Curator Playbook
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1 Feature Overview
With the curator role, you're able to easily create, share, and track success of your learning and training programs.

Create learning content
Upload internal content and curate custom learning paths

Share content
Connect your content to the colleagues that need it

Get insights
Measure the success of your programs with insights on views and completions

44 curators from the beta program rated the curator feature 8/10 regarding likelihood to recommend to a colleague.
Easily upload and arrange content into an intuitive, engaging format.

When creating learning paths you can...

- Blend LinkedIn Learning and internal custom content
- Handpick specific videos from courses
- Group content into sections
- Put content into an order
- Add descriptions for sections and pieces of content

"Before I could create learning paths, I would have to gather links and then manually create an email or a 1-pager which would take a ton of time. With this role, I can present content in a useful, nice format and it takes no time at all."

Program Manager
Curator from beta program

We have a huge need for learning paths. Any way to make this easier and less time consuming is a positive thing. It allows me to quickly and easily communicate new training material with my global team.”

Learning Coordinator
Curator from beta program
Understand the impact of your trainings with deep reporting on learner engagement and completions.

Check out how your content has trended over the last 90 days with unique viewer counts.

See who has completed and is in-progress with your content.

“I’m not used to seeing any statistics out of my current tools. LinkedIn Learning beats SharePoint, email, and Google Docs on reporting and analytics – I can get so much more out of LinkedIn’s tools!”

Technology Trainer
Curator from beta program

“The #1 benefit of this tool is tracking. I love that I can see how much engagement and usage there has been with my learning paths and custom content.”

HR Associate
Curator from beta program
Consolidate all your content on one platform so that everyone can always find it.

“We tend to give training once and not have it saved somewhere for future viewing, so this is a good way to create a training database for new employees who were not with the company when important training was originally given. It’s easy for them to have one place for everyone to go to. I also like that I can keep all of my curations organized in one place in my library.”

Sales Readiness
Curator from beta program

Because your curated content will live within your org’s LinkedIn Learning library, learners will know where to access it.
2 Using the Tools
After you're assigned as a curator, you'll receive an email.* Clicking "Get started" will take you to your LinkedIn Learning homepage.

*If you don't receive the email, you will still be able to access the curation tools from your homepage.
You can now start creating and sharing content!

Step 1
Click on the “Add” button at the top right of your LinkedIn Learning homepage.

Step 2
On the menu, click “My library” to be directed to your curation library.

Step 3
Now, start uploading and curating customized learning paths for your team!
Recommend your content to trigger an email notification to your recipient(s) and highlight the content on their homepage.

You will have the option to add a customized message and due date.

Recommendations will appear in the "From your org" section of the recipient's homepage.
Recommending also gives you access to deeper insights like learner-level in-progress and completion data.

After you’ve made the recommendation, check out how many learners have started and/or completed your content in the “Recommendations” tab.

Click into the piece of content to understand the progress of individual learners.
Along with recommending, post the content URL on relevant internal platforms to maximize reach.
After you've shared content, monitor views on your library page.

See how many unique learners have viewed your content in the last 90 days.

Click on a viewer count number to check out content trends over time.
Each month, you'll receive an email with insights on the impact you're driving at your organization.

You can see how many total viewers your curated content has driven so far, along with your most popular content.
Relevant Help Center Articles

• Creating a Learning Path

• How to Use Discoverability Controls

• Uploading Custom Content and Links

• Understanding Content Viewer Counts

• Getting Insights on Recommended Content

Have more questions?
Visit the Help Center to see more help articles and contact support.
3 Curation Use Cases
Corporate Use Cases by Role

**Onboarding**
- Program Manager
- HR Associate
- Sales Readiness
- People Manager

**Continued Training**
- Program Manager
- HR Associate
- Sales Readiness
- People Manager
- Subject Matter Expert
- Individual Contributor

**Information Synthesis**
- Sales Readiness
- People Manager
- Subject Matter Expert
- Individual Contributor

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**Onboarding:** Training designed to onboard employees onto a new role, department, or process.

**Continued Training:** Ongoing training designed to support team/department goals.

**Information synthesis:** Integrating content from disparate sources into a coherent whole.
Individuals in the company that have a **role-based need** to curate training/learning programs for a specific function, department, business unit, or region.

- Onboarding and upskilling programs
- On-demand training for a new technology and/or software (e.g. Skype, Teams, SQL, Python)
- Continuous training programs to drive skill development in:
  - Leadership and manager development
  - Software migration training
  - Operational excellence
  - Performance development plans

Other titles include Learning Coordinator/Lead, Training Specialist, Project Manager, Quality/Process Improvement Specialist, IT Specialist, etc.

"I create weekly teaching moments in a learning path style. I used to share links, but this is much easier to create training for a department or expanding to a wider audience. **Being able to upload content and create a weekly training schedule** has been the most valuable to me."

Sr. Quality & Process Improvement Specialist from ICF Consulting
Curator from beta program

"I am working on a quick virtual training for an Agile Scrum framework. Using a learning path, I can make the training ICF-specific. **I love that I can make it our own – that is super helpful for me.**"

Program Manager Curator from beta program
HR Associate

Other titles include HR Business Partner, HR Manager, Talent Coordinator, Talent Partner, etc.

HR professional that builds HR agenda and processes, global initiatives, and content that support organizational HR strategic goals.

Custom learning paths on talent management processes including:
- Employee performance reviews
- Manager development
- Leadership succession
- Promotion/compensation initiatives
- Hiring & firing trends

On-demand learning paths on timely initiatives:
- DIBS (Diversity, Inclusion, and Belonging)
- Remote work tips
- Mental health and wellness
- Mentorship

“I created a learning path by blending our internal training (recorded conference call+ slides) and LinkedIn Learning content. I shared the learning path with my peer HRBPs and the HRMs and received rave reviews. I found the process to be quite seamless and really appreciated the option to assign the training to others with a due date. Everyone I shared the path with was eager to become curators as well. We have so many ideas on how we can continue using this feature.”
Sales Readiness

Other titles include Sales Enablement Manager, Trainer, and/or Sales Operations

Individual that focuses on building onboarding and upskilling content for sales teams on products and processes.

- Virtual new hire onboarding and ongoing training, sales coaching, and assessment/certification programs
- Pitch decks, product FAQs, talk tracks, ROI calculators, best practices, and other assets to enable the field
- Pre and post work for Instructor Led Training sessions

I love creating short training snippets and putting them into a learning path, so that people are easily able to select which training pieces they need to view instead of having to watch the entire course if they don't need to. It's also great to be able to mix videos, articles and links.

Sales Enablement Manager
Curator from beta program
People Manager

Manager/supervisor that supports a team of learners and plays a consultative role in their career development.

• Creating tailored learning paths for direct reports to help with career development and upskilling

• Paths to onboard new team members, e.g. "Product Marketing Toolkit"

• Curated learning path of recommended courses that share valuable team principles and insights on leadership style, e.g. "Sarah's Top Course Recommendations for Team Dynamics"

“I love that we’re able to add material that isn’t from LinkedIn to customize a path for our team. We do a lot of self-development on our team, so it’s nice to be able to create a path that’s a common theme on the team and track the involvement.”

Marketing team leader
Curator from beta program
Subject Matter Expert

Individual that has domain expertise in a specific area and enjoys sharing his/her knowledge across the organization to benefit the rest of the business.

Examples:

• Finance Director sharing revenue targets and other metrics with C-suite and leadership

• IT manager sharing best practices on security protocols/technology services with new employees

• Data analyst sharing customer churn analysis and industry trends with his/her team

• Product leader sharing “How to be a PM” tips & tricks

"LinkedIn Learning makes it simple to pull together resources and share quickly. The curation tools provide a much more polished and tailored approach than sending links or emails.”

Data scientist leader Curator from beta program
Individual Contributor

Individual that wants to showcase his/her knowledge to gain visibility in the organization and/or to aspire to a leadership role.

Example:

• Launched new project and wants to share what they’ve learned with the team such as a winning sales pitch, successful product launch, unique customer success story, or a best practices on a topic they are confident in

“This tool helps me to standardize and share certain on-boarding and other helpful information with my team and whole department in an easy-to-use and easy to track format.”

Sr. Compensation Analyst
Curator from beta program
Higher Education: Professor

Instructor that creates a custom curriculum for their students.

- Learning paths to supplement existing course curriculum, organizing sections around syllabus structure
- Customized learning programs for different students (beginner vs advanced, various subject areas)
- Curated research to showcase to students and the public

"I only have access to the VLE at the university and that has limited functionality when it comes to adding video links. LinkedIn Learning was much easier and more user-friendly. It is intuitive in how you curate content."

Professor at the University of Leeds
Curator from beta program
Higher Education: Career Coach

Individuals that provide career-specific coaching and training to students to assist them in finding a career post-school.

• Job-seeking training for students on various career paths and associated skill sets

• Learning paths to inform students on interviewing tips and tricks

"I believe sometimes the information and offerings can be a bit overwhelming for students and having a learning pathway ready to go can make students' lives a lot easier.

Career Coach at the University of Houston
Curator from beta program
Higher Education: Student Champion

Student that is passionate about learning and has a desire to create and share learning programs with his/her peers.

• Relevant learning for fellow students

• Curated content to help peers prepare for an exam or paper such as a recap of course and highlights of most helpful material

"It’s so helpful to be able to integrate custom content, LinkedIn Learning content, and external learning links all in one learning path in one platform."

Student Champion Curator from beta program
4 Curation Best Practices
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
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.
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 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!