Curation Best Practices

LinkedIn Learning

Choose the best content

Consider these 3 factors before searching for content:

Who is your target audience?

Region, Business Unit, Team, Department, Function?

What is the learning objective?

Behavior Change, Skill Development, Info Synthesis?

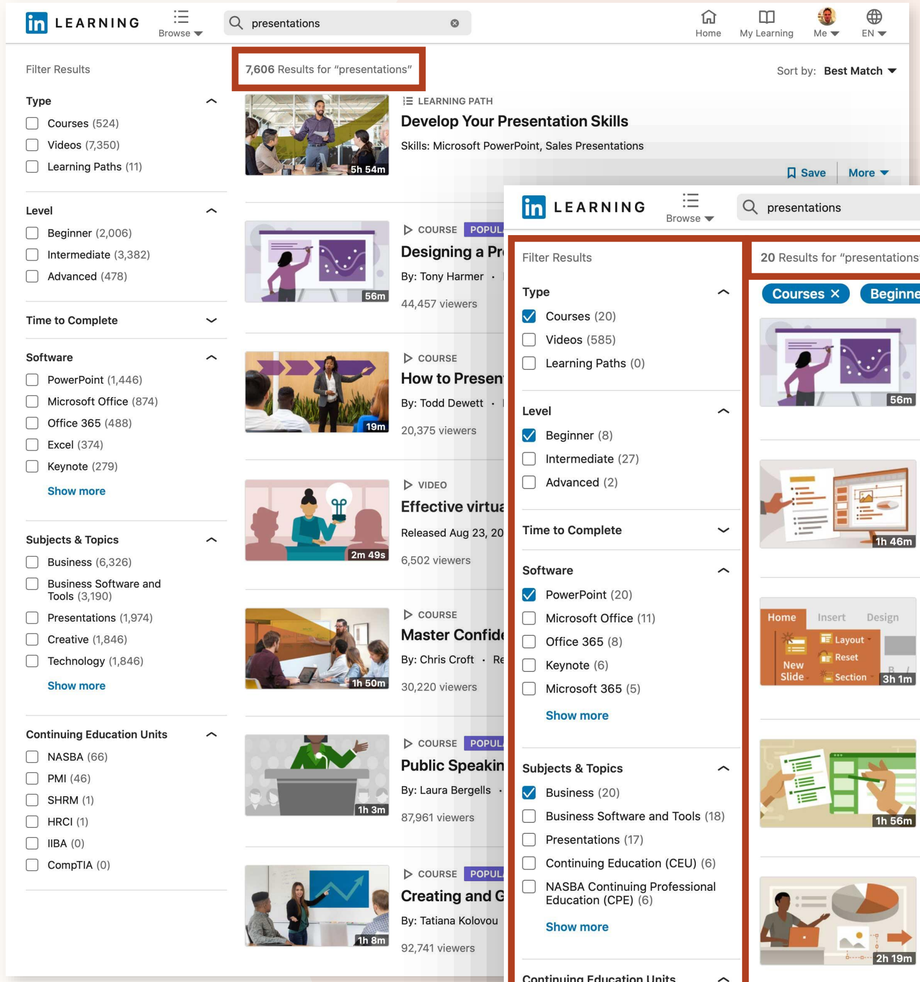
How long should content be?

Full Course or Individual Video(s)?

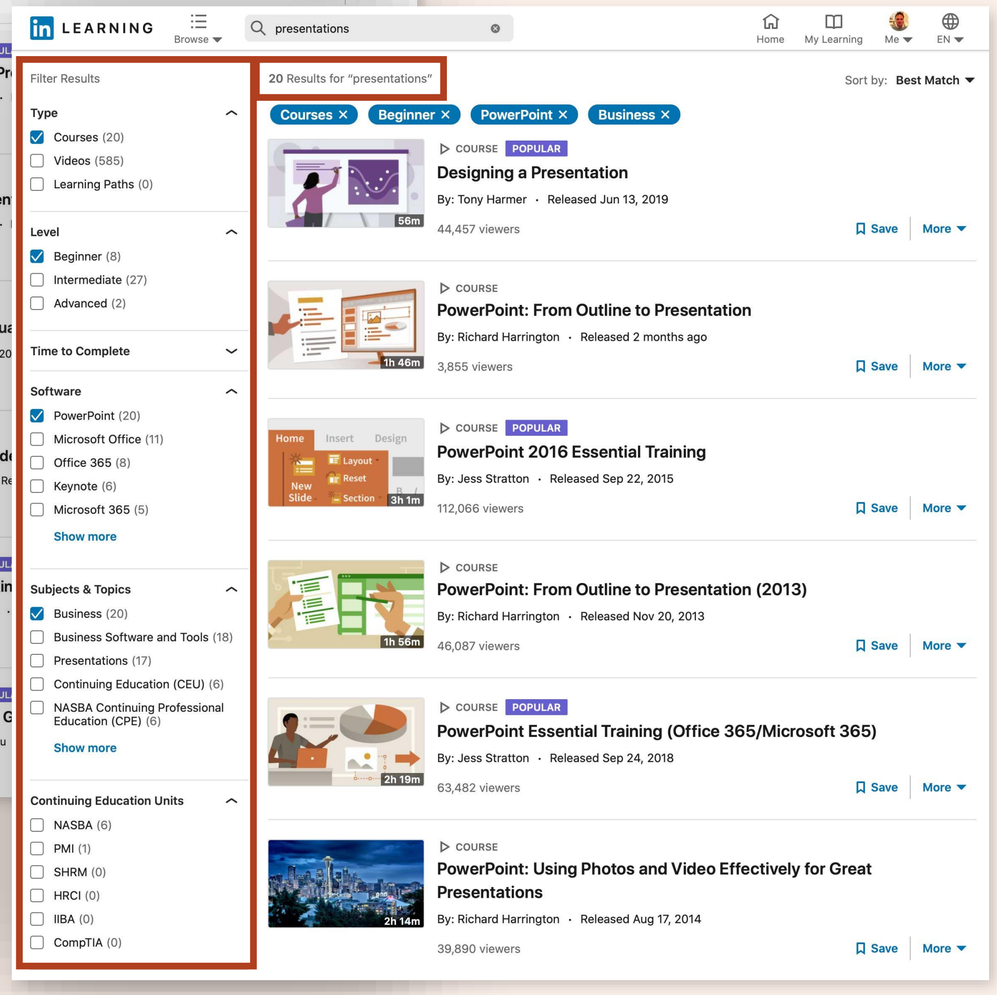
Use search filters to narrow down search results

- Filter by content type, level, software, subjects, and topics
- Sort by "View Count" and "Newest" to see most popular and most recent content

Unfiltered search for “presentations”



Filtered search for “presentations”

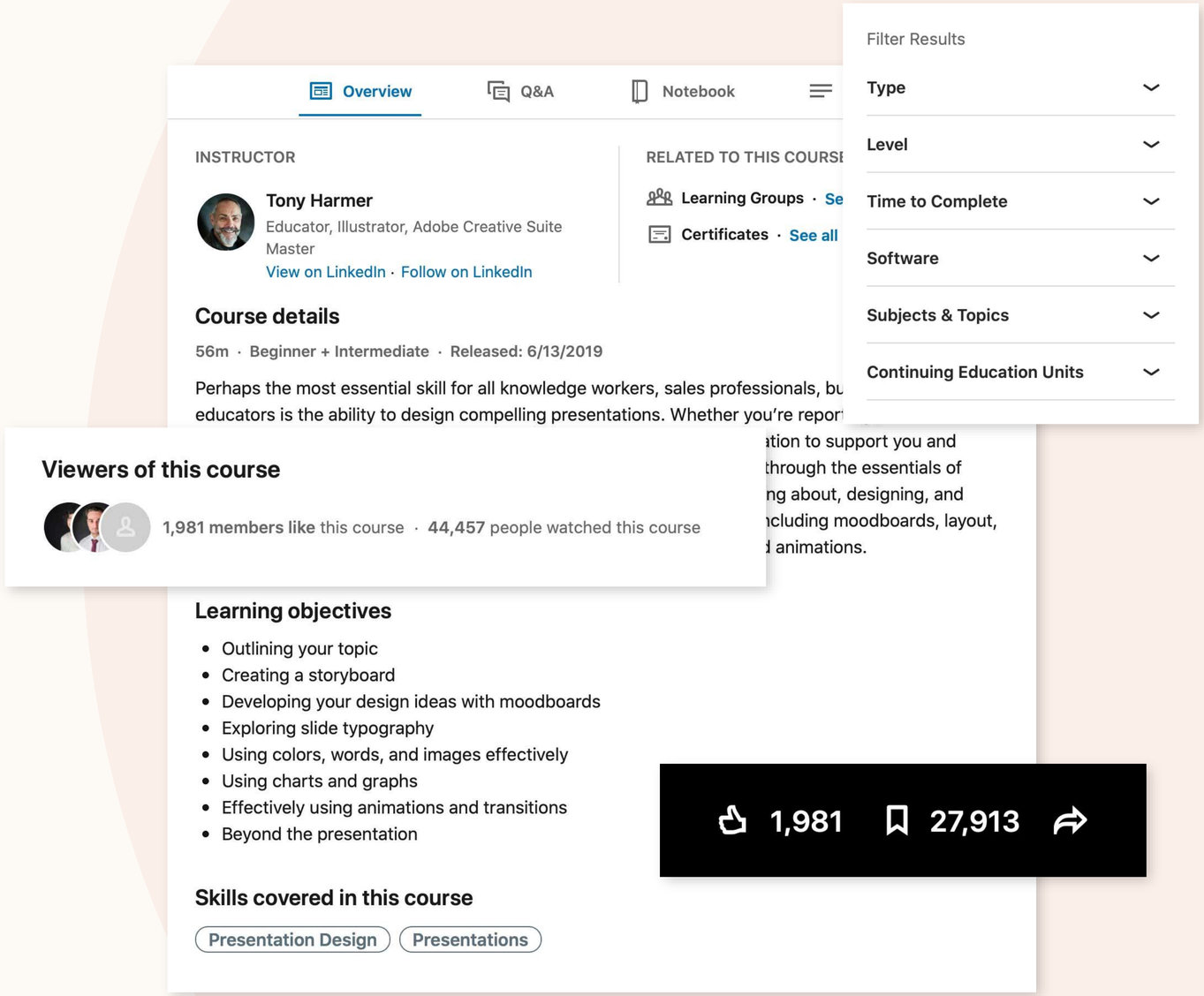


LinkedIn Learning

Quickly evaluate courses

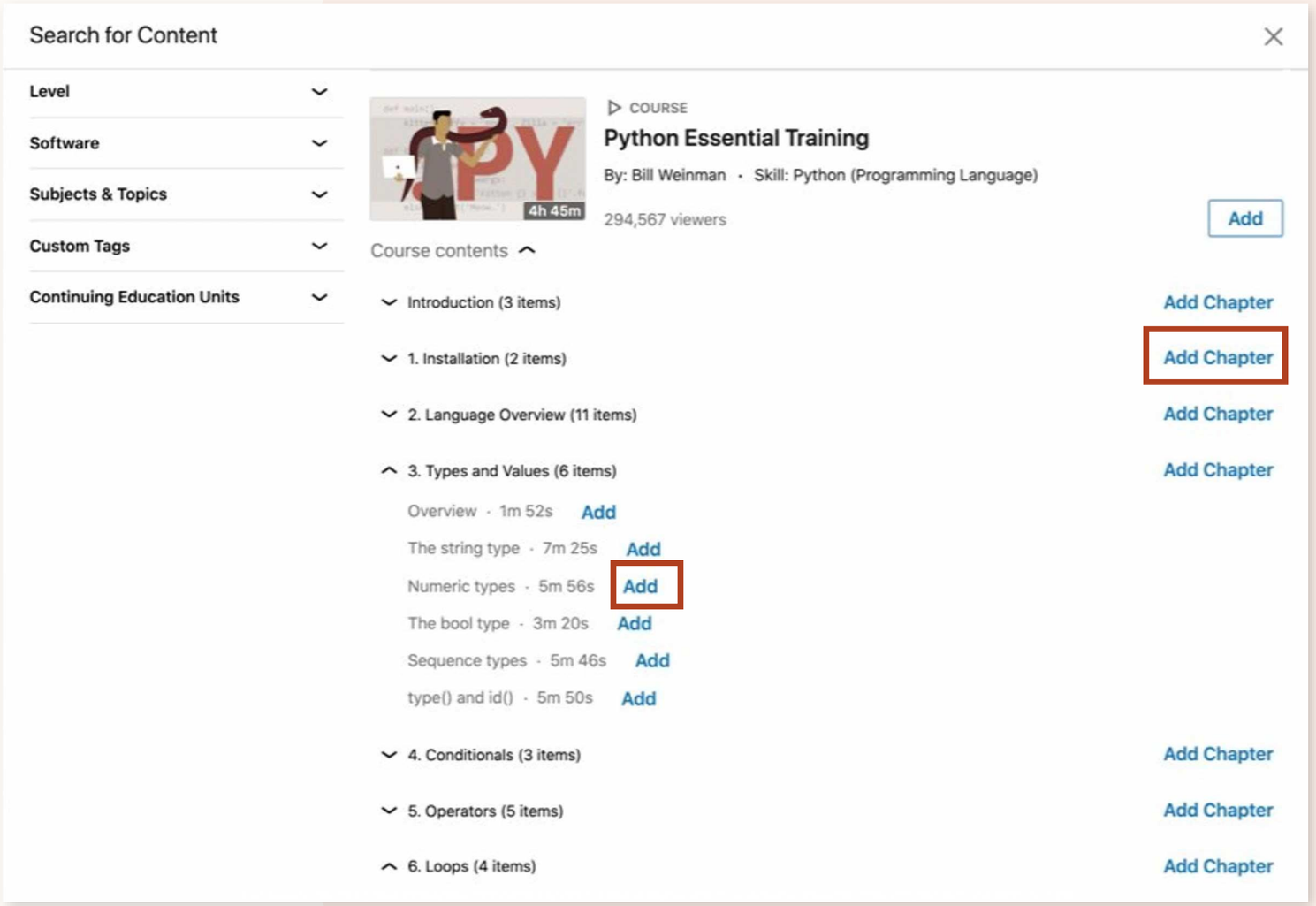
Review specifics of the course to make sure it fits your needs including:

- Length of the course/video
- Release date
- Course Details & Learning Objectives
- Common job titles of learners watching the course
- # of views, likes, and saves of the course

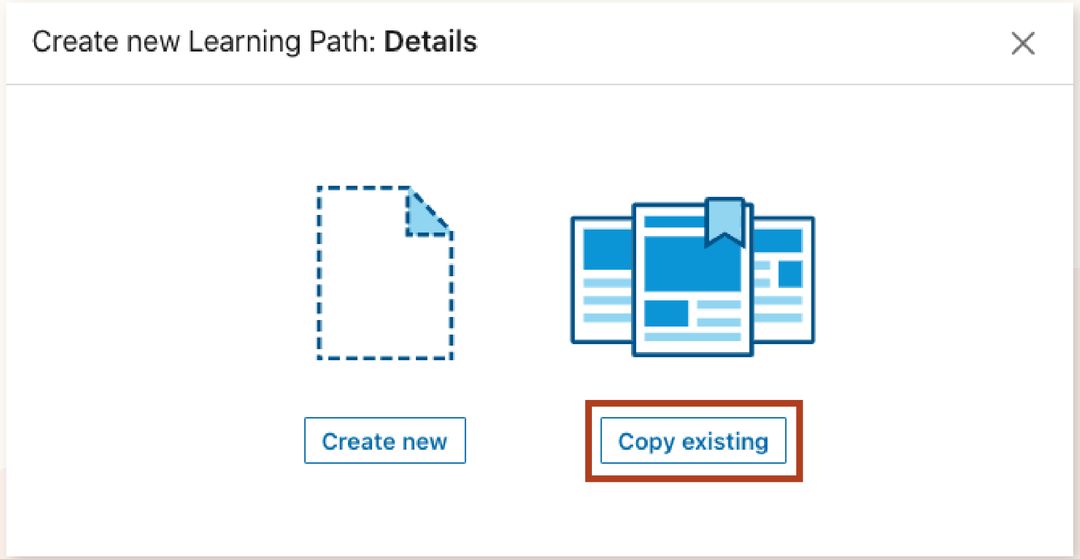


Handpick individual videos or chapters out of a course

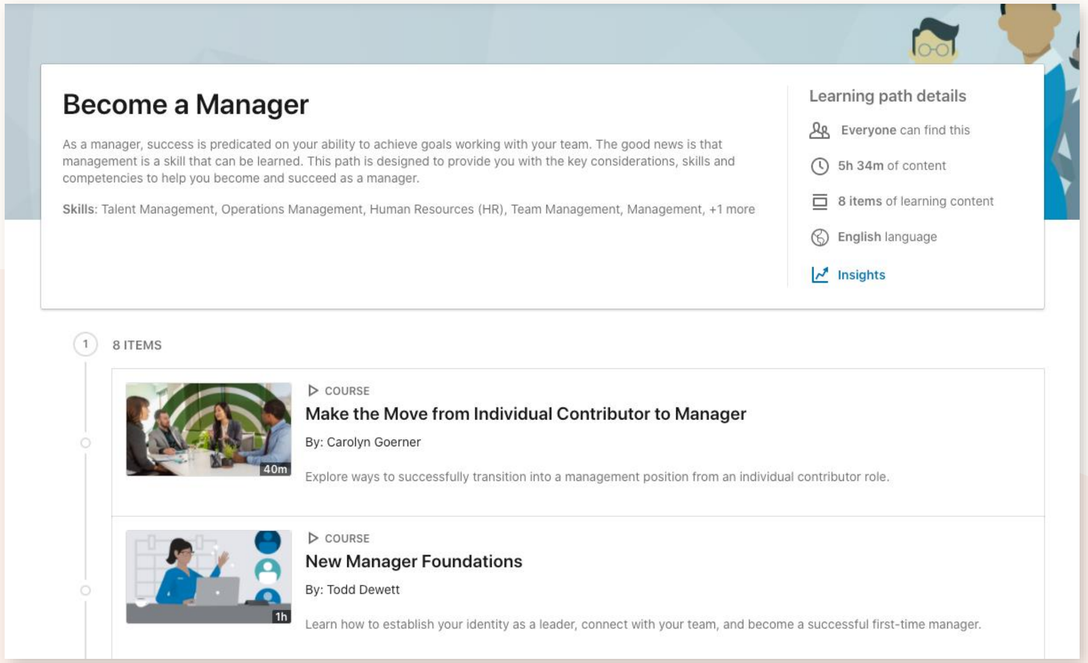
By including shorter videos in your learning path, you can ensure that learners spend their time watching content that is the most relevant.



Save time by copying an existing learning path



When creating learning paths, select “Copy existing” to duplicate an existing LinkedIn Learning-created learning path

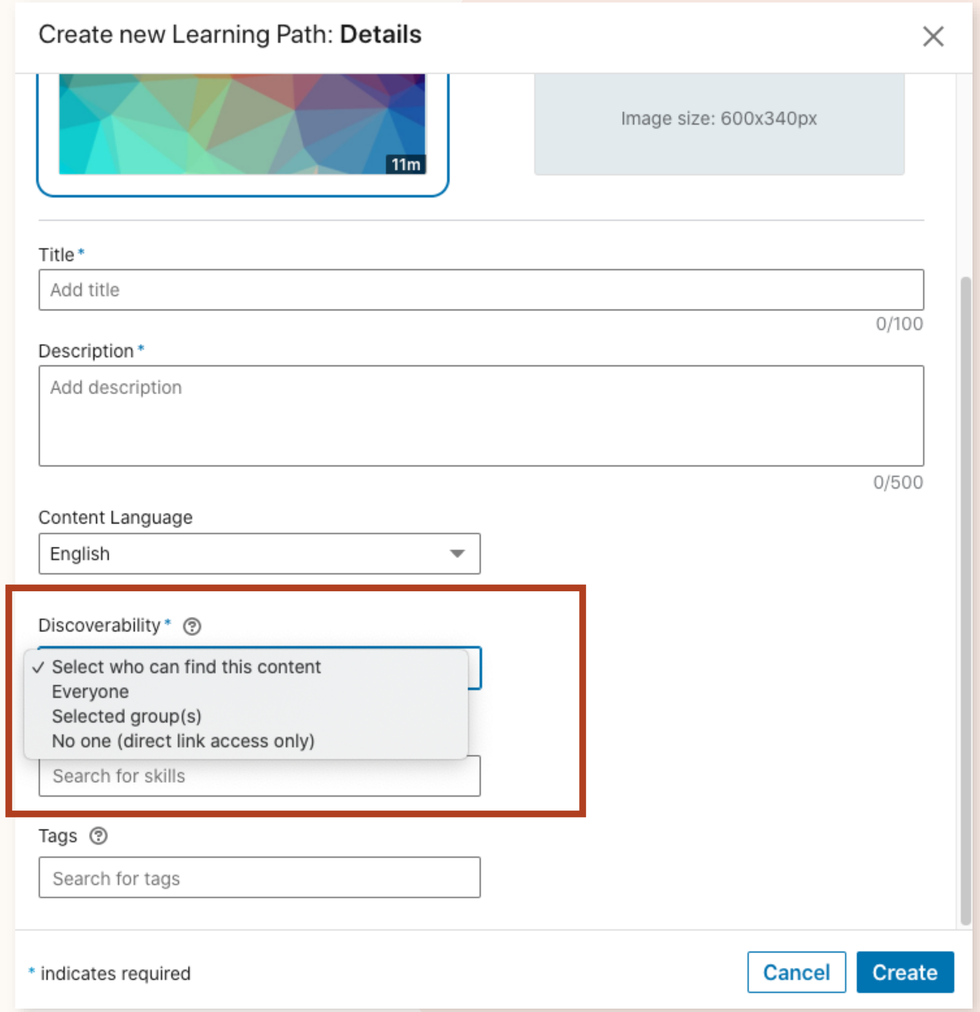


"Become a Manager" is one LinkedIn Learning's most popular learning paths and contains essential managerial skills and courses

Ensure that the right audience can find the content

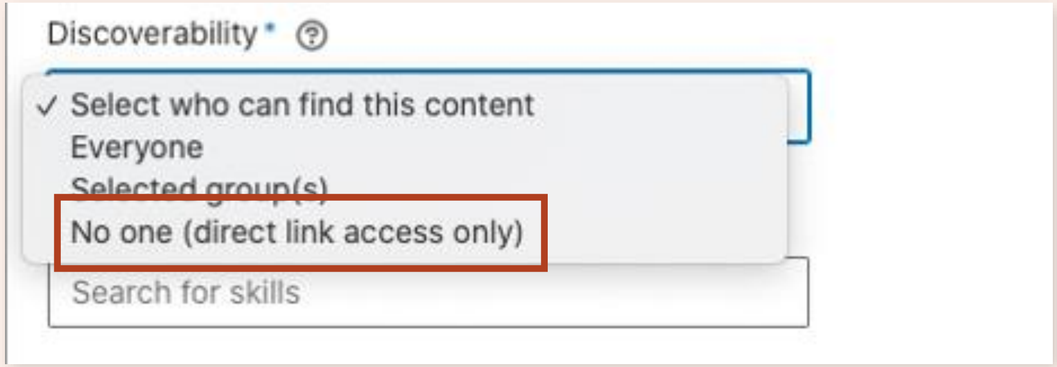
Use discoverability controls to define who within your organization will be able to find your content on the platform (in search and on the homepage)

- If your content is only applicable to certain colleagues, make sure to limit discoverability to a specific group(s)
  - If you don't see a group that you need, reach out to your LinkedIn Learning master admin
- If you do not want anyone else to find your content on the platform, set content discoverability to "No one (direct link access only)"



Save your content while you're still working on it

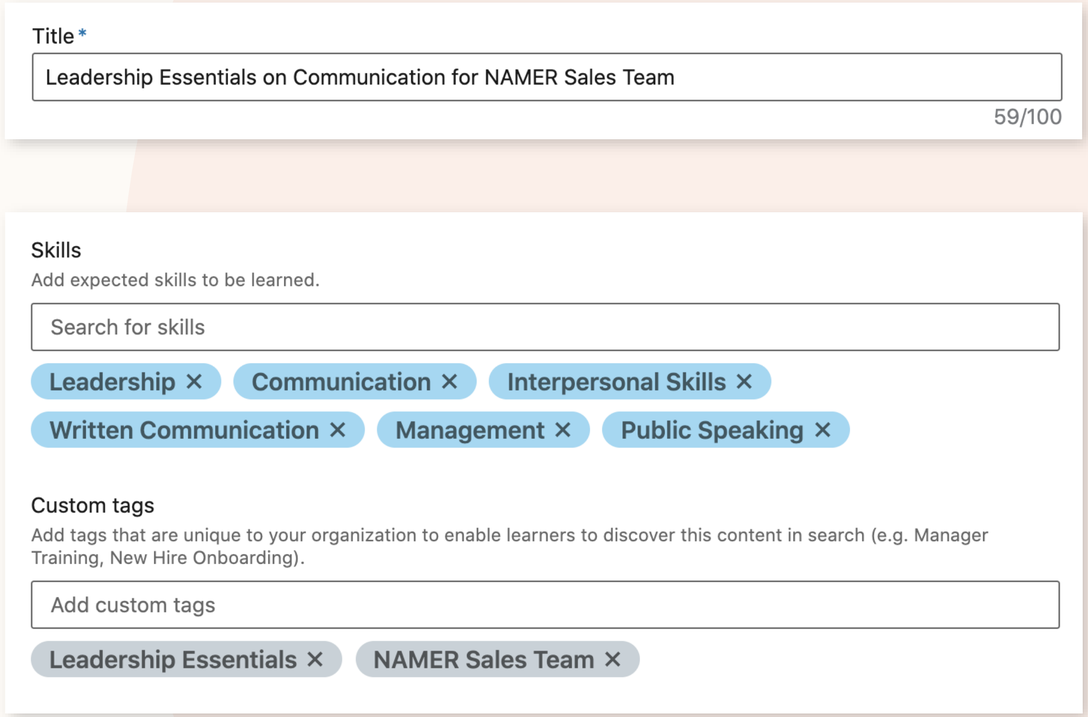
Set discoverability to “No one (direct link access only)” if you want to keep working on your learning path before it is published (and available in search results and on the homepage).



Name & Tag Your Content Effectively

If you set discoverability to "Everyone," anyone within your organization can find your content in search, so make sure that the title is appropriate and helpful for learners.

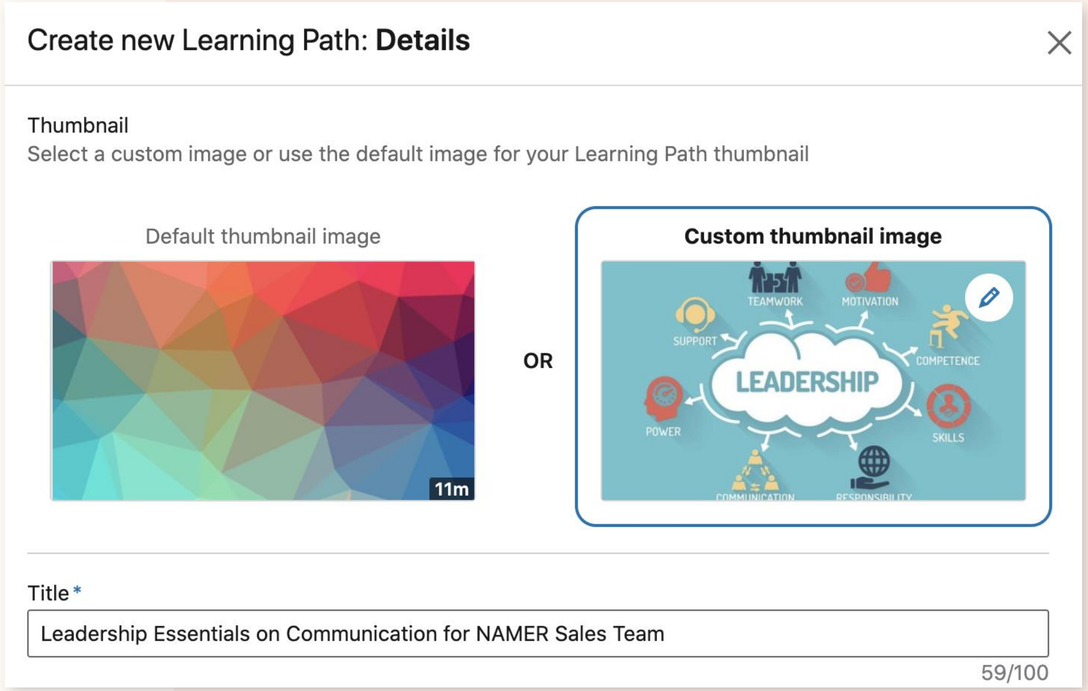
- Title: Consider including the department/team name, program name, and subject area
- Skills: Include relevant skill tags so your content appears in skill search results alongside relevant LinkedIn Learning content
- Custom Tags: Include custom tags that are unique to your organization to ensure that colleagues can find your content while searching



Customize the thumbnail so your content stands out

Upload a custom thumbnail image to ensure that learners can easily understand what the content is about

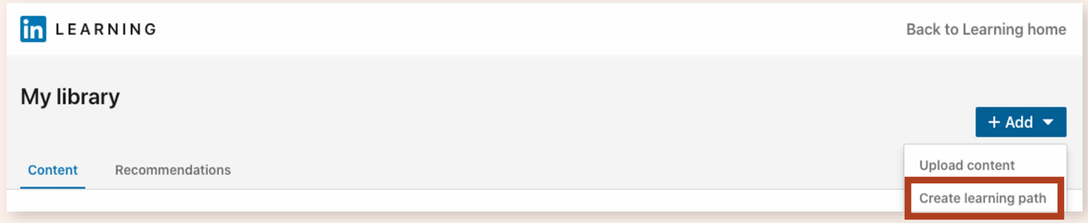
- Add an image that is unique and relevant to your target audience
- You can also customize the thumbnail for each piece of custom content that you add to the learning path



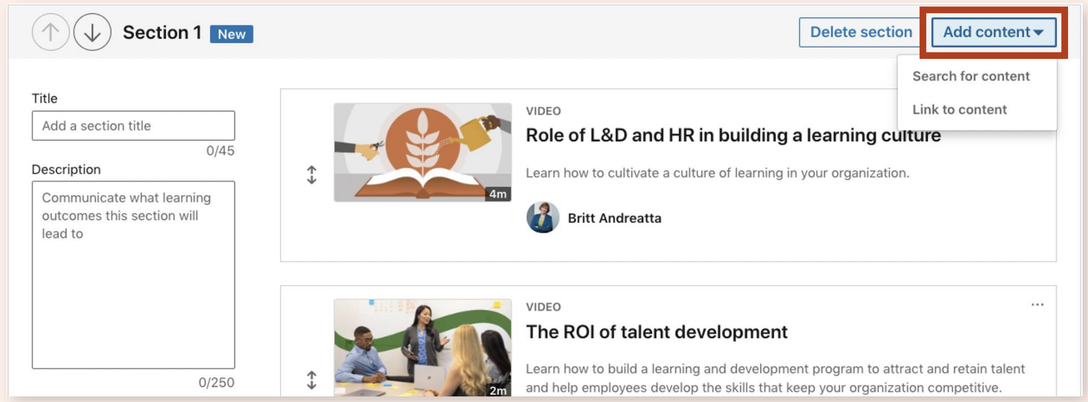
Blend learning paths with internal custom content

Learning paths that contain internal learning content perform better than learning paths without custom content. Custom content ensures that the path is hyper-relevant to your target audience.

Use custom content links instead of uploaded documents or videos if your audience may want to download the content post-viewing.



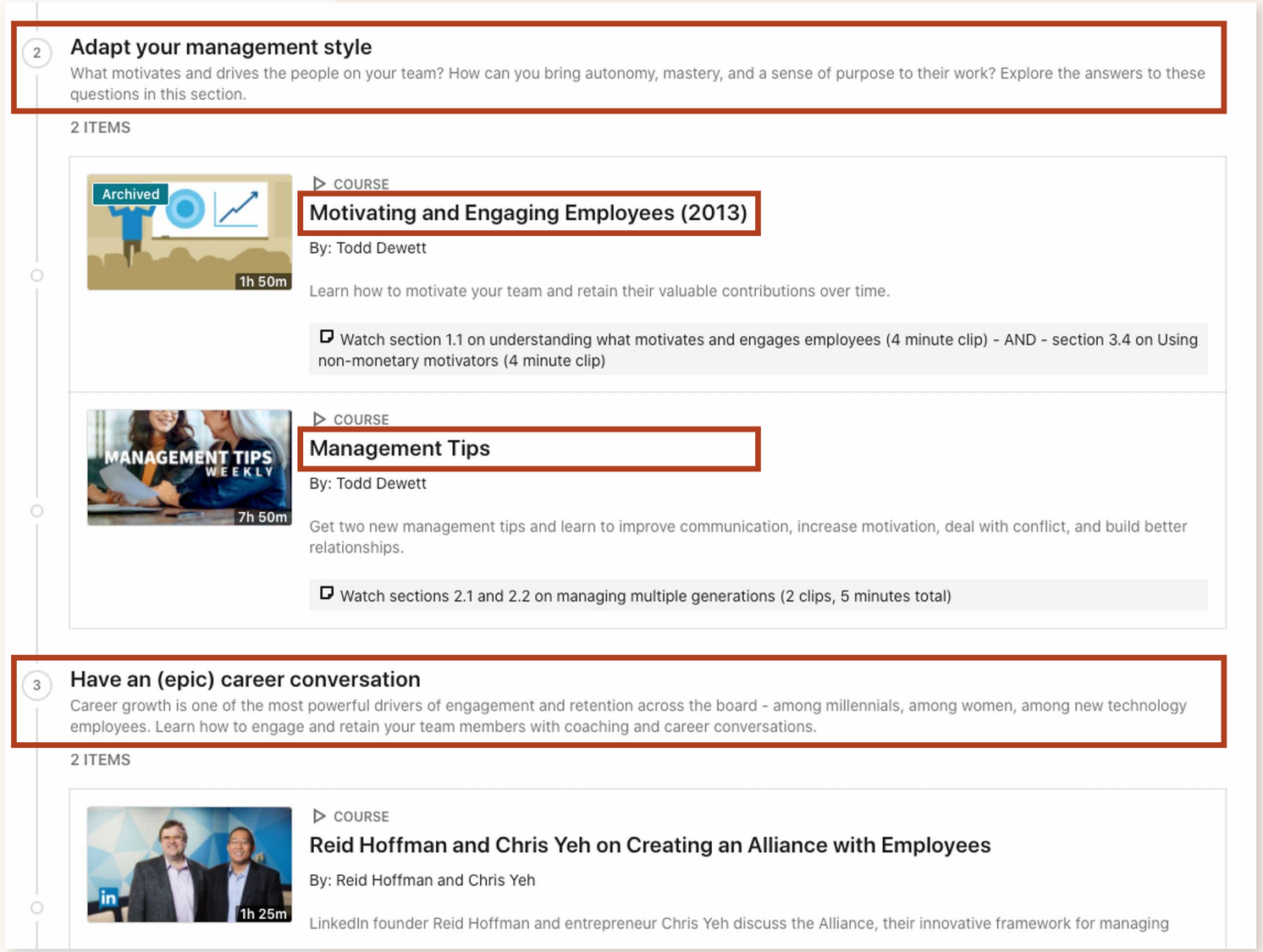
First, upload internal content to the platform – it can be a document, video, or link.



Then, when the building the learning path, add the document, video, or link to the path.

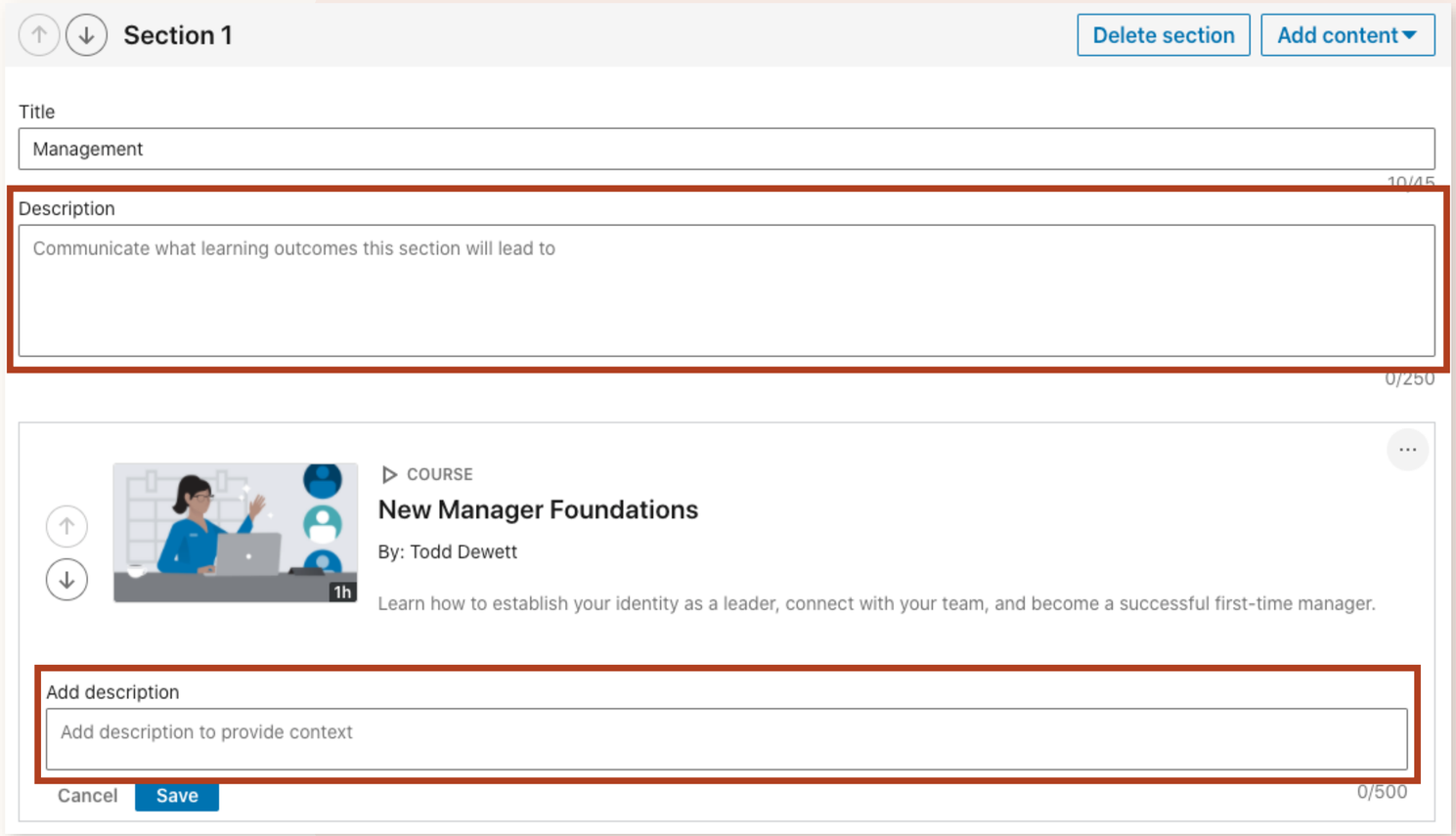
Bucket your content into sections

Group your content into sections by subject area to provide structure and guidance for learners.



Add descriptions within the learning path

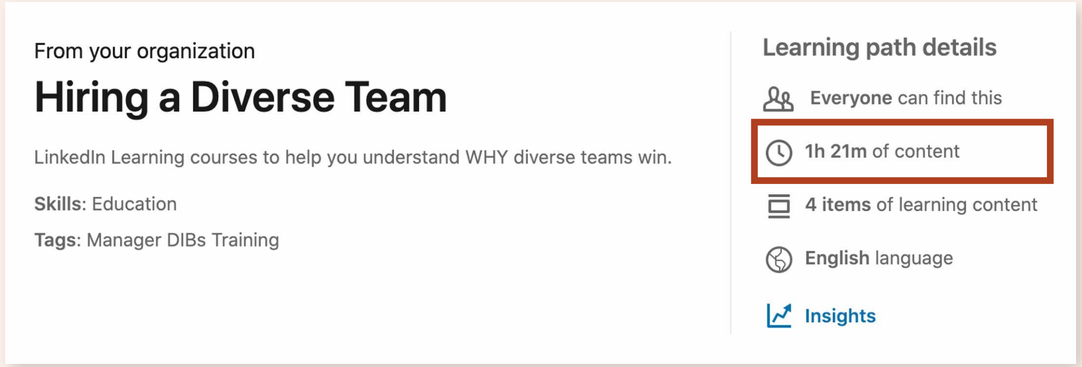
Provide specific context for learners by adding detailed descriptions for each section and piece of content.



Depending on your learning objective, make sure that the length of the learning path is manageable.

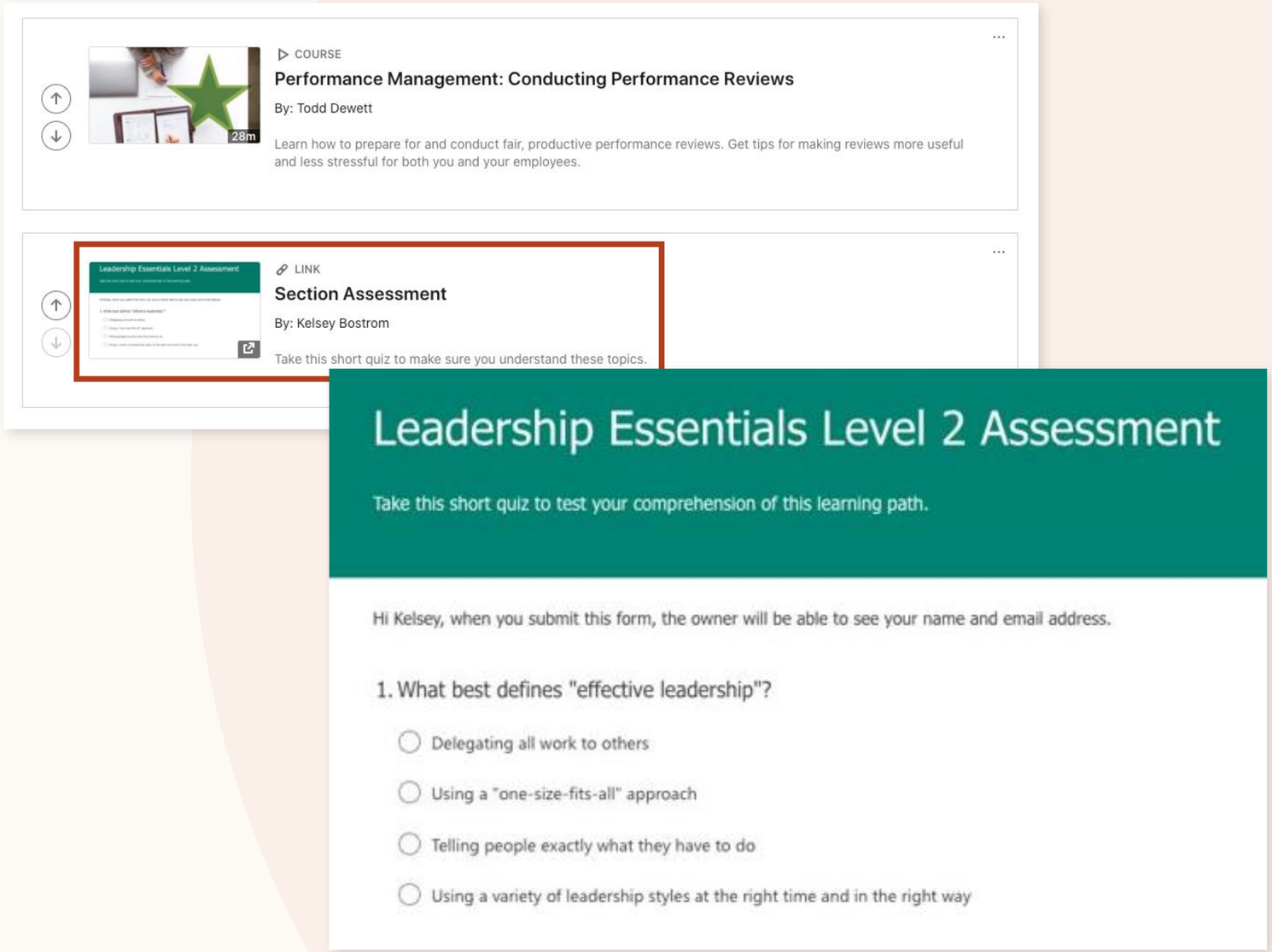
If your goal is quick skill development, keep it focused and aim for your learning path to be no longer than 2 hours and fewer than 5 total sections (with fewer than 6 pieces of content per section).

If your goal is behavior change or mastery of an advanced topic, you will need to include longer, in-depth pieces of content, which may require a longer learning path.



Add in Custom Assessment Links to Ensure Comprehension

Add a custom link to the end of the learning path (or each section) that directs to a **custom quiz.** Microsoft and Google forms both offer assessment solutions that you can link to.



Make sure your content stays up-to-date

- Learning paths should be evaluated and updated every quarter (check the "last modified" date to see when you last updated the content)

- What to consider when updating a learning path:
  - How have your team's skill development needs changed?
  - Have any popular new courses come out since initial creation?
  - Have any new technical courses come out with more up-to-date information?

- If your content is no longer relevant, set discoverability to "No one (direct link only)" so that no one will be able to find the content on the platform anymore

20-30

New courses are released each week. Keeping your curations up-to-date is key!