



# Welcome to LinkedIn Learning PRO

Take learner engagement to the next level

LinkedIn Learning PRO Playbook

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# Drive engagement through a customized learning experience

## Your content

Upload learning content specific to your organization. Integrate your company's videos, links, and documents with our high-quality LinkedIn Learning courses on one engaging platform.

## Your insights

Make insights-based recommendations based on what's going on both inside and outside your organization. View and download reports to more deeply understand your learners and how they learn. Identify the skills they're building and the skills they need.

## Your brand

Highlight your company brand in the product with prominent logo placement for a more familiar, seamless learning experience.





Learning  
based on  
your unique  
needs

All your content

	LinkedIn Learning	LinkedIn Learning PRO
<b>15,000+ LinkedIn Learning courses led by industry experts</b> Over 3,000 courses added annually	Yes	Yes
<b>7 languages</b> English, Spanish, German, French, Portuguese, Japanese, Chinese	Yes	Yes
<b>Your company's videos &amp; documents</b> Upload your organization's proprietary custom content		Yes
<b>Your company's brand</b> Add your logo to the LinkedIn Learning product		Yes

Richer insights

<b>Reporting</b> Find out how many learners viewed content and which videos & courses are the most popular	Yes	Yes
<b>Advanced Reporting</b> Explore how learners are engaging with your organization's custom content		Yes
<b>Skills Insights</b> Get a broad view of your company's skills profile		Yes





# Spotlight Features

- Custom Content
- Skills Insights
- Co-branding



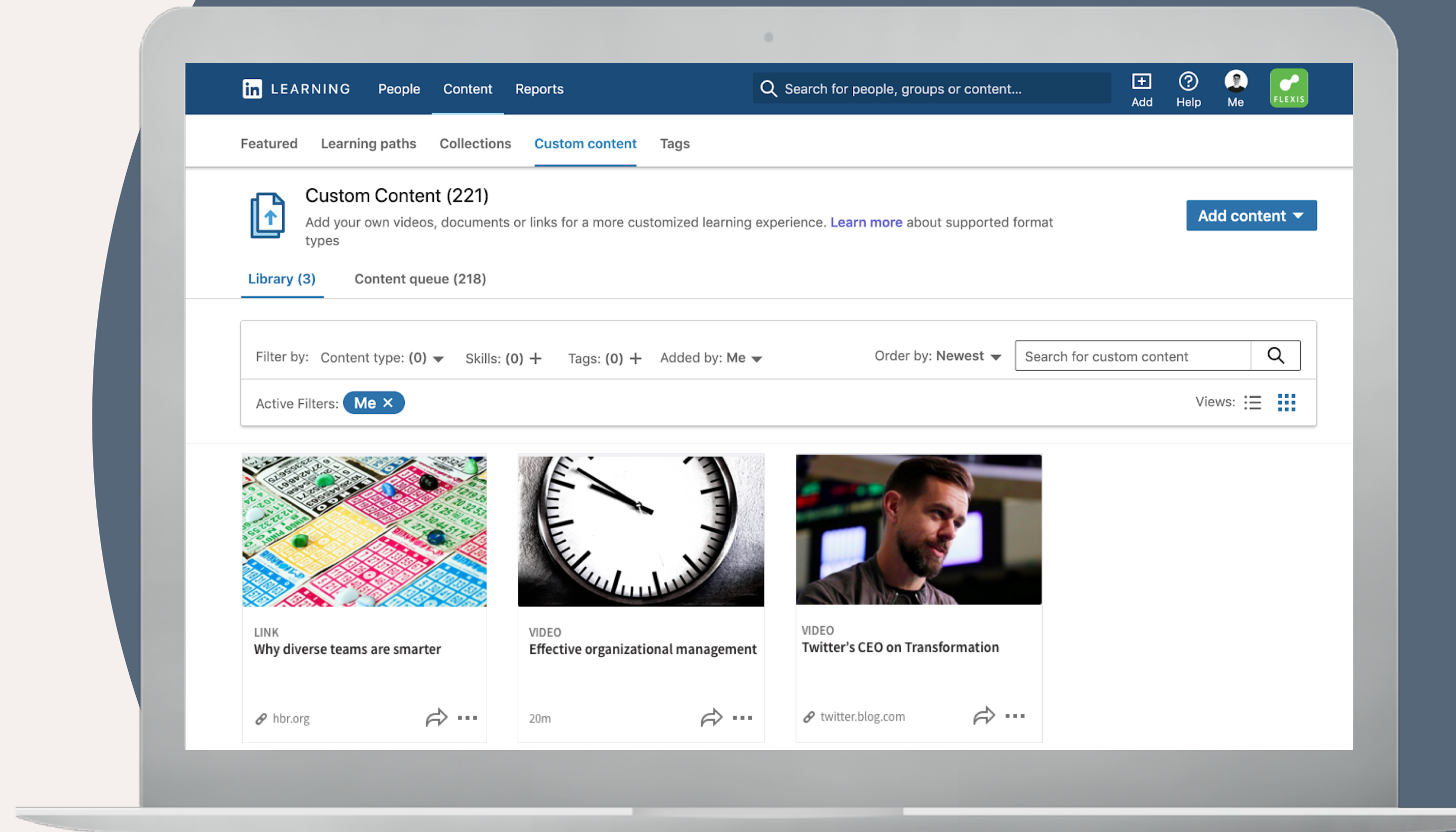
## Spotlight Features

# Create your own custom library

Your content is hosted alongside LinkedIn Learning courses, providing learners one place to easily search for content of interest

1. **Upload** your own videos and documents, or add links to online public resources outside LinkedIn Learning
2. **Tag** your content with skills and labels, so learners can easily search and discover it
3. **Track** progress and completion within reports

Visit the Help Center to learn more about [supported file formats for custom content](#).



# Ways to use Custom Content

Custom content could be your way in. Here are a few scenarios to help you envision how this might play out in your organization.

# 72%

of employees say they would be motivated to engage with relevant online learning content featuring company leadership or management.

## Onboarding

The onboarding process is crucial to employee retention, productivity, and success. Help your new hires get acquainted with your business and company culture before they walk in the door for their first day.

## New Manager Training

Give your new managers access to internal leaders and management rockstars at scale. Include welcome messaging, overcoming management horror stories, and common scenarios.

## Manager Support

Empower managers to create their own custom content and scale learnings to help their team ramp faster and overcome business challenges.

## Customer-Facing Roles

Customer-facing teams like sales, customer success, and your call centers often need scalable training in response to business changes like new policies or products.

## Introduce New Technology

Quickly create an internal video documenting new tools' most popular functions. This increases the productivity of power users and enables the broader organization to self-serve.



Check out [5 Ways to Increase Learner Engagement with Custom Content](#) to learn more about these strategies



Spotlight Features

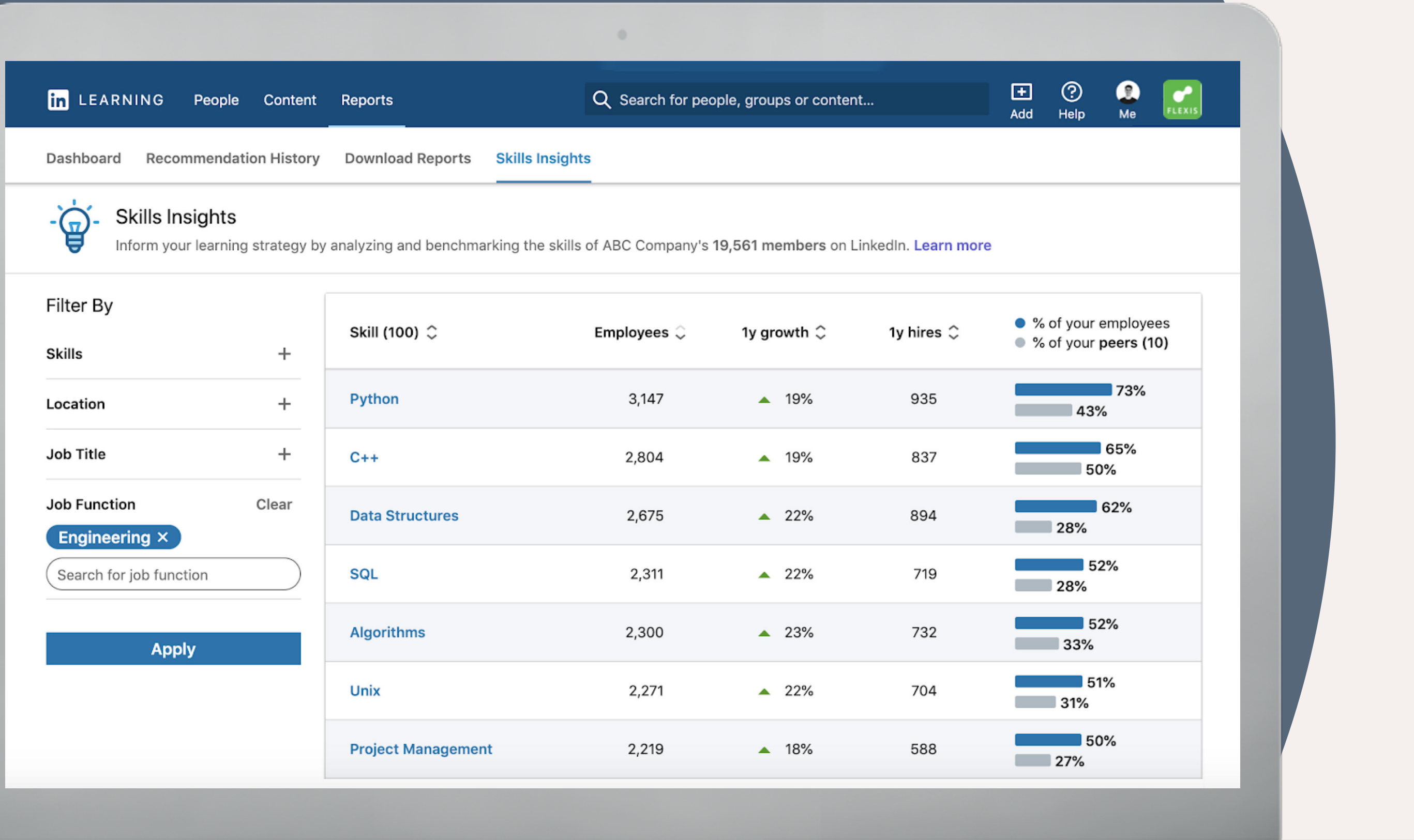
# Provide targeted learning with real-time insights

Skills Insights taps into LinkedIn’s vast inventory of skills data to give you a broad overview of your organization’s skill profile.

Curate and recommend content based on skills most important to your business priorities.

1. **Compare** your current skills profile to the skills needed to support your organization’s business objectives
2. **Benchmark** your skills profile against peer companies to get insights on potential gaps
3. **Select** any of the displayed skills and find Learning content related to that skill
4. **Recommend** content to learners based on the specific skills you want learners to develop

Visit the Help Center to learn more about accessing the [Skills Insights](#) feature.

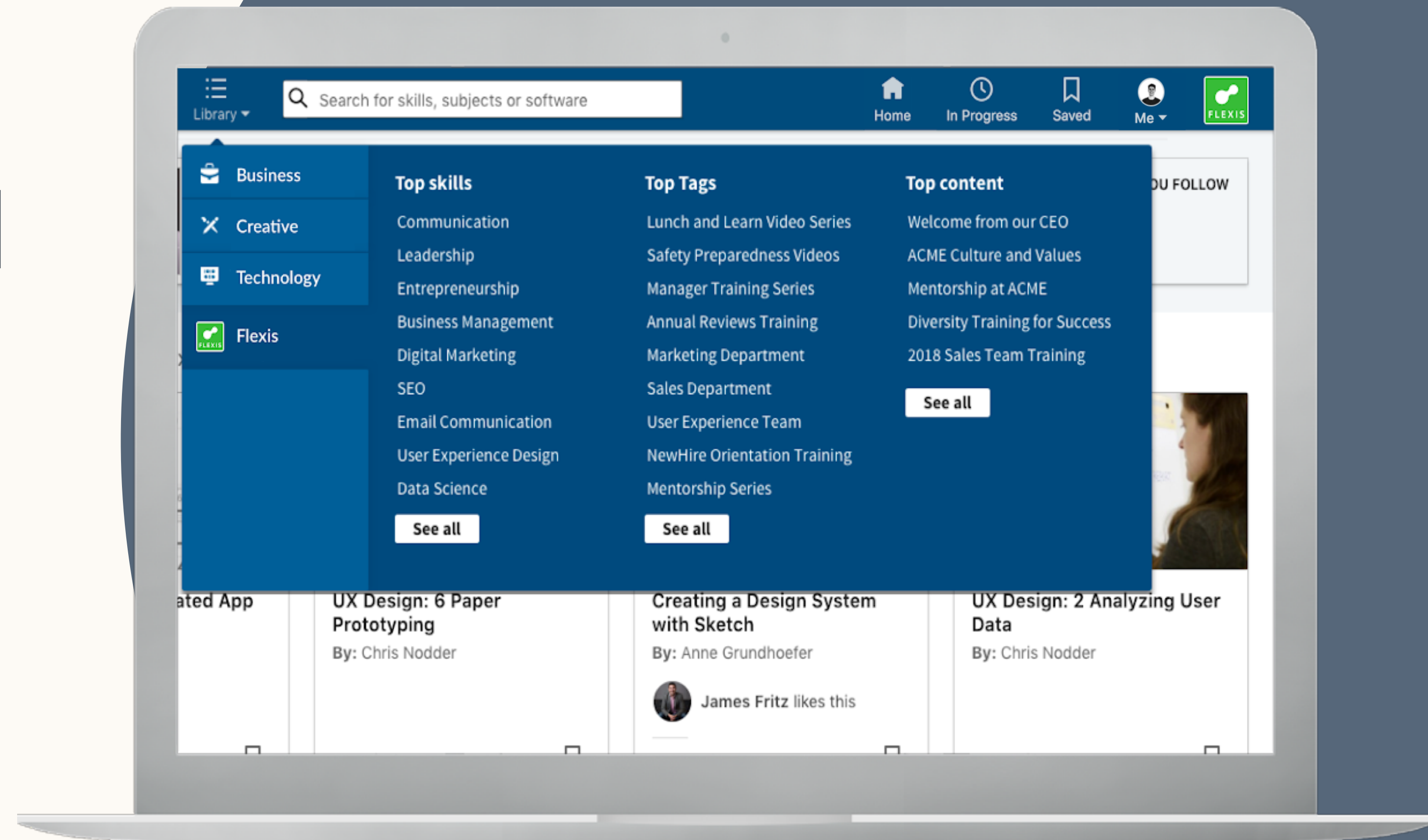




Spotlight Features

# Highlight Your Brand

Bring your company brand into the LinkedIn Learning Pro product with prominent logo placements for a more seamless, customized learner experience.





# FAQs

## Custom Content

### Can I upload content to be hosted on LinkedIn Learning?

If you hold a [LinkedIn Learning Pro license](#), you can upload proprietary, customized videos and documents from your organization on LinkedIn Learning. You can also add custom content within LinkedIn Learning via public links to content hosted on other sites. You can upload links to PowerPoints, PDFs, articles, and more.

### Can I add custom content to learning paths?

You're welcome to add custom content to learning paths. Learn more about [using learning paths](#).

### How does progress tracking work for documents?

We check the progress of custom document uploads by tracking how many pages of a document a learner has viewed and converting that into a percentage. For example, if a document has 10 slides or is 10 pages long and a learner has viewed two of the documents, LinkedIn Learning reports that as 20% complete.

### How does an uploaded custom document get marked as complete?

An uploaded custom document will usually be marked complete if the learner has viewed all the pages/slides in that document.

### Can learners download custom documents from their viewing experience?

At this time, we don't provide learners with the ability to download custom documents from their viewing experience.

### What video and document formats does LinkedIn Learning support for custom content uploads?

For video uploads, we support ASF, AVI, FLV, MPEG-1, MPEG-4, MKV, QuickTime, WebM, H264/AVC, MP4, VP8, VP9, WMV2, and WMV3 file types.

For document uploads, we support DOC, DOCX, ODT, PPT, PPTX, PPS, PPSX, ODP, and PDF file types. [Learn more about the supported file formats and video players for custom uploads.](#)

### Can other organizations see custom content I've added for my organization?

Custom content is specific to each organization, so other companies cannot see any content you've added to your account.



# FAQs

## Skills Insights

### How can I use the data I get from Skills Insights?

You can use the Skills Insights feature to:

1. Inform your learning strategy by comparing your current skills profile to the skills needed to support your organization's business objectives. You can filter by specific locations, functions, and titles.
2. Benchmark your company's skills vs. peer organizations to understand what skills your learners should focus on.
3. Track your organization's skills over time to get a directional sense of how your learning initiatives are driving attainment of relevant skills.
4. Click on a skill for a relevant list of content recommendations to help strengthen your organization's skill profile.

### Where does the data for Skills Insights come from?

Skills Insights aggregates skills data from the public profiles of employees that belong to your organization. This data is based on the skills your employees have added to their LinkedIn profile.

### Why can't I access this feature from my organization's Learning license?

Skills Insights is only available for organizations with a [LinkedIn Learning Pro license](#) who have at least 15 employees on LinkedIn with [public member profiles](#).

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