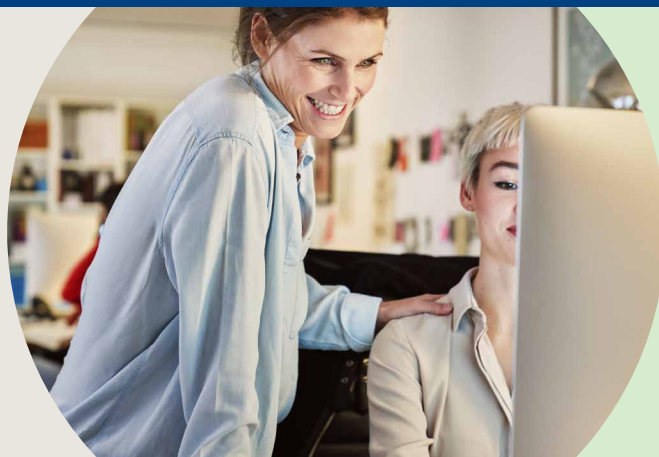


# Tips for Marketing Your LinkedIn Learning Course

Use social media to get the message out about your LinkedIn Learning course(s)



## Why social media?

Like it or not, social media is the most powerful tool you have to get the word out about your course, as well as your brand or business.

- 3.5 billion users on social media worldwide
- Nearly 740 million users on LinkedIn worldwide
- In the U.S., the average person spends 1 hour and 15 minutes on social media per day

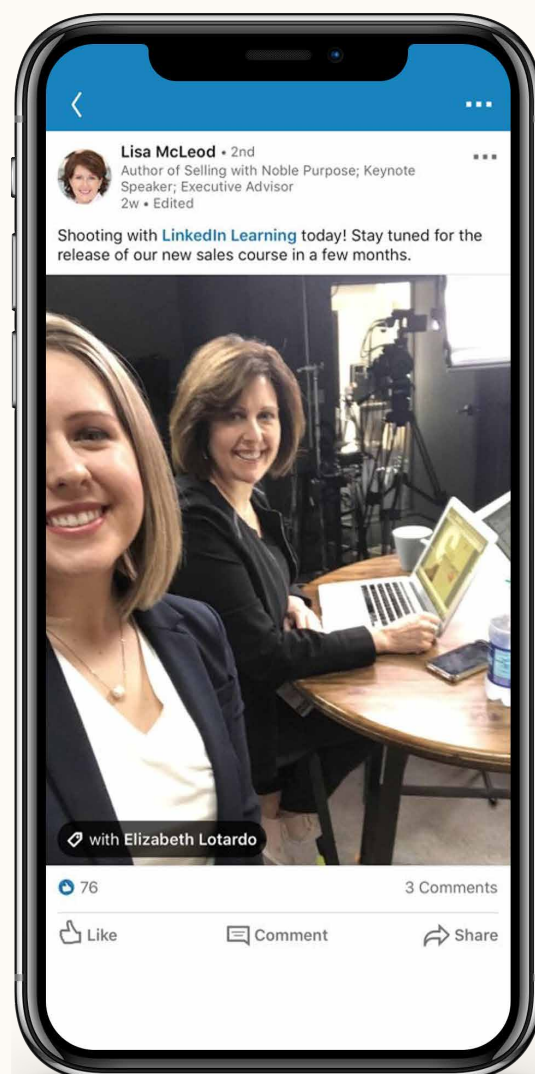
## Market during key moments

To take full advantage of your social network's reach, follow our recommendations and tips during your course creation journey and beyond.

## Before recording your course

Announce your good news with your networks as soon as your course is approved. Share thought leadership content related to your topic, and engage in any relevant conversations. Share photos, tips, and lessons learned during course prep--from writing your course to choosing your on-screen wardrobe.

Ensure that your LinkedIn profile is updated. Your course will link to it and it will be where your learners go to learn more about you and to connect or follow you. (See more info in our Rock Your Profile guide.)

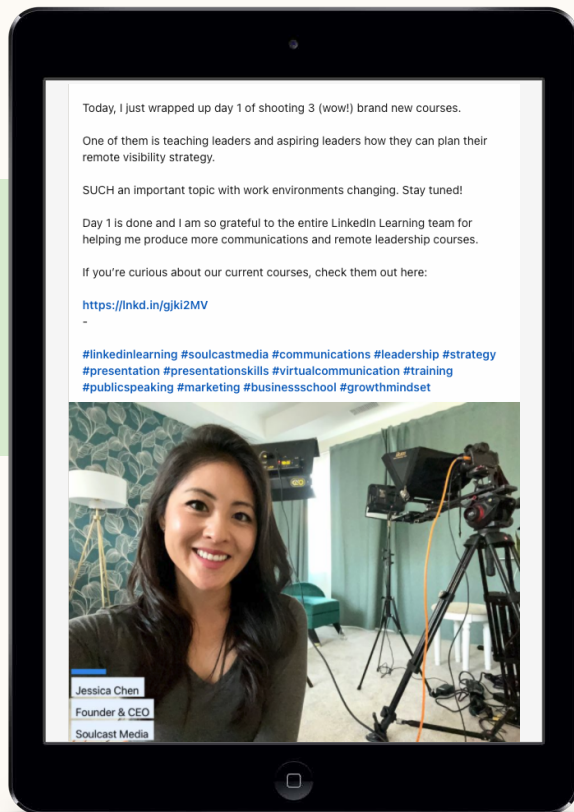


## While recording your course

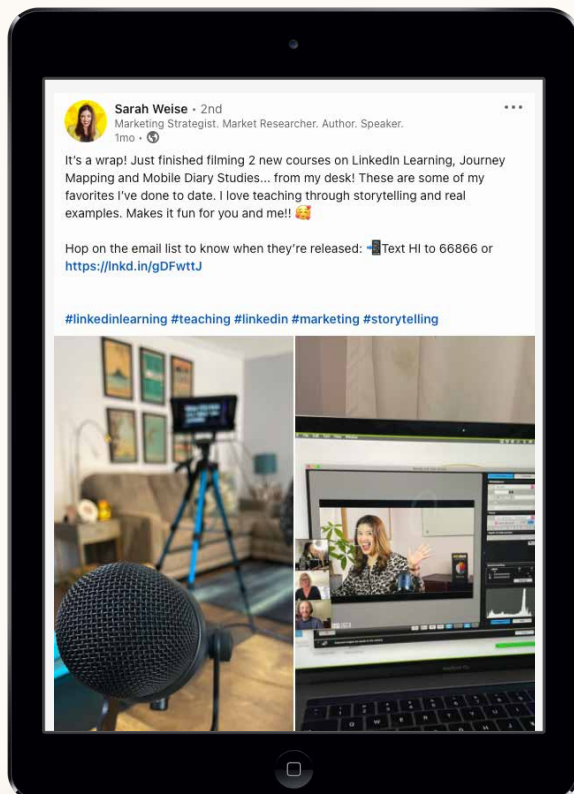
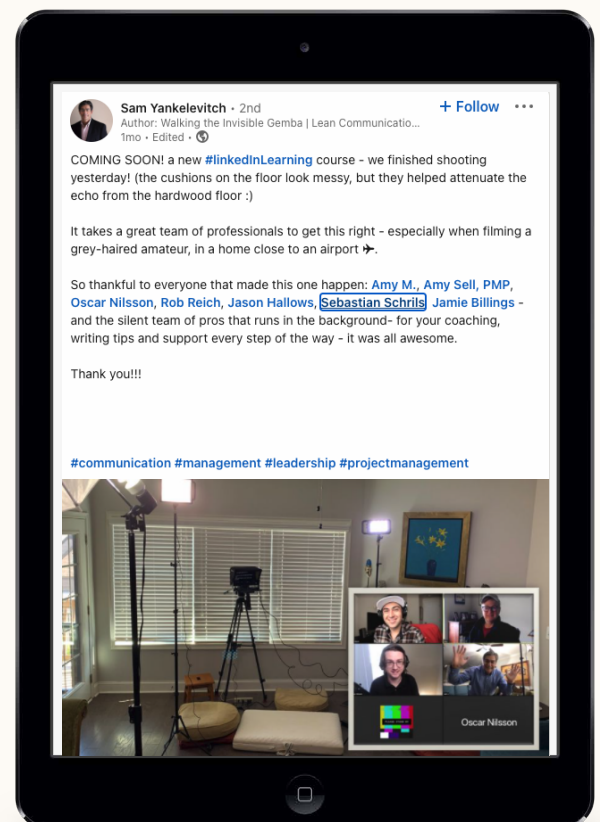
Share your behind the scenes experience of your recording.  
Be real about challenges or fun unexpected details or detours.

What's ok to show/tell:

- Course topic (title if it's locked for staff instructors, not external)
- Scripting/prep pics
- Release quarter (or it will be live in a few months)



Take photos and record short selfie videos. Be sure to tag the team that you work with or any other Instructors you meet along the way.



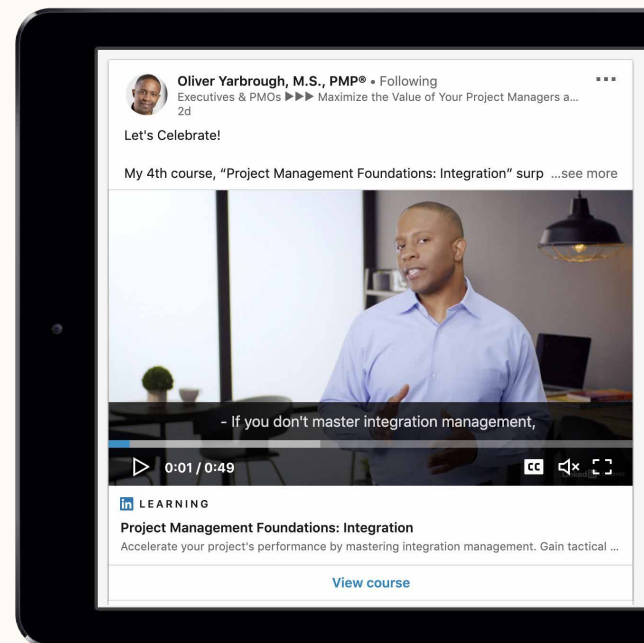
Summarize your recording experience in an article or post with plenty of pictures and videos. Tell everyone what you learned and share any tips others may find interesting.

## After publication of your course

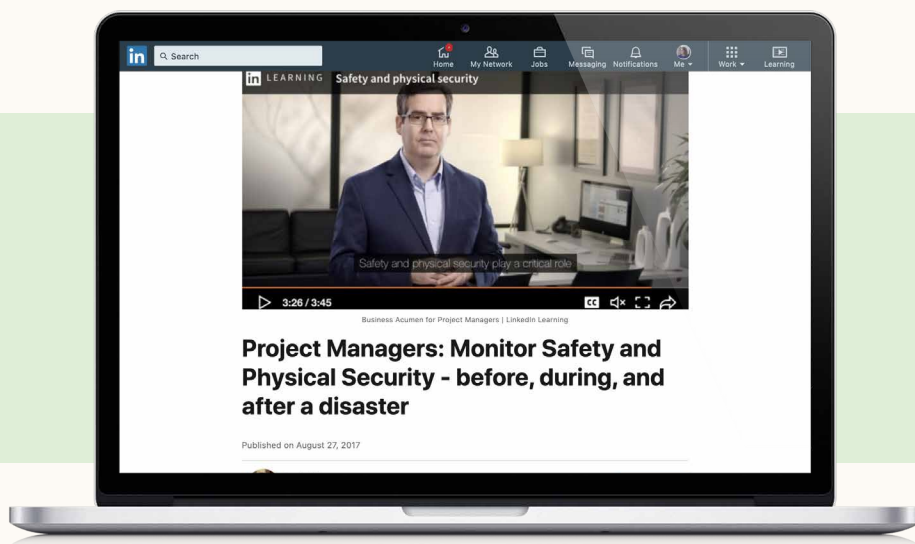
Most importantly, announce your course and celebrate publication on the day it is released or when you hit specific milestones, i.e. # of viewers. Be sure to tag as many people as possible who helped you on your journey to course creation!

Share your course (or specific videos) directly from LinkedIn Learning to make it free to your network (or specific individuals) for 24 hours from when they first click through. (Learn more in our How to Share Your Course guide.)

Use LinkedIn Live to promote your course. It is also effective to add your new courses in your LinkedIn Newsletter (Learn more in our Newsletter Best Practices guide.)



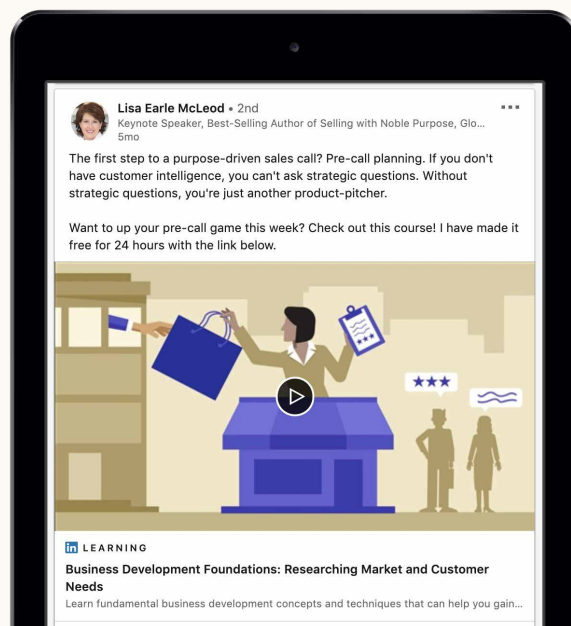
Write a LinkedIn article that highlights key points of your course and includes embeds of specific videos. (See our How to Share Your Course guide for instructions on working with video embeds.)



Interact with the goal of continuing conversations. (Ask members what they liked about your course, what was the most valuable part, etc.) Create additional content around course principles and share it liberally--brand yourself as an authority around your topic. Offer to send a related sticker or swag to people who are watching your courses.

## General tips

- Share your course monthly at a minimum. Instructors that share once a month see 30% higher follower growth and 20% more learners over 6 month period.
- Take your networks on this journey with you across all social channels, industry and association discussion boards, your website, and your blog.
- Always use appropriate hashtags in posts: #linkedinlearning, #alwaysbelearning, etc.
- Tag people in your network and encourage them to weigh in on your post or share their opinion on a specific topic.
- When others share or mention your content, always repost and respond in a timely manner.
- Use LinkedIn Analytics to measure your results and adjust any activities to meet your goals.



## Channel specific tips



### LinkedIn

1. Read [Best Practices for Posting on LinkedIn](#).
2. Use LinkedIn Live and LinkedIn newsletters to highlight your course.
3. If your course has a Learning Group, join it to see what your learners are discussing. Chime in if you would like to share any thoughts or expertise.
4. Engage in Q&A on your course as another way to interact with your learners and demonstrate your subject matter expertise.
5. When your course appears in feed, look in on comments, see what people are saying, and interact with them.
6. Use your LinkedIn Analytics to measure your success and make any adjustments.



### Twitter

1. Pin!
  - a. Pin your latest course intro video to the top of your profile.
  - b. Pin an article regarding your course topic to the top of your profile, along with a link to the course.
2. Scroll @li\_learning mentions to like tweets about your course or other courses in your topic areas.
3. Respond to @mentions and interact promptly.



### Facebook

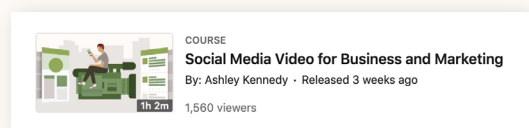
1. Share a blog post or LinkedIn article that highlights your course.
2. Create a Facebook group.
3. Run a Facebook live chat.



### Instagram

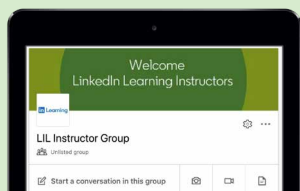
1. Use stories to share your experience in the studio, and save as a highlight.
2. Meme a relevant quote from your course.
3. Screengrab an image from the course, add a full link in your bio for the course.
4. Create a story with swipe up for more.

And of course, get more great marketing tips on LinkedIn Learning.



## Don't forget

Join the [LinkedIn Learning Affiliate program](#) so that you can start to earn commissions on any free trial and/or course purchase you generate. Joining early will give you time to get familiar with the program so you're ready when your course is published.



Join the [LinkedIn Learning Instructors](#) group and engage with fellow course creators to learn and share best practices or ask any burning questions.

