



Welcome LinkedIn Learning Instructors!

April 26th, 2022

NDA

The Legal Stuff

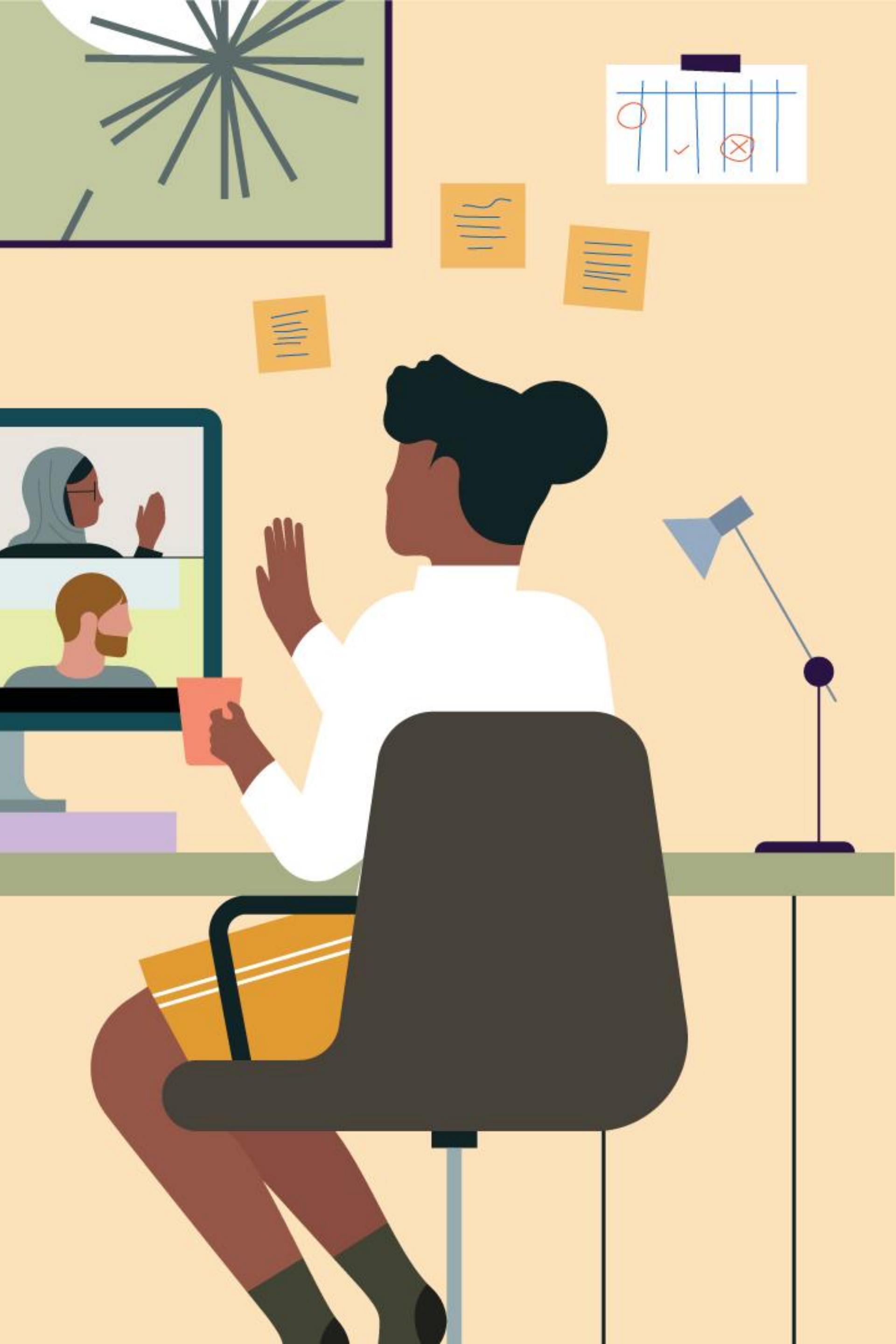
All materials presented here are subject to your instructor, LinkedIn, or Microsoft NDA unless indicated.



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. What's new: Marketing updates
3. Mythbusting our algorithms
4. QA deep dive
5. Networking Breakouts
6. Q&A



What's new

Zoë Kelsey

Instructor Marketing Manager

It's time to get back together ...

LinkedIn Instructor Reunion Tour

1st stop, San Francisco on **June 7th!**

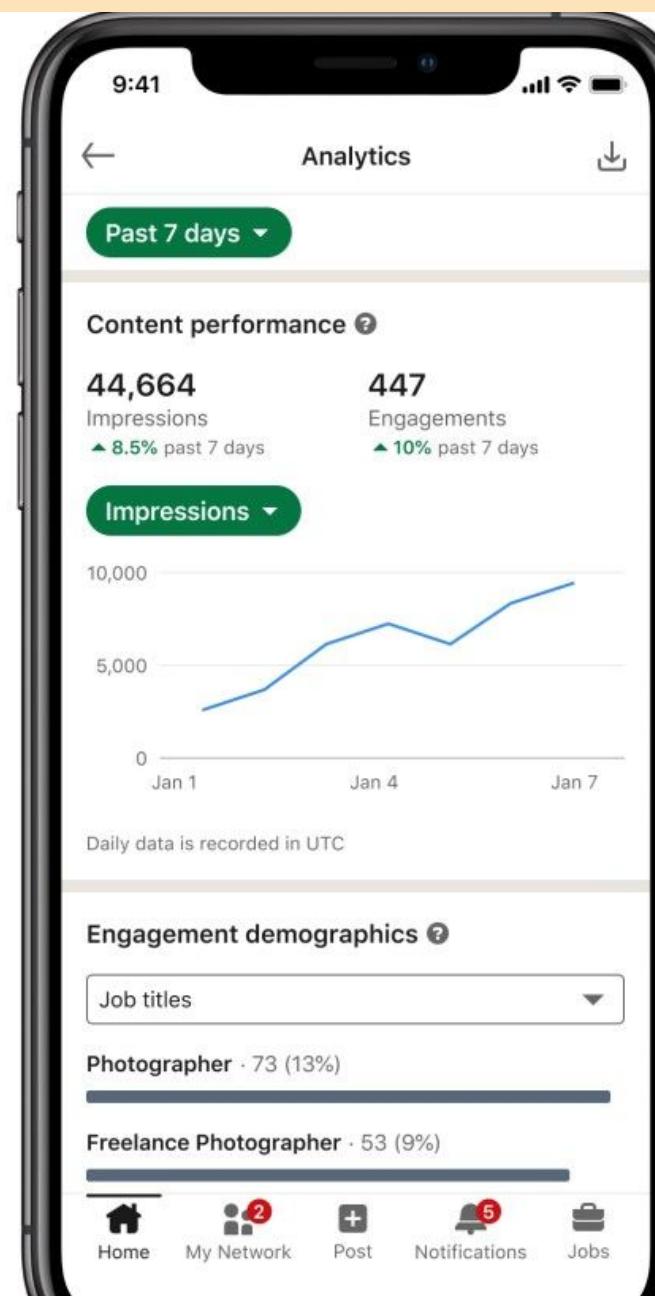
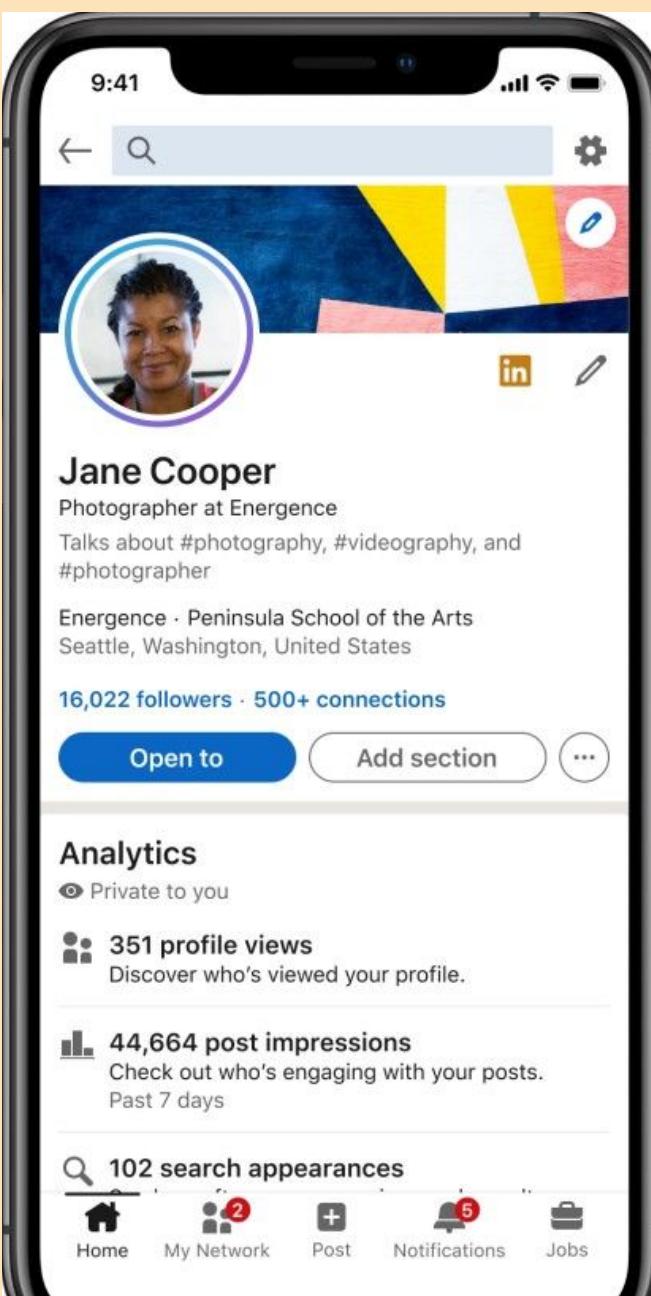
Stay tuned for more details about this event and future cities in our Instructor newsletter and Instructor group



New creator features | LinkedIn analytics

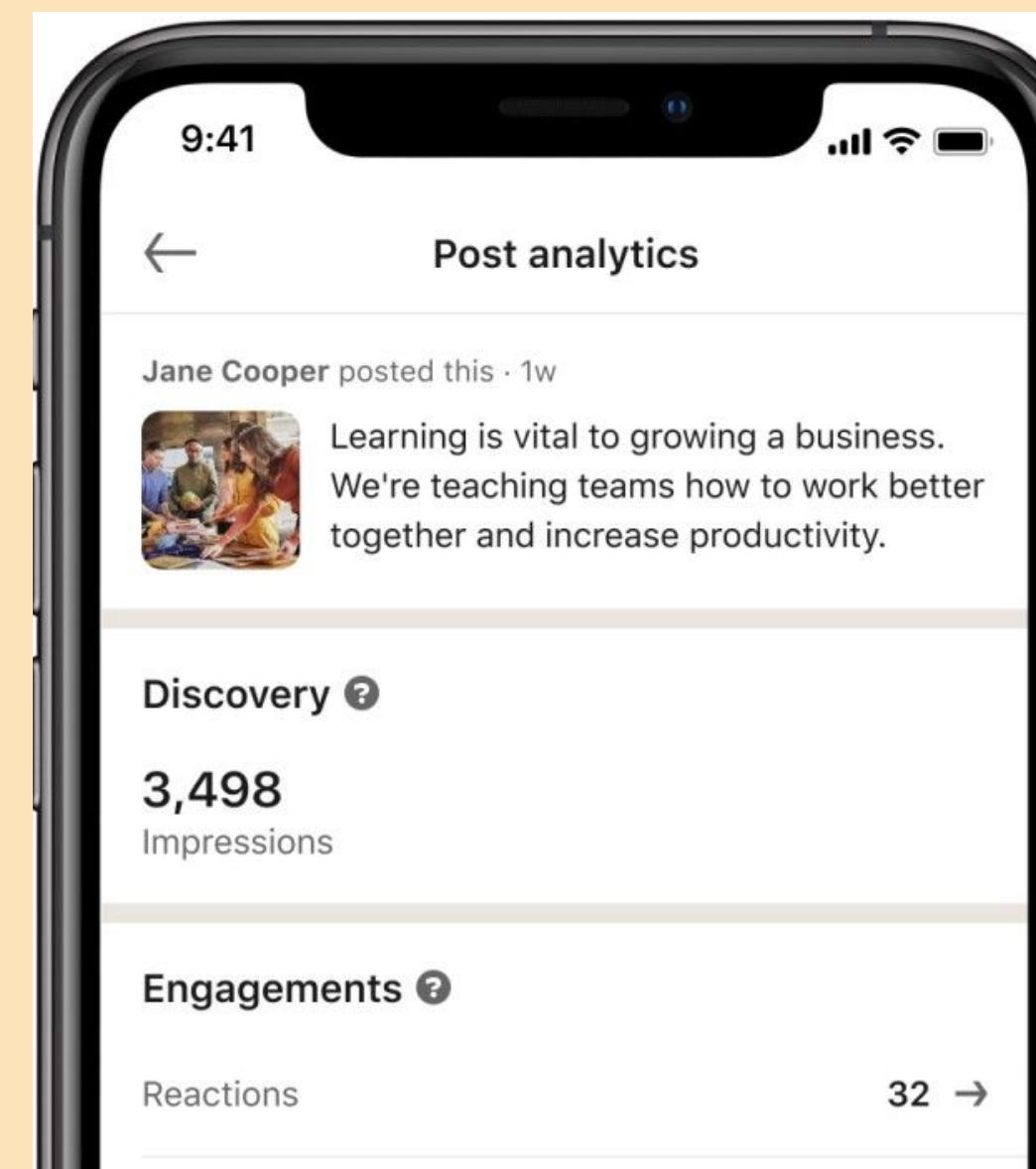
New creator analytics

Insights that can help you improve your content strategy and optimize engagement. To access these analytics, click the impression count in the “Analytics” section of your profile to get started.



Improved post analytics

We've refreshed post analytics and added a new level of detail. You can now get more in-depth data like post impressions for articles and improved demographic breakdowns for all post types to see who is engaging with your content. Simply click “View Analytics” on any recent post to open a world of insight and see what resonates.



New creator features | Tools to prompt engagement

New LinkedIn content alerts

Encourage your followers to be notified about all new posts you share by clicking the new bell on your profile.



Instructor follow learner notification

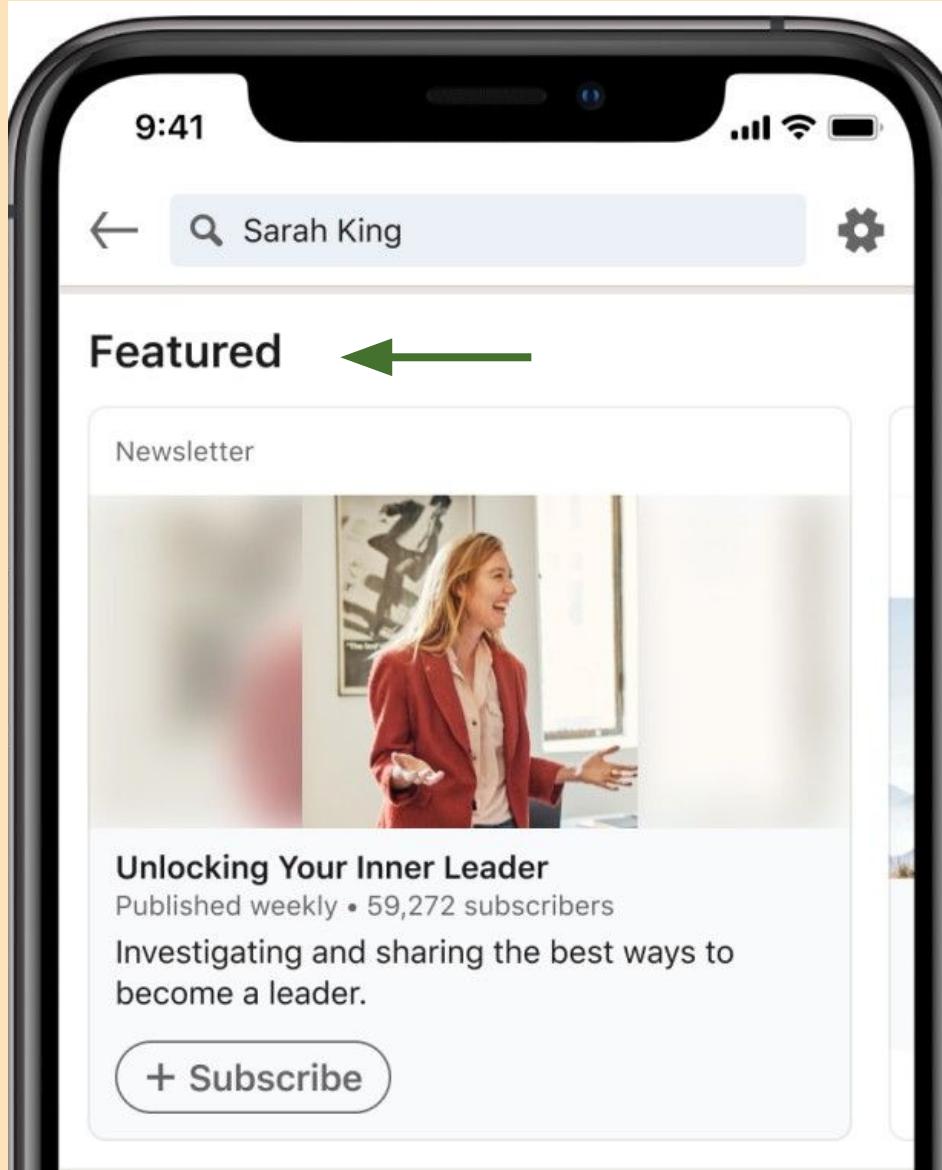
When a learner has completed a course by the instructor, they will receive a notification on LinkedIn encouraging them to follow the instructor.

-  Course complete! Follow **Gini von Courter**, the instructor of **Integrate LinkedIn Sales Navigator with Your CRM.** 3d ...
-  Course complete! Follow **Scott Simpson**, the instructor of **Learning VPN.** 3d ...
-  Course complete! Follow **Andrew Bettany**, the instructor of **Windows 10: Advanced Troubleshooting for IT Support.** 3d ...

New creator features | Optimize your profile

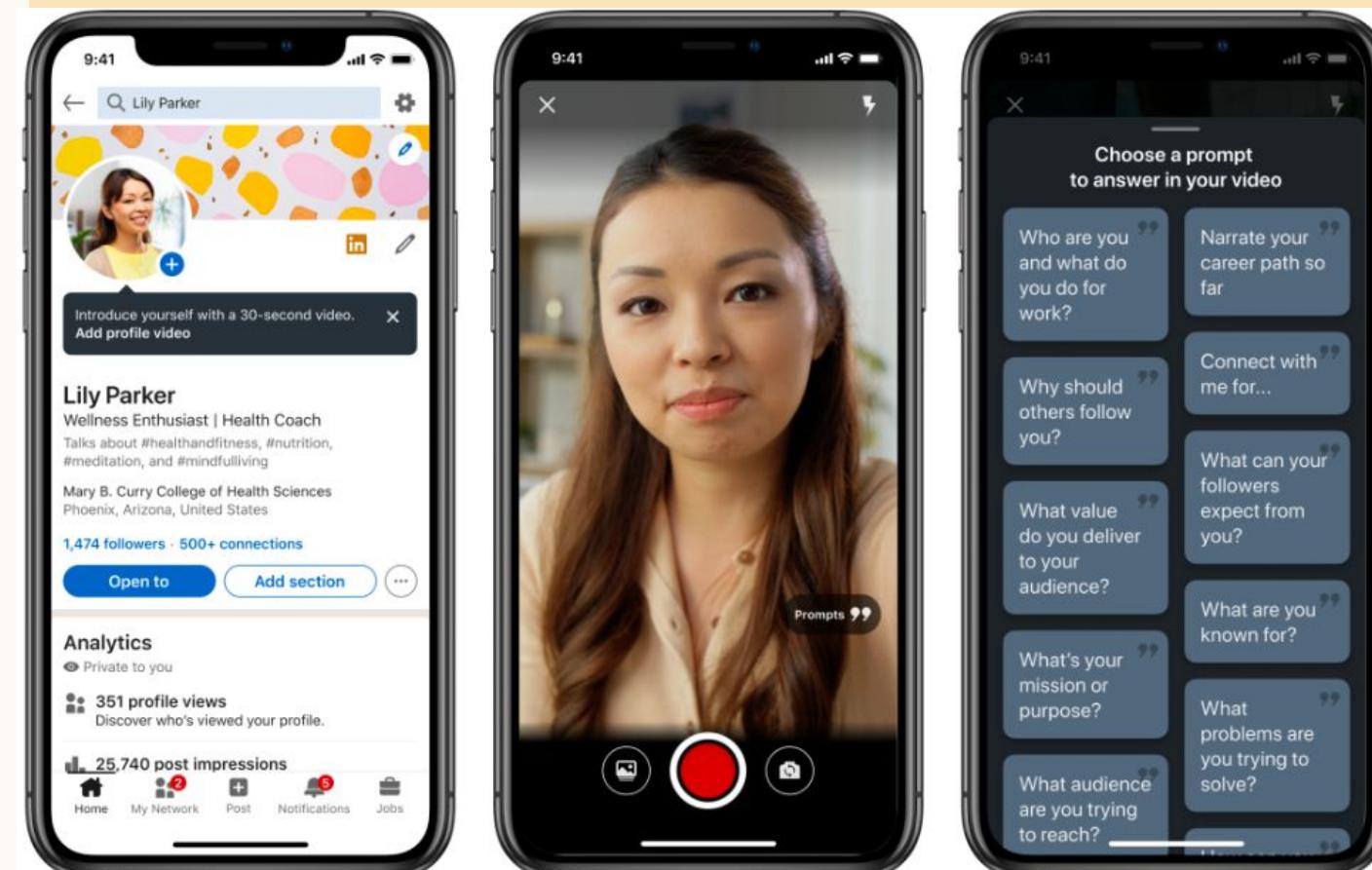
Feature your LinkedIn Newsletter on your profile

Add your LinkedIn Newsletter in the "Featured" section of your LinkedIn profile to increase awareness and engagement of your newsletters. The viewer can easily tap the card to read prior articles or subscribe to the newsletter without ever leaving the profile.



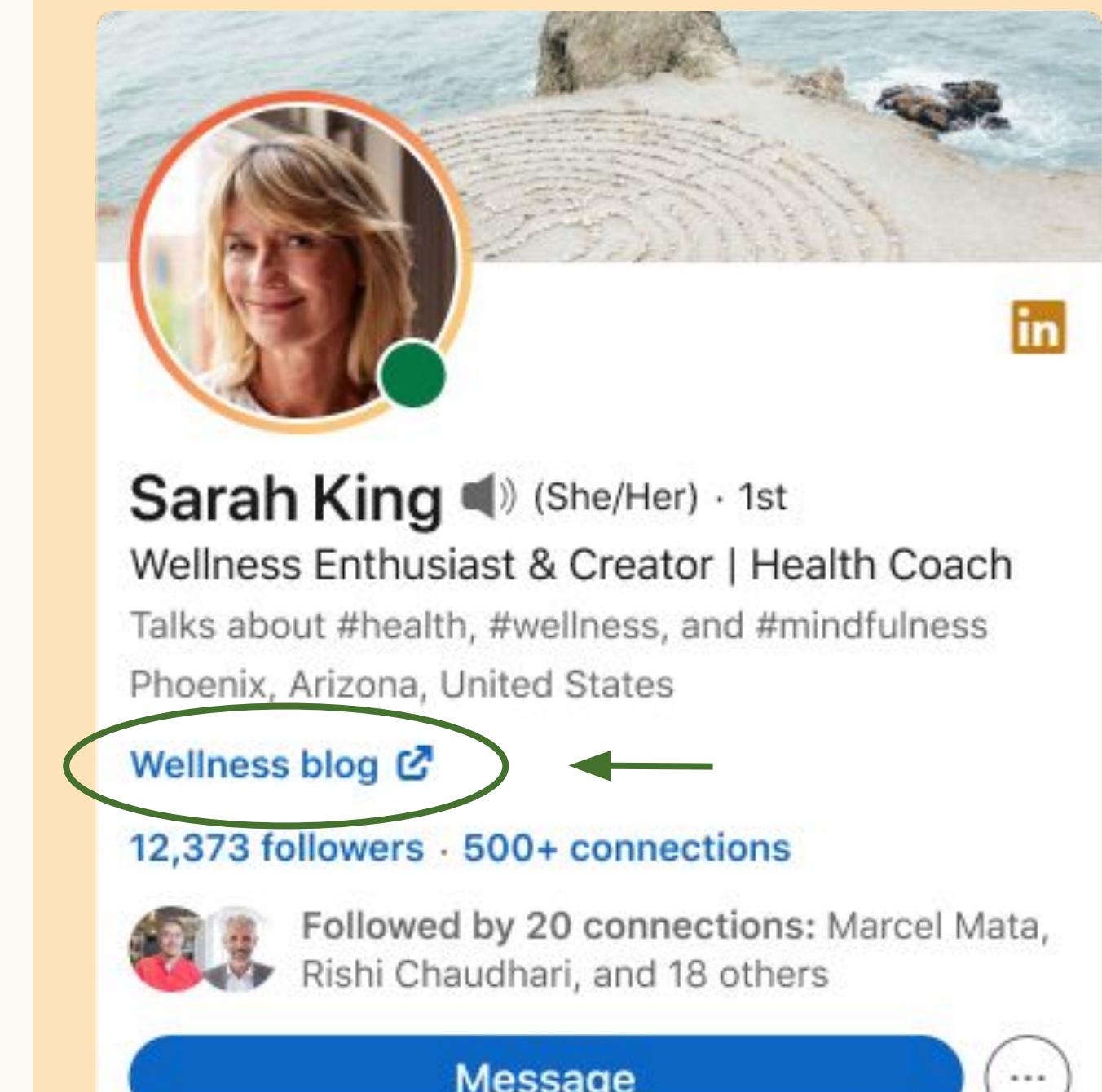
New profile video tools

Adding a video to your profile is a great way to authentically share your story with followers, and we've made some updates to the experience. Now, you'll see prompts to help inspire on what to share, how many people viewed your video, and your Profile Video ring will be showcased in the feed and search so people can easily learn more about you and follow your updates.

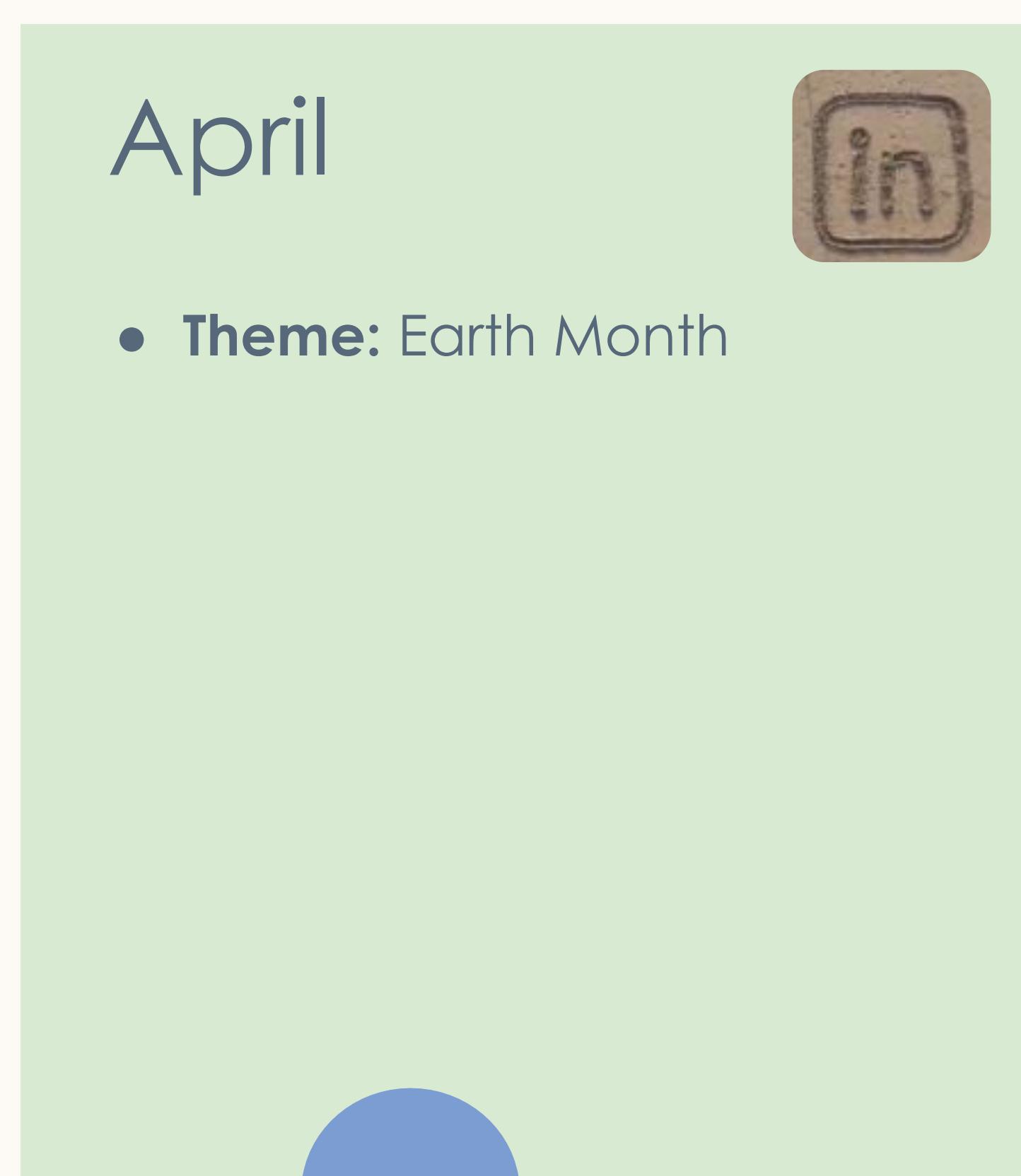


Creator Profile: Link in Top Card

Feature one prominent link in the top card of your profile with an optional title text to create brand awareness and drive traffic to my business, blog, or personal website.



LinkedIn Editorial Calendar



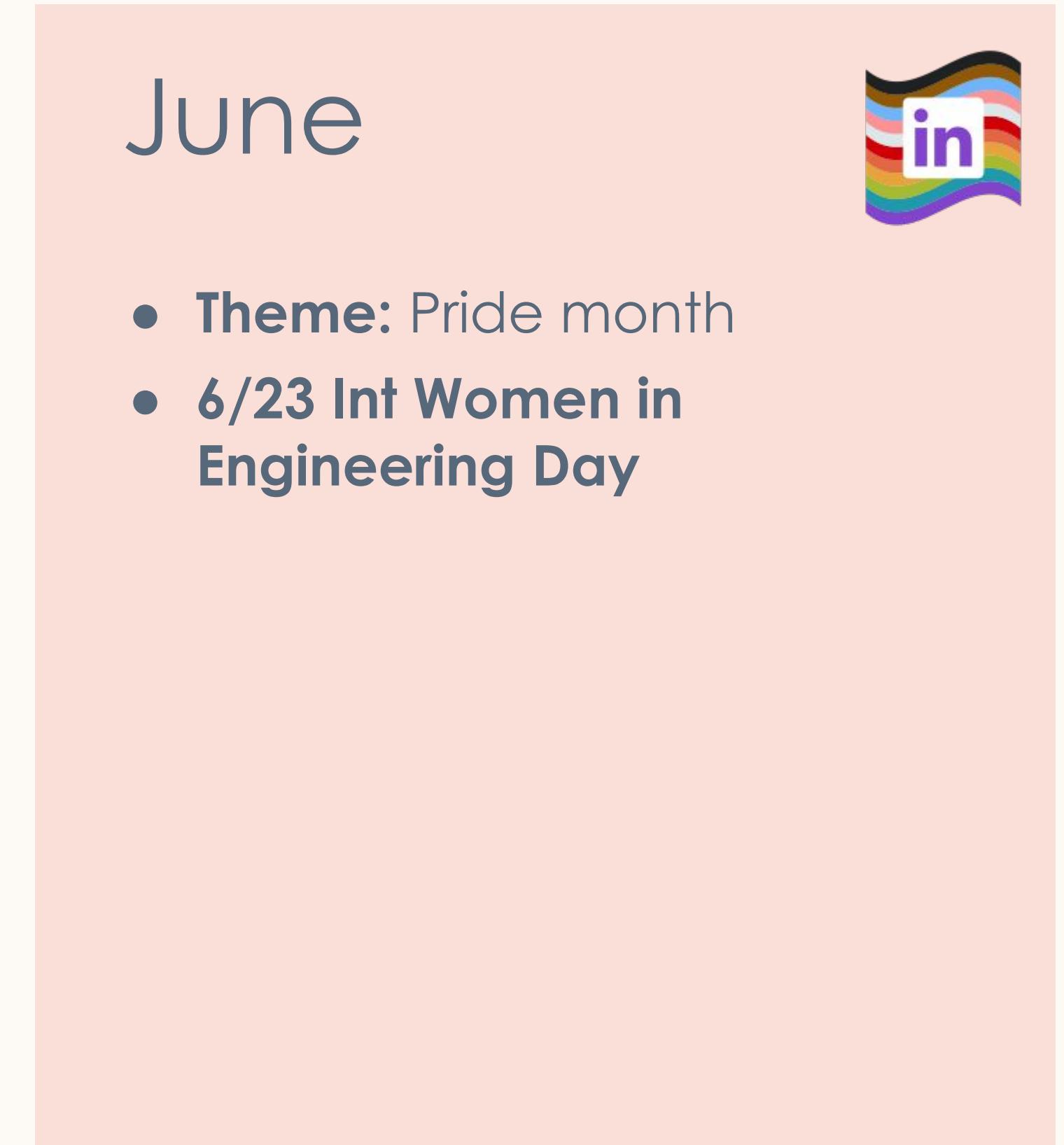
April

- **Theme:** Earth Month



May

- **Theme:** Asian American and Pacific Islander Heritage Month
- **5/18 Gen Z Moment**
 - 2022 Guide to Kickstarting Your Career
 - Employer Guide to Attracting, Hiring and Retaining Gen Z
- **5/30 Recruiter Appreciation Day**



June

- **Theme:** Pride month
- **6/23 Int Women in Engineering Day**



Mythbusting our algorithms

Krutika Dave

Senior Product Marketing Manager,
Content Experience

Context: LinkedIn's Feed can feel like a “black box” to members, leading to...

- Low member satisfaction
- Confusion on reaching and engaging their audience
- Thinking LinkedIn is blocking voices due to race, ethnicity or gender

“I like to think of the algorithm of the hot guy who kinda gives you the time of day but not really so you always think you have a chance. HA!”

“Make it easier to understand how the algorithm works so I can make sure my content reaches my desired target audience better”



Walter T Geer III • 2nd
Executive Creative Director, Experience Design
1w • Edited • 

Dear LinkedIn it's starting to get VERY frustrating to see your continuous blocking of content that is being posted by people of color.

[+ Follow](#) ...

Context: Connecting the dots for our audiences

All members

To understand what the LinkedIn's algorithms do *to make your feed more relevant to you and what control you have*

Creators

To help you reach and engage with more followers, need more transparency on how that happens on the backend

Diverse Voices

To feel safe that LinkedIn is not suppressing content based on race, ethnicity or gender

Mythbusting

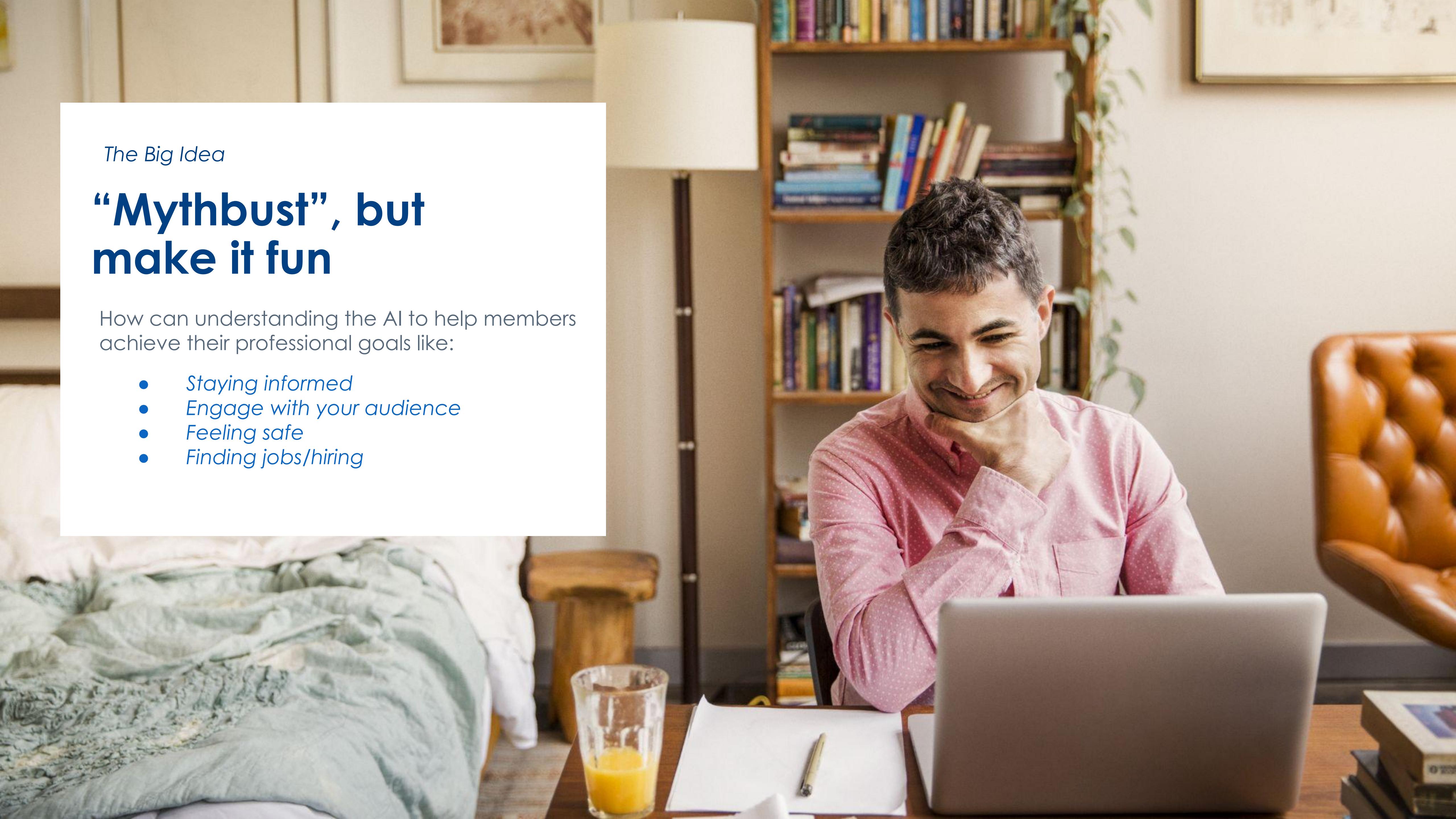
Educate members around myths that exist around our Feed algorithms, and how we optimize the AI regularly to help members feel safe and where they can show up authentically.

The Big Idea

“Mythbust”, but make it fun

How can understanding the AI to help members achieve their professional goals like:

- *Staying informed*
- *Engage with your audience*
- *Feeling safe*
- *Finding jobs/hiring*



What our algorithms do



LinkedIn

16,635,528 followers

2h • Edited •

...

You have questions about the Feed and we're here to answer them in the next few weeks. In the first part of this series, we will share how our algorithms work to help you accomplish your goals with Sabry Tozin, VP of Engineering

Our algorithms:

- Learn your interests
- Recommend relevant jobs
- Help you discover people to connect with
- Add engaging content to your feed



Find more helpful tips from LinkedIn.

www.linkedin.com

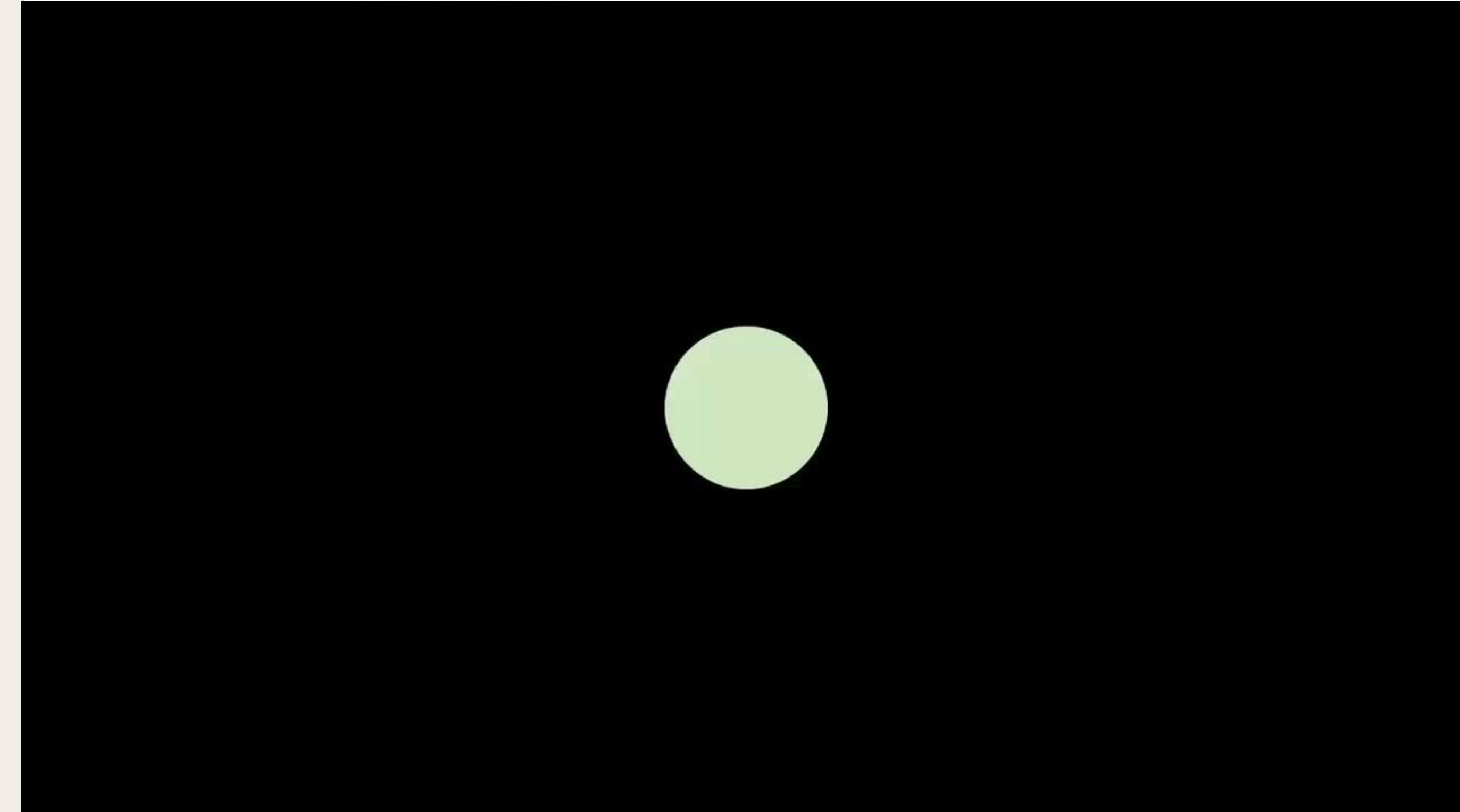


Like Comment Share

How is content recommended in the Feed?



You have questions about the Feed and we're here to answer them in the next few weeks. In the first part of this series, we will share how our algorithms work to help you accomplish your goals with Sabry Tozin, VP of Engineering



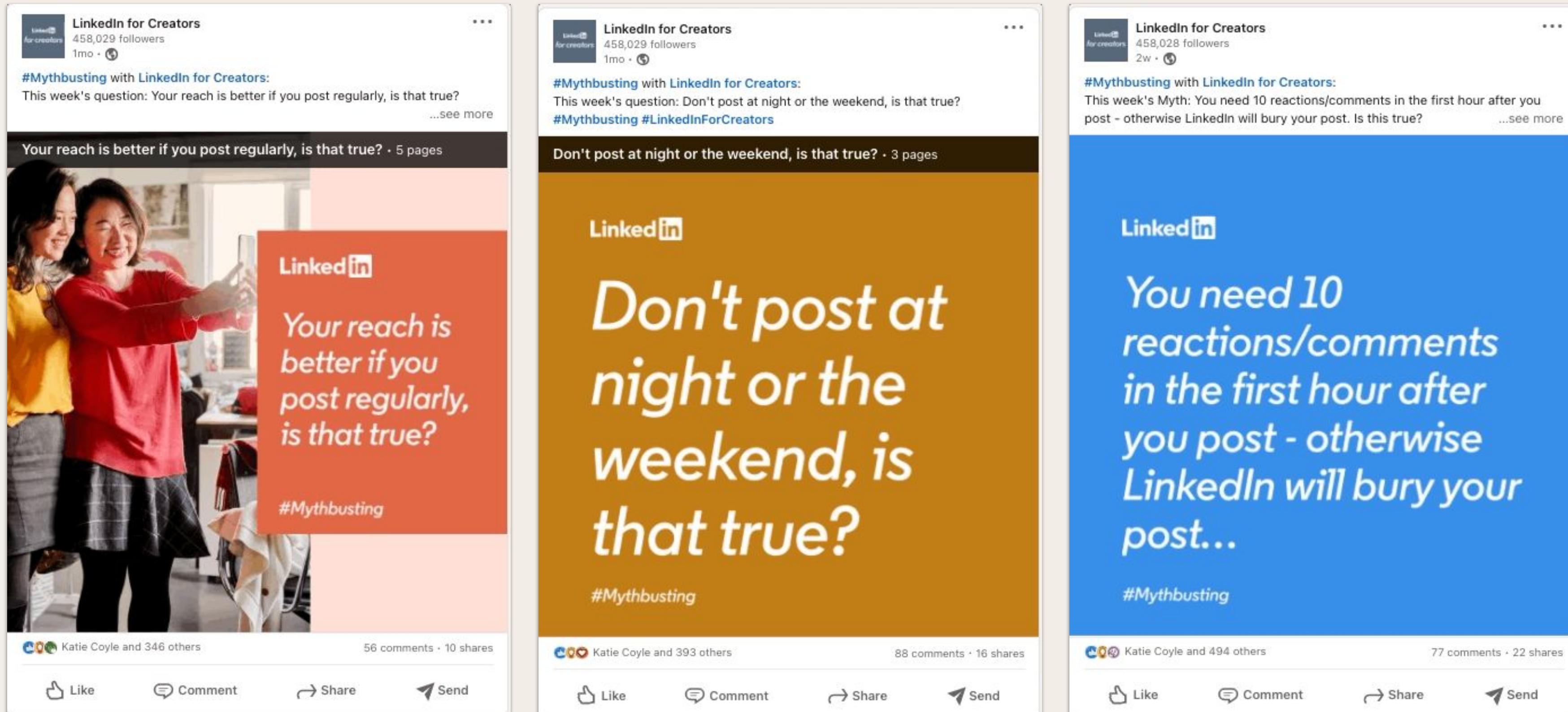
www.linkedin.com



 Like  Comment  Share

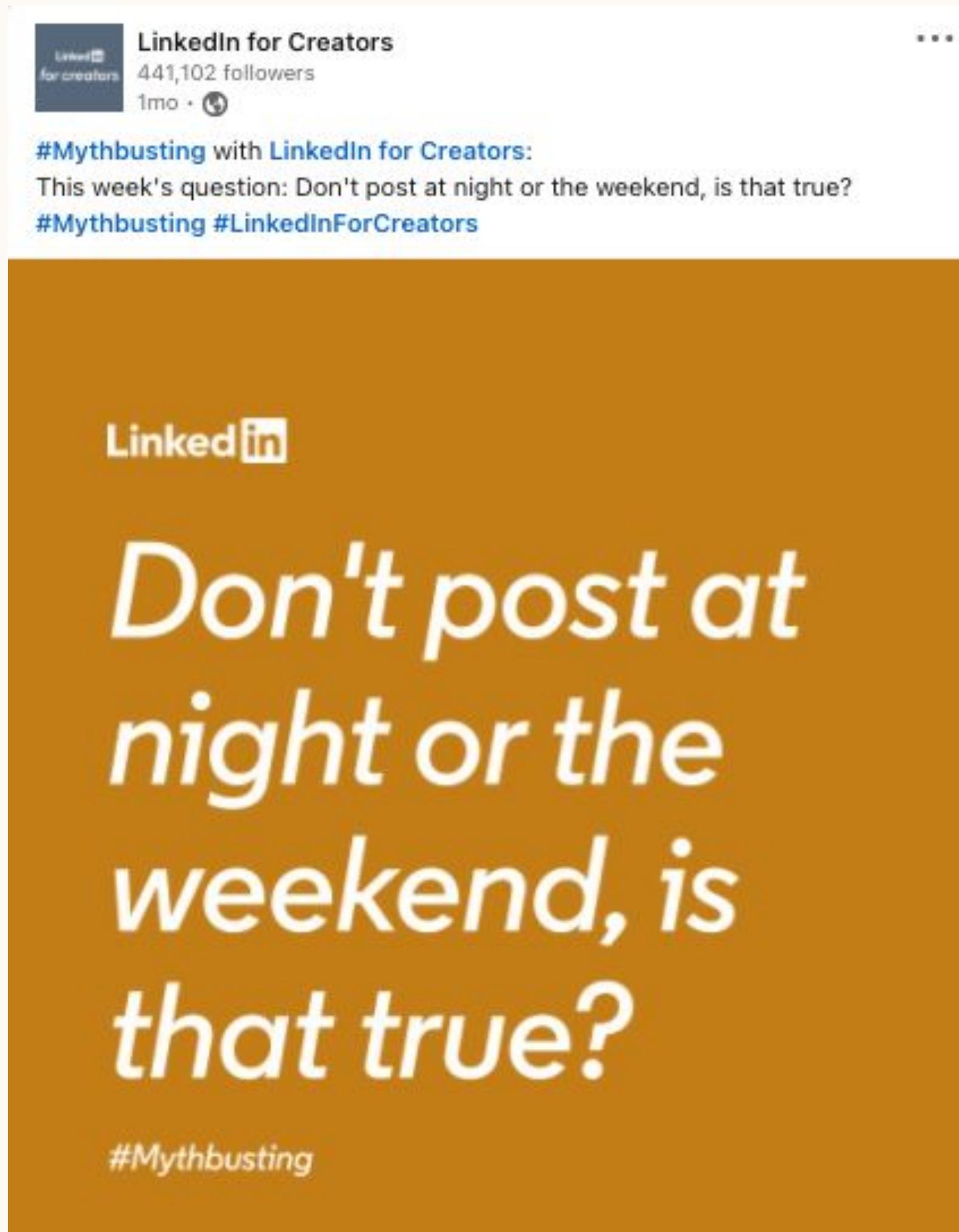
Diving into specific myths

Live today



Myth #1

Myth or not? Don't post at night or the weekend?



- A. True**
- B. False**

Don't post at night or the weekend, right?

Not necessarily.

Here's why: It's important to consider when your audience is tuning in. It may make sense to optimize towards evening posts for those returning to the platform after work or keeping to weekdays versus weekends.

Think more about how you can add a unique perspective around timely topics, like current affairs and industry trends your audience would be interested in.

Swipe right for a tip on how to plug in...

- A. True**
- B. False**
- C. Not Necessarily**

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Swipe right for a tip on how to plug in...

From Product: Freshness decays means posting in low usage times in your market will hamper your post compared to peak times.

The message: Consider when your audience is tuning in / on the platform



Titilope Adedokun • 2nd
1/2 Law Grad & 1/2 Feminist Advocate | Telling authentic stories and c... 4w ...

This is super interesting! Thanks for sharing. As you said, I don't think there's a formula to posting on LinkedIn. It really depends on you and your audience. I've experimented with so many things to find out what works for me and my audience. Now, I mostly publish personal posts in the mornings - super early by 7:00 am - 8:30 am WAT because of my law school schedule.

Like • 5 | Reply • 4 Replies

+29.8% Engagement Rate (3X ave. engagement rate)
394 reactions, 88 comments, 16 shares

Tip

When to post: “I don’t have a silver bullet”



Morgan Ingram
Sales Coach & Public
Speaker

Check out the
Learning Course:
LinkedIn Creator
Posting Strategy for
more tips on when to
post!



Myth #2

Myth or not? Your *reach* is better if you post regularly?



- A. True
- B. False

Myth or not? Your reach is better if you post regularly?



- A. True...but**
- B. False**

Myth or not? Your reach is better if you post regularly?



From Product: Daily posting is optimal for building member affinity across visit frequencies, especially with strong 4x4 connection graphs. Engagement is also a signal leveraged

The message: Sure, daily posting works...if it's quality as well

- Start a conversation by **posting things that encourage a response**
- **Weigh in on timely topics** like current events and industry trends
- **Go niche over broad**
- Make sure to **follow up with anyone who comments**

Tip

Engage with your community: *Building a base of supporters, not followers*



Morgan Ingram
Sales Coach & Public
Speaker

Check out the
Learning Course:
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more tips on when to
post!



What's next

- **Go deeper!** Build out content around algorithm transparency beyond introductory content like you saw today for creators trying to reach and grow their audience
- **Share on LinkedIn**, but how?
 - Share your thought leadership and courses via simple posts, polls, profile videos, LinkedIn Newsletters, Office Hours, and articles. Focus on what works for you and check out the [Instructor Hub](#) for best practices + resources!

Quality assurance deep dive



Josh Olenlager

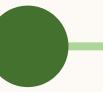
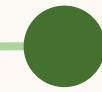
Sr. Manager, Encoding and
Publication at LinkedIn



Gavin Whalen

Director, Post-Production

The core question: does this help the learner learn?



Instruction

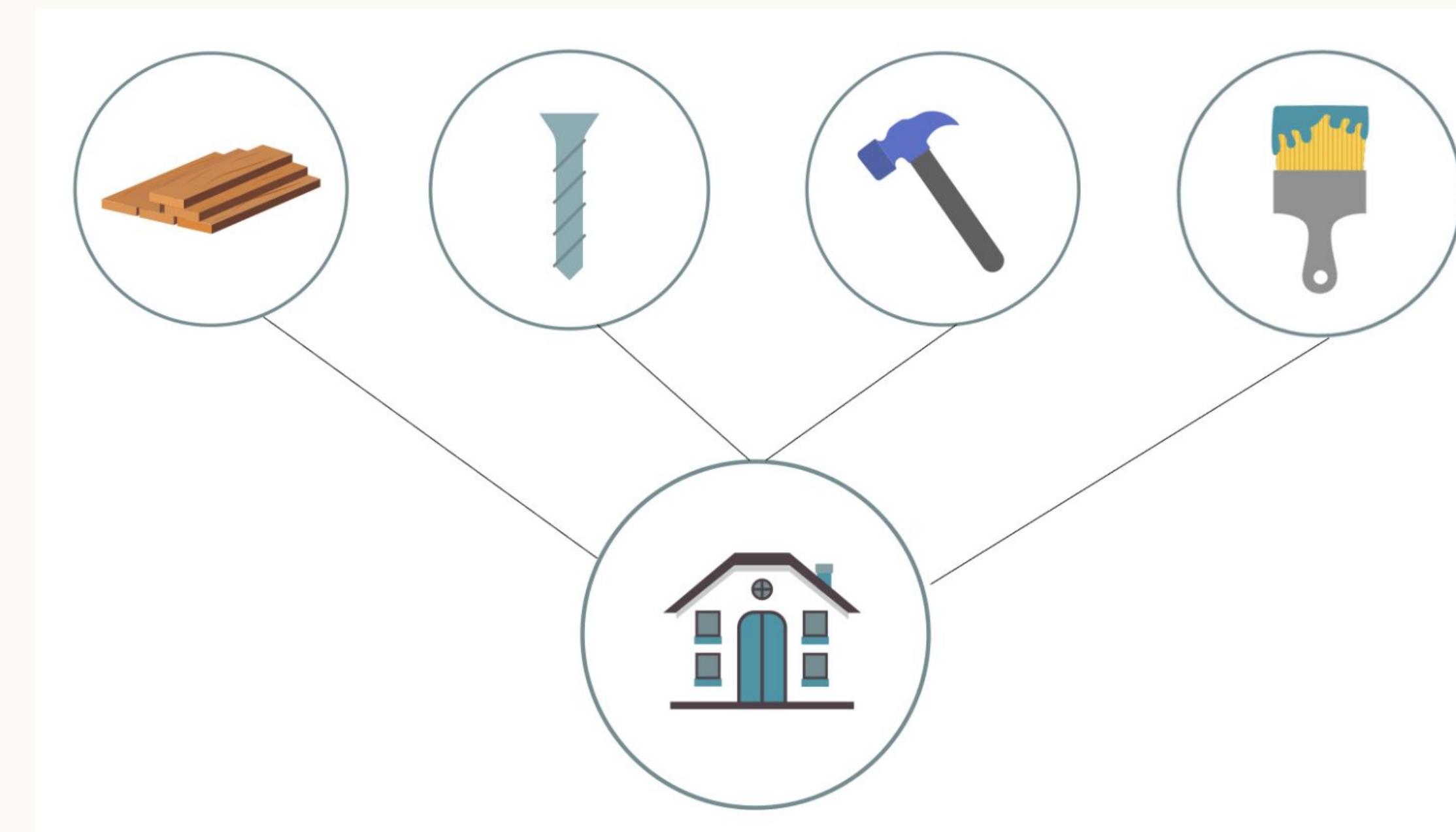
- You and your content manager

Production

- You and your producer
- You and your director

Construction

- The “job site”
- Post-production and QA



The Job Site

Does this help or learner learn?

Post-Production

We are the first learner

- Editor
- Graphics Designer
- Audio Technician



Content Quality Assurance

We are the first member

- User Test on every course
- Standard and custom test plans



Bug Triage + Regression

We are the first responders

- You, the instructor
- Producer
- Editor
- Graphics Designer



Repairs and priorities



Issue

Piracy, brand damage, misinformation, etc.



Significant instructional mistakes, functional issues, etc.



Typos, non-critical instructional mistakes



Aesthetics, non-instructional adjustments, wishes

Repairs and priorities

Issue	What to do ...
	Piracy, brand damage, misinformation, etc. Tell someone about the hazard
	Significant instructional mistakes, functional issues, etc. Let someone know what needs to be fixed
	Typos, non-critical instructional mistakes Let someone know something is wrong
	Aesthetics, non-instructional adjustments, wishes Request a new color

Repairs and priorities



Issue

Piracy, brand damage, misinformation, etc.

Significant instructional mistakes, functional issues, etc.

Typos, non-critical instructional mistakes

Aesthetics, non-instructional adjustments, wishes

What to do ...

Tell someone about the hazard

Let someone know what needs to be fixed

Let someone know something is wrong

Request a new color

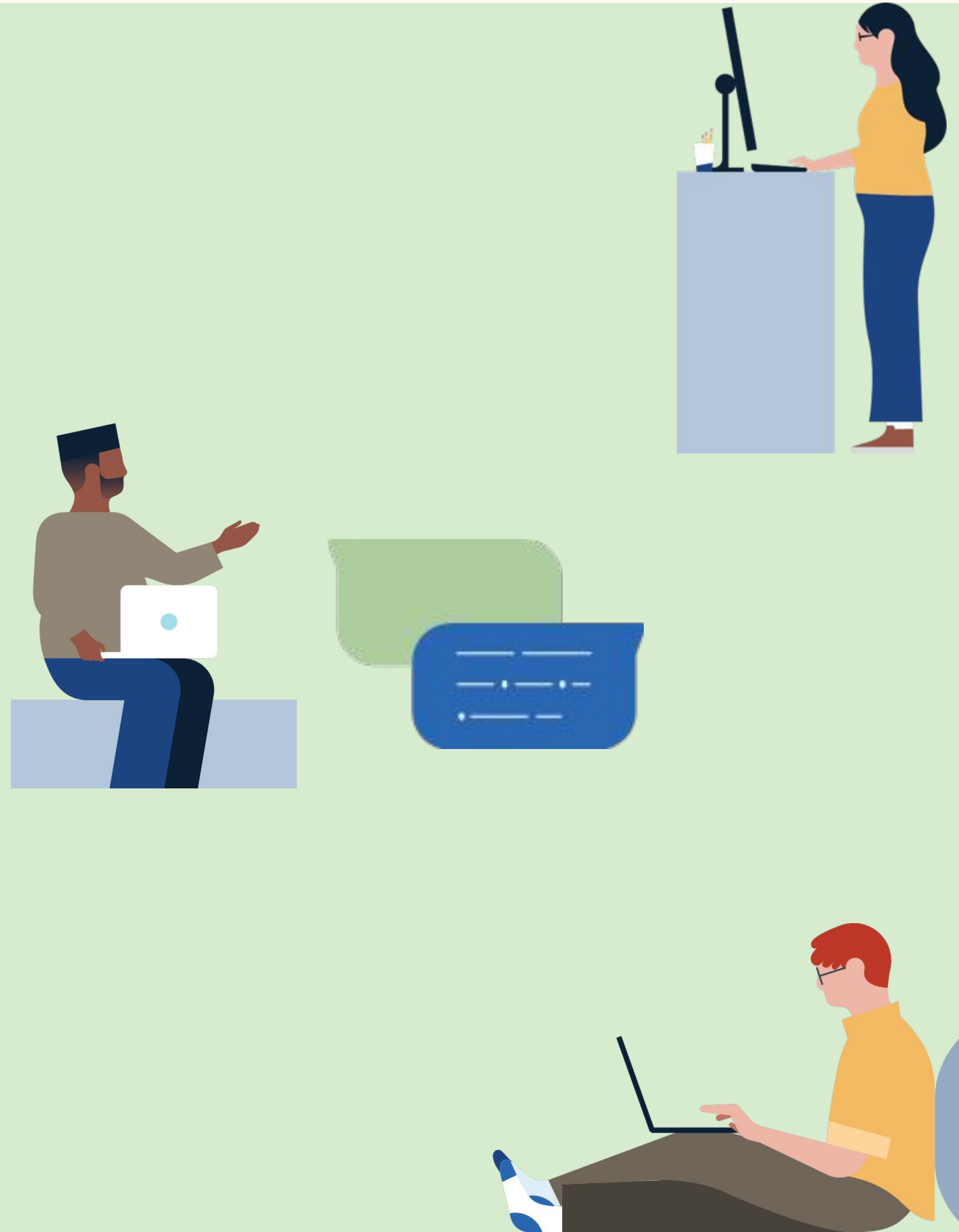
We'll ...

Assemble teams to address the issue immediately

Tape off the area and get to work

Set up caution cones so no one slips while we address it

Schedule a paint job



Break outs

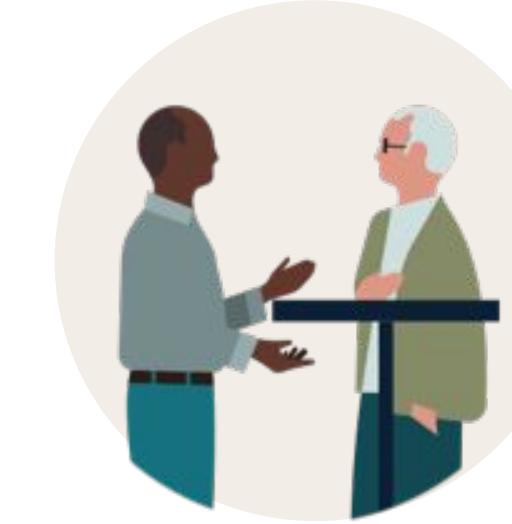
Intros:

Introduce yourself with 1 of your special talents!

Prompt:

What is LinkedIn doing lately that you're energized about? Why?

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 May 31st

Join us for the monthly all-hands to learn about creator features that make all of you shine. [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



Q&A

Thank you!

Please take our survey:

