

Getting Started Guide

# LinkedIn Learning Hub



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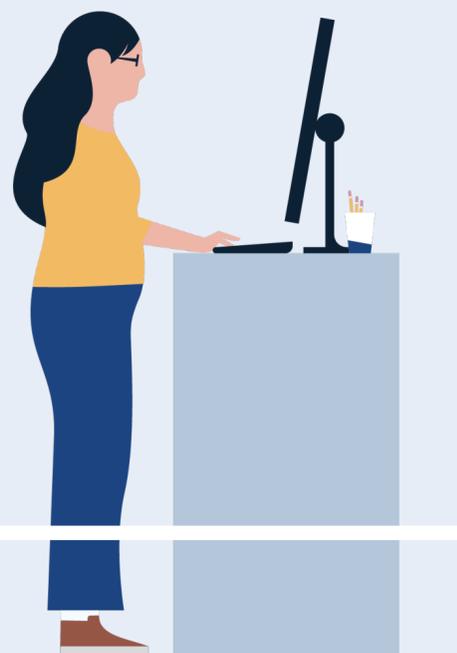
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# Introduction to LinkedIn Learning Hub



# Welcome to LinkedIn Learning Hub, our skill-building platform.

LinkedIn Learning Hub draws on data and insights from **the world's largest professional network and most comprehensive skills taxonomy.**



# LinkedIn Learning Hub is the center of your skill-building strategy

## Personalized content

Make it easier for learners to discover the right content at the right time with personalized recommendations across all your learning content, powered by LinkedIn AI.

## Community-based learning

Connect learners via a community-based learning experience where colleagues, peers, and experts engage and build new skills together.

## Skill-driven outcomes

Inform your L&D strategy with insights on skill development across all of your content to help you understand the skills your company needs and curate the right content for learners.

LinkedIn Learning Hub

The diagram features a central hub labeled 'LinkedIn Learning Hub' at the bottom. A dashed grey arc connects three colored circles: an orange circle on the left, a green circle at the top, and a blue circle on the right. Dashed grey arrows point from each of these circles towards their respective text blocks. The background includes a stylized city skyline at the bottom.

# LinkedIn Learning Hub brings together **all** available learning resources.



## Partner content



## LMS content



## Your company's content

- Internal onboarding links
- Videos uploaded by your team
- And more

## KEY FEATURES

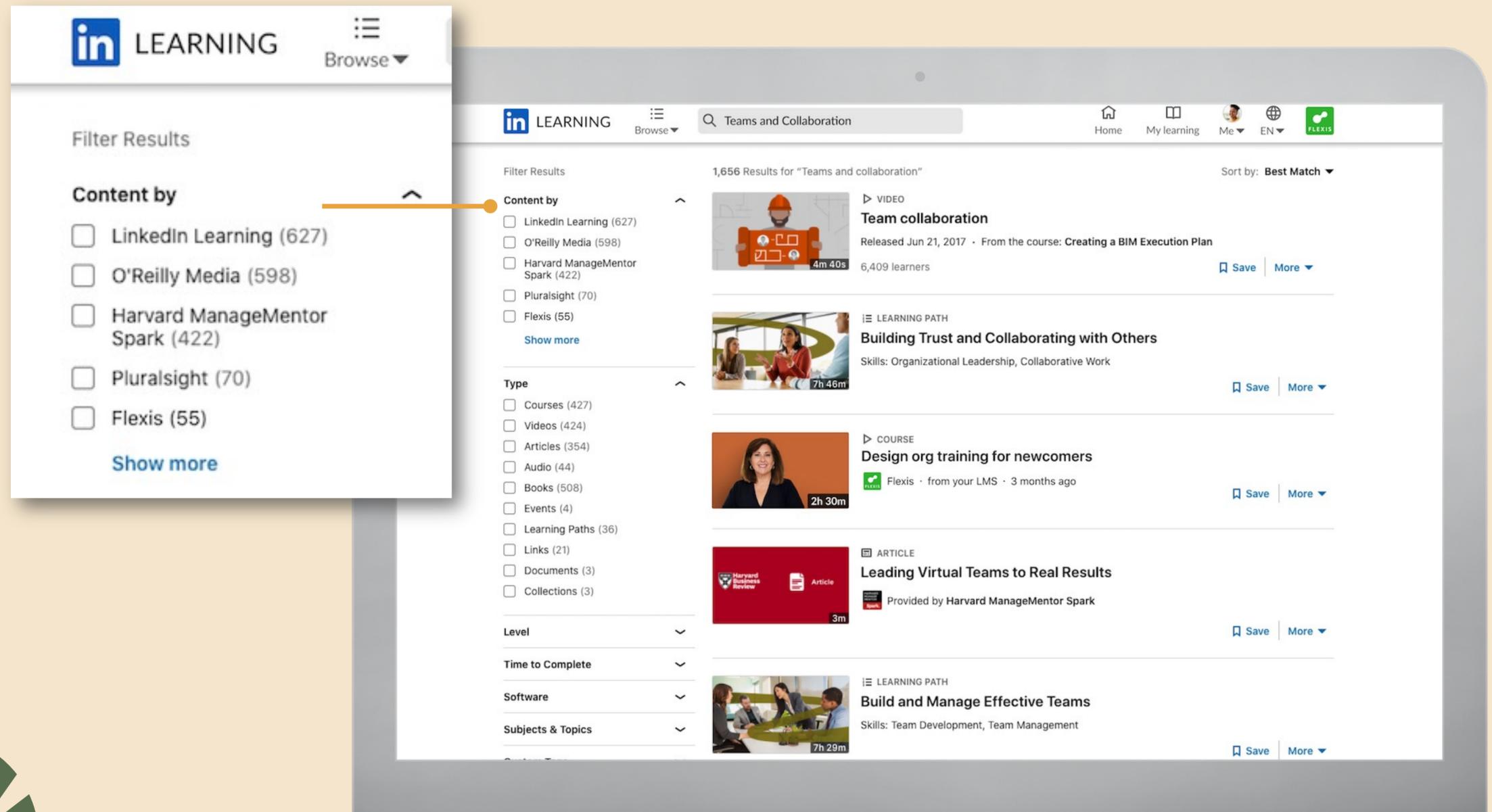
# Personalized content

Surface all the right content for your learners.

## Provide learners access to our content partners.

Integrate your content subscriptions into Learning Hub with our content partners.

Learners can search for topics, filter by content provider, and discover all their learning needs in one place.



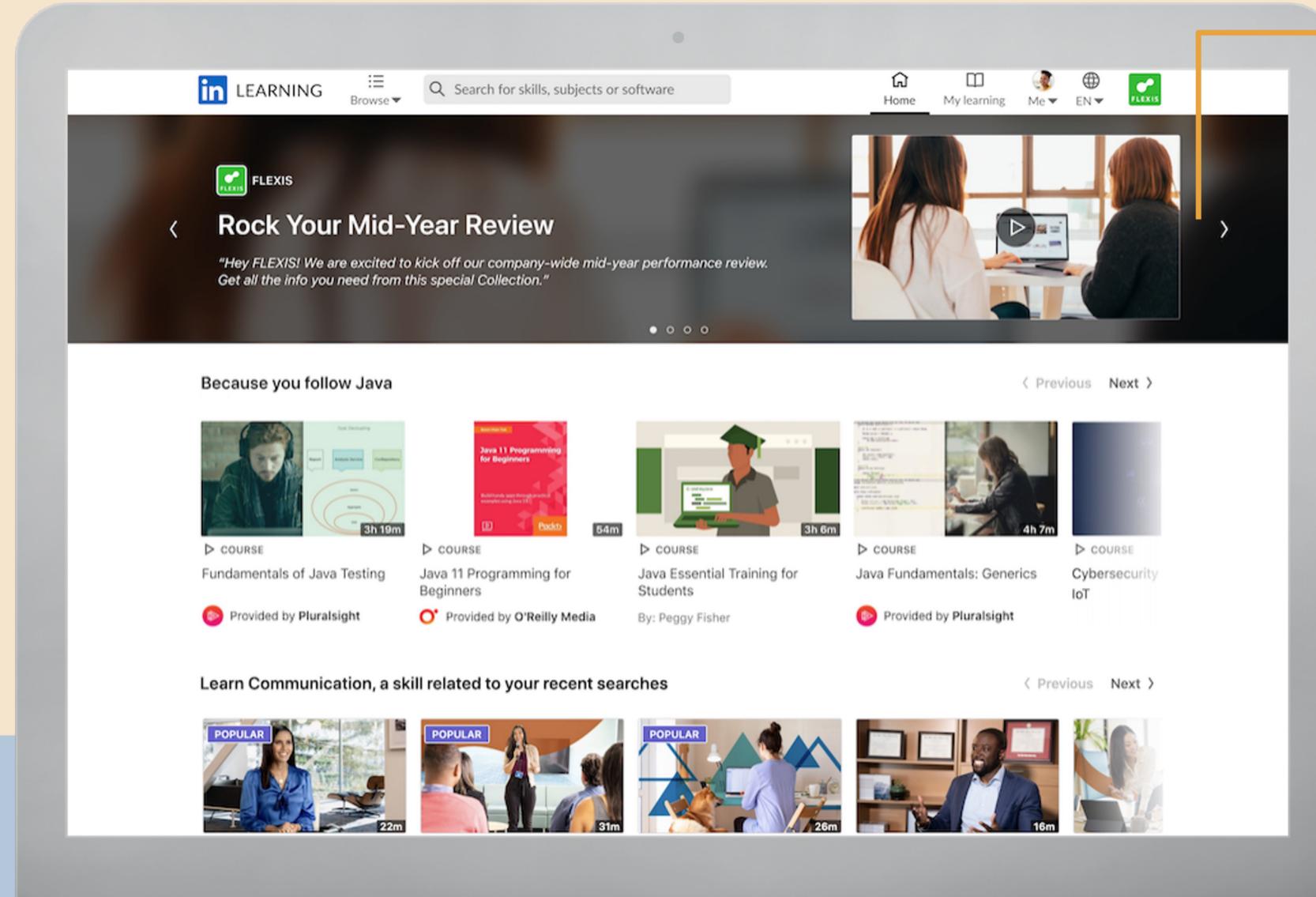
## KEY FEATURES

# Personalized content

Personalize the learner experience by guiding them to content that's important to your company.

## Promote content on the homepage.

Customize the hero banner and feature custom company content, partner content, LMS content, or LinkedIn Learning content on learners' homepages.



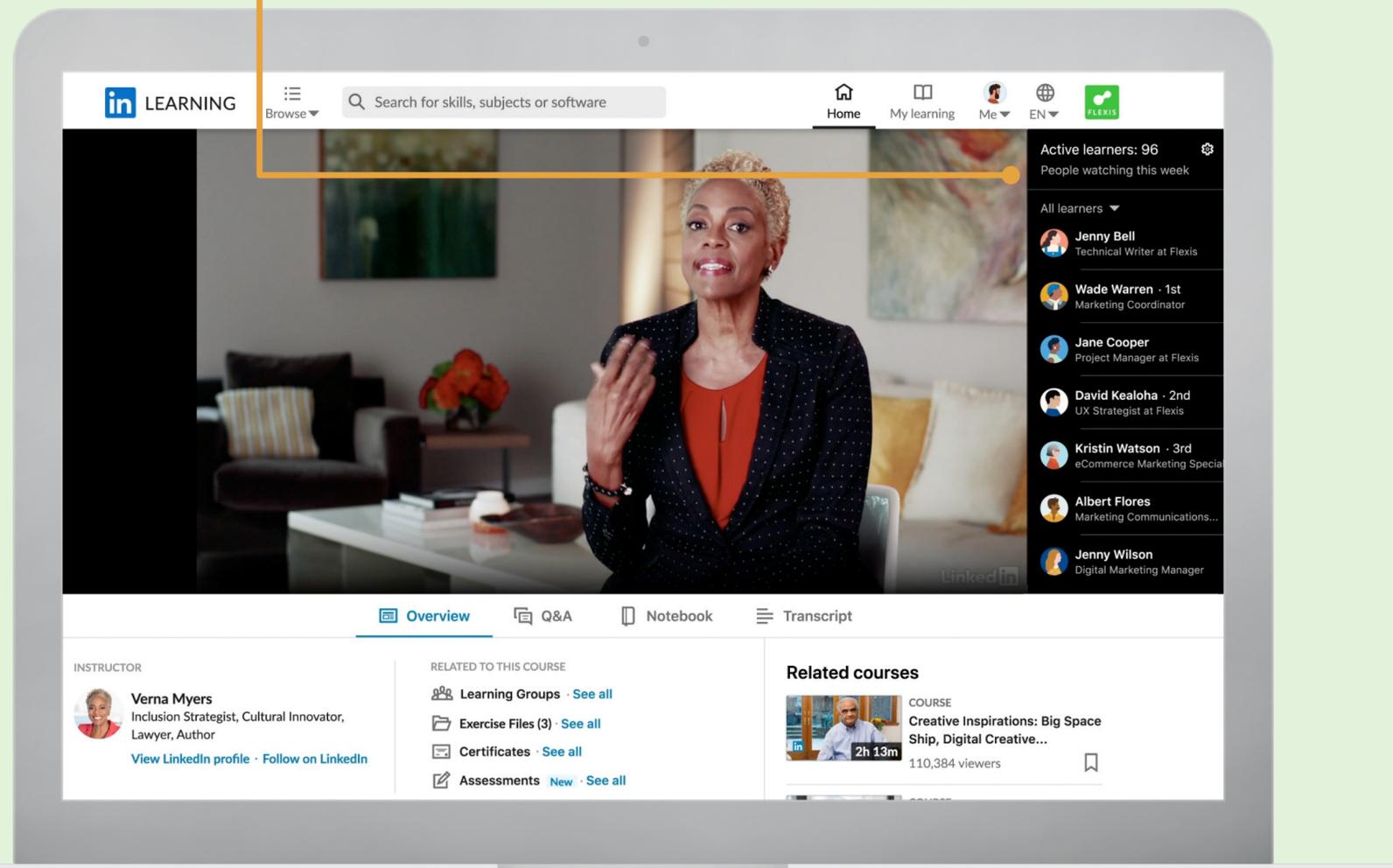
# KEY FEATURES

## Community-based learning

Keep your learners excited about content by connecting them with other learners and co-branded learner emails.

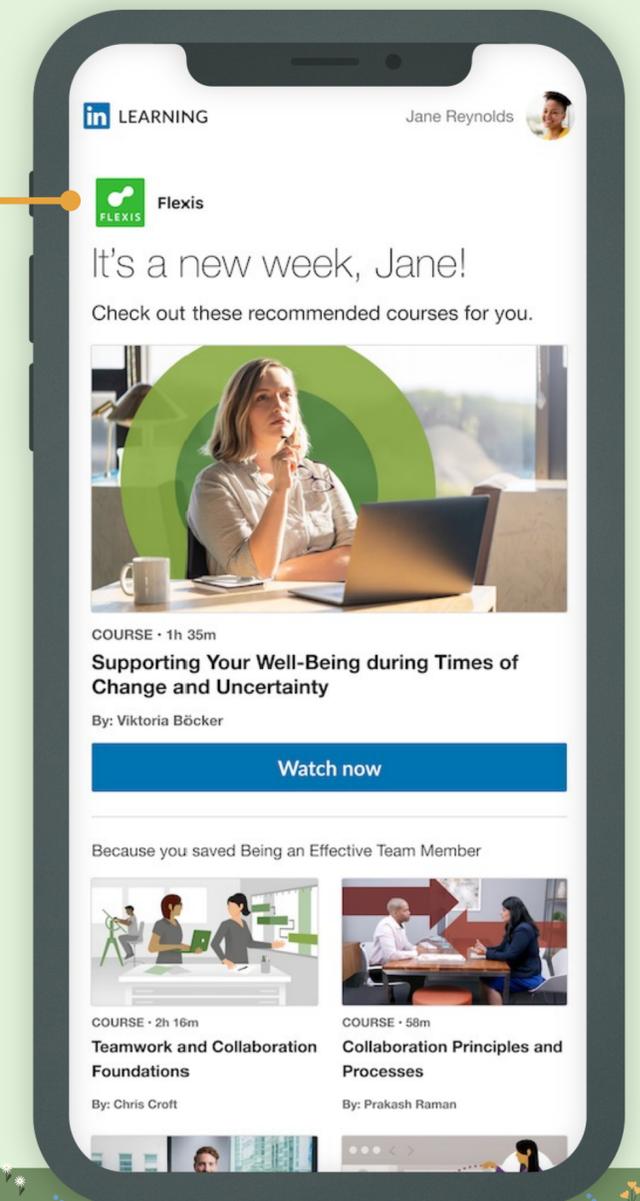
### Social panel

Easily connect with other learners.



### Email co-branding

Include your company logo on learners' emails.



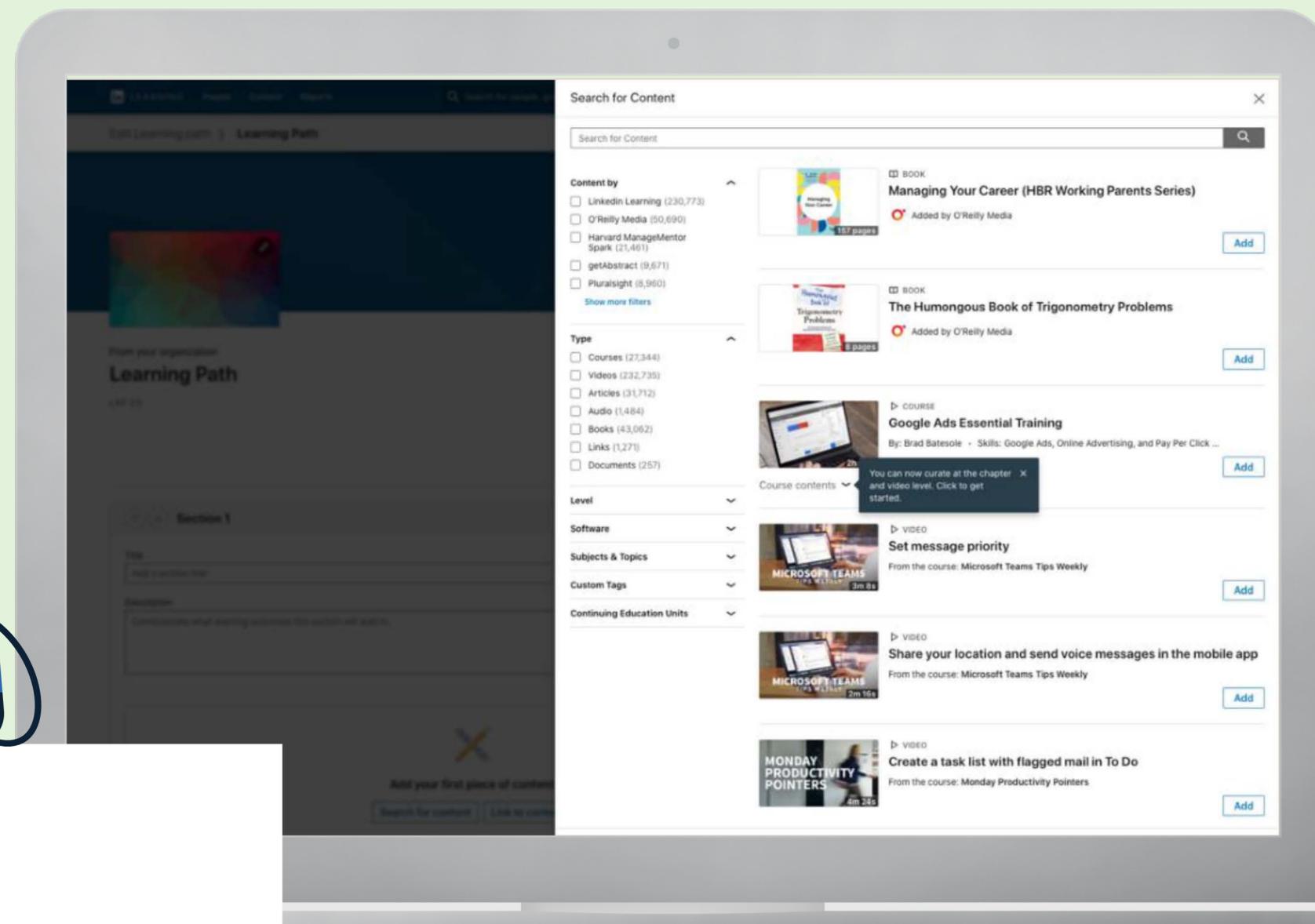
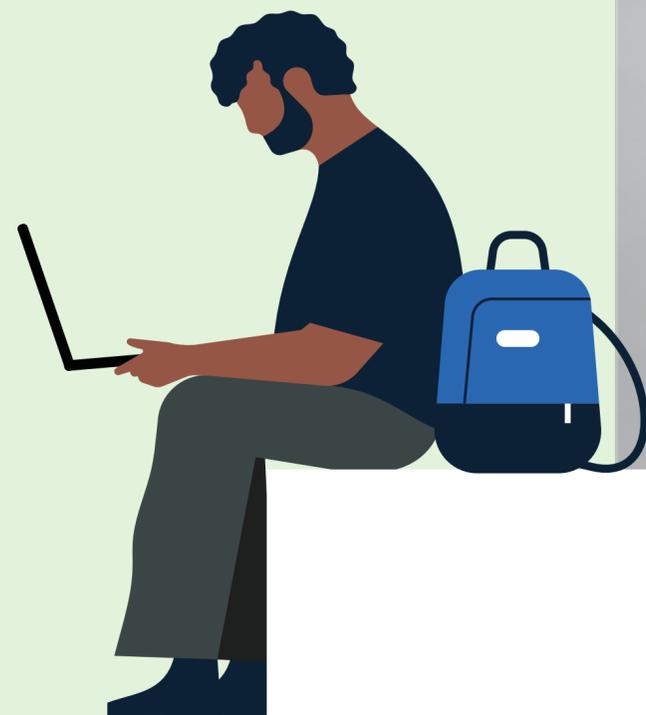
## KEY FEATURES

# Community-based learning

Customize the learner experience with curated learning paths across all your content sources.

## Curate custom learning paths across all your content sources.

Assign curators to customize learning paths for specific groups of learners and curate content across all your content sources including custom company content, LinkedIn learning content, partner content, and LMS content.



# KEY FEATURES

## Skill-driven outcomes

To help employees learn new skills, use insights to understand where you should help them start.

### Pin skills for admins to track.

Create a more-informed learning strategy.

A screenshot of the LinkedIn Learning Skills Insights dashboard. The interface includes a top navigation bar with 'LEARNING', 'People', 'Content', and 'Insights' tabs, and a search bar. Below the navigation, there are tabs for 'Usage', 'Skills', 'Recommendations', and 'Reports'. The main content area is titled 'Skills Insights' and includes a 'Download report' button. A callout box says 'Keep track of skills by pinning them'. Below that is a 'Top skills' section with a table of skill data. An orange line points from the 'Pin skills for admins to track' text to the 'Strategic Thinking' row in the table, which has a blue pushpin icon next to it.

Skill (100)	Unique learners		Hours viewed		% of all active learners	Show details
	Number ↓	Percent change ↓	Number ↓	Percent change ↓		
Strategic Thinking	3,580	▲ 20%	54	▲ 4%	90%	Show details
Leadership	2,179	▲ 30%	52	▲ 20%	43%	Show details
Mindfulness	1,188	▲ 32%	49	▲ 33%	29%	Show details
Personal Development	1,069	▲ 19%	44	▲ 29%	26%	Show details
Talent Management	954	▲ 63%	42	▲ 22%	18%	Show details

## KEY FEATURES

# Skill-driven outcomes

Gain a deeper understanding of how learners are engaging across all their content sources.

## Reports

Analyze course activity from learners.



Customize your [Learner detail] report

**Activity from**  
Select a predefined or custom time range\*

Past 30 days

**Time interval**

Full

**Choose the content types \***  
Select one or multiple types [Clear all](#)

- Course
- Articles
- Audio
- Learning Paths
- Links
- Documents
- Collections
- Video  
Helper text goes here

**Choose the content providers \***  
Select one or multiple providers [Select all](#)

- Big Think
- Get Abstract
- Harvard Business
- LinkedIn Learning
- Treehouse
- Your company

**Choose continue education unit**  
Support text goes here

All

**Filter by group**  
Include results for all learners or select specific groups

Enter group name

**Configure LMS report**  
Help text to explain

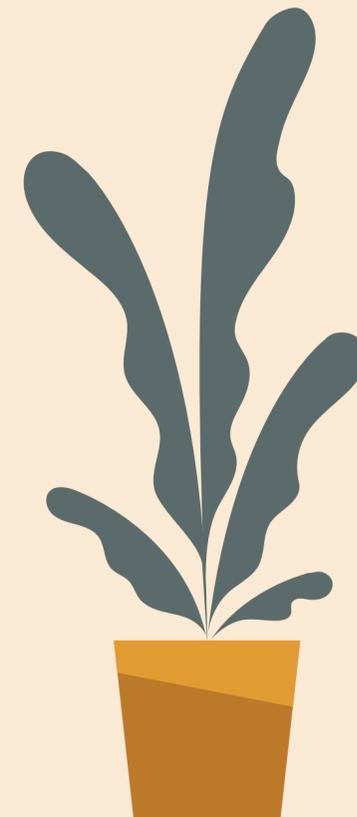
Include learning activity outside of my LMS

A screenshot of the LinkedIn Learning 'Reports' page. The page has a dark blue header with the LinkedIn logo and navigation links for 'People', 'Content', and 'Insights'. A search bar is on the right. Below the header, there are tabs for 'Usage', 'Skills', 'Recommendations', and 'Reports'. The main content area is titled 'Download Reports' and includes a sub-header: 'Download reports to analyze learning activity, track your recommendations, and discover the most popular content.' Below this is a table with two columns: 'Report Name' and 'Report Description'. The table lists various reports, each with a download icon in the right column.

Report Name	Report Description
<b>ANALYZE LEARNING ACTIVITY</b>	
Organization Summary	Analyze aggregated activity across learners
Learner Summary	Analyze aggregated activity per learner
Learner Detail	Analyze detailed activity per learner
CEU Detail	Analyze Continuing Education Units earned by your learners
<b>TRACK LEARNER DETAILS, GROUPS AND RECOMMENDATIONS</b>	
Learner Management	Track learner license status, details and engagement
Group Summary	Track your groups and their engagement
Recommendation Summary	Track aggregated learner progress for your recommendations
Recommendation Detail	Track detailed learner progress for your recommendations

# Integration timeline and learner experience

X	X	X	X	X	X	X
X	X	X	X	X	X	X
X	X	≡	≡			
—			≡			



# Integration timeline: who to involve and when

Content Partner Integrations are set up by L&D admins and require contacting the content partner for API keys/SSO credentials. LMS and Content Integrations (IT-enabled) are manual processes and require HRIT resources. To ensure a seamless experience at launch, it's critical you begin preparing your teams **now**.

	Who is involved	8 weeks pre-launch	4 weeks pre-launch	Launch day/post-launch
<b>Content Partner integrations</b>  Key resource: <a href="#">Content Partner Integrations checklist</a>	<ul style="list-style-type: none"> <li>L&amp;D Admin</li> <li>Your contacts with the content partners</li> </ul>	<ul style="list-style-type: none"> <li>Contact your admin(s) who manages the content providers</li> <li>Make a list of learners subscribed to our content partners.</li> <li><a href="#">Create a group</a> in LinkedIn Learning for these learners.</li> </ul>	<ul style="list-style-type: none"> <li>Get your API keys/SSO credentials from your <b>third-party contact</b>.</li> </ul>	Your L&D admin can <ul style="list-style-type: none"> <li>Set up the content partner integrations</li> <li>Use the employee comms channels to communicate broadly and roll out to <b>all eligible learners</b> in your organization.</li> </ul>
<b>LMS and Content Integrations (IT-enabled)</b>  Key resources: <a href="#">LMS and Content Integrations (IT-enabled) checklist</a>	<ul style="list-style-type: none"> <li>HRIT team</li> <li>LMS SME</li> <li>L&amp;D Admin</li> </ul>	<ul style="list-style-type: none"> <li>Contact your <b>HRIT team</b> and/or <b>LMS SME (internal LMS data expert)</b>. Introduce them to the integrations and go over these <a href="#">FAQs</a> together.</li> </ul>	<ul style="list-style-type: none"> <li>Secure your HRIT resources and/or LMS SME by launch .</li> </ul>	Your L&D admin, HRIT team, and/or LMS SME will participate in a kickoff call with the LinkedIn Technical Consulting team to start the integration process.  *Note: LMS Integrations can take up to 6-8 weeks and Content Integrations (IT-enabled) can take up to 4-6 weeks.
<b>Other new features</b> that fall under personalized content, community-based learning, and skill development insights	<ul style="list-style-type: none"> <li>L&amp;D Admin</li> </ul>	N/A	<ul style="list-style-type: none"> <li>Prepare a company logo file for your <a href="#">email co-branding</a>.</li> <li>Determine which skills you'd like to <a href="#">track for your learners</a>.</li> </ul>	Explore the new features in LinkedIn Learning Hub.

# Learner experience

After admins set up the integrations, **learners can access the content libraries through LinkedIn Learning Hub** — through search or from recommendations on their homepage. When learners click on a particular resource from the content partner, the content will be linked out in order to be viewed.

**Users may need to log in** to access the partner content, depending on your company's authentication setup.

**Admins should communicate to learners** which login process they should expect and how to get the necessary login information.

## SSO:

If your company has enabled SSO access for LinkedIn Learning Hub and the Content Partner on the same SSO, **users can access the content without needing their credentials** to log in. Account setup may be required on their first visit.

## Multi-SSO:

If your company has enabled SSO access for LinkedIn Learning Hub and the Content Partner on different SSOs, **users will need to log in with their credentials the first time** to access the content. Account setup may be required on their first visit.

## Non-SSO:

**Users will need to log in with their credentials** on the Content Partner site (or create an account if one doesn't already exist) to access the content.

# Content Integrations



# LinkedIn Learning Hub integration checklist: Content Partner Integrations

Follow the steps below to set up your Content Partner Integrations.

Status	Steps for integration	Action items	Owner(s)	Timing
<input type="checkbox"/>	1. Acquire a list of learners subscribed to content partner(s).	Contact the admin (usually, the content provider or L&D admin) who is managing the license for the list of learners.	Admin	8 weeks pre-launch
<input type="checkbox"/>	2. Create a group in LinkedIn Learning that correlates to that list of learners.	Please check this <a href="#">helpdesk link</a> to create a group.	Admin	8 weeks pre-launch
<input type="checkbox"/>	3. Acquire your API keys/SSO credentials from your content partner.	Select your content partner(s) <a href="#">here</a> for setup instructions.	Admin and content partner contact	4 weeks pre-launch

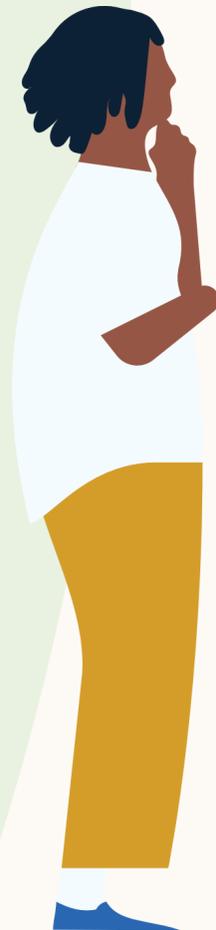
Status	Steps for launch	Quick tip	Owner(s)	Timing
<input type="checkbox"/>	<b>Roll out to all eligible learners in your organization and communicate broadly.</b>	Leverage your employee comms channels (email, newsletter, or messaging channel) to educate learners about the new LinkedIn Learning Hub features.	Admin	Launch day/post-launch



# Content Integrations (IT-enabled) overview

You may have content providers outside of these content partners and will have the option to integrate them manually into LinkedIn Learning Hub.

\*Refer to the checklist on [slide 23](#)



## Scope of work

### One-time Data export:

Customer to create and share a one time .CSV export from your partner content provider instance via SFTP (template will be provided). If additional support is needed for this step, our LinkedIn Technical Consulting team can help.

### Regular Sync:

In order to make available the latest content, we recommend setting up a regular (automated or manually - monthly/quarterly) cadence of updating the .CSV via SFTP (Secure File Transfer Protocol).

### Data Transformation:

LinkedIn Technical Consultant to transform the content provider's data into LinkedIn's standardized .CSV format.

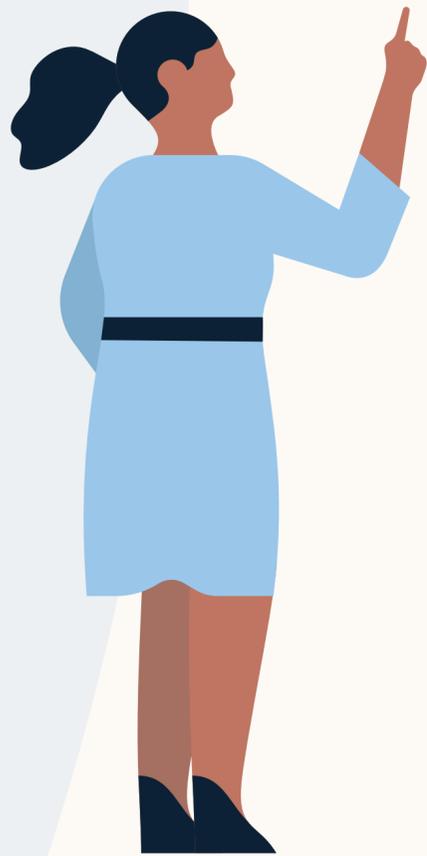
### Explore the content in product:

- Admin will see the ingestion status on the integrate tab of settings
- Learners and admins will now be able to search for their new partner content

# LMS integrations



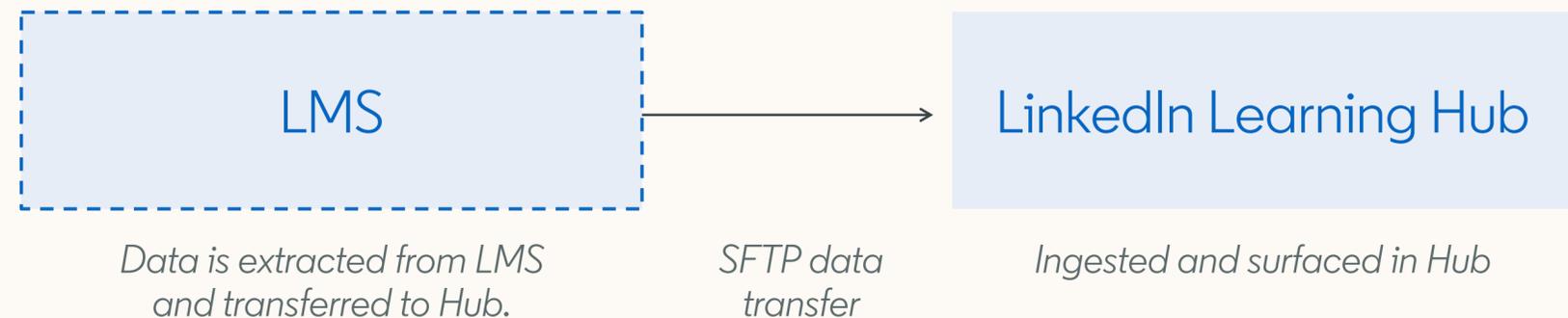
# LMS integration overview



LinkedIn Learning Hub gives learners a single, easy-to-use platform to discover all learning content, including LMS content.

## How it works

The relevant data is extracted from the LMS, mapped and transformed into the LinkedIn data schema, securely transferred via SFTP, and then surfaced in LinkedIn Learning Hub.



## The details

This integration requires an initial, one-time setup.

- **Who:** Your L&D team, your HRIT team, your LMS SME(if different from your L&D), and the LinkedIn Technical Consulting team
- **How:** A manual CSV/SFTP process, 20-25 working hours across 6-8 weeks
- **Why:** To integrate your LMS into Learning Hub and bring in LMS assignments, progress and content data (courses, instructor-led trainings, compliance content, SCORM, and more!) so learners can discover all their relevant learning in one place.

# LMS integration process at a glance

## 1. Kick-off call

Initial call to discuss the integration in more detail, including timeline, roles and responsibilities, and deliverables.

**Stakeholders:** Your L&D admin, HRIT team, LMS SME (if different from your L&D), and the LinkedIn Technical Consulting team.

## 3. Data-mapping

Map LMS data to the LinkedIn schema to make sure the data is surfaced correctly to learners.

**Stakeholders:** Your L&D admin and your LMS SME (if different from your L&D) is responsible for the mapping.

## 5. Dry run

This is to make sure the LMS data is working.

**Stakeholders:** Your HRIT team and the LinkedIn Technical Consulting team.

## 7. Full company rollout

We will provide sample comms to roll out to learners.

**Stakeholders:** Your L&D admin can socialize the launch.

## 2. SFTP setup

Includes the connectivity test and automation mechanism to securely transfer fresh data daily.

**Stakeholders:** Your HRIT team and the LinkedIn Technical Consulting team.

## 4. Data transformation

Automatically transform the provider data format into the LinkedIn data format (transformation responsibility to be defined at kick-off).

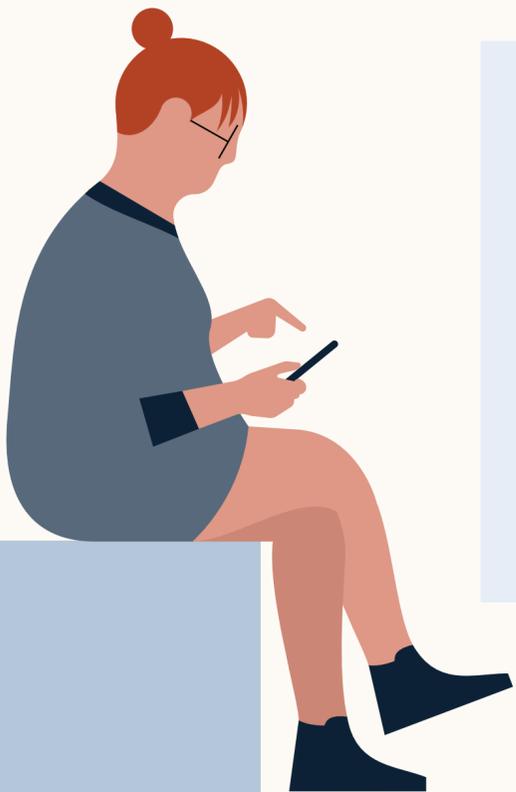
**Stakeholders:** This can vary, but generally your HRIT team or the LinkedIn Technical Consulting team.

## 6. Final ingestion and testing

Test and troubleshoot any data extraction, transfer, transfer automation, or data hygiene issues.

**Stakeholders:** Your L&D, HRIT team, your test group, and the LinkedIn Technical Consulting team.

**Projected timeline:** Timing can vary, but we expect this engagement to take a total of 20–25 working hours across 6-8 weeks.



# LinkedIn Learning Hub integration checklist: LMS and Content Integrations (IT-enabled)

Follow the steps below to integrate your LMS and/or Content Integrations (IT-enabled).

## The LinkedIn Learning Hub-LMS integration:

This integration brings in LMS assignments, progress, and content data (e.g. courses, instructor led trainings, compliance content, SCORM, and more) into LinkedIn Learning Hub to drive additional engagement and provide learners a single, easy to use platform to discover all their relevant learning.

## Content Integrations (IT-enabled):

You may have additional content providers outside of our content partners and will have the option to integrate them into LinkedIn Learning Hub. This is a manual integration and will require assistance from your HRIT team.

Status	Steps	Action items	Owner(s)	Timing
<input type="checkbox"/>	<b>Secure HRIT resources.</b>	<p>These integrations are a manual CSV/SFTP process that requires an initial, one-time setup in partnership with your HRIT team:</p> <ul style="list-style-type: none"><li>• Introduce your HRIT team to the integrations</li><li>• Go over integration overviews and <a href="#">FAQs</a> together</li><li>• Secure HRIT resources for launch</li></ul>	L&D, HRIT team and LMS SME (if different from your L&D)	4–8 weeks pre-launch



# FAQs



# LMS integration FAQs

## 1 Why are you using a manual CSV/SFTP process vs. using LMS APIs?

Major LMS providers, including SuccessFactors and Cornerstone On Demand, do not offer APIs that reliably export the kind of information that Learning Hub needs to surface the relevant learning resources to individuals. Existing LMS APIs are focused on importing data, which doesn't help get LMS data into LinkedIn Learning Hub.

## 2 Does LinkedIn Learning Hub replace my LMS?

No. LinkedIn Learning Hub is designed to complement your LMS. Learning Hub sits as a layer "on top of" the LMS to provide a single, easy-to-use platform for learners to discover all relevant content, including LMS-hosted content. You can continue to assign content to learners in your LMS, leverage your LMS for reporting and as the system of record for mandatory and compliance training.

## 3 Which LMS providers do you support?

At launch, we will be fully supporting Cornerstone OnDemand, SuccessFactors, and Saba. We will be in beta for other LMS providers (e.g. Workday). If you have an LMS that's not one of the three supported at launch, we'll need to discuss the requirements and integration timelines with you.

## 4 Which types of content or learning objects can be integrated and surfaced in LinkedIn Learning Hub?

All content can be ingested and surfaced on Learning Hub, including articles, courses, videos, paths, collections, audio, doc/books, events/instructor led training, compliance training, and interactive (SCORM) content.

They will all take the form of a "link," i.e., when a learner clicks the link, we'll take them to the LMS provider to consume the content. As part of the integration setup the customer will send LinkedIn the content link/URL (along with additional metadata) to be ingested and surfaced in Learning Hub.

# LMS Integration FAQs

- 5 What is the learner experience for LMS content on LinkedIn Learning Hub?

LinkedIn Learning Hub provides a 'link out' experience, meaning learners will discover LMS content on Learning Hub and then 'link out' to consume that content on the LMS.

- 6 Does LinkedIn Learning send data back to my LMS as part of the LinkedIn Learning Hub-LMS Integration?

No, this integration is one way only, so the content, assignment, and progress data is extracted from the LMS and is ingested and surfaced in LinkedIn Learning. LinkedIn does not send data back to the LMS as part of this integration.

- 7 What's the difference between the current LMS reporting integration (Reporting API) and the new inbound Hub-LMS Integration?

The LMS reporting outbound integration (Reporting API) takes reporting data from LinkedIn Learning and displays it in the customer's LMS. The new LinkedIn Learning Hub-LMS Integration does the reverse (inbound to LinkedIn Learning integration), taking data from the LMS and integrating it into LinkedIn Learning Hub, enabling learners to discover LMS content in LinkedIn Learning Hub.

# Content Integrations (IT-enabled) FAQs

- 1 Why is LinkedIn requesting this manual data pull? Why can't we do an API integration with the content provider?

Our goal is to provide customers a solution that meets their needs in a timely manner. At this time, we cannot support content integrations via API for all content providers.

- 2 Are there plans to add more content partners in the future?

For additional content partners, we will closely monitor customer interest and appetite from content partners to build into LinkedIn Learning Hub. Please reach out to your CSM if you have a content provider in mind.

- 3 Do I need my IT team involved?

Yes, HRIT support is required to send and automate the data to LinkedIn Learning Hub SFTP endpoint and whitelist LinkedIn's IP. Support will also be required from your IT team to use LinkedIn IPs in their "allow list", so they are able to establish connectivity to LinkedIn Learning.

For regular syncs and to surface the latest content, your IT team may also be involved to automate regular syncs (monthly, quarter, etc) unless you choose to manually update the CSV. However, if you need extra support, our Technical Consulting (TC) team can consult on the process.

- 4 How do these Content Integrations (IT-enabled) differ from Content Partner Integrations?

Content Integrations (IT-enabled) will require additional support from your HRIT team. Also, due to the lack of hand skill tagging for this content, the content may not surface as prominently in recommendations, search, and browse.