



Welcome LinkedIn Learning Instructors!

May 30th, 2023

NDA

The Legal Stuff

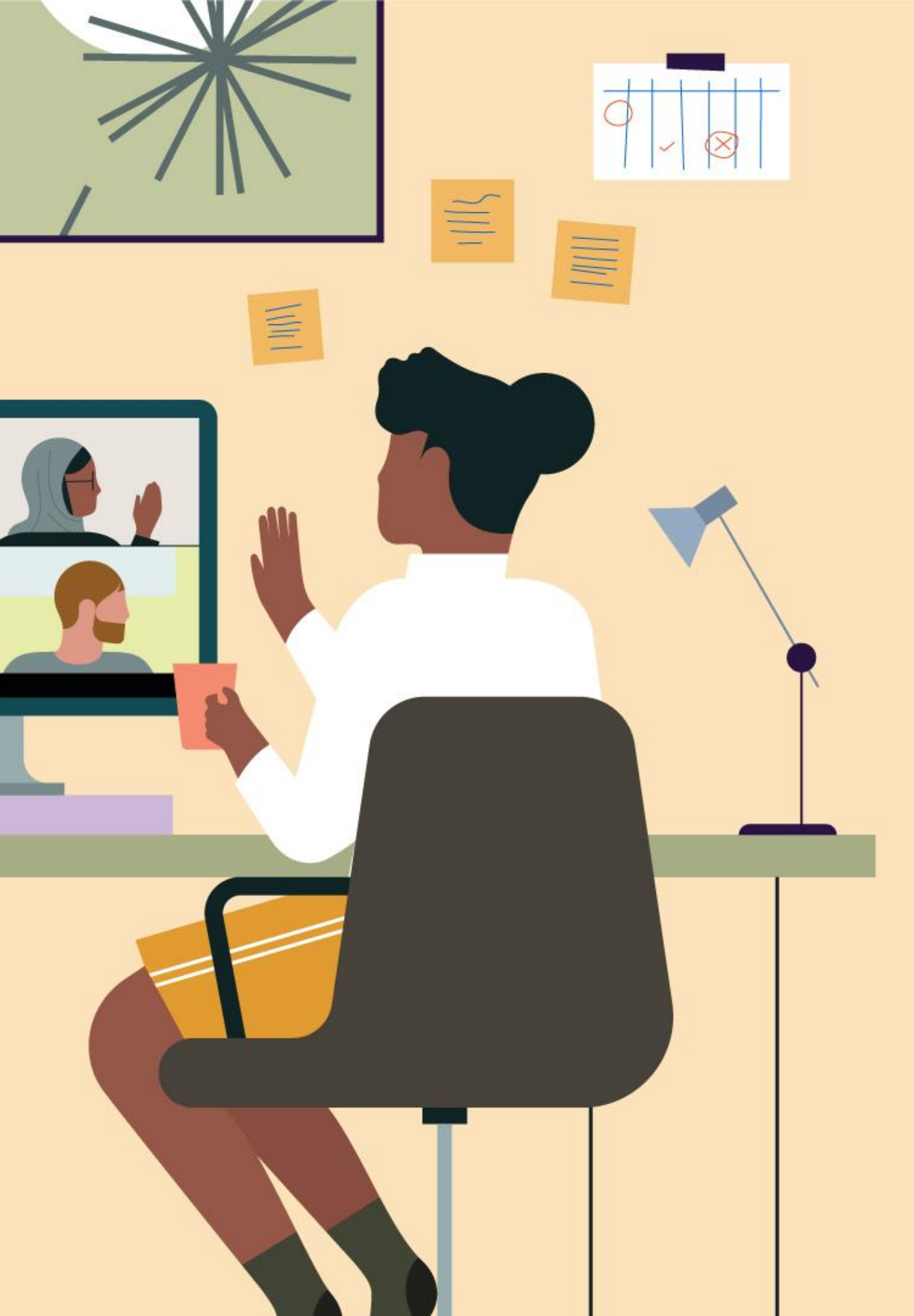
All materials presented here are subject to your instructor, LinkedIn, or Microsoft NDA unless indicated.



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. General updates
3. Deep dive: LinkedIn's business lines
4. Instructor breakouts
5. Thank you!

Optional: New Instructor Bootcamp

New and seasoned instructors are welcome to join

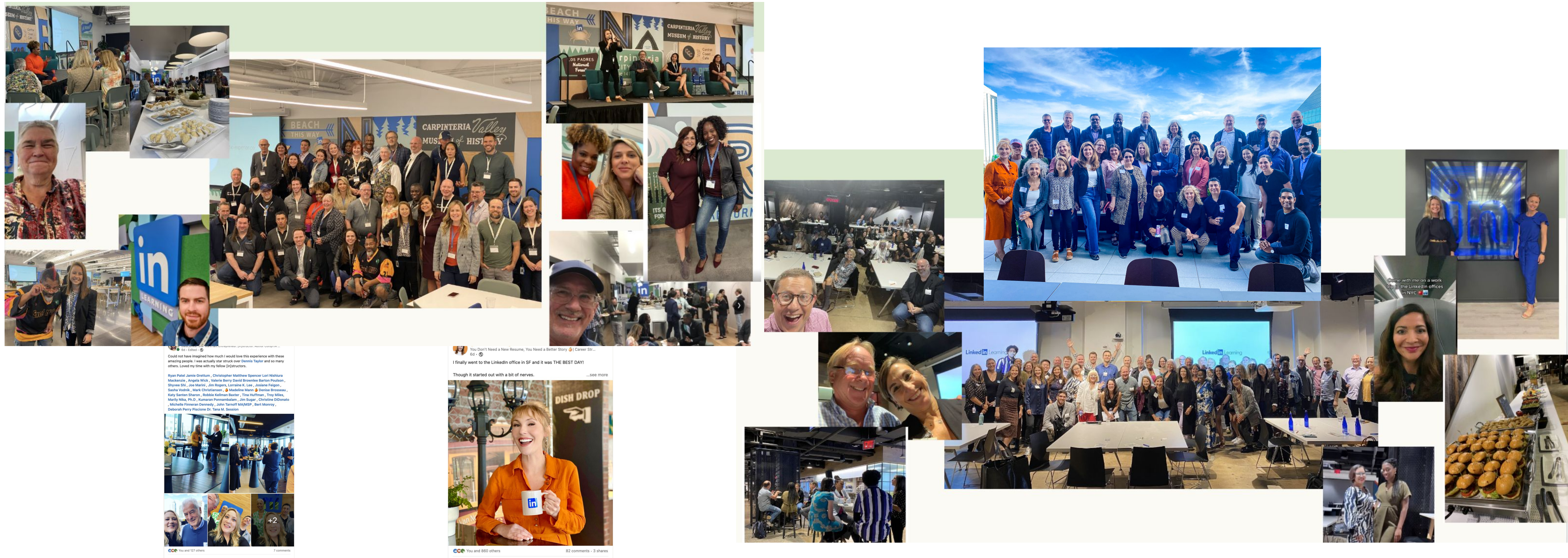


General updates

Zoë Kelsey

Instructor Marketing Manager

Instructor Reunions have been so valuable ...



"I was absolutely delighted to hang out with so many LinkedIn Learning instructors and LinkedIn peeps. So fun learning from each other, strategizing ways to cross-promote our courses and spend time in community."

- **Stacey Gordon**



"I was moved by the mission to continue helping meet learners exactly where they are. There's a purposeful focus on getting learners the skills to get them into the positions and organizations of their dreams, and I left feeling inspired to see how I can help."

- **Justin Valley**

**We're excited to
share the next
evolution ...**

LinkedIn

Instructor

Reunion Tour



LinkedIn Learning

Instructor
Connect

What's new?

- The name
- They're longer half-day events - 4.5 vs 3 hours
- Fewer high quality events - 2 in-person, 1 virtual summit
- High caliber executive panels
- Instructor breakouts based on topics you're interested in learning more about
- Learning workshops with the LinkedIn team
- Join us for more goodness!

LinkedIn Learning | Instructor Connect

Save your spot, today!



San Francisco



Virtual summit



New York City



October 26th



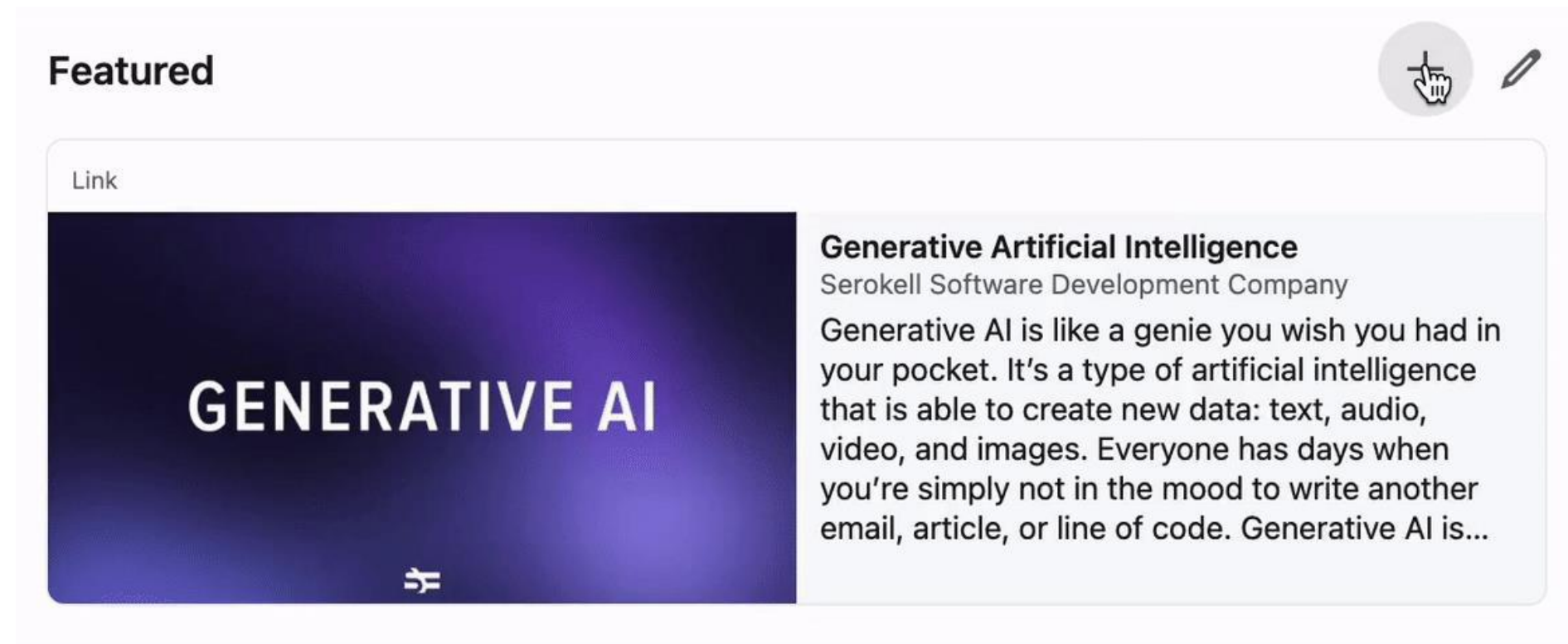
January 30th



May 9th



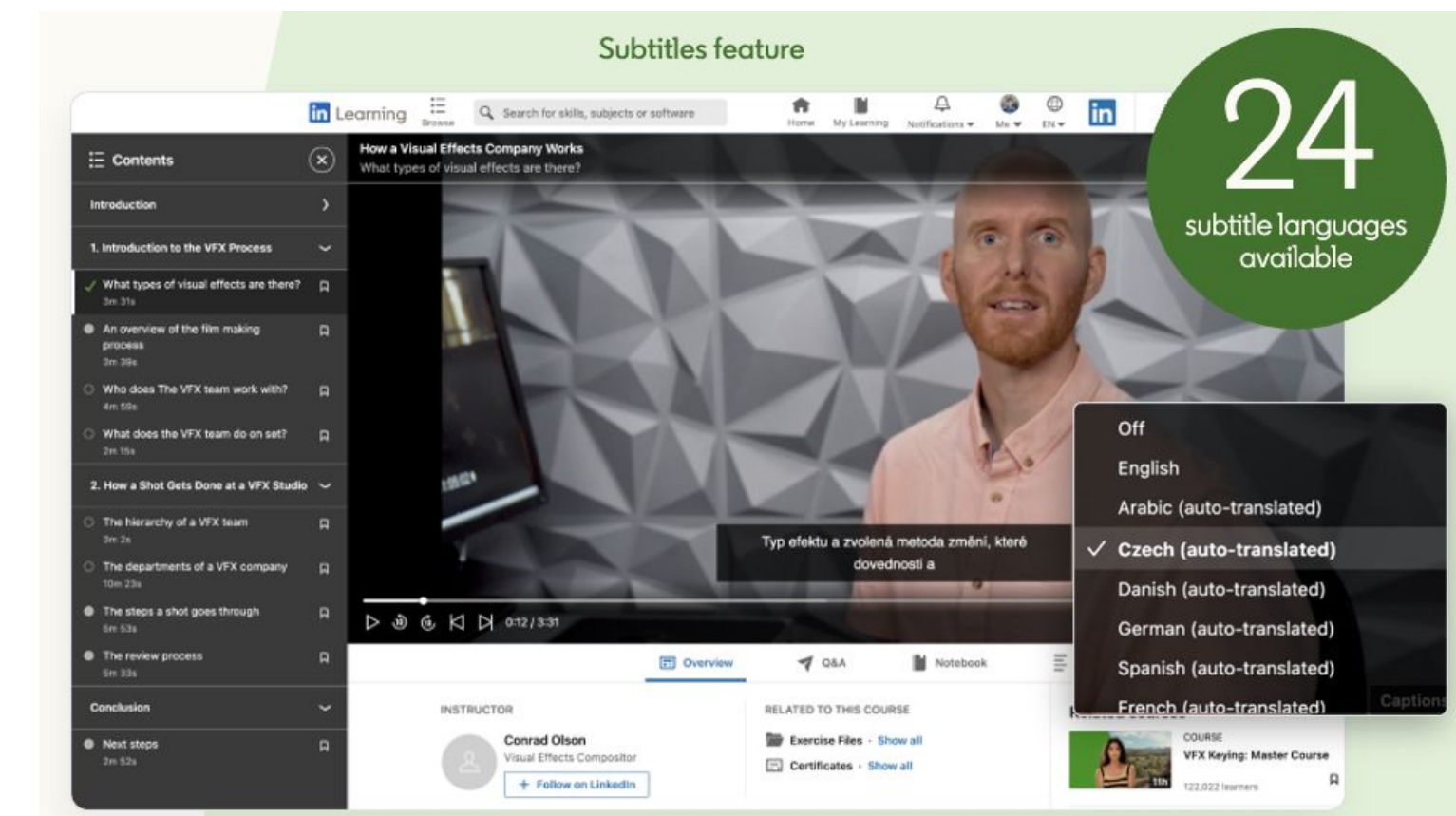
New features to elevate your thought leadership



Drive more awareness to your courses from your LinkedIn profile:

Now, in the "Featured" section of your LinkedIn profile, you can select “Add a Course” option to feature as many LinkedIn Learning courses directly to your profile as you'd like. This feature elevates your courses on your profile and allows members to immediately start watching courses from your profile.

Add courses to your profile, today.



We're connecting the world's professionals with your course in 24 languages:

Your Global English courses are now available with multilingual subtitles in 24 languages to connect the world's professionals to make them more productive and successful.

Discover courses with machine learning translated subtitles, today.



Current + upcoming Initiatives



Find Your In

- You never know what could unlock a new opportunity - or an “in” - to further a learners' career journey. We're excited to share that LinkedIn launched a new campaign called #FindYourIn, highlighting all the ways LinkedIn can enable career growth. **We invite you to share your pivotal story of finding your in** using the hashtag #FindYourIn.



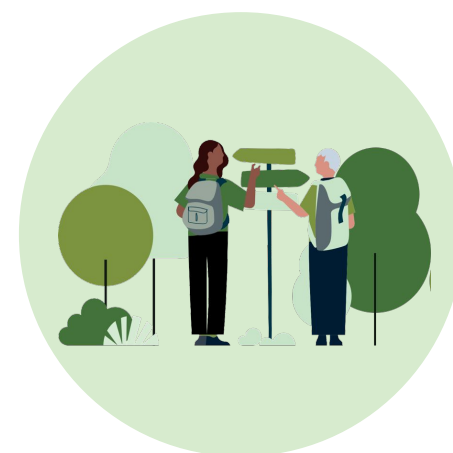
LinkedIn's 2023 Guide to Kickstarting Your Career

- We released LinkedIn's 2023 Guide to Kickstarting Your Career that aims to provide a resource to help career starters of all backgrounds approach the beginning of their work life well-informed and with the skills they need to succeed, including courses to help.



June Pride Month

- We will be amplifying LGBTQ+ voices to spark conversations and a sense of belonging. Stay tuned!



LinkedIn's July shutdown

- The week of July 3rd, your LinkedIn team will be closing our laptops for a week to enjoy some R&R!



Deep dive: LinkedIn's business lines

Matt Stolbach

VP on Business Operations at
LinkedIn

Vision

Create economic
opportunity for every
member of the global
workforce

Mission

Connect the world's
professionals to make
them more productive
and successful



In a nutshell:

We build a **large and active community** then **deliver value** based on that community, and then **build businesses** based on that **economic value**. We then invest in our ecosystem to **further our mission and vision**

Three marketplaces on LinkedIn

Talent Marketplace



Knowledge Marketplace



Products & Services Marketplace

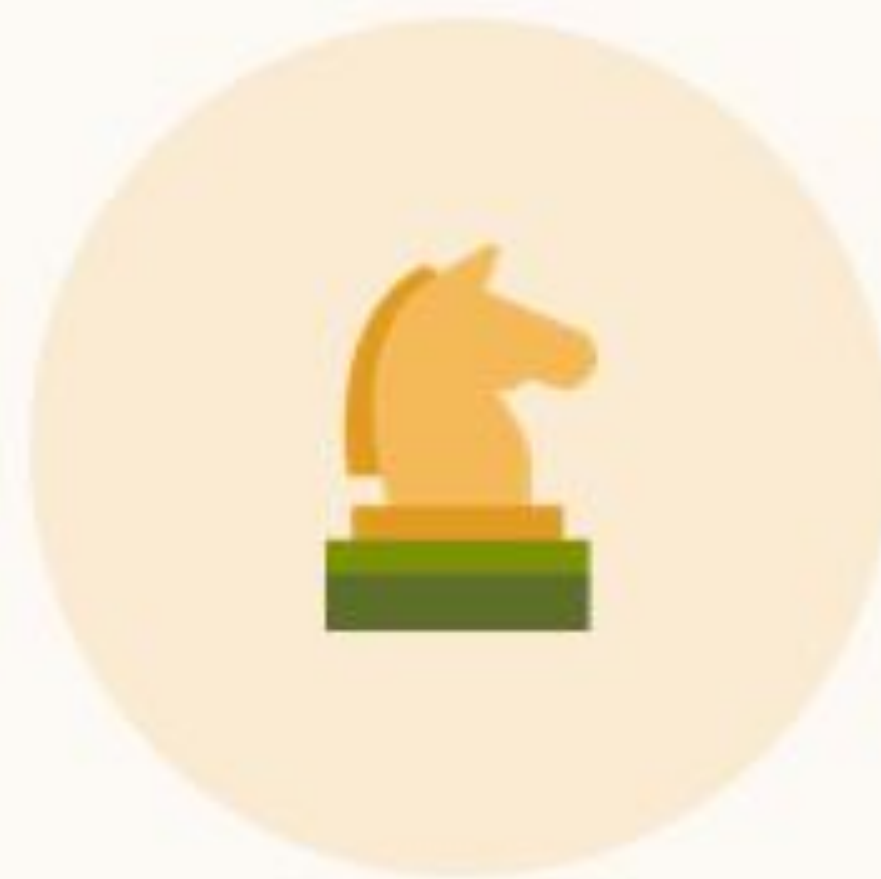




Two categories of services



Media



Subscription (SaaS)



Example Products



Media

- Sponsored Content (LMS)
- Online Jobs (LTS)



Subscription (SaaS)

- Recruiter (LTS)
- Enterprise Learning (LTS)
- Sales Nav (LSS)
- Premium

Two GTM paths



Field



Online



Subscription plans serve a variety of audiences

For individuals



Career

Get hired & get ahead

- Job seeker insights
- 5 InMails
- Who's Viewed My Profile



Business

Grow & nurture network

- Unlimited profile search
- 15 InMails
- Business Insights



Sales Navigator Core

Find & contact prospects

- Advanced search filters
- 50 InMails
- Lead & account recommendations



Recruiter Life

Find & hire talent

- Adv search filters & recs
- 30 InMails
- Project pipeline management

For corporations



Sales Nav Advanced



Learning



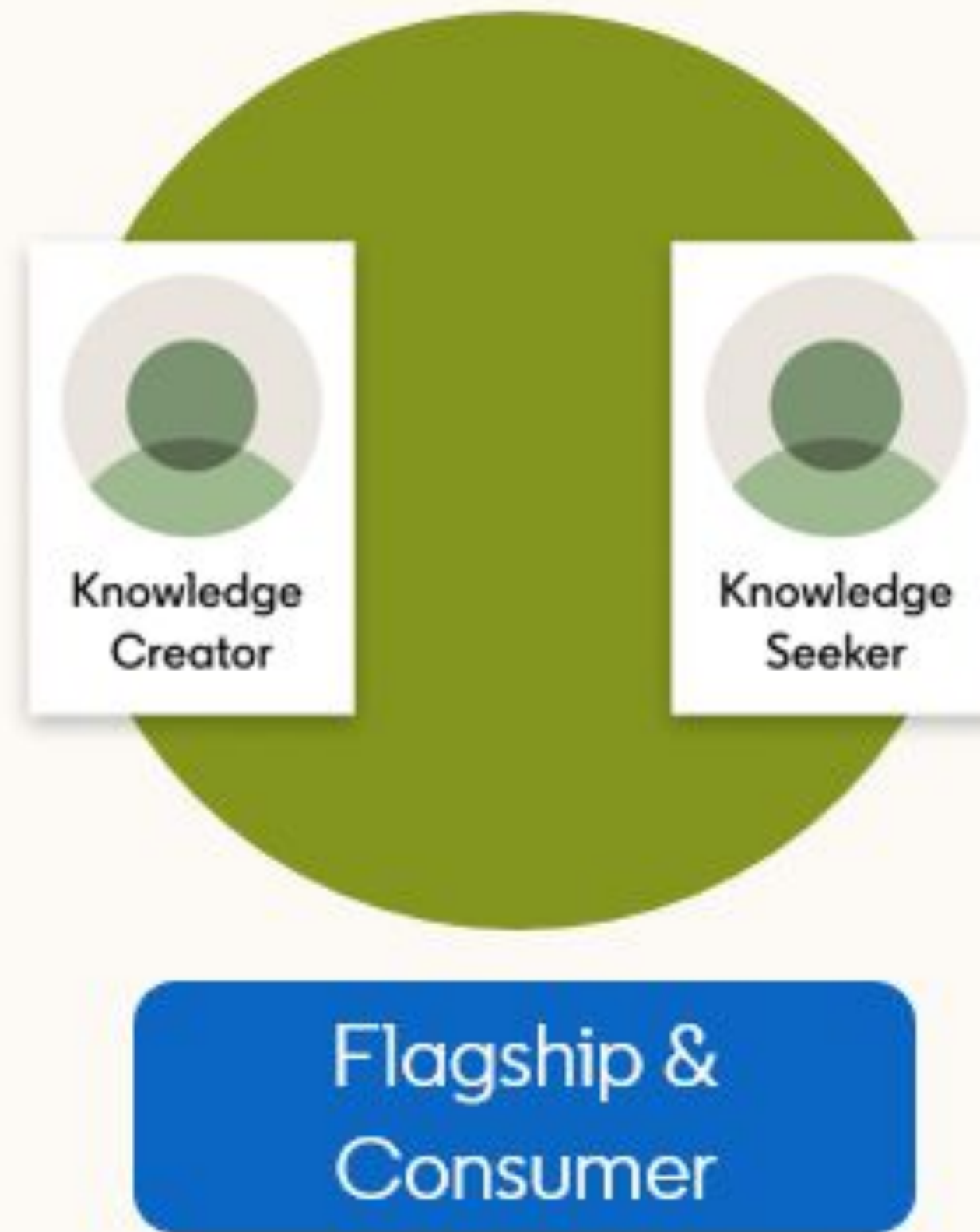
Recruiter Corporate

We build businesses on the value we deliver through our marketplaces

Talent Marketplace



Knowledge Marketplace



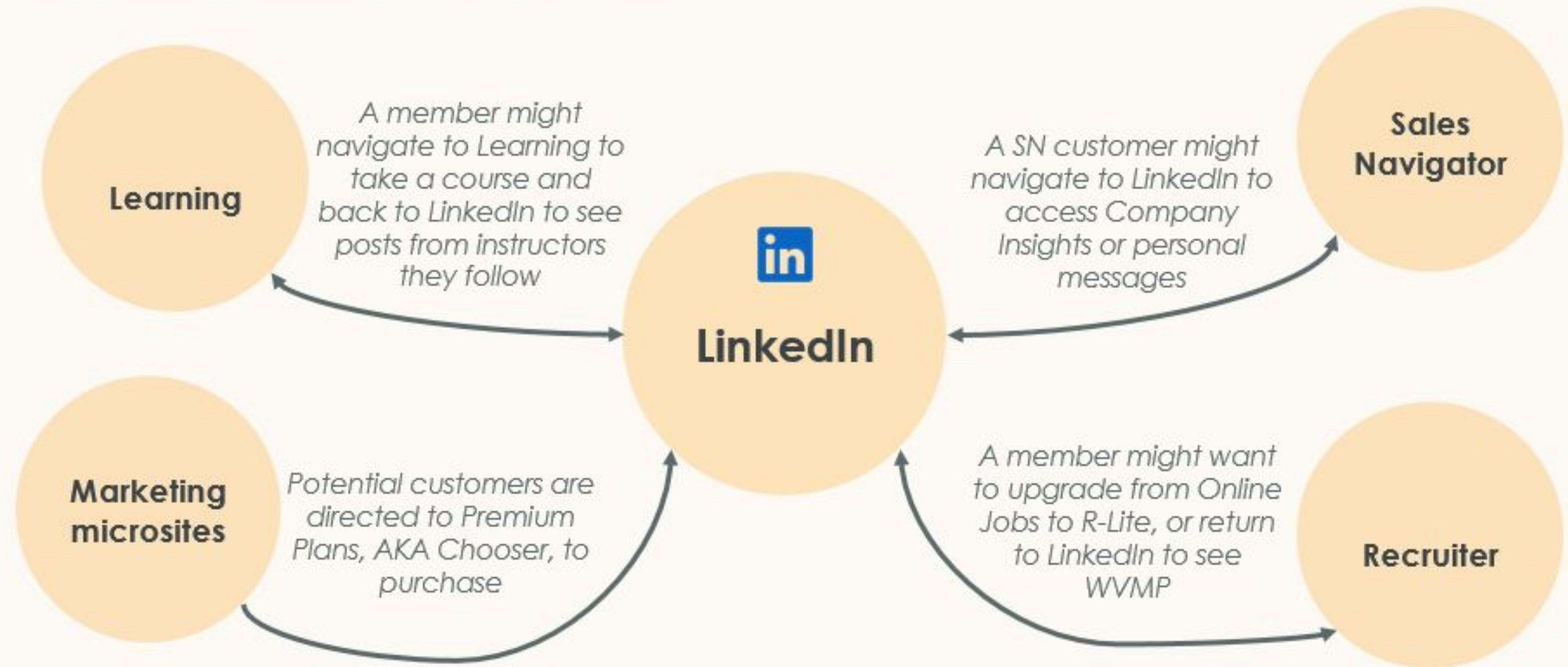
Products & Services Marketplace



Premium

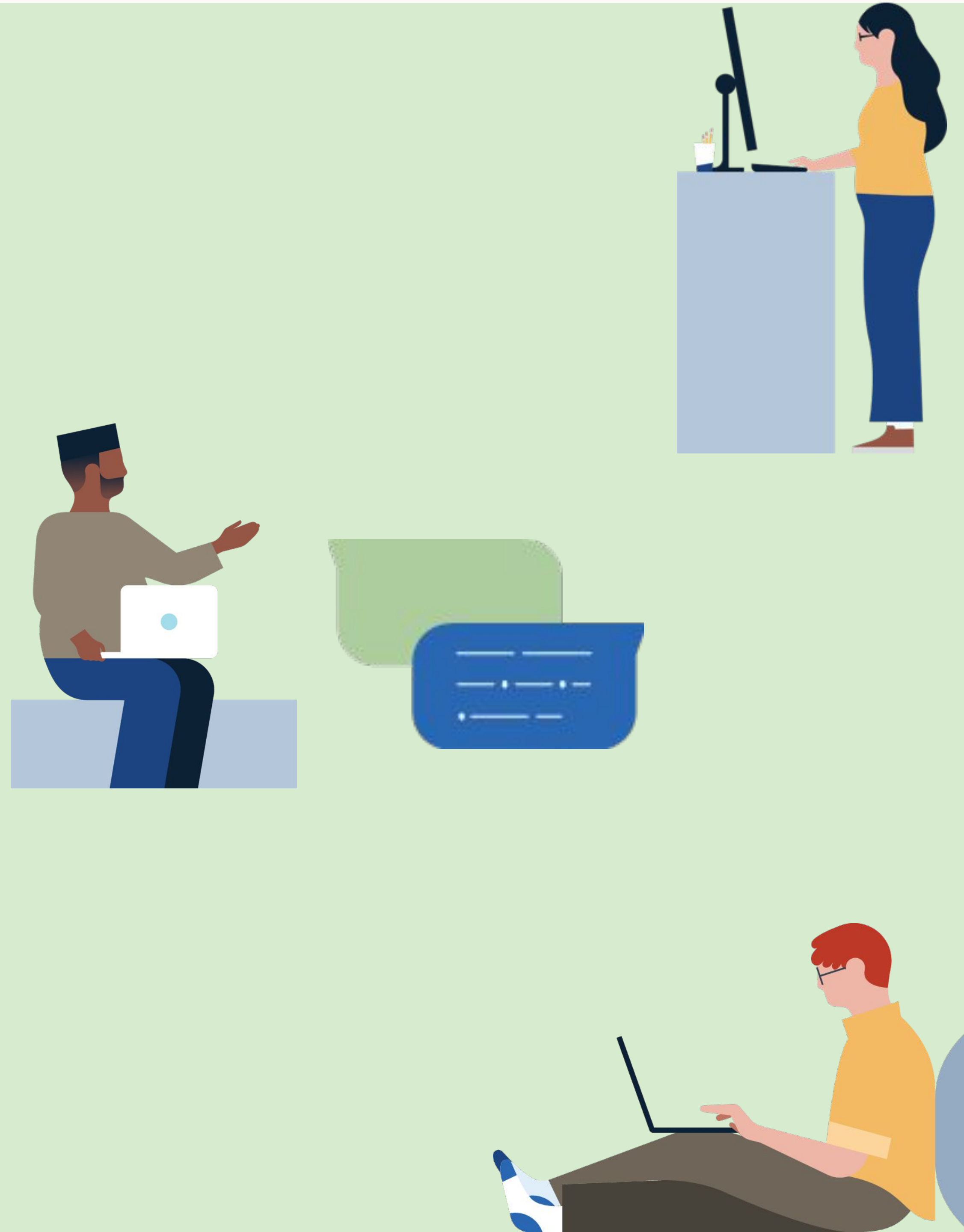
The ecosystem and our businesses interact fluidly

The user journey often starts on the main LinkedIn experience, but users navigate back and forth to sign up, access features, or cancel subscriptions.



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



Break outs

Intros:

Introduce yourself, where you're from, and your expertise.

Prompts:

What is 1 opportunity you're working to overcome to build your community?

What is 1 thing you regularly do to build your community?

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 June 27th, 2023

Join us for the monthly all-hands where we'll share how we create skill-centric courses and help learners discover them. [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

Thank you!

Please take our survey:

<https://www.surveymonkey.com/r/may23-instructor-allhands>





LinkedIn Learning New Instructor Bootcamp

Instructor Meeting | May 2023

New Instructor Bootcamp



Danielle Gunderson
Content Project
Manager



Zoë Kelsey
Instructor Marketing
Manager



Dione Johnson
Content Producer and
Instructional Designer



What I'll cover

- 1 Instructor lifecycle touchpoints
- 2 Who to go to when
- 3 Key opportunities and ways to stay connected
- 4 Q&A

Instructor Lifecycle | Touchpoints

	Instructor Acquisition	Welcome and connect with Content Manager	Sign contract	CM x Producer handoff	Course Production	Course launches
Instructor Lifecycle	<ul style="list-style-type: none"> -Instructors are sourced for courses by Content Managers based on expertise -You would sign your NDA at this point 	<ul style="list-style-type: none"> -You and your Content Manager agree to work on a course -Receive a Welcome email to provide your personal details as a potential instructor 	<ul style="list-style-type: none"> -Be sure you check these details and notify your Content Manager of changes needed -Payment distribution for your course is described here 	<ul style="list-style-type: none"> -CM introduces you to producer via email -Kickoff call 	<ul style="list-style-type: none"> -Pre-production -Recording -Post-production 	<ul style="list-style-type: none"> -It's official. You're a LinkedIn Learning published instructor!
Ongoing touch points: Monthly all-hands and newsletters, instructor group						

Who to go to when

More details



Course dependant

Your Content Manager

- Royalty questions
- Contracting process
- Updates to your LinkedIn Learning Instructor profile
- Access to Analytics
- New course inquiries

Your Producer

- Anything regarding the production of the course, such as the course content and launch date

Content Operations

ContentOps@linkedin.com

- Questions regarding Instructor Settings on LinkedIn Learning
- Banking Updates
- Royalty and Advance Payments Questions
- LinkedIn Premium Subscription

Marketing

LiLInstructors@linkedin.com

- Marketing questions and opportunities
- Queries about content in marketing meetings and newsletters
- Other questions you don't know who to go to

*Community Manager

(only applies if you're managed by LinkedIn's creator team)

- They can suggest topics, format types, a cadence to post, and ways to increase engagement on LinkedIn

Housekeeping highlights from your operations team

Here are some pointers from Content Operations to help improve your Instructor experience.

Contact our team at ContentOps@LinkedIn.com for any questions on the topics below.

Instructor Features

Visit LinkedIn Learning to access Instructor Features:

- Maintain personal contact information in the [Instructor Settings](#).
- Update your legal entity details for contracting purposes in the Contract Details section.
- Access to [Analytics](#) and [Payment](#) details for your active courses in the library once they have been published.

Legal and Payments

To ensure timely processing of contracting and payments:

- Review all contracts carefully for accuracy prior to signing.
- Maintain legal contract details in the Instructor Settings under Contract details.
- Royalties paid 10th business day of the month.
- Make updates to banking information via our [Global Banking Form](#).

Premium Benefit

Ongoing automatic LinkedIn Premium Business subscription:

- Granted via link to your personal LinkedIn profile URL when you sign your first contract.
- Unable to grant this free subscription if another subscription exists on your profile. Contact ContentOps@linkedin.com with questions if this is the case for you.

Key Opportunities

LiL Pilots

What is it? An email based program surfacing opportunities and to provide feedback on new products and initiatives to help guide short-term questions and considerations we have to support our Instructor community.

Benefit: The ability to directly influence initiatives and products and have access to new initiatives and products first.

Opt in: Email LiLINstructors@linkedin.com to let us know you'd like to "opt in"

Kindling

What is it? Kindling is an email the LinkedIn News team sends to LinkedIn Influencers and Thought Leaders (like you!) and surfaces trending topics for you to spark inspiration and post about.

Benefit: If you do post and share back with the news team, they will potentially include you in their news roundups and send notifications to your followers to broaden your reach and increase engagement.

Opt in: Email LiLINstructors@linkedin.com to let us know you'd like to "opt in"

Stay connected



1. Monthly Instructor newsletter

Learn what we're up to, what we're hearing from all of you, and more. [View archives](#)



2. Monthly Instructor All-Hands

Join us for our next Instructor all hands on 6/27 and [RSVP today](#). Plus, check out our [meeting archive](#).



3. Instructor hub offering tips + resources

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 LiLinstructors@linkedin.com

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Q&A

