

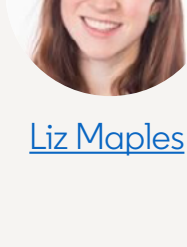
August 2022 Instructor Newsletter

The latest updates from LinkedIn Learning

Hi Instructors,

How are we more than halfway through 2022? I'm not sure, but hope you are enjoying it and making the rest of it count! One thing I'm excited about is seeing some of you in person at our [Instructor Reunion in NYC on September 22nd](#). We hope to see you there!

This month let's hear from [Liz Maples](#), Sr. Director of Marketing for LinkedIn Talent Solutions, sharing her gratitude for all of you.



[Liz Maples](#)

"Hi Instructors! The past year, rather the past few years, change has been a constant more than ever and skills have become the currency for talent leaders and LinkedIn members alike as we all navigate the ever-evolving future of work."

Amidst all of this change, thank you for supporting LinkedIn and our members through your thought leadership and courses. You help us to adapt, grow, and feel inspired when life can feel uncertain. Thank you all for all you do, and I look forward to what's ahead!"

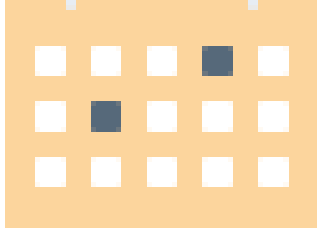


Join us for the August Instructor All-Hands

Our next instructor all-hands is scheduled for **Tuesday, August 30th at 9:30 am PT | 12:30 pm ET**. Join us for marketing updates, **new LinkedIn profile updates**, networking breakout rooms, and more. [Register today!](#)

Instructor All-Hands meeting
Tuesday, August 30th
9:30am PT | 12:30pm ET (duration 1 hour)

[RSVP for all-hands](#)



New Instructor Bootcamp

Are you a new LinkedIn Learning Instructor? Join [Taylor Lindberg](#), Content Program Manager, [Kelly Ruda](#), Content Producer and Instructional Designer, and [Zoë Kelsey](#), Instructor Marketing Manager, after our monthly meeting at 10:30 am PT | 1:30 pm ET to be set up for success and ask any questions you may have. [Register today!](#)

New Instructor Bootcamp
Tuesday, August 30th
10:30am PT | 12:30pm ET (duration 30 minutes)

[RSVP for bootcamp](#)

You're invited to LinkedIn's Instructor Reunion tour



We're excited to invite you to our upcoming **Instructor Reunion in New York City** (the Empire State Building to be exact) on **September 22nd**! Join your fellow instructors and LinkedIn executives for an afternoon to connect and be inspired in the year ahead, while enjoying drinks, appetizers, and good vibes. [Sign up to save your spot!](#)

Stay tuned for specific dates for Instructor Reunions in Carpinteria in November, Seattle in March, and Atlanta in May, in upcoming instructor newsletters and in our [Instructor group](#)!

[RSVP for NYC](#)

The Most Popular Courses of the Year Are In



It's here – the Most Popular LinkedIn Learning Courses of 2022! Plus, they're free through August. Discover which skills were most in demand as a record 7.3 million learners drove these 20 courses to the top of the list.

Big thanks to all of you regardless of if you have a course on this list or not. You're all contributing to an amazing learning experience for our members. We encourage you to [share the list](#) with your networks to help your community step into their power and growth by taking one of the most popular courses of the year.

[Share the list](#)

Moving Equity Learning Journeys Forward

Diversity, Equity, and Inclusion (DEI) is critical in the workplace today. But despite their efforts, employers are falling short on meeting their DEI goals. That's why we are providing practical tips and resources like your courses to help organizations do a better job recruiting, fostering an inclusive culture, and retaining diverse talent.

Check out the following blog posts and consider sharing 1 today!

- [38 Ways to Make Real Progress on the Diversity, Inclusion, and Equity](#)
- [Stop the Revolving Door — 3 Ways to Be More Inclusive from LinkedIn Learning Instructor Jodi-Ann Burey](#)
- [6 Free Courses to Help You Renew Your Commitment to Allyship and Inclusivity at Work](#)

Insider tip: Access the LinkedIn-generated post for each of your courses

For each LinkedIn Learning course you publish, LinkedIn generates a post to share your course with members, as it's relevant to them. This post has a standard URL you can use to view the comments, likes, and questions people are asking about your course from LinkedIn Learning.

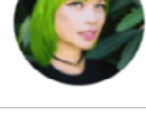
How can you find this URL?

- 1 Locate your Course ID by going to your [royalty dashboard](#) in LinkedIn Learning and clicking on statements. In your statement, scroll to the right to find your Course ID.
- 2 Add the Course ID to the end of this URL: [https://www.linkedin.com/feed/update/urn:li:lyndaCourse:\[COURSE_ID_HERE\]](https://www.linkedin.com/feed/update/urn:li:lyndaCourse:[COURSE_ID_HERE])

For example, check out the URL to Jim Roger's course, On the Jobsite: Construction: <https://www.linkedin.com/feed/update/urn:li:lyndaCourse:769098/>

Thank you to [Jim Rogers](#) for sharing this tip! If you have any insider tips, please share them in the [Instructor Group](#).

You're in the LinkedIn carousel beta



Course complete! Follow Goldie Chan, the instructor of Transform Your Personal Brand.

9h
...

We've granted you exclusive access to be part of our carousel beta – a new content format that we're starting to test. Carousels allow you to mix images and videos to help your community learn in a digestible way. From step-by-step advice, to tips and tricks, and industry trends – carousels can help you share content in a visually engaging, swipeable format.

Get started with our [best practices guide](#), check out a few examples from a few early testers [here](#), and try out a [customizable Canva template](#) to help make your carousels visually engaging. Join our [private LinkedIn group](#) to meet fellow beta creators and share feedback directly with our product leaders.

New features to elevate your thought leadership

The team has been hard at work creating new products and features to help share your thought leadership and courses on LinkedIn. Below are a couple we're excited to share. To access all of these new features, please make sure you have [creator mode turned on](#).

- **Course completion notification:** We're rolling out a notification to learners who have completed your course to nudge them to follow you on LinkedIn. By following you, learners will more easily see your updates—like posts and articles—on LinkedIn.

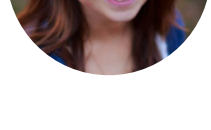
- **Audio Events:** Audio Events hosting access is available to those who have creator mode turned on. For more resources and more information to get started, check out the new [Audio Events microsite](#).

Tips and resources at your fingertips



Visit the [Instructor Hub](#) to access valuable best practice guides, marketing assets, brand materials, and much more! Plus, stay connected with your fellow instructors, ask questions, and spark conversations in our [Instructor Group](#).

Thank you for inspiring, engaging, and motivating our learners each day.



Zoë Kelsey
Instructor Marketing Manager
LinkedIn Learning