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:

**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

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.
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

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.

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.
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

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.

Pro tip: Get managers involved in recommending courses to their teams. Any learner can share a course directly with one of their LinkedIn connections.
Curate & recommend content
Edit and recommend a Learning Path

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

Pro tip: When recommending a course, you can include a custom message or assign a due date.
Curate & recommend content
Recommendation history

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.

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.

<table>
<thead>
<tr>
<th>Content recommended</th>
<th>Total # learners</th>
<th>Completed</th>
<th>In progress</th>
<th>Not started</th>
<th>Marked as done</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google AdWords Essential Training, 2h 56m</td>
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<td>0%</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
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<tr>
<td>Online Marketing Fundamentals, 3h 45m</td>
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<td>40%</td>
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<tr>
<td>Learn Excel for Mac 2016: The Basics, 3h 0m</td>
<td>7</td>
<td>14%</td>
<td>42%</td>
<td>42%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Measure adoption and engagement

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.

**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.
Templates
LinkedIn Learning

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

**Content**
- High-quality, expert-led courses
- Broad and deep content across business, technology and creative topics
- Constantly refreshed content, with more than 25 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
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.
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

<table>
<thead>
<tr>
<th></th>
<th>Pre-launch 1-3 weeks</th>
<th>Launch week</th>
<th>Post-launch ongoing</th>
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</thead>
<tbody>
<tr>
<td>Emails</td>
<td></td>
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</tr>
<tr>
<td>Posters &amp; flyers</td>
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<td>📌</td>
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<tr>
<td>Intranet &amp; LMS</td>
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<tr>
<td>Learning Paths</td>
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<tr>
<td>Face-to-face &amp; webinars</td>
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<td>Functional leader sessions</td>
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<tr>
<td>Competitions</td>
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<tr>
<td>Champions &amp; power users</td>
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<td>🏋️</td>
<td></td>
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</tbody>
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