



# 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.

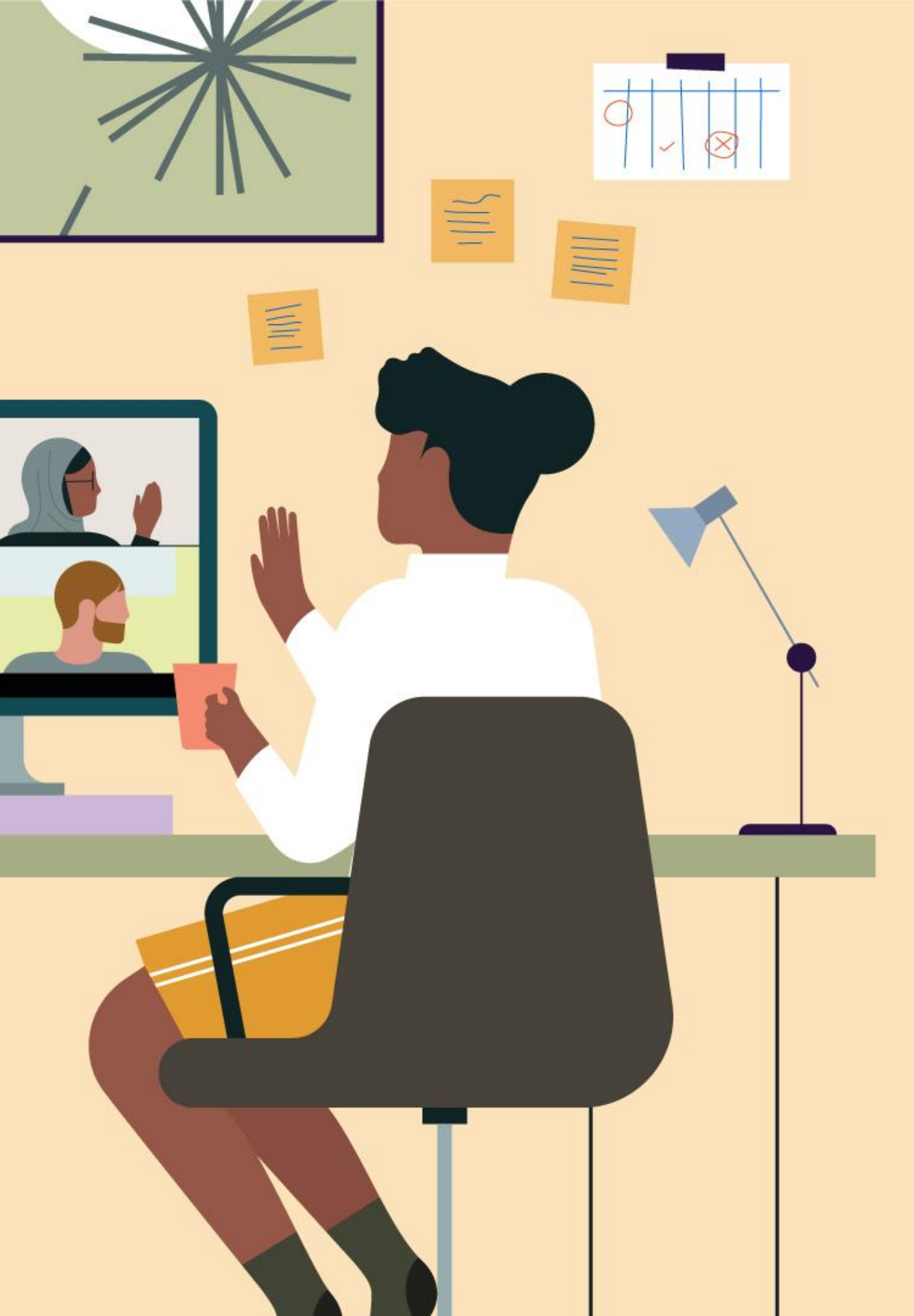




# Zoom Etiquette

- 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!**

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

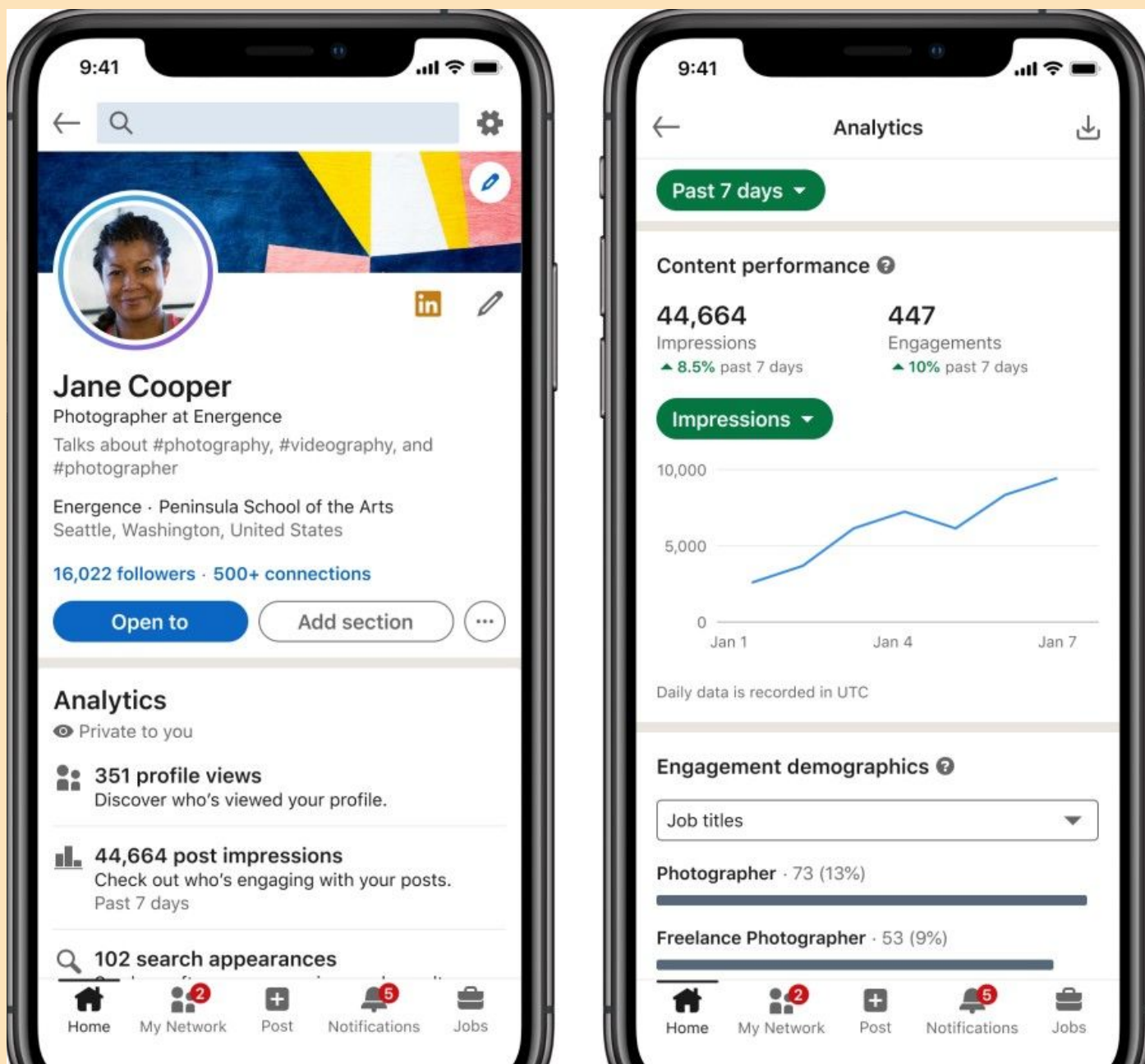




# New creator features | LinkedIn analytics

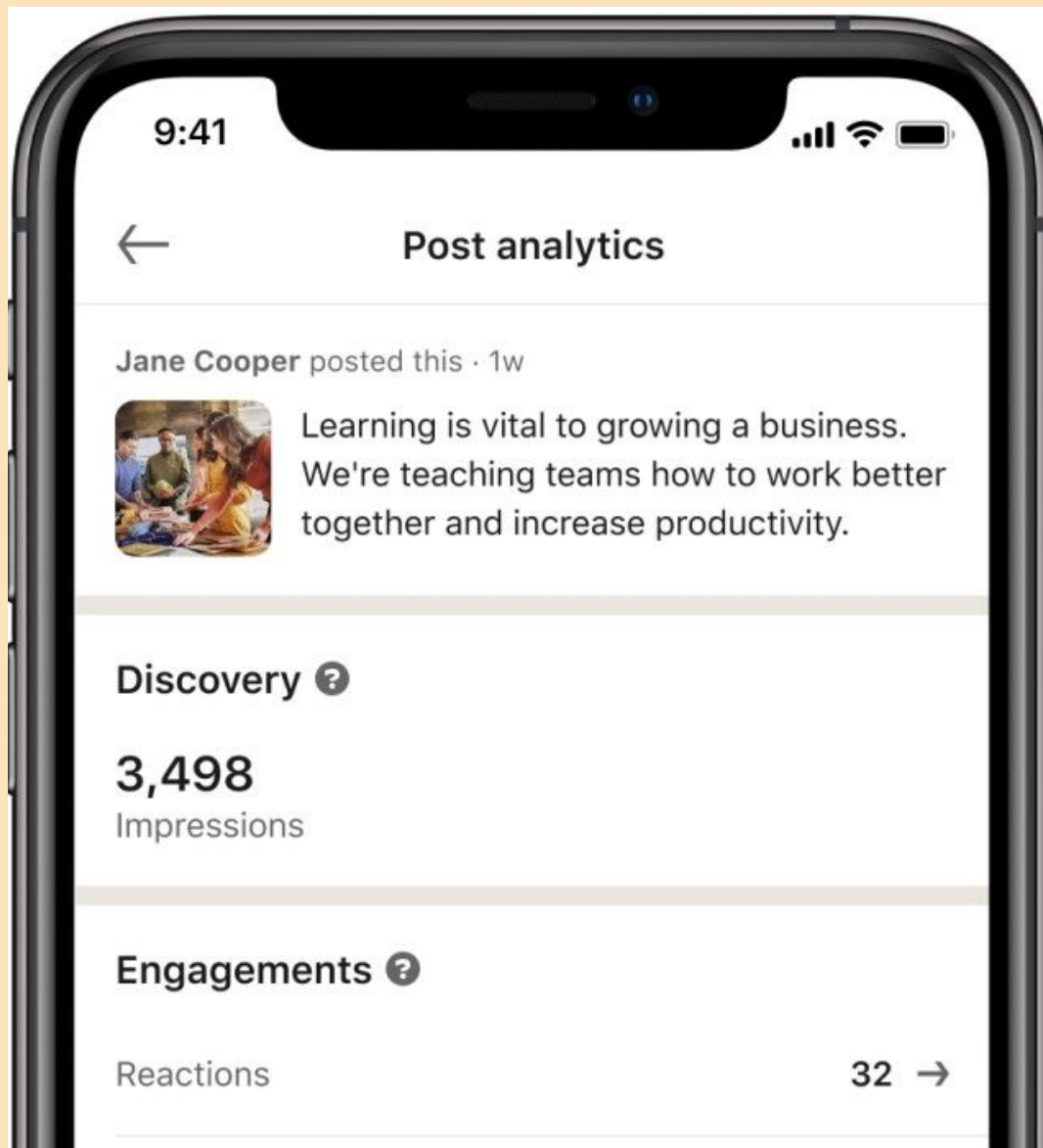
## New creator analytics

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

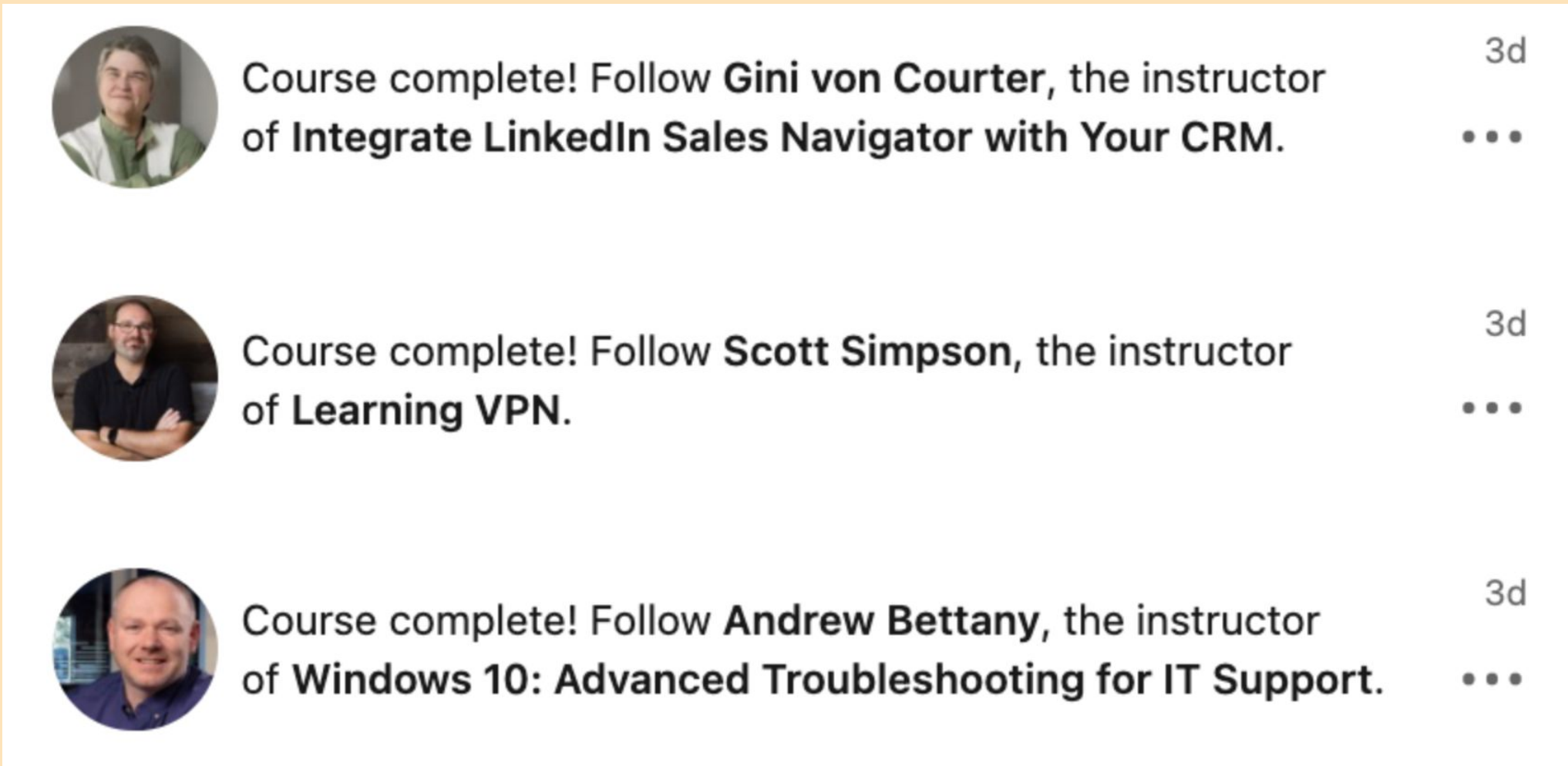
## New LinkedIn content alerts

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.

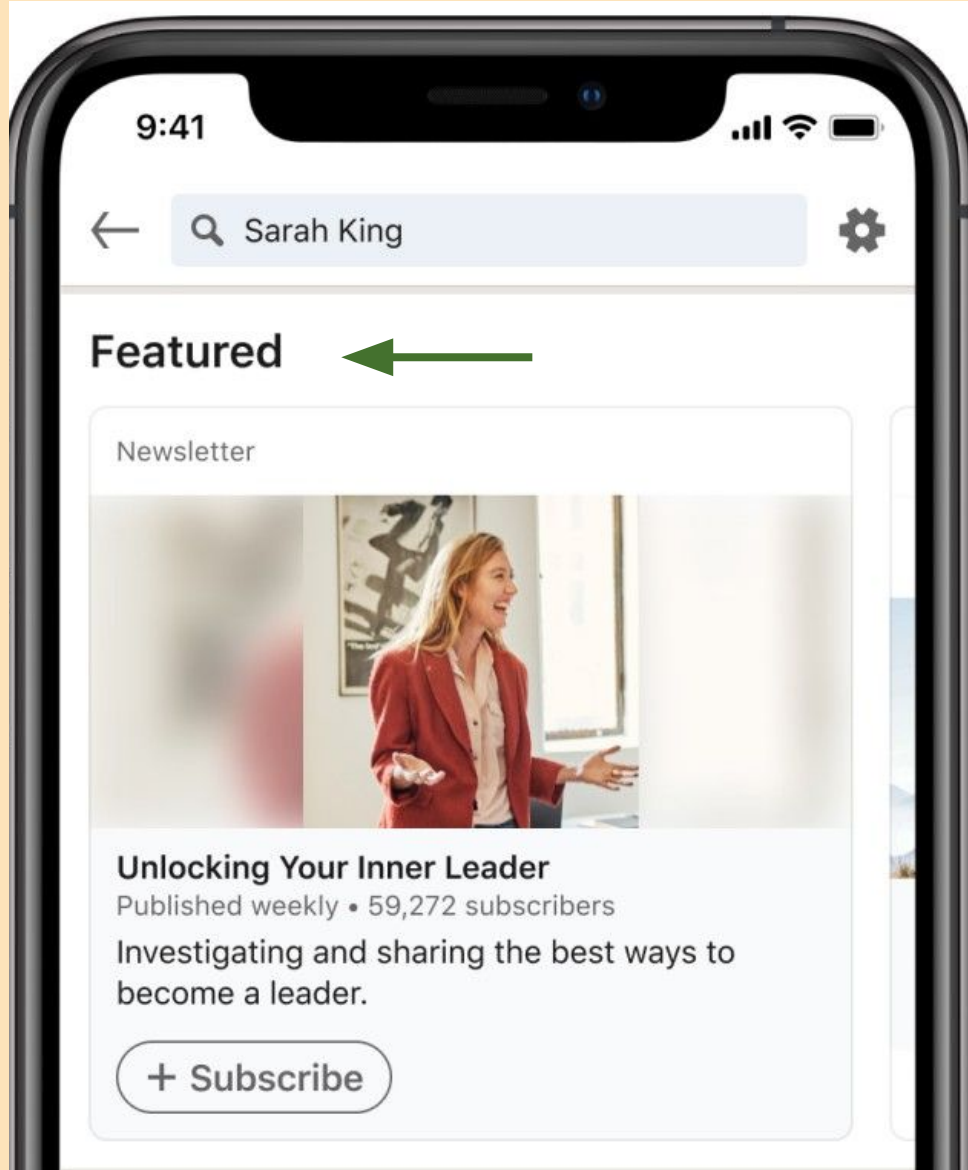




# New creator features | Optimize your profile

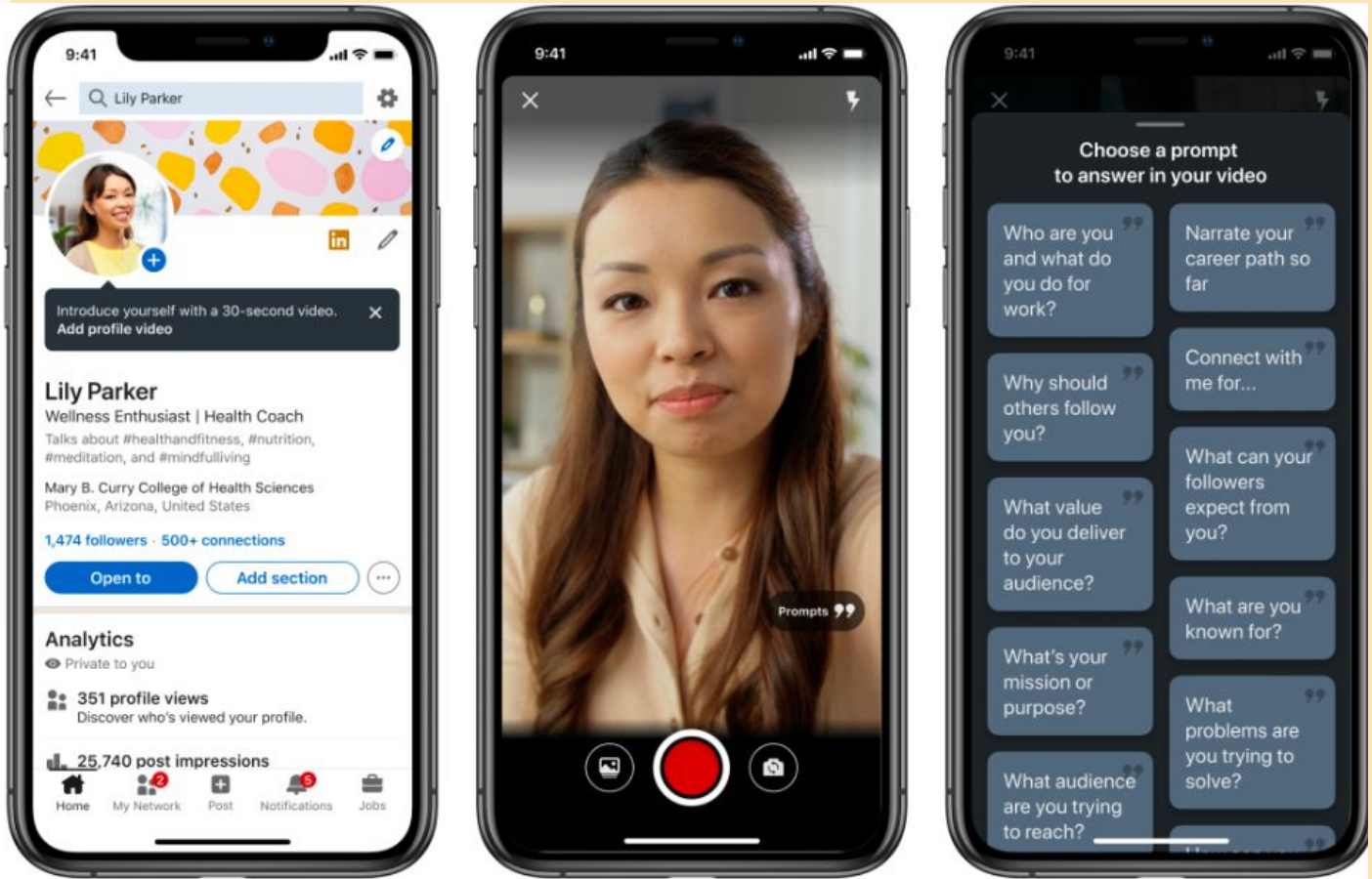
## Feature your LinkedIn Newsletter on your profile

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.



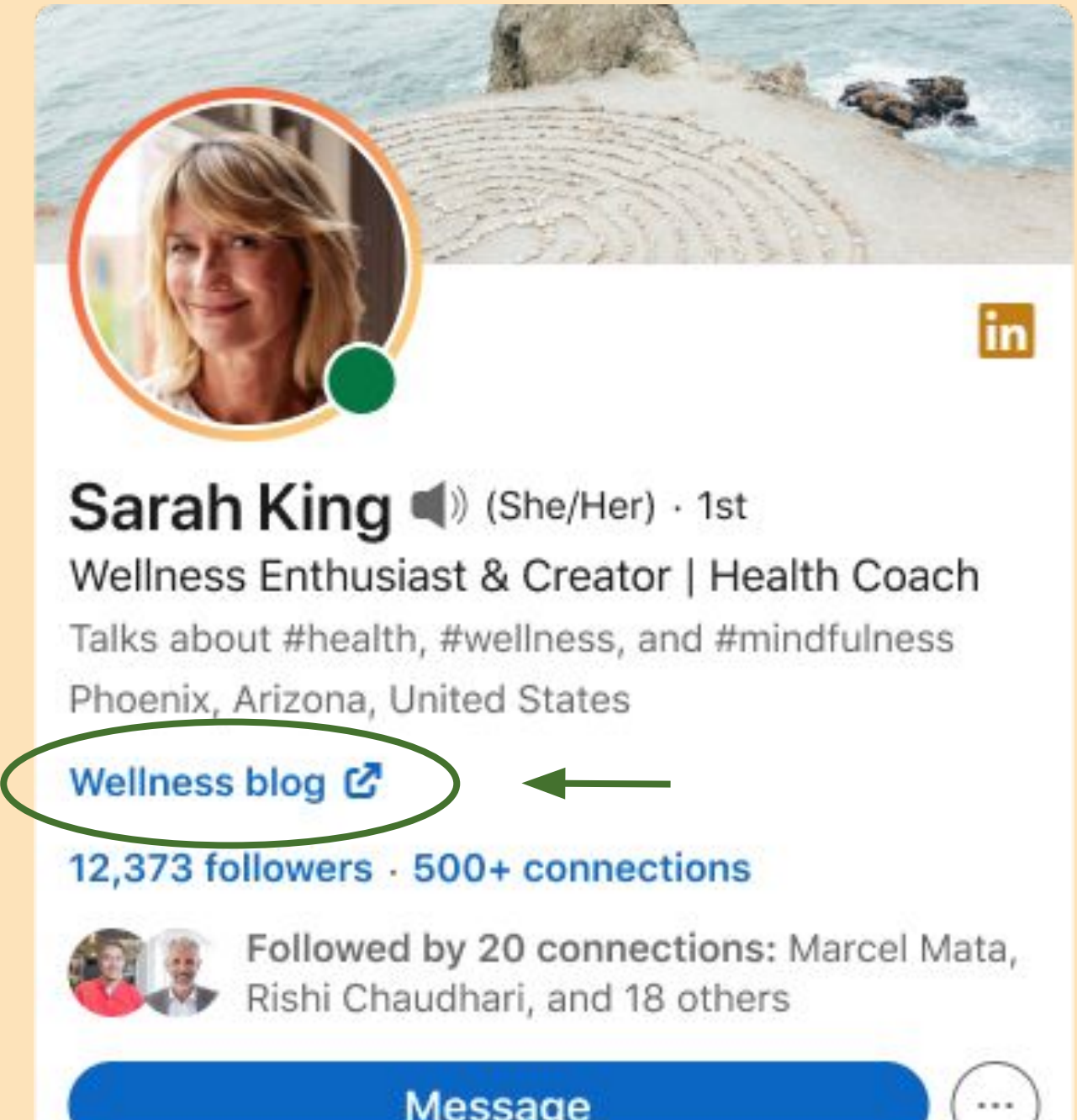
## New profile video tools

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

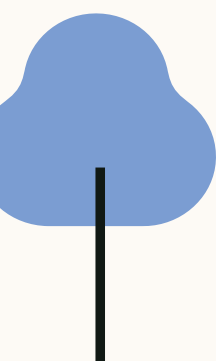


- **Theme:** Asian American and Pacific Islander Heritage Month
- **5/18 Gen Z Moment**
  - 2022 Guide to Kickstarting Your Career
  - Employer Guide to Attracting, Hiring and Retaining Gen Z
- **5/30 Recruiter Appreciation Day**

## June



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







# Mythbusting our algorithms

**Krutika Dave**

Senior Product Marketing Manager,  
Content Experience

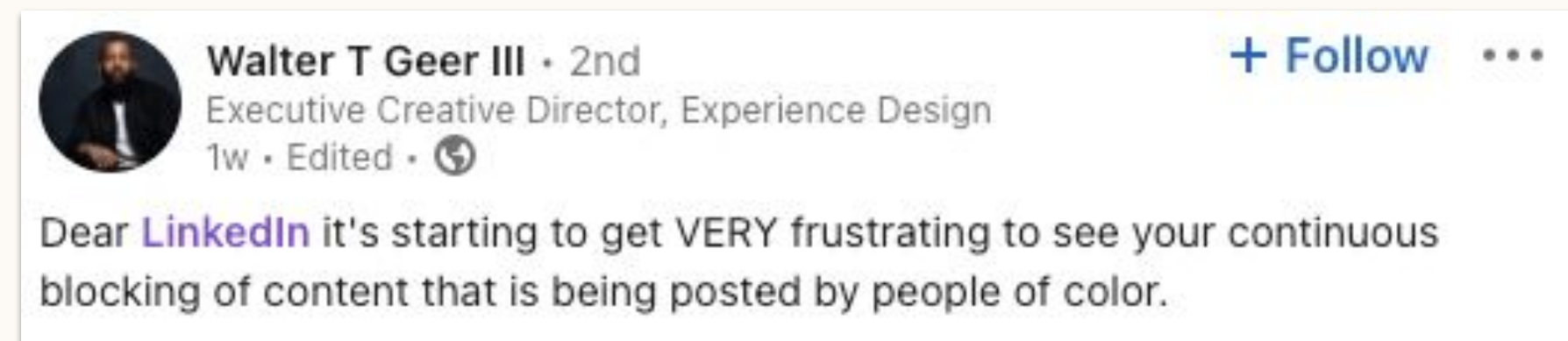
# Context: LinkedIn's Feed can feel like a “black box” to members, leading to...

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- 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”*





# Context: Connecting the dots for our audiences

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## 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.

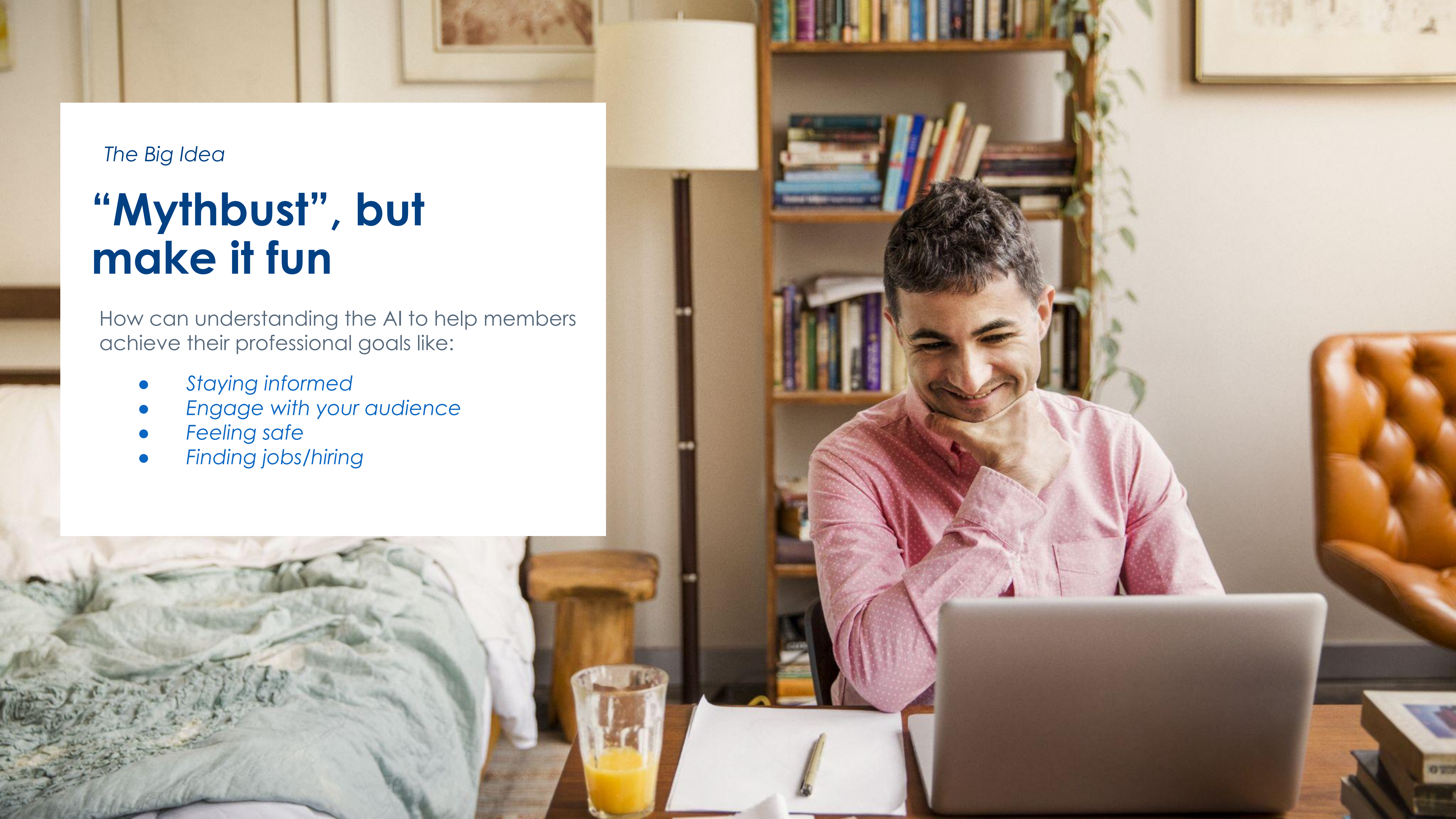


*The Big Idea*

# **“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](https://www.linkedin.com)



Like Comment Share

# How is content recommended in the Feed?

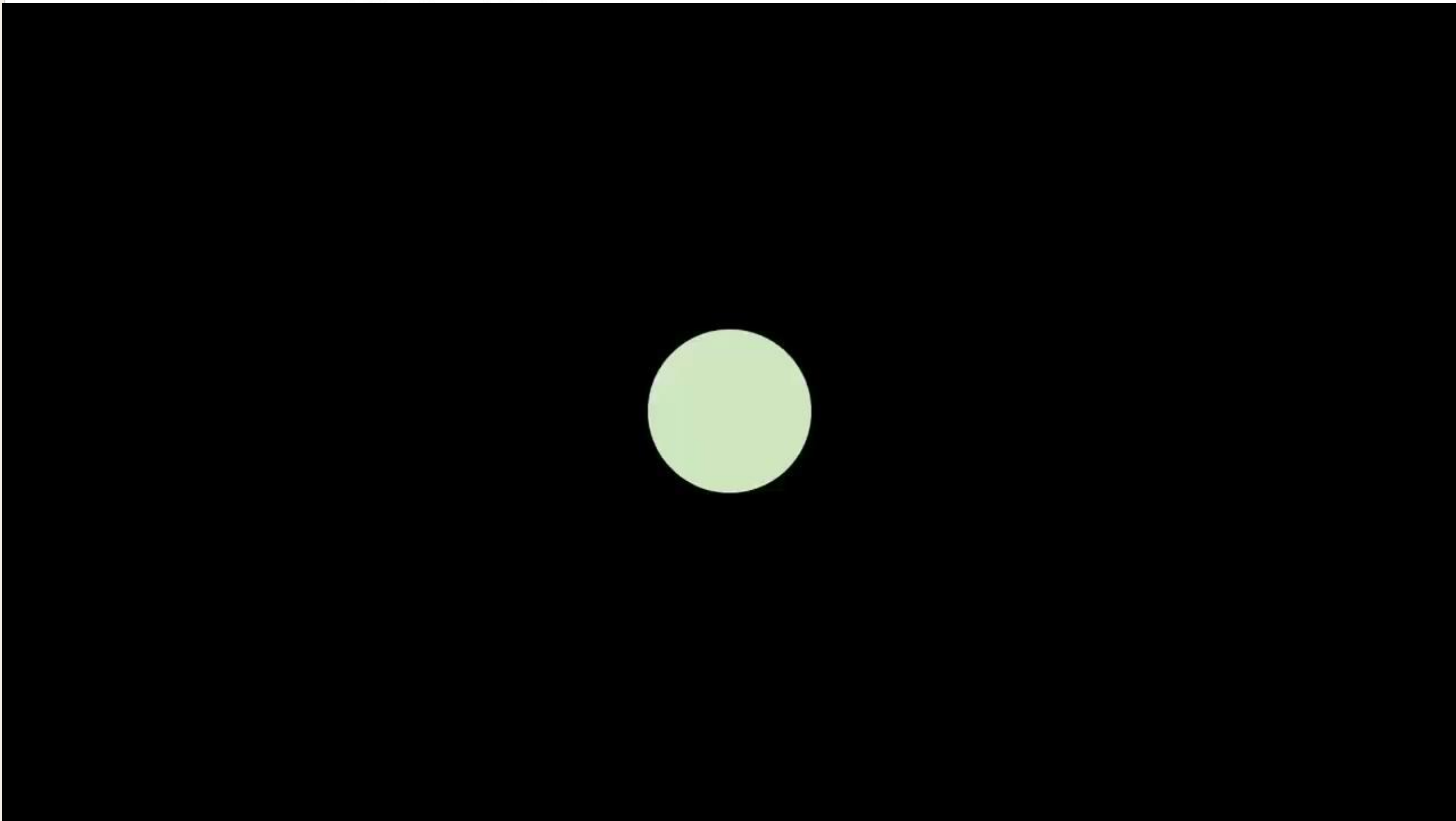


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www.linkedin.com



Like



Comment



Share



# Diving into specific myths

Live today

LinkedIn for Creators

458,029 followers

1mo · 🌐

...

#Mythbusting with LinkedIn for Creators:

This week's question: Your reach is better if you post regularly, is that true?

...see more

Your reach is better if you post regularly, is that true? · 5 pages



LinkedIn

Your reach is better if you post regularly, is that true?

#Mythbusting

Katie Coyle and 346 others

56 comments · 10 shares

Like

Comment

Share

Send

LinkedIn for Creators

458,029 followers

1mo · 🌐

...

#Mythbusting with LinkedIn for Creators:

This week's question: Don't post at night or the weekend, is that true?

#Mythbusting #LinkedInForCreators

Don't post at night or the weekend, is that true? · 3 pages

LinkedIn

Don't post at night or the weekend, is that true?

#Mythbusting

Katie Coyle and 393 others

88 comments · 16 shares

Like

Comment

Share

Send

LinkedIn for Creators

458,028 followers

2w · 🌐

...

#Mythbusting with LinkedIn for Creators:

This week's Myth: You need 10 reactions/comments in the first hour after you post - otherwise LinkedIn will bury your post. Is this true?

...see more

You need 10 reactions/comments in the first hour after you post - otherwise LinkedIn will bury your post...

#Mythbusting

Katie Coyle and 494 others

77 comments · 22 shares

Like

Comment

Share

Send

## 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?***

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***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***



# 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...

**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



**+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?*

**LinkedIn for Creators**  
458,029 followers  
1mo · 🌐

**#Mythbusting** with LinkedIn for Creators:  
This week's question: Your reach is better if you post regularly, is that true?  
...see more

Your reach is better if you post regularly, is that true? · 5 pages



LinkedIn  
*Your reach is better if you post regularly, is that true?*  
#Mythbusting

Katie Coyle and 346 others · 56 comments · 10 shares

Like Comment Share Send

- 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*

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**Morgan Ingram**

Sales Coach & Public Speaker

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



## What's next

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- ***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

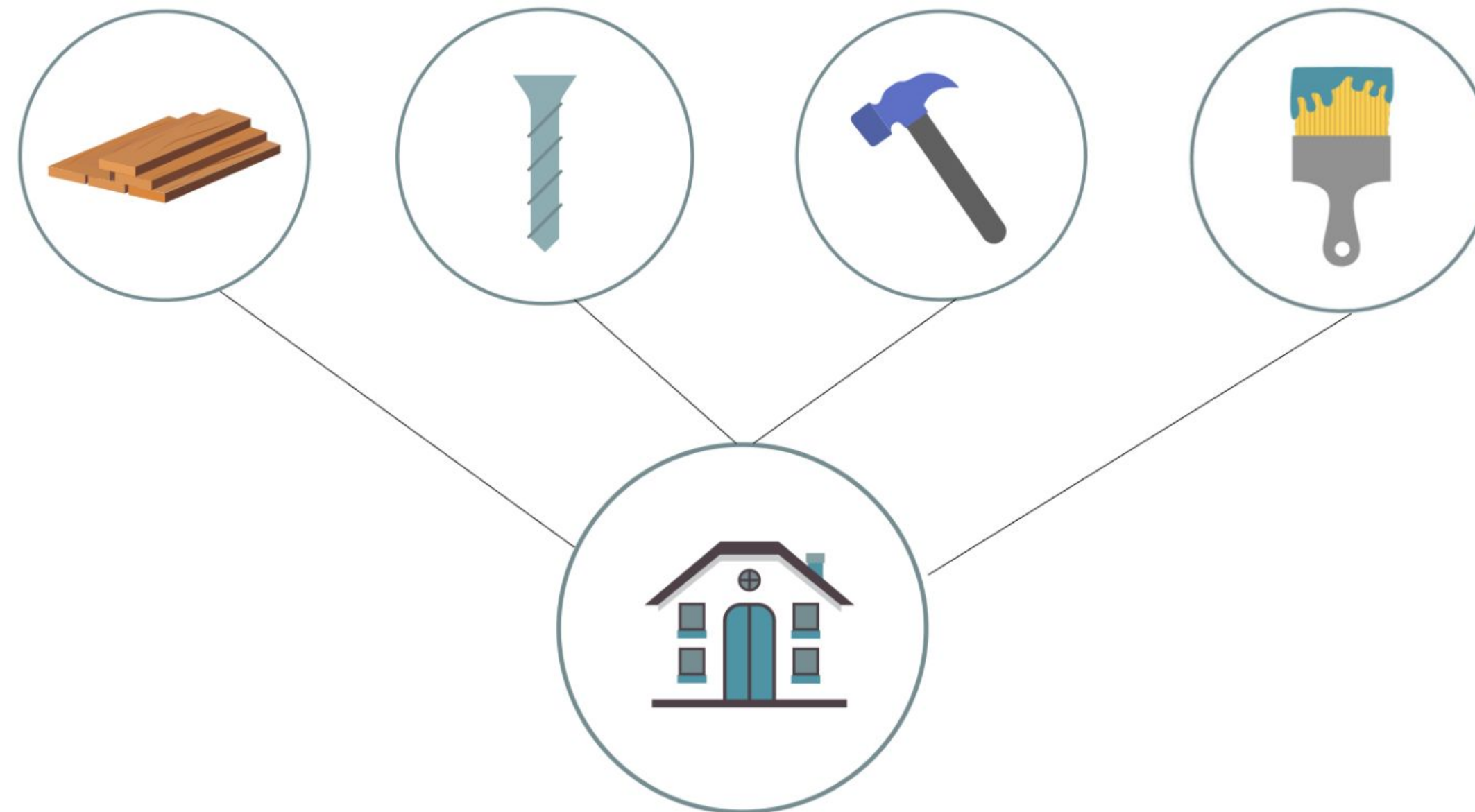
- You and your content manager

## 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

Piracy, brand damage, misinformation, etc.

## What to do ...

Tell someone about the hazard



Significant instructional mistakes, functional issues, etc.

Let someone know what needs to be fix



Typos, non-critical instructional mistakes

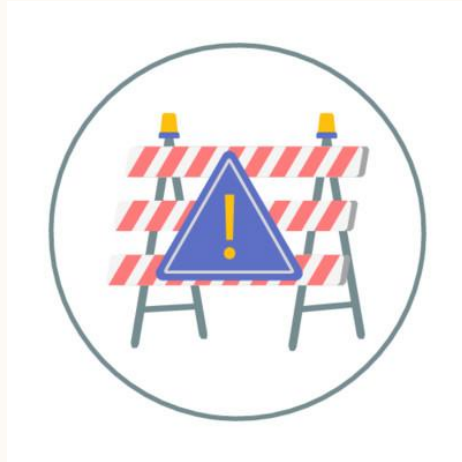


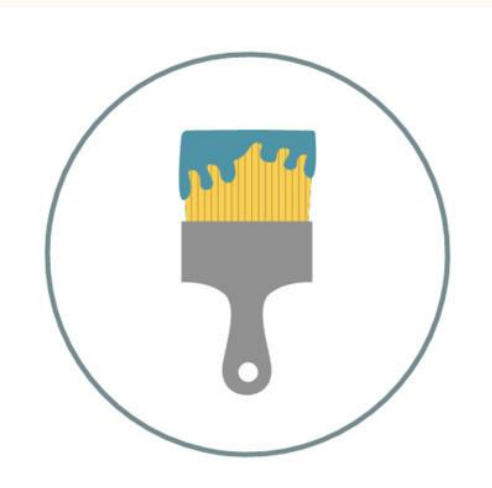
Let someone know something is wrong



Aesthetics, non-instructional adjustments, wishes

Request a new color

# Repairs and priorities

	Issue	What to do ...	We'll ...
	Piracy, brand damage, misinformation, etc.	Tell someone about the hazard	Assemble teams to address the issue immediately
	Significant instructional mistakes, functional issues, etc.	Let someone know what needs to be fix	Tape off the area and get to work
	Typos, non-critical instructional mistakes	Let someone know something is wrong	Set up caution cones so no one slips while we address it
	Aesthetics, non-instructional adjustments, wishes	Request a new color	Schedule a paint job



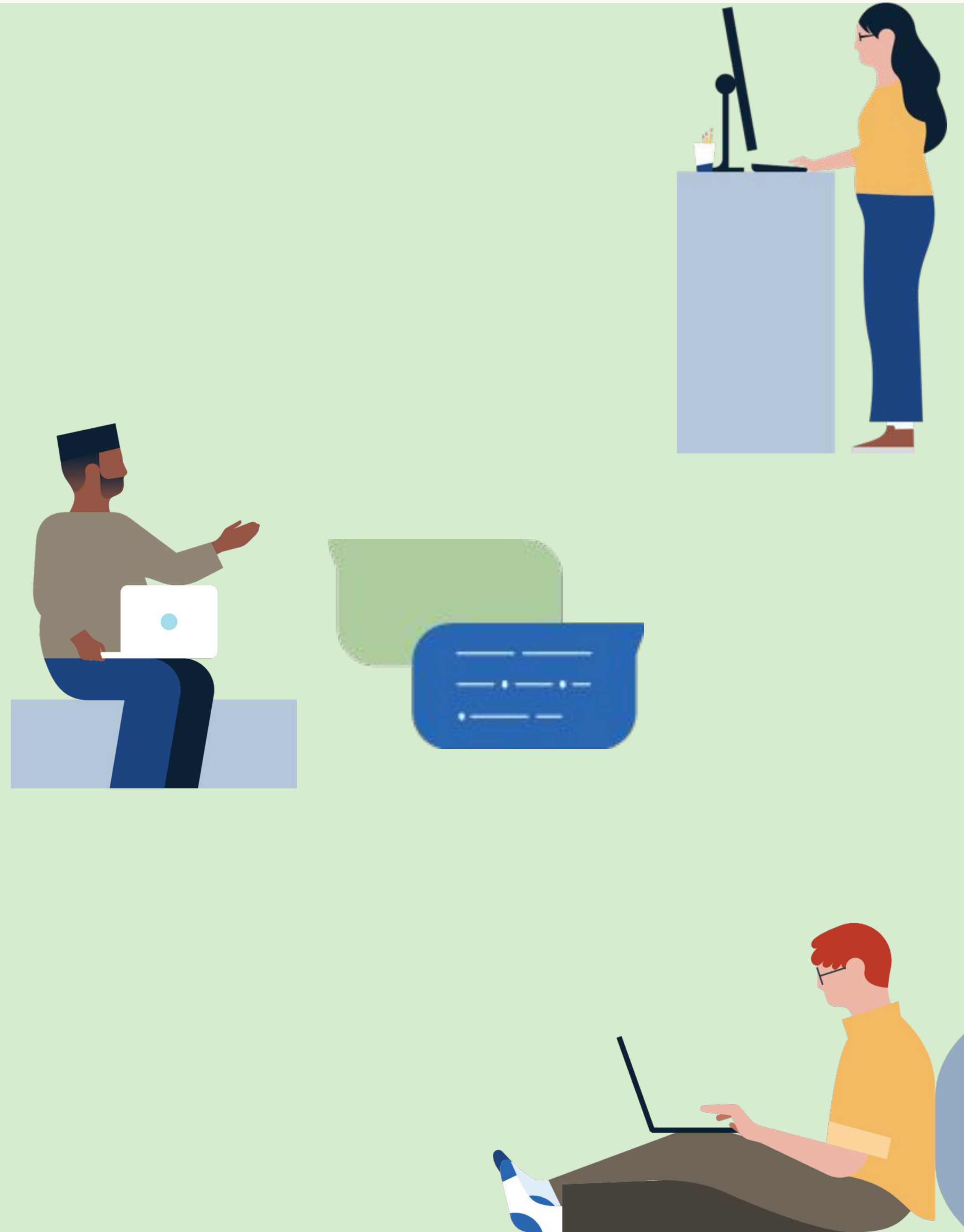
# Break outs

## **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 [LiInstructors@linkedin.com](mailto:LiInstructors@linkedin.com)



A graphic featuring a light gray circle on a white background. To the left of the circle is a vertical orange bar. The text "Q&A" is written in a brown, cursive font inside the circle.

Q&A

# Thank you!

Please take our survey:

