



Welcome LinkedIn Learning Instructors!

June 28th, 2022

NDA

The Legal Stuff

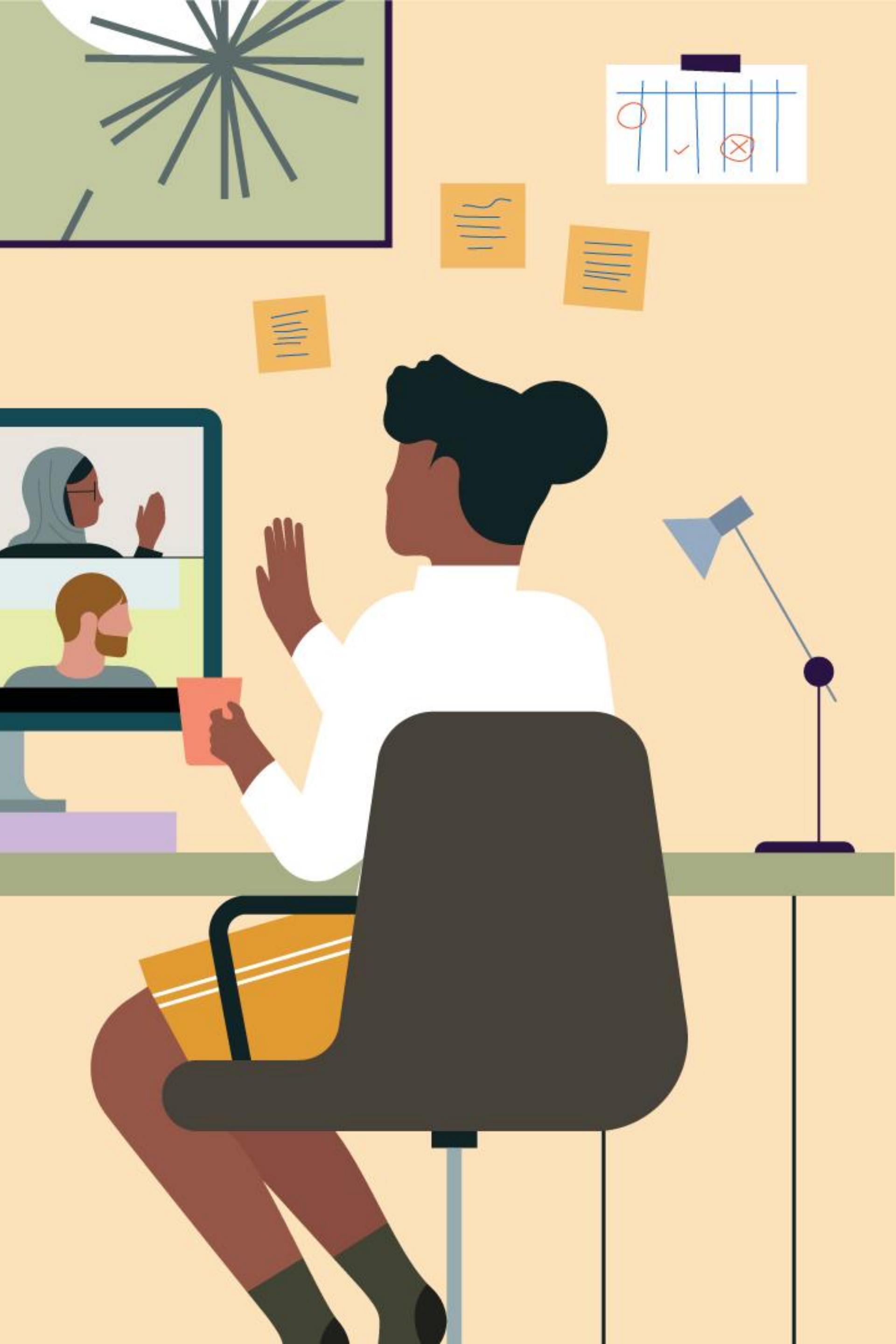
All materials presented here are subject to your instructor, LinkedIn, or Microsoft NDA unless indicated.



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. Welcome
2. General updates
3. Deep dive: Develop a posting strategy
4. Inside scoop: How your courses are promoted and discovered
5. Networking Breakouts
6. Q&A



General updates

Zoë Kelsey

Instructor Marketing Manager

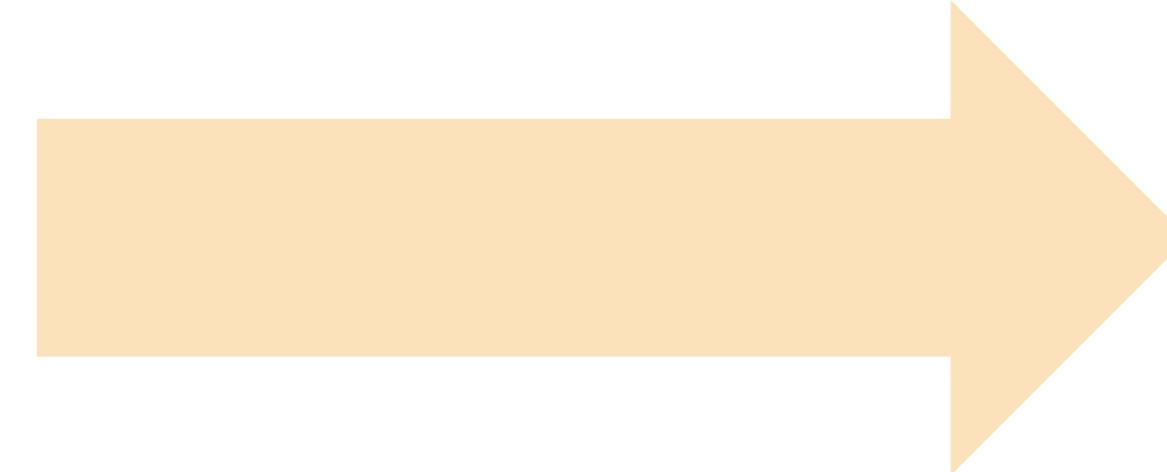
Guest meeting host transition

Aug - Sept 2022



Tatiana Kolovou

Faculty at Kelley School of Business, LiL
Instructor, Owner of Ethos Fitness



David Brownlee

LiL Instructor, CEO, Author, Speaker and Coach
at Pure Customer Service

It's time to get back together ...

LinkedIn Instructor Reunion Tour

Next stops in 2022 ...

NYC on September 22nd

[RSVP for NYC today](#)

Stay tuned for future dates in our Instructor group and monthly newsletters!



We look forward to seeing you soon!

Stay tuned for future Instructor Reunion Tour dates in our Instructor group and monthly newsletters

LinkedIn

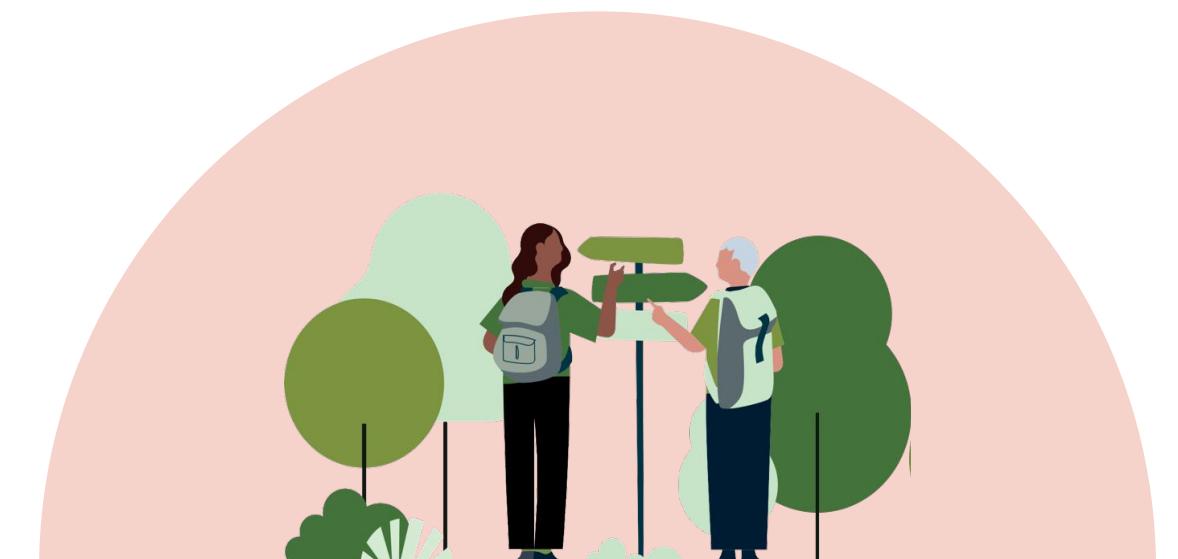
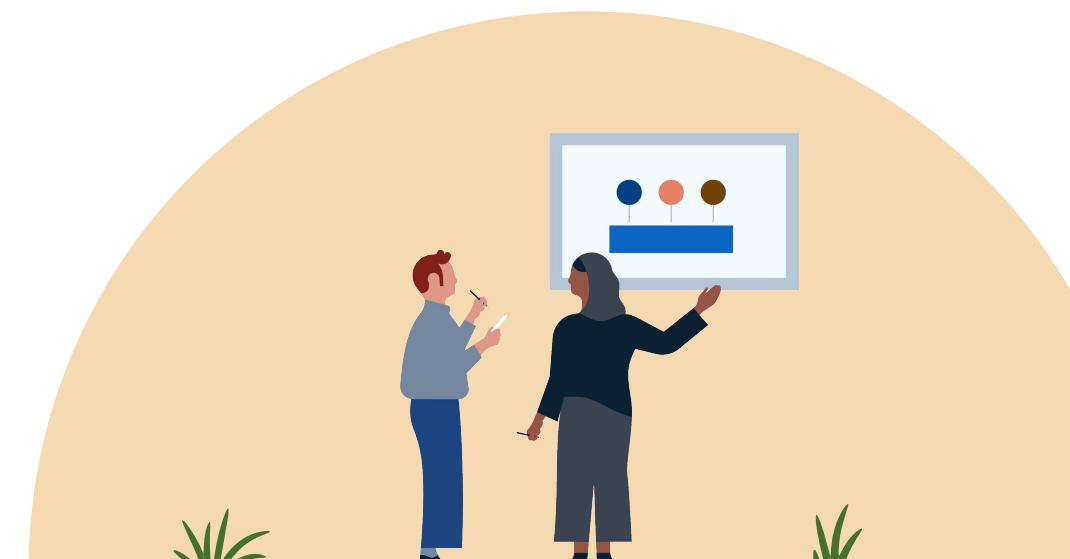


Sept 22nd
NYC

Nov TBD
Carp

March
Seattle

May
Atlanta



New feature | Audio events

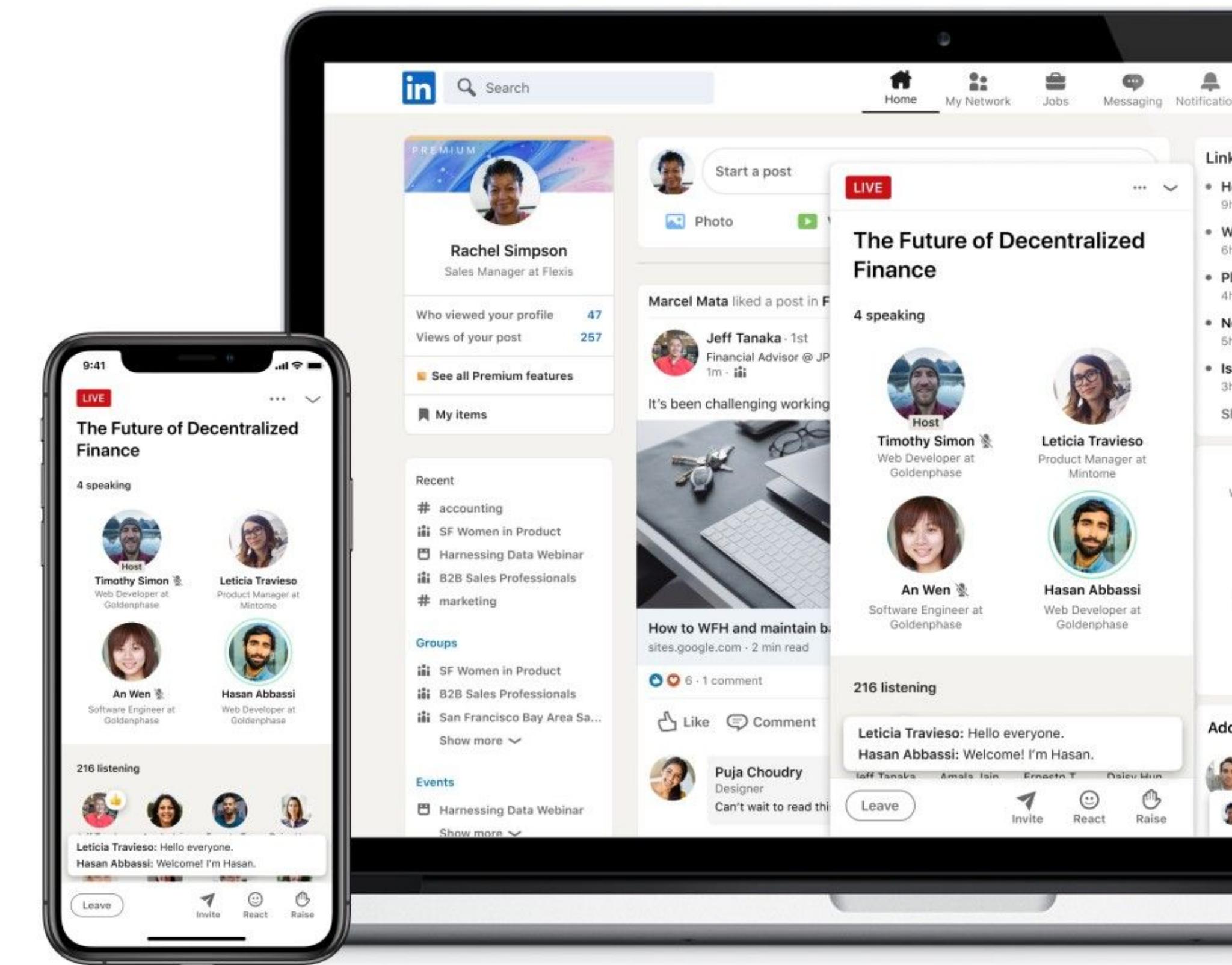
Audio Events hosting access is expanding to more Creators. Make sure you have creator mode turned on to be able to host your own.

WHAT? **Live audio conversations** with your audience on LinkedIn.

WHY? You can host audio-only Office Hours—like a **Q&A** about your course or an **AMA** to dive deep on a topic. And going live should be **easier and quicker** than standard LinkedIn Live events. (Note: Currently, there aren't recordings available after Audio Events.)

For more information, check out the [June Creator Mode Update](#) on the [LinkedIn for Creators](#) page.

 **Fill out this intake form** when you create your event, so your Office Hours is featured on LinkedIn Learning.



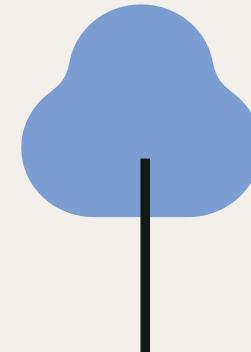
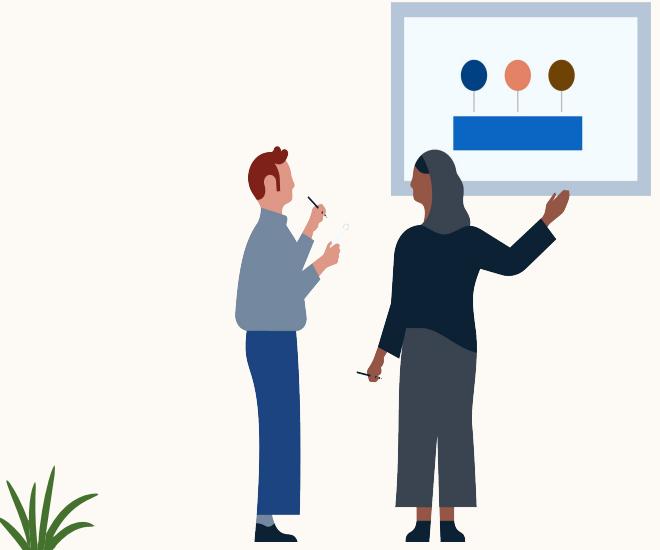


Deep dive: Develop a posting strategy

Morgan Ingram

LiL Instructor and Instructor
Marketing Manager, LinkedIn

Elements to
creating a
posting strategy





Inside scoop: How your courses are promoted and discovered

Zoë Kelsey

Instructor Marketing Manager

How your courses are promoted and discovered: The inside scoop

LinkedIn's mission is to connect the world's professionals to make them more productive and successful. Sharing your courses with our customers and members is an integral role in doing so by supporting them develop the skills they need to navigate today's world of work. We do this through promotion with our learner, customer, and prospect audiences, as well as through members' in-product experience discovering your courses and thought leadership.

How your
courses are
promoted and
discovered



1 **Learner promotion**



2 **Customer and prospect promotion**



3 **Learner discovers**



4 **Showcasing your expertise**

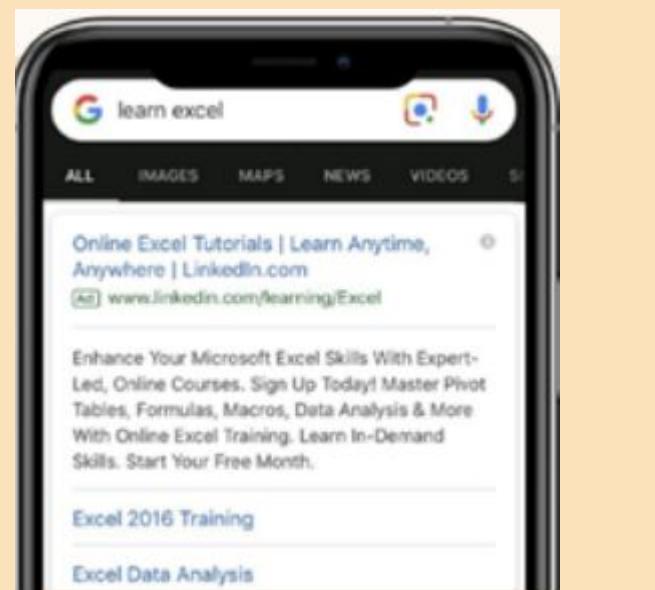


5 **The many ways learners can access LiL**

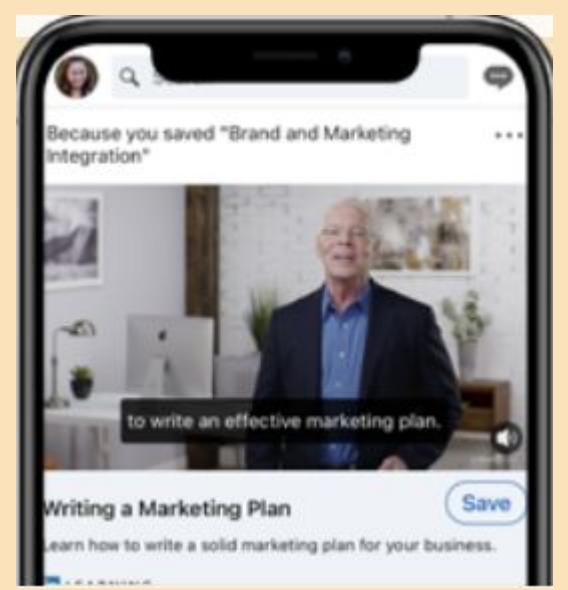


Learner Promotion

Search



The LinkedIn feed



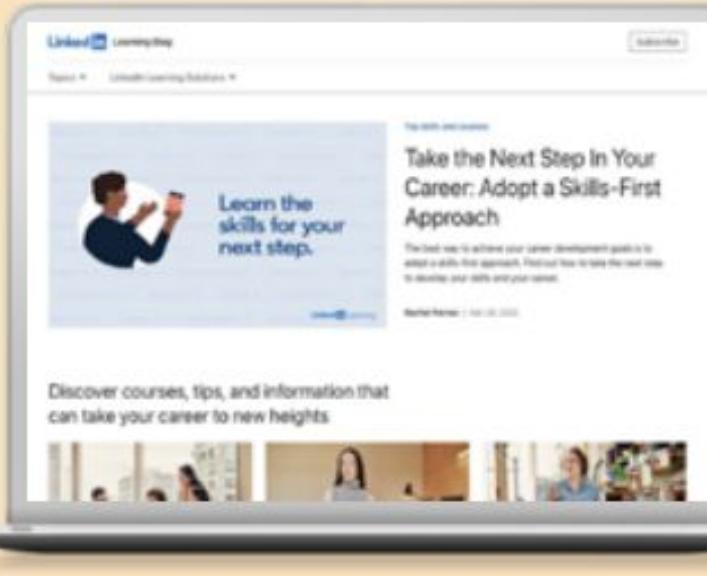
Mile-high learning



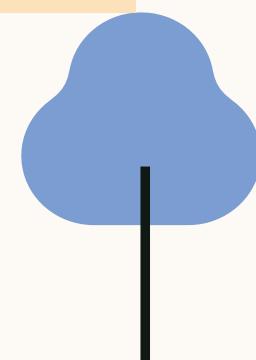
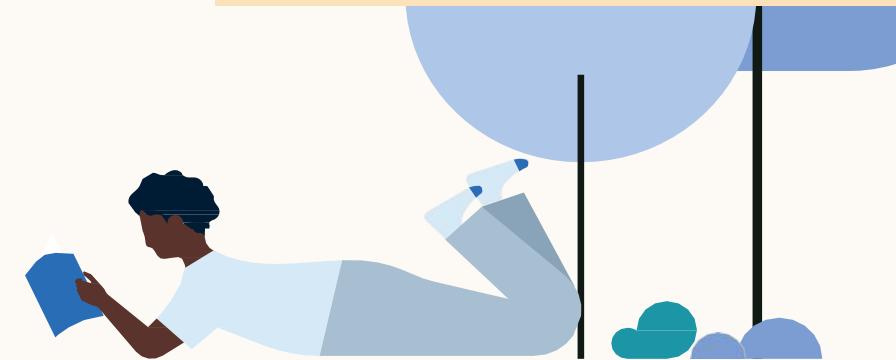
LinkedIn social channels



LinkedIn blogs



Paid advertising





Customer and Prospect Promotion

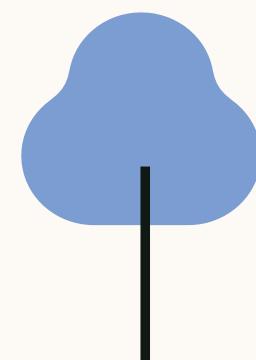
Learning.Linkedin.com



Course mapping



Quarterly content highlights





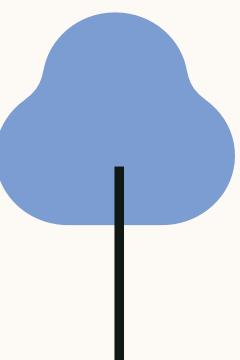
Learner experience

Learner homepage

The screenshot shows a learner homepage with a dark header. The title 'Product Manager Learning Series' is displayed, along with a 'View Details' button. Below the header, there are sections for 'Categories (200)' and 'Top picks for 2021'. The 'Categories (200)' section includes links for 'Business', 'Creative', 'Technology', 'Health', and 'Entertainment'. The 'Top picks for 2021' section features a 'DO THE' banner and several course thumbnails.

Browse and Search

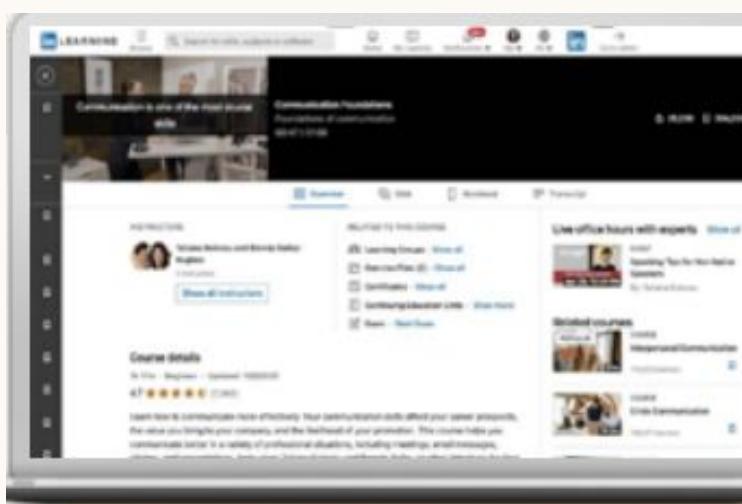
The screenshot shows a 'Business Topics' section on a learning platform. The left sidebar lists categories: 'Business' (12), 'Creative' (12), 'Technology' (12), 'Health' (12), and 'Entertainment' (12). The main content area is titled 'Business Topics' and contains several sub-sections: 'Business Analysis and Strategy' (with links to 'Strategic Planning', 'Business Strategy', 'Market Research', 'Competitor Analysis', 'SWOT Analysis', and 'Risk Management'), 'Business Software and Tools' (with links to 'ERP Systems', 'CRM Systems', 'Project Management Tools', 'Business Intelligence', 'Accounting Software', and 'Marketing Tools'), 'Customer Service' (with links to 'Customer Support', 'Customer Experience', 'Customer Service Metrics', 'Customer Feedback', and 'Service Recovery'), 'Finance and Accounting' (with links to 'Financial Planning', 'Investment Management', 'Financial Reporting', 'Accounting Software', 'Accounting Tools', and 'Financial Analysis'), 'Human Resources' (with links to 'Employee Recruitment', 'Employee Development', 'Employee Engagement', 'HR Strategy', 'Employee Benefits', and 'Employee Satisfaction'), 'Leadership and Management' (with links to 'Leadership Development', 'Management Techniques', and 'Team Building'), 'Marketing' (with links to 'Marketing Strategy', 'Digital Marketing', 'Content Marketing', and 'Marketing Tools'), and 'Professional Development' (with links to 'Learning and Development', 'Training and Development', and 'Leadership Development').





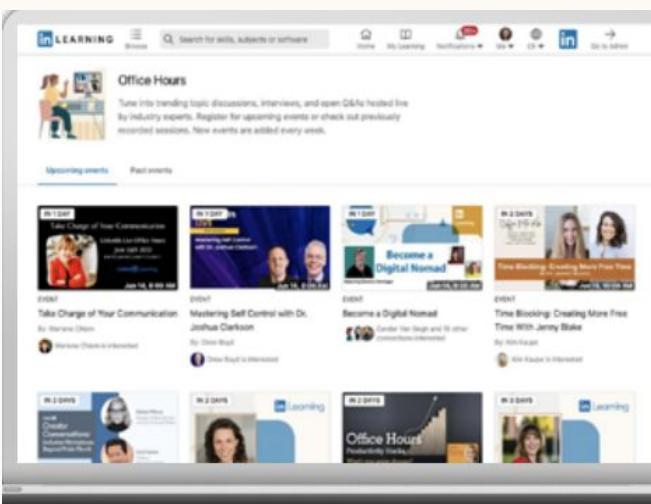
Showcasing your expertise

LinkedIn Learning Instructor profile



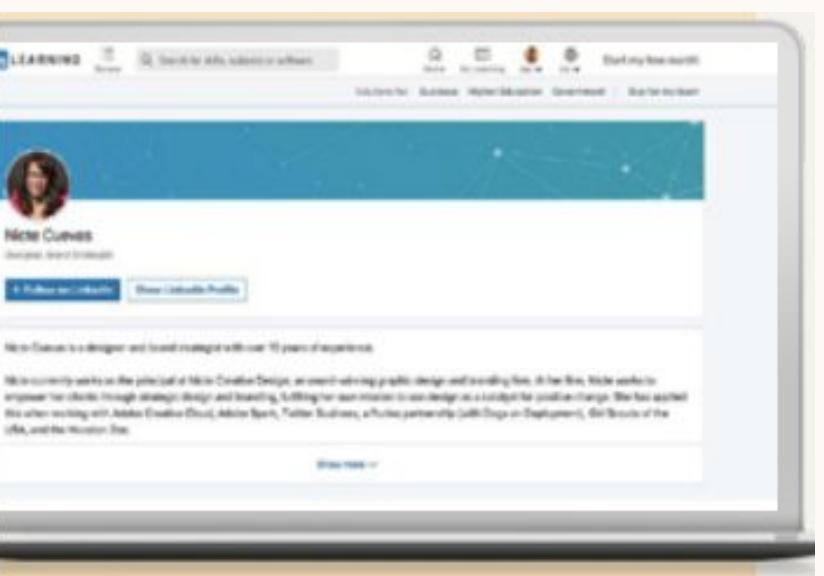
Course overview

Instructor follow button



Featured page: Office hours page and carousel

Featured page: Instructor page



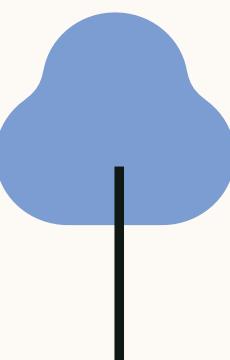
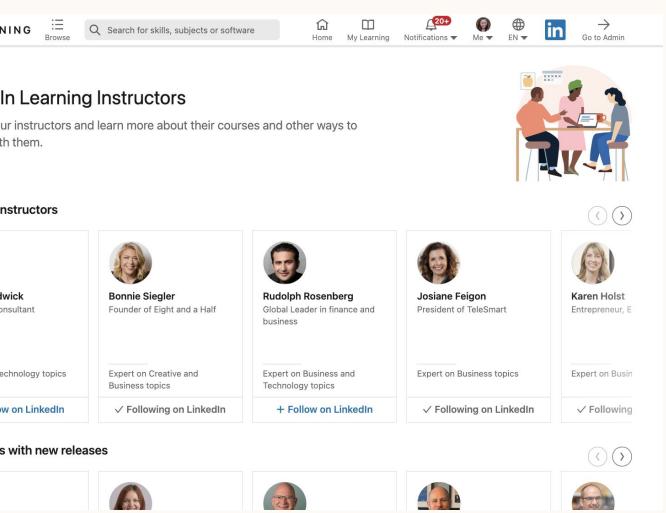
INSTRUCTOR



Debbie Millman

Designer, Author, Educator, Brand Consultant, Podcast Host

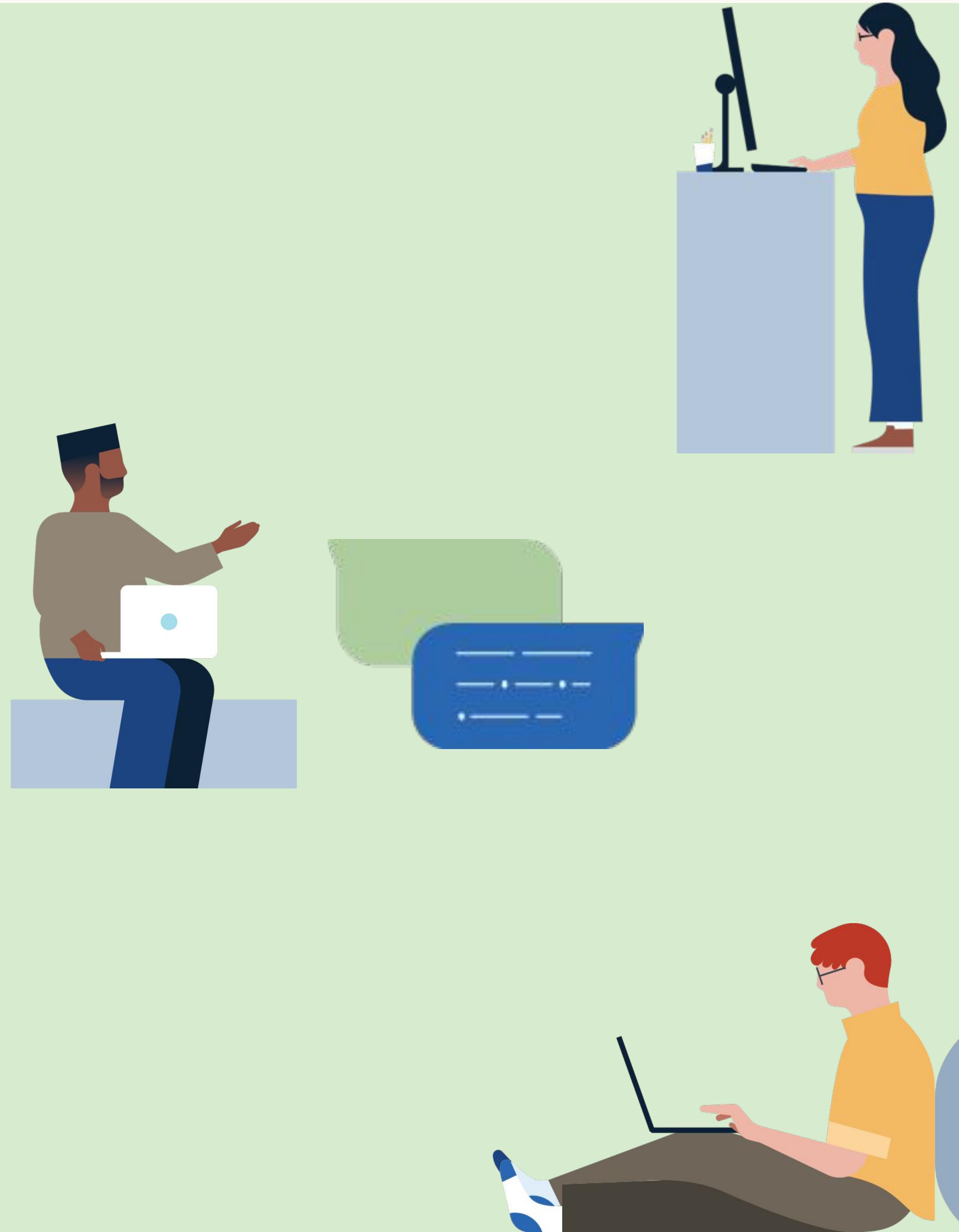
 Following on LinkedIn





8 Ways learners can access LinkedIn Learning

1. **LinkedIn Premium:** LinkedIn Learning is included with all Premium accounts
2. **Their organization:** Organizations can buy LinkedIn Learning licenses no matter the size of their business
3. **Their local library:** Some Libraries offer access to LinkedIn Learning with a Library card and Library code
4. **Colleges and Universities:** Some colleges and universities offer access to LinkedIn Learning to their students and faculty
5. **Buying a single course**
6. **Individually unlocked courses**
7. **A shared course made free** by someone with LinkedIn Learning access
8. **A 30-day free trial**



Break outs

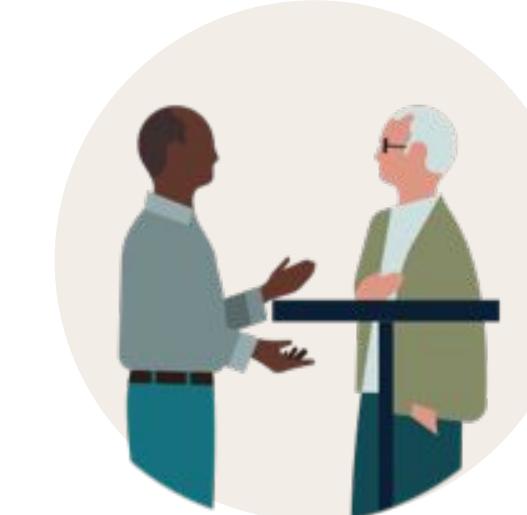
Intros:

Introduce yourself, where you're from, and your expertise.

Prompts:

What are your top 3 strategies for elevating your thought leadership?
This includes your courses.

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 July 26th

Join us for the monthly all-hands for extensive Q&A session with LinkedIn Learning leadership. [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!](#)



Q&A

Thank you!

Please take our survey:



LinkedIn Editorial Calendar

