

Getting started guide

# LinkedIn Learning Office Hours

For Instructors | January 2022



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# 1 Introduction



① Introduction

# Office Hours

Connect with your network and the LinkedIn Learning community in real time

By the numbers:

Office Hours benefits  
instructors and learners

**1.7x** faster

Instructor follower  
growth is **1.7x faster**  
in weeks when an  
event occurs

**2x** as likely

Engaged Office  
Hours learners are  
**2x as likely** to watch  
the same instructor's  
course in the next  
30 days.

# Office Hours

Office Hours introduces a new, interactive content type to the learning experience. Office Hours is the brand name for **LinkedIn Live** events that are promoted on LinkedIn Learning. Learners can find upcoming and already-concluded events on the homepage and elsewhere throughout LinkedIn Learning.

**Ways to get started:** Cover late-breaking news topics that relate to your area of expertise, adding ultra-timely learning value to the courses you create. Host “Ask Me Anything” events, optionally with other instructors or guest experts. Do a deep dive into topics covered in your courses, optionally making a course free for your followers for 24 hours.

## Benefits

- Increased visibility for your live events. Your LinkedIn live events will be discoverable not only to your LinkedIn network, but also to the LinkedIn Learning community.
- Build your instructor brand. Share your expertise in an authentic way.
- Interact with learners. Viewers can type questions and comments as the event takes place. Answer questions and get insights on what people are looking to learn.
- Drive deeper engagement. Live videos get, on average 7x more reactions and 24x more comments than native videos.
- Enable learners to hear from you—live. Recent research shows that #1 reason members attend live events is to learn trending, industry topics.

## 2 Quick start



# Before you start: what you need

The following steps will get you up and running, but we strongly recommend exploring the rest of this guide for important details and some tips.

## 2 Quick start

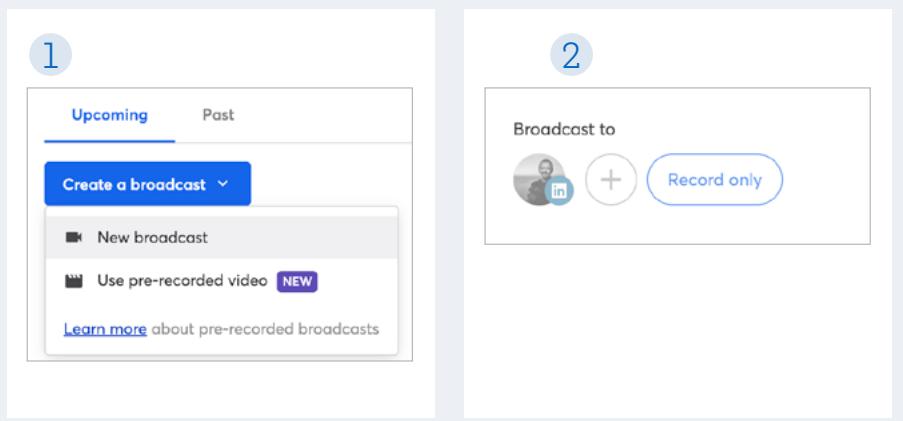
# Quick start

Go live in three steps

- 1 **Creator mode.** To have access to LinkedIn live streaming, you must activate Creator mode in your profile. See this [Help Center article](#) or this great [LinkedIn Learning course](#).
- 2 **Camera and microphone.** Your computer's built-in hardware will do the job, though many instructors prefer to invest in a higher-quality microphone, video conferencing camera, and inexpensive ring light or other supplemental lighting.
- 3 **A broadband connection.** Use [speedtest.net](#) to ensure you have at least 10Mbps upload speed, and if possible, use hard-wired internet connection instead of Wi-Fi.
- 4 **A Streamyard account, connected to your LinkedIn profile.** You can go live on LinkedIn using a variety of tools, but we recommend [Streamyard](#). A free version is available, but a premium account provides more options, including the ability to customize on-screen graphics, play a prerecorded video, and more.
- 5 **A thumbnail graphic.** Each event has a thumbnail graphic that appears on the LinkedIn Learning website. It also appears on the event page prior to the start of the event. When creating an event, you'll need to upload this graphic or a similar to it with your own branding. ([More details.](#))

# Three steps to scheduling an event via Streamyard

## 1 On Streamyard, create a “New broadcast”



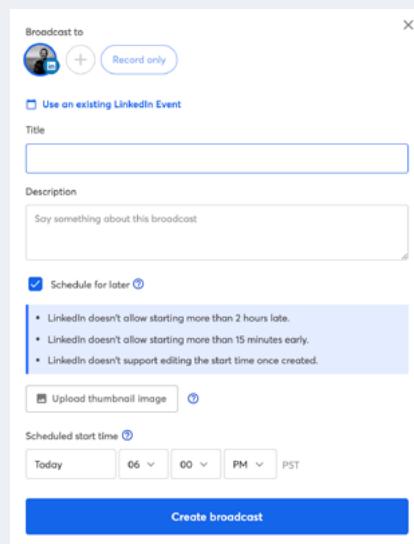
- In the Broadcast To dialog, be sure to select your profile photo.

If your profile photo doesn't appear, your LinkedIn account isn't yet connected to Streamyard. Click Add a Destination, then choose LinkedIn Profile and sign in to LinkedIn.

To see these steps in action, watch [this video](#)



## 2 Specify event details, then click Create Broadcast



- Write a short description of the event, including the names of any guests you might have.
- Click the Schedule for Later box, then specify the start date and time in your local time zone. (Tip: Try to schedule at least seven days in advance to allow for more discoverability and promotion)
- Upload the thumbnail image for the event ([learn more](#)).

## 3 Complete the LinkedIn Learning intake form

- The title will appear on LinkedIn, on LinkedIn Learning, and on the event page. (Tip: Short, descriptive titles work best.)
- Don't forget to include the URL of your event.  
To get the URL, use the three-dot menu in the Broadcast window on Streamyard: choose View on LinkedIn, then copy the URL from your browser's location bar.
- Try to submit an intake form at least seven days prior to an event. That will give it more exposure on LinkedIn Learning and likely result in a larger audience.

## Tips

- To view your newly created event on LinkedIn, click the three-dot menu next to the broadcast and choose View on LinkedIn.
- Plan to have guests? Use the Invite a Guest option in the three-dot menu to get a link that you can send to your guests prior to the event. Also, use the Add Speakers button on the event page so that they're featured on the page.
- Streamyard provides lots of options for adding custom graphics and videos, displaying multiple guests on the screen, and much more. See the [Streamyard website](#) and this [LinkedIn Learning course](#) for more details and tips.

## 3 A closer look

This section contains more details on event thumbnail graphics and an overview of the Streamyard studio window.



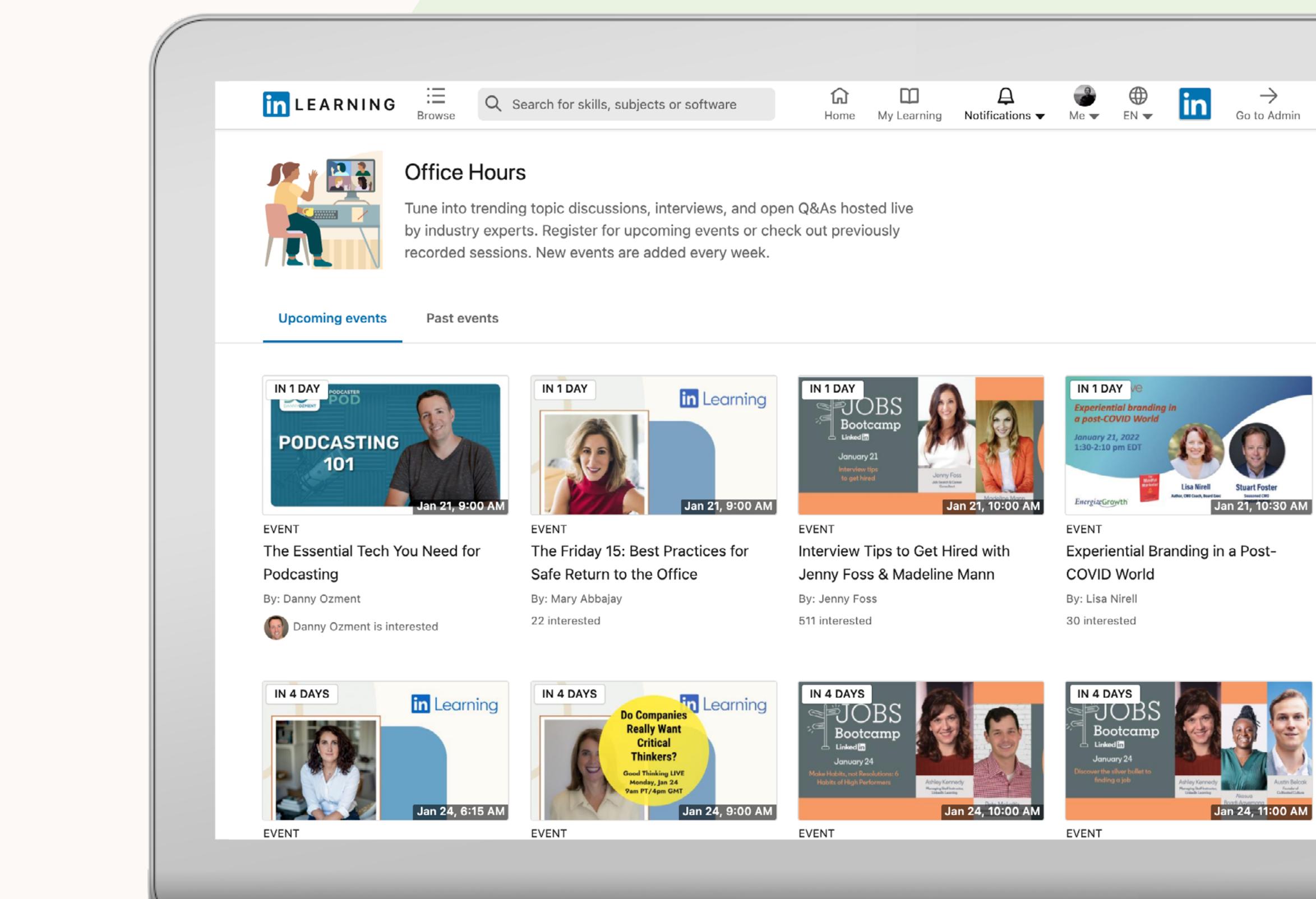
### 3 A closer look

# Details on event thumbnail graphics

As noted earlier, each event needs a thumbnail graphic. We create a customized graphic for each instructor. It contains LinkedIn Learning branding as well as an instructor headshot.

LinkedIn Learning thumbnail graphics are located [here](#) (you'll need to request access to the folder). If you're hosting your first Office Hours event, you may not see one. Please contact Jim Heid ([jheid@linkedin.com](mailto:jheid@linkedin.com)) to request a thumbnail. If you'd like to create a thumbnail with your own branding, you can do so as well (800 pixels x 450).

**Important:** You can make minor alterations to a thumbnail graphic — such as adding a text headline or headshot for a guest — but please avoid making significant changes to the design.

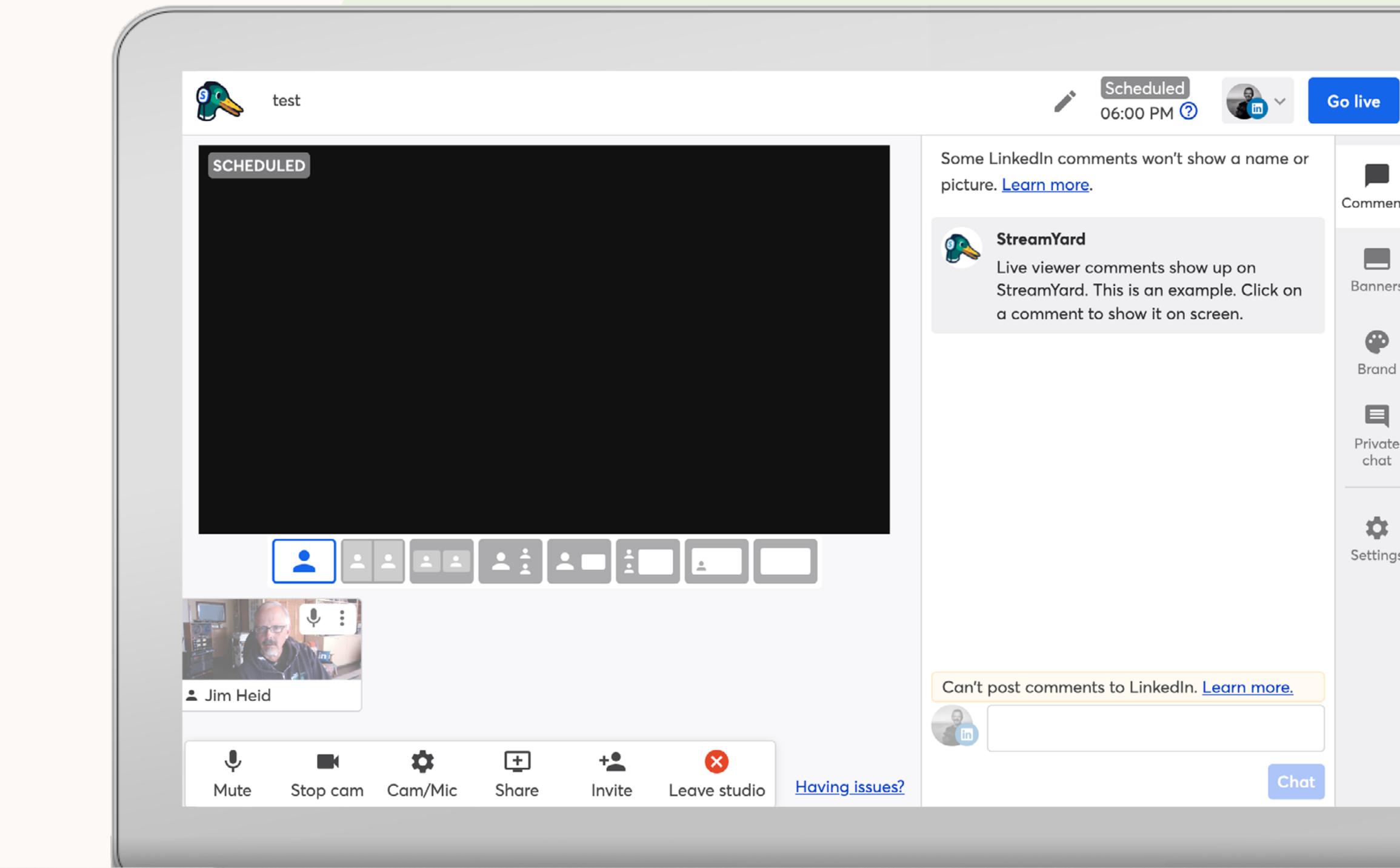


### 3 A closer look

## Going live

Before your event is scheduled to begin, click the Enter Studio button in the Broadcasts list in Streamyard.

- You'll have a chance to adjust camera and mic settings before you go live.
- Viewer comments made on LinkedIn appear in the Comments area.
- You can add the text of a comment to your live stream; simply click on the comment in the Comments area.
- The controls below the main video window let you add and remove guests to and from the stream and control how guests are displayed.
- The options along the right edge of the broadcast window let you add text banners, branding graphics, and more.
- Consider doing a trial run before your first “real” event — call it “Test” or “Episode 0” to your followers know what to expect.



# 4 The learner experience

A journey through the learner's experience



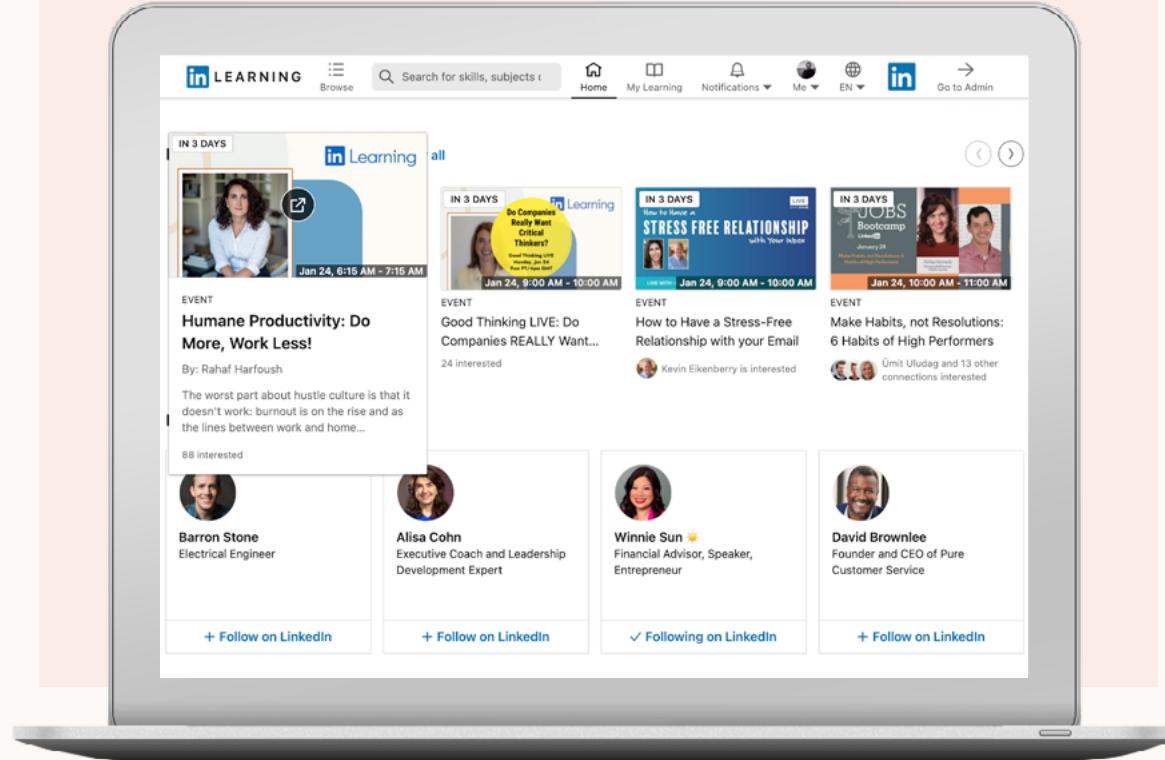
## 4 The learner experience

# The learner experience

If you host or are a guest for Office Hours, your LinkedIn followers will receive a notification to RSVP for the event and will be notified when you're live.

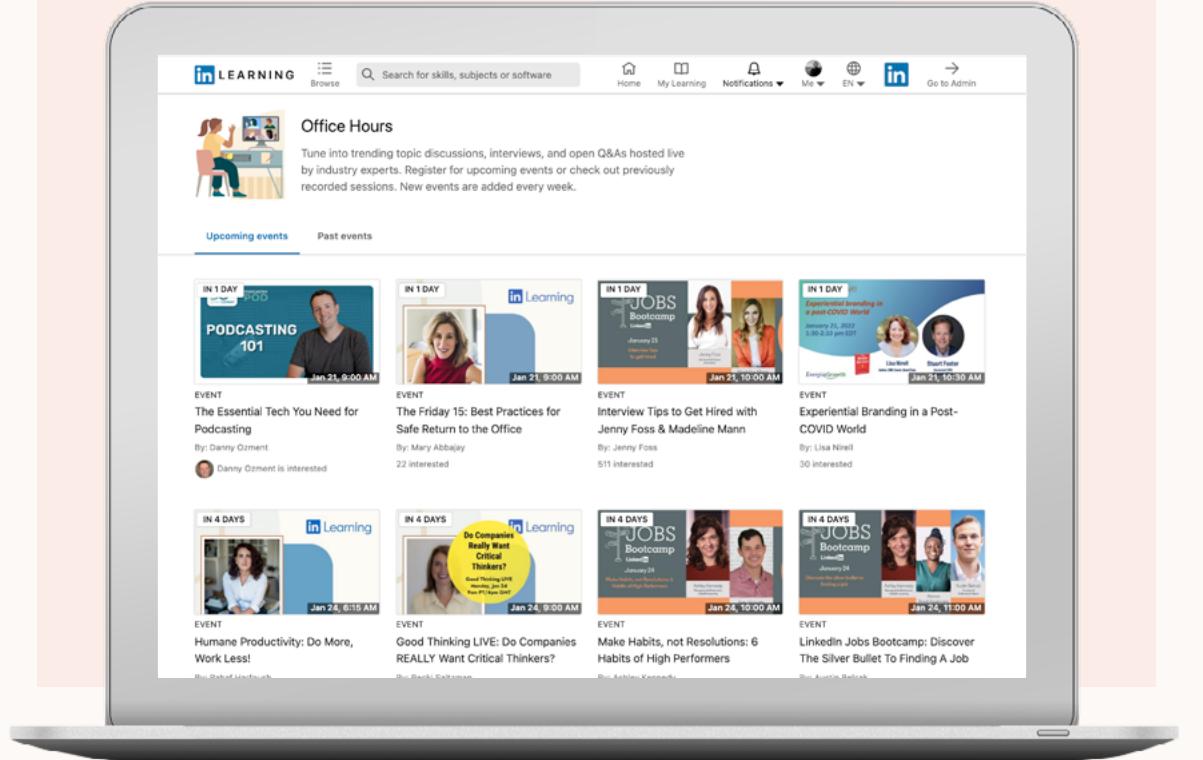
## Discovery on LinkedIn Learning

Learners can find events in several ways on LinkedIn Learning, starting with the Office Hours carousel on the LinkedIn Learning homepage. Members can hover over a content card to view event details.



## View Upcoming and Previous Office Hours events on LinkedIn Learning

Learners can get a complete overview of all live events, both upcoming and completed.

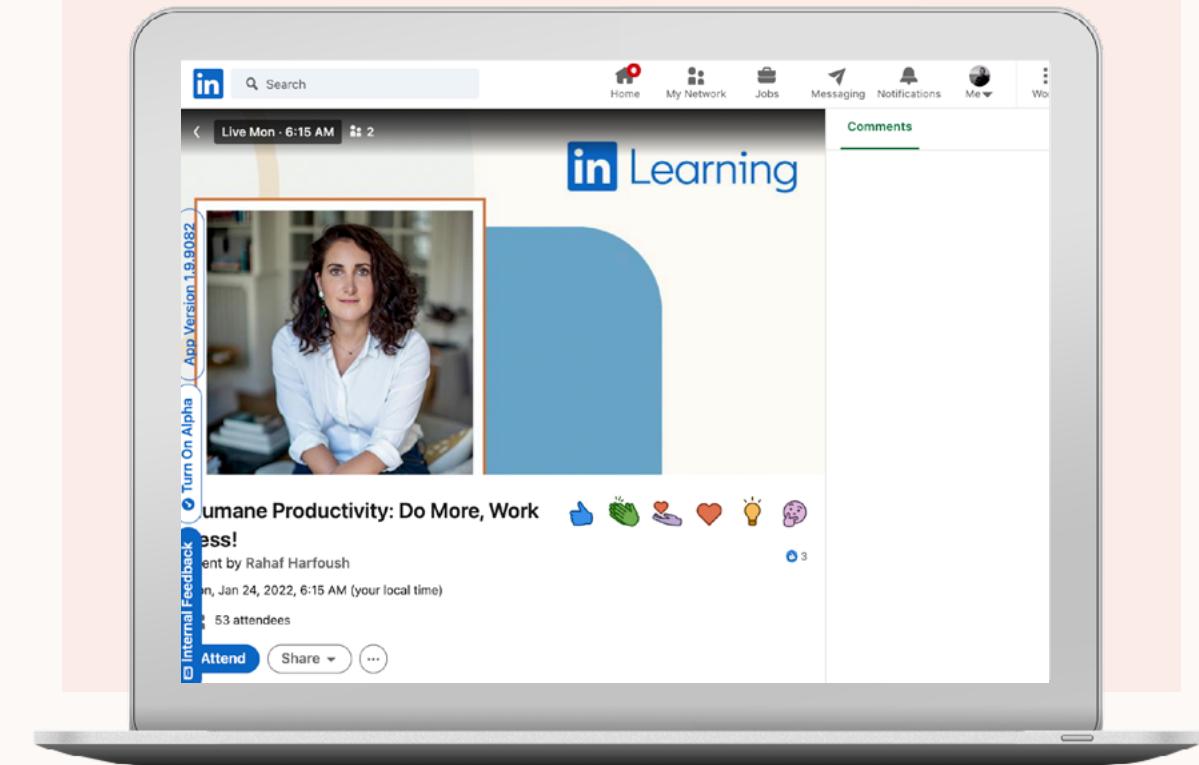


## The Event Page

When a learner clicks through to an upcoming event, they see the event page, where they can:

- RSVP and optionally add a calendar reminder
- View all the speakers and other details about the event
- Get notified of event start
- Share the event on LinkedIn and elsewhere
- Chat with other attendees

**Note:** If a learner clicks on an event that's already underway or has concluded, the event video begins playing immediately.



## 5 Top 10 Tips



# Top 10 tips for hosting Office Hours events

We strongly recommend that you check out the best practices above, but we also know you're busy, so here are our Top 10 tips for hosting Office Hours to get you started. In our detailed guide, we explore these topics and more.

- 1 **Plan your event:** Add learning context around late-breaking news topics that relate to expertise. Host "Ask Me Anything" events. Explore topics covered in your courses, optionally with guests.
- 2 **Naming your event:** When naming your event, make titles descriptive and note that short titles are better than long ones.
- 3 **Remember content guidelines:** avoid profanity and mentions of discussion of alcohol, firearms, etc.
- 4 **Event duration:** Our research shows that 45-minute or shorter events get the best viewer engagement
- 5 **Hard-wire instead of WiFi:** Avoid Wi-Fi if possible; a hard-wired connection is more reliable
- 6 **Get to the point:** Start on time and get right into the content
- 7 **Use the comment chat:** Remind viewers that they can comment and ask questions, and when appropriate, paste links to courses and other resources into the chat
- 8 **Address your audience:** Make eye contact with the camera.
- 9 **Trim the beginning:** After your event concludes, edit the beginning of the recorded video to trim out chaff (it's easy and really helps replay viewership)
- 10 **Share and re-purpose:** Share the completed event replay on LinkedIn and elsewhere. And if a part of the event inspired a lot of comments and engagement, consider writing a short-form post or blog post about it.

## 6 Learn more

### Stay connected

Join the [LinkedIn Learning Live - Instructor Group](#) to stay up to date on announcements, ask questions, and network with other instructors for co-hosting and guest opportunities.

### Additional resources

- [LinkedIn Live Video](#)
- [LinkedIn Live Video Broadcasting - FAQs](#)
- [LinkedIn Live Troubleshooting](#)

