



LinkedIn Learning

University of Colorado

LinkedIn Senior Enterprise Manager: Devin Avilla
April 2020



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Welcome

- Introduction: Devin Avilla
 - LinkedIn Learning is available at no cost to CU staff, faculty, and students on all four campuses.
- Resources
 - The PowerPoint and webinar covered today is available: www.cu.edu/linkedin



Agenda

- Welcome and Overview
- LinkedIn Learning
- Demonstration
- Privacy Setting on LinkedIn.com
- Success Tips
- Resources
- Q & A



Skills are Changing

1/3

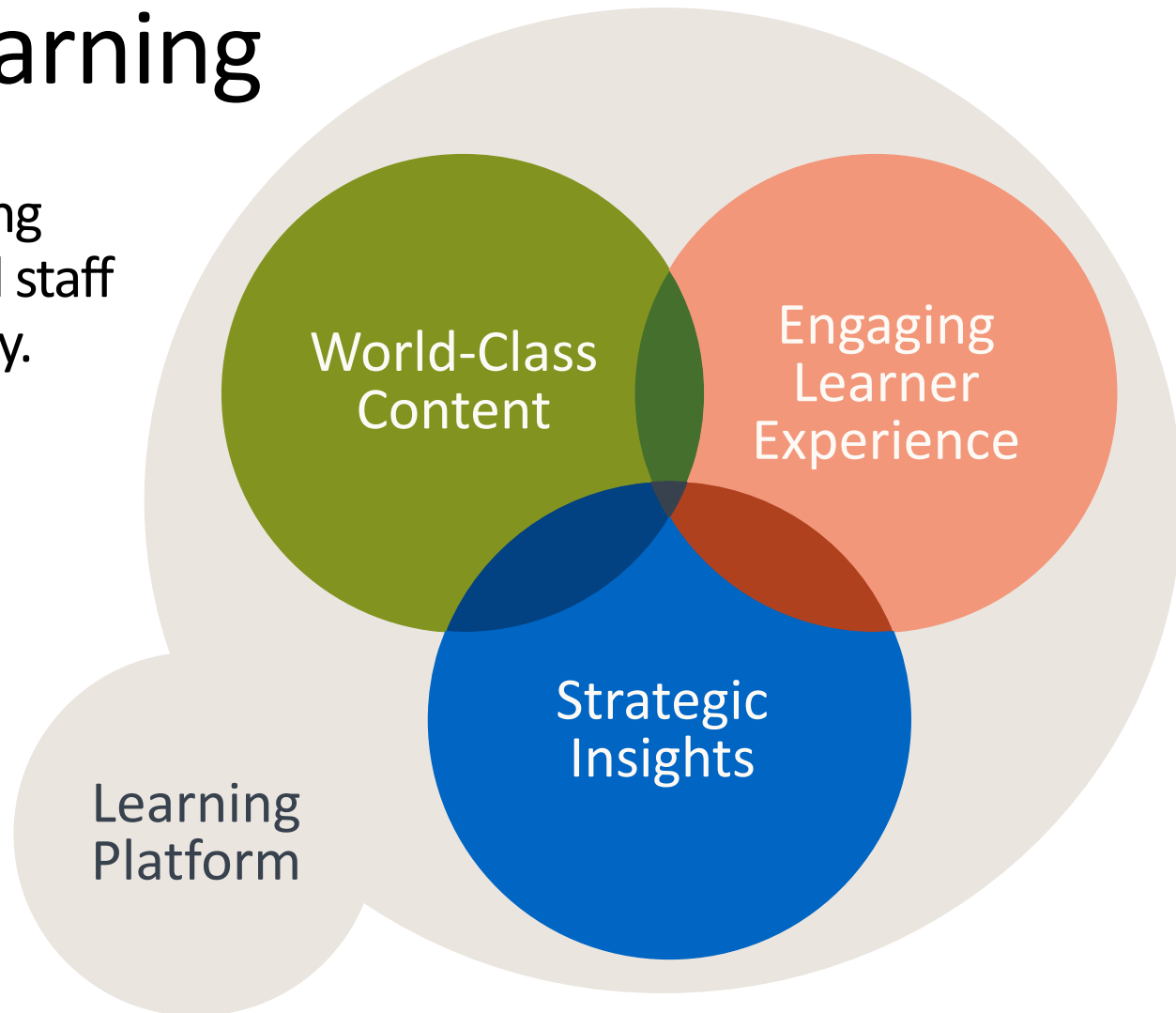
of core job skills will change in the next five years.

- For students, it means 1/3 of what you teach them in their freshman year will be out-of-date a year after graduation.
- Same for staff – it means an employee hired in 2015 would have 66% of the skills needed to do that same job in 2020.
- An example of this fluidity in motion – the fastest-growing software among developers today didn't exist 3 years ago.



LinkedIn Learning

A robust online learning platform students and staff will use, love and apply.



Content Tailored to the Learner

15,000+

Professionally
produced courses.

100%

Of our instructors are
experts in their field.

60+

Courses added
every week.

7

Languages
represented
among courses



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Courses for Every Department

Content for Deans

- Finance
- Engineering
- Marketing
- Creative arts
- Business analysis
- Journalism
- Accounting
- And much, much more

Student Services

- Resume writing
- Job interviewing
- Networking
- Landing an internship
- First month on a job

HR

- Communication
- Leadership
- Time management
- Diversity and inclusion
- Collaboration

Career Center

















- Managing your career
- Mentoring
- Soft skills
- Personal finance
- Salary negotiating

IT

- Microsoft Suite
- Google Suite
- Instructional Design
- DevOps
- AWS and Azure

Plus, curate your own collections











 (ISC) [®] (ISC) ²	 Adobe Adobe	 amazon WEB SERVICES Amazon Web Services (AWS)	 AM&A AMERICAN MARKETING ASSOCIATION American Marketing Association
 AUTODESK Autodesk	 AVID AVID	 AXELOS FORMAL BEST PRACTICE AXELOS	 CSCM Certified Scrum Master
 CISCO Cisco	 CompTIA CompTIA	 docker Docker	 EC-Council EC-Council
 Federal Aviation Administration	 Google Google	 HRCI CERTIFICATION INSTITUTE HR Certification Institute (HRCI)	 IIBA International Institute for Business Analysis (IIBA)



Industry-Leading Continuing Education

LinkedIn Learning offers approved Continuing Education courses to help learners easily maintain their PMP, HRCI, SHRM, IIBA, and CompTIA certifications.

Certification Prep and Continuing Education

 Linux Professional Institute Linux Professional Institute	 Microsoft Microsoft (Technical)	 Microsoft Office Specialist Microsoft Office Specialist (MOS) and Expert	 OMCA Online Marketing Certified Associate Online Marketing Certified Associate (OMCA)
 redhat Red Hat	 salesforce Salesforce	 6σ Six Sigma	 SHRM SOCIETY FOR HUMAN RESOURCE MANAGEMENT Society for Human Resource Management (SHRM)

Continuing education programs

 NASBA	 Project Management Institute Project Management Institute (PMI)
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Working from Home

The skills employees are developing in this environment are also changing.



Virtual
Collaboration
+1393%



Video
Conferencing
+1353%



Virtual Work
+1099%



Telecommuting
+2571%

Source: LinkedIn Platform Data, Feb - March 2020



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LinkedIn

LinkedIn is the world's largest professional network.

660+ million

Professionals on
LinkedIn

20+ million

Jobs on LinkedIn



Connect
you to the
professional
world.



Stay informed
through
professional and
industry news.



Get hired
and build your
career.



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Connecting

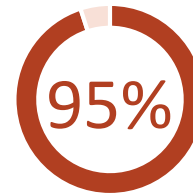
A richer learning experience powered by the data and insights of the LinkedIn Network:

- 1 Faster, easier sign-in directly from LinkedIn.com.
- 2 More personalized course recs based on your job title, skills and industry.
- 3 Access to Q&A with course instructors.
- 4 Option to play courses directly from your LinkedIn newsfeed to always be learning.
- 5 Easily add course completions and skills to your profile.

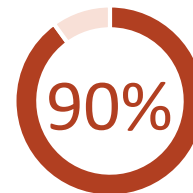
Learners who connect their accounts are

1.5x

more engaged on LinkedIn Learning.



successful activation rate of learners who connected their accounts on the first attempt



of connected learners stay signed in to LinkedIn

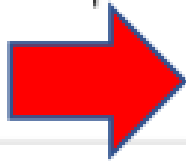


Connecting LinkedIn

Adding a LinkedIn account after you set up LinkedIn Learning?

1. Login to LinkedIn Learning
2. Open up any course
3. Click the Q&A Section on the right-hand side of the video player
4. Click Connect my LinkedIn Account
5. You will be prompted for your LinkedIn Login and Password.

Overview



Q&A 8

Transcripts

Exercise Files

Notebook

Ask here to share with learners, experts and others



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Social Product Usage

+194%



Course Shares

+160%



Learning Group
Joins

+110%



Q&A
Contributions

LinkedIn Internal Data: 3/1-3/29

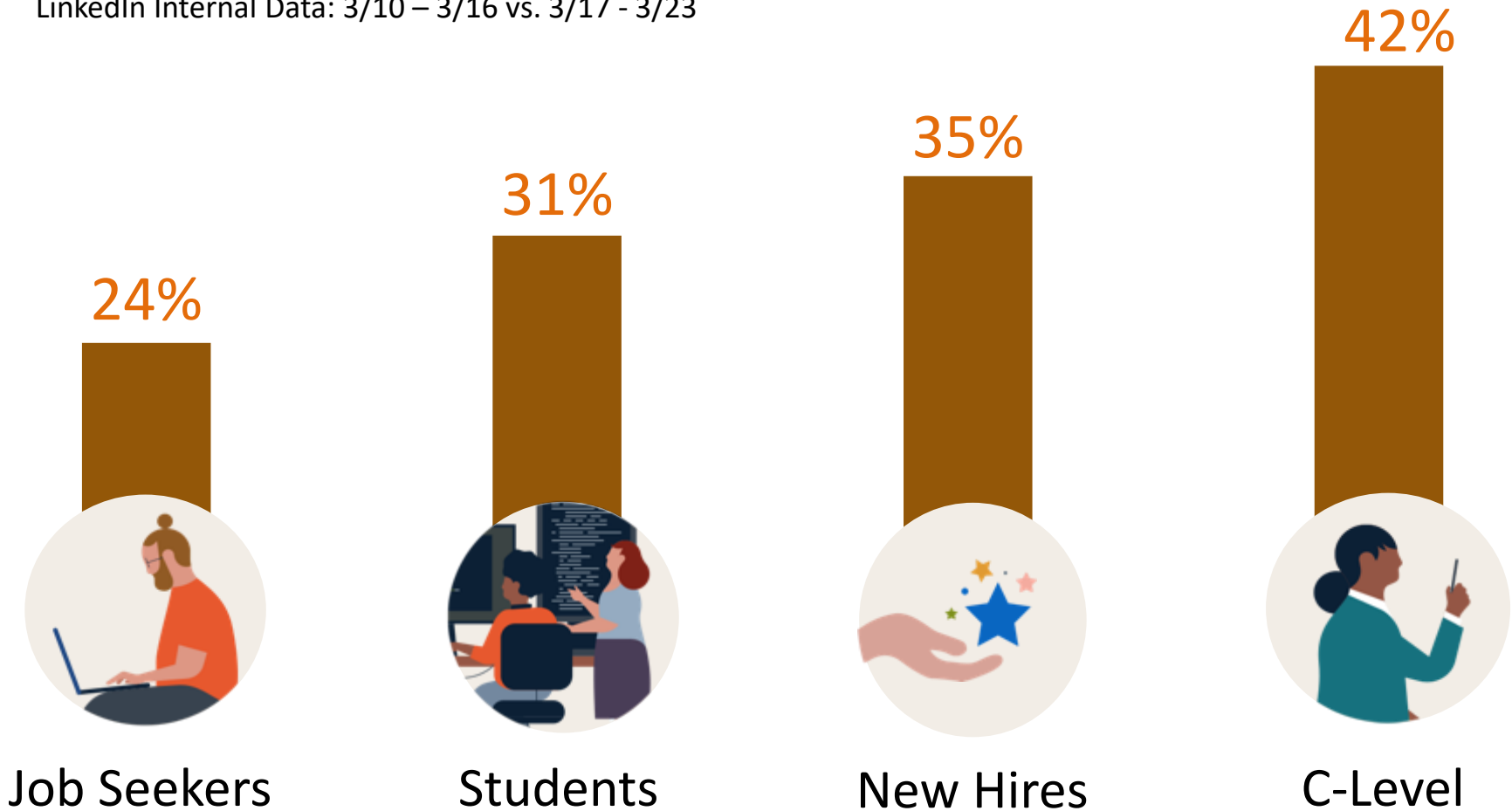


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Recent LinkedIn Usage Increase

LinkedIn Internal Data: 3/10 – 3/16 vs. 3/17 - 3/23



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Privacy Information

What data can CU access?

- Viewed or completed courses.
- Profile information: name, work title, and profile photo.

What data can't CU access

LinkedIn does not provide CU access to private activity from your personal LinkedIn account, such as:

- Personal connections
- Private messages
- Job searches or viewed job posts
- Courses learned or viewed in your personal account

More Info:

- [Managing profile settings](#)
- [LinkedIn Privacy Policy](#)
- [LinkedIn Learning privacy information](#)

What can my LinkedIn Network see?

You're in control of what learning activity is shared with your network. For example, you have the option to:

- Add completed courses to your profile.
- Share courses with your LinkedIn network.



Activation link (direct access):

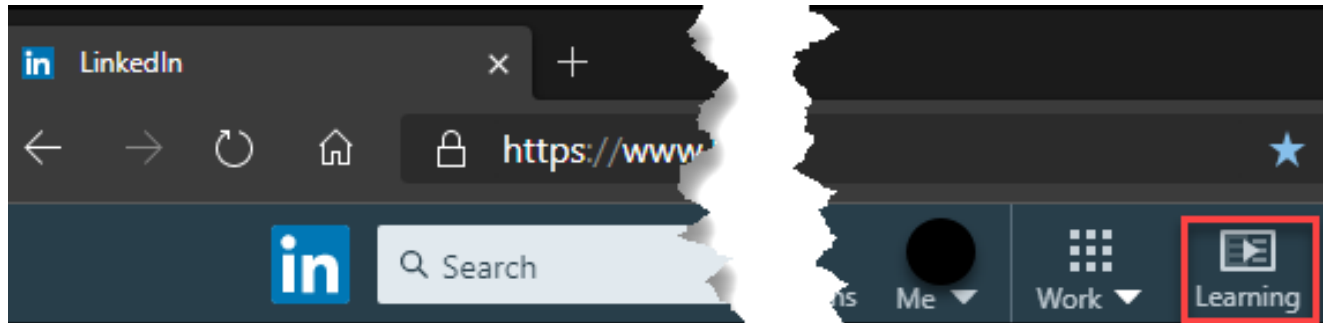
<https://lnkd.in/eDv6GVh>

Access

Login through your campus portal (<https://my.cu.edu>).

1. Open the **CU Resource** dropdown menu.
2. Select **Training**.
3. Click the **LinkedIn Learning** tile.

Easily access LinkedIn Learning by connecting your LinkedIn account. This will add the icon below to your LinkedIn profile.



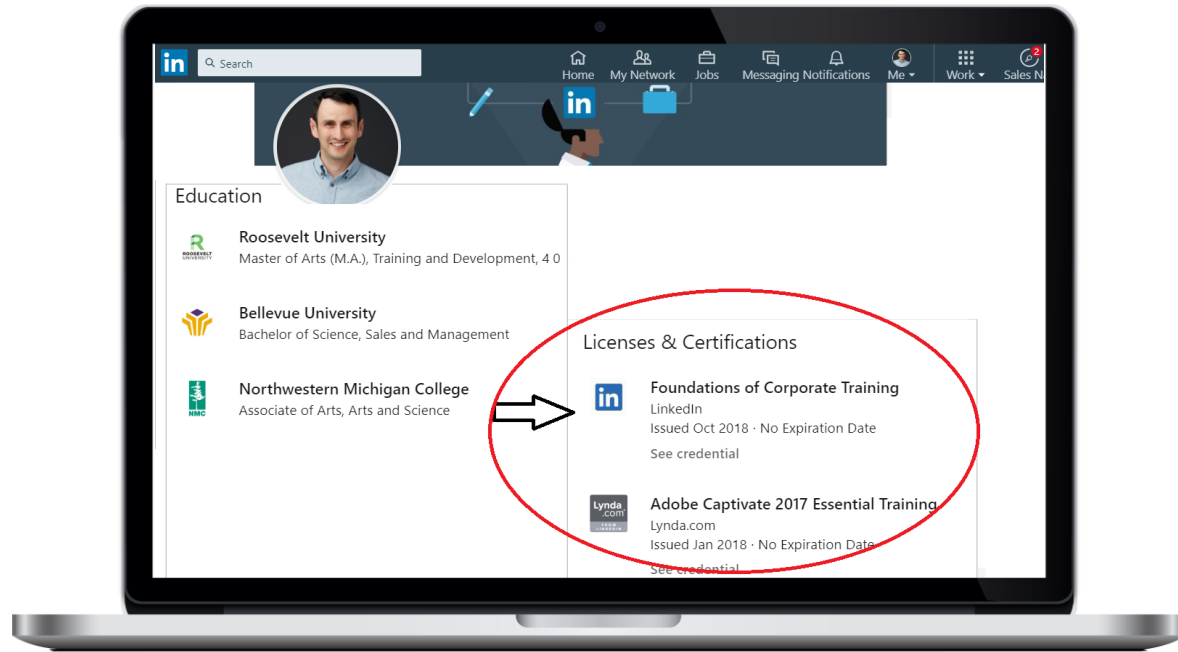
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Success Tips

Certificates of Completion

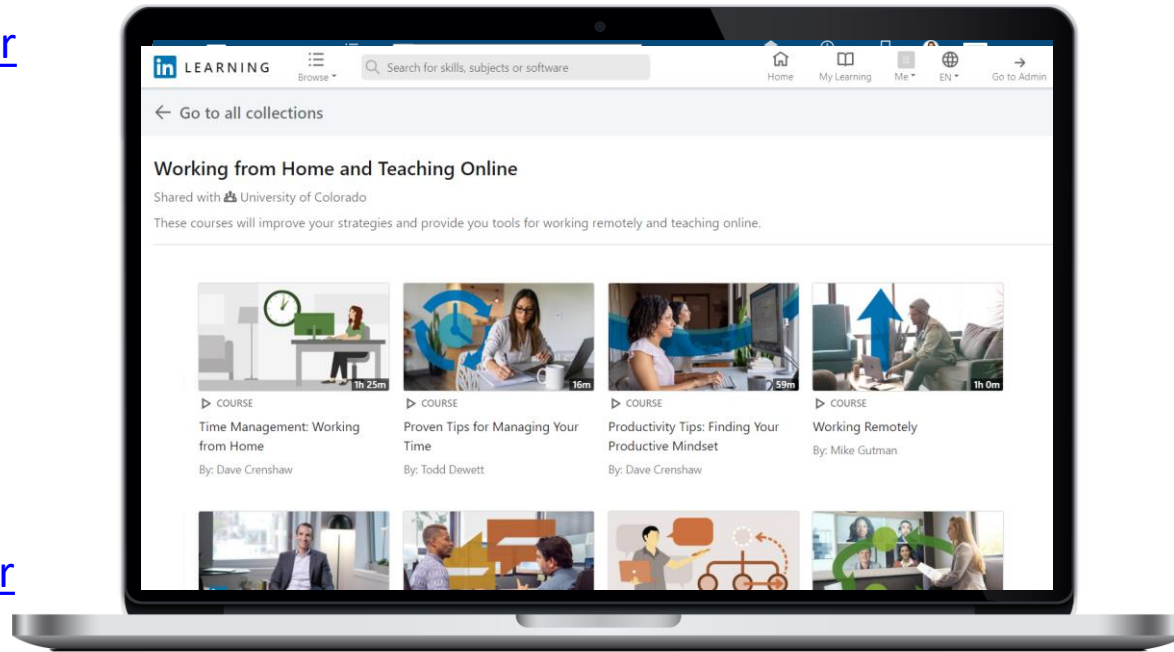
- ✓ Building personal and professional brand
- ✓ Digital Portfolio
- ✓ Skills Inventory
- ✓ Resume Building



Success Tips

Start a Learning Path or Collection

- [Working from home and Teaching Online](#)
- [Become a Project Manager](#)
- [Learning Python](#)
- [Become a Front-End
Web Developer](#)
- [Become a Manager](#)
- [Become a Graphic Designer](#)



Success Tips

Goal Setting

Set your own weekly goals to keep yourself accountable. This will activate weekly emails that highlights your progress and celebrates your success.

Weekly goal

February 24 - March 1 [Edit goal](#)

2/30
minutes

Keep going! Learn for 28 more minutes to hit your goal.

Last week: 22 minutes

Set a weekly goal


We'll help you track your progress and remind you to keep learning

15 mins 30 mins 60 mins 120 mins

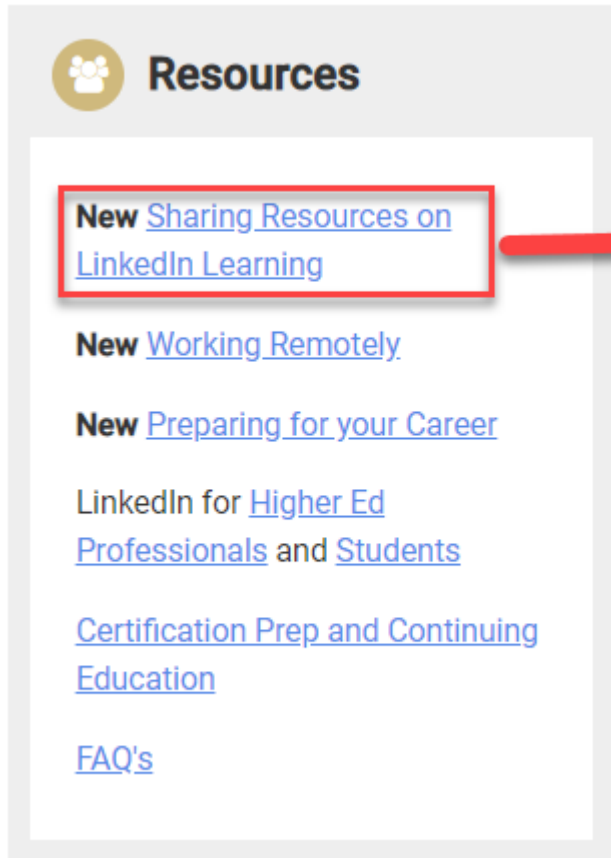
Keep it casual **RECOMMENDED**


Half an hour is all it takes!

[Maybe later](#) [Set goal](#)



LinkedIn Learning Resources



 **Resources**

New [Sharing Resources on LinkedIn Learning](#)

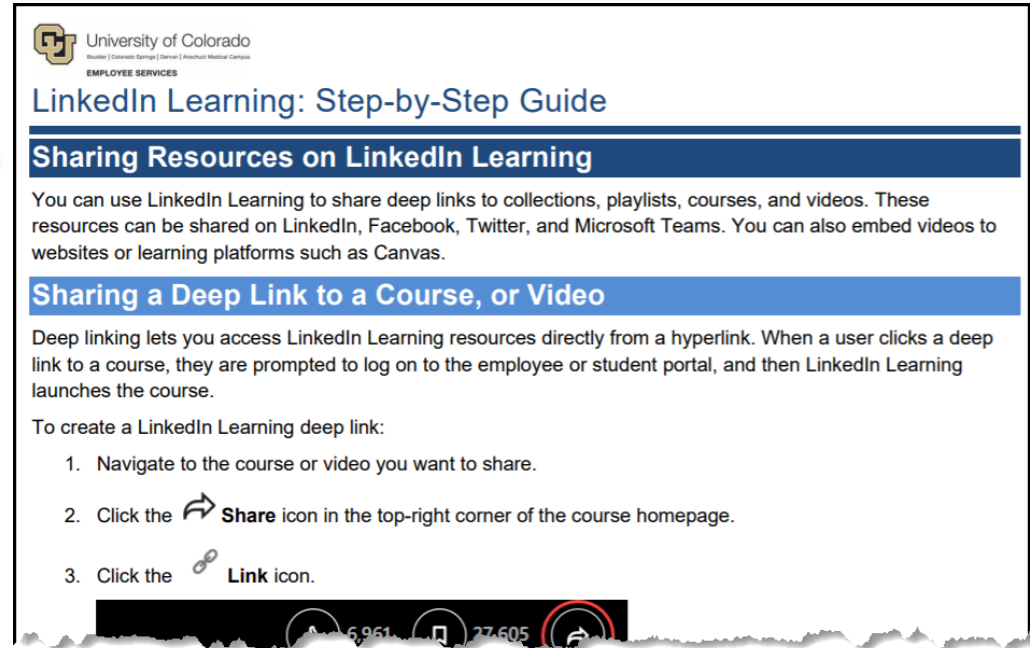
New [Working Remotely](#)


New [Preparing for your Career](#)

LinkedIn for [Higher Ed Professionals](#) and [Students](#)

[Certification Prep and Continuing Education](#)

[FAQ's](#)



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EMPLOYEE SERVICES

LinkedIn Learning: Step-by-Step Guide



Sharing Resources on LinkedIn Learning


You can use LinkedIn Learning to share deep links to collections, playlists, courses, and videos. These resources can be shared on LinkedIn, Facebook, Twitter, and Microsoft Teams. You can also embed videos to websites or learning platforms such as Canvas.

Sharing a Deep Link to a Course, or Video

Deep linking lets you access LinkedIn Learning resources directly from a hyperlink. When a user clicks a deep link to a course, they are prompted to log on to the employee or student portal, and then LinkedIn Learning launches the course.

To create a LinkedIn Learning deep link:

1. Navigate to the course or video you want to share.
2. Click the  **Share** icon in the top-right corner of the course homepage.
3. Click the  **Link** icon.



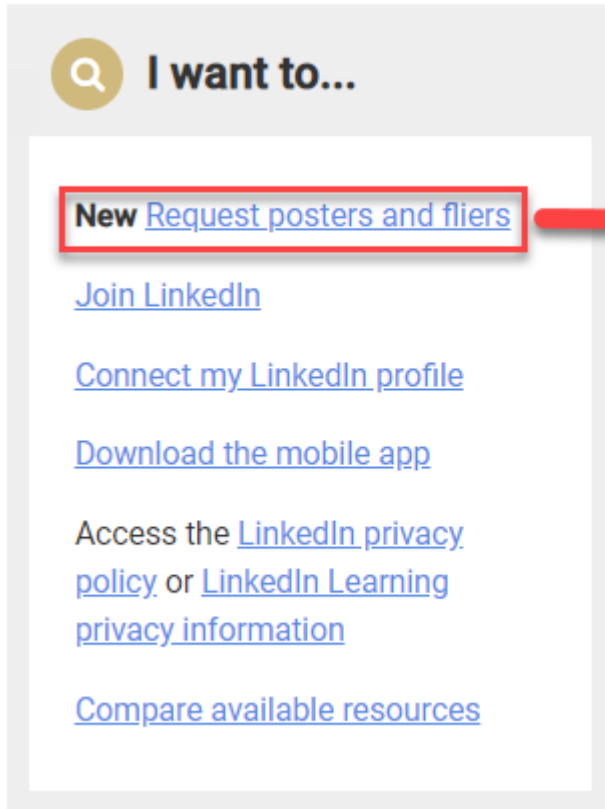
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LinkedIn Learning Resources



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Contact Info

- Annie.Melzer@cu.edu Project Manager - LinkedIn Learning
 - Email to request:
 - Posters, fliers, and marketing materials
 - Admin access to create collections in LinkedIn Learning
 - Department specific training and support
 - Presence at campus professional development events
 - Other questions
- system.training@cu.edu General contact
 - Email with any technical questions or problems logging in

