

# Instructor Year End Celebration

November 29, 2022

# NDA

## The Legal Stuff

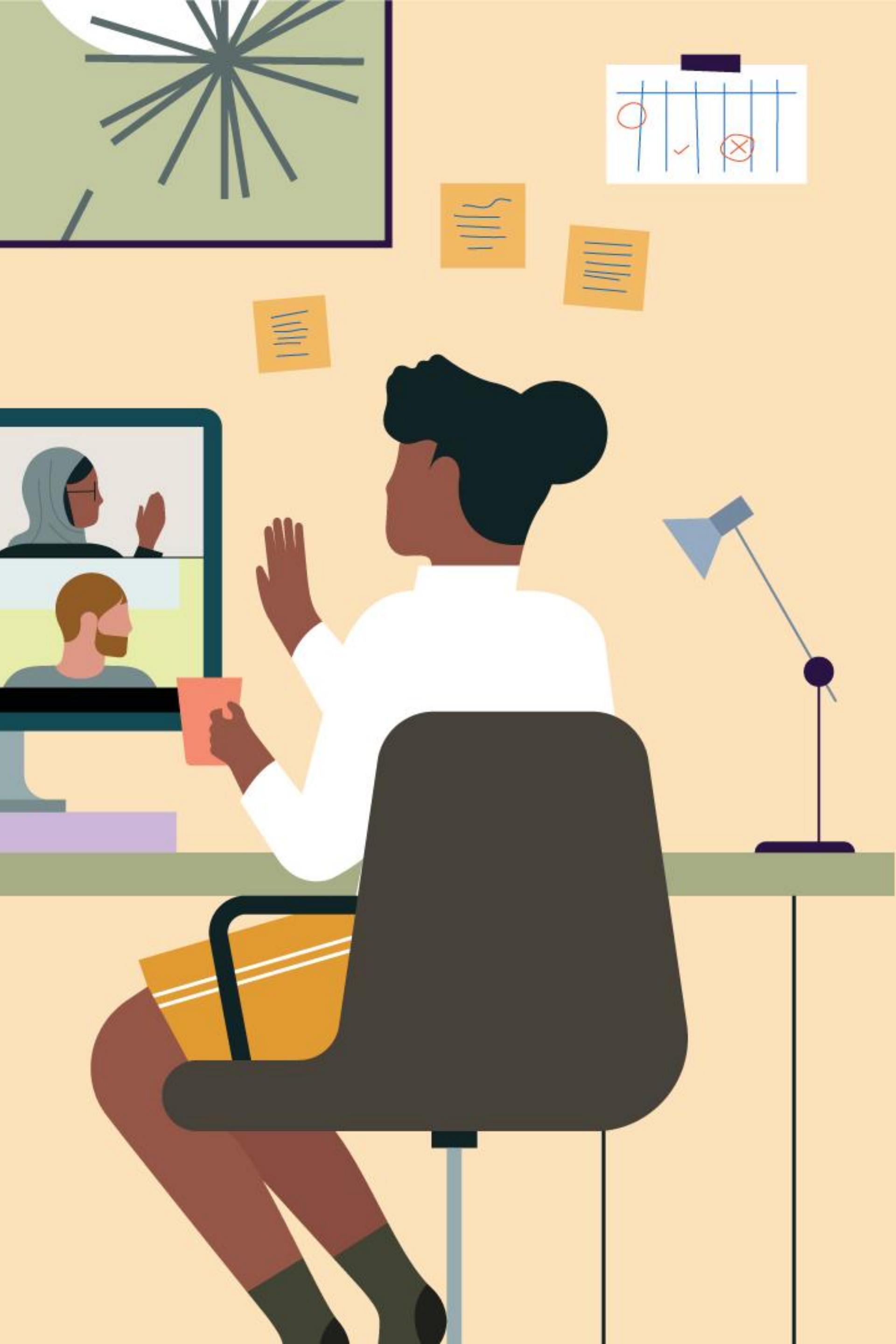
All materials presented here are subject to your instructor, LinkedIn, or Microsoft NDA unless indicated.



# Zoom Etiquette

- Please put yourself on mute when you aren't speaking
- Use "Raise Hand" so we know you would like to speak
- Use the chat during presentations for comments/questions





# Agenda

1. General updates
2. Vote for your favorite festive holiday sweater
3. Special Instructor “share and tell”
4. Festive sweater winner

Optional: New Instructor Bootcamp

*\*\*new and seasoned instructors welcome to join\*\**



## General updates

**Zoë Kelsey**

Instructor Marketing Manager

# Guest meeting host transition

Jan-March 2023



**Erin Shrimpton**

Chartered Organisational  
Psychologist



**Robin Hunt**

Cofounder/Partner of ThinkData  
Solutions, Inc.



# It's gifting season!

To show our appreciation for all of you, we're extending your generosity and goodwill through making a donation to [UNICEF Education](#) in your honor.

# Introducing 4 new ways to Learn on LiL



1. **Introducing LinkedIn Learning + GitHub Codespaces Courses**
2. **Role Guides and Skill Evaluations**
3. **Access new languages in LinkedIn Learning in 2023**
4. **Learn on-the-go with quick, actionable advice via Nano Tips**

# New features to elevate your thought leadership



**E** **Try the new Focused Inbox:** LinkedIn's Focused Inbox sorts your messages by relevance so that you can stay focused on those that matter most to you. You can turn this feature on or off at any time from the [Messaging settings](#). Learn more about Focused Inbox [here](#).

**Microphone icon** **Hosting Audio Events just got easier:** Now, hosts and pre-assigned speakers can visually see who is raising their hand in the audience without having to switch to another section. This improvement will allow hosts to host and manage the event at once more seamlessly.

**Newspaper icon** **A new way to continue growing your newsletter subscriber base:** Now when a member follows you and they are not subscribed to your newsletter, they will immediately receive an invitation to subscribe so you can continue to grow your community.

**Video camera icon** **Try auto captions:** When you upload a video, captions will be automatically generated, saving you time and helping you engage a broader audience. You can choose to add auto captions as soon as they're ready or review them on the LinkedIn website before they're published.

**Link icon** **New clickable link formats—People and Pages:** Adding clickable links is an easy way to encourage your followers to take action directly from your content! Now, you can also drive traffic to any LinkedIn profile or Page when posting content on mobile by tapping on the selected link format within your image or video.

**Red pushpin icon** **Pin a comment!** You can now pin one comment to your post. Pinning a comment is a great way to spotlight valuable comments from your audience and drive ongoing conversation on your post for others to join.

**Clock icon** **(Coming soon) Scheduling posts:** You will soon be able to schedule when you publish posts directly on LinkedIn.

# Upcoming Initiatives



## November 29th: Microsoft's Skills for Jobs Program

- We are partnered with Microsoft to release free access to 8 learning paths and professional certificates for some of the most essential digital roles in today's economy. These free resources from LinkedIn and Microsoft are designed to help learners build their skills — so they can grow their career in the direction they want.

## Dec 6th: Big Ideas

- LinkedIn News is launching their Big Ideas special feature and we want to hear your predictions for trends that will emerge in 2022. **On Dec 6th**, we encourage you to publish a post, article or video on LinkedIn with the hashtag #BigIdeas2023 to join the conversation.

## Dec 24th - Jan 2nd: LinkedIn Office Shutdown

- The LinkedIn team will be offline enjoying the holiday and winter break. We hope you have a lovely holiday season as well.

## Jan 15th: A Helping Hand for Job Seekers

- To support job seekers, we will surface the jobs on the rise and skills to get hired and take the next step in their career.

# Carp LinkedIn Instructor Reunion Recap



# Carp LinkedIn Instructor Reunion Recap

What your peers are saying ...

“I was moved by the mission to continue helping meet learners exactly where they are. There’s a purposeful focus on getting learners the skills to get them into the positions and organizations of their dreams, and I left feeling inspired to see how I can help.” **- Justin Valley**

I enjoyed the conversations, made new friends, and came home motivated to create more content. I hope this becomes an annual affair.”

**- Theresa Jackson**

“I was absolutely delighted to hang out with so many LinkedIn Learning instructors and LinkedIn peeps. So fun learning from each other, strategizing ways to cross-promote our courses and spend time in community.”

**-Stacey Gordon**

“LinkedIn cares about its instructors and wants us to feel like we’re part of a community.”

“I feel I got a general understanding of the direction of LiL which was really helpful.”

“I’m going to start engaging with my students in many, many ways, which is something that I’ve never really done before.”

# LinkedIn Instructor Reunion Tour

It's time to get back together ... [RSVP today!](#)



SEPTEMBER 22, 2022

You're invited to  
LinkedIn Instructor  
Reunion in New York  
City

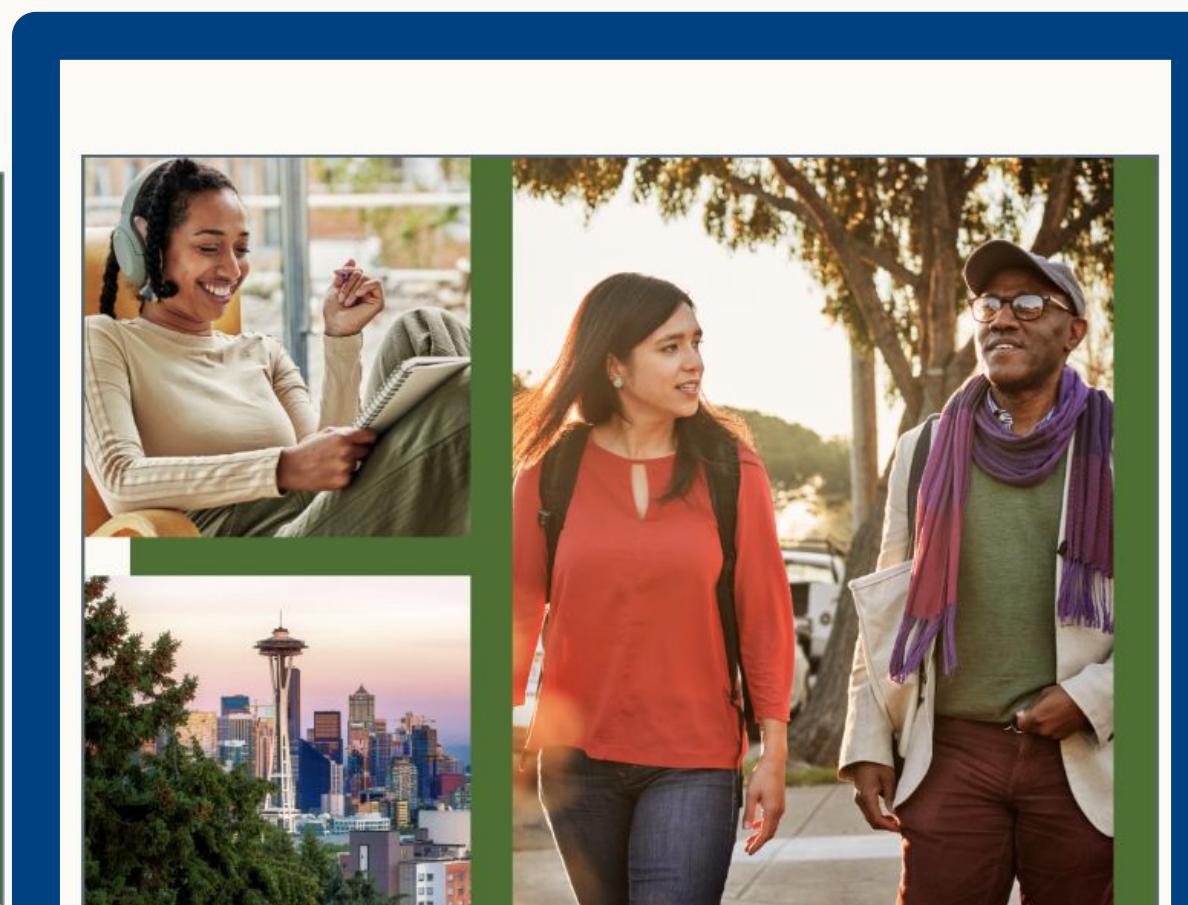
NEW YORK, NY



NOVEMBER 3, 2022

You're invited to  
LinkedIn Instructor  
Reunion in Carpinteria

CARPINTERIA, CA

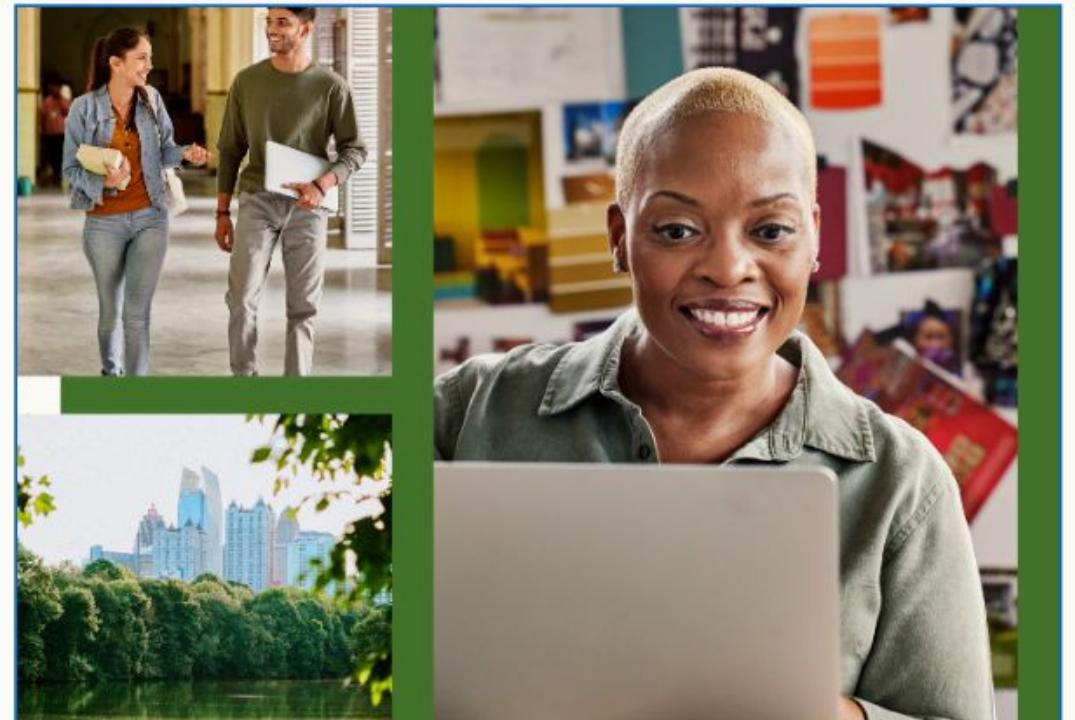


MARCH 30, 2023

You're invited to  
LinkedIn Instructor  
Reunion in Seattle

LOCATION TBD

RSVP



MAY 11, 2023

You're invited to  
LinkedIn Instructor  
Reunion in Atlanta

ATLANTA, GA

RSVP

# We look forward to seeing you soon!

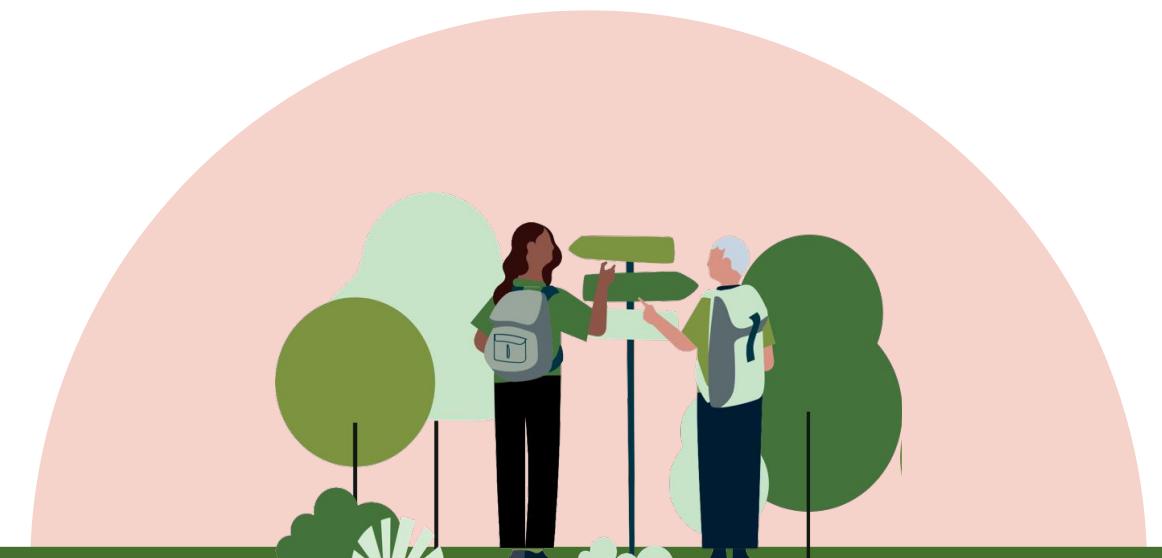
LinkedIn



March 30th  
Seattle

May 11th  
Atlanta

Stay tuned!





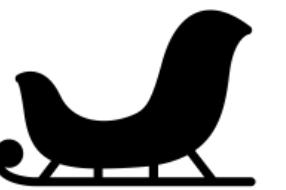
# Vote for your favorite...

Please vote for your favorite holiday sweater or outfit using the Zoom poll. All votes are anonymous!

Today's winner will receive a \$50 Amazon gift card. The winner will be announced at the end of the meeting.



# Share and Tell



## The Efficient Pre-Holiday Cram:

How to Write a Tight Script



### Laurie Ruettimann

Trailblazing HR leader. Author, speaker, podcaster focused on fixing work

## Celebrate Learners that Are Sleighing It:

How to Effectively Communicate with Learners and Gamify Their Learning Experience



### Lisa Bock

Author - Ethical Hacking: Penetration Testing

## The Culture of Food Bringing Us Together:

Sharing Traditions to Create Community



### Tatiana Kolovou

Faculty @Kelley School of Business, Owner @Ethos Fitness

## This Isn't Our First Snow:

How to Survive & Thrive through the Holiday Season... and beyond



### Erin Shrimpton

Chartered Organisational Psychologist



# The Efficient Pre-Holiday Cram: How to Write a Tight Script

**Laurie Ruettimann**

Trailblazing HR leader. Author, speaker, podcaster focused on fixing work



# Celebrate Learners that Are Sleighbing It: How to Effectively Communicate with Learners and Gamify Their Learning Experience

**Lisa Bock**

Author - Ethical Hacking:  
Penetration Testing

# The Power of Games



## Topics

- **Using games to excite and motivate**
- **Team building games**
- **Individual and team games**
- **Adding game activity to your posts**

# Games add the **Fun Factor**

Makes work less worky

From Paula Rizzo:

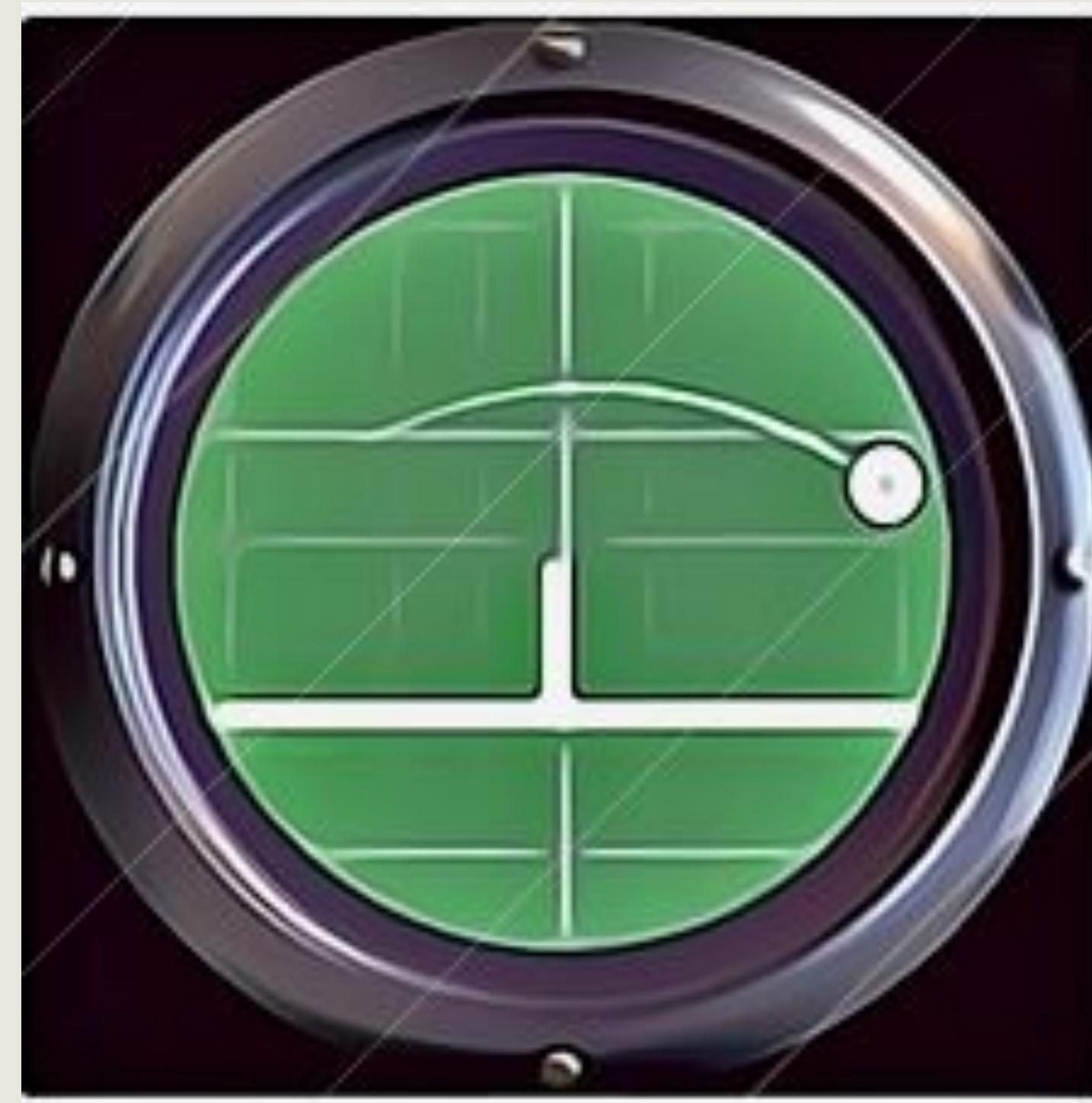
*To tidy your office, put on a playlist and while listening to music, you will fly through the 15 minutes, enjoy your music, and have a clean office!*

# Gamification - used for centuries

## Tennis for Two

**Developed by William Higinbotham in 1958**

**Precursor to Pong**



# Team Building Games

Lighten the mood and promote interaction

## Escape Rooms

### Work together

Figure a way out of a situation



### Conference Call Bingo

Include content from your course

#### Conference Call Bingo

Hi, who just joined	Can you email that to everyone?	____, are you there?	Uh, ____ you're still sharing	Hey guys, I have to jump to another call
(Sound of someone typing, possibly with a hammer)	(Loud, painful echo/feedback)	(Child or animal noises)	Hi, can you hear me?	No, it's still loading
Next slide, please	Can everyone go on mute?	I'm Sorry, I was on mute	(For over-talkers) Sorry, go ahead	Hello? Hello?
So (ended out) I can (unintelligible) by (cuts out) OK?	Sorry I'm late (Insert excuse)	I have a hard stop at--	I'm sorry, you cut out there	Can we take this offline?
I'll have to get back to you	Can everyone see my screen?	Sorry, I was having connection issues	I think there's a lag	Sorry, didn't catch that, can you repeat?

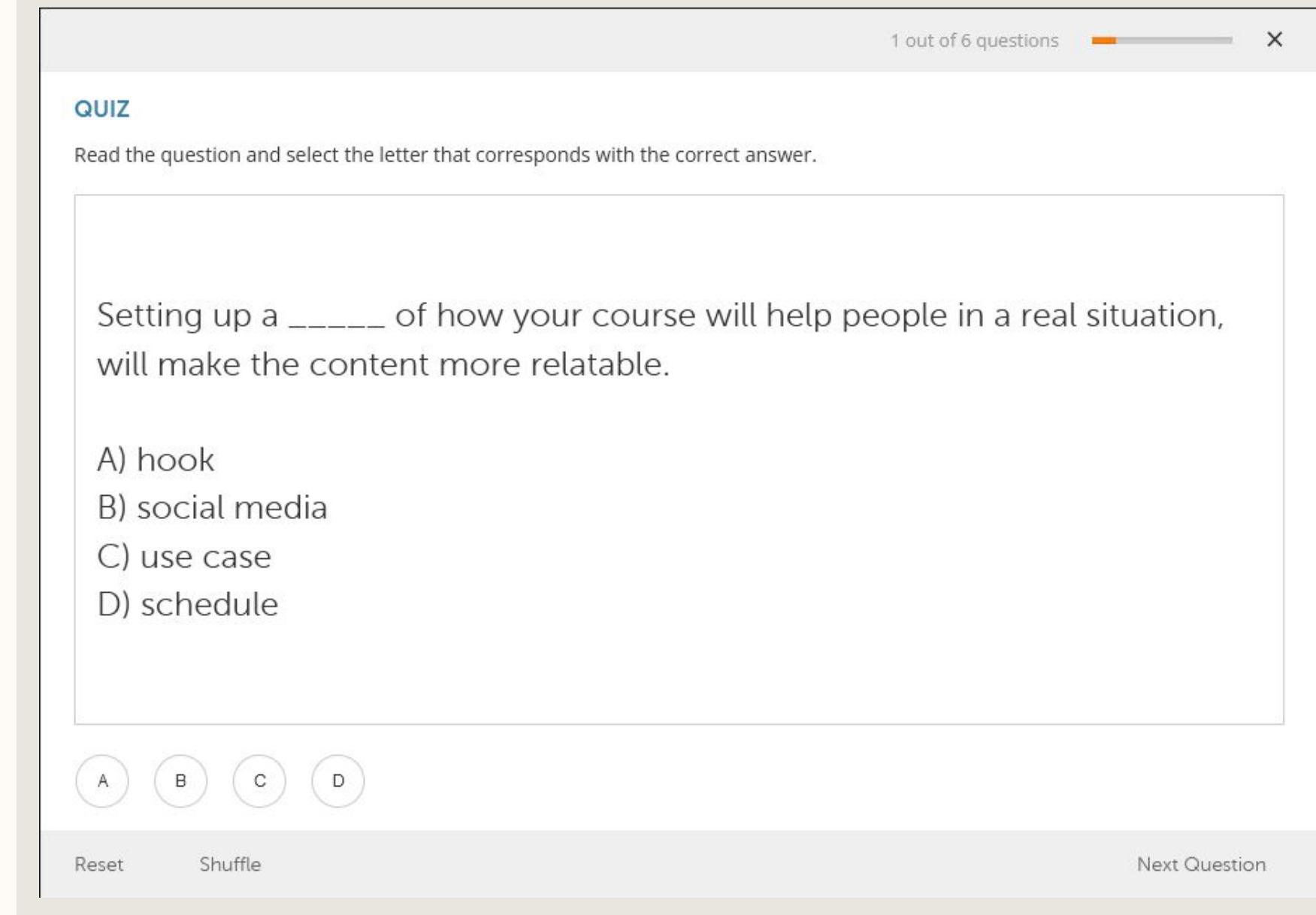
[myfreebingocards.com](http://myfreebingocards.com)

# Individual and Team Games

## StudyMate

### Flash cards and matching games

Tricks students into learning!



1 out of 6 questions X

**QUIZ**  
Read the question and select the letter that corresponds with the correct answer.

Setting up a \_\_\_\_\_ of how your course will help people in a real situation, will make the content more relatable.

A) hook  
B) social media  
C) use case  
D) schedule

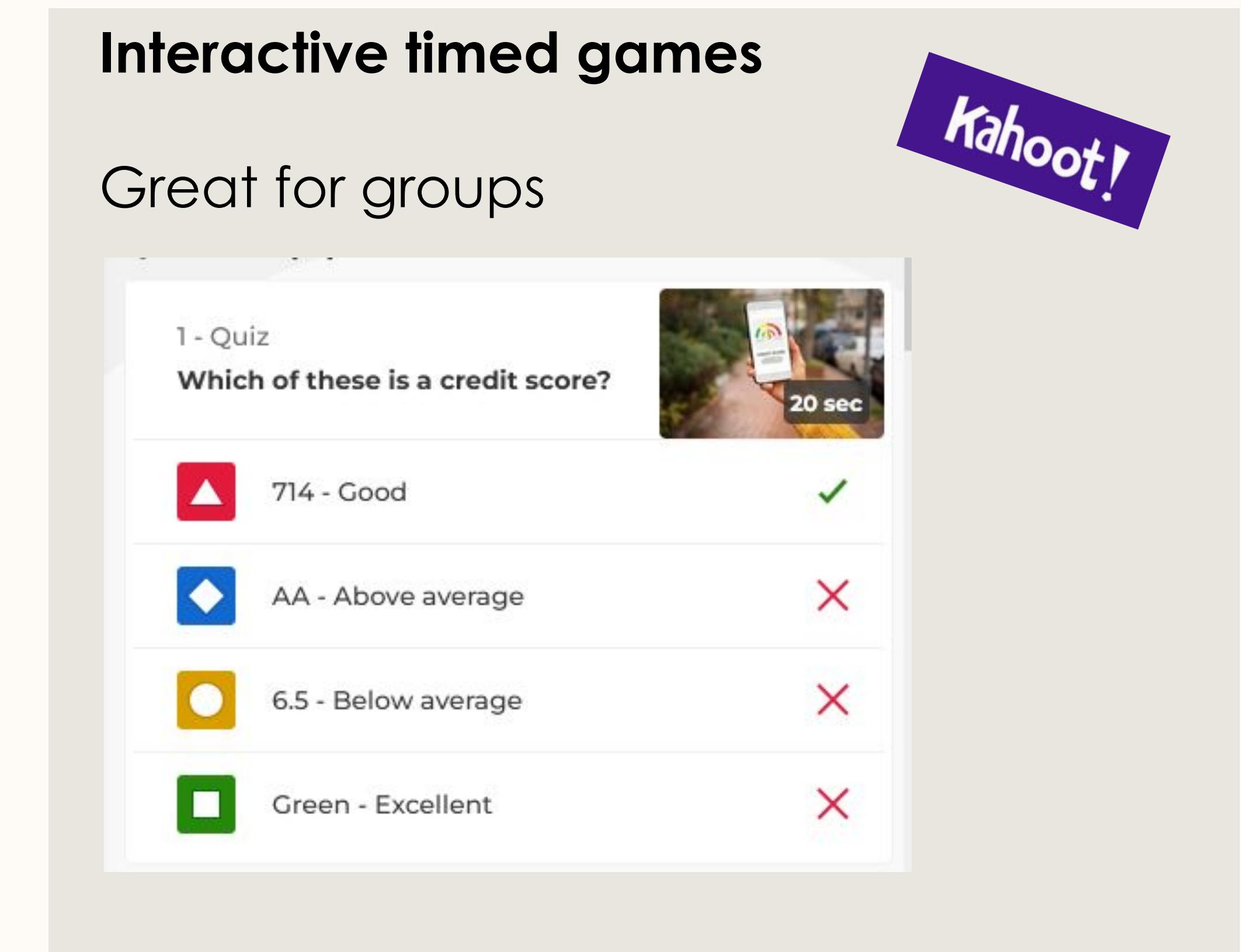
A  B  C  D

Reset Shuffle Next Question

## Kahoot!

### Interactive timed games

Great for groups



1 - Quiz 20 sec

Which of these is a credit score?

Answer	Score
714 - Good	✓
AA - Above average	✗
6.5 - Below average	✗
Green - Excellent	✗

**Kahoot!**

# Add game activity to your posts

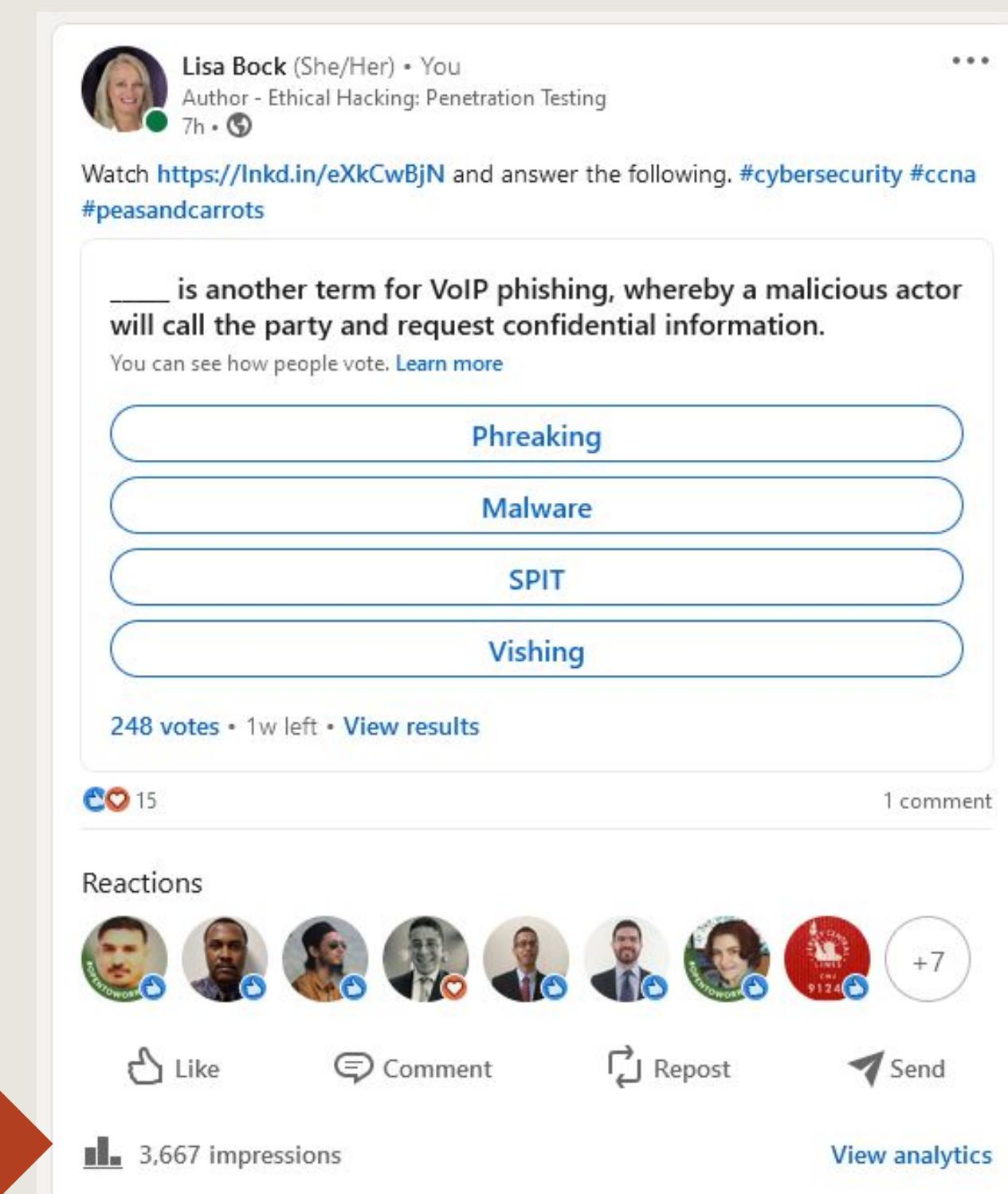
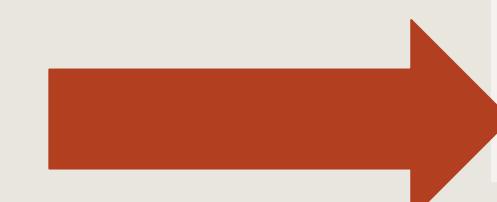
## Use the Polling Feature

### Followers respond to the polling questions!

Flipped learning

- Take a single video
- Add a multiple choice question

Encourage interaction!



## Top Tips



Links to follow

1. Know your audience
2. Mix it up
3. Keep the fun factor up!



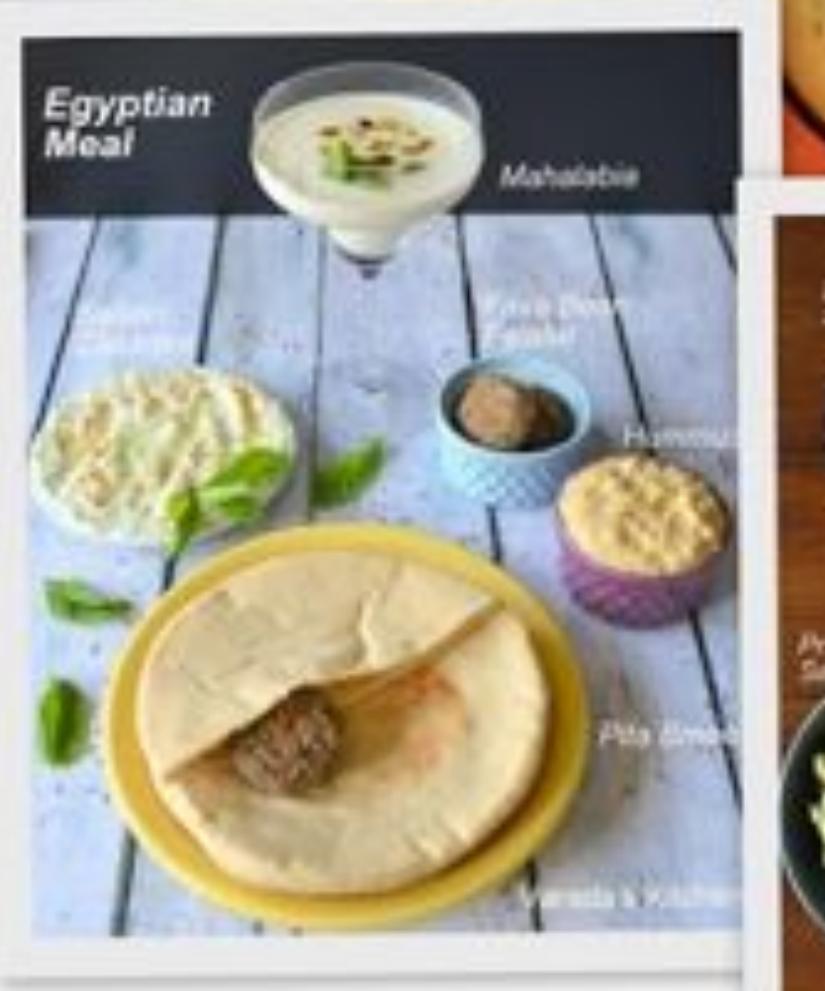


# The Culture of Food Bringing Us Together: Sharing Traditions to Create Community

**Tatiana Kolovou**

Faculty @Kelley School of Business,  
Owner @Ethos Fitness

# Meals Around the World















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A study at Babson College staged a set of experiments where negotiations happened in different contexts.

The negotiations where members shared a meal concluded in **\$6.7 million more** in deals than those who didn't eat together





Yebeg wot (Ethiopia)



Bibingka (Philippines)



Latkes (Israel)



Bahn chung (Vietnam)



Mince pie (England)



Kutia (Ukraine)



Bûche de Noël (France)



Greek Vassilopita



Join at  
**slido.com**  
**#2756 567**



# **This Isn't Our First Snow:** How to Survive and Thrive through the Holiday Season... and Beyond

**Erin Shrimpton**

Chartered Organisational  
Psychologist

Throughout December....

1

USE YOUR POWER-UPS



Over the Holidays....

2

REMEMBER TO FIND FLOW



In the New Year...

3

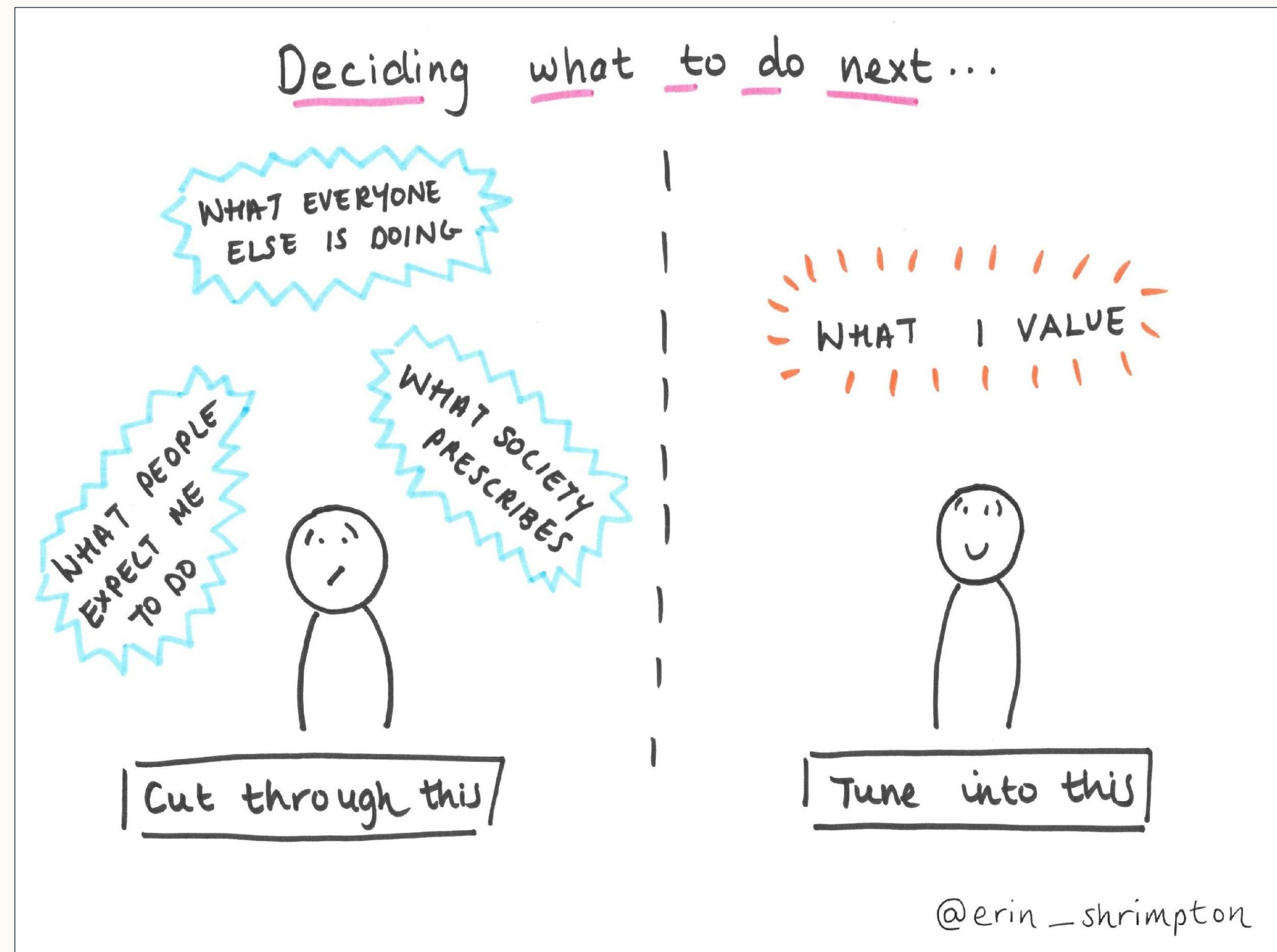
## PRACTICE PSYCHOLOGICAL FLEXIBILITY

•**TUNE INTO** the present moment,  
even when the going gets tough...

+

•**TAKE ACTION** on what's important to you,  
even if that means recalculating your route.

# A guide for 2023...



## Top 3 tips



**Throughout December: USE YOUR POWER-UPS**



**Over the Holidays: FIND FLOW**



**In 2023: PRACTICE PSYCHOLOGICAL FLEXIBILITY**



And the winner is ...

Michael Ratemo!!!



# Stay connected



## 1. Instructor newsletter - monthly

Learn what we're up to, what we're hearing from all of you, and more. [View archives](#)

## 2. Instructor all-hands on January 31st, 2023

Join us for the monthly all-hands. [RSVP today](#)

## 3. Instructor hub offers tips + resources

Looking for tips? Learn how to market your course, create a newsletter, go live on LinkedIn, and so much more! [Visit the hub](#)

## 4. Instructor group

Connect with your peers and ask questions. [Join today!](#)

Questions? Reach us at [LiIInstructors@linkedin.com](mailto:LiIInstructors@linkedin.com)

Happy  
Holidays  
from  
LinkedIn  
Learning

LinkedIn Learning



# Thank you!

Please take our survey:

<https://www.surveymonkey.com/r/Nov2022-instructor-allhands>





# LinkedIn Learning New Instructor Bootcamp

Instructor Meeting | November 2022

# New Instructor Bootcamp



**Jeannine Kirk**  
Instructor Contracts  
Manager



**Zoë Kelsey**  
Instructor Marketing  
Manager



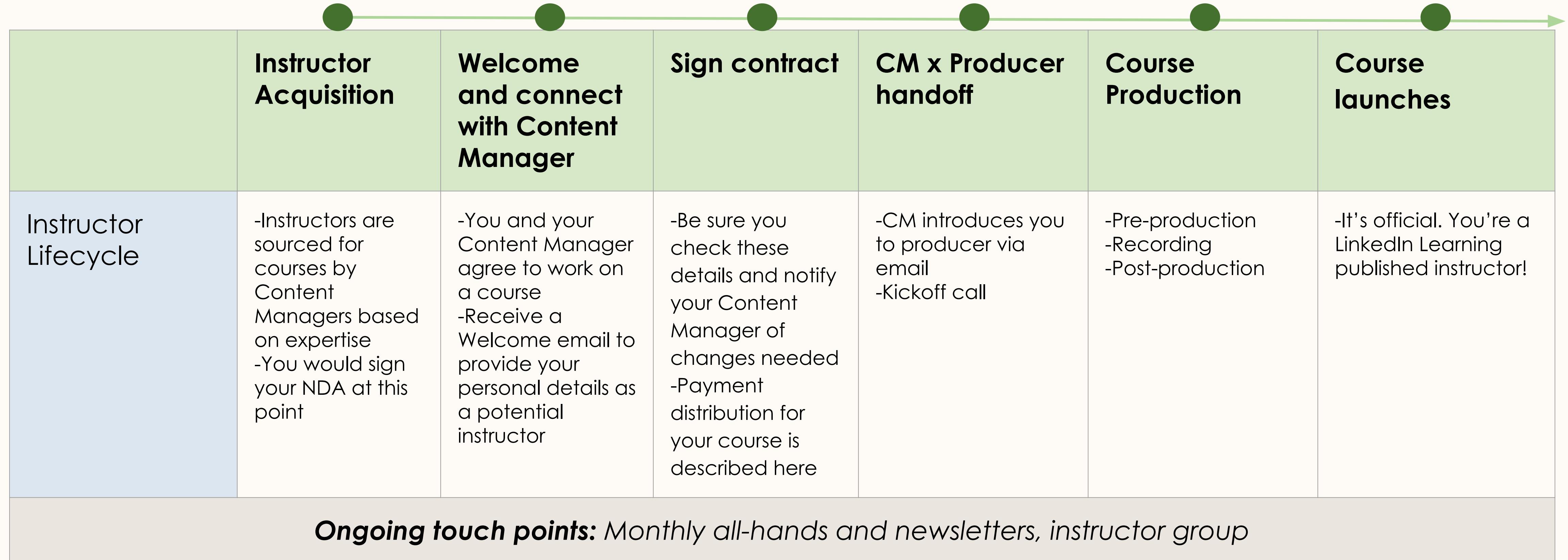
**Kelly Ruda**  
Content Producer and  
Instructional Designer



# What I'll cover

- 1 Instructor lifecycle touchpoints
- 2 Who to go to when
- 3 Key opportunities and ways to stay connected
- 4 Q&A

# Instructor Lifecycle | Touchpoints



# Who to go to when

[More details](#)



Course dependant

## Your Content Manager

- Royalty questions
- Contracting process
- Updates to your LinkedIn Learning Instructor profile
- Access to Analytics
- New course inquiries

## Your Producer

- Anything regarding the production of the course, such as the course content and launch date

## Content Operations

ContentOps@linkedin.com

- Questions regarding Instructor Settings on LinkedIn Learning
- Banking Updates
- Royalty and Advance Payments Questions
- LinkedIn Premium Subscription

## Marketing

LiInstructors@linkedin.com

- Marketing questions and opportunities
- Queries about content in marketing meetings and newsletters
- Other questions you don't know who to go to

## \*Community Manager

*(only applies if you're managed by LinkedIn's creator team)*

- They can suggest topics, format types, a cadence to post, and ways to increase engagement on LinkedIn

# Housekeeping highlights from your operations team

Here are some pointers from Content Operations to help improve your Instructor experience.

Contact our team at [ContentOps@LinkedIn.com](mailto:ContentOps@LinkedIn.com) for any questions on the topics below.

## Instructor Features

Visit LinkedIn Learning to access Instructor Features:

- Maintain personal contact information in the [Instructor Settings](#).
- Update your legal entity details for contracting purposes in the Contract Details section.
- Access to [Analytics](#) and [Payment](#) details for your active courses in the library once they have been published.

## Legal and Payments

To ensure timely processing of contracting and payments:

- Review all contracts carefully for accuracy prior to signing.
- Maintain legal contract details in the Instructor Settings under Contract details.
- Royalties paid 10th business day of the month.
- Make updates to banking information via our [Global Banking Form](#).

## Premium Benefit

Ongoing automatic LinkedIn Premium Business subscription:

- Granted via link to your personal LinkedIn profile URL when you sign your first contract.
- Unable to grant this free subscription if another subscription exists on your profile. Contact [ContentOps@linkedin.com](mailto:ContentOps@linkedin.com) with questions if this is the case for you.

# Key Opportunities

## LiL Pilots

**What is it?** An email based program surfacing opportunities and to provide feedback on new products and initiatives to help guide short-term questions and considerations we have to support our Instructor community.

**Benefit:** The ability to directly influence initiatives and products and have access to new initiatives and products first.

**Opt in:** Email [LiLInstructors@linkedin.com](mailto:LiLInstructors@linkedin.com) to let us know you'd like to "opt in"

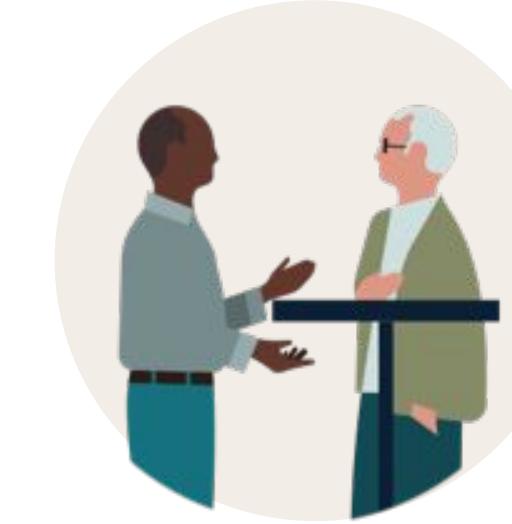
## LinkedIn News Trending Topics Distro

**What is it?** This is an email the LinkedIn News team sends to LinkedIn Influencers and Thought Leaders (like you!) and surfaces trending topics for you to spark inspiration and post about.

**Benefit:** If you do post and share back with the news team, they will potentially include you in their news roundups and send notifications to your followers to broaden your reach and increase engagement.

**Opt in:** Email [LiLInstructors@linkedin.com](mailto:LiLInstructors@linkedin.com) to let us know you'd like to "opt in"

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Q&A