



Lynda.com[®]
FROM LINKEDIN

Getting Started with Lynda.com

Quick tips and tricks to help administrators launch and get the most from on-demand training

Welcome to Lynda.com

You're one step closer to helping your organization achieve more through transformative learning.

With access to more than 5,000 high-quality, on-demand courses, you can deliver relevant learning to every employee.

This guide is designed to help you get up and running with Lynda.com. It shares tips and best practices to make sure you're getting the most from your experience.

Happy learning,
The Lynda.com team



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Lynda.com

Develop, retain and transform your talent with a unique mix of:

Pro tip: Use this page to socialize and educate stakeholders about the benefits and key features of Lynda.com. See page 13 for a shareable version.



Expertise

- High-quality, expert-led courses
- Broad and deep content across business, tech and creative topics
- Constantly refreshed content, with more than 25 new courses added each week



Relevance

- Shareable and assignable course playlists to personalize instruction for every learner
- Competency- and role-based Learning Paths for engaging learners with relevant, curated content
- At-a-glance analytics and reports to easily measure impact



Access

- Anytime, anywhere learning available online or offline
- Courses optimized for desktops, tablets and smartphones
- Flexible learning options from bite-sized tutorials to comprehensive courses

3 simple steps to get started

1

Manage your learners

- Add learners
- Create groups

2

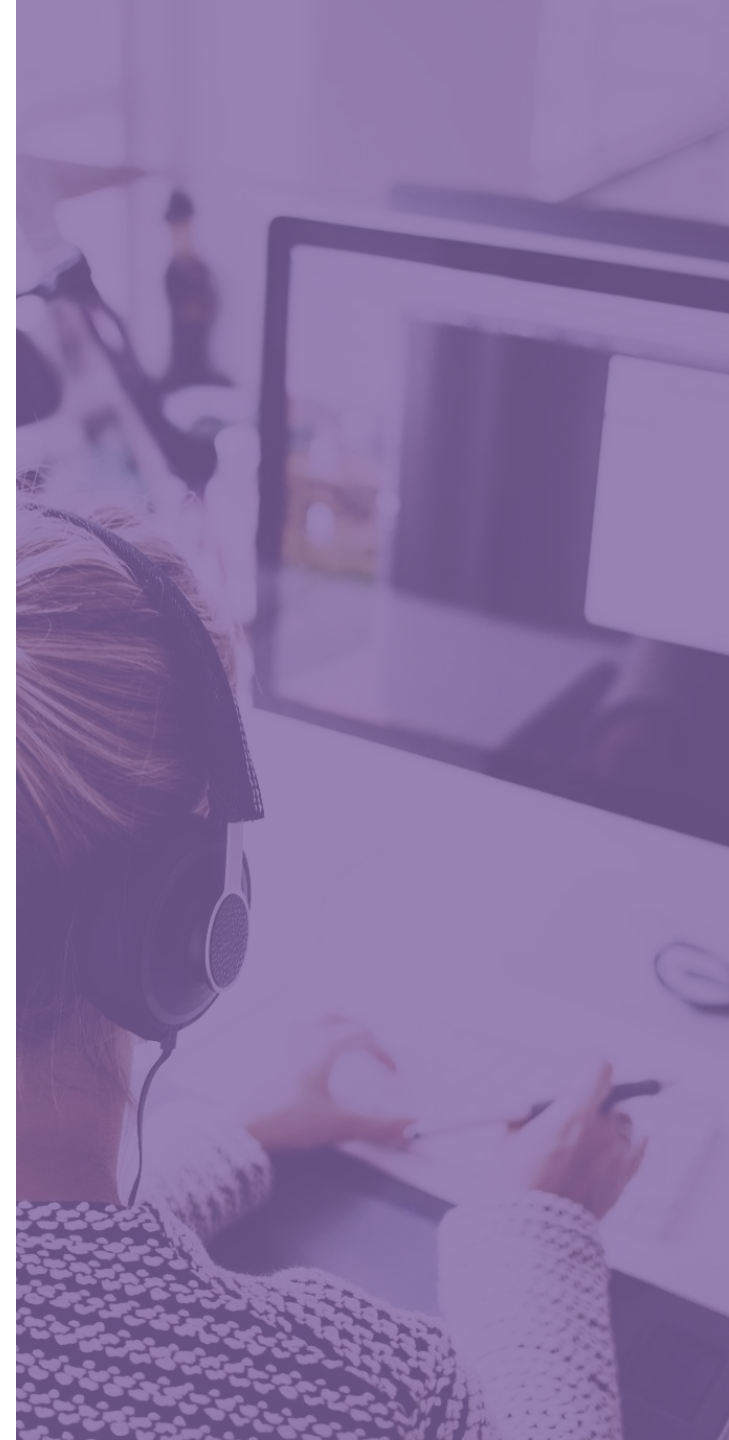
Curate & recommend content

- Find relevant content
- Create Learning Paths
- Track recommendations

3

Measure your impact

- View at-a-glance analytics
- Download reports



Manage your learners

Add learners conveniently

- **One by one:** Easily add learners by providing their names and email addresses, then assigning them a role (admin or learner).
- **Bulk upload via CSV:** Quickly add or edit multiple learners at once.
- **Single sign-on:** If your organization uses a third party identity provider (e.g., Okta), you can set up single sign-on (SSO) for your learners. Click the **Settings** tab to begin SSO setup.

Pro tip: Before you add learners to Lynda.com, send an announcement email to communicate its benefits and to let your learners know that an activation email is coming soon. See pages 14 and 15 for email examples.

The screenshot displays the Lynda.com user management interface. At the top, there is a search bar and a user profile 'Hi, Chris'. The main content area is titled 'Everyone' and includes a 'Playlists' section with an '+ Assign' button and a 'Manage Playlists' link. To the right is an 'Activity Feed' section with a 'Last 3 Months' filter and an 'Active users' card showing 1572 Total Users and 214 New Users. Below these are filters for 'Active' and 'Unregistered' users, a search bar for users, and a 'Manage Users' button. A red box highlights the 'Add Users' dropdown menu, which is open and shows options: 'Add Individual Users', 'Download CSV Template', 'Download Excel Template', and 'Upload Users in Bulk'.

Manage your learners

Create groups

Groups are a great way to organize your learners so you can easily recommend relevant content to multiple individuals at once

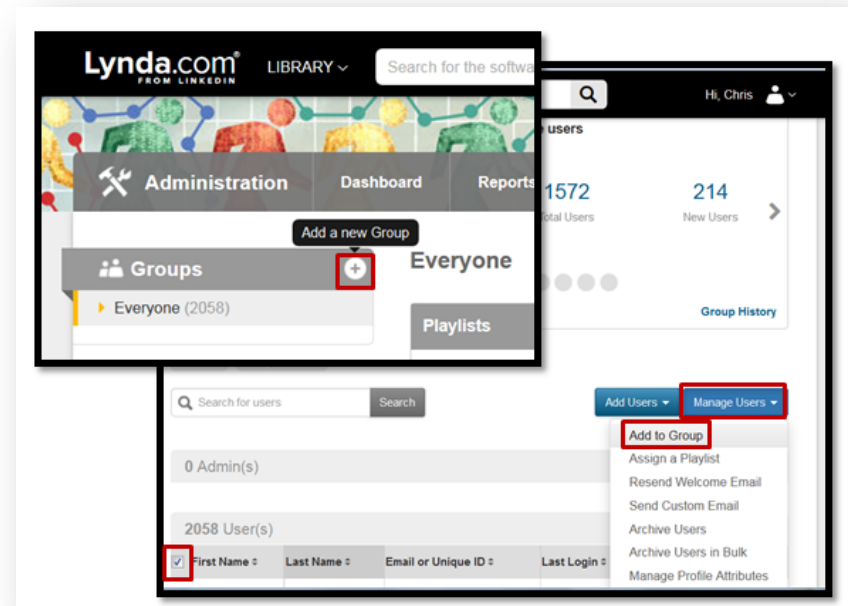
To create a group:

- Select the **+ icon** under **Groups** in the left navigation bar.
- Name and create the new group.

To add learners to a group:

- Select a learner (or multiple learners) from the **User Management** tab. Then select the box next to the learner (or multiple learners) and **Add to Group**.
- Or, under the **Groups** section on the left navigation of **User Management** tab, select the gear icon and click **Upload Users in Bulk** and upload file.
- Or, automatically add learners to groups using single sign-on attributes.

Pro tip: Groups can help you stay on top of your recommendations. Select any group and click the **Recommendations** tab to see any courses you previously recommended to that group.

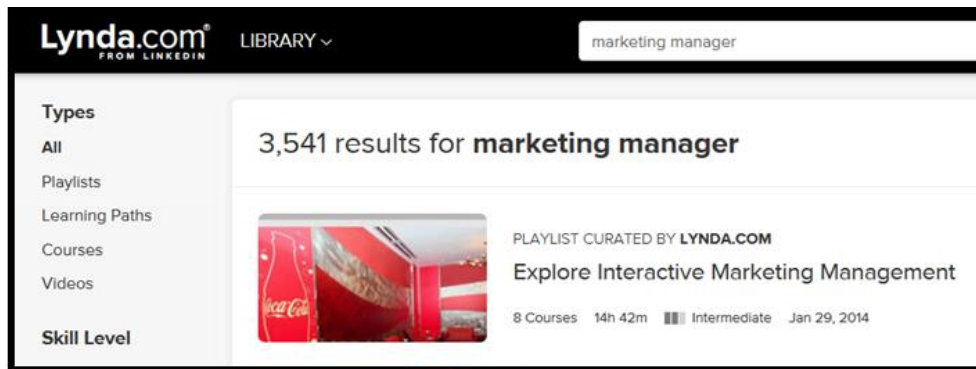


Curate & recommend content

Find relevant content by job function

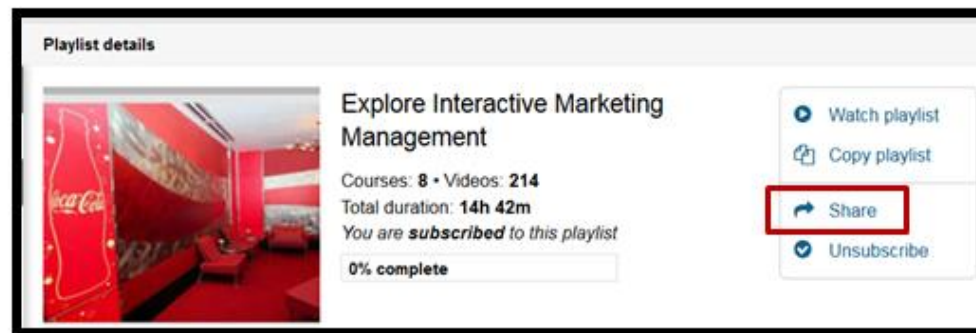
In the **Search** bar, you can quickly find popular courses for any given job function.

Pro tip: Get managers involved in recommending courses to their teams.



The screenshot shows the Lynda.com website interface. At the top, the Lynda.com logo is on the left, followed by a 'LIBRARY' dropdown menu and a search bar containing the text 'marketing manager'. On the left side, there is a sidebar with 'Types' (All, Playlists, Learning Paths, Courses, Videos) and 'Skill Level'. The main content area displays '3,541 results for marketing manager'. Below this, a featured playlist is shown with a red-themed image and the title 'Explore Interactive Marketing Management'. The playlist details include '8 Courses', '14h 42m', 'Intermediate' skill level, and a date of 'Jan 29, 2014'.

Select the desired course or playlist and click **Share** to recommend to learners.



The screenshot shows the 'Playlist details' page for 'Explore Interactive Marketing Management'. On the left is a red-themed image. The main text area contains the playlist title, 'Courses: 8 • Videos: 214', 'Total duration: 14h 42m', and 'You are **subscribed** to this playlist'. Below this is a progress bar showing '0% complete'. On the right side, there is a vertical list of action buttons: 'Watch playlist', 'Copy playlist', 'Share', and 'Unsubscribe'. The 'Share' button is highlighted with a red rectangular box.

Curate & recommend content

Edit & recommend a playlist

A playlist is a competency-based series of courses that helps prepare learners for a specific job or to stay up to date with skills needed to excel in a current position.

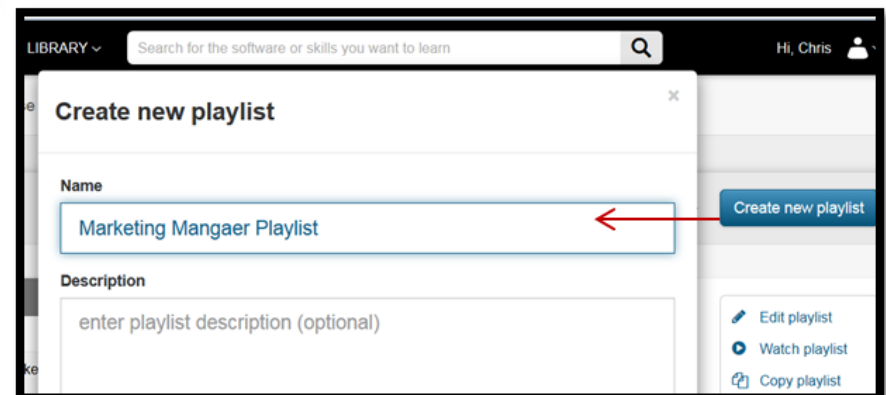
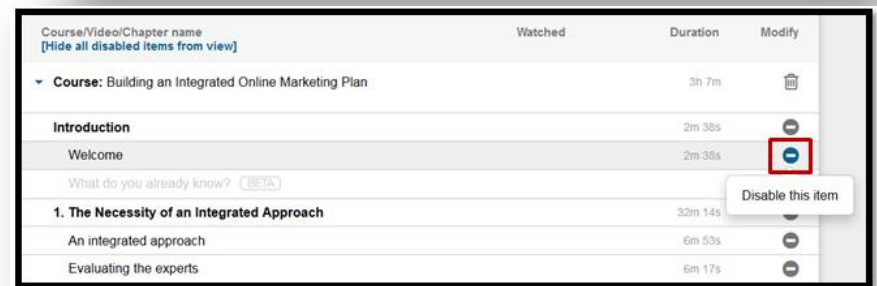
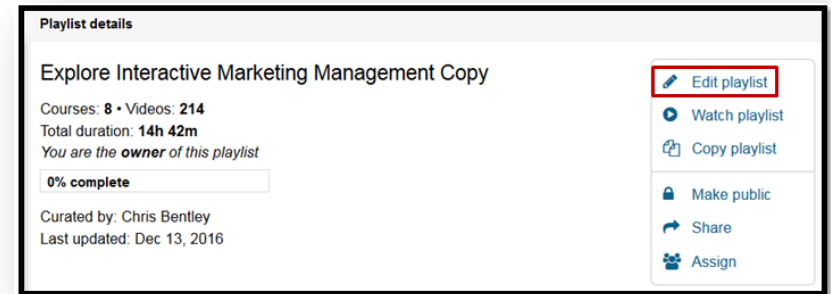
Lynda.com provides a set of playlists specifically curated by our content team. View them at the top portion of the site in the main menu.

To edit an existing playlist:

- Select the playlist from the Playlist Center or your from your own saved playlists.
- Click **Edit playlist**.
- Suppress one or multiple videos from the course or playlist by clicking the **disable** icon.

To create a new Playlist:

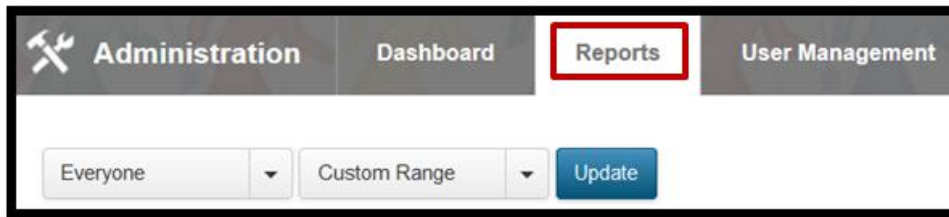
- Select **Playlists** from your profile menu
- Click the blue **Create new playlist** button
- Name your new playlist
- Add courses or search for courses of interest



Curate & recommend content

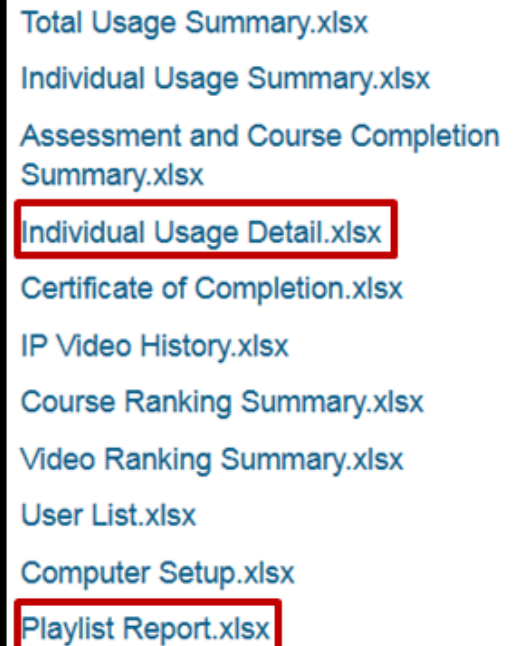
Reporting & insights

After recommending content, click the **Reporting** tab to see how learners are engaging with your recommendations.



Click **Individual Usage Detail** or **Playlist Report** for a more detailed view of which learners have completed or not yet started a playlist or course.

Pro tip: Creating a communications and marketing plan can be a great way to ensure learners are engaging with content. See page 18 for our sample marketing and communications plan.

A screenshot of a list of report options. The list contains the following items: 'Total Usage Summary.xlsx', 'Individual Usage Summary.xlsx', 'Assessment and Course Completion Summary.xlsx', 'Individual Usage Detail.xlsx' (highlighted with a red box), 'Certificate of Completion.xlsx', 'IP Video History.xlsx', 'Course Ranking Summary.xlsx', 'Video Ranking Summary.xlsx', 'User List.xlsx', 'Computer Setup.xlsx', and 'Playlist Report.xlsx' (highlighted with a red box).

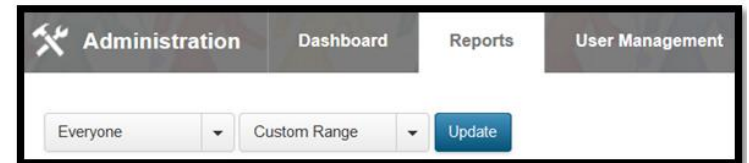
Measure adoption & engagement

Reporting & insights

Pro tip: Set clear objectives before launching Lynda.com, and be sure to gain alignment with key stakeholders. Check out an example customer success plan on page 17.

The **Reports** tab helps you easily measure learner adoption and engagement with:

- **At-a-glance analytics.** Quickly see how adoption and engagement are trending. Use the filters to see the data by specific time periods.
- **Downloadable reports.** Export detailed information into Microsoft Excel, so you can easily share reporting data with key stakeholders.





Templates

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Pre-invitation, informational email to employees

Subject: <Company Name> wants to help you build professional skills with Lynda.com

Message body:

We're excited to announce that you will soon have access to Lynda.com, an on-demand learning solution designed to help you gain new skills and advance your career.

You'll receive an activation email from Lynda.com shortly.

When that email arrives, sign in for a learning experience that features instructional content relevant to your professional interests and goals.

With Lynda.com you'll get:

Unlimited access. Choose from more than 5,000 video tutorials covering business, creative and technology topics.

Relevant recommendations. Explore the most in-demand skills based on your interests.

Expert instructors. Learn from industry leaders, all in one place.

Convenient learning. Access courses on your schedule, from any desktop or mobile device.

Helpful resources. Reinforce new knowledge with quizzes, exercise files and coding practice windows.

Don't hesitate to let me know if you have any questions. I look forward to your feedback.

Happy learning!

Best regards, <Your Name>

Launch email to employees

Tips and tricks:

- Send messages to targeted distribution lists from key influencers, i.e. dept. heads.
- Customize messaging to match the tone and style of the sender as necessary.
- Send the day of your official launch so employees spot the email from Lynda.com and activate their learning accounts.

Subject:

[Option 1] You now have access to Lynda.com!

[Option 2] Start building professional skills today with Lynda.com!

Message body:

As I shared previously, <Company Name> has provided you with Lynda.com, an on-demand learning solution designed to help you gain new skills and advance your career.

You should have received an email from Lynda.com inviting you to log in and activate your account. Start exploring courses today. For a great overview, [watch the How to use Lynda.com course](#).

Best regards,
<Your Name>

A man with glasses and a woman with long blonde hair are sitting at a table in a classroom, looking at papers. The man is on the left, wearing a dark shirt and glasses, with his hand on his chin. The woman is on the right, wearing a dark blazer over a teal top, looking down at the papers. In the background, other students are visible, some sitting at desks and some standing. The entire image has a warm, orange-toned overlay.

Additional Resources

Lynda.com

Customer success plan



Goals

- Sign up 20% = 40 employees by March 1
- Encourage learners to revisit the site. Target is around 40% of users monthly.
- Conduct an Impact Review with all active users on April 1 to collect qualitative feedback and learner success stories.



Strategies








- Plan a continuous launch campaign to keep learning top-of-mind and encourage employees to take courses.
- Identify high-profile senior leadership stakeholders or influencers as supportive sponsors.
- Implement a month-on-month communication plan to provide regular reminders.
- Align Lynda.com content to training curriculum or performance-related initiatives.
- Plan and execute Impact Review in May with active users, and gather qualitative feedback.



Metrics

- Review signup rates and logins of new and active users on a monthly basis.
- Hold strategic quarterly planning sessions.
- Review communication plan vs. signup rates and activity levels.
- Review top course rankings and rankings of promoted courses.
- Review resources internally and decide who is accountable for specific goals and metrics.

Sample marketing & communication plan

	Pre-launch 1-3 weeks	Launch week	Post-launch ongoing
Emails			
Posters & flyers			
Intranet & LMS			
Learning Paths			
Face-to-face & webinars			
Functional leader sessions			
Competitions			
Champions & power users			