

August 2021 Instructor Newsletter

The latest updates from LinkedIn Learning

Hi Instructors,

What was your favorite Olympic event? There's something heart warming to me about how the Olympics brings the world together at the pinnacle of athletes' careers with coaches, family, friends, teammates, and the world cheering them on. This leads me to think of how all of you are coaches to our thousands of learners guiding them step by step to reach their goals.

Don't just take it from me, let's hear from [Emily Poague](#), VP of Marketing for LinkedIn Talent Solutions, on the value you're adding to LinkedIn and our members from a marketing perspective.

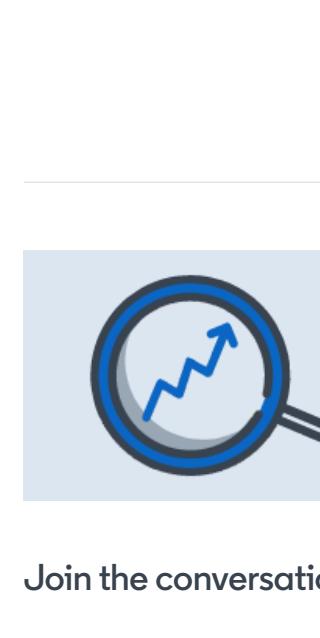


"I see our instructors as thought leaders and experts that members look to build the skills they need in the challenging and ever evolving world of work. Through Covid, we've seen learning on LinkedIn Learning grow 5x and I believe a huge part of this is because of our incredible instructors. I continue to see instructors as a differentiator for LinkedIn who continue to stand out as influential creators. Thank you all for all you do, and I look forward to what's ahead!"

Join the Instructor Only LinkedIn Group

Did you know there is a private group just for LinkedIn Learning instructors? If this is news to you, take a moment to join our LinkedIn group to connect with us, each other, and stay up-to-date on latest Instructor news.

[Join the group](#)



Mark Your Calendar

RSVP Today for the August Instructor Meeting

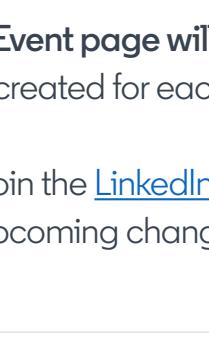
Our next instructor meeting is scheduled for Tuesday, August 31st at 9:30am PT | 12:30pm ET. join us for general updates, networking breakout rooms, and our very own [Gemma Leigh Roberts](#) will join us to share tips for newsletter success. [Click here to save time on your calendar!](#)

[Save the date](#)

New Instructor Q&A

Are you a new LinkedIn Learning Instructor? [Join Taylor Lindberg](#), Content Program Manager, after our monthly meeting to ask any questions you may have to be set up for success.

[Save the date](#)



[Jessica Chen](#)

Instructor Spotlight

Meet Jessica Chen, CEO at Soulcast Media, Emmy-Award Winner, Executive Presence & Communications Expert.

[What is something not on your LinkedIn profile?](#)

Fun fact: I used to play the harp!

[What is the most impactful way to reach your learners?](#)

Consistency, showing up, and constantly providing valuable content that learners can use and apply immediately.

[What has your career journey been up to this point?](#)

My career started as a broadcast TV Journalist where I worked for stations such as ABC and NBC across the country. After winning multiple Associated Press Awards and an Emmy-Award, I decided to start my own business communications agency, Soulcast Media where we now train Fortune 500 companies and their teams on how they can increase team communications in-person and online. I also work with professionals on how they can level up their presentation and interpersonal communications skills via our e-courses and membership program.

[I'm most energized when ...](#)

I see the work we're doing is helping people advance in their careers when they've previously felt stuck or overlooked.

[What does learning mean to you?](#)

Learning is never-ending. It's what can open our minds and heart beyond what we see in front of us. Whether you learn by reading, watching, talking with others, the key is to never stop!

[Follow Jessica on LinkedIn](#) and check out [her courses](#)



Trending topics

Join the conversation and follow this month's trending topics:

Tokyo Olympics:

- [Rethink Mental Health](#) | LinkedIn Daily Rundown
- [Challenges of Being an Olympic Mom](#) | LinkedIn Daily Rundown
- [#WhereOlympiansWork](#) | LinkedIn Daily Rundown
- [#TokyoOlympics](#) #Stress #MentalHealth #WellBeing #WhereOlympiansWork

Hybrid Work:

- [LinkedIn's Hybrid Approach: We Trust Each Other](#) | Ryan Roslansky

• [Will you miss the mute button when we're meeting in person again?](#) | LinkedIn

• [Reopening: How We Talk to Our Colleagues Now](#) | LinkedIn Hello Monday Podcast Series

• [#RemoteWork](#) #HybridWorkforce #ReturnToOffice #FutureOfWork #Reopening

Upcoming changes to LinkedIn Live

We are making it easier for you to schedule and host your live event. Here are the changes planned over the next few months:

• [Create a scheduled Live post from Streamline](#), it will automatically show up on the feed as a new LinkedIn Event post. This means no more fishing for the broadcast url link.

• [You will be able to schedule a live stream more than 7 days in advance](#). To give you more flexibility and gather a larger audience for your Scheduled Live event, we will remove the limit on how early you can schedule your live event.

• [Event page will only require 1 image upload](#). New, customized banners are being created for each instructor.

Join the [LinkedIn Live Instructor Group](#) for release dates and announcements on these upcoming changes.

[Review your account details](#)

Turn on Creator Mode Today!

Have you turned Creator Mode on yet? This feature is designed to help you showcase your own content, expertise, grow your reach, and network.

Learn how to [flip the switch and build followers](#).

Public Shares

Public Shares are here! Discover what Learners are saying about your course when they share your course publicly on LinkedIn. Check Instructor Analytics to hear first hand from Learners.

[View your analytics](#)

Learner Love

This is one of the best courses I have ever taken in my life. So much knowledge packed into such a small course.

[Critical Thinking for Better Judgment and Decision-Making](#) with [Becky Saltzman](#)

Very relevant to today's business world, coupled with relatable examples.

[Managing Your Emotions at Work](#) with [Jay Fields](#)

Understand and relate very well to articulating the info in layman's terms making it easy to

Tips and Resources at Your Fingertips

Stay in the loop. Visit the Instructor Hub to access valuable best practice guides, marketing assets, brand materials, and much more!

[Visit the Hub](#)

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

Zoe Kelsey
Instructor Marketing

LinkedIn Learning

LinkedIn