Welcome LinkedIn Learning Instructors!

June 27th, 2023

LinkedIn Learning

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
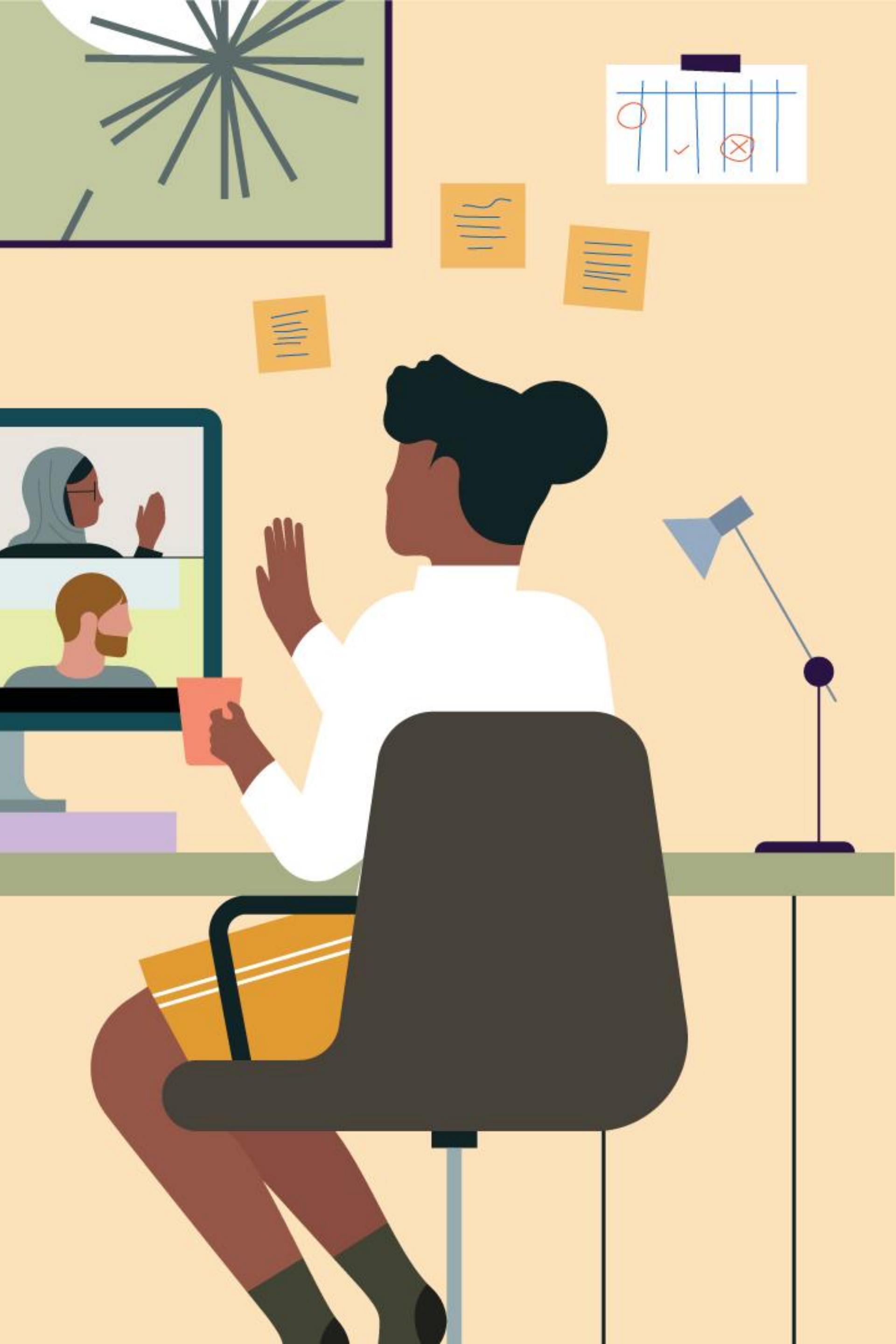
Agenda

1. Welcome
2. General updates
3. How we create skill-centric courses
4. Ways we connect learners with courses
5. Instructor breakouts
6. Thank you!

General updates

Zoë Kelsey

Instructor Marketing Manager

Guest meeting host transition

July - September 2023

Goldie Chan

Brand Strategy, Speaker and Advisor
at Award-Winning Warm Robots
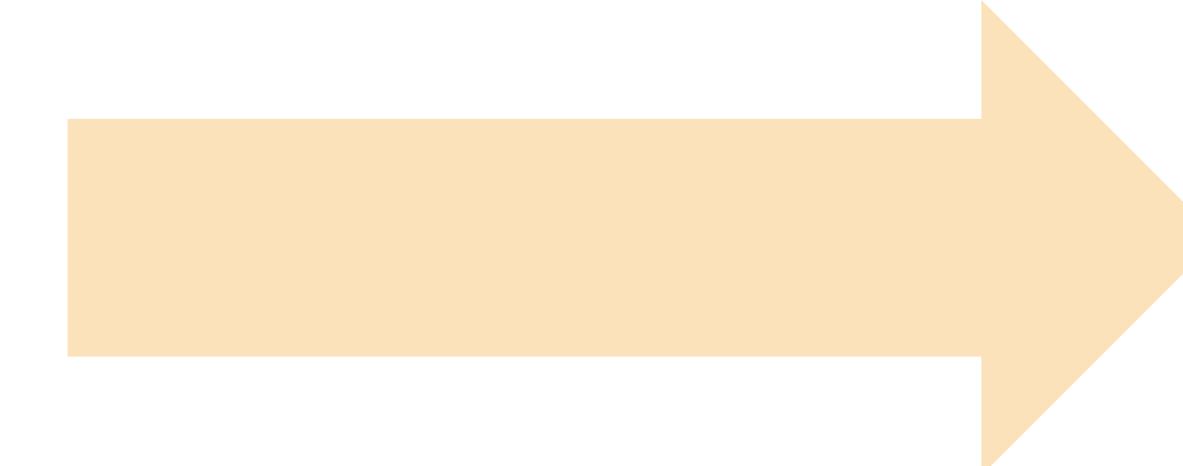
Roshanda E. Pratt

Video Visibility Coach, Content Producer,
Founder of REP Network

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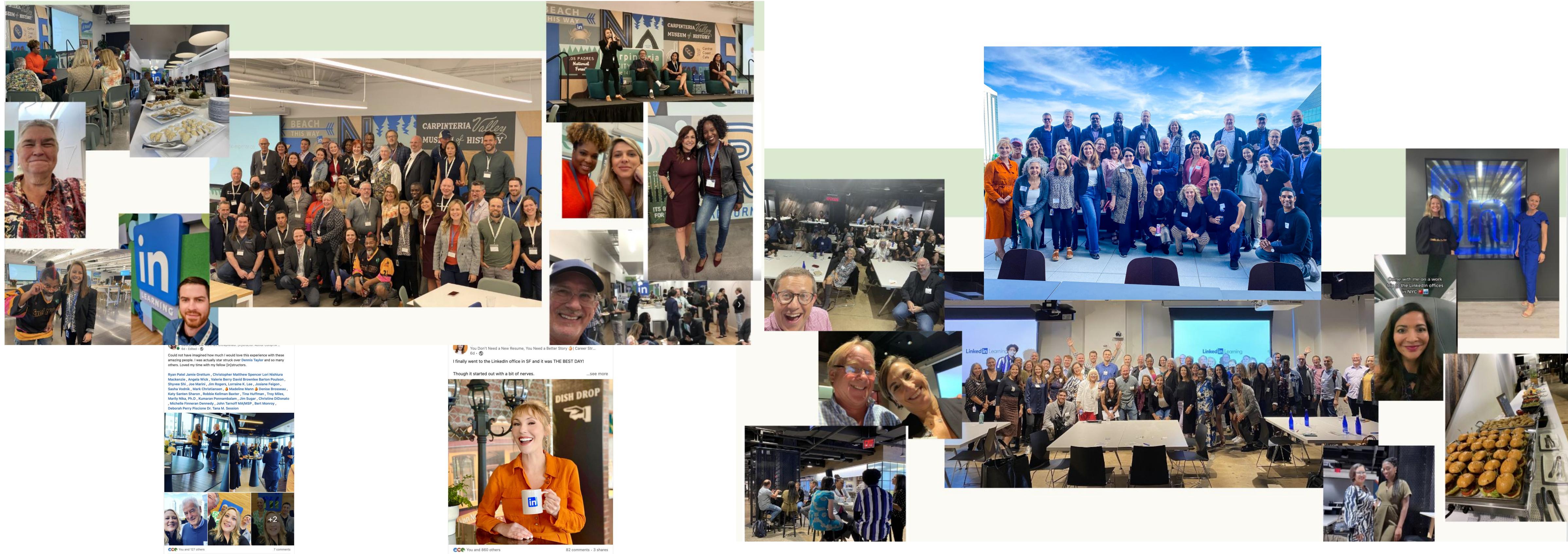
"I was absolutely delighted to hang out with so many LinkedIn Learning instructors and LinkedIn peeps. So fun learning from each other, strategizing ways to cross-promote our courses and spend time in community."

- **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**

Affiliate program sunset

- **Why has LinkedIn decided to sunset affiliate programs?** LinkedIn has made the decision to sunset affiliate programs across LinkedIn due to a broader business strategy shifts. We very much appreciate all of our instructors' hard work and partnership over the last couple of years!

- **What happens after the affiliate program is sunset on June 25th, 2023?** Clicks and actions will no longer be tracked in Impact (our affiliate system), and commissions will no longer be rewarded if users sign up for LinkedIn Learning. However, if links are still on your website, they will still direct users to LinkedIn's website through **June 25th** as we sunset the program. By **July 31st**, the links will become completely inactive and users will hit a 404 error page.

- **Do I need to update links everywhere I currently have affiliate links?** Yes, by **July 30th,** your affiliate links will become completely inactive and users will hit a 404 error page. Unfortunately, there is no way to redirect these links at this time or identify where you've shared these links. To help identify affiliate links you've shared on your website, please leverage webmaster tools if implemented on your site.

- **Is there any alternative Affiliate program for LinkedIn Learning?** There are currently no alternative affiliate programs for LinkedIn Learning moving forward.

Questions? Please reach out to the LinkedIn affiliate team at linkedinaffiliates@dentsu.com

Current + upcoming moments
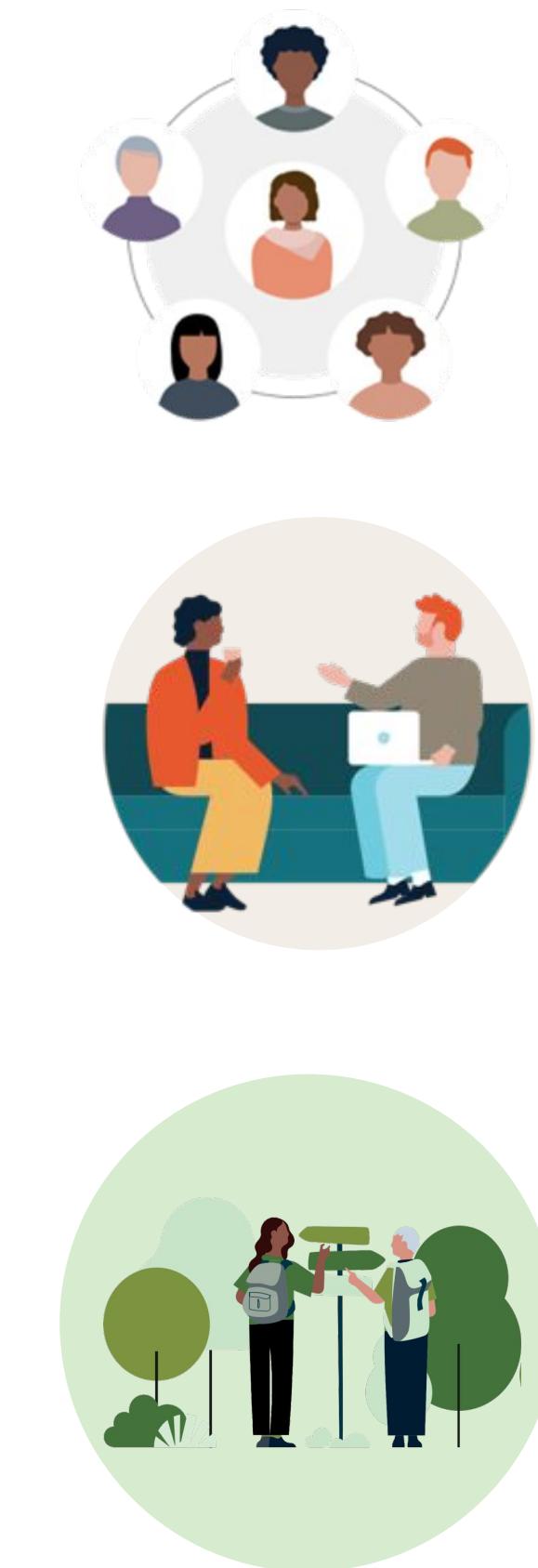
LinkedIn Learning for Teams
- We're excited to share LinkedIn Learning is now available for small teams everywhere looking to purchase 20 licenses or less! This product empowers leaders & managers to take employee upskilling into their own hands. Learn more [here](#).

June Pride Month
- We are amplifying LGBTQ+ voices to spark conversations and a sense of belonging.

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!

How we create skill-centric courses.

Kate Gagnon

Content Manager, LinkedIn Learning

Customer Service, Marketing, and Sales

linkedin.com/in/kategagnon/

Our content engine.
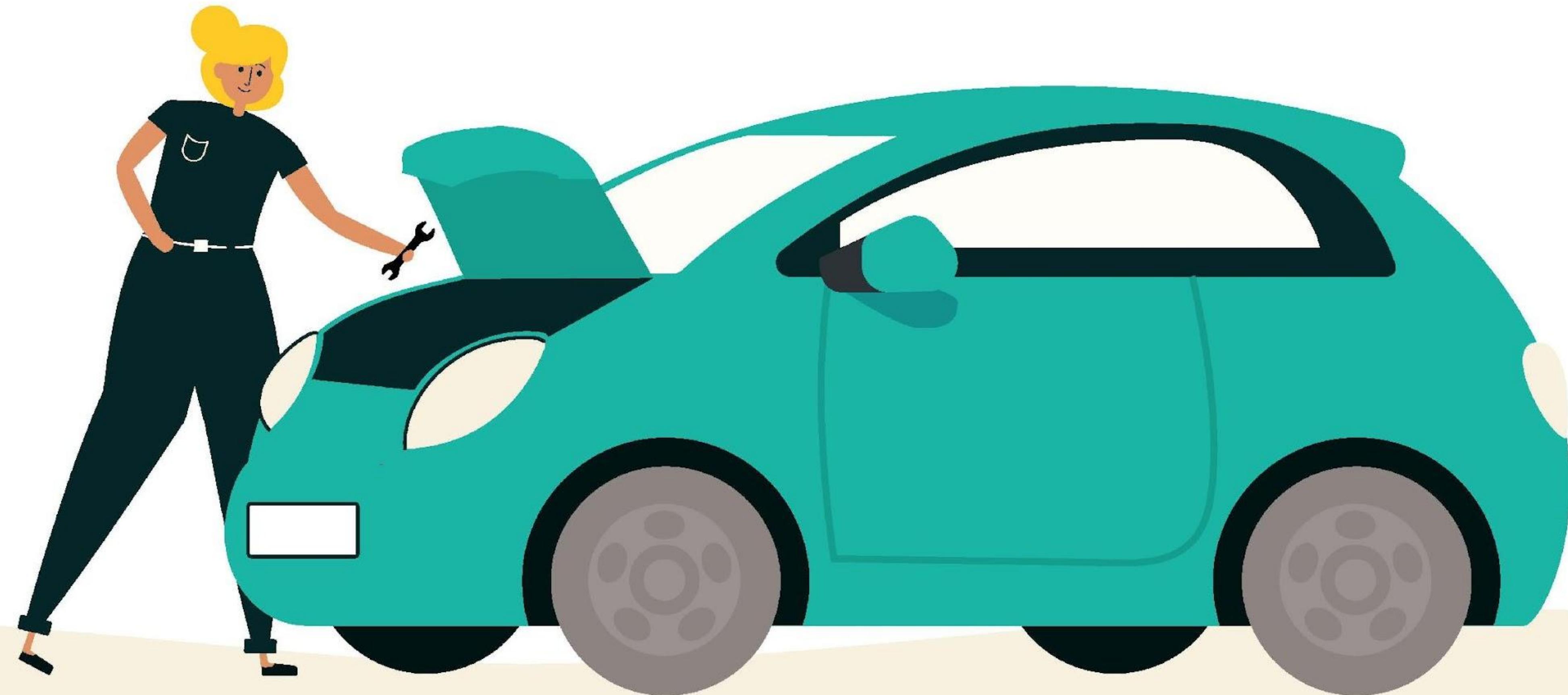
Skills-based hiring is a massive shift.

Expanding opportunities, diversifying talent pools, and democratizing access to jobs.
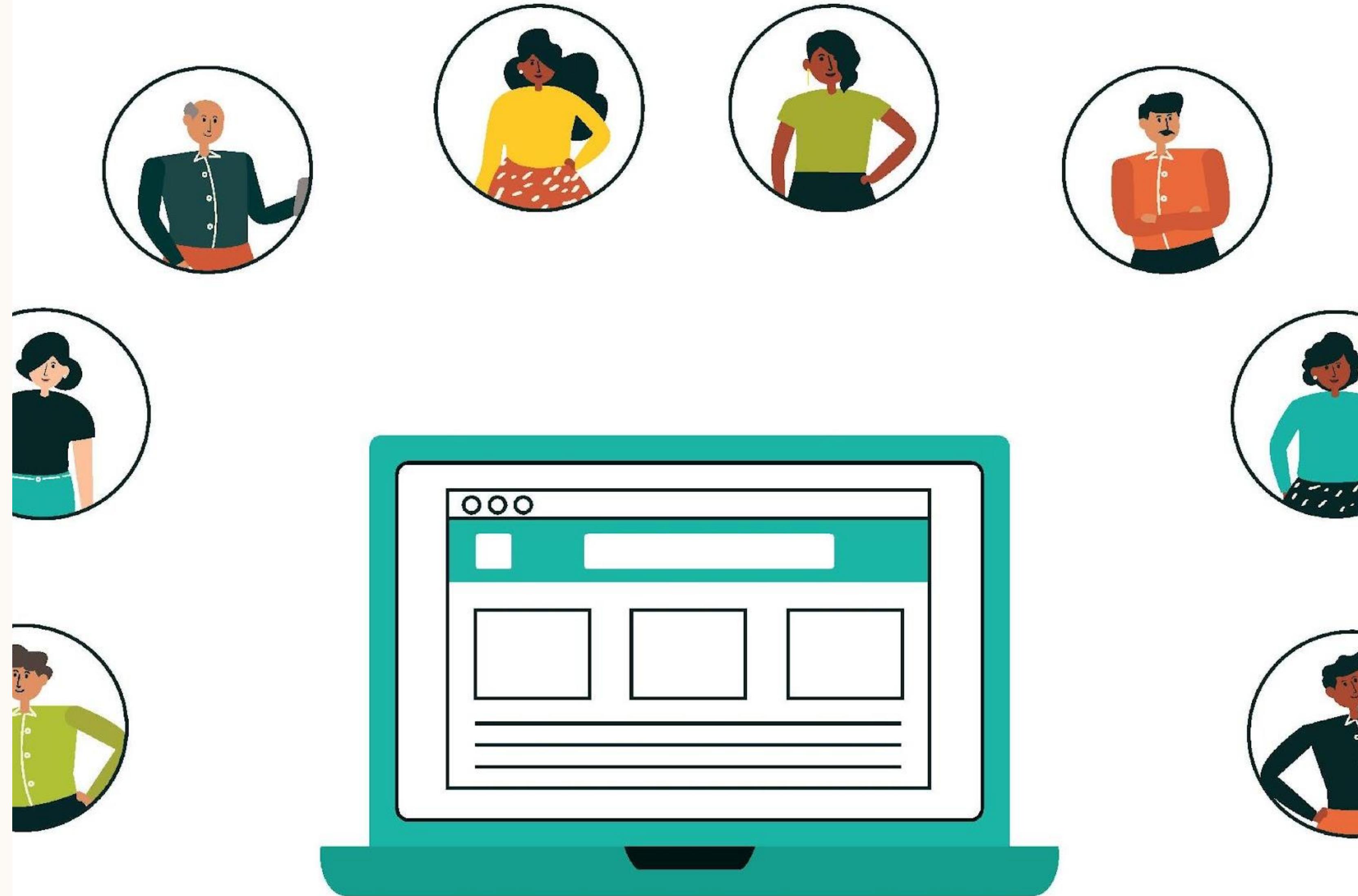
Powered by skills data

LinkedIn's Economic Graph drives how we curate, create, and recommend content.

Feedback   **Feedback**   **Feedback**

Skills Taxonomy

A team of taxonomists, linguists, and AI engineers continually develops and refines our ontology of 39K skills drawn from member profiles, job postings, and learning content

Content Planning

Our Content Strategy experts use LinkedIn data on skill, job, and industry trends to plan content roadmaps that meet the needs of companies and employees globally—today and tomorrow

Skill Tagging

Our Content Discovery team manually tags all learning content with skills based on strict guidelines for accuracy and global consistency

Personalized Recs

Our AI team uses these skill tags to match learners with all types of learning content based on skills they're interested in, skill gaps, trending skills for their role or industry, and more

Curation is our superpower.

There's an art and science to our content strategy.
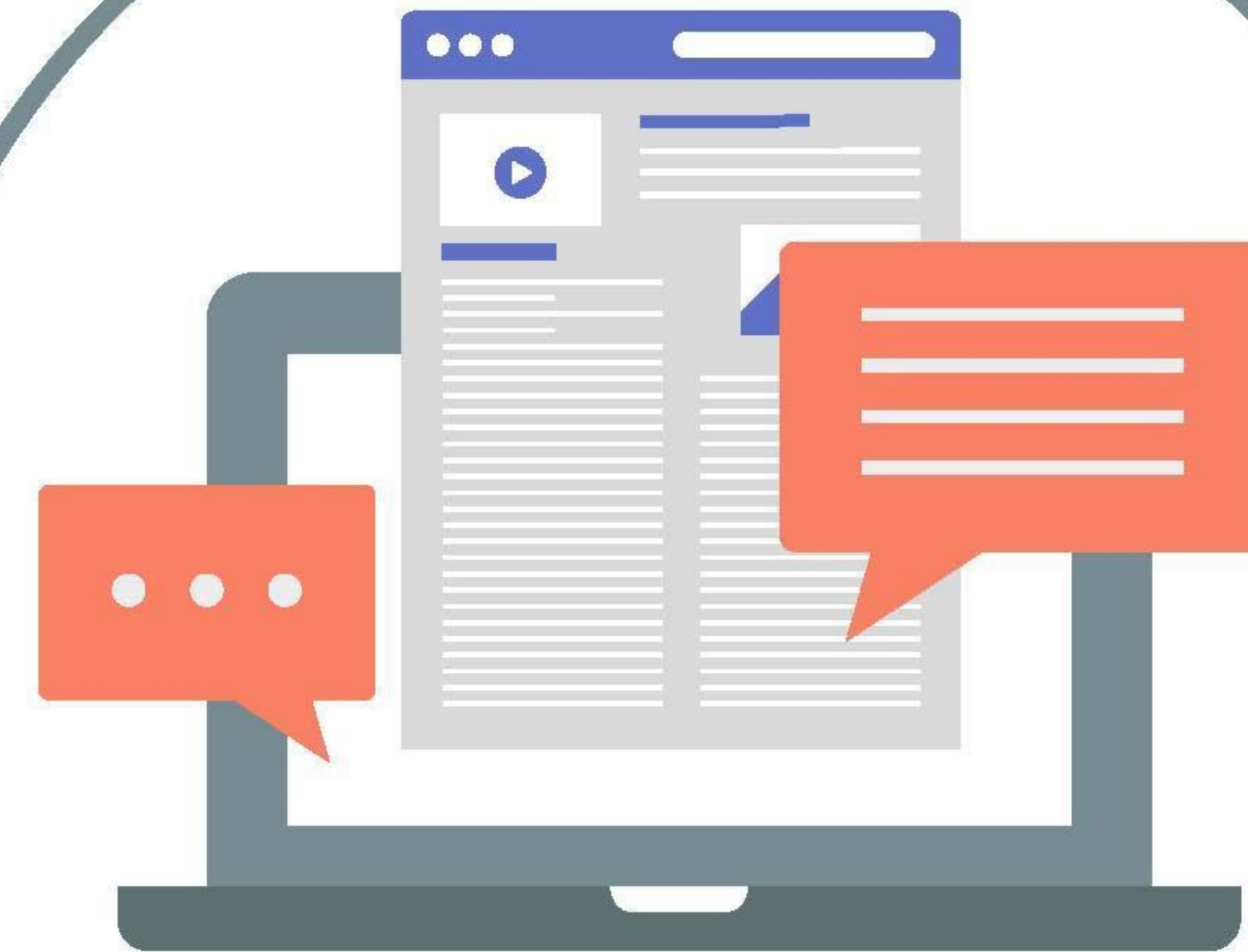
Some questions content managers may consider.

- What skills does **x professional** need now - and in the future - to *get, keep, and advance in* their job?

- Which skills within **x profession** will likely have the biggest impact for the learner?

- How is our skill coverage within **x topic** at the varying learner levels?

- Where are the gaps within **x topic**, based on various signals?

- Given current learner needs, are there skills we may be over-indexed in?

- What new instructor expertise does **x topic** need?

Data-Driven Content Strategy

Course engagement & feedback

Community conversations

Insights from instructors

Competitor insights

Industry reports, articles

Voice of customer, learner

Software releases

LinkedIn and Microsoft partners

Enterprise customers / content maps

Viewership patterns

Certification and continuing ed

Skills trend data

Search data

Cross-library collaboration

Typical case: B2B Marketing and Sales

SELECT INPUTS.

- Industry reports (eg McKinsey)

- Job posting data (spike in B2B marketing jobs)

- Library gaps (few courses on B2B Marketing; only 1 course on B2B Sales)

- Enterprise customers (feedback on content mapping / skill competencies)

- Internal Partners (B2B Institute @ LinkedIn)

SELECT OUTPUTS.

- Build / revise courses

- Launch new learning paths

- Sign expert instructors

Atypical case: Artificial Intelligence (AI)

SELECT INPUTS.

- Industry forecast

- Course engagement lift

- Search signals

- Skills trends

SELECT OUTPUTS.

- Build out course catalog

- Launch new learning paths

- Map new skills

H	I
Learning Goal = Learning Objective + Why (Click for link)	**Editing Notes**
Ex. After watching this video, you will be able to discuss the benefits of customer service. When people know how delivering great customer service benefits them, they will feel more motivated to put it into practice.	*Add notes useful for the editor.* *Examples:* *CUT from ##:## to ##:##.* *URL Overlay: http://* *END the video at ##:##.* *ADD Pickup at ##:##, replace to end.* *ADD Pickup to the end.*

Skills-Focused Learning Goals

After watching this video, you will be able to...[measurable verb].

+ WHY sentence.

Sample - Skill tags on course page

Course details

29m · Beginner · Released: 6/2/2023

4.7 ★★★★★ (136)

Artificial intelligence has seemingly boundless applications, and like many other industries, digital marketing is being remade by AI. In this course, Martin Waxman shows you how to sort through the hype, develop strategies, and find the right generative AI tools that help you achieve your business goals. Martin starts by explaining the difference between narrow and general artificial intelligence and what each does. He then discusses how generative AI writing, design, and productivity tools will alter your digital marketing and creative workflows. He shows you how to develop and implement a process to test and evaluate generative AI tools and select the ones that work best for your team and your business. You'll also learn how to effectively incorporate generative AI tools into a digital marketing workflow. Finally, discover key issues digital marketers face when using AI tools and develop a strategy to successfully manage them.
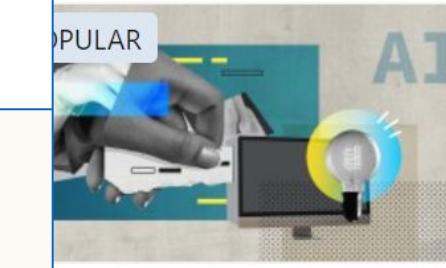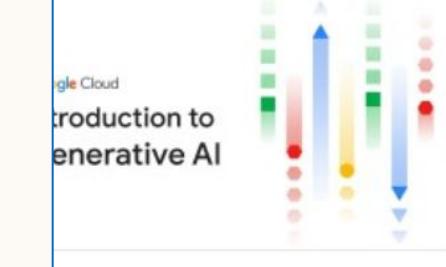
Skills covered

(Generative AI) (Digital Marketing)

Results for "Generative AI"   Sort by:

VIDEO
Generative AI

in LinkedIn · Updated 3 weeks ago · From the course: Tech Trends

13,902 learners · Skill: Technology Trends

POPULAR
COURSE
Introduction to Prompt Engineering for Generative AI

in LinkedIn · By: Ronnie Sheer · 3 months ago

4.7 ★★★★★ (1,941)   Dave Birss and 1 other connection like this · 53,348 learners · Beginner

LINK
Introduction to Generative AI

in LinkedIn · https://www.youtube.com/watch?v=G2fqAlgmoPo&ab_cha... · Updated 1 month ago

Skills: Large Language Models (LLM), Generative AI

POPULAR
COURSE
What Is Generative AI?

Suggested Resources

- Skills-First Report : a first ever research report released in 2023 by LinkedIn's Economic Graph Team.

- State of the Labor Market : Economic Graph Team's monthly newsletter.

- Career Pathways: Research from the Economic Graph Team.

- Workplace Learning Report: annual LinkedIn report primarily for Learning and Development professionals.

- The Insider : newsletter by LinkedIn News Team.

- The Future in Tech : LinkedIn Technology Team's newsletter, Live events.

- Skills for the future of work : event w/Jessica Chen (CEO, Soulcast Media; LiL instructor) + Dan Brodnitz (Sr Director of Global Content Strategy, LiL).

- LinkedIn Learning Evolves : Interesting article by Josh Bersin.

- Karin Kimbrough: LinkedIn's Chief Economist.

- Daniel Roth: LinkedIn's Editor in Chief.

Ways we connect learners with courses they seek

Jesse Miranda

Taxonomy and Metadata Program Manager at LinkedIn

Skills-based learning taxonomy

LinkedIn skills map to the topics in our learning taxonomy, which drives browse on LinkedIn Learning.

Using this taxonomy, content can be curated, mapped, and reported on at levels from granular to broad.

English taxon includes:

- 3 Libraries
- 40 Subjects
- 376 Topics
- ~3k Active Skills

Library	**Creative**	**Business**	**Tech**	L1
Subject	User Experience	DEI	DevOps	L2
Topic	UX Design	Inclusive Leadership	Agile Software Development	L3
Skills	Sales Process Development, Sales Coaching, High Performance Sales Teams, Sales Enablement	Inclusive Team Leadership, Diversity & Inclusion, Inclusive Team Building, Multicultural Management	Behavior-Driven Development (BDD), Scaled Agile Framework, Jira, DSDM, Pair Programming	L4

LinkedIn Learning

Skills and LinkedIn Learning content

LiL_Topic	Focus	Skills
Sustainable Design	LEED building (green building, architecture, landscaping, urban planning, fashion and product design, and manufacturing) Environmental engineering, Environmental Processes and best practices, software and tooling usage	* Building Energy Analysis * Environmental Engineering * Environmental Sustainability * Green Building * Leadership in Energy and Environmental Design (LEED) * LEED Projects * Smart Cities * Sustainable Architecture * Sustainable Design * Sustainable Development * Sustainable Landscapes * Sustainable Product Design * Urban Planning
Sustainable Business Strategy	Environmental, Social, and Governance (ESG), Corporate Digital Responsibility, Corporate Social Responsibility (CSR), Corporate Sustainability, Environmental Economics, Green Economy	* Carbon Accounting * Corporate Social Responsibility * Corporate Sustainability * Environmental Economics * Environmental, Social, and Governance (ESG) * Green Economy * Green Jobs * Sustainability Strategy * Sustainable Business * Sustainable Business Strategies * Sustainable Supply Chain Management

At LinkedIn Learning, our goal is to help connect members with the learning content that will help them develop the skills they need to succeed.

At the core of making that connection is our dedicated program to tag content with LinkedIn skills.

LinkedIn Learning

Why those skill tags and why not more?

Our Content Discovery team manually tags all learning content with skills based on strict guidelines for accuracy and global consistency

Keyword stuffing **is not** effective here

The skill tags are a signal in search but they're not the main signal

Our team makes sure we're finding the right **unambiguous** skill tags

We want to tag content using the most **specific skill that it teaches** because learners can then add those skills to their profile

Avoid tagging with parent tags because it generates noise with insights

Future of skill tagging

In the near future we are exploring a process to solicit input from instructors on skill tags.

We continually audit and update skill tagging in response to customer feedback and request new hard and soft skills based on market trends.

Q&A
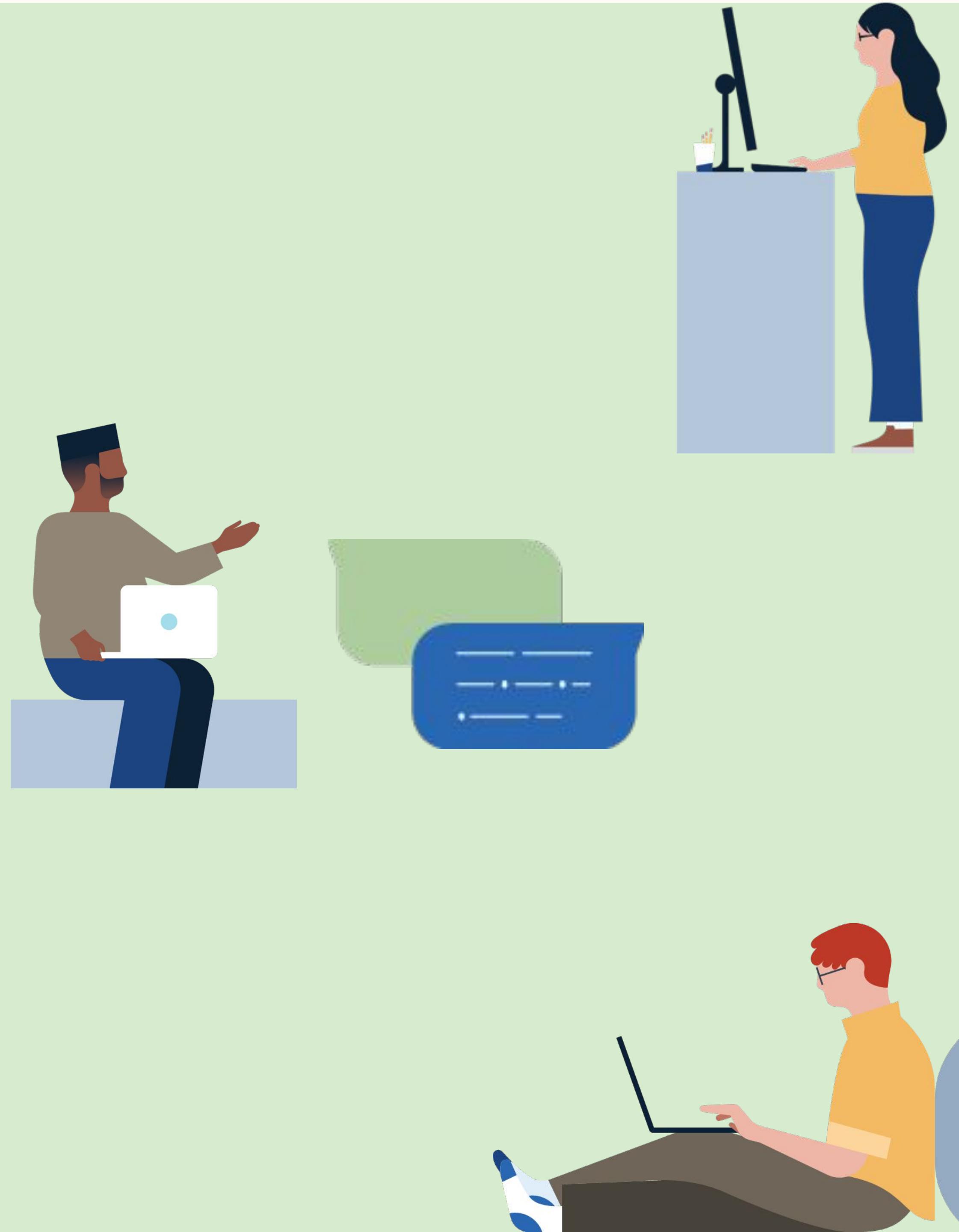
Break outs

Intros:

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

Prompts:

How do learners share the value of your courses?

What is your main means of sharing your course(s) with the world?

Stay connected
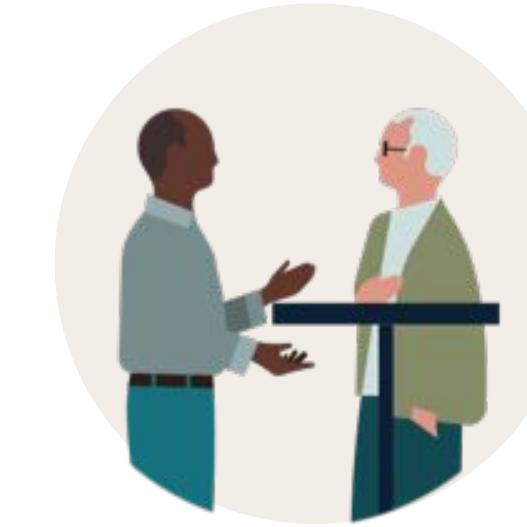
1. Instructor newsletter - monthly

Learn what we're up to, what we're hearing from all of you, and more. <u>View archives</u>

2. Instructor all-hands on July 25th, 2023

Join us for the monthly all-hands where we'll have Q&A with the LinkedIn Learning leaderships team, plus special breakouts. <u>RSVP today</u>

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! <u>Visit the hub</u>

4. Instructor group

Connect with your peers and ask questions. <u>Join today!</u>

Questions? Reach us at <u>LiLInstructors@linkedin.com</u>

Thank you!

Please take our survey:

https://www.surveymonkey.com/r/june23-instructor-allhands

Linked**in**