

LinkedIn Learning Upgrade Playbook

LinkedIn® LEARNING
WITH Lynda.com CONTENT



Table of contents

Introduction	04		
Part 1: Prepare for the upgrade	07	Part 2: Launch LinkedIn Learning	30
Benefits of LinkedIn Learning	08	Upgrade day	31
Key features staying the same	09	Connecting your LinkedIn profile	32
Improvements to foundational features	11	Activating your account	33
Exciting new features	17	Launch checklist	34
LinkedIn Learning resources	22		
Let your organization know about the upgrade	23	Part 3: Engage your learners	35
Notification templates	24	Engage your learners checklist	36
Notify your learners	27	Upgrade resources	37
Learner notification template	28	FAQs	38
Prepare for the upgrade checklist	29		

Welcome to LinkedIn Learning

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





Learning they'll love because it's all about them

LinkedIn Learning delivers a highly personalized learning experience designed to engage your employees in learning they'll use, love, and apply.

Combining industry-leading content from Lynda.com with insight-based recommendations that make learning more relevant and applicable, LinkedIn Learning is delivered where your employees are already spending time, whether that's on a mobile device, on LinkedIn, or within your learning management system (LMS).

Some LinkedIn Learning customers' employees are more than twice as engaged in learning as those who use Lynda.com. This engagement accelerates professional growth.

We're excited to show you around.

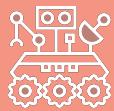


For additional information, please [visit the upgrade website](#)

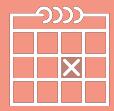


Or take a few minutes to [watch our introductory video](#)

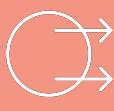
Quick takeaways



LinkedIn Learning is an intuitive product that features exciting new tools to help you maximize learner engagement – all with the same great Lynda.com content.



The upgrade process is seamless and simple. All you need to do is select a date for the upgrade (if applicable) and notify your key stakeholders and learners.



All of your organization's account and usage data will be automatically carried over from Lynda.com to LinkedIn Learning, so you and your learners can pick up right where you left off.



Upgrade in 3 steps

We're here to help you upgrade from Lynda.com to LinkedIn Learning in three simple steps:



Prepare

Take a few minutes to [watch our introduction video](#), and [check out our upgrade website](#) for more highlights. We'll help you communicate the update to stakeholders and learners before your organization upgrades.



Launch

On the day of your upgrade, all of your organization's Lynda.com activity and data will automatically migrate to LinkedIn Learning. You can pick up right where you left off.



Engage

We'll help you communicate to your organization that the upgrade is completed. You'll be on your way to engaging your learners with a new and improved experience.

Part 1:

Prepare for the upgrade

Experience the benefits of LinkedIn Learning

Upgrading to LinkedIn Learning benefits admins and learners. You can expect continuous updates and enhancements to the product and its learning content.

Some LinkedIn Learning features will seem familiar. We've kept the most quintessential aspects of Lynda.com. Others are new and exclusive to LinkedIn Learning.



The same, high-quality Lynda content, now more engaging and social



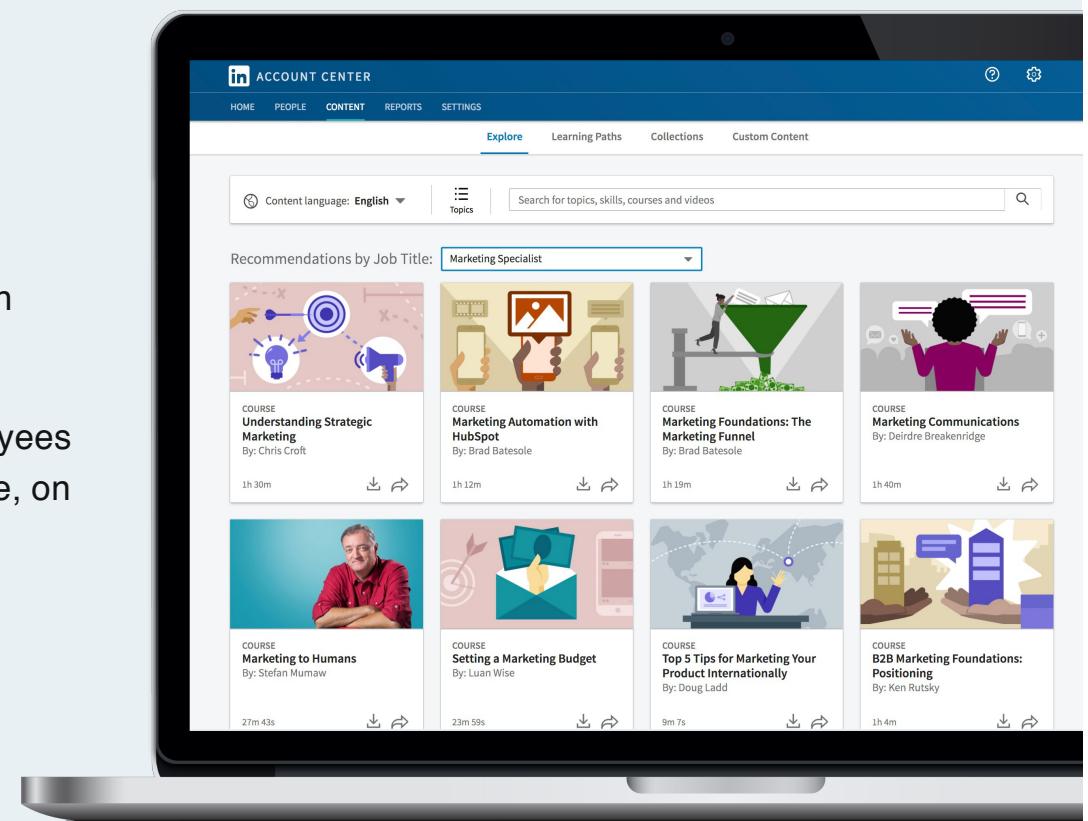
More relevant recommendations informed by insights from the LinkedIn network of 575M+ professionals



Learning delivered where your employees are, whether that's on a mobile device, on LinkedIn, or within your learning management system (LMS)

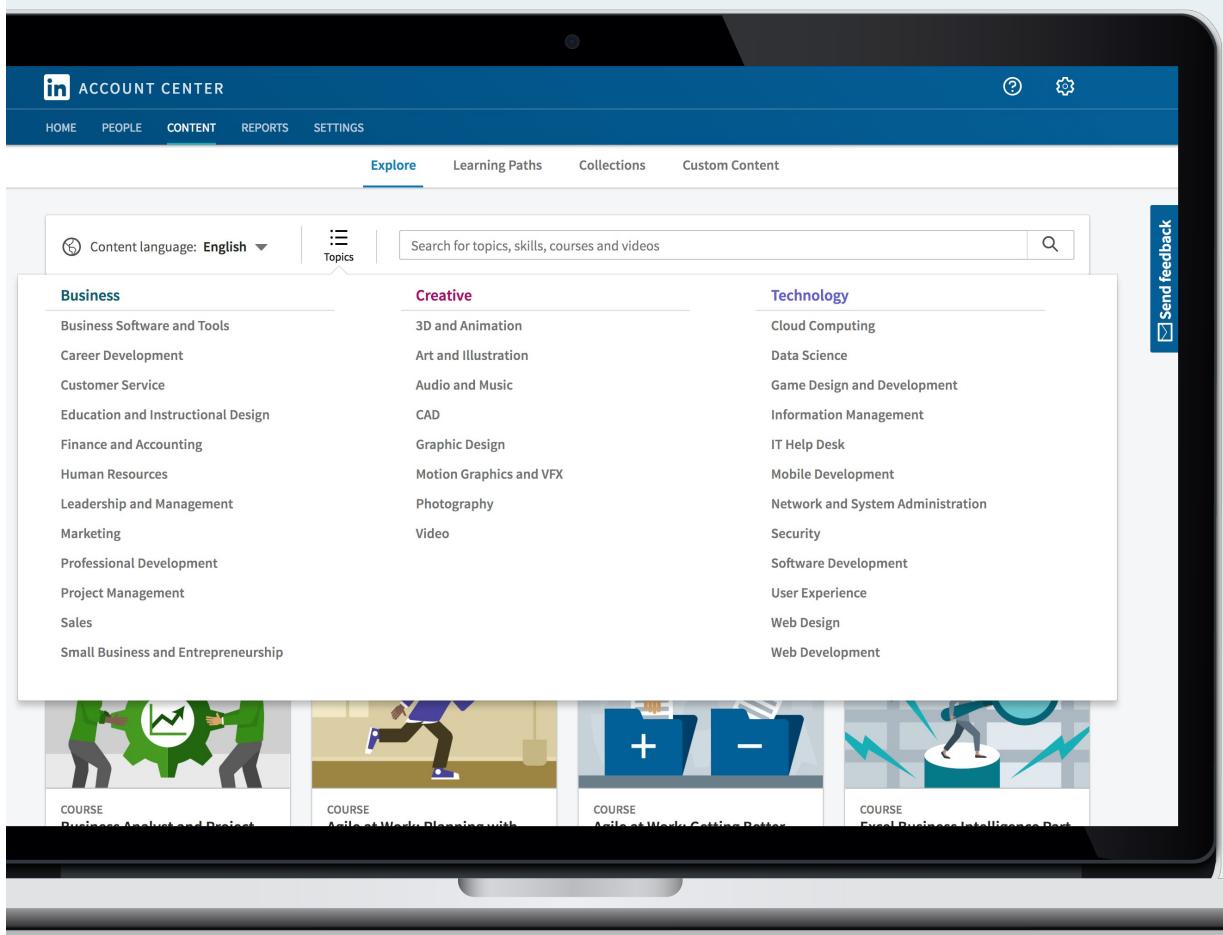


Intuitive admin tools that make it easy to manage users, recommend content, and measure impact



Key features staying the same

Same features



Content

At the core of LinkedIn Learning is high-quality Lynda.com content. Our library includes more than 11,000 courses, and it grows every week.

Data and progress

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

Learner course video page

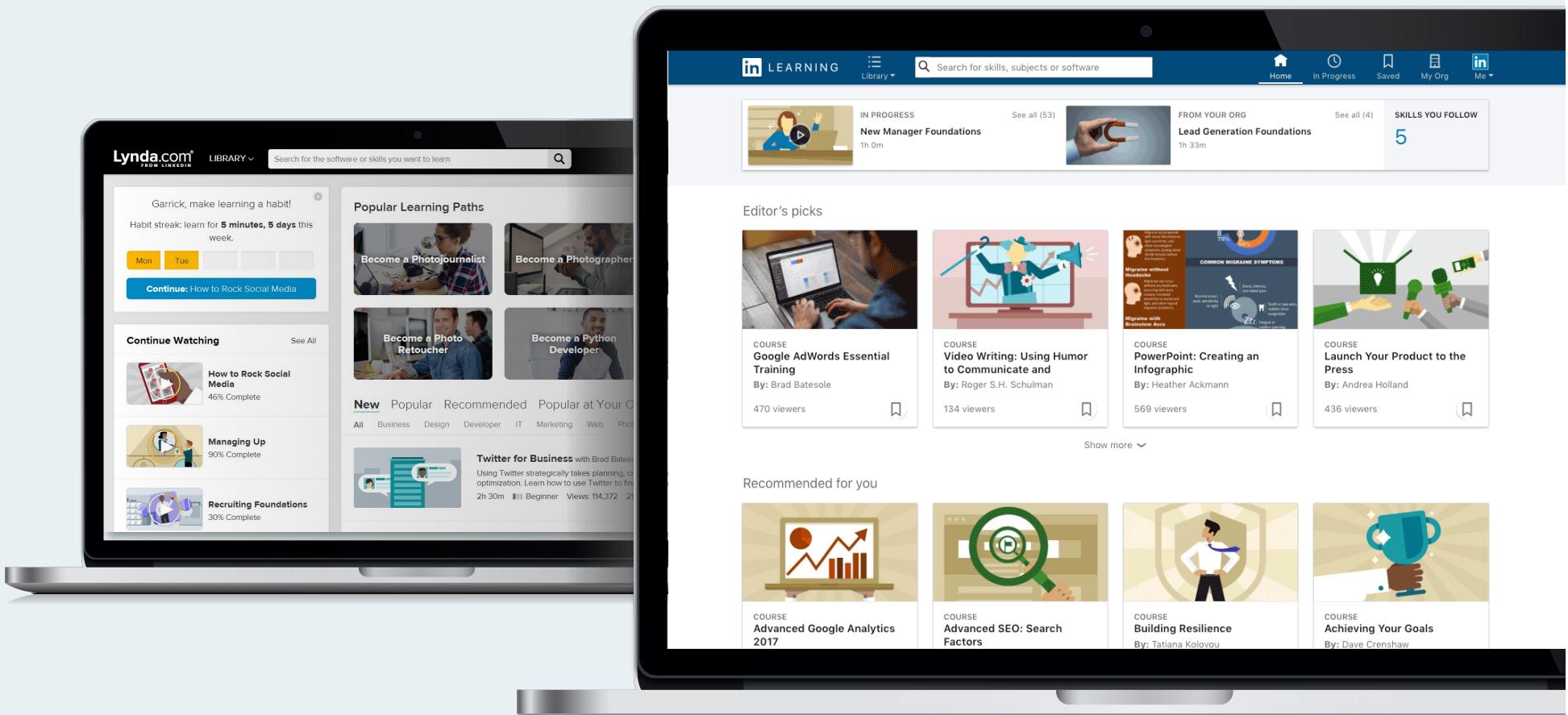
All of the features and functionality of this page remain the same. This includes transcripts, exercise files, mobile viewing, bookmarking, and practice environments.

Improvements to foundational features

Improved features

An enhanced user experience

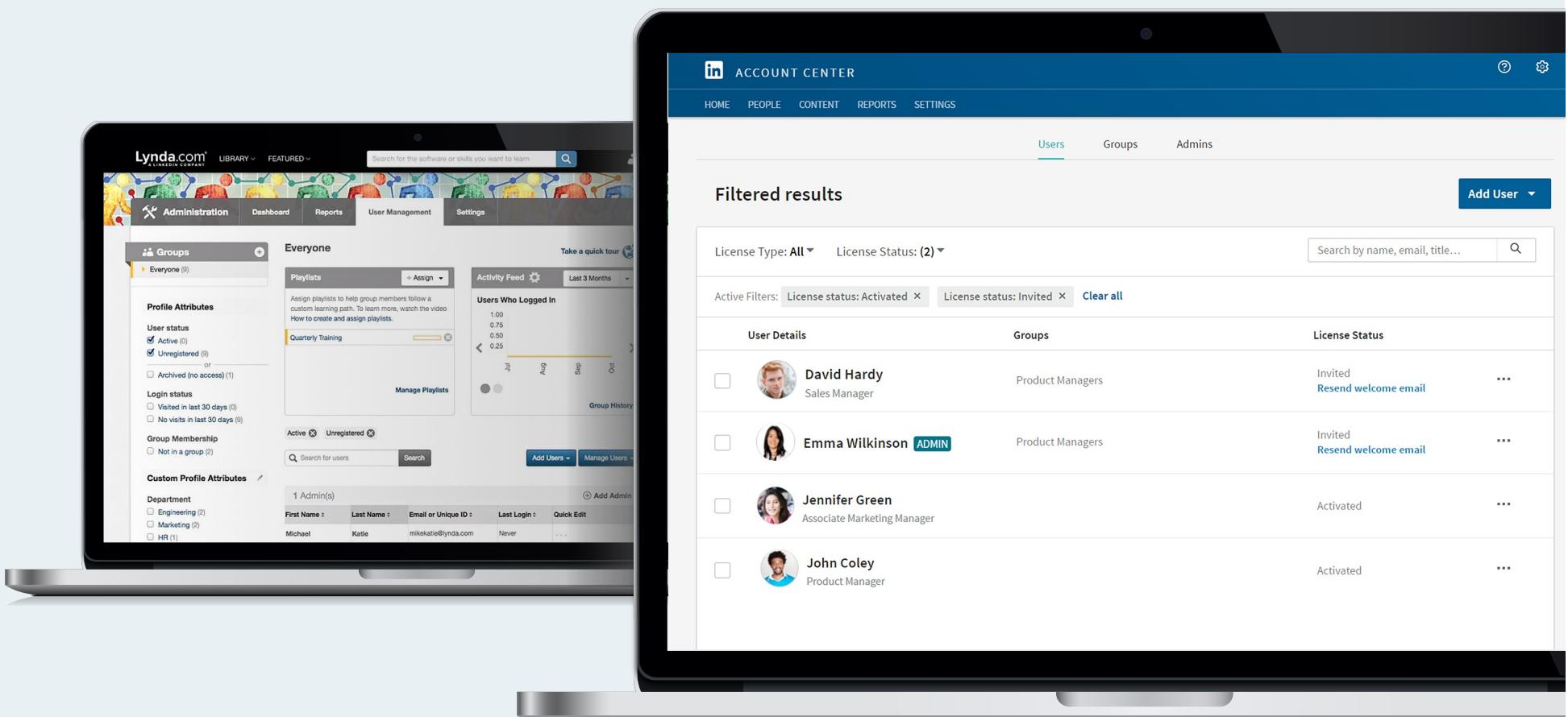
With its new and intuitive interface, LinkedIn Learning is designed to make it easier for admins and learners to find relevant content and achieve more.



Improved features

Simplified people management

Groups and bulk user uploads continue to be accessible within the product, but in a simpler interface that includes handy shortcuts like the ability to resend activation emails. We've also improved permissions for sub-admins. And we've included advanced HRIS integrations, which enable automated user upload.



Lynda.com User Management

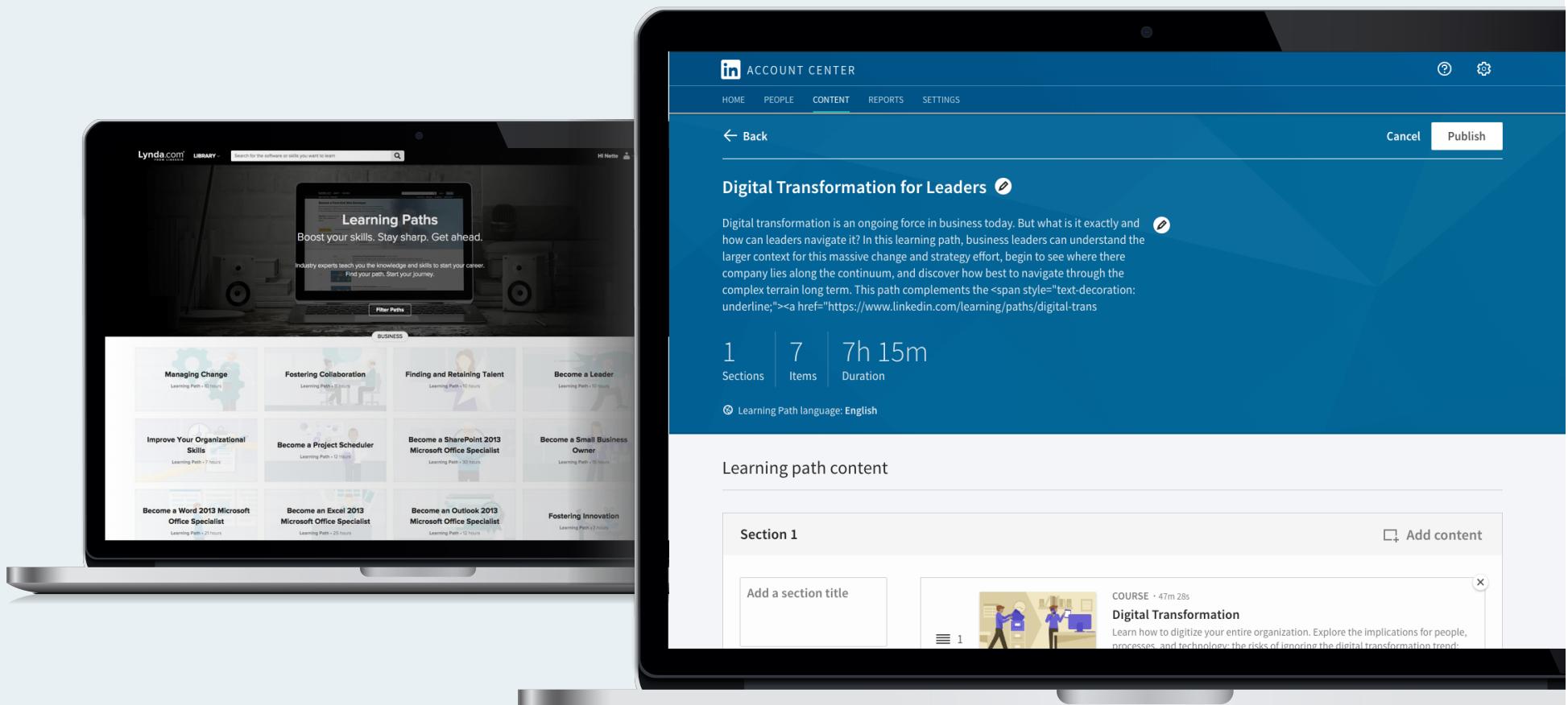
LinkedIn Account Center - Users Tab

User Details	Groups	License Status	Actions
David Hardy Sales Manager	Product Managers	Invited Resend welcome email	...
Emma Wilkinson ADMIN	Product Managers	Invited Resend welcome email	...
Jennifer Green Associate Marketing Manager		Activated	...
John Coley Product Manager		Activated	...

Improved features

Custom and pre-built learning paths

You can customize existing, pre-built learning paths to recommend a relevant sequence of videos and courses to your learners and help them gain expertise in a given topic. You can also create brand new learning paths that meet your organization's needs.

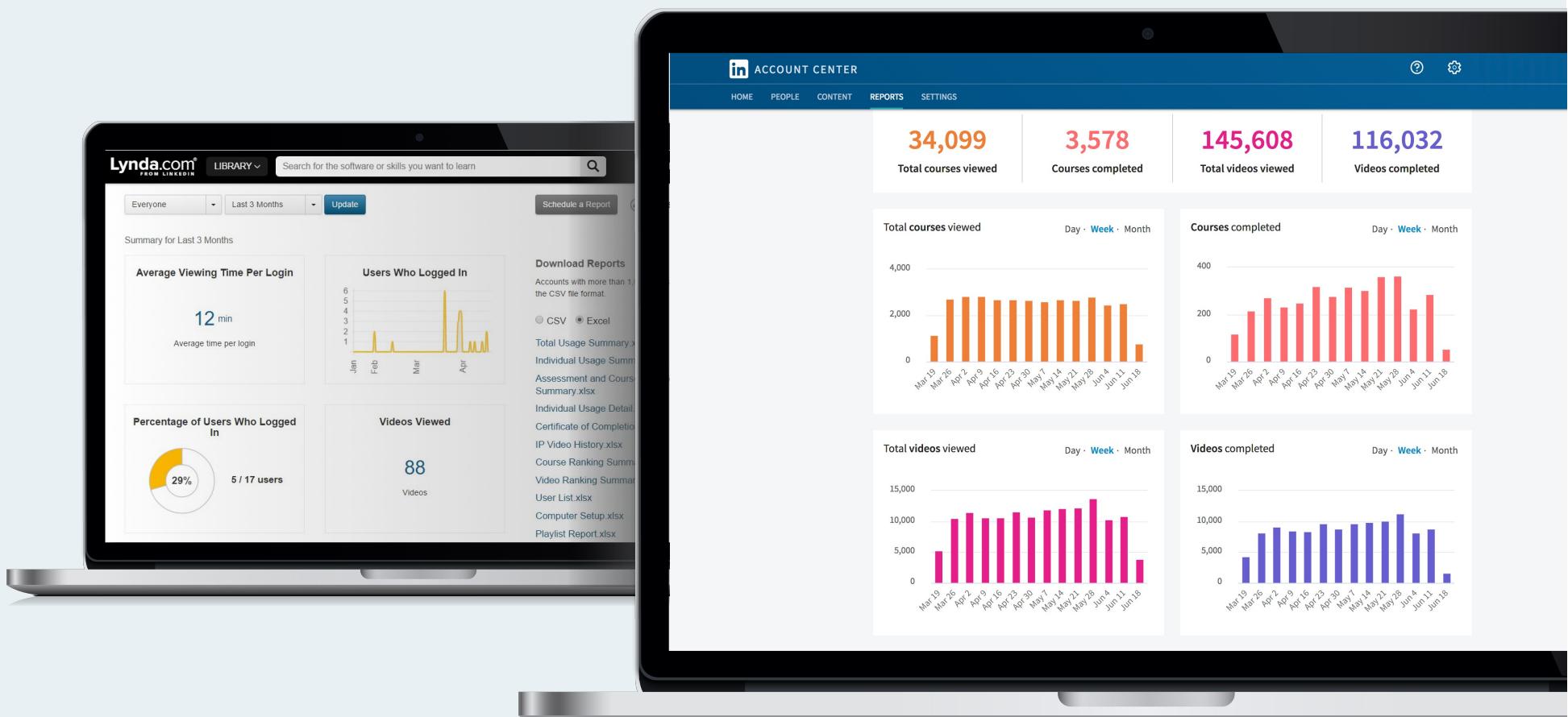


The image displays two devices side-by-side, illustrating the creation and viewing of learning paths. On the left, a tablet screen shows the Lynda.com library interface, specifically the 'Learning Paths' section. It features a grid of course thumbnails with titles like 'Managing Change', 'Fostering Collaboration', and 'Become a Leader'. On the right, a smartphone screen shows the LinkedIn Account Center, specifically the 'Digital Transformation for Leaders' learning path. The path summary shows 1 section, 7 items, and a duration of 7h 15m. Below this, the 'Learning path content' section is visible, showing a section titled 'Section 1' with a placeholder 'Add a section title' and a course card for 'Digital Transformation'.

Improved features

Redesigned reporting and analytics

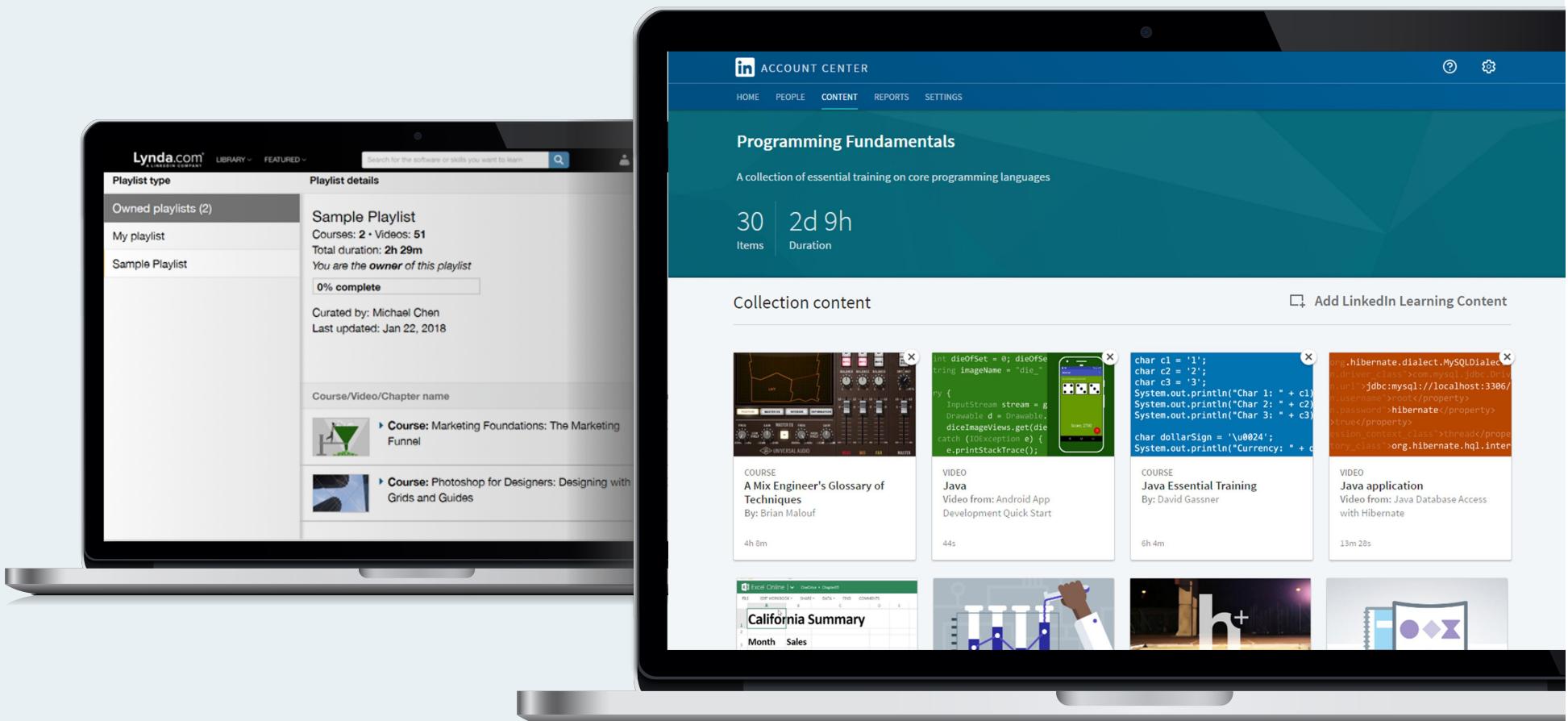
You can find new and familiar downloadable reports along with a redesigned analytics dashboard—covering learner engagement, courses views, and more. You'll also find more comprehensive activity tracking, and more precise and better designed usage metrics than those available on Lynda.com.



Improved features

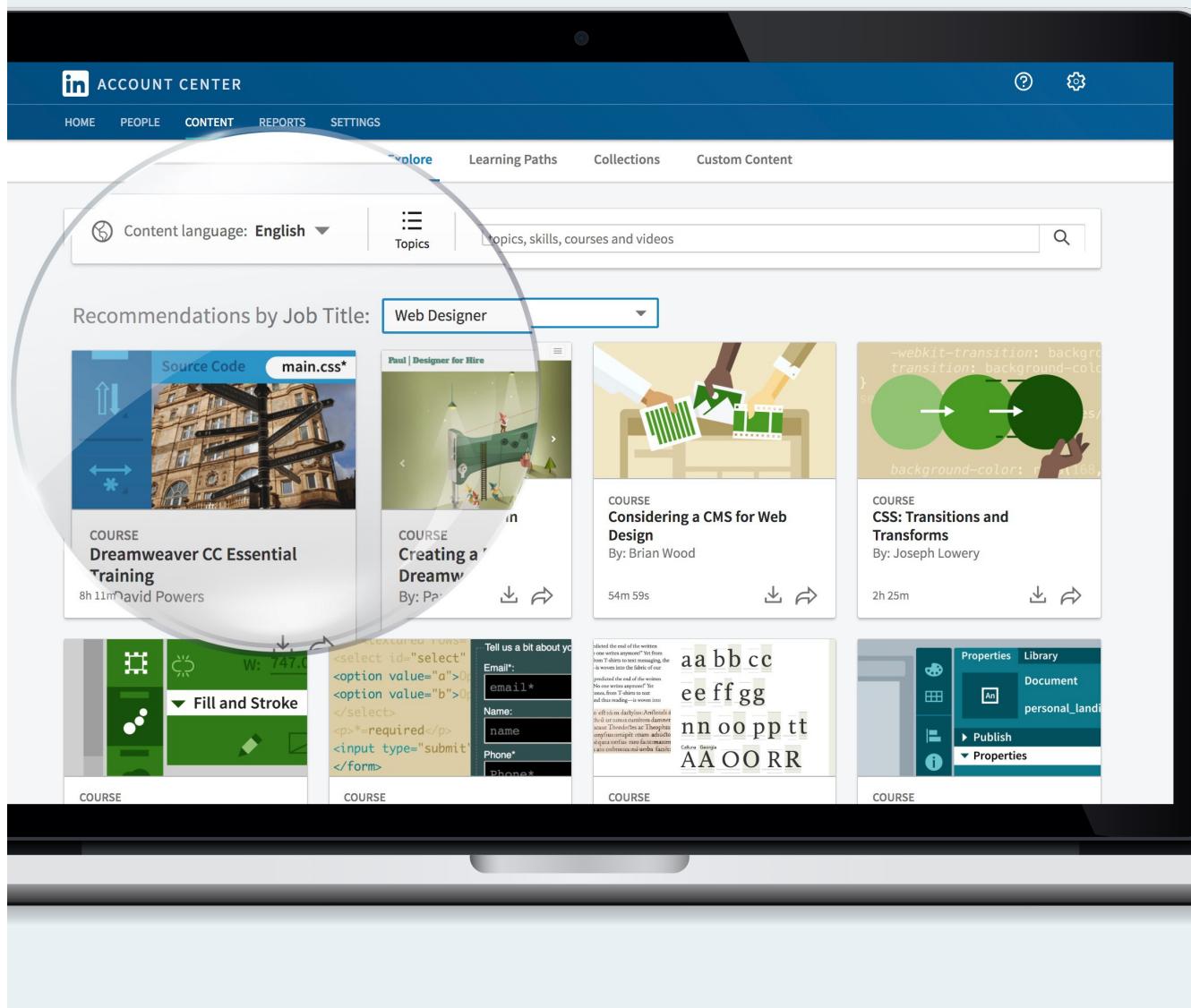
Shareable multimedia collections

Playlists are now known as collections. Admins and learners can add videos, courses, and custom content of any media format to collections and view in any order. Admins can also curate, organize, share, and assign their collections to learners.



Exciting new features

Exciting new features

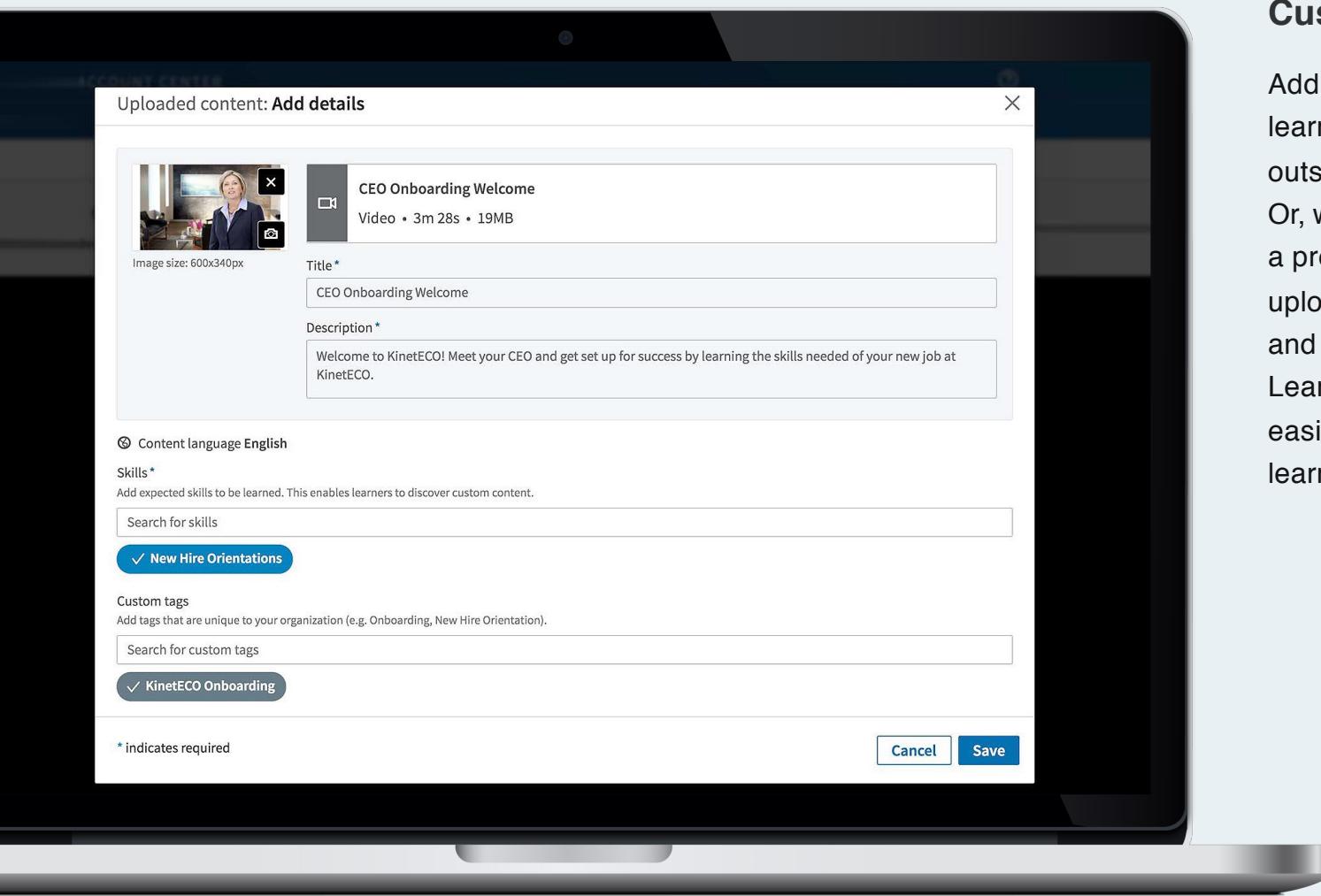


The screenshot shows the LinkedIn Learning interface. At the top, there's a navigation bar with 'ACCOUNT CENTER', 'HOME', 'PEOPLE', 'CONTENT', 'REPORTS', and 'SETTINGS'. Below this is a search bar with 'Content language: English' and a search input field. The main area is titled 'Explore' and shows 'Learning Paths', 'Collections', and 'Custom Content'. A large callout bubble highlights the 'Recommendations by Job Title' section, which is set to 'Web Designer'. It displays several course cards: 'Dreamweaver CC Essential Training' by David Powers, 'Creating a Website with Dreamweaver' by Paul, 'Considering a CMS for Web Design' by Brian Wood, 'CSS: Transitions and Transformations' by Joseph Lowery, and 'Fill and Stroke' by Paul. Below these are two more course cards: 'Tell us a bit about your website' and 'Properties'.

Personalized course recommendations

Takes the data and insights of the over 575M members of LinkedIn and suggests the most relevant courses or videos based on skills known to be important to a given job function or role. Then you can add these courses to learning paths or recommend them directly to learners.

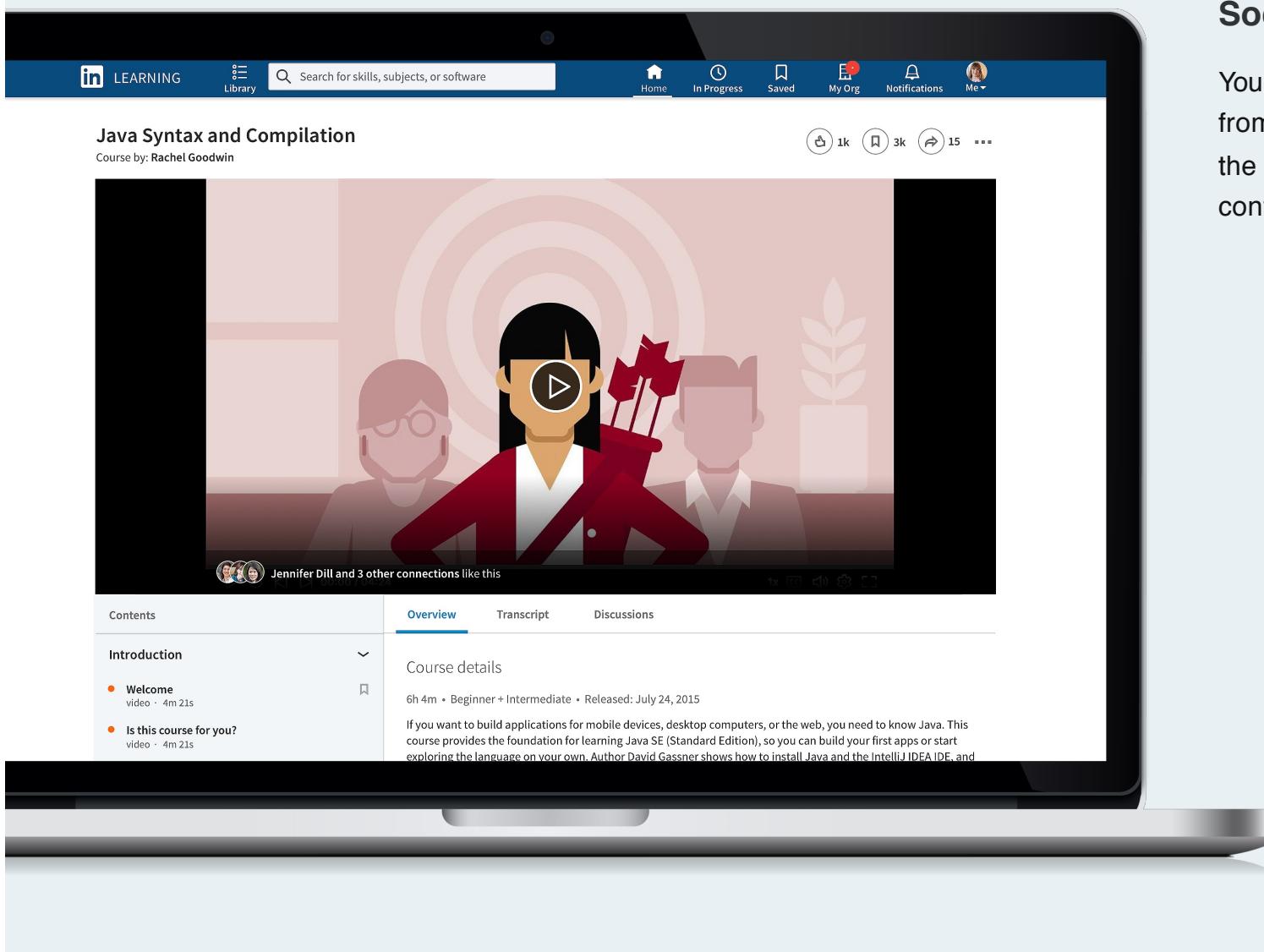
Exciting new features



Custom content

Add links to connect your learners to content that lives outside of LinkedIn Learning. Or, with LinkedIn Learning Pro, a premium offering, you can upload custom video content and host it alongside LinkedIn Learning content, making it easily discoverable for your learners.

Exciting new features



The image shows a tablet displaying a LinkedIn Learning course page. The course is titled "Java Syntax and Compilation" by Rachel Goodwin. The main video thumbnail features a person in a red jacket. Below the video, a social curation overlay shows "Jennifer Dill and 3 other connections like this". The tablet's navigation bar includes "Home", "In Progress", "Saved", "My Org", "Notifications", and "Me". The LinkedIn Learning logo is in the top left. The tablet is set against a background with a blue and orange horizontal bar at the top.

Social curation

You can use social curation from course "likes" to surface the most relevant or trending content recommendations.

Exciting new features

Because you're interested in Communication

Intelligent search

We've made it easier to search and browse courses by pre-populating entries with the most searched words.



LinkedIn Learning resources

These additional resources may be helpful to you:

- 1 [Customer Success Center](#)
- 2 [Ongoing list of product updates](#)
- 3 [Guides to using LinkedIn Learning](#)
- 4 [LinkedIn Learning implementation tips](#)
- 5 [Admins tutorial on LinkedIn Learning](#)
- 6 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. We've included templates for you to use in engaging people across your organization.

It's best to send your first communication about the upgrade at least four weeks in advance, if you can. Consider doing this sooner if your organization uses single sign-on (SSO), integrates Lynda.com with a LMS, or maps Lynda.com content to existing training curricula.

Consider contacting these groups or individuals:

- The master admin of your Lynda.com account
- 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
- Learners

To help you socialize the upgrade, on the following pages we've included email templates that you can customize and use.

You can find additional communication resources on our [Customer Success Center](#).

Notify your internal stakeholders (e.g. L&D manager, training teams, and HR)

Template

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

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}

Notify your help desks

Template

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

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}

Notify your IT resources

Template

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

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 eLearning 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 review any system or sites where Lynda.com content has been integrated. While all the same content is available, links will have to be updated with LinkedIn Learning content. 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}

Communicating the upgrade to 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 template on the next page, and share resources like the [learner upgrade video](#).

In your note to your learners, consider communicating 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 benefits of connecting 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 your access interruption will have the least impact. Your learners will continue to have access to Lynda.com until the upgrade.



Notify your learners

Template

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

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 website](#) 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}

Prepare for the upgrade checklist

Admin action steps

- Learn about the [upgrade process](#) and [view the product tour](#)
- [Inform decision makers and stakeholders](#) of the upcoming changes and benefits of LinkedIn Learning
- Communicate single sign-on (SSO) set up needs to an IT Admin (if applicable)
- Let your learners know that you (or an assigned sub-admin, if applicable) are the point of contact for LinkedIn Learning, just as you were for Lynda.com
- [Email your learners](#) informing them about the upcoming upgrade using the template in this playbook, and share resources like the [learner upgrade website](#)

FOR LYNDAPRO CUSTOMERS

Ensure that the users who should have a license are active at the time of upgrade. The number of seat reassessments is limited to 25% of the total seats you have purchased, or 10 seat reassessments, whichever is greater. The reassessments made on Lynda.com prior to the upgrade to LinkedIn Learning will not be counted towards this limit.



You'll receive a notice when your upgrade is available to schedule and will have the option to select an upgrade date (if applicable).

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

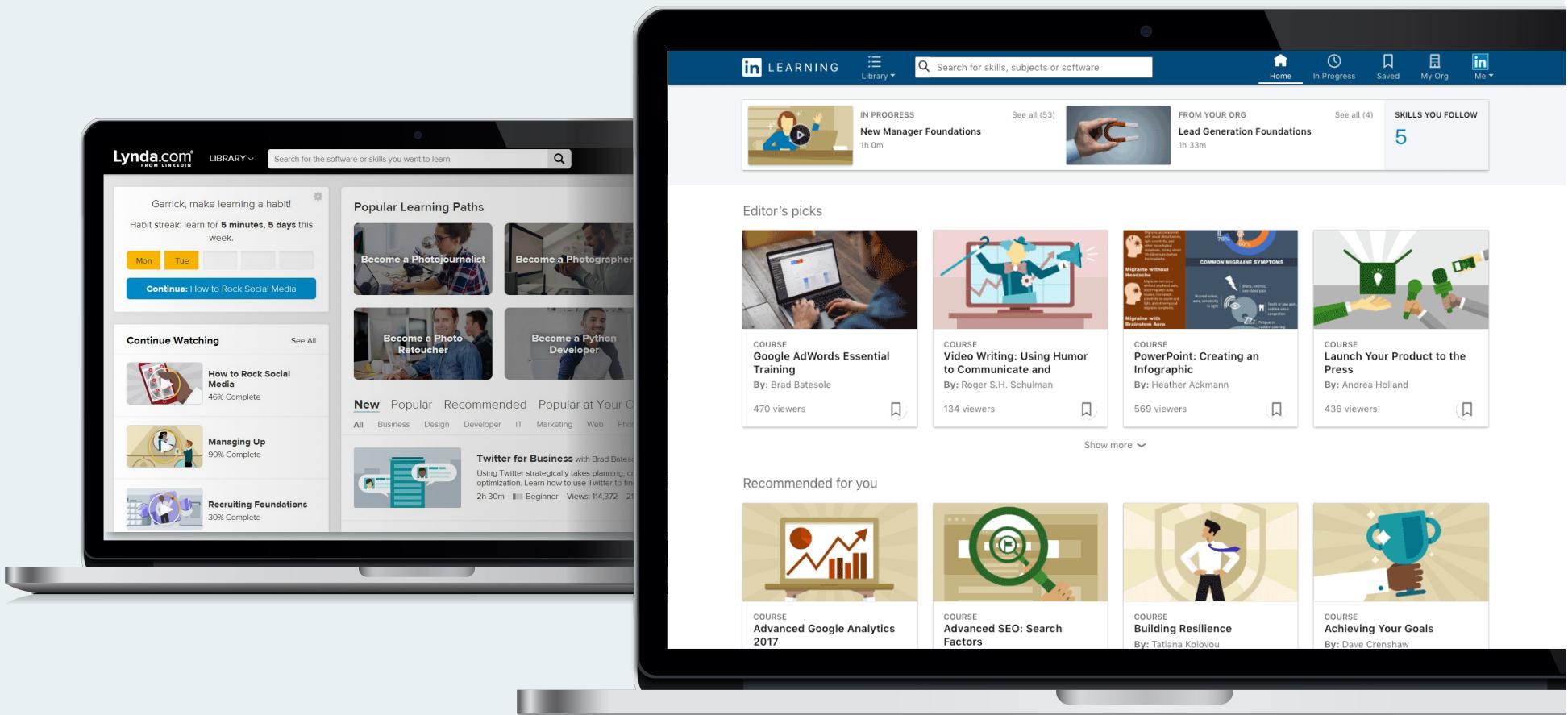
1. Benefits of upgrading to LinkedIn Learning
2. The scheduled date of the upgrade
3. All learner histories and data will be automatically carried over
4. The benefits of connecting a LinkedIn profile (more details below)
5. Link to website where learners can access more information

Part 2:

Launch LinkedIn Learning

Upgrade day

On your scheduled upgrade date, you and your learners will automatically be upgraded and all of your history will be transferred over to LinkedIn Learning. Remind your admins and learners that they may not be able to access either Lynda.com or LinkedIn Learning for up to 18 hours as data is migrated.



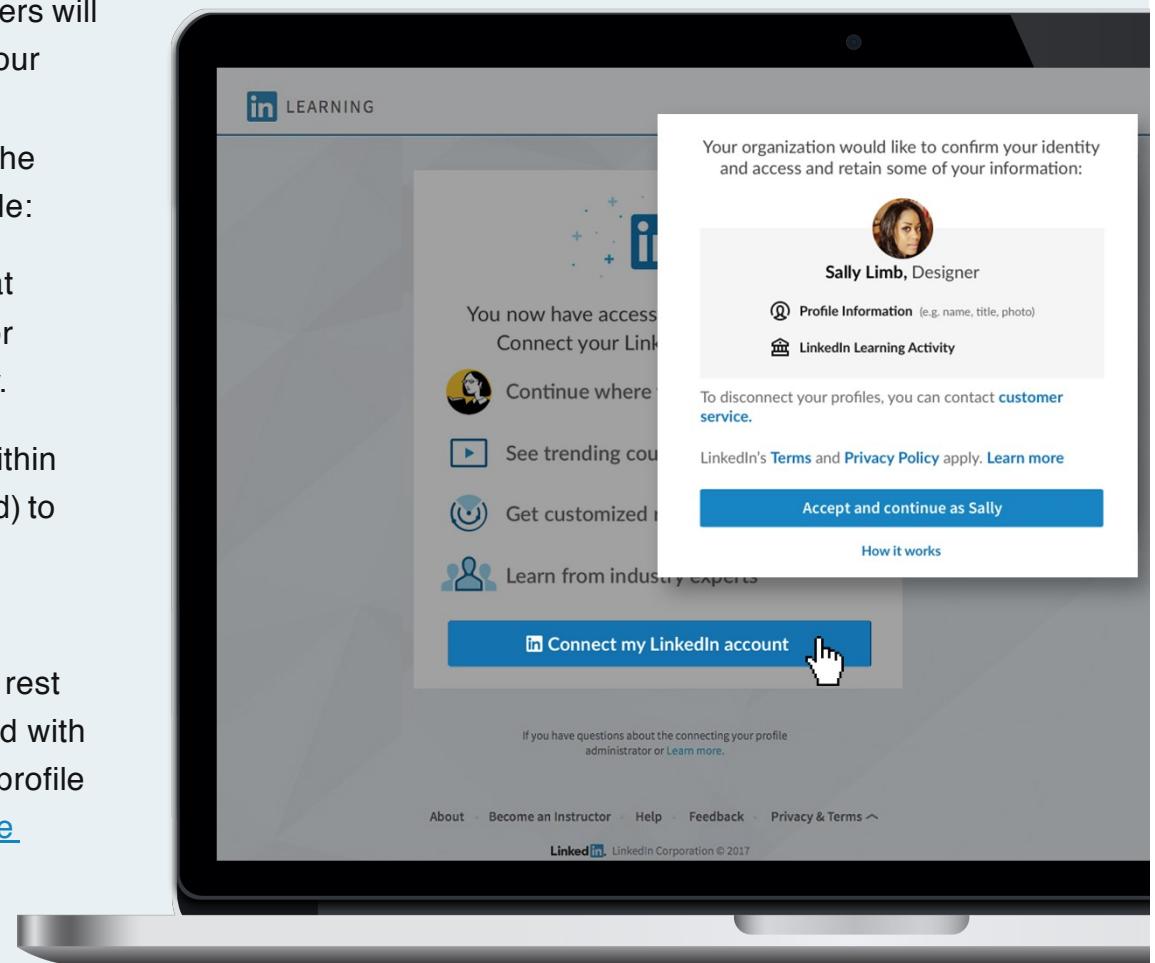
Connecting your LinkedIn profile during activation

During the activation process, you and your learners will have the option to connect a LinkedIn profile to your LinkedIn Learning account. If they do not have a LinkedIn profile, they will be able to create one. The benefits of signing in with a LinkedIn profile include:

- A more personalized learning experience that includes special course recommendations for learners based on job title, skills, and industry.
- Discoverable and 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. See the [details of the Privacy Information here](#).

Learners who choose to opt out of using their LinkedIn profile will create a separate LinkedIn Learning account that is not connected to LinkedIn.com.



Activating your account

Activate your LinkedIn Learning admin account by clicking the link in the confirmation email you'll receive once the upgrade is complete. Your learners will also receive a confirmation email that will allow them to activate their new LinkedIn Learning account.

When you activate your LinkedIn Learning account, you will have the option to connect your LinkedIn account. If you don't have a LinkedIn account, you can create one. Or if you choose to continue without connecting your LinkedIn account, you can create a separate Learning account.

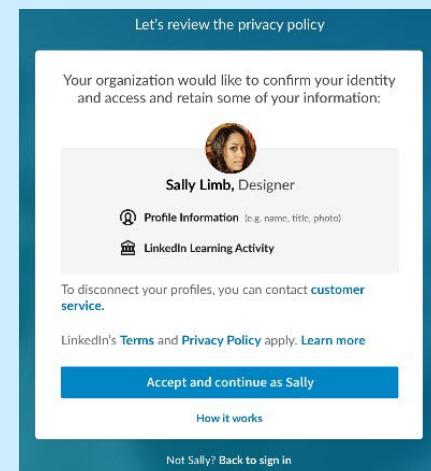
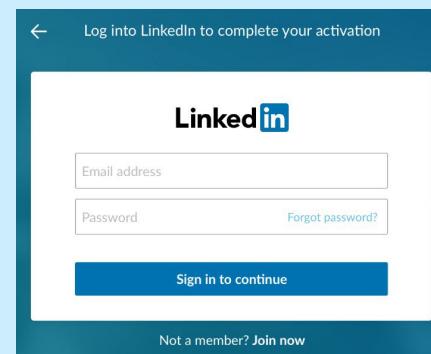
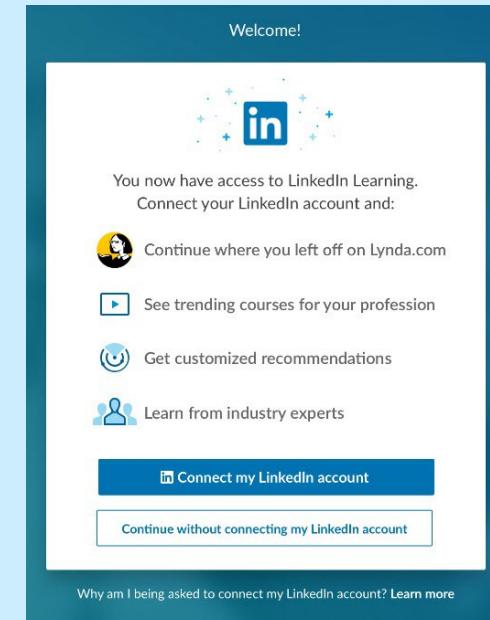
The username you use to sign in to LinkedIn Learning may be different than the username you used for Lynda.com.

Here are the steps to activate your LinkedIn Learning account by connecting your LinkedIn account.



Activation Tip:

Remind and encourage your learners to sign in and activate their new LinkedIn Learning accounts. Learners who sign in to Lynda.com will be automatically redirected to LinkedIn Learning.



Launch checklist

Admin action steps

- On the day prior to your upgrade, remind your admins and learners that they will not be able to access either Lynda.com or LinkedIn Learning for up to 18 hours
- Activate your LinkedIn Learning admin account by clicking the link in the confirmation email you'll receive once the upgrade is complete
- Remind and encourage your learners to sign-in and activate their new LinkedIn Learning accounts



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.



Part 3:

Engage your learners

Engage your learners checklist

Admin action steps

- 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



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



Upgrade resources

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

- Frequently Asked Questions (see next few pages)
- [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
- [Tech Docs](#) - SSO or LMS Integration



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:

North America 888 335 9632
Europe, Middle East, and Africa
+44 33 0822 0330
Australia +61 2 9194 1000
Hong Kong +852 300 85713
New Zealand +64 9 8010567
Singapore 800 130 1600

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

Do I have to upgrade?

We believe LinkedIn Learning is the best Learning 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.

How will I log into my new LinkedIn Learning account?

If you are connecting your LinkedIn profile, please log in or activate LinkedIn Learning using the email address associated with your LinkedIn.com account. If you do not wish to connect your LinkedIn profile, please sign up for a separate LinkedIn Learning account using the email address of your choice. Please note that this username may be different from your Lynda.com username.

Are there any changes in seat licensing policy?

The number of seat reassessments is ***limited to 25% of the total seats you have purchased, or 10 seat reassessments, whichever is greater.*** Any reassessments made on Lynda.com prior to the upgrade to LinkedIn Learning will not be counted towards this limit.

Will it cost anything to upgrade right now?

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.

Is my Lynda data coming along with upgrade?

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.

What happens when I click the "Schedule Upgrade" button?

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.

Do I need a LinkedIn profile to use LinkedIn Learning?

No, but we highly recommend that you connect or create a LinkedIn.com profile to receive enhanced product features and more personalized content recommendations. We take your privacy seriously, so only your basic profile information (e.g. name, job title, skills, photo) will be shared with your organization. Your organization will not have access to any private activity from your personal LinkedIn account.

Is single-sign-on (SSO) supported with LinkedIn Learning?

Yes, LinkedIn Learning supports SSO. Learning and IT admins will be guided through a series of simple steps to set up SSO for their organization.

Is the content on LinkedIn Learning the same as on Lynda.com?

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

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

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

How long does my learner have to activate their accounts?

The activation link automatically sent to your learners will expire after 14 days. If your learner tries to activate after 14 days, the admin will simply need to resend the invite through the user management page. Learners must activate on LinkedIn Learning within 1 year of the upgrade date for their individual learning data and history to carry over (enterprise information, e.g. assignment completion, group membership, etc. will be retained).

What is LinkedIn Learning Pro?

LinkedIn Learning Pro enables you to upload proprietary or custom videos into the LinkedIn Learning platform, in addition to accessing all the great features and benefits LinkedIn Learning already offers. Please contact your Relationship Manager for more details on this new, premium offering.

