## in Learning

# Measuring usage

Running reports and monitoring metrics that align with your learning goals helps ensure the success of LinkedIn Learning. Usage rates are key to establishing a successful learning culture at your organization. Good usage rates illustrate positive return on investment (ROI) and reinforce the constructive narrative you're creating by championing training and professional development.

#### **Running reports**

- In your LinkedIn Learning admin account, navigate to the **Reports** tab.
- In the Analytics section, you can view at-a-glance metrics of Learning Activity (total hours, total viewers, average hours per viewer) in selected timeframes.
- In the **Reports** section, you can understand the most popular courses, courses completed and much more, then download the results.

ME PEOPLE CONTENT	REPORTS SETTINGS		
ulytics Reports			
iters arning from	Total Learning Activity (in the part 90	2 days)	
<ul> <li>Pert 70 ps</li> <li>Pert 70 ps</li> <li>Pert 70 ps</li> <li>Pert 70 ps</li> <li>Contemport</li> <li>Contemport</li> </ul>	50 Total hours viewed	32 Total viewers	1h 34m Avg. time per viewer
	Total Hours Viewed		Day - Week - Month
	5 	Q & & & & & & & & & & & & & & & & & & &	M 3 <sup>3</sup> d <sup>3</sup>
	Total Viewers		Day - Week - Month
	10 s 		~~~~~^

#### Good usage rates by the numbers

### USAGE = NUMBER OF USERS WHO VIEWED A COURSE IN LAST 30 DAYS NUMBER OF USERS ADDED TO LINKEDIN LEARNING

Good usage rates are key to establishing a successful learning culture at your organization and demonstrating positive return on investment (ROI). Consider it great when a large percentage of users log in and consume content. You should see a spike following the launch of a new account. Excitement and promotion lead to a lot of usage in a short time.

#### To achieve great usage rates:

- Increase communications. Reach learners through multiple channels (check out our sample "Marketing and communications plan") to drive activations and remind learners to take advantage of LinkedIn Learning.
- **Share content**. Provide learners with a "getting started" course playlist or link to the course *How to Use LinkedIn Learning*, which is designed to help any user learn about our service.
- Host live overview sessions. Use these to inform learners about LinkedIn Learning and answer questions.
- Assign Learning Paths. Provide individualized Learning Paths to a learner or group of learners.
- Encourage self-directed learning. Develop skills for professional growth.
- Utilize the mobile apps. Download the LinkedIn Learning mobile app available on both **iOS** and **Android** operating systems.

