



Customer Zero;
~15K employees

All Employees as Curators

- LinkedIn L&D gave all ~15K global employees access to the curator role via bulk CSV upload, enabling everyone in the organization to curate and learn from each other

Promoting Curator Access

- Featured curator and curation benefits in weekly company-wide newsletter, L&D monthly newsletter, and on the LinkedIn.com company group page
- Advertised role as part of annual LinkedIn Learning challenge: "Top Curator competition" which rewarded curator with most viewed content with a special prize
- Additional targeted outreach was done via email to 500+ employees who are in roles with high curation intent (program managers, HR BPs, and sales readiness)
 - Email highlighted why and how the tool could be valuable to them in their day-to-day roles

Future Plans

- Continued promotion via various company channels including featuring specific use cases and curator quotes in company newsletters
- Targeted email outreach to more groups is planned for next quarter
- L&D plan to educate people managers so they can promote the tools with their direct reports


Results: All employees assigned as curators, 500 of whom actively curated during beta; 48% of all learners engaged with curated content*

"Giving out the curator role to all employees was a no brainer."

It's part of our culture to empower people across the organization with more tools to learn from each other."



Marc Prager
Director of L&D
Full Admin




This Week at LinkedIn

Introducing LinkedIn Learning Curator Access

Create, curate and share content internally.

Have you ever wanted to share LinkedIn Learning "LiL" courses, videos, articles or links with others at LinkedIn? And to be able to organize the content and track views? If so, then you should know that we've unlocked these features for all LinkedIn employees. With Curator, you can upload internal custom content, create learning paths, get insights and see who is viewing your content. Managers can use this feature to help make sure their teams see and receive the content most relevant to them. Since LiL Curator access is new, we'd love your [feedback](#) about the product. This internal-only program is not yet available to all customers. If you had previous admin access, it now includes these tools.


[Get started today.](#)



Curator access highlighted in weekly company newsletter, "This Week at LinkedIn"



Materials for Launch



Michelle Kwan • 2nd

I help build learning habits at LinkedIn.

1mo • Edited

Have you ever wanted to share LinkedIn Learning (LiL) courses, videos, articles or links with others at LinkedIn? And to be able to organize the content and track views?

If so, then you'll be excited to learn that we have unlocked these features for all LinkedIn employees! LiL Curator access is new and we can't wait to empower you with these tools. Note: This internal-only program is not yet available to all customers, so please don't share publicly. Also, anyone with previous admin access has kept their access which includes these tools.

With Curator, you can:

- Upload internal custom content and create learning paths
- Get insights to understand who's viewed your content
- Consolidate your content onto LiL, ensuring everyone can find it when needed

Whether you are a program manager or a learning champion, we hope this will be useful for you. To get started:


- Begin the self-serve onboarding module at go/LiL <https://lnkd.in/gcnVSGt>
- Join the Curator Beta LI group to learn best practices from other curators and get product tips <https://lnkd.in/gTzjkhQ>
- Share product feedback <https://lnkd.in/gKsh-4C>




Start contributing to LinkedIn's learning culture today!

LinkedIn Learning

Introducing Curator Access

Create, curate and share content internally






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Curator access first announced on LinkedIn.com company group page

LinkedIn Learning

Introducing Curator Access

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New LiL features for LinkedIn employees

Hi,

Have you ever wanted to share LinkedIn Learning (LiL) courses, videos, articles or links with employees at LinkedIn? Be able to organize the content? Track views by others?

You'll be excited to know that we recently unlocked new curation features for all LinkedIn employees! And we are excited to empower you as program managers and project managers with these tools, which enable you to use LiL to consolidate internal content for new programs, share resources with stakeholders, create training modules, and more. **Note:** This internal-only program is not yet available to all customers.

With Curator, you can:

- Upload your own content and create learning paths
- Get insights on who at LinkedIn has viewed your content
- Consolidate your content onto LiL, ensuring your LinkedIn teammates can find it when needed

Whether you are a program manager, a team lead or a learning champion, this feature will be helpful for you. And your experience will help us on how to best roll it out to more customers. Your next steps:

- Get started on the self-serve onboarding module at go/LiL
- View this [tutorial video](#) to learn more about how to use Curator
- [Join the Curator Beta LI group](#) to learn best practices from other curators and get product tips
- Share any product feedback you have [here](#)

We can't wait to see your contribution to LinkedIn's learning culture today! As always, feel free to reach out to us with any questions.

Best,

Marc Prager


Director, L&D

#alwaysbelearning

LinkedIn Learning

OUR VISION

Equip, engage and inspire YOU to do the best work of your career




go/learnin

Targeted email outreach sent to 500+ high-intent potential curators (program managers, project managers, HR BPs, and sales readiness)

LinkedIn Learning

Introducing Curator Access

Create, curate and share content internally



Hello,

Did you know that in the last 30 days, we've had over **120 Curators** at LinkedIn try out these new features and create **300+ custom content items and learning paths in LinkedIn Learning**?

Many of our Curators are creating learning content for team onboarding, training purposes or sharing with internal stakeholders. Additionally, this content stays internally within LinkedIn's digital walls so you are able to determine what level of shareability within LinkedIn works best for you.

With Curator, you can:

- Upload internal custom content and create learning paths
- Get insights to understand who at LinkedIn has viewed your content
- Consolidate your content onto LiL, ensuring your LinkedIn teammates can find it when needed

If you haven't had a chance to try out these new features yet, you can get started at go/LiL today! And if you have any feedback for us, please feel free to share [here](#).


As you continue to invest in your own development and level up your skills as a program manager or project manager, we hope you find LinkedIn Learning Curator useful. As always, feel free to reach out to us with any questions.

#AlwaysBeLearning,
Michelle Kwan
Sr. Program Manager, Learning & Development

LinkedIn Learning

OUR VISION

Equip, engage and inspire YOU to do the best work of your career



go/learnin

Reminder email sent 2 weeks after initial target outreach highlighting curator impact so far (# of curators and total # of curated content)



Materials for
"Top Curator"
competition

The LinkedIn Learning (LiL) Challenge is back & bigger than ever

We're expanding Learning InDay to Learning Week with our annual LinkedIn Learning Challenge. To spice things up this year and foster some friendly competition, we will have four region-based teams - EMEA & LATAM, APAC, NAMER West and NAMER East. The region with the highest percentage of employees who **invest at least 30 minutes on LiL during October 12-16** will win bragging rights and the coveted Challenge Cup!

New to the LiL Challenge: Become the Top Curator

For the first time ever, we want YOU to curate and share content on LiL for all employees to watch. During the LiL Challenge week, the employee with the most views on their curated content will win a special prize.

Visit [go/li/challenge](https://go.li/challenge) for more info. Get ready, set your (LiL) courses, and go learn!

"Top Curator" competition advertised in L&D newsletter as part of the annual LinkedIn Learning Challenge

Our 3rd annual LiL Challenge will run from Monday, Oct. 12 to Friday, Oct. 16.

Check out two new and exciting components for this year's challenge



NEW: Region-based competition

Our **four regions** (below) will compete for the title of most engaged learners! The region with the highest % of learners who watch 30 min.+ during Challenge Week will receive a special prize.

- **NAMER West** (US and Canadian employees west of the Rockies)
- **NAMER East** (US and Canadian employees east of the Rockies)
- **EMEA & LATAM**
- **APAC**



NEW: Top Curators competition

This brand new functionality in LiL means **any LinkedIn (LI) employee can curate and share content with others internally at LI.**

Our Top Curators with the most views during Challenge Week will receive awards and special recognition.

Scroll down for more information.

More on Curators



Want to become a Curator?

Start curating today with this video tutorial. Be sure to name your content "FY21 LinkedIn Learning Challenge - [creative topic name] by [your first name & last name]."

Get Started



Know someone who shares great content?

Nominate a Curator by filling out the form below.

Recommend a Curator

Challenge microsite encouraged employees to nominate subject matter experts and influencers as curators

We're excited to announce that the LinkedIn Learning (LiL) Challenge is back for the 3rd year! This year, we made some changes, one of which is a Top Curator competition. On behalf of L&D, I'm reaching out because we think you would make a good Curator. You're likely already a thought leader within your team, sharing interesting articles or videos with others.

Would you be interested in building a short Learning Path that we can promote during the LiL Challenge Week of Oct. 12-16?

It's easy and takes 30 minutes or less! Here's how it works:

1. Pick a topic that you want to share with others – this is *internal only* to LI employees so feel free to be creative
2. Go to [go/li/admin](https://go.li/admin) and build your Learning Path in LinkedIn Learning by Fri Oct 9th – you can include courses, videos, or links to any articles
3. Name the Learning Path **FY21 LinkedIn Learning Challenge - [creative topic name] by [your first name & last name]**
4. Feel free to promote your Learning Path by sharing with other LI employees starting Oct. 12 during Challenge Week – we'll do so on our go/LiLChallenge site as well
5. The Top 3 Curators with the most # of views on their Learning Path during the Challenge Week will win a special prize!

I hope you'll take this opportunity to participate in our global Learning InDay event and share your love of learning with others at LinkedIn! As always, feel free to reach out with any questions.

Recruited program managers, thought leaders, learning champions, and subject matter experts (many of whom had previously reached out for sub admin access) as curators for the competition through email outreach

Featured competition on LinkedIn Learning challenge microsite