

What we're seeing

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

Top Trending #Hashtags January 2020

- 1 #marketing
- 2 #leadership
- 3 #business
- 4 #realestate
- 5 #hiring
- 6 #jobs
- 7 #innovation
- 8 #kudos
- 9 #digitalmarketing

Top Trending #Hashtags February 2020

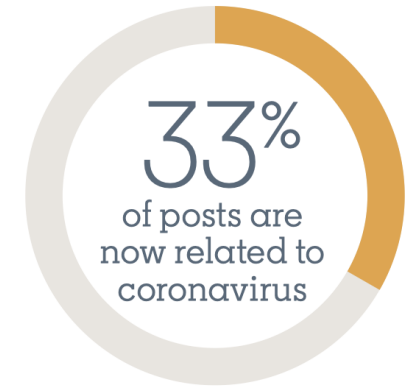
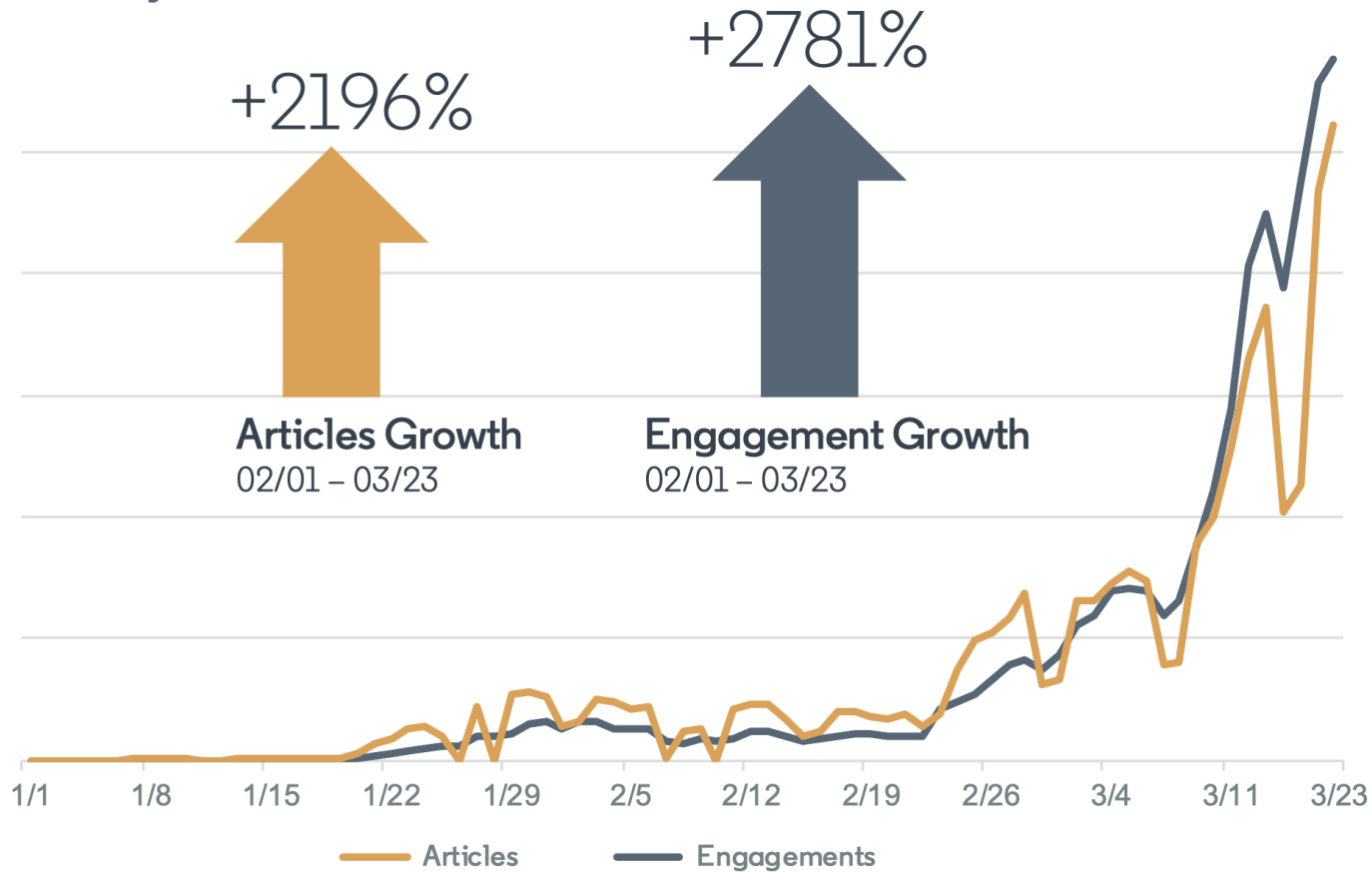
- 1 #marketing
- 2 #leadership
- 3 #business
- 4 #realestate
- 5 #hiring
- 6 #innovation
- 7 #jobs
- 8 #digitalmarketing
- 9 #recruitment

Top Trending #Hashtags March 1-25, 2020

- 1 #coronavirus
- 2 #covid19
- 3 #marketing
- 4 #realestate
- 5 #leadership
- 6 #business
- 7 #iwd202
- 8 #corona
- 9 #jobs

Engagements & Articles Over Time

January - March 2020

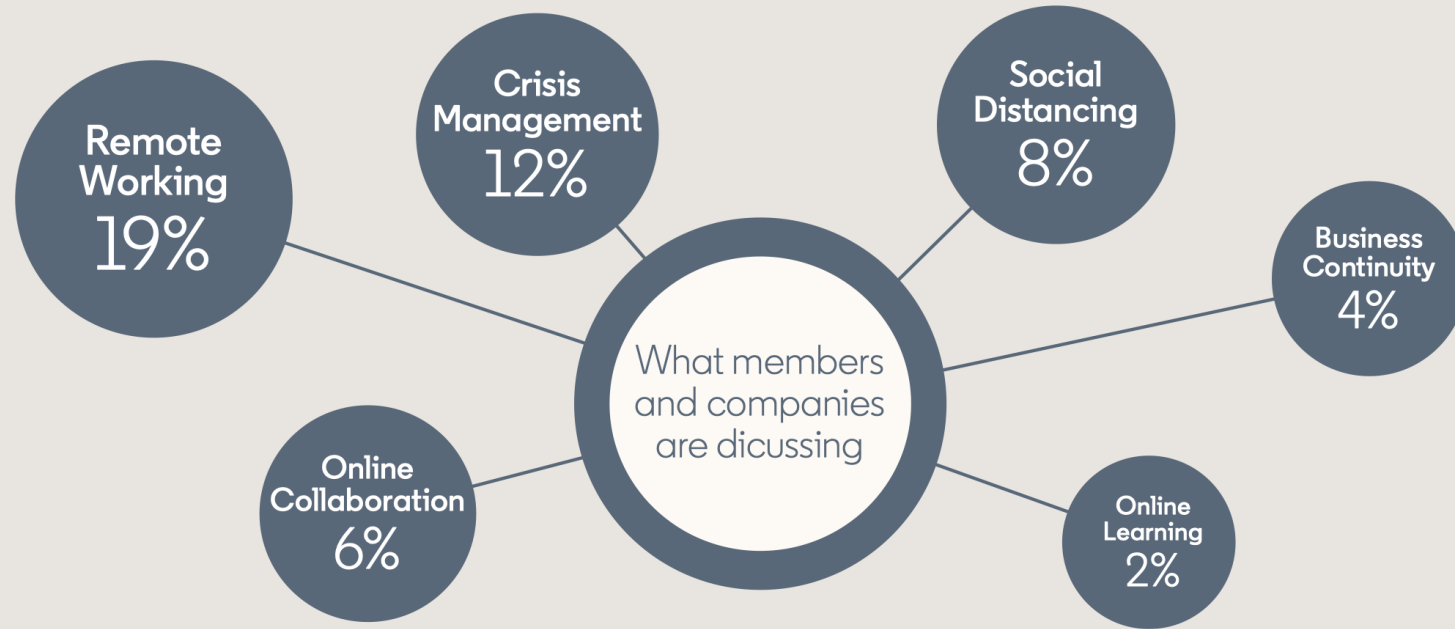


Q remote working_

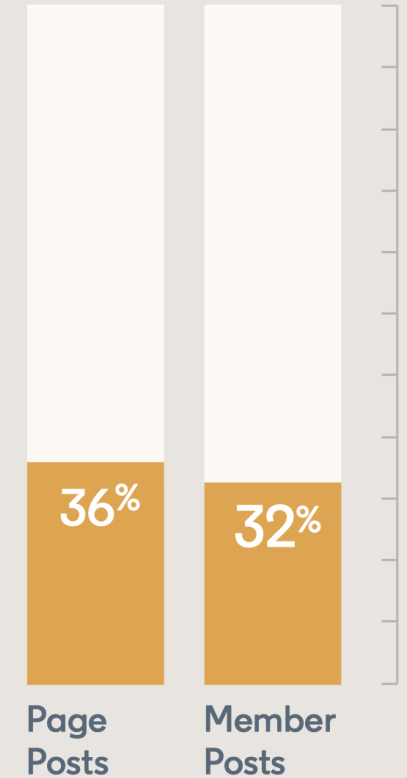
↑ 3x

Searches for “remote working”
has tripled in recent weeks.

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.

