# **Linked** in Learning

Give Learner Activation a Boost with Email Invitations

Did you know that more than 60% of learners will activate their learning accounts when they are personally invited via email?

A smart and scalable email invitation strategy remains the most powerful tool to engage learners.

Leverage CSV upload to automate personalized email invitations. You upload the CSV file, and we'll take care of the email campaign.

### **Best Practices**

- Invite your entire organization for maximum impact
- Learners can sign-up on a first come first serve basis. A seat will only be occupied when someone within your organization activates their LinkedIn Learning account
- For additional help visit the LinkedIn Learning Help Center





#### LinkedIn LEARNING

## Hi Jim, Biz Company has given you free access to LinkedIn Learning

Unlock learning experiences taught by real-world professionals. Bite-size or in-depth, how and when it works for you.

Unlock access

Your invite expires on **January 1, 2020** It is personalized for you, so please don't forward it.

#### Content recommendations



VIDEO • 4m 50s

Artificial Intelligence 101



COURSE • 2h 4m

Blockchain 101



CUSTOM CONTENT

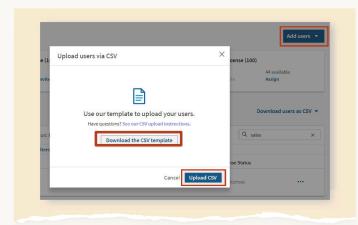
**LinkedIn**Recommended by your organization

Licenses are available on a first-come first-served basis. Claim yours today!

### How it works

#### 1) Get the CSV Template

- In the People tab, click "Add users"
- •Then "Add users by CSV"
- •Then "Download the CSV template"



#### 2) Add Users to the CSV Template

- Add users' names and emails to the template
- Make sure the license status is "Active" to trigger an email invitation to each learner

## Tips & tricks

- Prepare the CSV ahead of time but plan to do the upload on launch day since email invites are immediately generated
- Do a practice run with one or two users before sending the invites out to the entire org
- Double check the group names in the CSV.
   If the group already exists, the name needs to match exactly, and the text is case sensitive. If the group doesn't already exist, no problem, a new group will be created during the upload
- For large groups of learners, doing separate CSV batches for each group can be easier
- For additional help visit the <u>LinkedIn</u> Learning Help Center



In this example, John will be invited to activate, and Timothy's license will be revoked

#### 3) Upload the CSV to LinkedIn Learning

- In the People tab, click "Add users"
- Then "Add users by CSV"
- Then "Upload CSV" we'll email you when processing is complete



