform Data, February - April 20 2020

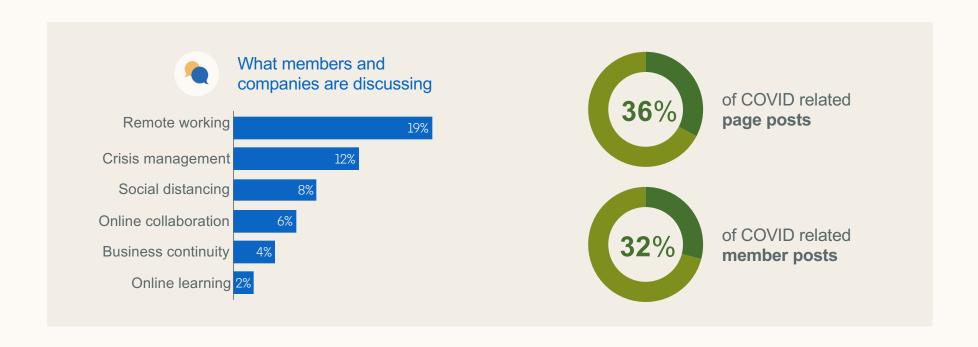
Member
Engagement on
LinkedIn related
to coronavirus
has increased
sharply in recent
weeks

with the uptrend rapidly increasing toward the end of February



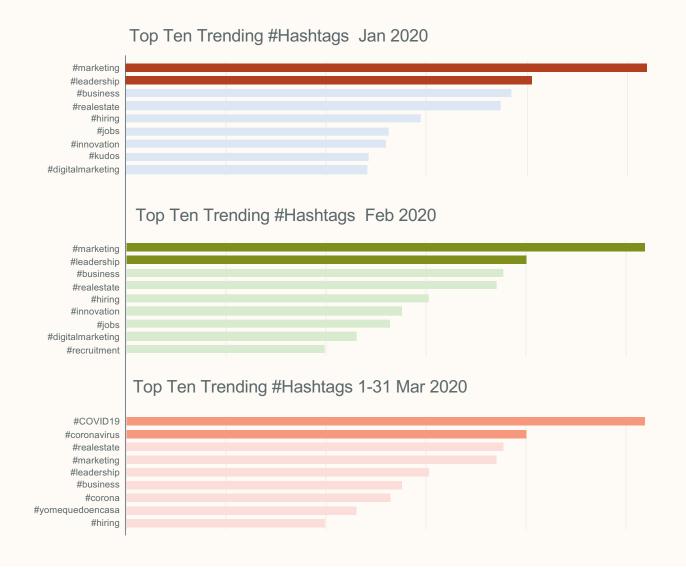
Companies are **posting more** with posts and shared content increasing

in comparison to weeks prior to the global onset of coronavirus



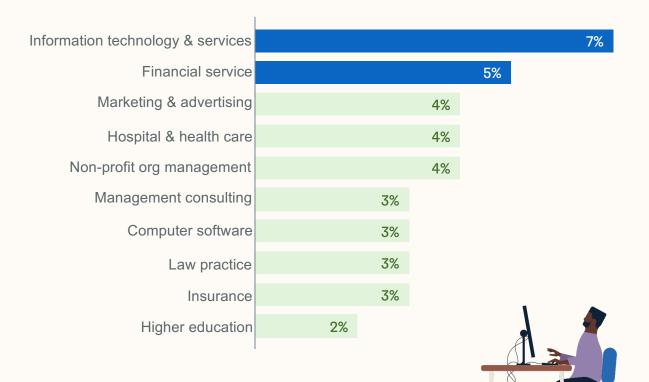
Conversations
on LinkedIn
are shifting
in relation
to today's
environment





IT companies
and financial
services
sector are
most actively
discussing
coronavirus

Top ten industries mentioning coronavirus during company updates



Source : LinkedIn internal Data, Dec 19 – Mar 20

Members
are flocking
to trusted
sources
seeking the
latest
information

Source (top2): Coronavirus Professional Impact survey fielded March 11-17, 2020 among 2455 LinkedIn members in the US in a Vision Critical Insights Community

Source (Bottom2): LinkedIn Platform data March 2019 vs. Mar 2020)



40%
of LinkedIn
Members report
reading the news
more frequently



30% are checking social media more often to stay up-to-date with the result of coronavirus outbreak



55%

year-over-year increase in conversations among connections on LinkedIn as people look to reconnect with their network



60%

year-over-year increase in content creation on LinkedIn



Brands' organic activity on LinkedIn has increased in the last week, specifically around coronavirus



+8%	increase in weekly posting Pages
+10%	increase in content Shared by Pages
+16%	increase in Lead Gen or Brand Awareness campaigns
+78%	increase in coronavirus- related videos
+20%	weekly increase in original posts with native video
+13%	increase in thought leadership by sharing industry news or third-party articles

Majority of marketers (63%) are adjusting messaging and advertising today



+41%

Mission-based marketing

Cause-related marketing

Source: IAB Coronavirus Ad Spent Impact: Buy Side (3-27-20)

As a brand, what does this mean for you?

Three principles to consider in times of uncertainty



1

Manage employees through change



2

Lead with trust



3

Adapt to drive business continuity

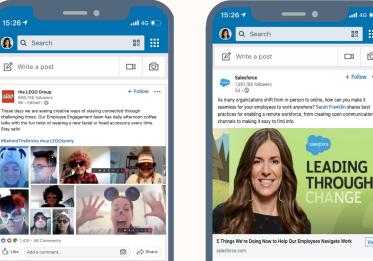
Manage employees through change

Culture Q Search 88 # Write a post + Follow --the LEGO Group 606,745 followers 9h • Edited • ⊗ These days we are seeing creative ways of staying connected through hiese days we are seeing cleare ways or saying connected unlough shallenging times. Our Employee Engagement team has daily afternoon coffee alks with the fun twist of wearing a new facial or head accessory every time.

The LEGO

fun virtual

activities.



Group exhibited its company culture through communications and

Salesforce shared best practices for enabling a remote workforce.

Productivity

Write a post

88

□ 1

+ Follow •••

LEADING THROUGH

Learning Q Search 80 Write a post 口回 + Follow •• These are difficult times for everyone. With the recent school closures happenin across the country due to COVID-19, the National Football League (NFL), alongs our charitable partners, are making free digital education resources available to teachers, parents, and students to help ease a bit of the burden. Our hope is that these online resources provide you and the students in your life with support to lead a healthy and well-rounded lifestyle despite the disruption of these unprecedented times. wish you, your family, and all students continued health and safety

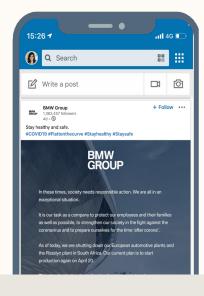
The NFL made free digital education resources available to their followers to help support a healthy lifestyle amid ongoing disruption.

Lead with Trust

Reliability



Transparency



Corporate Responsibility



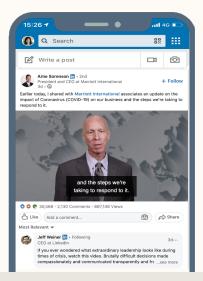
Morgan Stanley

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

BMW Group reaches out during an exceptional situation with an honest note about European automotive plants. **LVMH** pivoted their production strategy to help meet increasing demands for medical supplies.

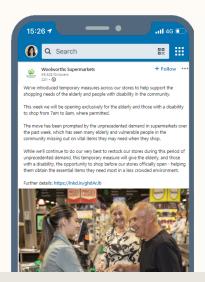
Adapt to drive business continuity

Executive Leadership



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

Customer Centricity



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

Safety & Reassurance



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

Thank you

