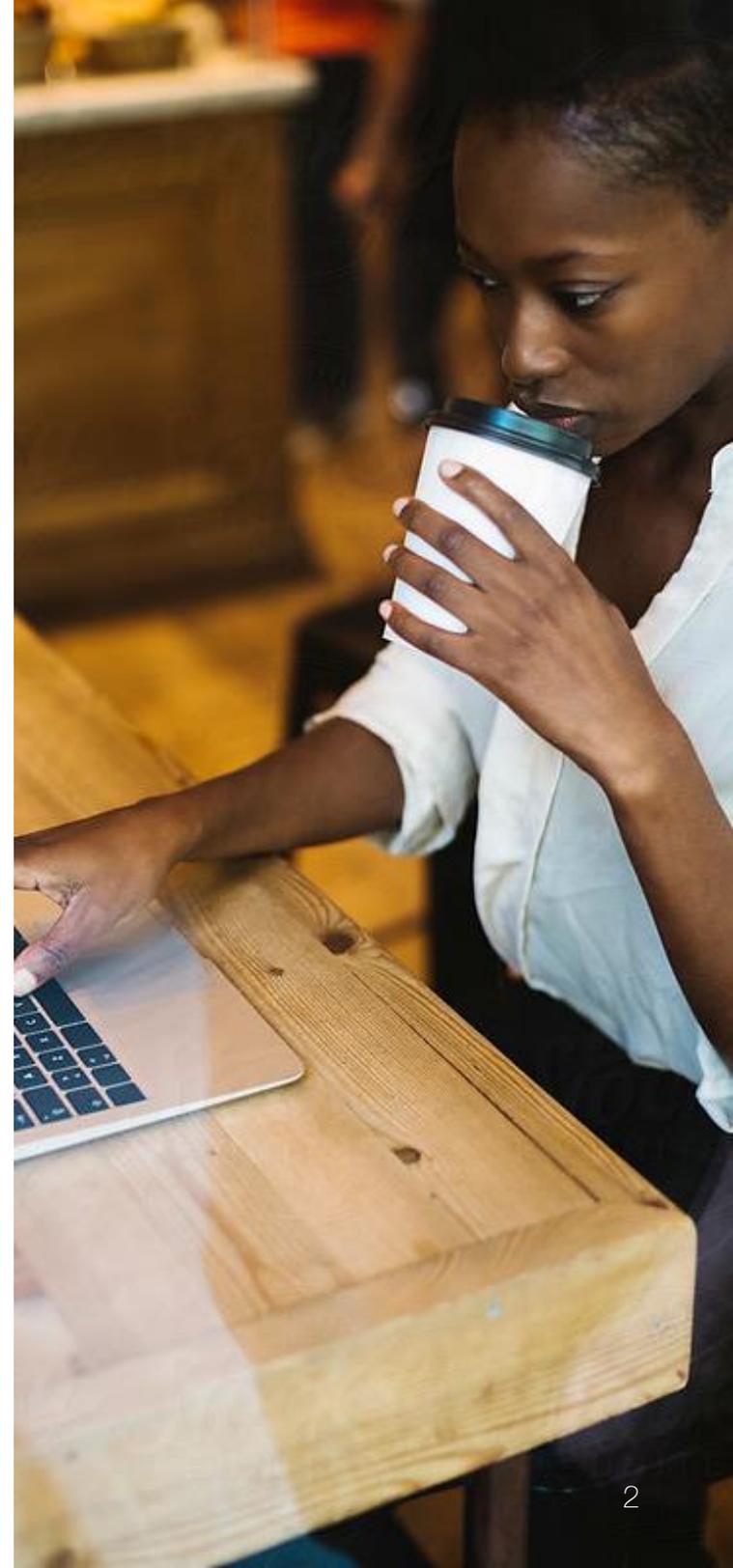




LinkedIn Learning Upgrade Playbook

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We have exciting news about your Lynda.com account: It will soon be upgraded to **LinkedIn Learning**.

Introduction

LinkedIn Learning is our new online learning platform that provides you and your learners with a more intuitive interface, more relevant content recommendations, and more powerful reporting tools. We've brought in all the world-class Lynda.com content that you know and love into LinkedIn Learning and added enhanced capabilities. This upgrade will help improve your organization's on-demand learning experience and accelerate your employees' professional growth.

We're excited to show you around.



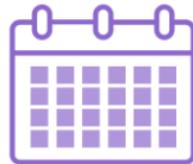


The Upgrade in 3 Steps



1. LEARN

Take a few minutes to watch our [upgrade introduction video](#) and browse through our [website](#) for highlights of the upgrade. Share with key stakeholders to quickly bring them up to speed



2. SCHEDULE

When your upgrade is available, [log in to your admin dashboard to customize your upgrade date](#). If no action is taken within 3 weeks, you will receive an [automatic date](#)



3. UPGRADE

All of your organization's [account and usage data will be automatically migrated](#) from Lynda.com to LinkedIn Learning, so you can pick up right where you left off

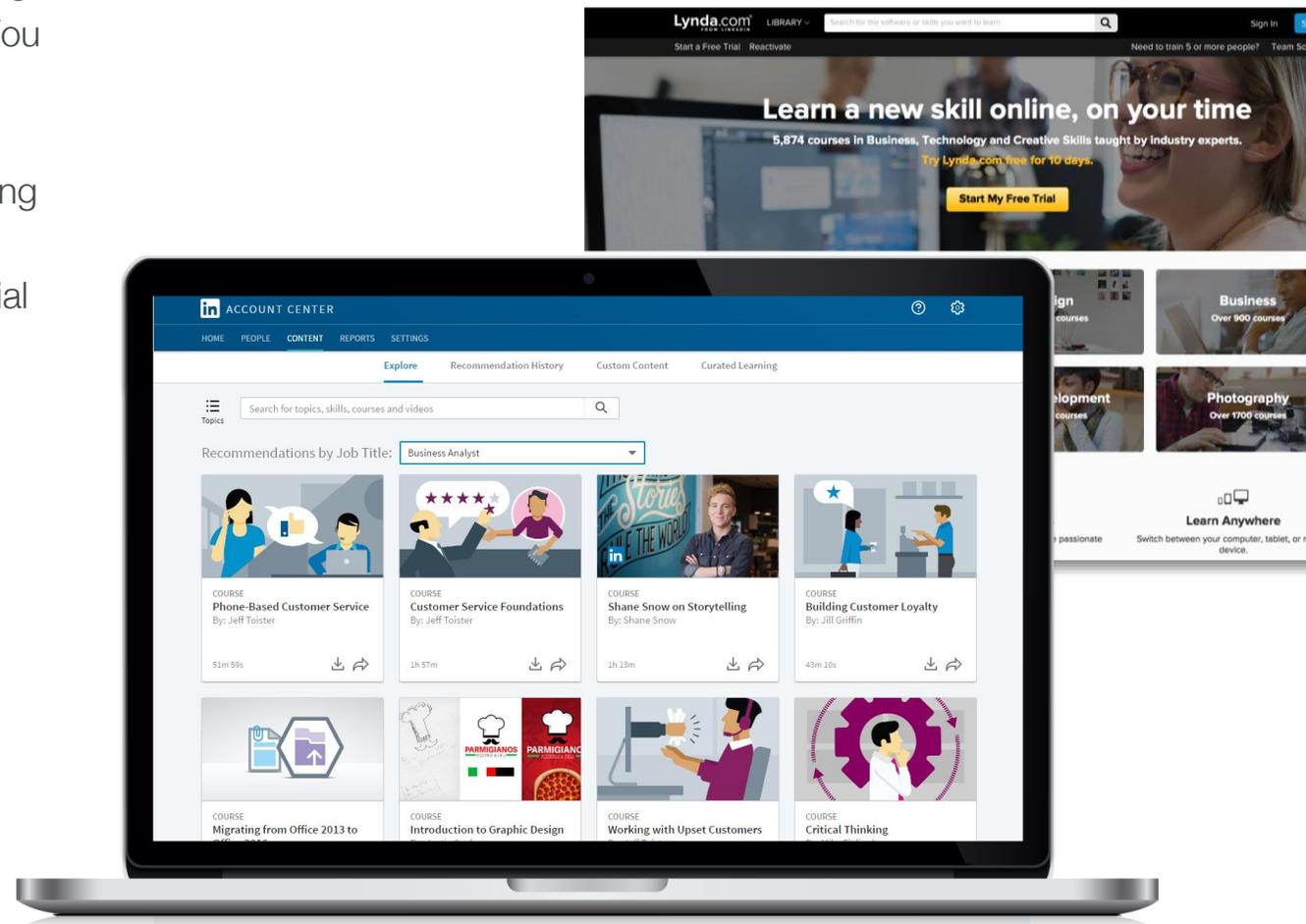
Part 1: Get to Know LinkedIn Learning



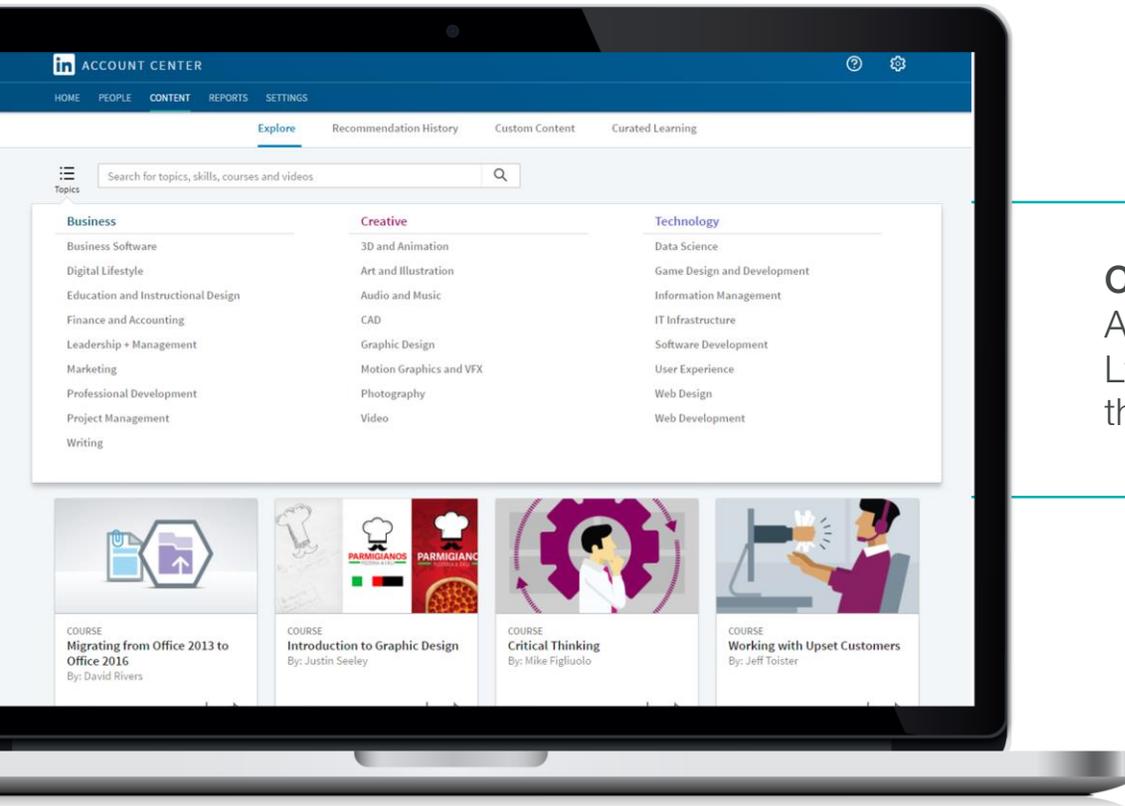
The Benefits of Upgrading to LinkedIn Learning

Making the upgrade to LinkedIn Learning will benefit both admins and learners. You can expect continuous updates and enhancements to the product and its learning content. Some LinkedIn Learning features will seem familiar because we have carried over the most quintessential ones from Lynda.com; others are new and exclusive to LinkedIn Learning.

- ✓ Same great Lynda.com content
- ✓ Easy-to-use user interface
- ✓ Personalized content recommendations



Same Elements



Learner course page

Transcripts, exercise files, mobile viewing, bookmarking, practice environments, and the foundations of Lynda.com are all still there.

Content

At the core of LinkedIn Learning is high quality Lynda.com content. Our library includes more than 10,000 courses, and it grows every week.

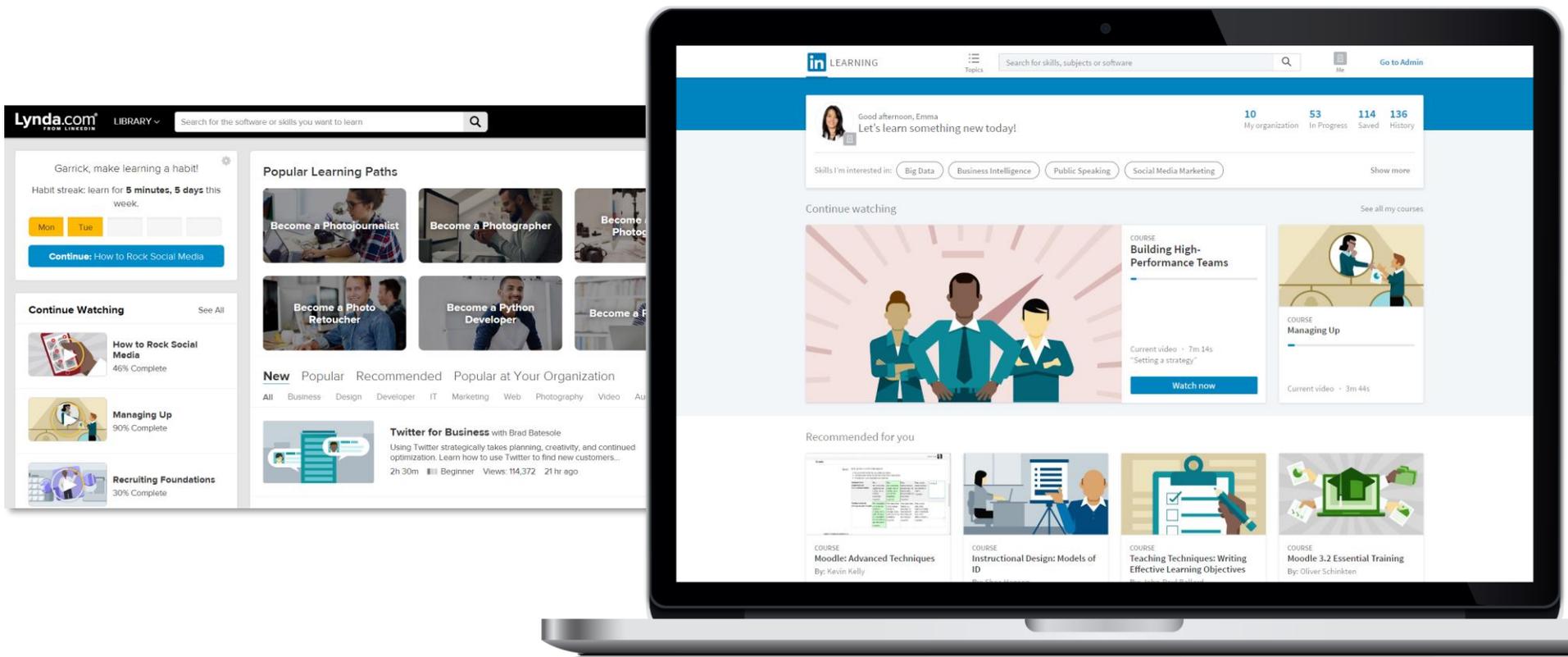
Data and progress

Admin and learner data including groups, playlists, assigned content, account settings, and histories will be automatically migrated. Our goal is to ensure that learning is not disrupted.

Improved Elements

Enhanced user experience

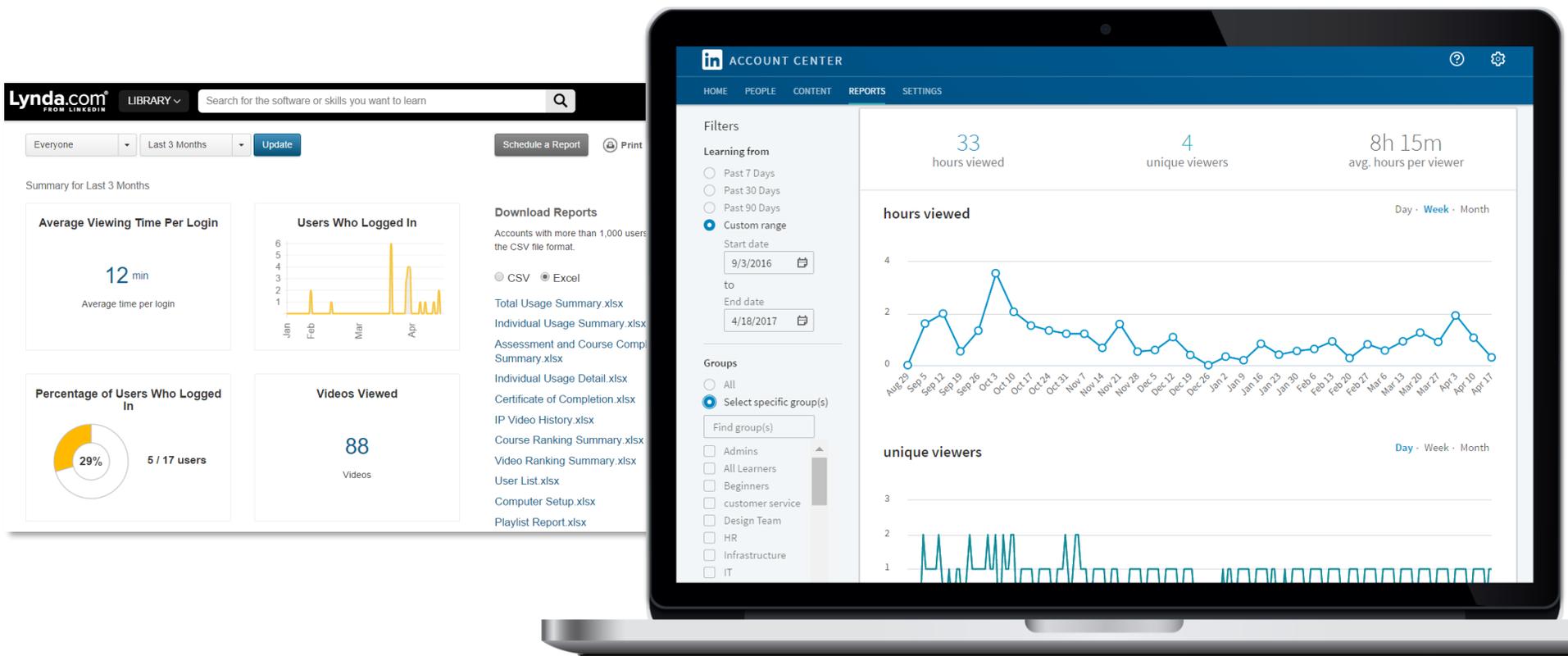
With its new and intuitive interface, LinkedIn Learning is designed to make it easier for admins and learners to find relevant content while empowering you to achieve more.



Improved Elements

Redesigned reporting and analytics

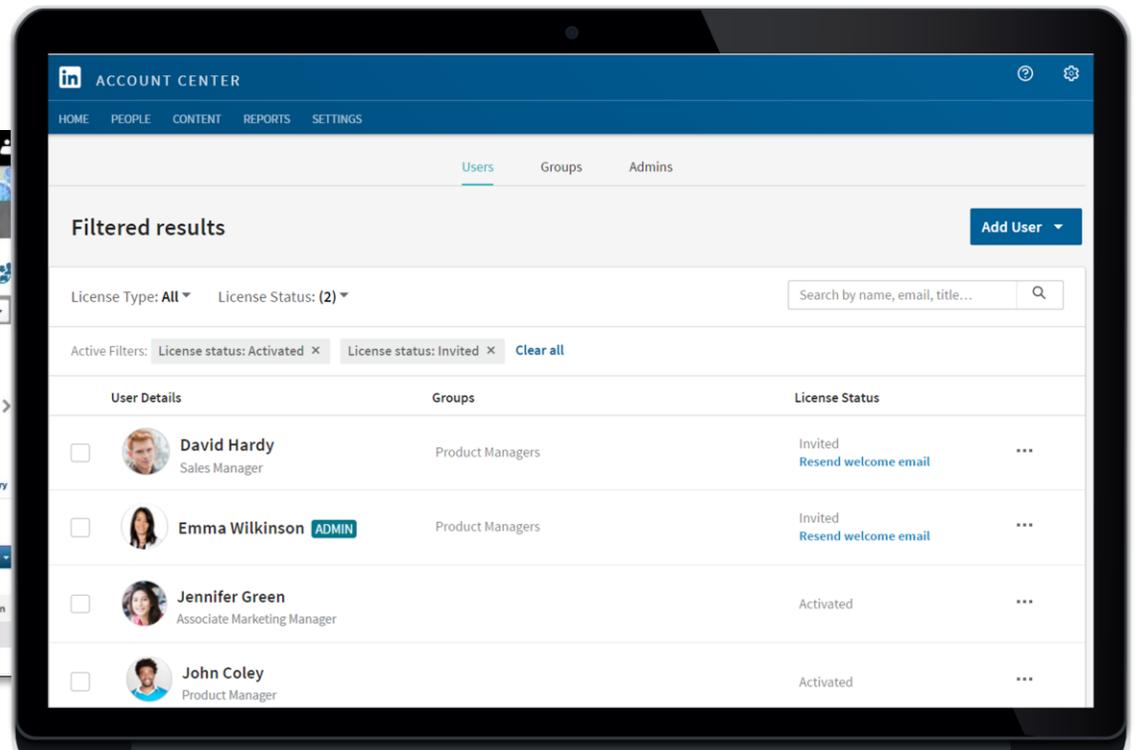
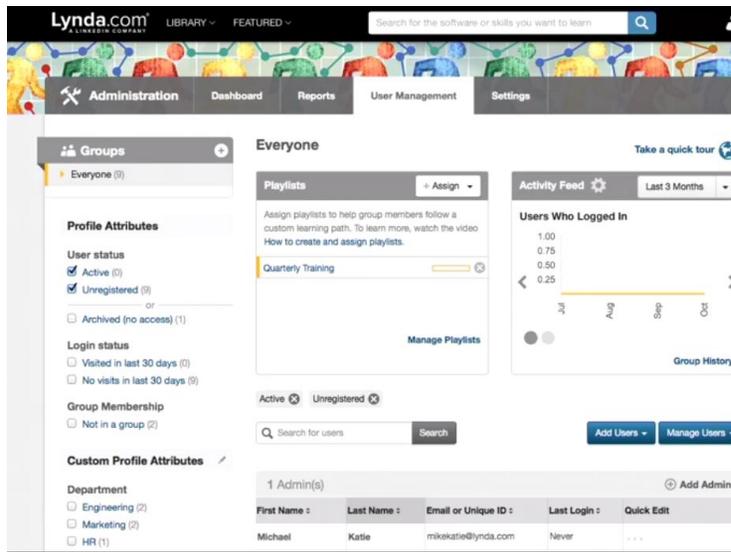
You'll find new and familiar downloadable reports along with a redesigned analytics dashboard—covering learner engagement, courses views, and more. You'll also find more comprehensive activity tracking. The usage metrics on LinkedIn Learning are more precise and better designed than what was available on Lynda.com.



Improved Elements

Simplified people management

Groups and bulk user uploads continue to be accessible within the product in a simpler interface that includes handy shortcuts like the ability to resend activation emails.

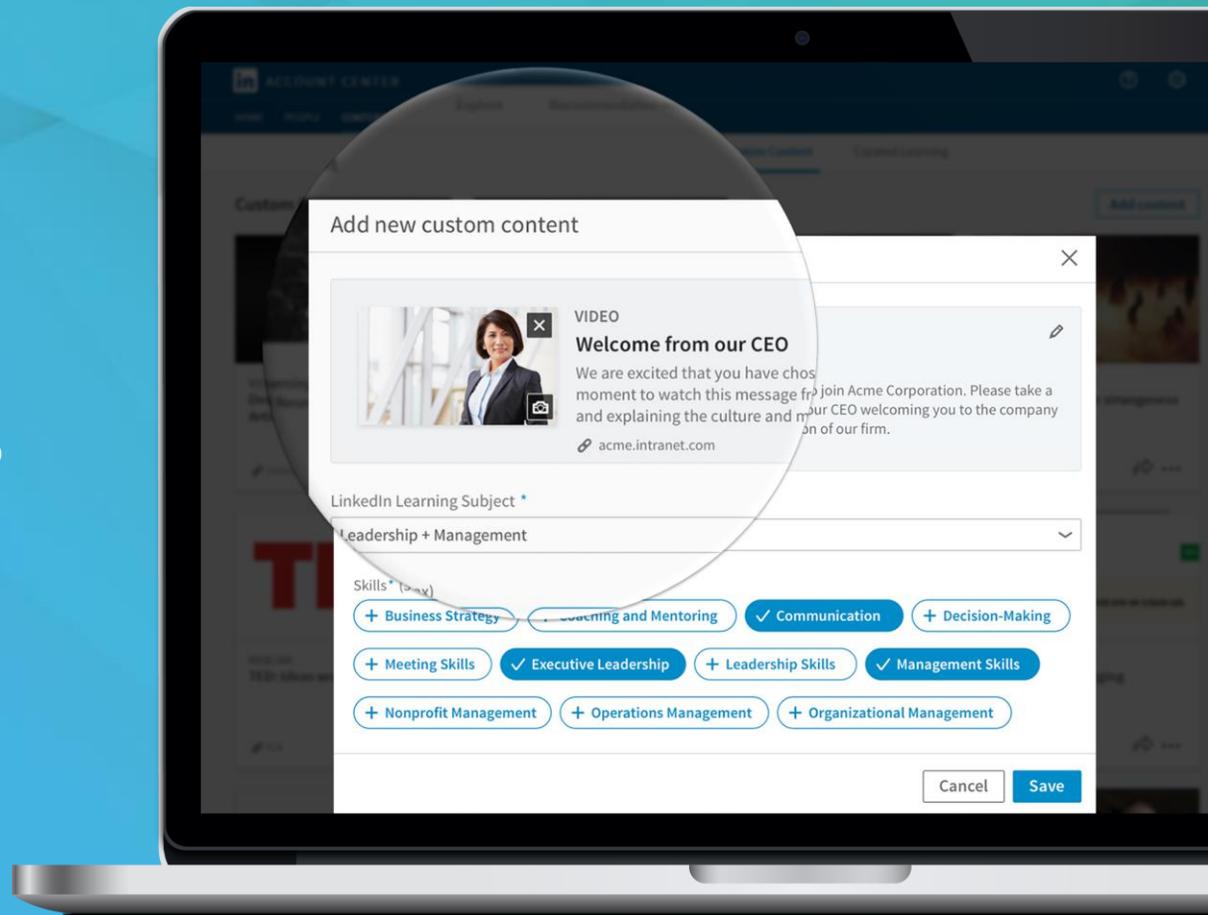


Exciting New Features

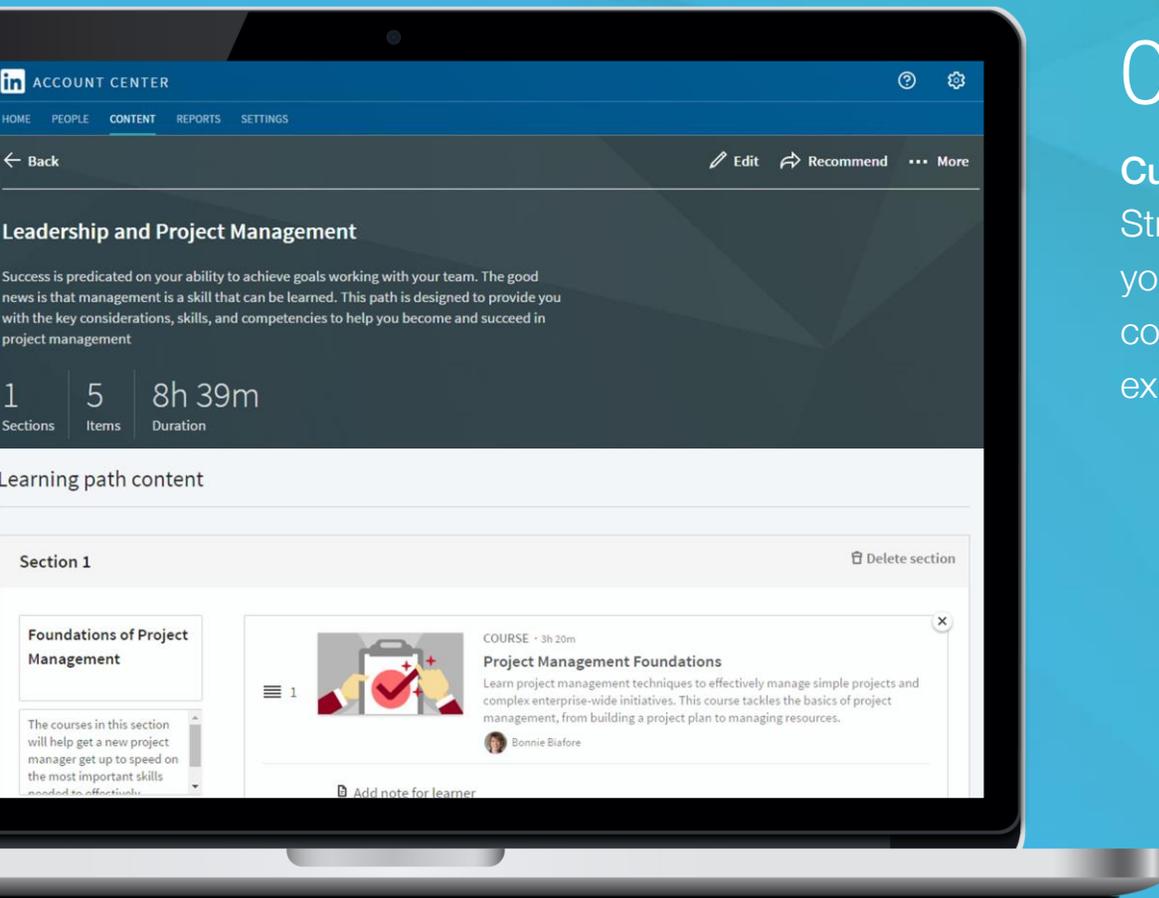
01

Incorporate custom, internal content

You will now have ability to incorporate multimedia content (videos, PDFs, audio, and more) from sources outside of LinkedIn Learning, such as a welcome video from your organization's CEO. This allows you to develop a truly customized learning experience for your learners. The first version of this feature allows you to add this content through web-links.



Exciting New Features



02

Custom and pre-built Learning Paths

Structured and sequenced Learning Paths allow you to recommend a sequence of videos and courses to your learners that help them gain expertise in a given topic.

Exciting New Features

03

Shareable multimedia collections

Quickly organize videos, courses, or custom content into Collections that can be shared with your learners. Learners can also build their own Collections, promoting peer-to-peer learning and content sharing.

04

Course suggestions by job function

LinkedIn Learning takes the data and insights of the over 500M members of LinkedIn.com and suggests the most relevant courses based on skills known to be important to a given job function or role.

05

Social course curation

Leverage likes to find even more relevant courses and recommendations.

Additional product enhancements can be found on the [Product Updates section](#) of the Customer Success Center



Tools and Resources

These additional resources may be helpful to you:

- 01 [Customer Success Center](#)
- 02 [Ongoing list of product updates](#)
- 03 [Guides to using LinkedIn Learning](#)
- 04 [LinkedIn Learning Implementation Tips](#)
- 05 [Admins Tutorial on LinkedIn Learning](#)
- 06 And LinkedIn Learning courses like “[Gaining Skills with LinkedIn Learning](#)” for additional pointers



Let Your Organization Know About the Upgrade

To ensure a seamless upgrade, we recommend **educating all impacted stakeholders** about the plan to upgrade. We've included templates for you to use in engaging people across your organization.

You should send your first communication **well in advance of your upgrade**. Consider doing this sooner if your organization uses single sign-on (SSO) or integrates Lynda.com with a learning management system (LMS). You should coordinate with your IT admin, if applicable

Consider contacting these groups or individuals:

- All admins in your Lynda.com account
- Learners
- L&D managers and groups across all offices and business units
- Training teams
- Human Resources, which may be mapping content to competencies or onboarding programs
- Help Desk and Tech Support, which may support learners and admins
- IT department, who may also update whitelist settings



To help you in socialize the upgrade, email templates that you can customize and use are included in the appendix grab-and-go templates.



You can find [additional communication resources on our customer success center](#)

Part 2: Prepare for the Upgrade

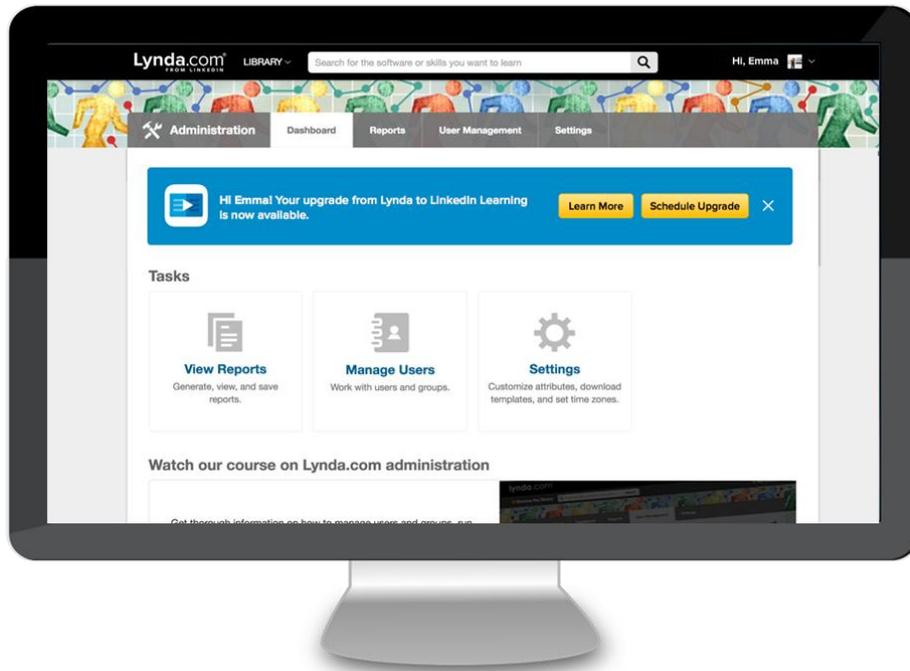


Steps to a Successful Upgrade

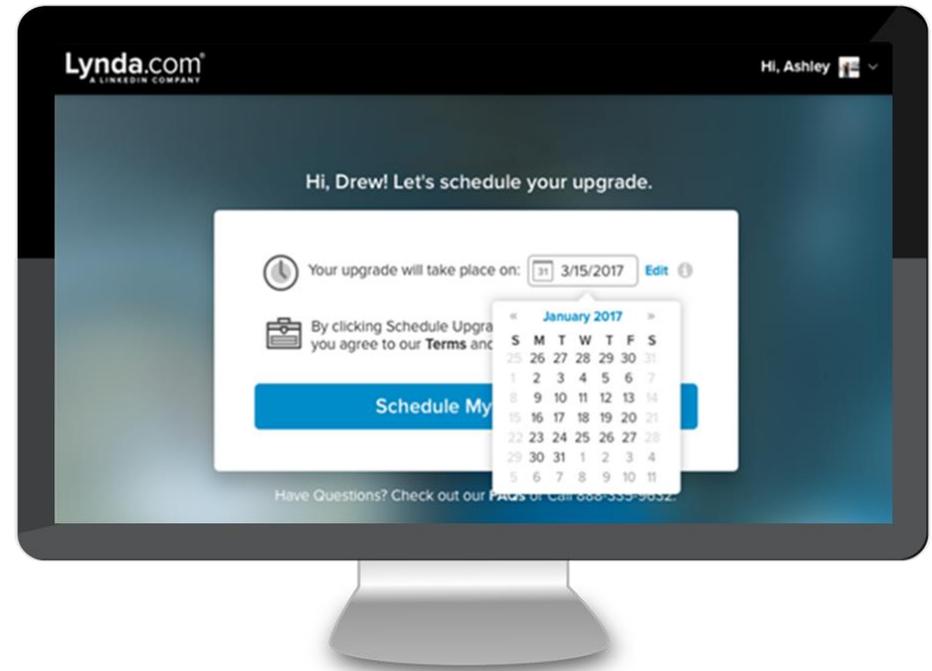
The process of scheduling your upgrade is simple. We'll notify you when your upgrade is available and you'll have the option to follow the 2 steps below to select the best date for you within a given timeframe.

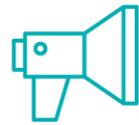
To simplify the process, we have also selected a default automatic upgrade date for your organization's account, which will lock in if a custom date is not selected within 3 weeks of your upgrade availability

Step 1: Click on "Schedule" in your admin dashboard



Step 2: Select a date for your upgrade





Notify Your Learners

To ensure your learners don't skip a beat in their learning, be sure to inform them about the upcoming upgrade using the email templates at the end of the playbook, and share resources like the [upgrade introduction video](#)



In your note to your learners, you should communicate the following messages:

1. Benefits of upgrading to LinkedIn Learning
2. The scheduled date of the upgrade
3. All learner histories and data will be automatically carried over
4. The need to connect a LinkedIn profile
5. Link to [website](#) where learners can access more information

✓ You may not be able to access Lynda.com during the day of the upgrade, so choose a day when access interruption will have the least impact. Your learners will continue to have access to Lynda.com until the upgrade



Watch a walkthrough of what the scheduling process looks like in [this short video](#)

Part 3: Upgrade and getting started



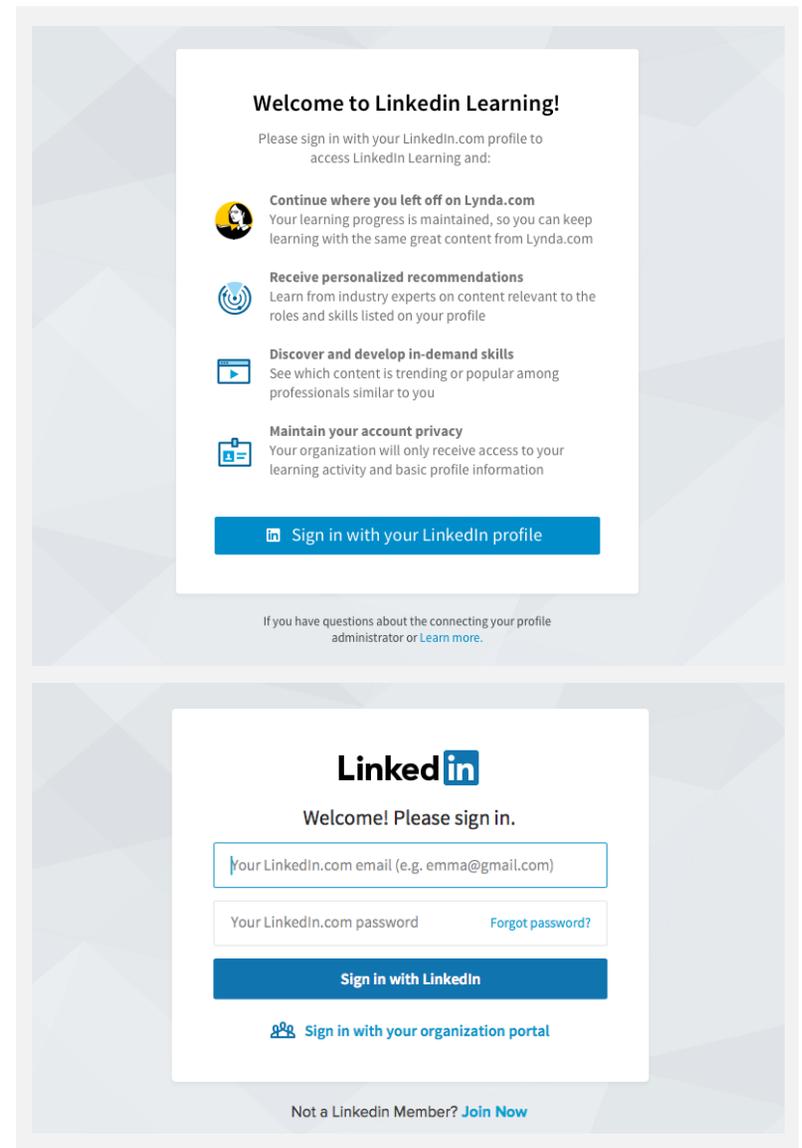
Upgrade Day

On your scheduled upgrade date, **you and your learners will automatically be upgraded** to LinkedIn Learning. The exact duration of the downtime will be determined by how much data is migrated, not to exceed 18 hours.

Activate your LinkedIn Learning admin account by clicking the link in the confirmation email you'll receive once the upgrade is complete

Follow the in-product steps to sign into or create your LinkedIn account

- ✓ Learners who sign into Lynda.com will be automatically redirected to LinkedIn Learning.

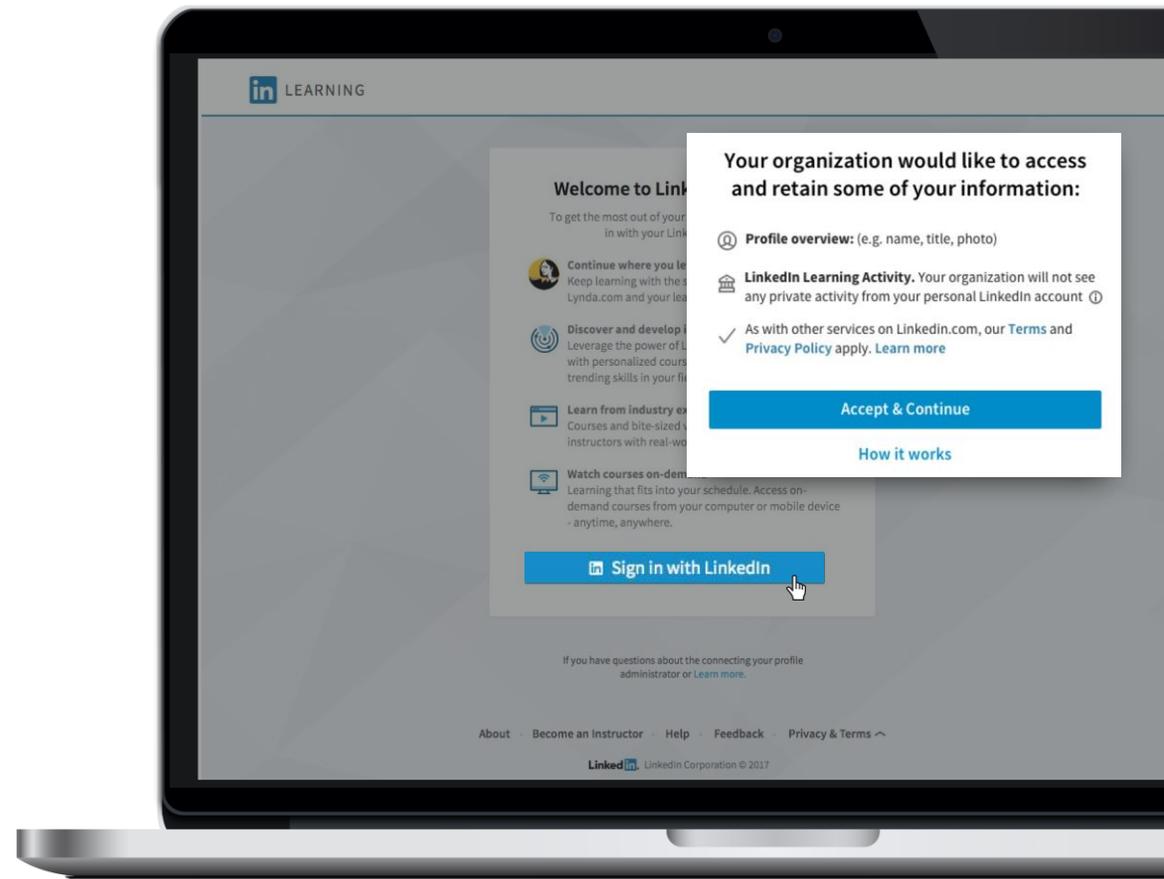


Connecting your LinkedIn profile during activation

During the activation process, you and your learners will be prompted to connect a LinkedIn profile to your LinkedIn Learning account. The benefits of logging in with a LinkedIn profile include:

- A more personalized learning experience that includes special course recommendations based on the learner's job title, skills, and industry.
- Discover relevant learning content within the LinkedIn.com experience (e.g., in the feed) to keep learning top of mind and drive more engagement.

When you connect your LinkedIn profile, you can rest assured that only your learning data will be shared with your employer. No other data from your LinkedIn profile will be accessible or shared. You can find the [details of the Privacy Information here](#).

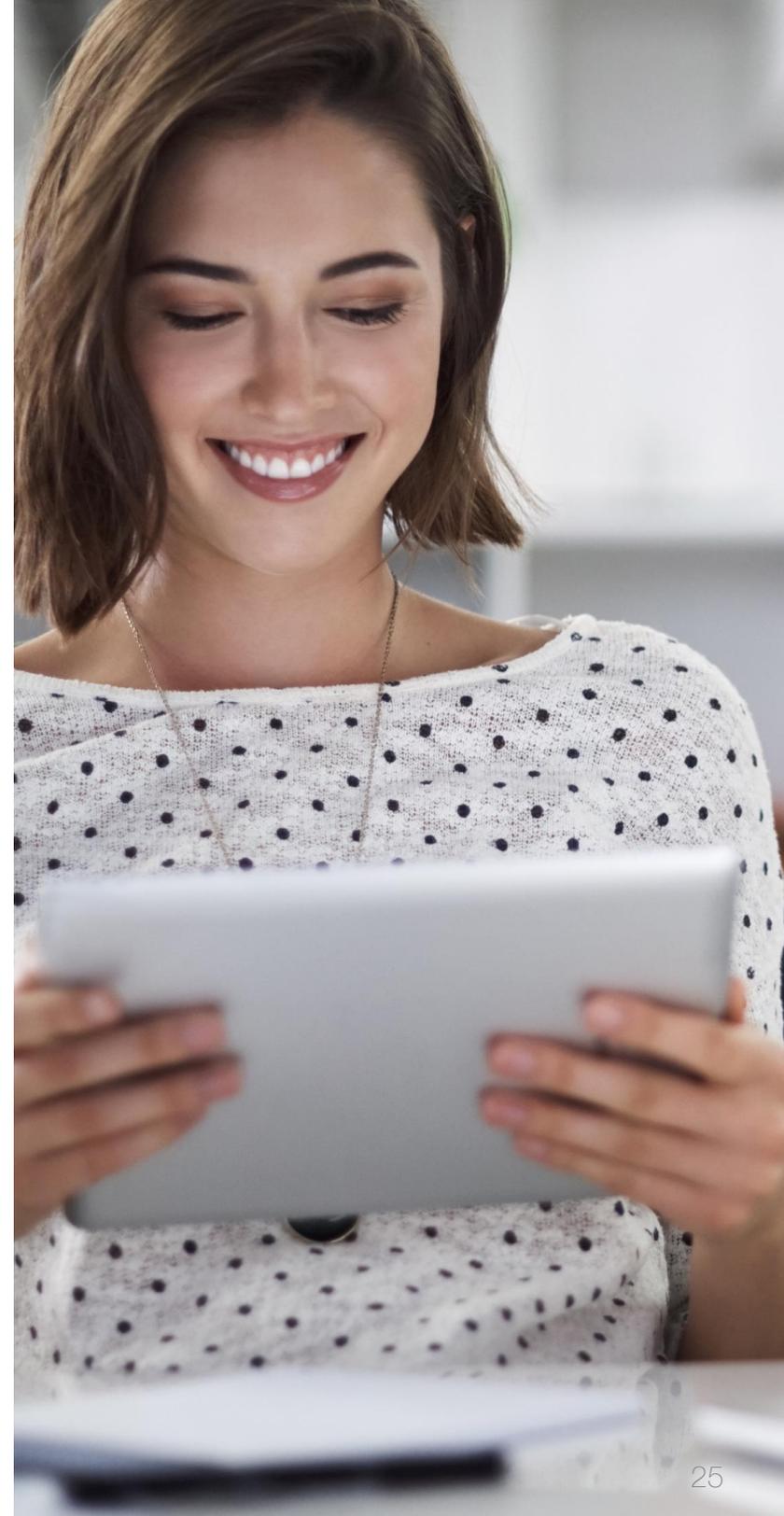




Engage your Learners

After you get set up, be sure to:

- Ensure your learners are successfully activating their new LinkedIn Learning accounts
- Visit the [Customer Success Center](#) for resources to help you get started
- Watch the “[Getting Started as a LinkedIn Learning Admin](#)” video for more pointers



Resources & FAQs



Resources

Here are some resources that can help answer questions you may have during the upgrade process:

- Frequently Asked Questions (see next page)
- [LinkedIn Learning Upgrade Website](#)
- [LinkedIn Learning Help Center](#) – Quick answers to common upgrade questions and how to use key product features
- [LinkedIn Learning Customer Success Center](#) – Admin resources and promotional support
- Your dedicated LinkedIn Learning account representative



Chat

Live Chat: Click the “chat with us” link at the bottom of the page in the Help Center



Email

Help Center: Send us a note by clicking “contact us” at the bottom of the page in the Help Center



Phone

Call 888-335-9632

Note: Once your upgrade is complete, phone support will no longer be available. You'll still have access to live chat and email support.

FAQs

Q: Will it cost extra to upgrade right now?

A: No. You will pay the same price per license that you currently pay until the end of your existing contract. Like most vendors, we review the pricing of our products from time to time. If there are any changes, they will be discussed at the time of your contract renewal.

Q: Will I be forced to upgrade?

A: We believe LinkedIn Learning is the best eLearning solution for developing employees, so we will be upgrading all of our customers. You will be given a window of time to select the best date for your organization to upgrade, and we'll work with you to make the transition as seamless as possible.

Q: Is my Lynda learning activity coming along with upgrade?

A: Yes, all users, groups, reports, and playlists will automatically be moved to LinkedIn Learning along with all Learner history and activity. If you do not want to migrate your existing data, we can work with you to start a new LinkedIn Learning account.

Q: What happens when I click the “Schedule Upgrade” button?

A: You will be taken through a simple process to select a date for your organization's upgrade. No changes will be made to your account until your scheduled upgrade date.

Q: Do Admins need a LinkedIn profile?

A: Yes, at this time you will need a LinkedIn profile to be able to access your administrator account.

Q: Do my Learners need a LinkedIn profile?

A: Yes, at this time your learners will need a LinkedIn profile to be able to access LinkedIn Learning. The LinkedIn profile allows us to personalize learning recommendations based on your learners' current roles and skills.

Q: Is the content on LiL the same as Lynda.com?

A: Yes, LinkedIn Learning provides access to all of the courses from the Lynda.com library that you know and love.

Q: Will I need to set up my groups and reassign my playlists again?

A: No, all assigned content and groups will be maintained once the upgrade process is complete.

Q: What is the duration of downtime associated with the upgrade?

A: You can expect to incur no more than 18 hours of downtime during the upgrade process. We recommend scheduling the upgrade during a weekend to minimize disruption.

Grab-and-Go Templates



For Learners

Subject: Your Lynda.com account is upgrading to LinkedIn Learning

Grab-and-Go



Hello,

I'm excited to let you know that we'll be upgrading one of your learning and development benefits, Lynda.com, to LinkedIn Learning. LinkedIn Learning has the same great content as Lynda.com, and it will provide a more personalized experience.

Your account will be upgraded on <input date of upgrade>, at which time you will no longer be unable to access Lynda.com. But don't worry, all your learning activity and history will be seamlessly transferred to LinkedIn Learning. After the upgrade is completed, you'll receive an email to activate your LinkedIn Learning account.

[Check out this page](#) for more information on upgrading to LinkedIn Learning. I look forward to the upgrade and seeing how LinkedIn Learning helps you continue growing in your career.

Best,

{NAME}

Master Admin | {name@email.com}

For Internal Stakeholders, e.g. L&D Manager, Training Teams, & HR

Subject: Your Lynda.com account is upgrading to LinkedIn Learning

Grab-and-Go



Hi {NAME},

I'm excited to let you know that we will soon be making the upgrade from Lynda.com to LinkedIn Learning for our online learning solution. This new platform will provide the same great Lynda.com content delivered through an intuitive, new learning experience that's powered by insights from the LinkedIn network.

With LinkedIn Learning, we'll:

- **Save time** with an easy-to-use, new interface
- **Engage every learner** with a personalized experience, using insights from the LinkedIn network
- **Scale our impact** by incorporating our own custom content into LinkedIn Learning

This [website](#) provides additional information about the upgrade, but let me know if you have any questions. I will be scheduling our upgrade for DATE.

Thanks,

{ADMIN NAME}

For Help Desks

Subject: Your Lynda.com account is upgrading to LinkedIn Learning

Grab-and-Go



Hi {NAME},

I'm excited to let you know that we will soon be making the upgrade from Lynda.com to LinkedIn Learning for our online learning solution. This new platform will provide the same great Lynda.com content delivered through an intuitive, new learning experience that's powered by insights from the LinkedIn network. Please make sure the help desk team and any other support associates are familiar with the upgrade impact and timing, so they may address any questions. For technical issues, please have them contact LinkedIn Learning Support at the link provided below.

With LinkedIn Learning, we'll:

- **Save time** with an easy-to-use, new interface
- **Engage every learner** with a personalized experience, using insights from the LinkedIn network
- **Scale our impact** by incorporating your own, custom content into LinkedIn Learning

This [website](#) provides additional information about the upgrade, but let me know if you have any questions. I will be scheduling our upgrade for DATE.

LinkedIn Learning [technical support can be contacted here](#)

Thanks, {ADMIN NAME}

Subject: Your Lynda.com account is upgrading to LinkedIn Learning

Grab-and-Go



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- **Save time** with an easy-to-use, new interface
- **Engage every learner** with a personalized experience, using insights from the LinkedIn network
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LEARNING
WITH **Lynda.com** CONTENT