



Navigating today's evolving world of work

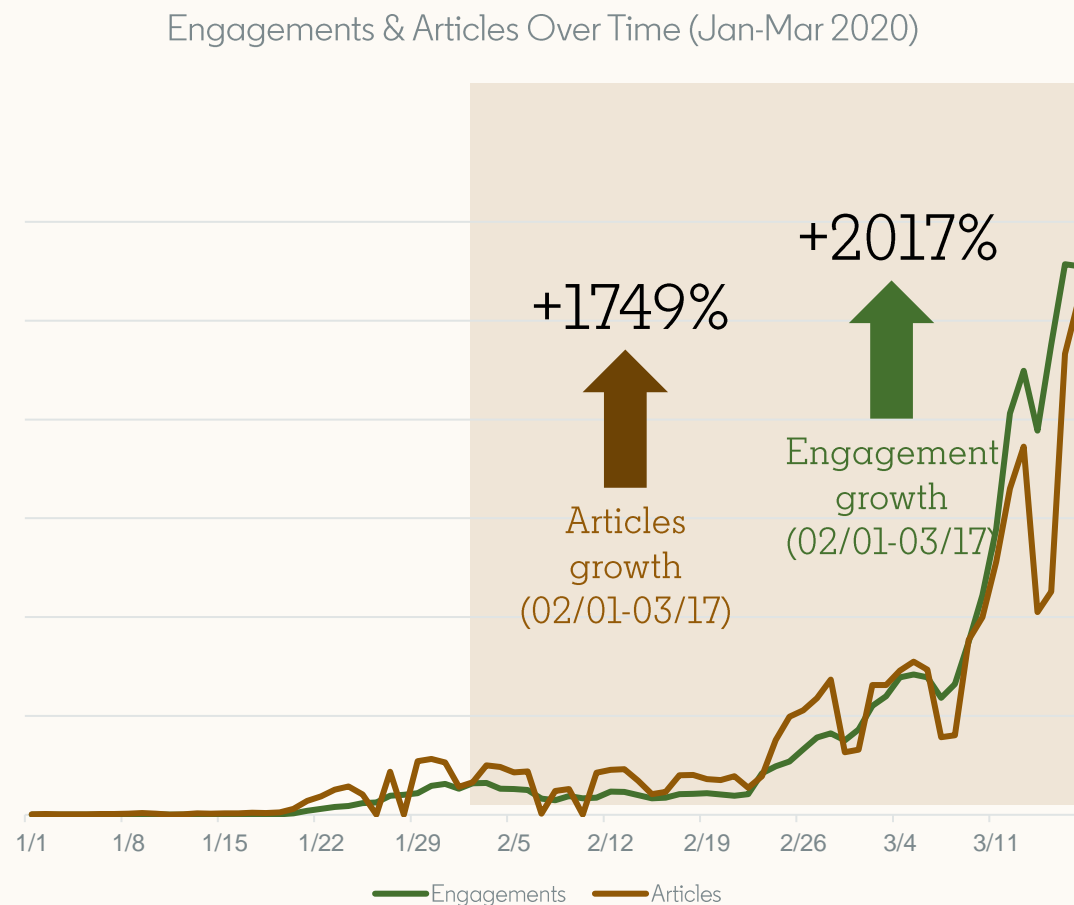
Insights to help inform our
marketing community

March 2020

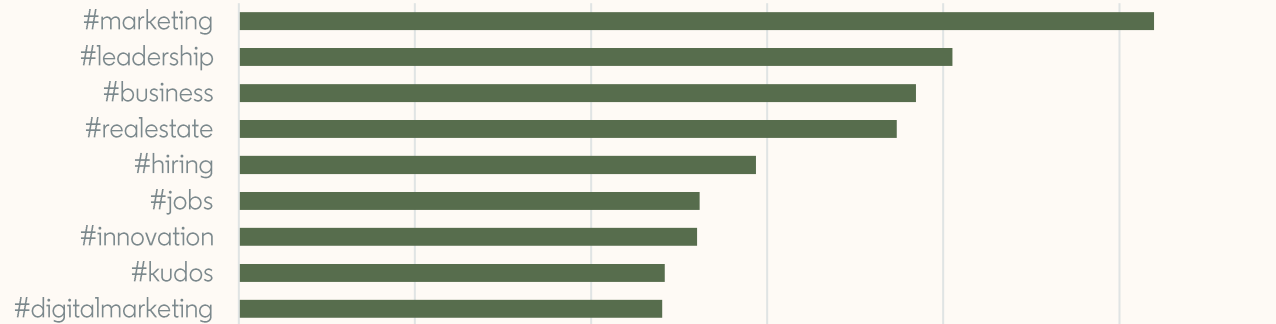


Member engagement on coronavirus has increased sharply in recent weeks

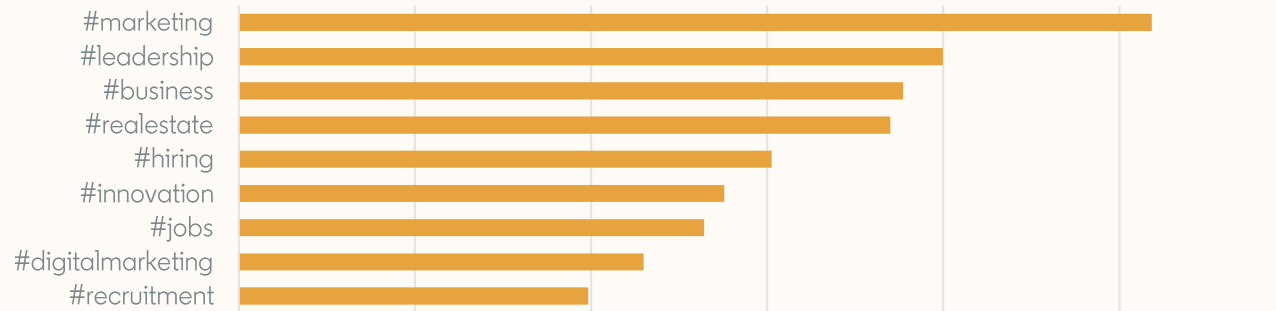
The uptrend began at the third week of January but rapidly increased end of February



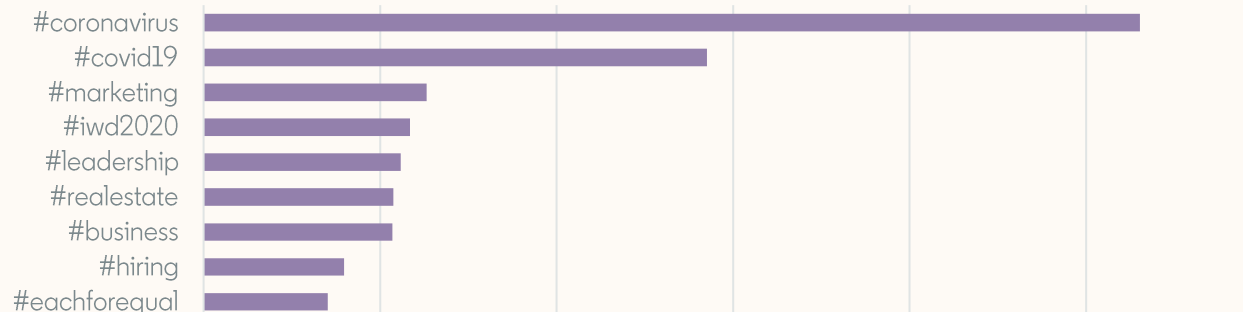
Top Ten Trending #Hashtags Jan 2020



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 March 17,
coronavirus is the
No. 1 trending
hashtag

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

7x

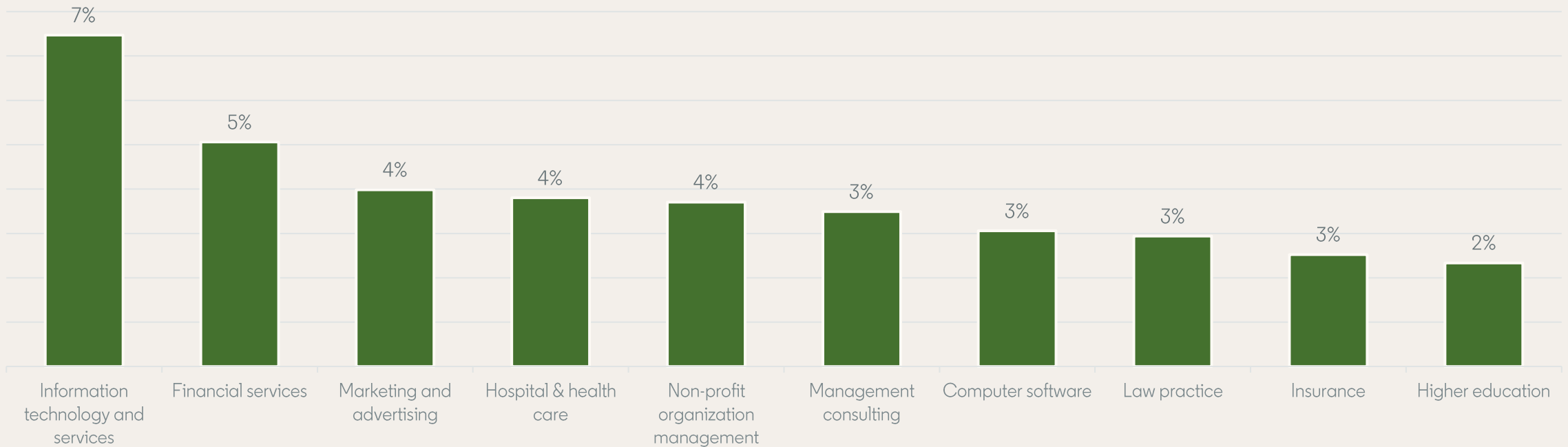
Alongside other hashtags
like #prevention, #safety,
and wellbeing as members
share content to help raise
awareness.

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%)

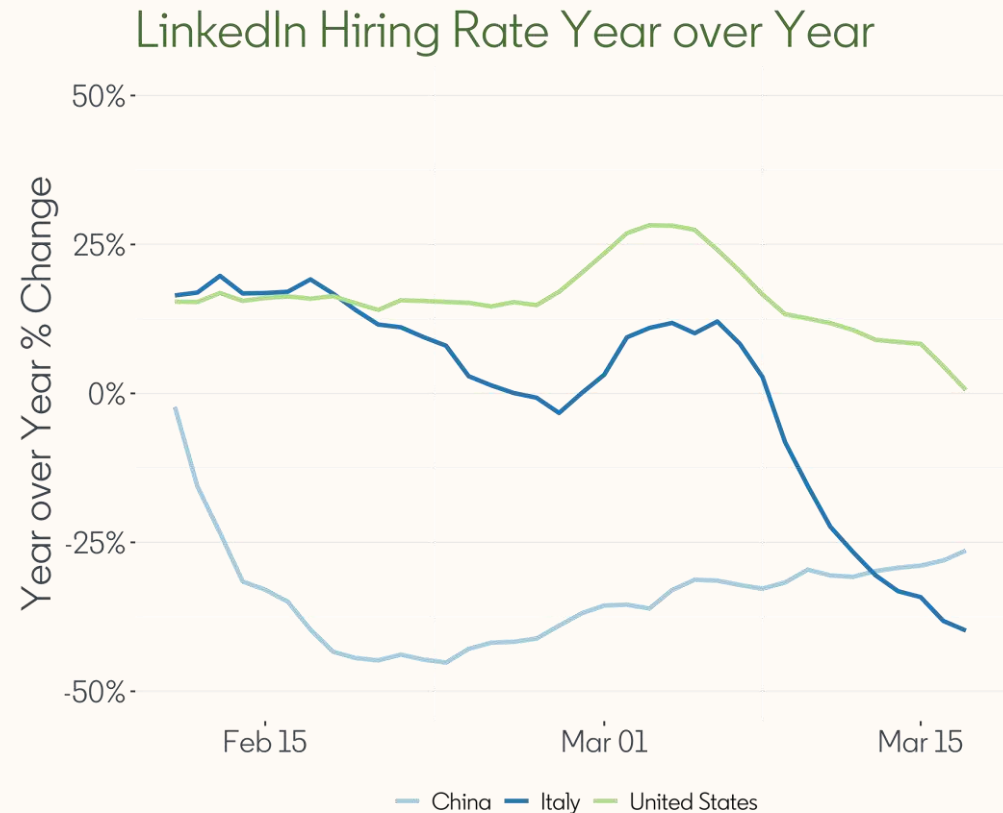
Business and productivity

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

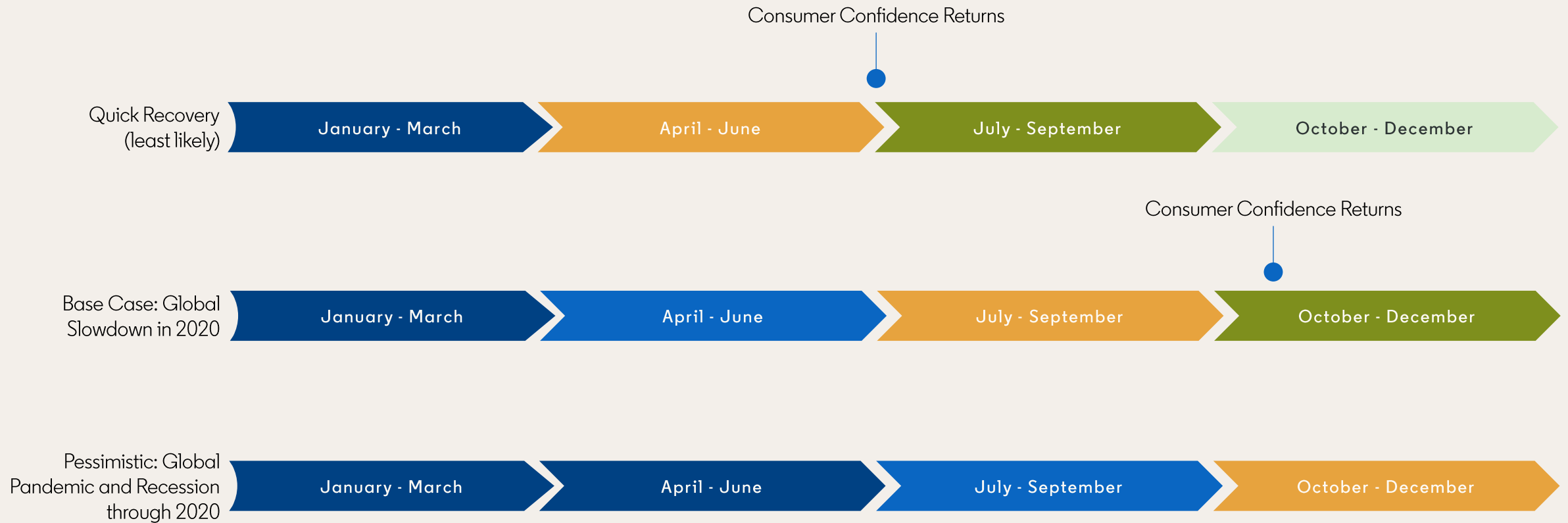
LinkedIn's hiring rate shows early insight into how the labor market is responding and what might lie ahead for those who are just beginning to feel the impact.

Some companies have been adapting interview processes that may slow the time-to-hire, while we may see others delay start dates for the time being.

Countries around the world are in different stages of uncertainty



Global businesses will continue to prepare for a range of outcomes until stability is reached



Source: McKinsey "COVID-19: Implications for Business"

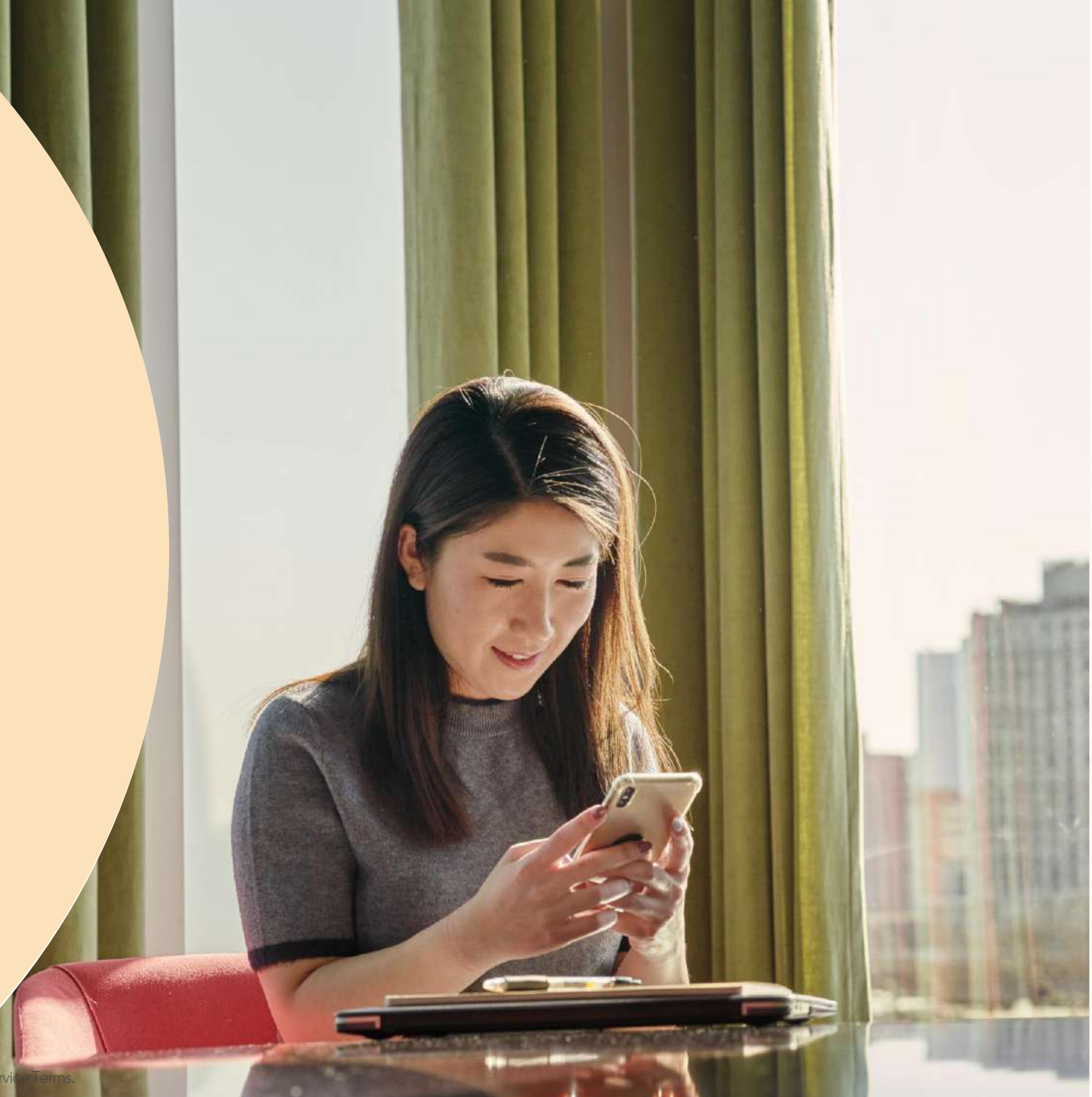
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How organizations are taking action on LinkedIn



“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?

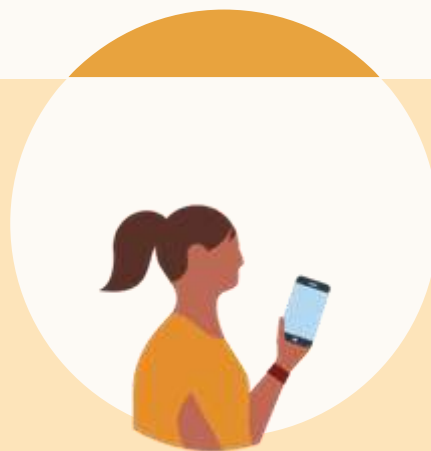
Three principles to consider in times of uncertainty



#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

- Connect with others virtually
- Provide support groups & access to mental health resources
- Create virtual team social events
- Recognize great work while working from home
- Engage in online courses for personal interests

Productivity

- Engage in virtual meetings
- Communicate casually via virtual chats
- Collaborate seamlessly
- Manage programs and projects while working from home
- Equip your teams to have a voice aligned to your brand purpose

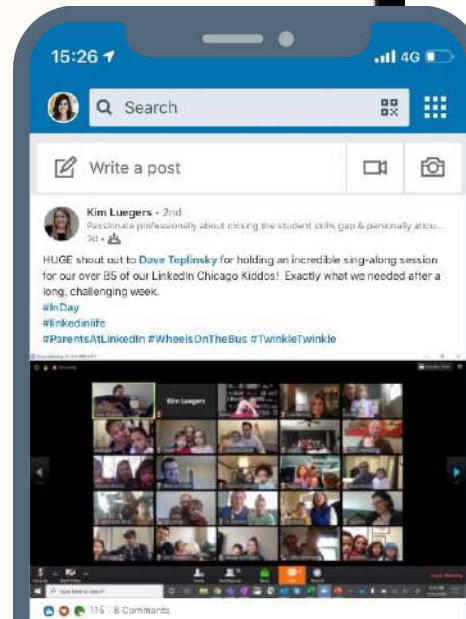
Learning

- Learn from online courses (career development, industry knowledge)
- Share educational industry reports and whitepapers
- Conduct virtual trainings

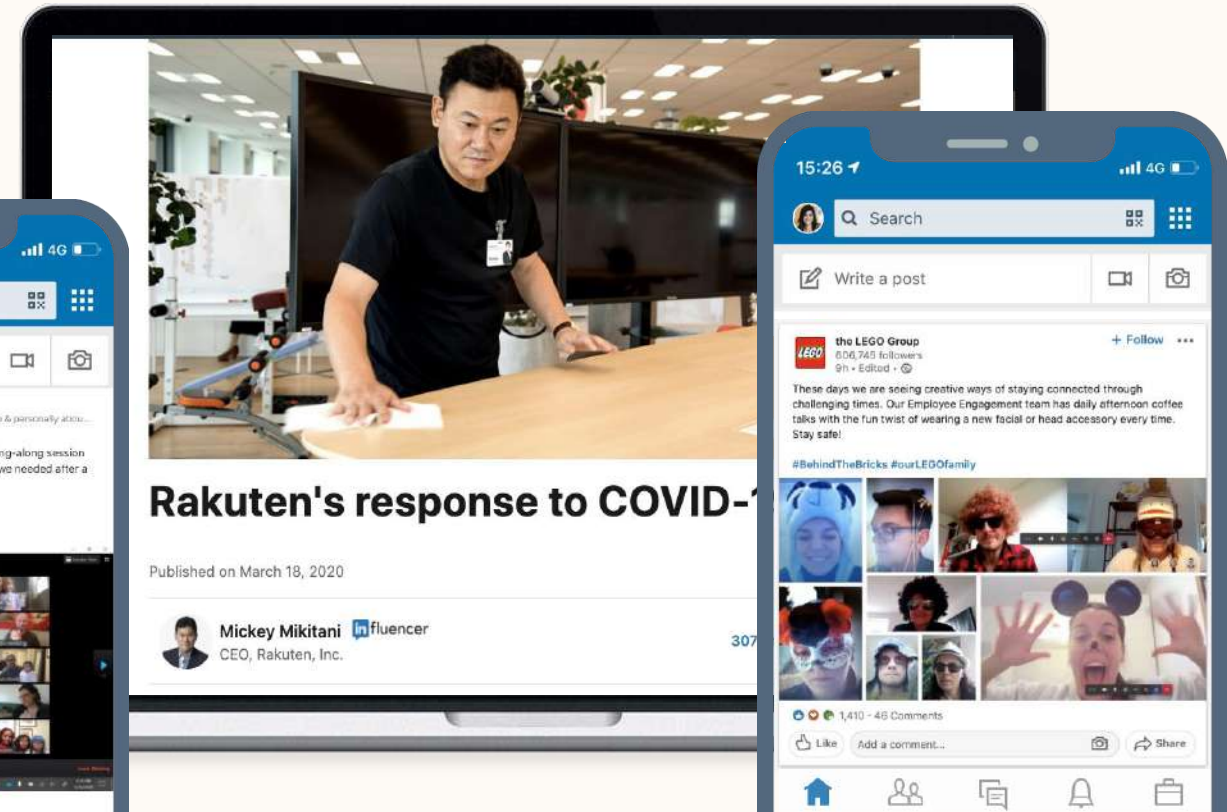
Culture

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



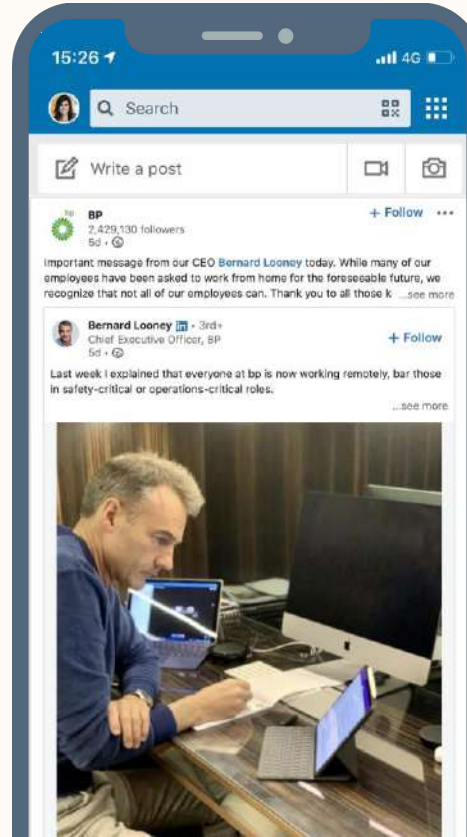
Rakuten shared their approach to reducing risk by encouraging work from home, banning non-essential travel, cancelling events, and increasing use of video-conferencing.

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

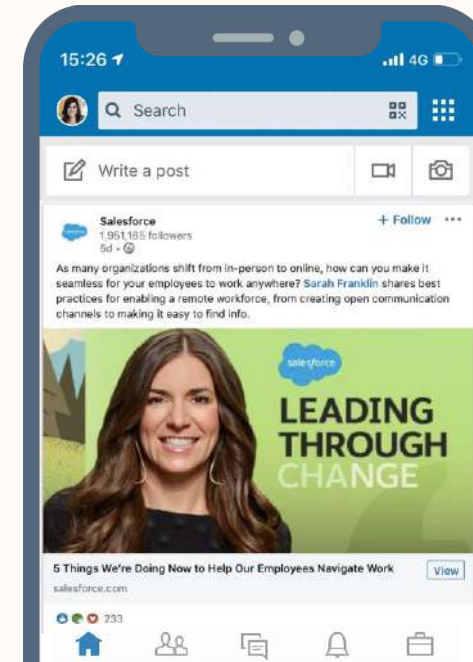
Productivity

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

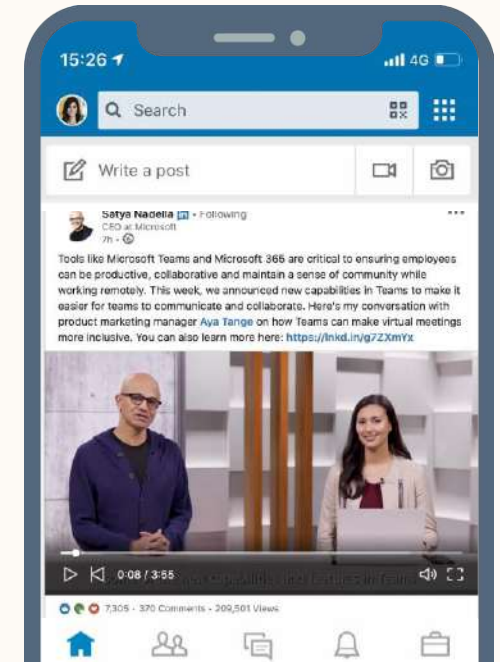
With more people working from home, companies are focused on helping their employees stay productive and connected.



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



Salesforce shared best practices for enabling a remote workforce.

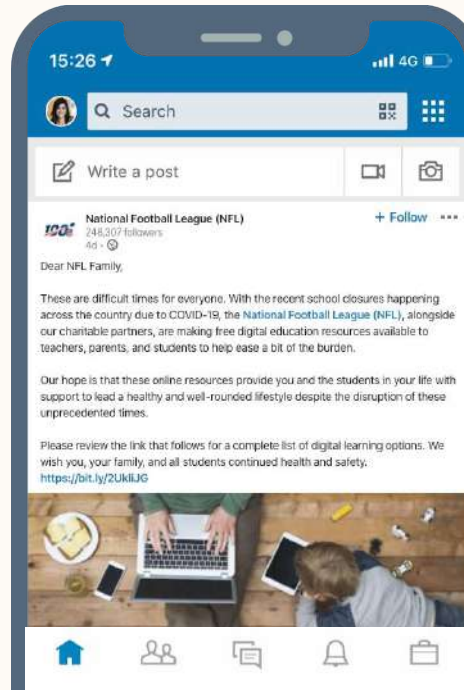


Microsoft demoed new features on Teams, their virtual collaboration tool.

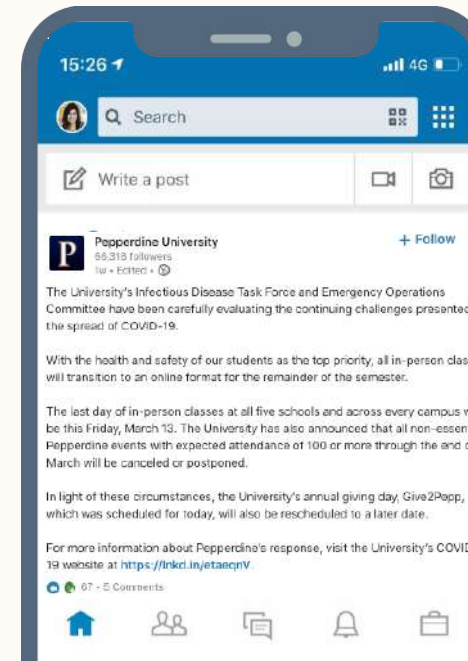
Learning

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

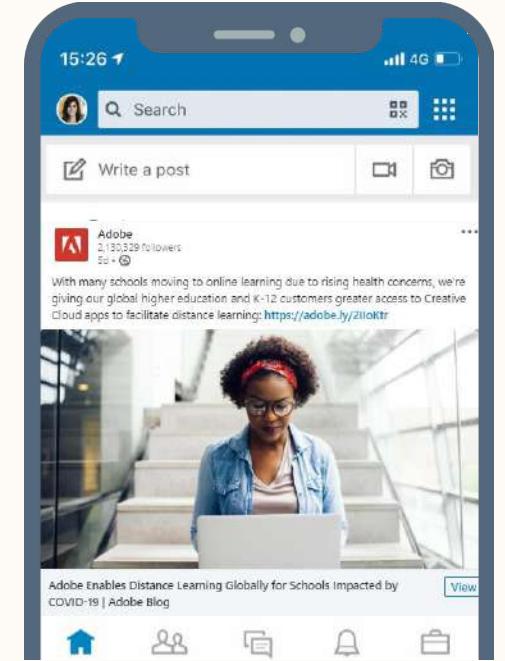
Brands with access to educational tools and material are finding creative ways to host content online so that their audience can continue learning from experts, other people and businesses.



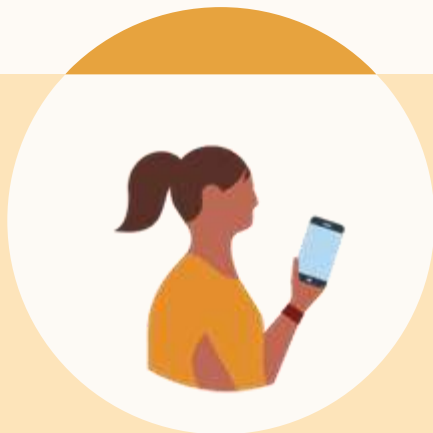
The **NFL** made free digital education resources available to their followers to help support a healthy lifestyle amid ongoing disruption.



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 be part of the mission to tackle the existing landscape

Reliability

- Connect with customers and employees in a place they can trust
- 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

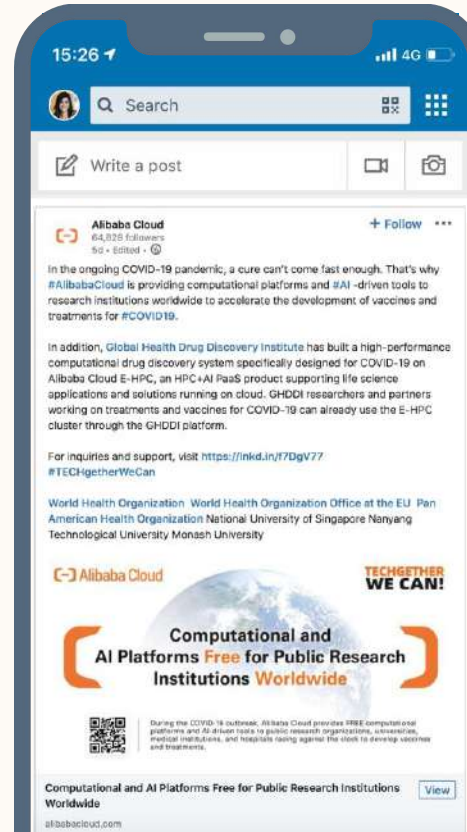
Corporate Responsibility

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

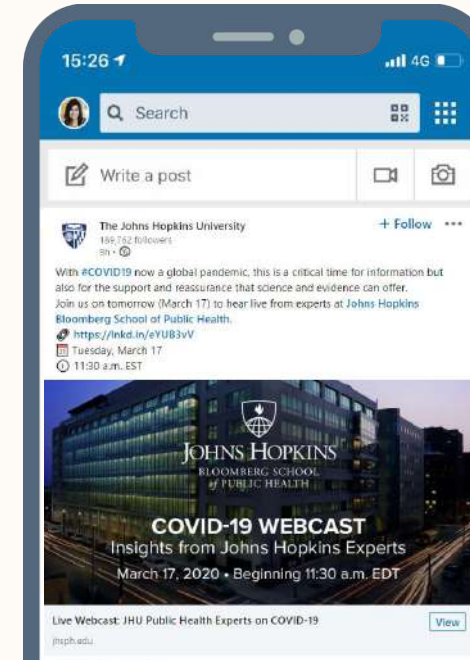
Reliability

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

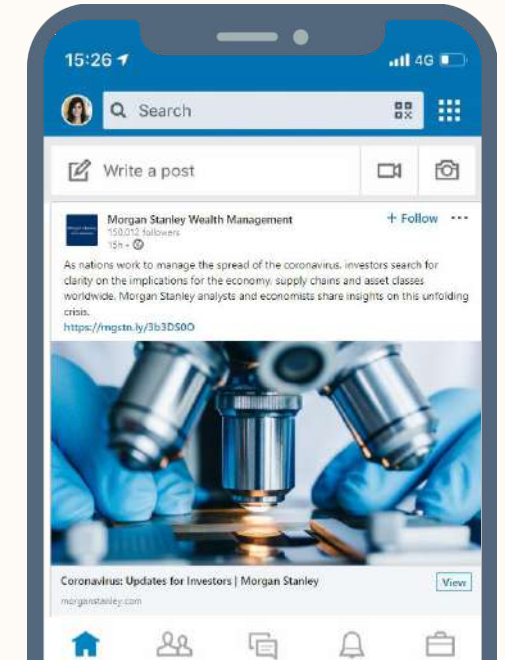
Brands are highlighting new innovations, insights and best practices to provide actionable information to customers and their broader community.



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



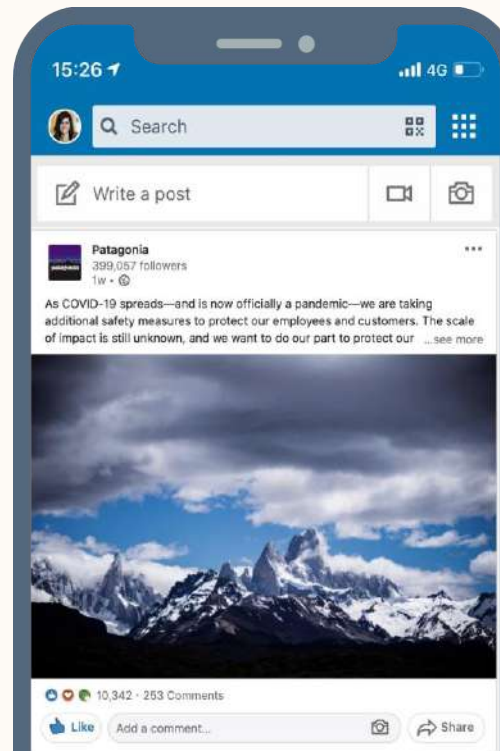
John Hopkins University hosted webinars with public health experts to share new information on COVID-19.



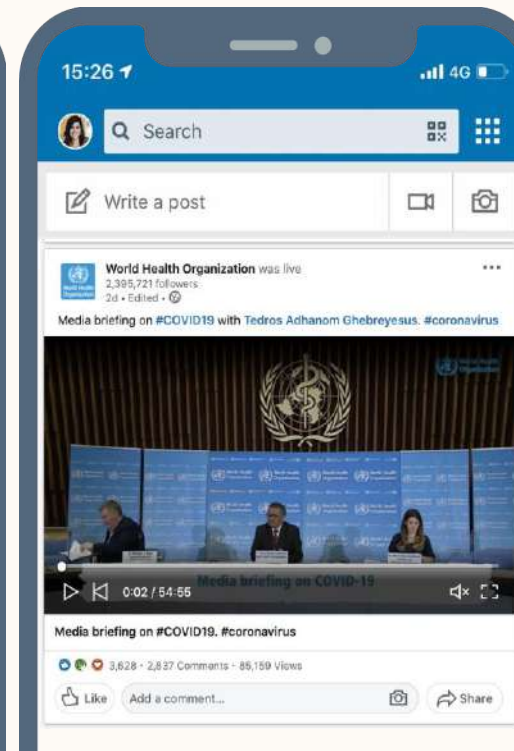
Morgan Stanley released insights for investors on the impact of COVID-19 on the economy, supply chains and global asset classes.

Transparency

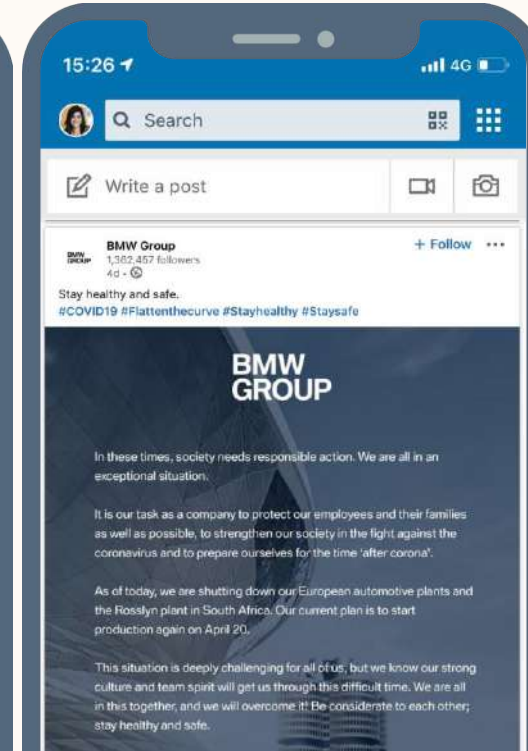
Transparency leads to trust and confidence in a brand. During uncertain times, openly sharing information will help keep your employees, customers and investors assured with your decision-making.



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.

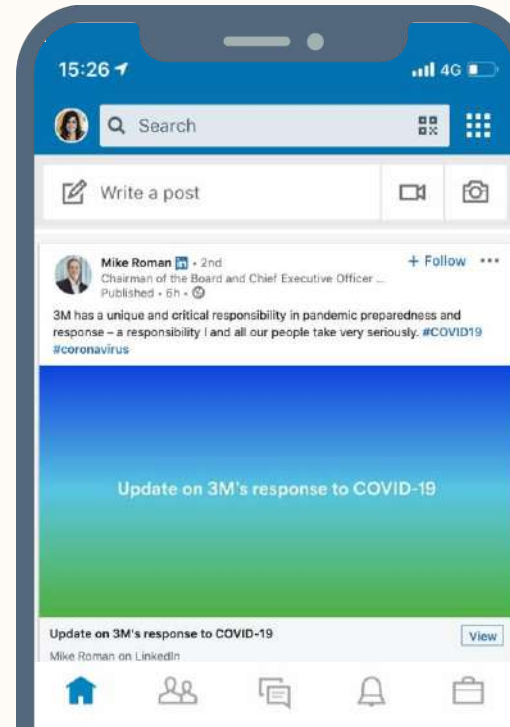


BMW Group reaches out during an exceptional situation with an honest note about European automotive plants.

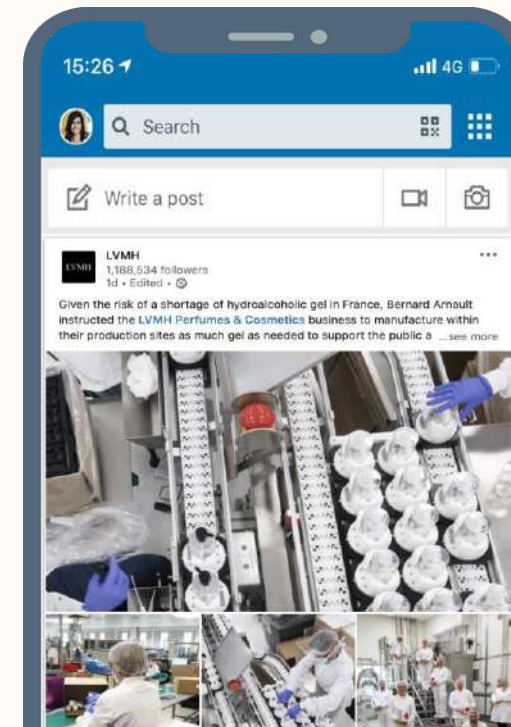
Corporate Responsibility

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

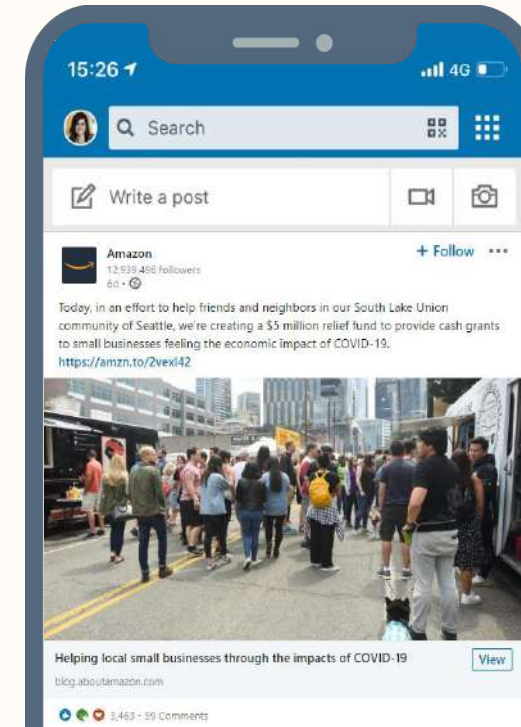
Brands are also providing financial relief to their communities.



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 their business and industry
- Demonstrate a thoughtful and authentic voice
- Build a sense of connectedness among your customer community

Customer Centricity

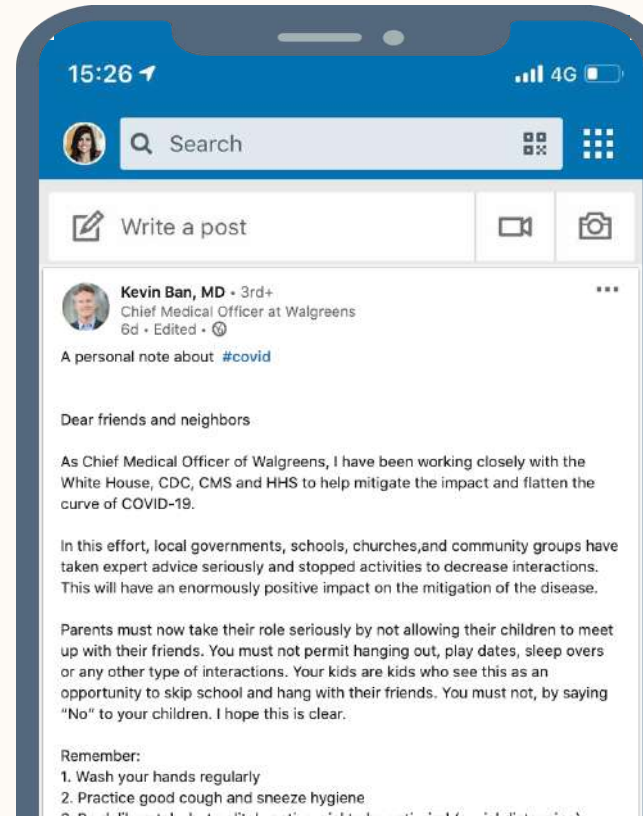
- Keep customers informed with up-to-date websites and information
- Listen and read what customers are saying to effectively support and partner with them
- Provide turnkey resources to customers

Safety and Reassurance

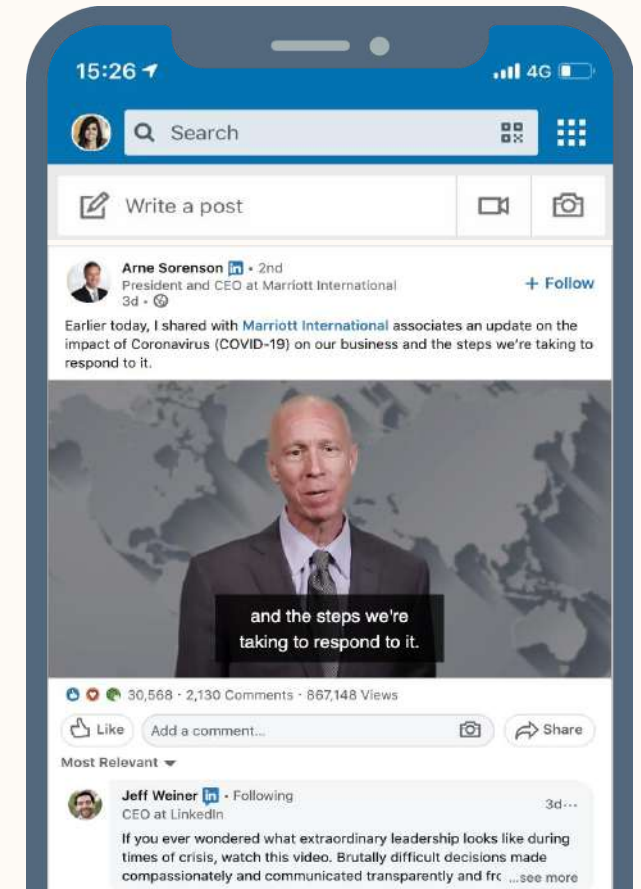
- Share your step-by-step plan to address the current challenges
- Connect with customers virtually
- Conduct webinars, virtual Q&A, and panels

Executive Leadership

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



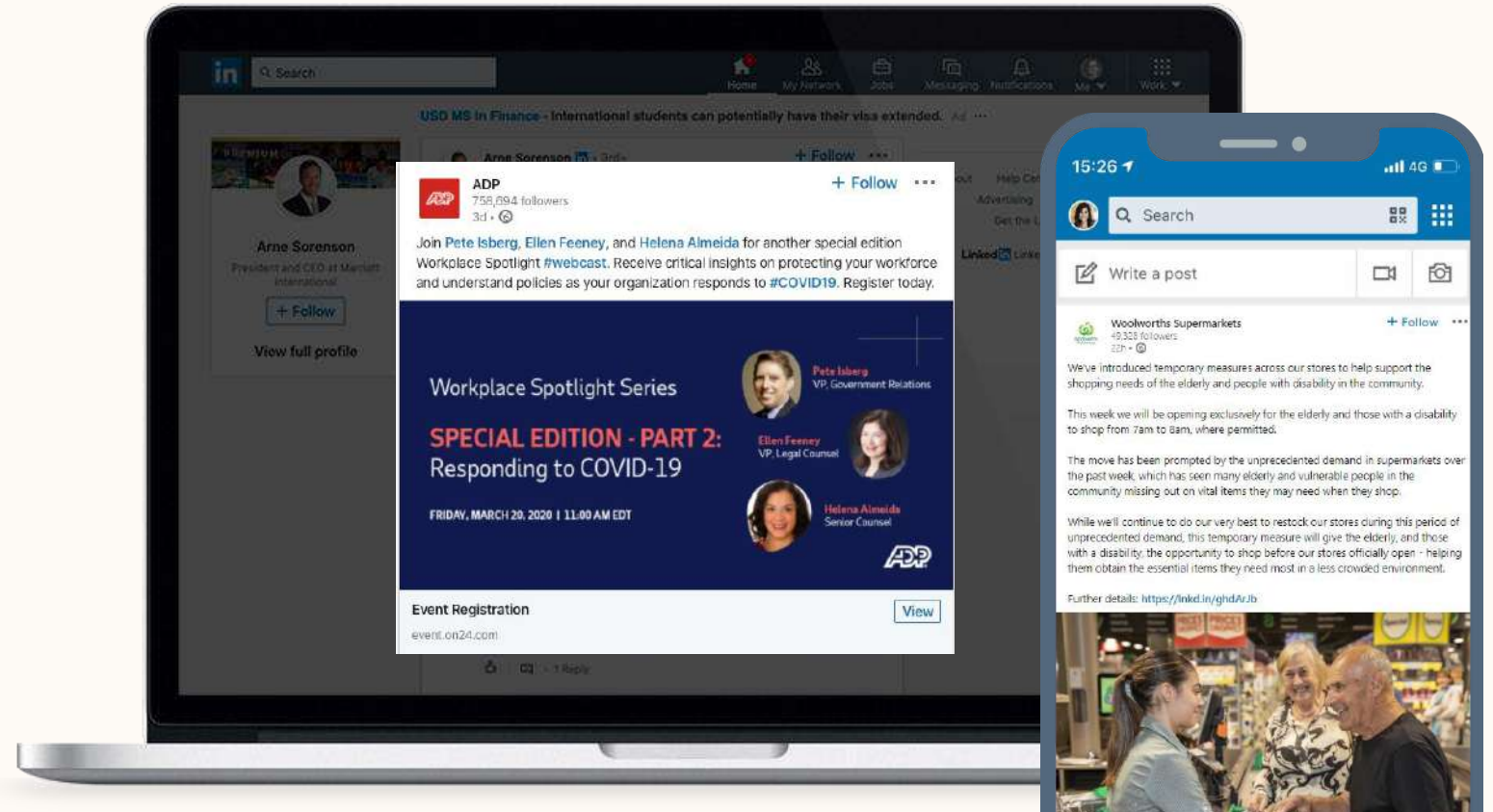
Kevin Ban, Chief Medical Officer, Walgreens wrote to parents about mitigating the spread of COVID-19.



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.

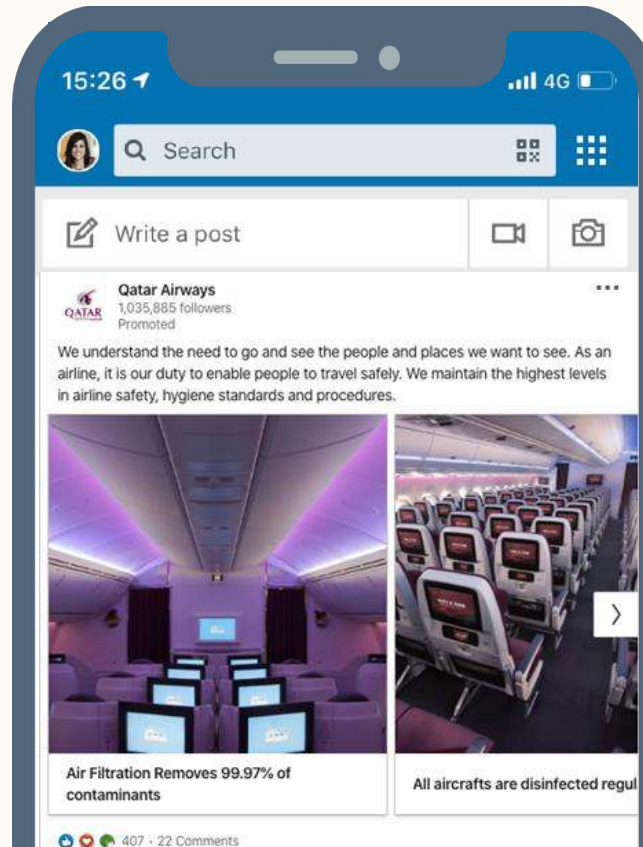


ADP created a webcast series to help companies protect their workforce and understand government policies.

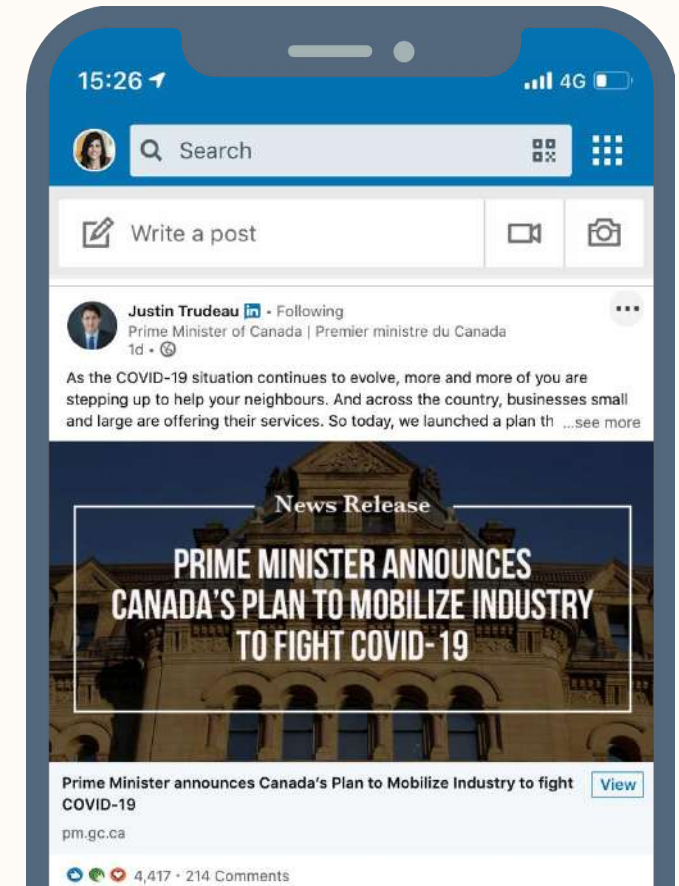
Australian grocery chain **Woolworths** updated store hours to support the needs of the elderly and disabled community

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

LinkedIn solutions
that help you to
take action





Manage your employees compassionately through change

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

Culture

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Learning

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- Share educational industry reports and whitepapers
- Conduct virtual trainings

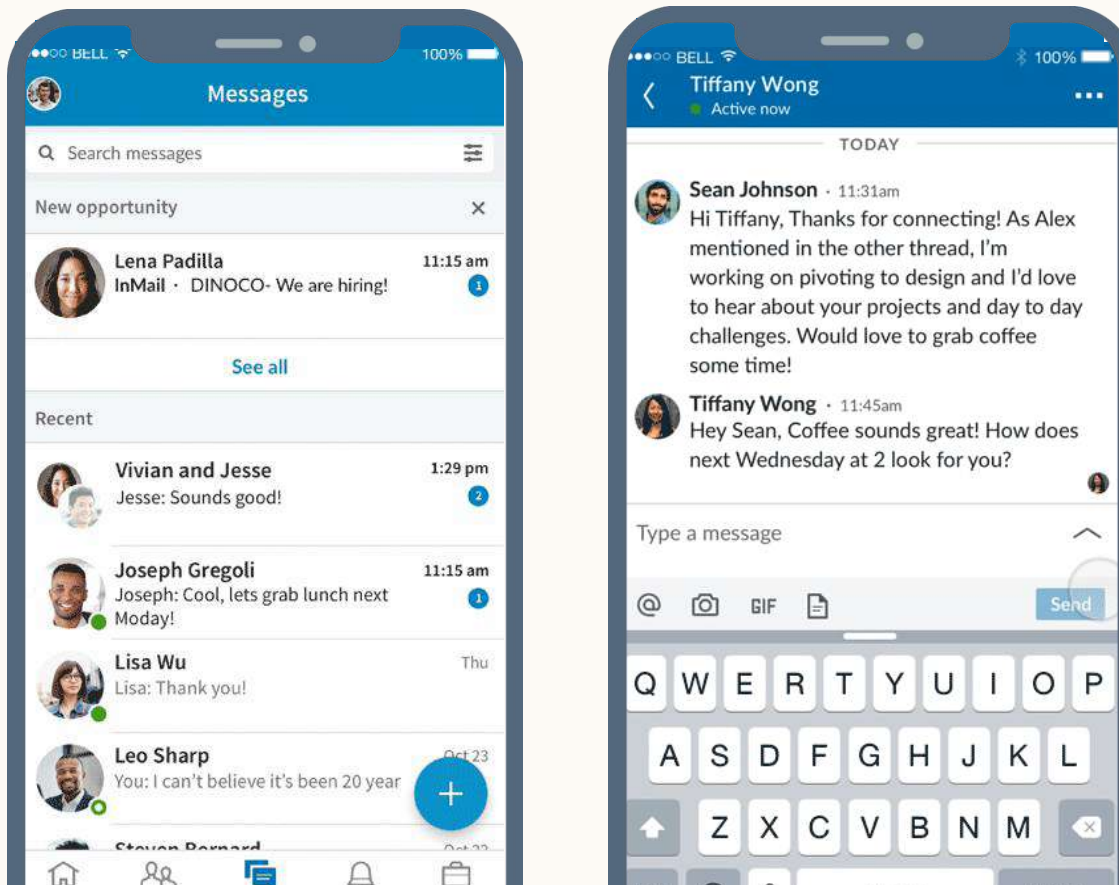
The challenge:
Remote employees
struggle to remain
productive...

Collaboration tools
that enable teams to
meet and work virtually

Solutions:

- Virtual Chat: Teams, Slack, Google Hangouts, WeChat, GroupMe
- Video Conferencing: BlueJeans, Zoom, Skype
- Virtual Messaging: LinkedIn Messages
- Collaboration Tools: Google Docs, Sharepoint

Chat with colleagues directly on **LinkedIn Messaging**



How to send a Message:

- Easily send messages to your connections (or to people outside your network with LinkedIn Premium) from the “Messaging” tab.
- You can also navigate to an individual’s profile and send them a message from there.
- You can send to one or multiple recipients.

Best practices to keep in mind:

- When possible, reach out when you see people are “active” on LinkedIn
- Easily send attachments via your phone or desktop
- Keep things friendly with emojis & GIFs
- Keep messages under 100 words
- Bring up mutual connections

The challenge:

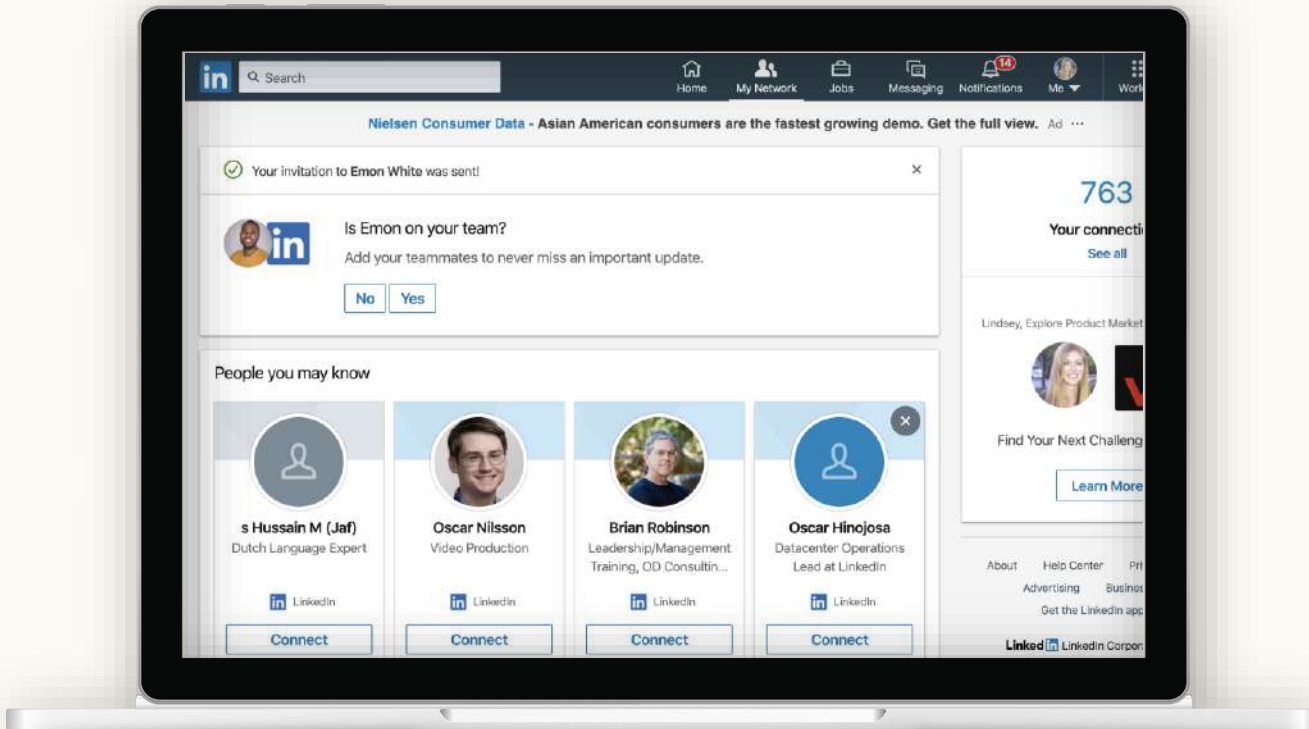
Remote employees
feel isolated...

Platforms that drive
connections between
teams and colleagues

Solutions:

- Video Conferencing: BlueJeans, Zoom, Skype
- Connection and Follower features on LinkedIn & other major social platforms
- Virtual Groups and Communities features on LinkedIn, Facebook & other social platforms
- Recognition programs, like the Employee Kudos features on LinkedIn Pages

Send **connection requests** to your colleagues on LinkedIn



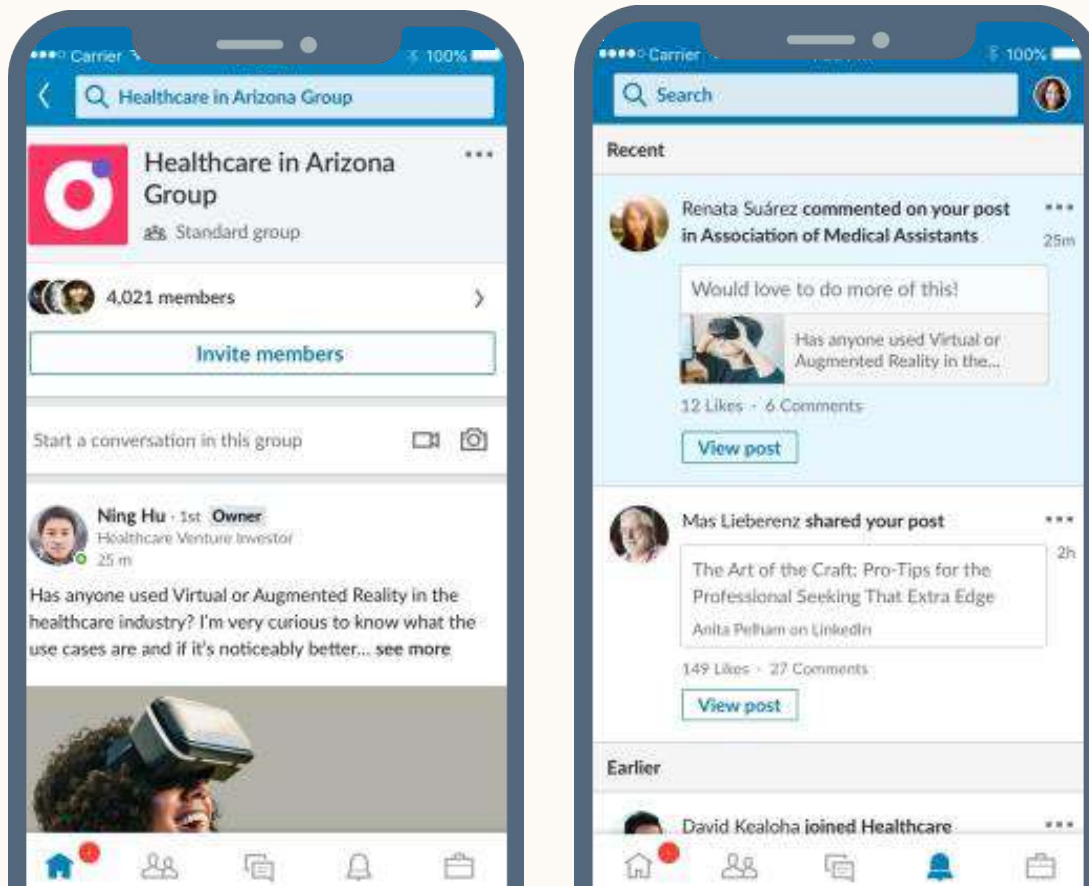
How to connect with a colleague:

- When you connect with your teammates on LinkedIn, you'll see their updates and LinkedIn activity in your feed. It's a great way to stay virtually connected.
- To initiate a connection request, navigate to your colleague's profile and click connect.

Best practices to keep in mind:

- If you work for the same company, you can indicate this person is a “teammate.” That way you’ll be notified about each other’s activity, including birthdays and work anniversaries.
- We recommend including a personal note. When sending connection requests outside your team, make sure your note is professional and polite.

Connect with your teams in a LinkedIn Group



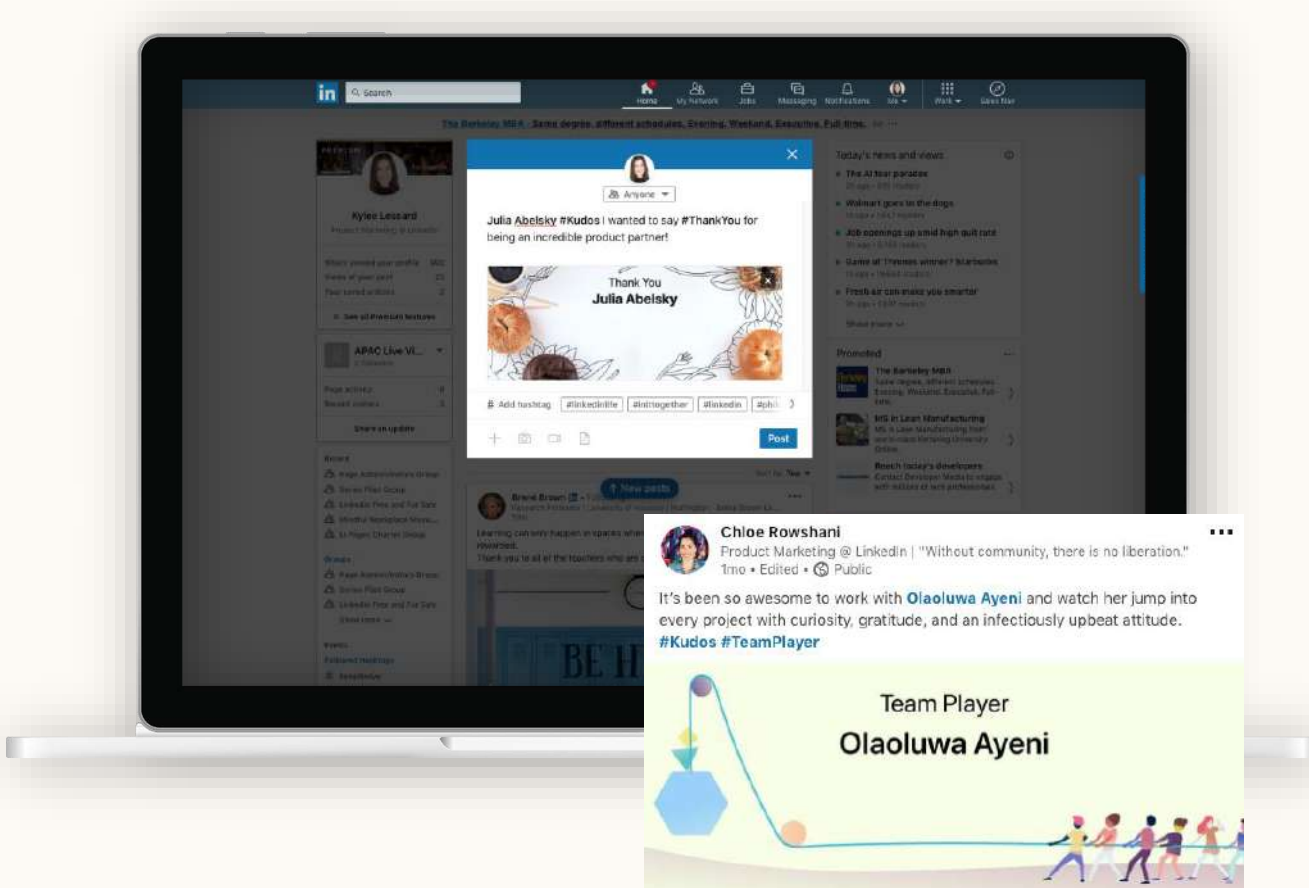
How to join a LinkedIn Group:

- Stay connected with your colleagues and other like-minded professionals with LinkedIn Groups.
- You can create a new Group or search for relevant groups on the platform. Then, join and invite your colleagues to join as well.

Best practices to keep in mind:

- Join engaging conversations by sharing video and other rich embedded media
- Easily access and participate in Groups on-the-go from your phone
- Discover new groups that match your interests from the “My Network” tab on desktop

Show employees recognition with **Kudos**



How to use Kudos:

- Navigate to a colleague's profile page, select more and then "Kudos" in the dropdown
- You can send Kudos awards like "Outside the Box Thinker", "Making Work Fun", "Team Player", and "Thank You"

Best practices to keep in mind:

- 7 out of 10 employees who receive appreciation for their work say they're happy with their jobs
- Celebrate your colleagues and employees by sharing Kudos for a job well done
- You can also recognize employees' success on LinkedIn by endorsing them for skills and writing recommendations on their profile

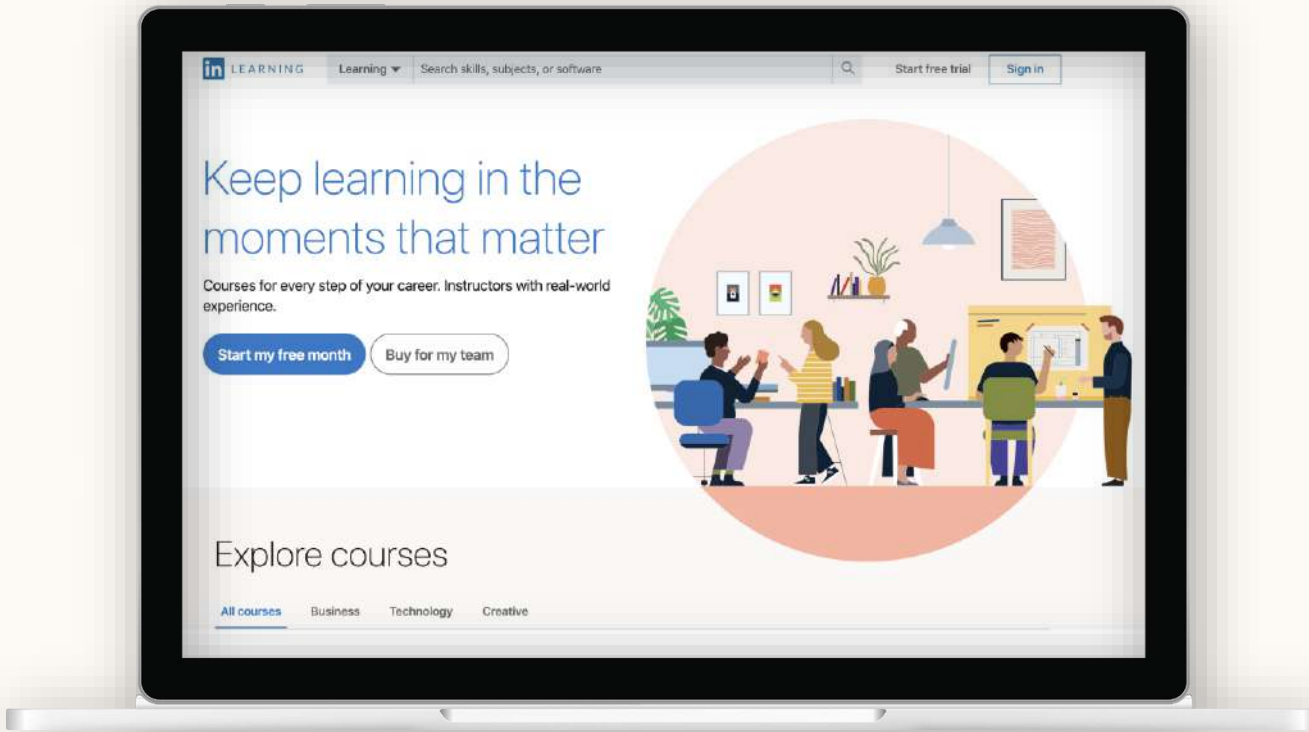
The challenge:
Difficult to develop
talent in remote
environments

Online learning programs and resources to grow employees

Solutions:

- Online course programs: LinkedIn Learning, Coursera, Masterclass, Skillshare
- Industry reports and whitepapers: Gartner, Forrester
- Virtual learning environments: Mindtickler, Cornerstone

Encourage employees to take a course on **LinkedIn Learning**

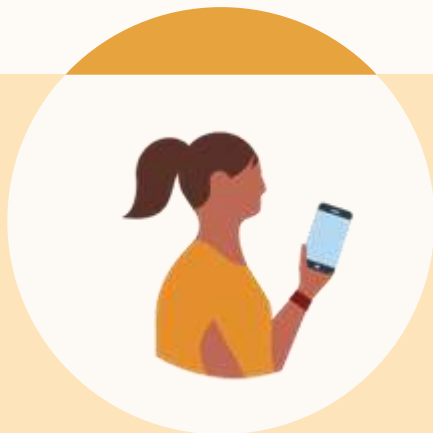


What is LinkedIn Learning?

- Keep learning and growing in the remote work world with online courses on a variety of subjects.
- Learn on your own time and earn certificates to add to your LinkedIn profile.
- Companies in over 100 countries use LinkedIn Learning.

Best practices to keep in mind:

- Choose from over 15,500 courses, with dozens being added each week
- Check out trending courses to see what's relevant
- Don't have a subscription to LinkedIn Learning? Check out free classes [here](#)



Lead with trust

Engage your audience as part of your company mission to tackle the existing landscape

Reliability

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- Be open about current challenges but also celebrate how your brand is innovating during this time of uncertainty

Transparency

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Corporate Responsibility

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- Craft thought leadership on industry trends and what your brand is doing in support

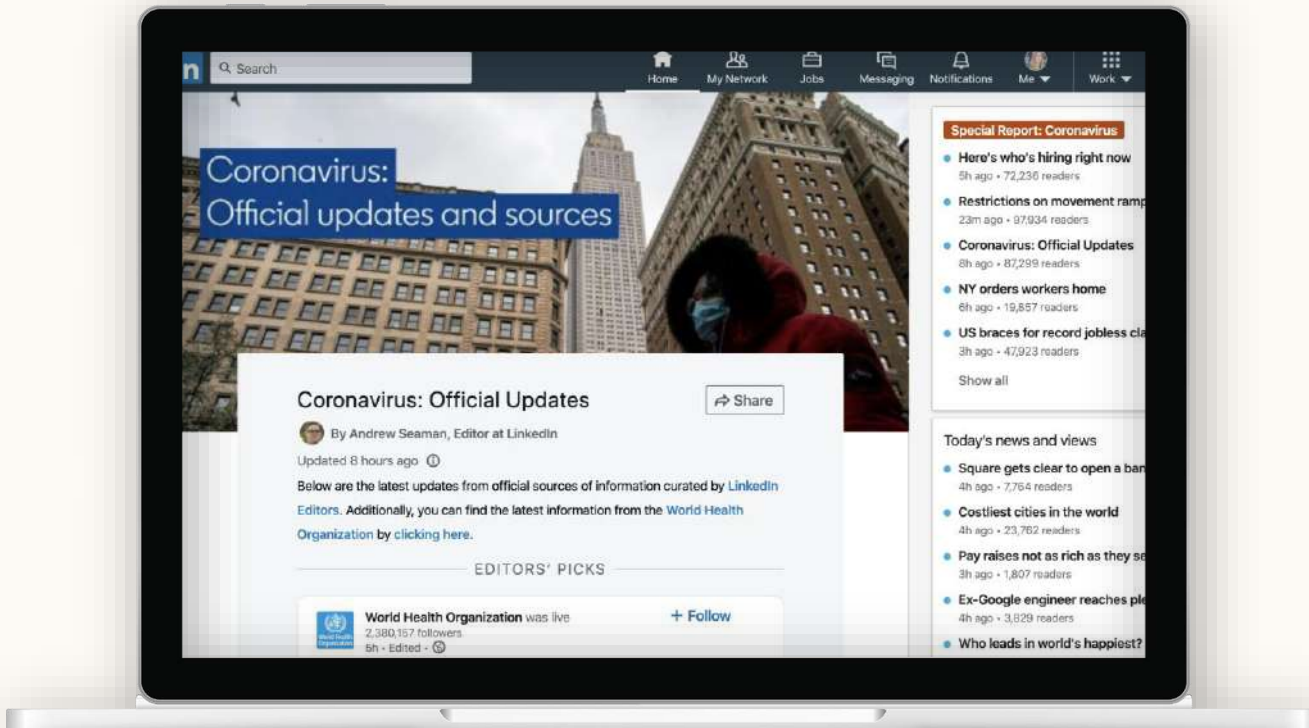
The challenge:
Consumers don't know
which news sources
to trust

Brands have a
responsibility to share
reliable information with
their networks

Solutions:

- Utilize trusted and reputable health organizations, such as CDC and WHO
- Locate resources from government websites
- Leverage coronavirus special news modules, such as the Daily Rundown & News modules on LinkedIn
- Listen to world leaders using official channels, like LinkedIn Influencers, Twitter, and news sources

Find **trusted news information** to share with your LinkedIn network



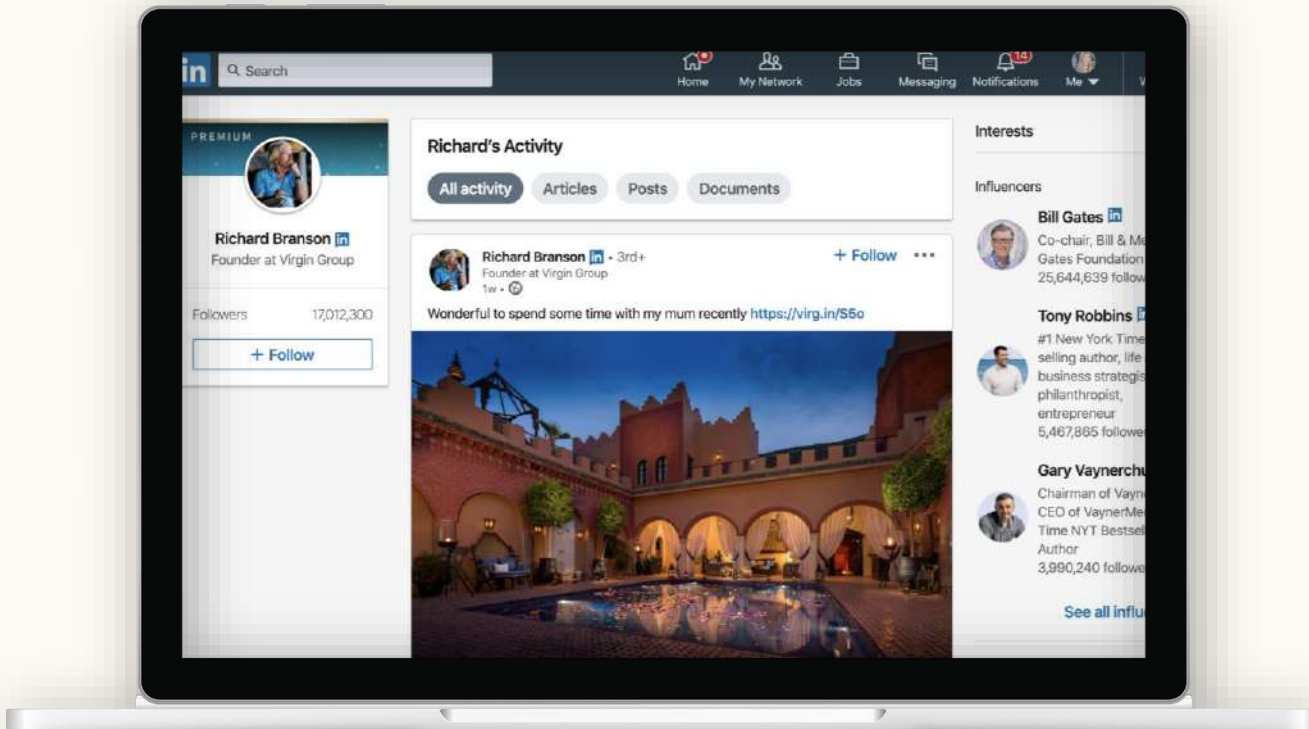
What is "Special Report: Coronavirus"?

- If you are using our search functionality to find information about the coronavirus, you'll find [a new trusted information section](#) curated by our editorial team at the top of the page.
- This is also featured in the Daily Rundown we send to members in 96 countries in 9 languages.

What other LinkedIn news can you follow?

- The Daily Rundown is an easy way to get top professional news at the start of your day. When you click on a story, you'll see a short overview followed by a collection of member posts our editors have picked to provide further perspectives and opinions on the story.
- Access **Today's News & Views** via the search bar in the LinkedIn mobile app or by visiting your homepage from a desktop computer.
- Follow the ["LinkedIn Editors" page](#).

Hear directly from world leaders with **LinkedIn Influencers**



What is the LinkedIn Influencer program?

- LinkedIn Influencers are selected by invitation only and comprise a global collective of 500+ of the world's foremost thinkers, leaders, and innovators.
- These leaders discuss news and trending topics, such as the future of higher education, workplace culture, and decisions of policymakers.

Who can you engage with today?

- Our list of Influencers includes Richard Branson, Bill Gates, Arianna Huffington, and Mary Barra.
- A team of editors works with Influencers to create content in the form of articles and posts that we believe make our members more informed professionals and spark thoughtful conversations.
- We then invite all members to join the conversation and share their own perspectives via comments, updates, and articles.

The challenge:

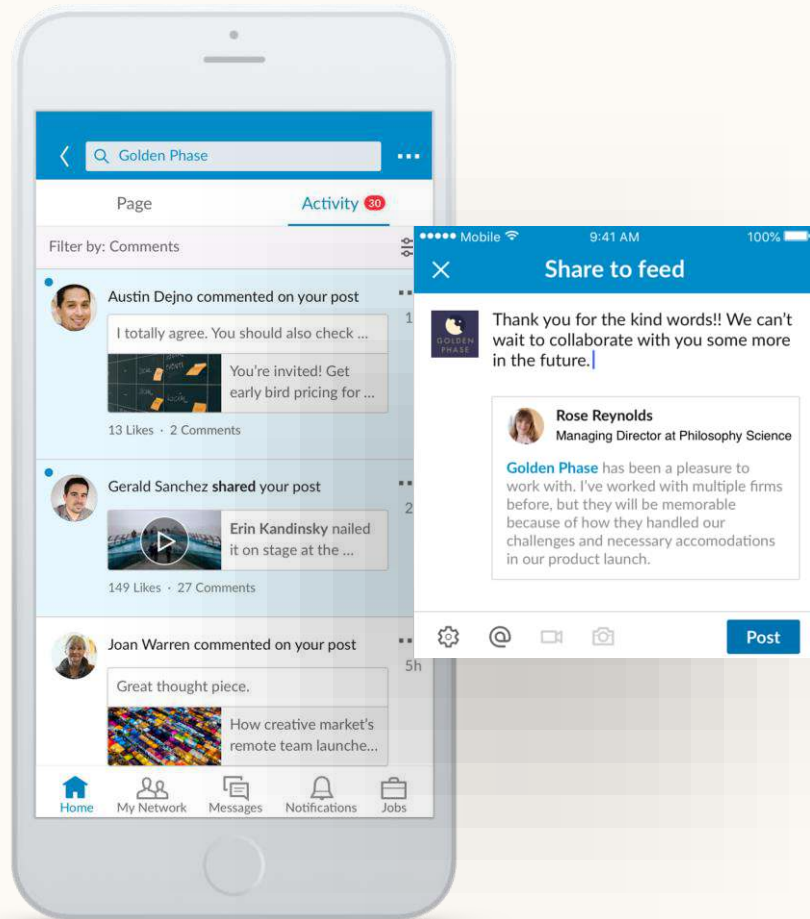
Businesses want to engage audiences without looking opportunistic

Join relevant and public conversations with customers and prospects

Solutions:

- Engage with #hashtags on social platforms, like LinkedIn and Twitter
- Virtual Groups and Communities features on LinkedIn, Facebook & other social platforms
- Share, engage, and comment in the feed on major social platforms

Share and engage with content in your LinkedIn feed



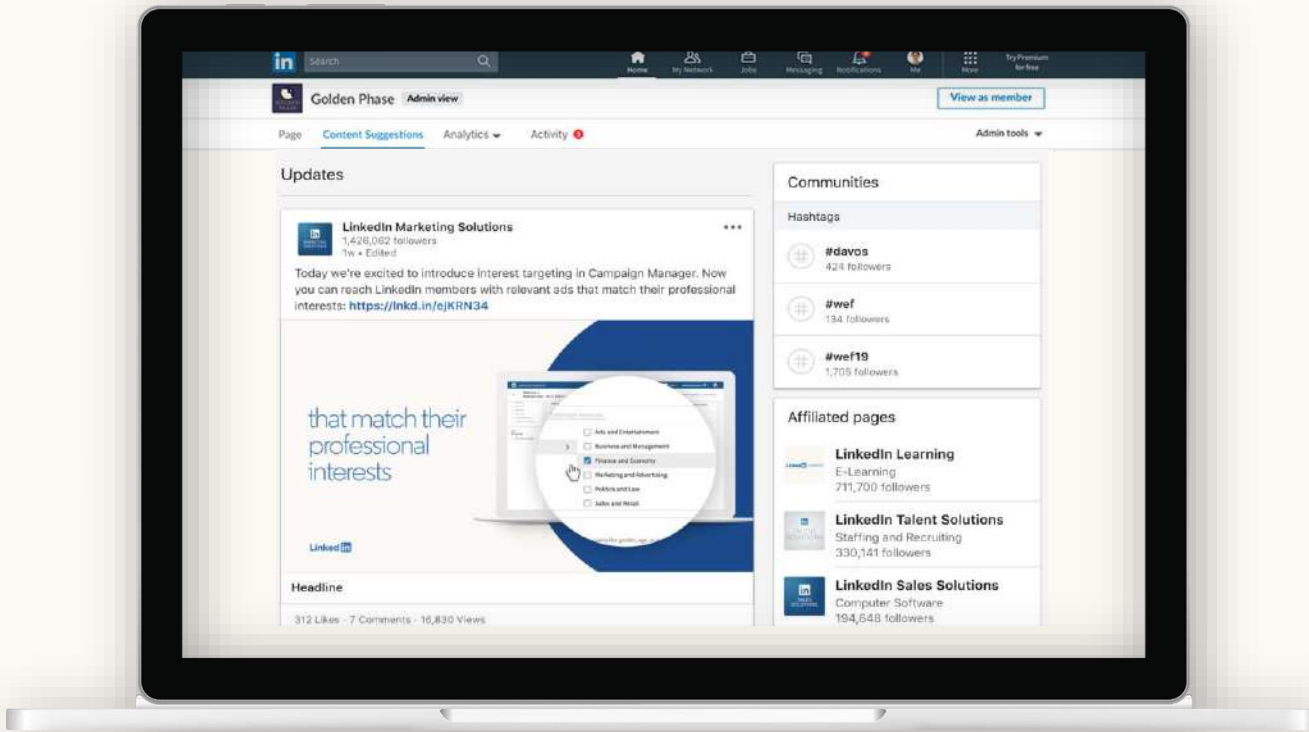
How to share content in your LinkedIn feed

- 92% of B2B marketers use LinkedIn to distribute content
- Easily share and create new posts as an Admin either from your [Page admin center](#) or directly from your Homepage

Best practices to keep in mind

- Cultivate your brand's LinkedIn presence like you would your own. Take a people-first approach to build community on LinkedIn.
- Share timely content with your audience and stay active in the conversations that develop on your posts.
- Respond to questions quickly and with a personal touch, when possible. To do this at scale, think about creating a list of pre-approved and on-brand replies to common questions or topics.
- Share your best @mentions from supportive customers, employees or executives.

Follow topics and trends to join community conversations



How to use Hashtags on LinkedIn

- Community Hashtags allow marketers and business owners to track up to three hashtags and see how many members are following the hashtag in real-time.
- You can also leverage “Trending Hashtags” to join topical conversations across the platform.

Best practices to keep in mind

- Members will often read content with hashtags of their interests. Include a hashtag in your post to see a 3% higher CTR.
- Leverage fewer, better hashtags, rather than dozens per post. We recommend 2-3 that most represent your brand and what’s top of mind.
- Searches on LinkedIn for **#WFH** and **#RemoteWork** have increased significantly over the last several weeks.



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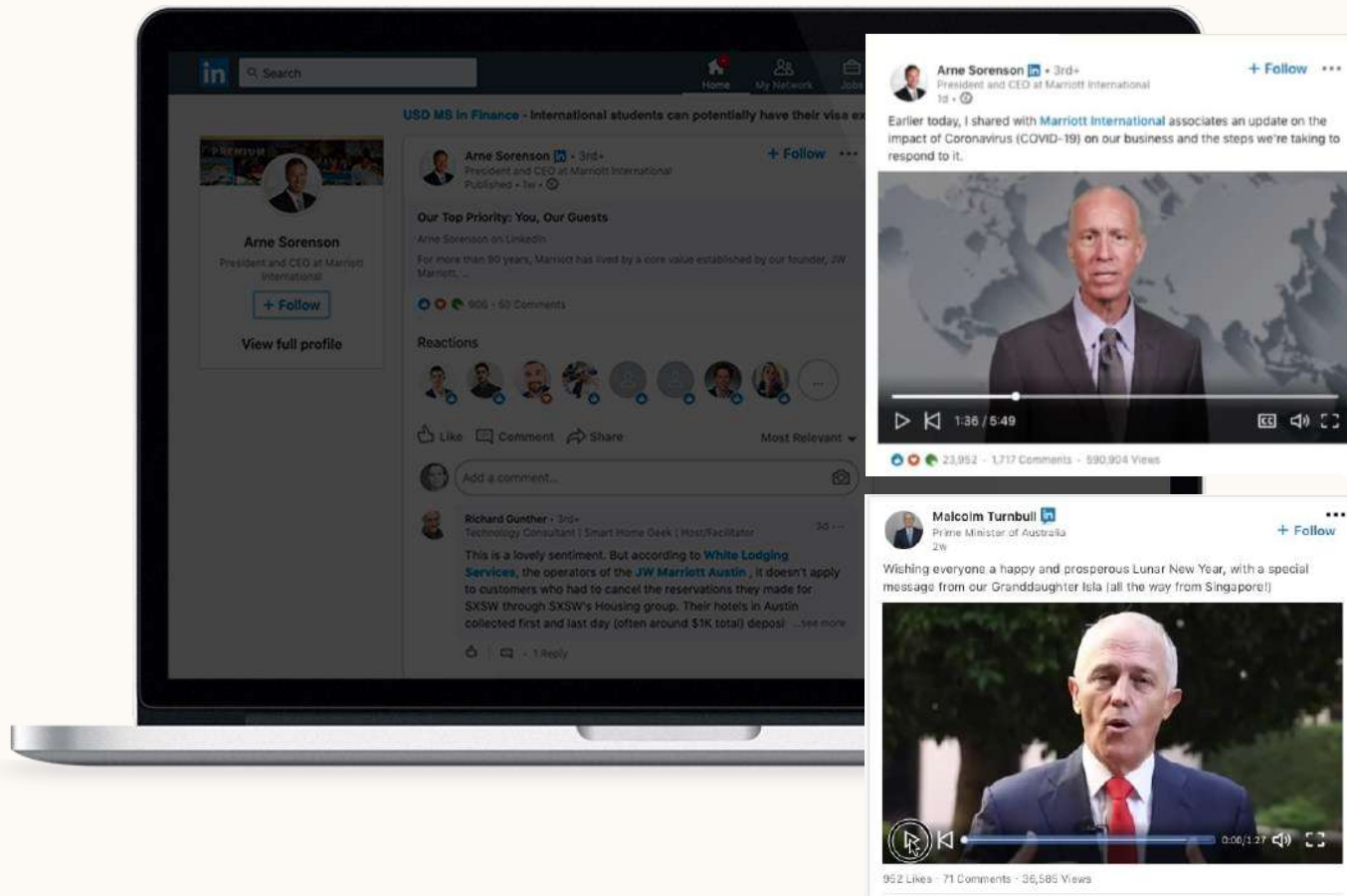
Consumers don't know
who to trust in times of
crisis

Share your leadership
perspective to reassure
communities

Solutions:

- Showcase the voice of your company executives using direct-to-consumer platforms, like LinkedIn, Youtube, and Facebook

Connect company leaders with customers via **video posts**



How to connect via Video

- Business leaders can share quick updates to help their communities stay up to date with the facts and reassure them with human connections
- Millions of people have already created video on LinkedIn, and video is the fastest growing form of content

Best practices to keep in mind

- As a brand, you can share these updates on your page and in your newsfeed. You could also stream the message using LinkedIn Live.
- You can even amplify these video messages further via Elevate or Paid Ads.

Connect company leaders with customers via **long-form posts**



How to write a long-form post

- Our publishing platform allows members and Influencers to publish articles about their expertise and interests.
- Click “Write an article” near the top of your homepage. This will take you to the publishing tool where you can fill in content, similar to a blog post.

Best practices to keep in mind

- Your original content becomes part of your professional profile. Share company leaders’ posts from your Page.
- Members that aren’t in your network can follow your article, so that your next article will be surfaced in their feed.
- Set your “public profile visibility” to “everyone” so articles will be distributed publicly. Add hashtags to improve visibility.
- You can click the “share” icon to easily share across your social channels.
- You can add multimedia elements to your posts, such as videos, podcasts, slides and tweets.

The challenge:

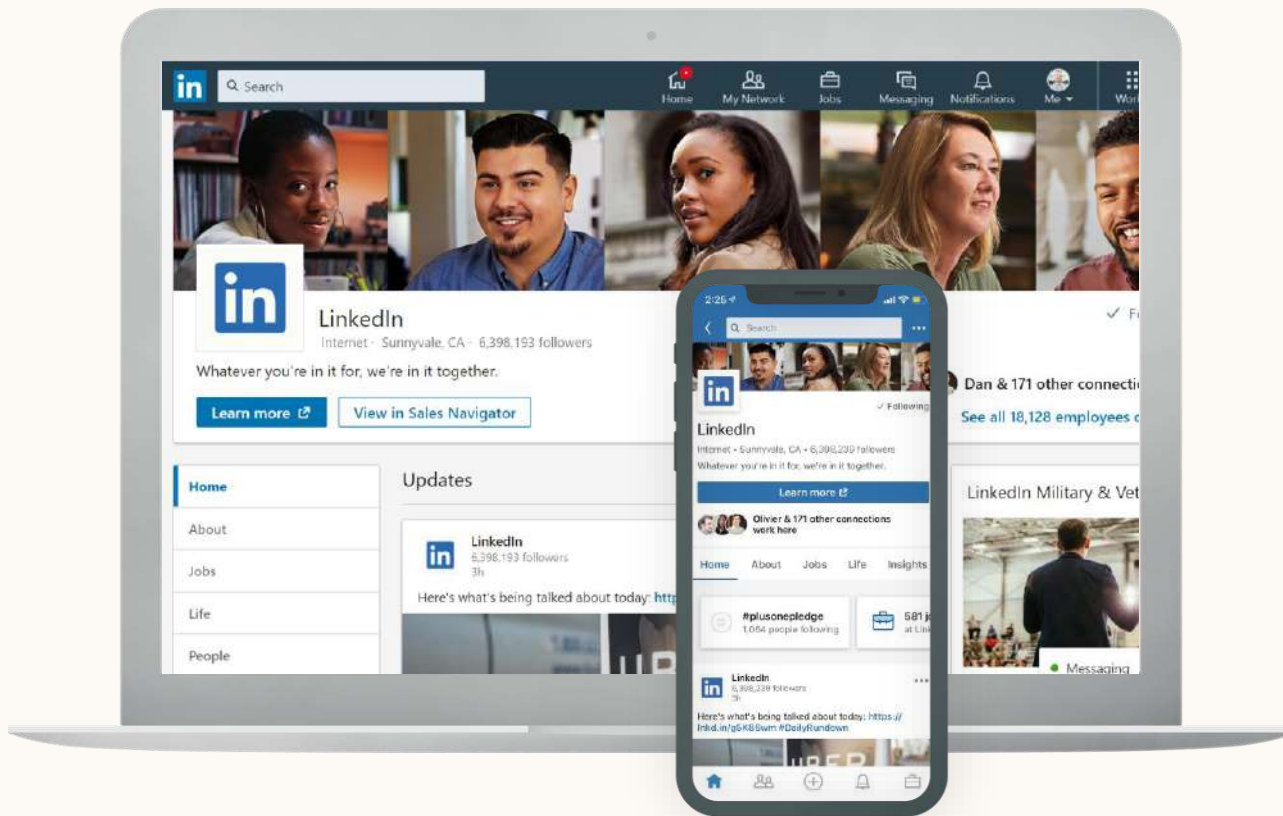
Customers are looking for all ways to stay informed and knowledgeable

Provide valuable updates to customers in times of uncertainty

Solutions:

- Corporate websites and social presences, like Pages on LinkedIn, Facebook Pages, and Google listings
- Specific callouts and highlights on corporate sites to bring attention to most recent news and posts
- Employee sharing tools, including Elevate

Share timely updates on your **LinkedIn Company Page**



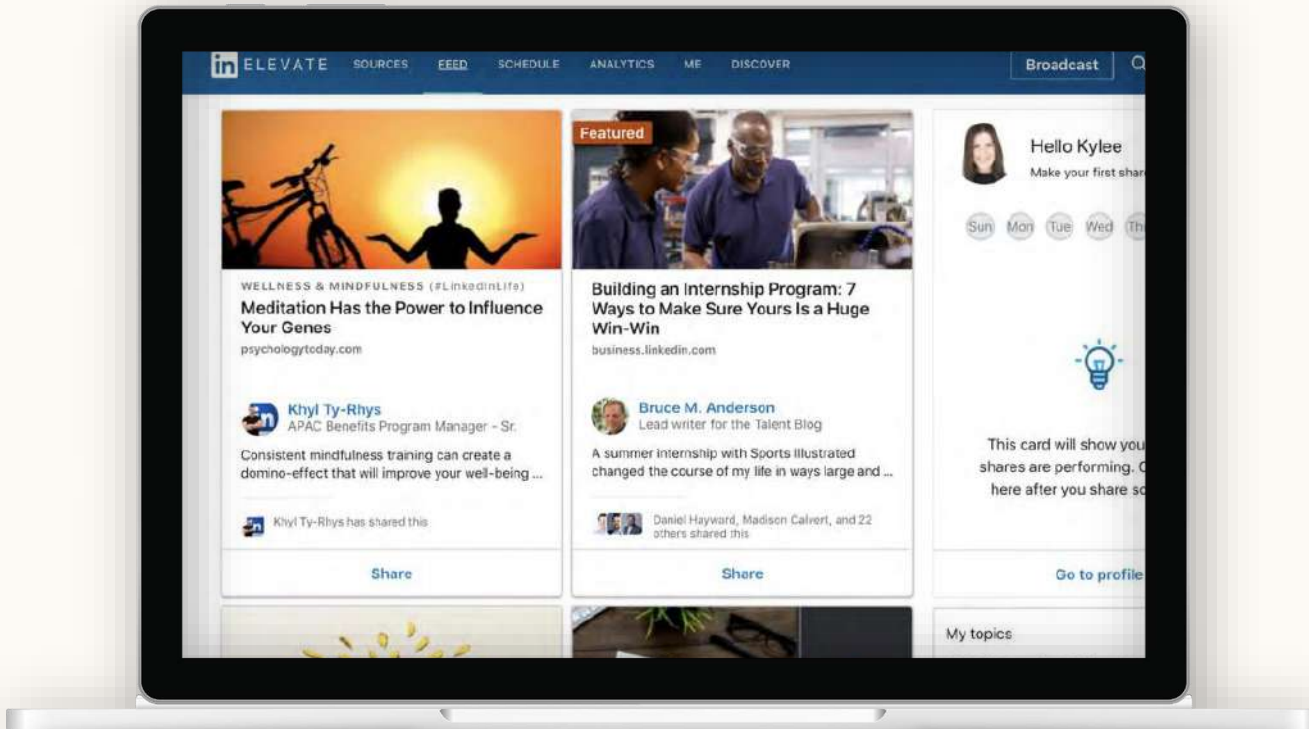
Update your Page with key updates and links

- More than 45% of all social media traffic to a company's homepage comes from LinkedIn.
- You can [pin an update](#) to the top of your Page's feed to make it more visible.

Best practices to keep in mind

- Associate your Page to trending hashtags to amplify your message
- Discover content trending with your target audience and use that insight to define your position
- Easily re-share your employees' posts
- Share PowerPoints, PDFs and Word docs

Encourage employees to share news with **their own networks**



Benefits of using an Employee Advocacy product like Elevate

- Companies who empower employees to share content perform better. Content shared by employees has a 2x higher engagement rate.
- Salespeople who regularly share content are 45% more likely to exceed quota.

Best practices to keep in mind

- Curate quality content via suggestions of trending content by industry and function
- Suggest content to employees who can easily share across LinkedIn and other social networks
- Track your results and optimize based on data from our member base

The challenge:

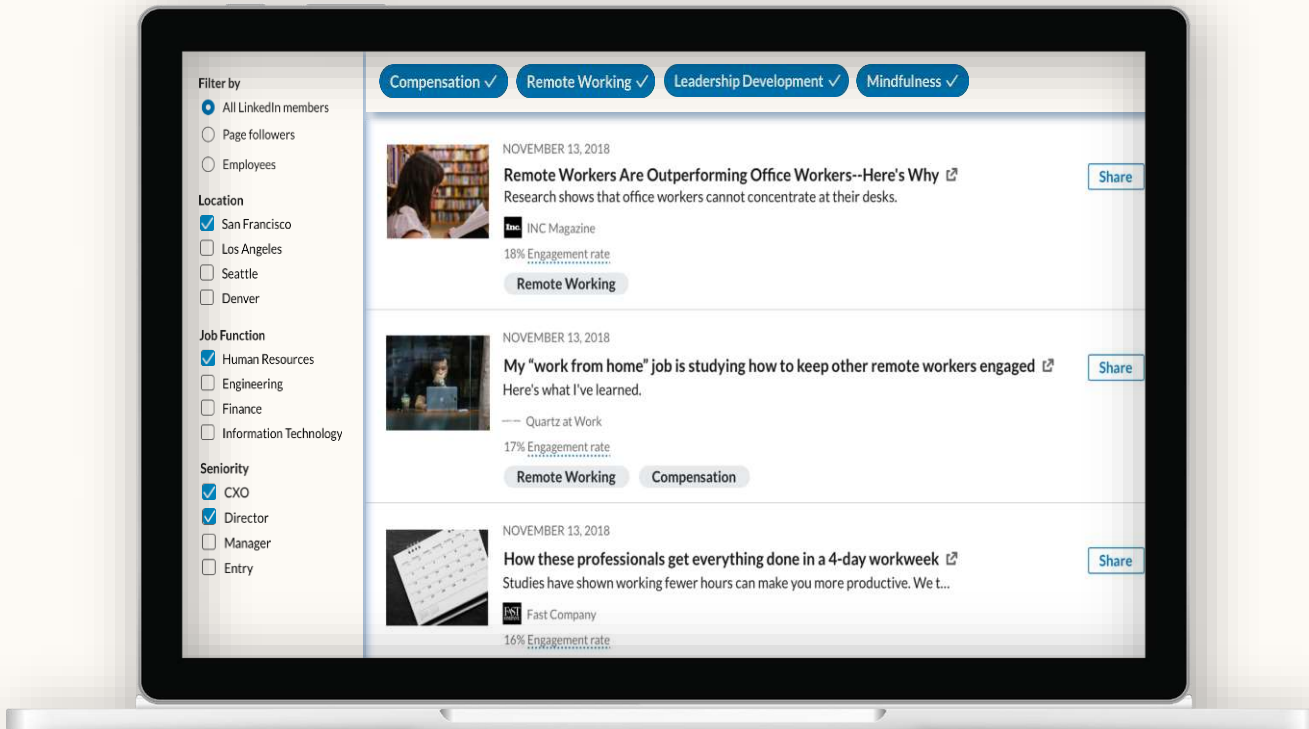
You want to stay relevant and give customers the information they need

Understand which topics are most pressing and relevant to customers

Solutions:

- Research firms, like eMarketer, Forrester, Gartner
- Trending topics reports and engines, like LinkedIn Pages content suggestions and Daily Rundown

Find trending topics on **Pages Content Suggestions**



Benefits to using Pages Content Suggestions

- Content Suggestions help marketers join the right conversations.
- Use this feature to see what's top of mind for your target audience in real time.

Best practices to keep in mind

- Set specific filters to narrow down on your target audience by location, job function, seniority and more
- You can see what topics are top of mind as well as the top trending articles people are consuming in real time

The challenge:

You want to stay connected
with customers when you
can't meet in person

Leverage virtual
platforms to build
relationships and stay
connected

Solutions:

- Live streaming: LinkedIn Live, Facebook Live, Instagram Live
- Virtual events and webinars: LinkedIn Events, ON24, WebEx
- Video Conferencing: BlueJeans, Zoom, Skype

Build community and share information with **LinkedIn Live**



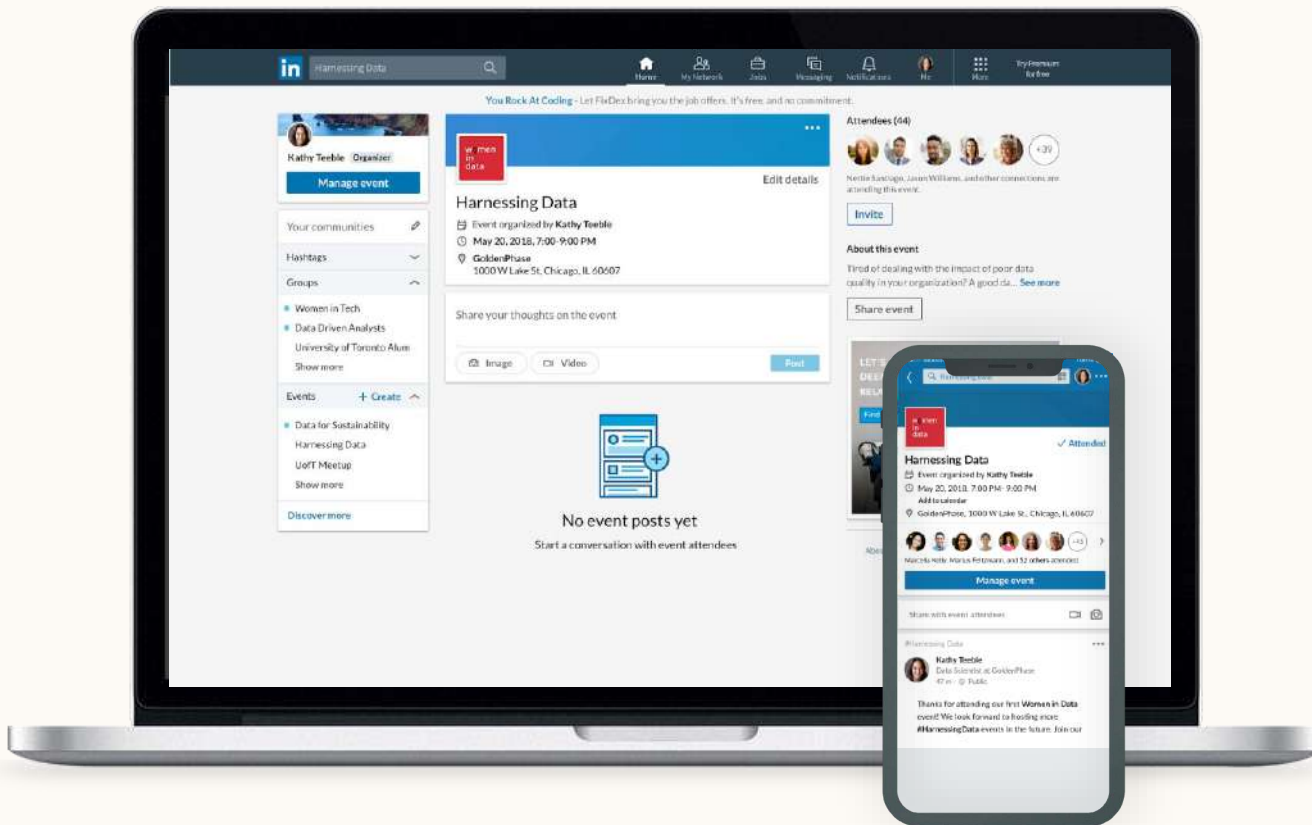
Use cases for LinkedIn Live

- Keynotes: Reach a broad base of customers, followers and prospects during your organization's most important announcements or presentations
- Fireside chats: Drive a dialogue with your company leaders, subject matter experts, and followers
- Product Spotlight: Spotlight innovations, updates, and new partnerships

Best practices to keep in mind

- Do you have subject matter expertise to share on a topic? LinkedIn Live is a great way to bring context and commentary to a broad audience.
- Leverage keynote footage after the event for executive and company thought leadership.

Engage members virtually with **LinkedIn Events**



Use cases for LinkedIn virtual events

- LinkedIn Events are a great way to centralize information for your virtual event and bring attendees together before and after an event.
- You can encourage conversation in a single space for virtual attendees, creating a persistent community.
- Events enable you to broadly share your event's schedule and details.

Best practices to keep in mind

- We recommend promoting the Event via your Page 2-3 days prior to the event.
- Use “Invite to Follow” to Invite your Page Admin’s first-degree profile connections to attend
- Events must include a physical location if created on mobile; you can add a custom location on desktop (i.e. "Virtual" or "Webinar")
- The only way to boost awareness and reach to a targeted audience or drive leads and registrations for a virtual event is by running LinkedIn Ads that direct members to a landing page with event details.

The challenge:

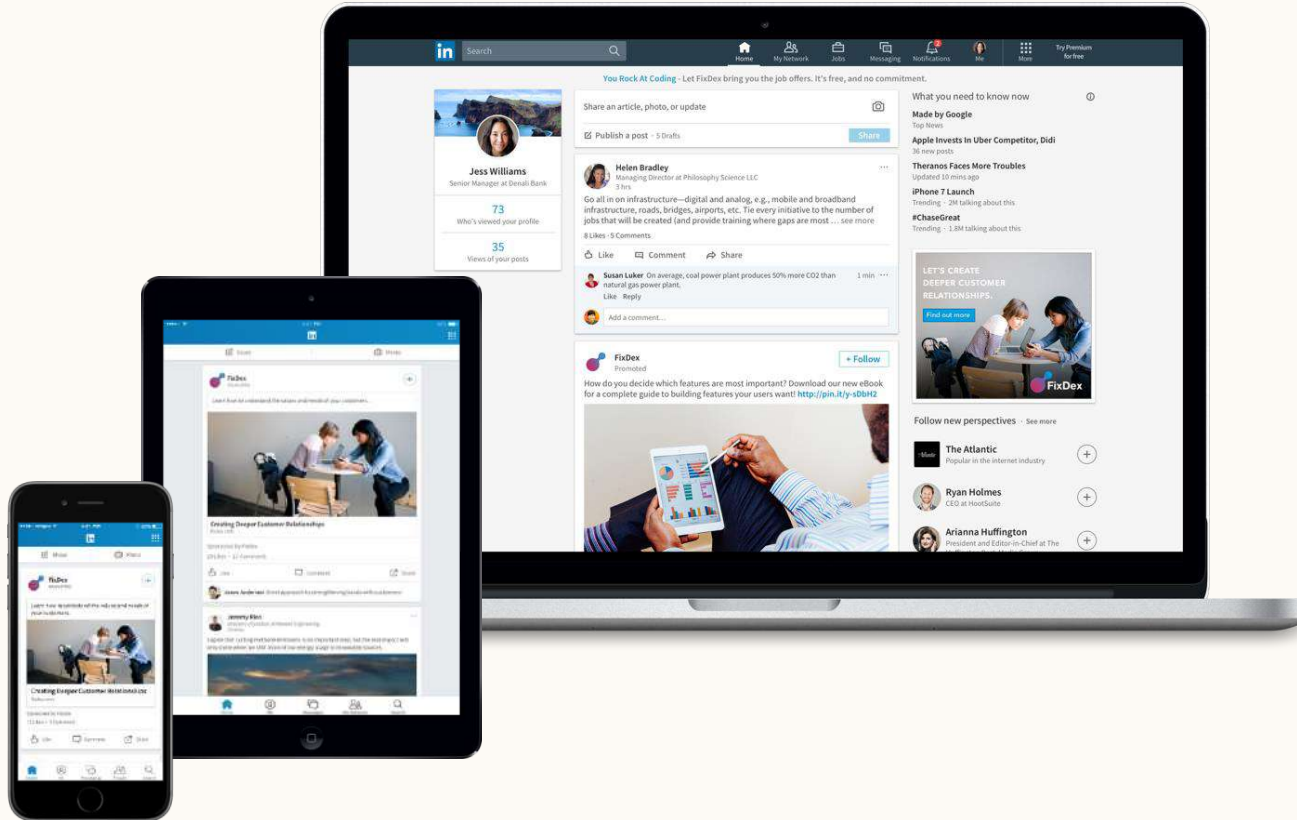
Customers will still be looking to grow their own businesses in a difficult time

Connect directly with the audiences you care most about directly

Solutions:

- Paid Advertising on major platforms, like LinkedIn, Facebook, Google, and Twitter
- Connecting directly via Email and Messaging tools, like LinkedIn Messages and Conversation Ads
- Sharing thought leadership via Lead Gen Forms

Connect consumers with valuable information via **LinkedIn Ads**



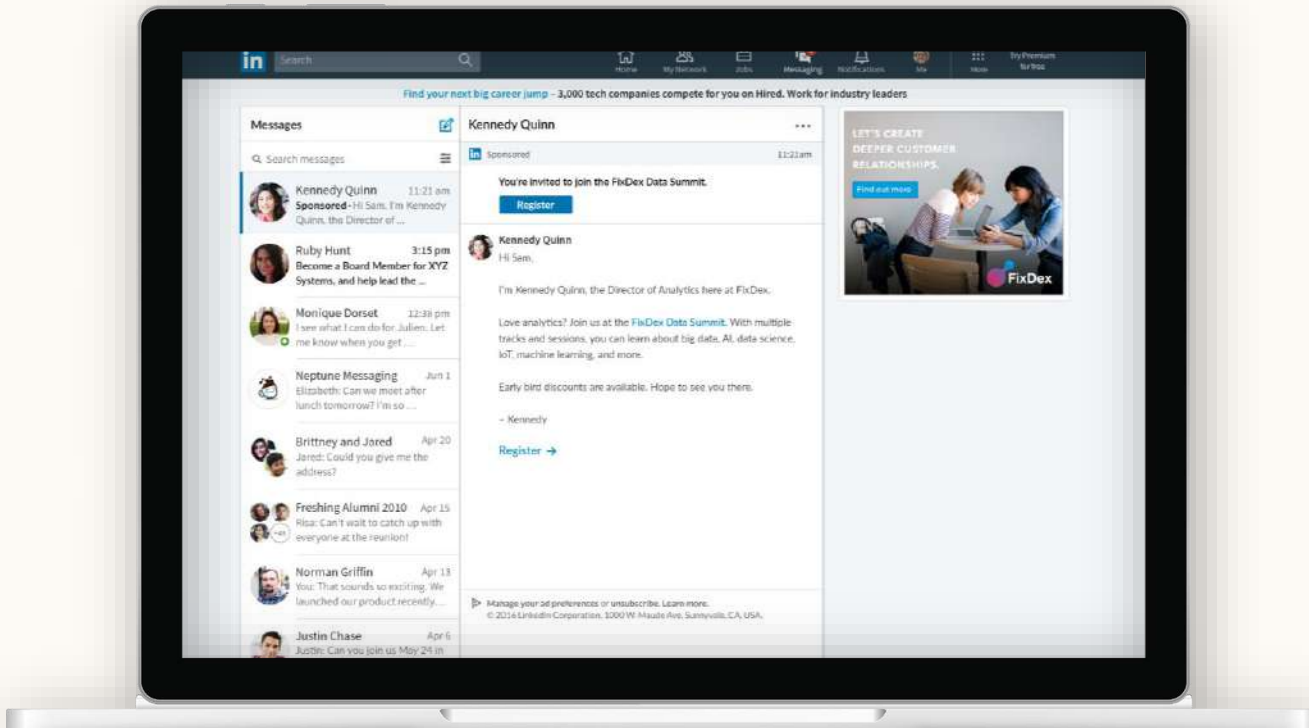
Why should you use Paid Advertising now

- 97% of B2B marketers use LinkedIn for their content marketing efforts
- 78% of B2B marketers rate LinkedIn the most effective social media platform at helping their organization achieve specific objectives

Considerations

- The best way to understand your customers is by listening to what they need and adjusting your business, brand and content accordingly
- Share content around how your brand is adjusting to respond to coronavirus, Corporate Responsibility initiatives, or messages from leadership
- Be sure to inspire confidence, but don't use this as a time to be overtly self-promotional

Connect with clients directly with LinkedIn Messages



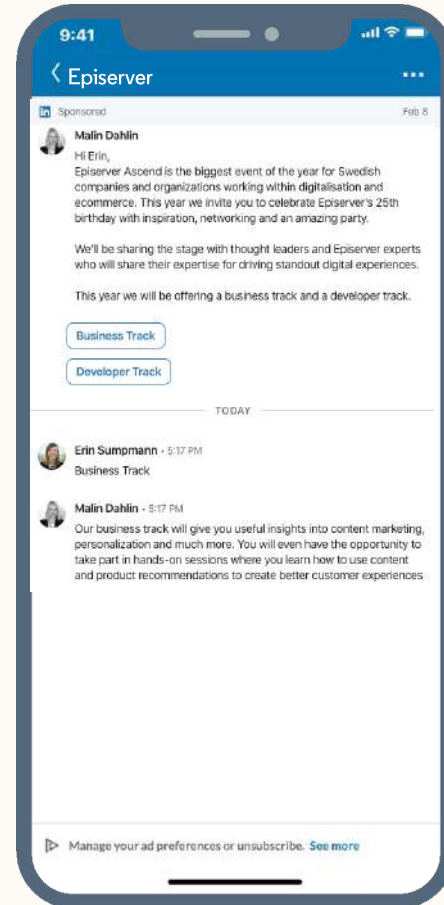
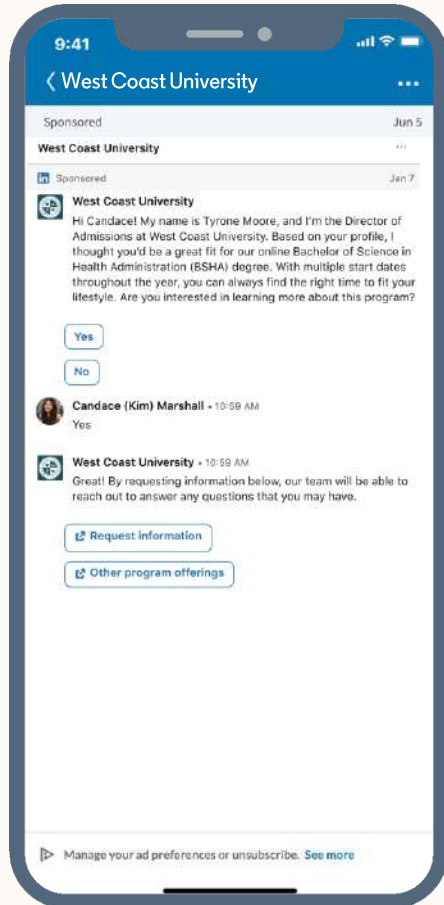
How to use Message Ads on LinkedIn

- Send direct messages to your prospects and customers in their LinkedIn Inbox to spark immediate action
- Set up a Messages campaign using Campaign Manager

Best practices to keep in mind

- Be concise, personal, and relevant. Use bullets rather than dense copy.
- Deliver a targeted message with a single CTA
- Hyperlinks are proven to lift CTR by 21%.
- Use a high-quality professional image for your sender image.

Virtually chat with clients using **Conversation Ads**



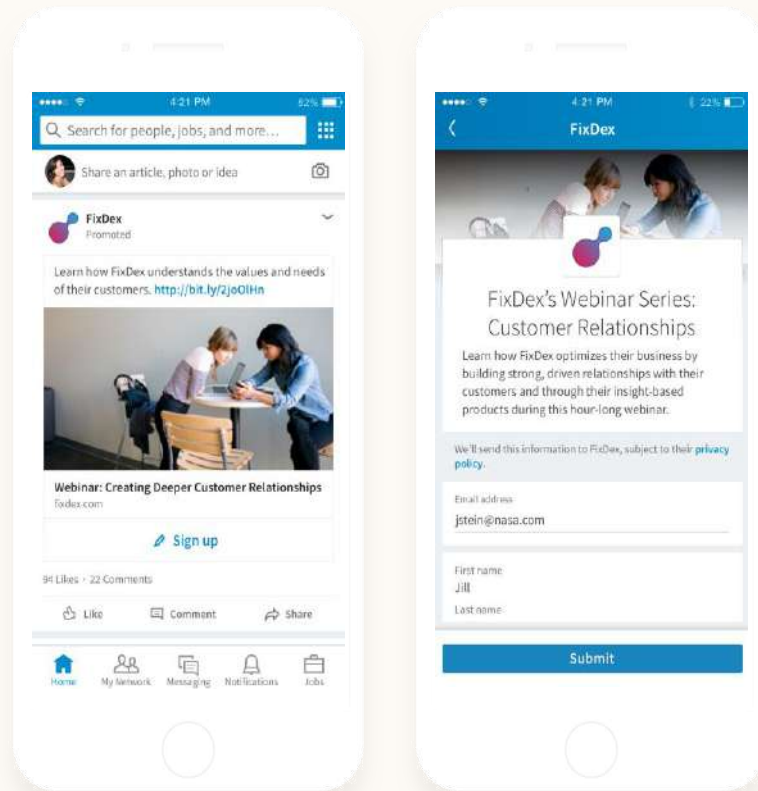
How to use Conversation Ads on LinkedIn

- Start quality conversations with professionals through a choose-your-own-path experience
- Deepen engagement with your audience and turn conversations into quality conversions by reaching them in their inbox

Best practices to keep in mind

- Take advantage of templates, including objective templates like "drive trials and demos", "offer professional services", and "promote your podcast"
- Use multiple messages and buttons. Set up two to three messages with at least two CTAs that members can interact with
- Keep it conversational, warm, and helpful - the way you would speak on the phone
- Use rich media like photos

Share relevant thought leadership via **Lead Gen Forms**



How to use Lead Gen Forms

- Embed Lead Gen Forms within your ads to generate high-quality leads using forms that are pre-filled with LinkedIn profile data
- Provide valuable thought leadership and resources your customers can leverage as they navigate this difficult time for their own business.

Best practices to keep in mind

- Choose 3-4 fields to use on your Lead Gen Form to improve completion rates
- Consider using only pre-filled fields to make it easier for your customers to access your content
- Check the messaging content and Lead Gen Form to ensure consistency for the best user experience

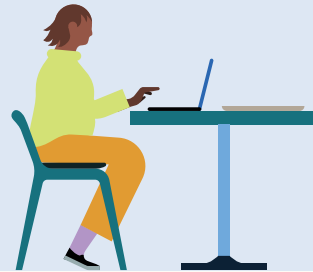


Appendix

We are continuing to monitor how work everywhere is evolving

43%

of respondents are now working remotely



36%

of respondents say they're more productive when working from home



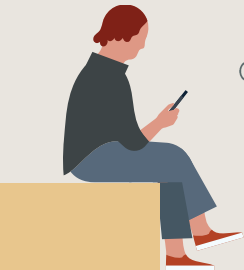
54%

of senior leaders reported that their companies are implementing virtual events as a result of the coronavirus outbreak



52%

are doing more calls on phone or video



26%

report feeling no impact to their productivity at all

45%+

say this somewhat or very likely going to be a more permanent shift

