

Learning newsletter

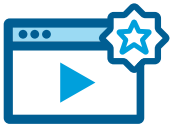
An employee newsletter is a great way to highlight Lynda.com recommended courses and new features as well as top learners at your organization. If your organization doesn't have a newsletter, consider creating a monthly, learning-focused communication.

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 Lynda.com 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 “view reports” section of your dashboard.
- Highlight a recommended course or an individual video from a course. For example, write “If you're going to watch one Lynda.com video this week, try *<Course Name>*.”
- Include clickable links to the content you're promoting.

Top users



- Recognize a top learner. You can find this information in the Individual Usage report in your dashboard.
- Request testimonials from power users focused on how Lynda.com helps develop skills. Consider including pictures of these learners.

Product features



- Highlight a helpful feature to help learners get more value from Lynda.com.
- 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.