

# Learning newsletter

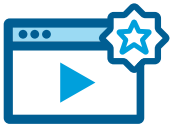
An employee newsletter is a great way to highlight LinkedIn Learning recommended courses and new features as well as top learners at your organization. If your organization doesn't have a newsletter, consider creating a monthly, learning-focused communication.

## The opening



- Start with a simple introduction. It can be as short as one sentence.
- Consider including a thought-provoking quote or an image, perhaps from a recent learning event.
- Always include an access link—either to the LinkedIn Learning homepage, your single sign on provider or learning management system (LMS).

## Top and recommended courses



- Provide insights into the courses viewed most by your learners during the past month. You can find this information in the Admin Center.
- Highlight a recommended course or an individual video from a course. For example, write “If you're going to watch one LinkedIn Learning video this week, try *<Course Name>*.”
- Include clickable links to the content you're promoting.

## Top users



- Recognize a top learner from the past month. You can find this information in the Admin Center. To pull relevant data, set the time range for the last 30 days.
- Request testimonials from power users focused on how LinkedIn Learning helps develop skills. Consider including pictures of these learners.

## Product features



- Highlight a helpful feature to help learners get more value from LinkedIn Learning.
- Promote offline viewing, course recommendations, Learning Paths, bookmarks, note-taking and new releases.



## The wrap-up

- If you haven't included one already, consider ending with an inspirational, learning-related quote from a company or industry leader.
- Associate learning and professional development with your organization's mission and values.