LinkedIn LEARNING

Give Learner Activation a Boost with Email Invitations

1.5x
Higher Activation*
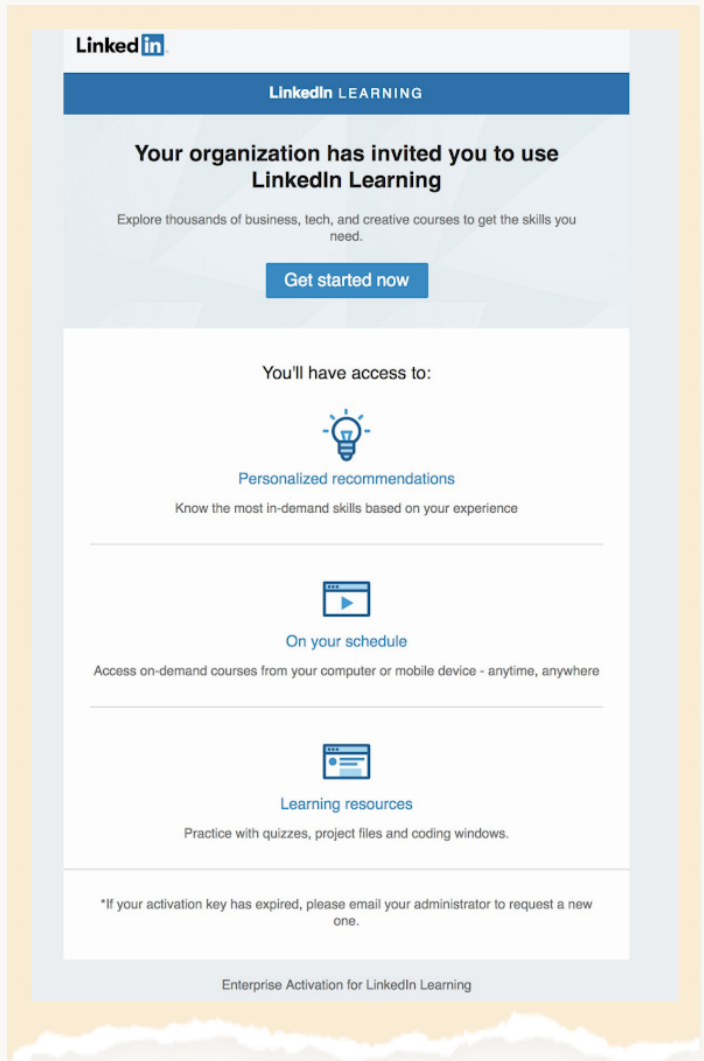for accounts utilizing CSV upload for email

An email invitation strategy is a powerful tool to engage learners.

Leverage CSV upload to automate personalized email invitations, to be deployed at the right touchpoints.

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

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Linked in

LinkedIn LEARNING

Your organization has invited you to use LinkedIn Learning

Explore thousands of business, tech, and creative courses to get the skills you need.

Get started now

You'll have access to:

Personalized recommendations
Know the most in-demand skills based on your experience

On your schedule
Access on-demand courses from your computer or mobile device - anytime, anywhere

Learning resources
Practice with quizzes, project files and coding windows.

*If your activation key has expired, please email your administrator to request a new one.

Enterprise Activation for LinkedIn Learning

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*On average among accounts with >750 seats that use CSV Upload to invite learners

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"
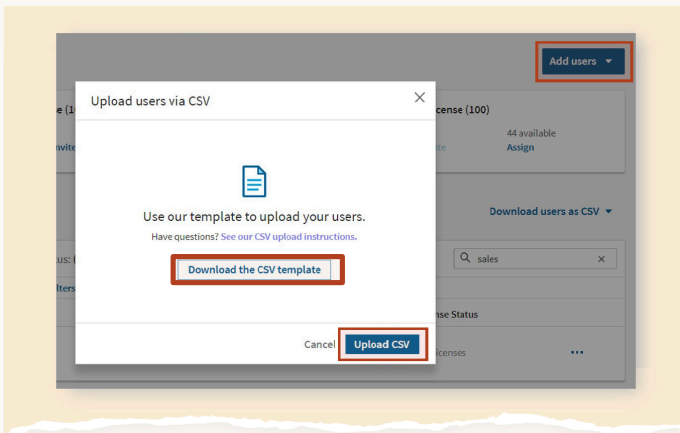
2) Add Users to the CSV Template

- Add users' names and emails to the template
- Make sure the license status is "Active" to trigger an email invitation to each learner
- To revoke licenses from users, make the license status "Inactive"

3) Upload the CSV to LinkedIn Learning

- In the People tab, click "Add users"
- Then "Add users by CSV"
- Then "Upload CSV"

	A	B	C	D
1	preferred_first_name	preferred_last_name	primary_email_address	license english status
2	John	Smith	john.smith@test.linkedin.com	active
3	Timothy	Smith	tim.smith@test.linkedin.com	inactive
4				

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

4) Assigning Group Membership in the CSV template (optional)

- Add a column for each group. Title the column "group/GROUPNAME"
- Indicate that a learner is part of that group with a "1" or a "0"
  - 1 = user will be added to that group
  - 0 = user will not be added to that group (or will be removed from the group)

	A	B	C	D	E	F	G
1	preferred_first_name	preferred_last_name	primary_email_address	work_title	license_english_status	group/Sales	group/Managers
2	John	Smith	john.smith@test.linkedin.com	Example job title	active	1	0
3	Timothy	Smith	tim.smith@test.linkedin.com	Example job title	inactive	0	1

In this example, there are two groups, Sales and Managers

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

- Learners can be members of multiple groups. For example, you may want to have groups for departments and locations.

- For additional help visit the LinkedIn Learning Help Center