



LEARNING
WITH **Lynda.com** CONTENT

Getting started with LinkedIn Learning

Quick tips and tricks to help administrators launch
and get the most out of on-demand training

Welcome to LinkedIn Learning

You're one step closer to helping your organization achieve more through transformative learning.

With access to over 13,000 high-quality on-demand courses and unique insights from the LinkedIn network, you can deliver personalized learning to every employee.

This guide is designed to help you get up and running with LinkedIn Learning. It also shares tips and best practices to make sure you're getting the most out of your experience.

Happy learning,
The LinkedIn Learning Team

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LinkedIn Learning

Develop, retain and transform your talent with a unique mix of:



Pro tip: Use this page to socialize and educate stakeholders on the benefits and key features of LinkedIn Learning. See page 13 for a shareable version.



Content

- High-quality, expert-led courses
- Broad and deep content across business, technology and creative topics
- Constantly refreshed content, with more than 70 new courses added each week



Curation

- Personalized course recommendations for every employee
- Data-driven admin curation, with insights from the world's largest professional network
- Competency- and role-based Learning Paths for engaging learners with relevant content



Convenience

- Available anytime, anywhere—online or offline
- Learning content that's surfaced on LinkedIn.com to help you keep learning top of mind
- At-a-glance analytics and reports to easily measure impact

3 simple steps to get started

1

Manage your learners

- Add learners
- Create groups

2

Curate & recommend content

- Find relevant content
- Create Learning Paths
- Track recommendations

3

Measure your impact

- View at-a-glance analytics
- Download reports



Manage your learners



Pro tip: Before you add learners to LinkedIn Learning, send an announcement email to communicate its benefits and to let your learners know that an activation email is coming soon. See pages 14 and 15 for email examples.

Add learners conveniently:

- **One by one:** Easily add learners by providing their names and email addresses, then assigning them a role (admin or learner).
- **Bulk upload via CSV:** Quickly add or edit multiple learners at once. Check out our guide [“Uploading Learners using a CSV file”](#) for more information.
- **Single sign-on:** If your organization uses a third party identity provider (e.g., Okta), you can set up single sign-on (SSO) for your learners. Click the **Settings** tab to begin SSO setup, or [view our guide](#) for more information.

ACCOUNT CENTER

HOME PEOPLE CONTENT REPORTS SETTINGS

Learners Groups

All learners

☐ Select All

	Learner Details	Groups	Status	
<input type="checkbox"/>	Allen Marcus Content Marketing Manager	HR IT Managers, Directors Marketing	Activated	...
<input type="checkbox"/>	Amanda Miles ADMIN Account Executive	Managers, Directors Product Sales	Invited	...
<input type="checkbox"/>	Amanda Miles ADMIN Account Executive	Managers, Directors Sales	Unassigned	...
<input type="checkbox"/>	Brittany Price Product Manager	HR Product	Invited	...
<input type="checkbox"/>	Bryant Chang Sales Manager	Sales Sales mentor	Invited	...

Manage your learners

Create groups

Groups are a great way to organize your learners so you can easily recommend relevant content to multiple individuals at once

To create a group:

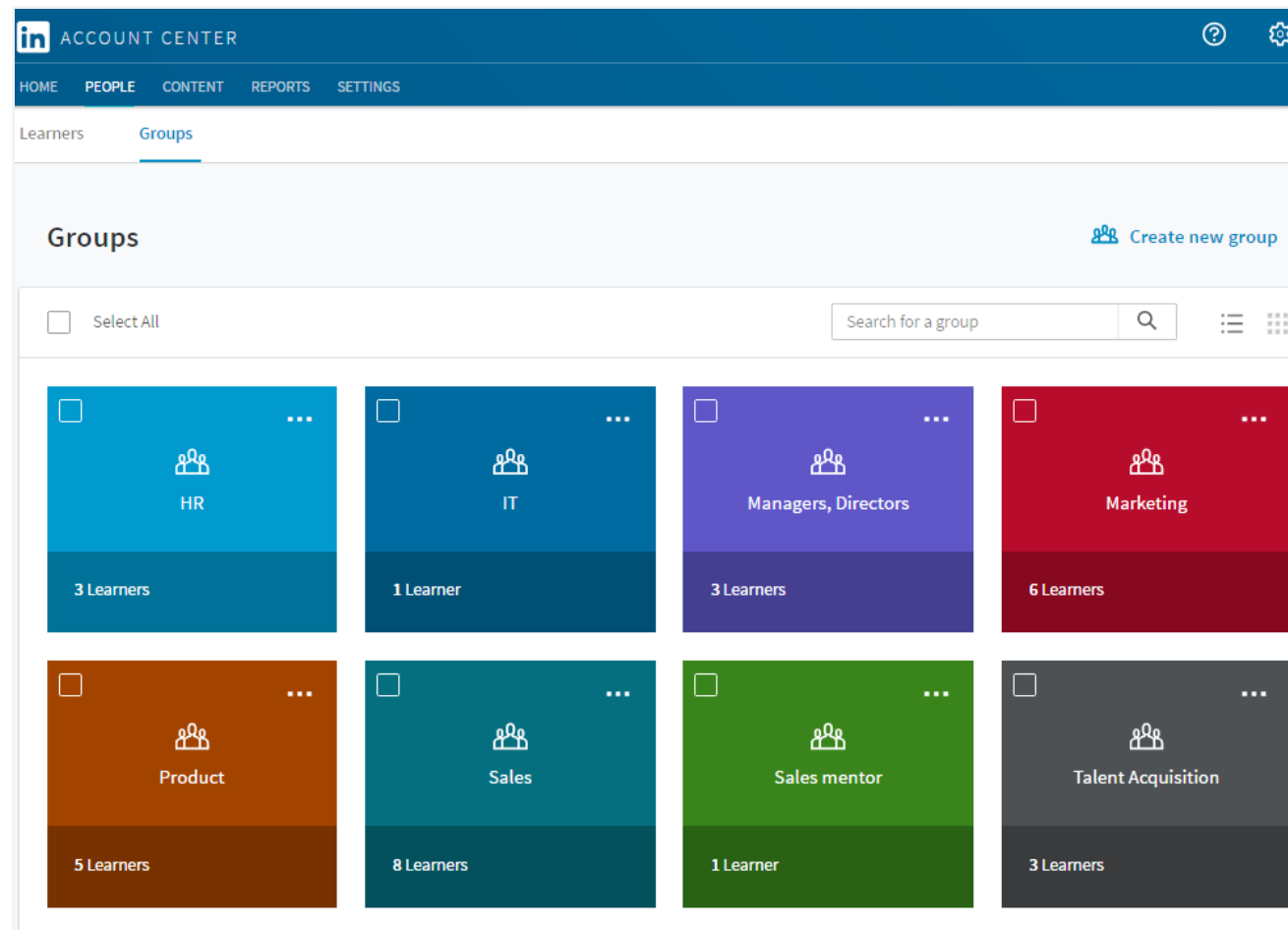
- Select **People** in the navigation bar
- Select the **Groups** Tab
- Select **Create new group**

To add learners to a group:

- Select a learner (or multiple learners) at the **Learners** tab. Then select “...” and **Add to Group**.
- From the **Groups** tab, select “...”, then **Add learners**. Type in a learner’s name and add it to the group.
- Automatically add learners to groups using CSV upload or single sign-on.



Pro tip: Groups can help you stay on top of your recommendations. Select any group and click the **Recommendations** tab to see any courses you previously recommended to that group.



Curate & recommend content

Find relevant content by job function



Pro tip: Get managers involved in recommending courses to their teams. Any learner can share a course directly with one of their LinkedIn connections.

On the **Explore** tab, you can quickly find popular courses for any given job function thanks to insights from the LinkedIn network.

Simply select a title from the dropdown menu after **Recommended for** and you'll immediately receive popular courses for those learners.

The screenshot displays the LinkedIn Account Center interface. At the top, the 'ACCOUNT CENTER' header includes navigation links for HOME, PEOPLE, CONTENT, REPORTS, and SETTINGS. The 'Explore' tab is selected, with sub-tabs for 'Recommendation history' and 'Learning Paths'. A search bar prompts users to 'Search for topics, skills, courses and videos'. Below this, a dropdown menu labeled 'Recommended for' is set to 'Program Manager'. Three course cards are displayed:

- Critical Thinking**
Course by: Mike Figliuolo
1h 6m
- Project Management Simplified**
Course by: Chris Croft
1h 19m
- Shane Snow on Storytelling**
Course by: Shane Snow
1h 13m

Each card features a representative image and a share icon in the bottom right corner.

Curate & recommend content

Edit and recommend a Learning Path



Pro tip: When recommending a course, you can include a custom message or assign a due date.

A Learning Path is a role- or competency-based series of courses that helps prepare learners for a specific job or to stay up to date with skills needed to excel in a current position.

LinkedIn Learning provides a set of Learning Paths specifically curated by our content team. View them at the bottom portion of the **Explore** tab.

To edit an existing Learning Path:

- Select **Content** in the navigation bar
- Select the **Explore** tab
- Click one of the Learning Paths at the bottom of the page
- Select **Duplicate**

To create a new Learning Path:

- Select **Content** in the navigation bar
- Select the **Learning Paths** tab
- Select **Create new Learning Path**
- Select **Add courses** and search for a course of interest

The screenshot displays the LinkedIn Learning Account Center interface. The top navigation bar includes 'HOME', 'PEOPLE', 'CONTENT', 'REPORTS', and 'SETTINGS'. Below this, the 'CONTENT' tab is active, showing 'Explore', 'Recommendation history', and 'Learning Paths'. The main content area shows a 'LEARNING PATH' titled 'Hiring & Onboarding Your Team' with a description 'Learn the key skills for hiring, onboarding, and setting your team up for success.' and a duration of '7 Courses • 9h 54m'. A 'Back' button is in the top left, and a 'Save' button is in the top right. Below the path title, there is a 'Path Content' section with three items: 'Hiring Your Team' (1h 14m), 'Onboarding New Hires' (1h 0m), and 'Running Company Onboarding' (42m 54s). To the right of the path content, there is a search bar with the text 'leadership' and two course cards: 'Influencing Others' (1h 21m) and 'Leadership Fundamentals' (1h 24m), each with a plus sign to add it to the path. A 'Done Adding' button is at the top right of the right-hand panel.

Curate & recommend content



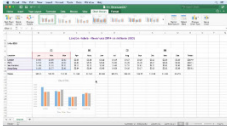
Recommendation history

After recommending content, leverage the **Recommendation History** tab to see how learners are engaging with the content.

Clicking on **Total # learners** will give you a more detailed view of which learners have completed or not yet started the course.



Pro tip: Creating a communication and marketing plan can be a great way to ensure your learners are engaging with content. See page 18 for a sample marketing and communication plan.

ACCOUNT CENTER					
HOME PEOPLE CONTENT REPORTS SETTINGS					
Explore Recommendation history Learning Paths					
Content recommended	Total # learners	Completed	In progress	Not started	Marked as done
 COURSE Google AdWords Essential Training 2h 56m Recommended by: Emma Wilkinson Recommended on: September 26, 2016 Add due date	10 Learners	0% 0 learners	0% 0 learners	100% 10 learners	0% 0 learners
 COURSE Online Marketing Fundamentals 3h 45m Recommended by: Emma Wilkinson Recommended on: September 26, 2016 Add due date	10 Learners	0% 0 learners	40% 4 learners	60% 6 learners	0% 0 learners
 COURSE Learn Excel for Mac 2016: The Basics 1h 6m Recommended by: Emma Wilkinson Recommended on: September 14, 2016 September 30, 2016 Change/Remove	7 Learners	14% 1 learner	42% 3 learners	42% 3 learners	0% 0 learners

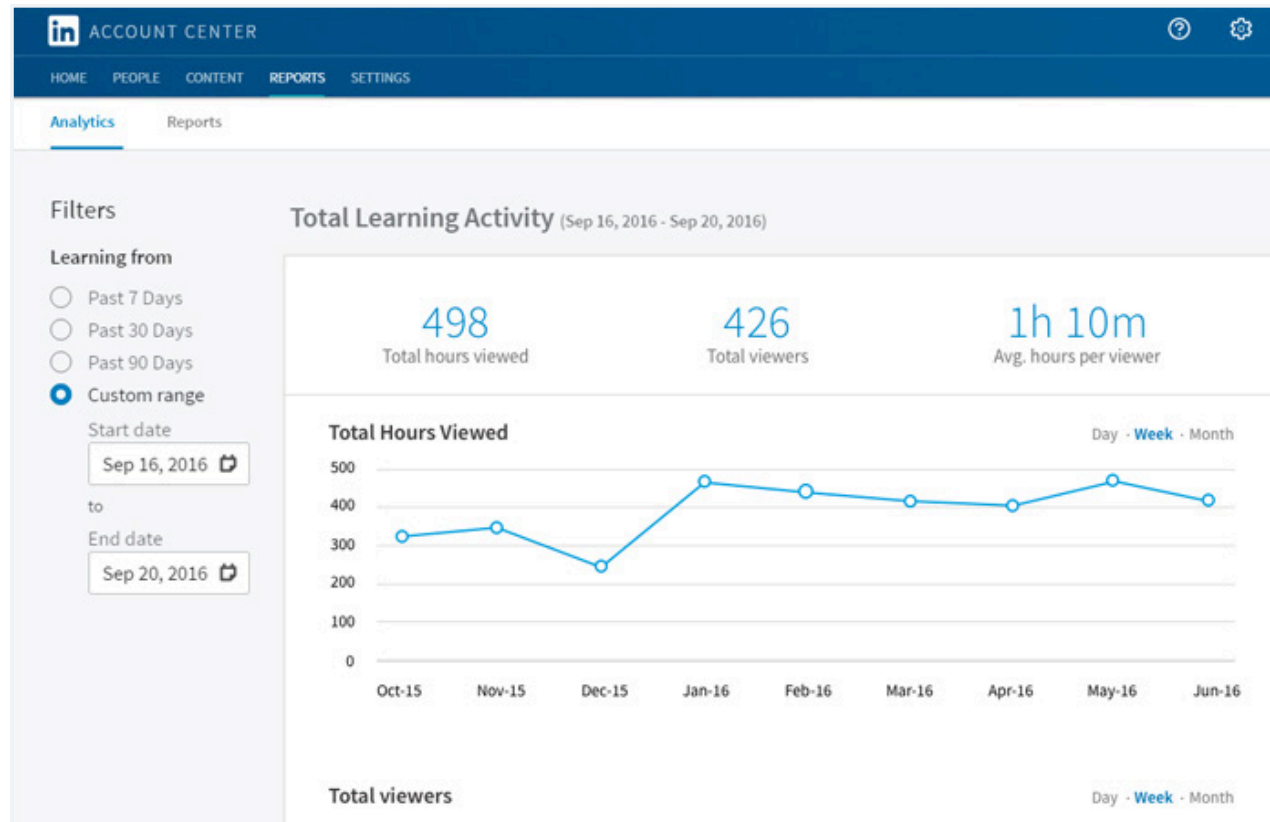
Measure adoption and engagement



Pro tip: Set clear objectives before launching LinkedIn Learning, and be sure to gain alignment with key stakeholders. Check out an example customer success plan on page 17.

The **Reports** tab helps you easily measure learner adoption and engagement with:

- **At-a-glance analytics.** Quickly see how adoption and engagement are trending. Use the filters to see the data by specific time periods.
- **Downloadable reports.** Export more detailed information into Microsoft Excel, so you can easily share reporting data with key stakeholders.





Templates

LinkedIn Learning

Develop, retain and transform your talent with a unique mix of:



Content

- High-quality, expert-led courses
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- Constantly refreshed content, with more than 25 new courses added each week



Curation

- Personalized course recommendations for every employee
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Pre-invitation, informational email to employees

Subject:

<Company Name> wants to help you build professional skills with LinkedIn Learning

Message body:

We're excited to announce that you will soon have access to LinkedIn Learning, an on-demand learning solution designed to help you gain new skills and advance your career.

You'll receive an activation email from LinkedIn shortly.

When that email arrives, log in to your LinkedIn.com account for a customized learning experience that features instructional content relevant to your professional interests and goals.

With LinkedIn Learning, you get:

- **Unlimited access.** Choose from more than 5,000 video tutorials covering business, creative and technology topics.
- **Personalized recommendations.** Explore the most in-demand skills based on your experience.
- **Expert instructors.** Learn from industry leaders, all in one place.
- **Convenient learning.** Access courses on your schedule, from any desktop or mobile device.
- **Helpful resources.** Reinforce new knowledge with quizzes, exercise files and coding practice windows.

Don't hesitate to let me know if you have any questions. I look forward to your feedback. Happy learning!

Best regards,
<Your Name>

Tips and tricks:

- ✓ Send messages to targeted distribution lists from key influencers, i.e. department heads.
- ✓ Customize messaging to match the tone and style of the sender as necessary.
- ✓ Send approximately one week before official launch so employees have a heads-up and a buzz is created.

Launch email to employees

Subject:

[Option 1] You now have access to LinkedIn Learning

[Option 2] Start building professional skills today with LinkedIn Learning

Message body:

As I shared previously, <Company Name> has provided you with LinkedIn Learning, an on-demand learning solution designed to help you gain new skills and advance your career.

You should have received an email from LinkedIn inviting you to log in and activate your account. Start exploring courses today. For a great overview, [watch the How to Use LinkedIn Learning course](#).

Best regards,

<Your Name>

Tips and tricks:

- ✓ Send messages to targeted distribution lists from key influencers, i.e. department heads.
- ✓ Customize messaging to match the tone and style of the sender as necessary.
- ✓ Send the day of your official launch so employees spot the email from LinkedIn and activate their learning accounts.

A man with glasses and a beard, wearing a dark shirt, sits at a round table with his chin resting on his hand, looking towards the right. A woman with blonde hair, wearing a dark blazer over a teal top, sits across from him, looking down at papers on the table. In the background, other people are blurred, suggesting a busy office or meeting environment. The entire image has a warm, orange-toned overlay.

Additional Resources

LinkedIn Learning customer success plan

Example

Objective: Introduce LinkedIn Learning and ensure that learners are aware of the new on-demand learning resource available to them. Increase the level of self-directed learning.



Goals

1. Sign up 20% = 40 employees by March 1
2. Encourage learners to revisit the site. Target is around 40% of users monthly.
3. Conduct an Impact Review with all active users on April 1 to collect qualitative feedback and learner success stories.



Strategies








- Plan a continuous launch campaign to keep learning top-of-mind and encourage employees to take courses.
- Identify high-profile senior leadership stakeholders or influencers as supportive sponsors.
- Implement a month-on-month communication plan to provide regular reminders.
- Align LinkedIn Learning content to training curriculum or performance-related initiatives.
- Plan and execute Impact Review in May with active users, and gather qualitative feedback.



Metrics

- Review signup rates and logins of new and active users on a monthly basis.
- Hold strategic quarterly planning sessions.
- Review communication plan vs. signup rates and activity levels.
- Review top course rankings and rankings of promoted courses.
- Review resources internally and decide who will be accountable for specific goals and metrics.

Sample marketing & communication plan

	Pre-launch 1-3 weeks	Launch week	Post-launch ongoing
Emails			
Posters & flyers			
Intranet & LMS			
Learning Paths			
Face-to-face & webinars			
Functional leader sessions			
Competitions			
Champions & power users			