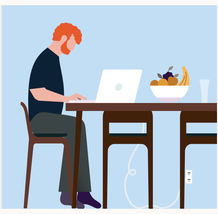
LinkedIn Learning

9 Steps to creating a LinkedIn Learning course

1 Defining the content strategy

Content Managers closely evaluate their respective industries and Economic Graph data to create a road map for future LinkedIn Learning courses, supporting both individual and enterprise members.

- Emerging industry tools
- Core industry skills



2 Find industry leading instructors

Content Managers look for Instructors who are:

- **Credible** – Thought leaders and subject matter experts
- **Confident** – Clear instruction delivered with conviction
- **Collaborative** – Generosity of spirit

3 Finding the right instructor

Content Managers and Production teams review sample videos and evaluate the Instructor's depth of knowledge, instructional style, and conversational delivery.

4 Collaboratively outlining a course

Once Instructors are approved, Content Managers partner with them to create a course outline, defining the content scope, organization, and learning objectives.

5 Handing a course off to production

Once a course is approved and a fully-executed contract is in place, the Content Manager hands the course off to a Content Producer who will oversee the entire course production process, including:

- Instructional design
- Performance coaching
- Recording logistics

6 Recording the course

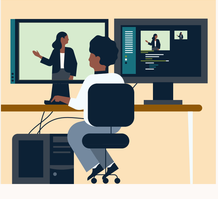
When the course is ready to record, Content Producers will book travel for the Instructor to record in our studios or coordinate remote recording.

Courses are one of two styles of production:

- **Live action** - instructor on camera
- **Screen capture** - instructor narrating their computer actions

7 Editing the course

Once the course is recorded, our team of expert editors will clean-up the footage, add instructional graphics, and review for accessibility.



8 Beta testing and quality assurance

When we publish a course, it is distributed to appropriate learners across LinkedIn Learning. Content Managers monitor course performance and feedback, and work with cross-functional teams to include the course in relevant campaigns and promotions. Content Managers also provide ongoing support for Instructors, including:

- **Live action** - instructor on camera
- **Screen capture** - instructor narrating their computer actions

9 Sharing your course

Once a course is live, we market the content to appropriate potential viewers and followers, as well as monitor its performance and feedback. Content Managers will communicate back to instructors member feedback and comments. You can also reach out to them with support questions. When your course is live, we provide the below resource:

- Course analytics
- Marketing best practices
- Course updates and revisions

LinkedIn Learning

Building content partners

Creating courses with LinkedIn Learning is also partnering with LinkedIn. Our process creates the highest-quality content that reaches millions of learners and represents both Instructors and LinkedIn Learning's brands. We are proud to partner with Instructors who are eager to share their knowledge and insights to equip, engage, and inspire learners to take the next step in their careers.