

September 7, 2021

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5 trending LinkedIn hashtags you should use now

Trending hashtags. Say it out loud and the last thing marketers think of is LinkedIn, right? But as the platform continues to grow in popularity, tags have actually become essential to today's social media strategies. media update's Christine Beukes examines the Top 5 hashtags on LinkedIn right now.

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FIVE TRENDING HASHTAGS

that marketers should use on LinkedIn



#INNOVATION

38 872 884 followers

Used to discuss new start-ups or businesses with unique products and / or services.



#DIGITALMARKETING

27 452 584 followers

Used to discuss anything related to digital, such as social media and online marketing campaigns.



#CREATIVITY

25 272 316 followers

Used to discuss branding and storytelling within the industry



#MARKETING

20 382 185 followers

Used to refer to general industry as a whole and anything in relation to marketing



#SOCIALMEDIA

19 756 205 followers

Used to discuss popular social media platforms and developments, as well as content and campaigns

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What they're saying...

"One way to describe creativity itself is the combination of previously unrelated ideas, and a great way to generate unrelated ideas is to put unrelated people in close proximity to one another."

— McKee Wallwork + Co's Steve McKee on how differences among people give rise to creativity

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What we're reading...

You Are The Brand: The 8-Step Blueprint to Showcase Your Unique Expertise and Build a Highly Profitable, Personally Fulfilling Business

By Mike Kim



In today's upside world, it is no secret that more people than ever are building thriving businesses around their personal brands. But why do some create wildly successful businesses while others strive to just make enough to get by? Brand strategist and Brand You Podcast host Mike Kim answers that question through his proven 8-step blueprint, which is designed to help you build the brand you want. From gaining clarity in the marketplace, to discovering the right channels, your answers are here.

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