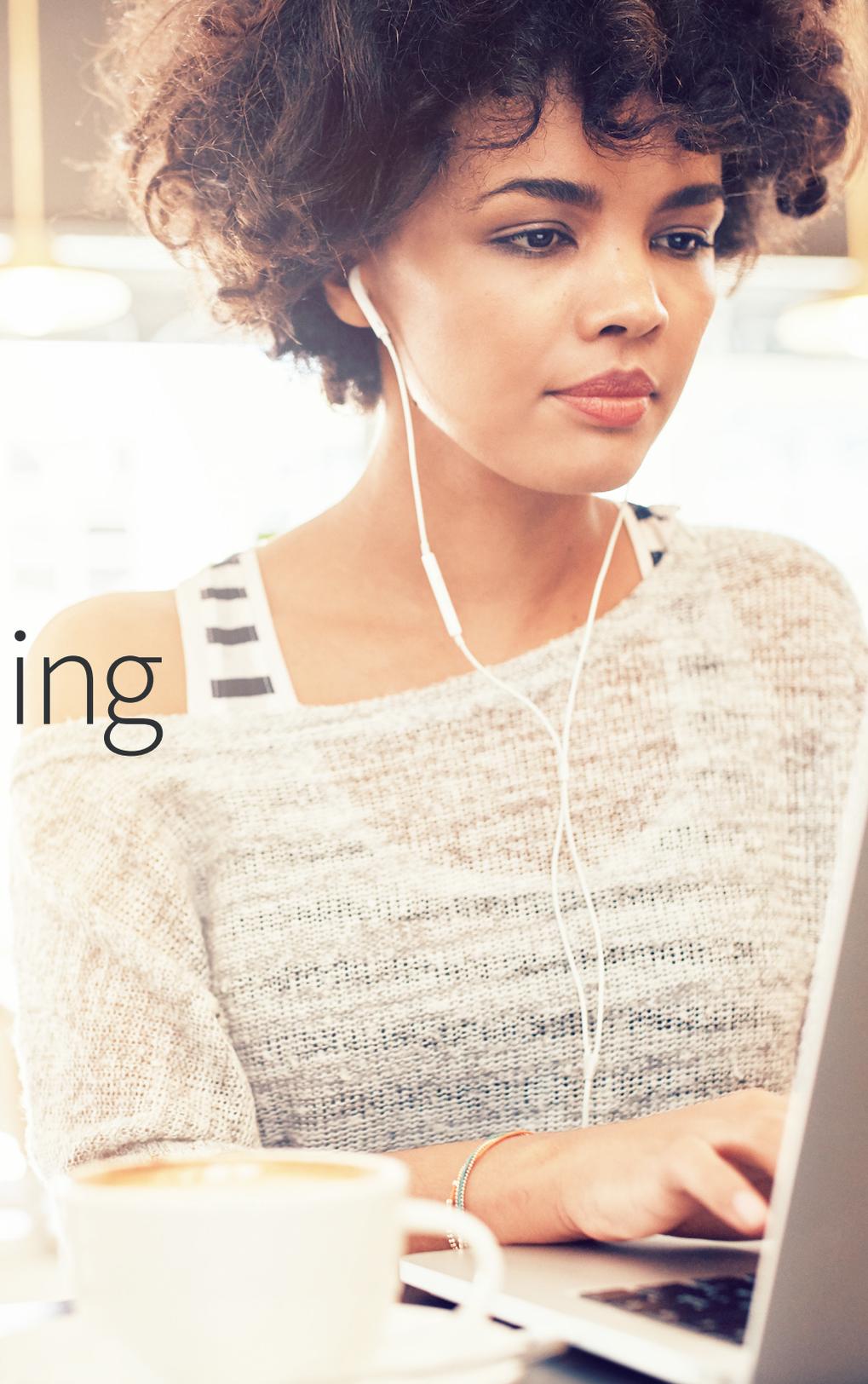




LEARNING
WITH Lynda.com® CONTENT

How to Use LinkedIn Learning

Quick tips for getting the most from your
on-demand learning resource



Welcome to LinkedIn Learning

You're one step closer to developing the most in-demand skills and taking your career in valuable new directions—whether you're building computer programming knowledge, want to become a better project manager, need to brush up on design software or have other goals.

LinkedIn Learning provides access to more than 5,000 high-quality on-demand courses. And you'll get personalized course recommendations based on unique, data-driven insights from millions of professionals on the worldwide LinkedIn network.

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

Happy learning,
The LinkedIn Learning team



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Getting started

Product overview

LinkedIn Learning is an on-demand library of instructional videos covering the latest business, technology and creative skills. It provides personalized course recommendations and is designed to help you achieve your full potential.



Personalized recommendations

- Learn skills trending in your profession
- Explore course suggestions based on your experience and LinkedIn profile



On your schedule

- Watch courses when it's convenient
- Access content from your computer or mobile device—anytime, anywhere



Industry experts

- Learn from passionate instructors
- Stream courses taught by experts with real-world experience

Finding the content you want

Your LinkedIn Learning homepage provides four easy ways to get started and discover new skills.



Pro tip: LinkedIn Learning releases 25 to 30 new courses each week. To find them, use the search bar and sort by newest.

Recommendations:

These populate and update as your interests change, driven by data from the LinkedIn network.

Skills:

Self-select and edit your skills and interests to discover relevant courses.

Topics:

Explore courses across a wide range of business, creative and technology skills.

Search:

Find courses based on skills, subjects, software and more.

You can also access your current courses by clicking **See all my courses** on your homepage.

Trying to decide if a course is right for you? Click the **Overview** tab on any course page then scroll down to see the job titles and employers of professionals who've watched that course.

The screenshot displays the LinkedIn Learning interface. At the top, there is a search bar with the text "Search for skills, subjects or software". Below the search bar, the page is divided into two main sections: "Popular for people with your job title" and "Recommended for you".

Popular for people with your job title

- COURSE Business Ethics** By: Bob McGannon, 6,110 viewers
- COURSE Managing Project Ethics** By: Bob McGannon, 4,348 viewers
- COURSE Executive Decision Making** By: Mike Figliuolo, 6,850 viewers

Recommended for you

- COURSE Photoshop for Photographers: Lighting Effects** By: Chris Orwig
- COURSE Shooting with Wireless Flash: Studio Portraits** By: Jim Sugar
- COURSE Up and Running with Analytics Reports and Analytics** By: David Booth

Using the player

With LinkedIn Learning, you can personalize how you view your learning experience.

Options include:

- **Adjustable playback speed:** 0.5x - 2x
- **Courses in full screen**
- **Closed captioning**
- **Optional video quality based on your internet connection:** 360p, 540p, 720HD
- **Transcripts to reinforce learning**
- **Zip forward:** Click text in the transcript to jump to an area of interest

The screenshot displays a video player interface for a course titled "Project Management Fundamentals". The video is titled "Watching: Welcome" and is currently at the 00:45 mark of a 01:17 duration. The video content shows two silhouettes of people flanking a central graphic of interlocking puzzle pieces in various colors (orange, purple, green, blue). Below the video, a control bar includes play, pause, and volume icons, along with a progress indicator. A settings menu is open in the bottom right corner, showing options for Playback Speed (2x, 1.75x, 1.5x, 1.25x, 1x, 0.75x, 0.5x), Video Quality (360p, 540p, 720p HD), and Continuous Play (ON, OFF). On the left, a "Contents" sidebar lists "Introduction" with a dropdown arrow, and "Welcome" (Video · 1m 17s) selected. The main transcript area shows the text: "project execution, making your project run smoothly, and working with your project teams. Then, we'll look at everything that goes into monitoring and controlling project performance, so you stay on time and within budget. Finally, I'll talk about how you wrap up a project. Having the proper skills and tools in your project toolbox is critical to delivering a successful project. I'll introduce you to these skills and tools, and how to use them effectively, in Project Management Fundamentals."



Taking courses

Watching a course



Pro tip: When choosing a course, watch the Welcome video to confirm the course content matches your needs.

To watch a course and get the most from the experience:

- Click on the course title or thumbnail.
- Consider the three buttons located across from title.
 - **Save.** Choose this to save the course and resume later.
 - **Layout.** Choose this to change from condensed to theatre mode.
 - **Share.** Choose whether to share your favorite courses on LinkedIn, Twitter or Facebook.
- Browse the chapters to track your progress.
- Read the course overview and transcript located below the player.
- Check out any exercise files, quizzes and coding practice windows.
- Learn more about instructors from their LinkedIn profiles.
- Check out the skills covered as well as any related courses.
- Find out how many people have viewed the course, their roles and where they work.

The screenshot shows a course player interface. At the top, it says "Watching: Welcome" and "From the course: Project Management Fundamentals". There are buttons for "Save" and "Layout". The left sidebar shows a "Contents" menu with sections: "Introduction" (containing "Welcome" and "Using the exercise files"), "1. Getting to Know Project Management" (containing several video lessons), and "Chapter Quiz". The main area shows a video player with a progress bar at 00:45 / 01:17. Below the player are tabs for "Overview", "Transcripts", and "Exercise Files". The "Overview" tab is active, showing "Course Details" with a 3h 20m duration, beginner level, and release date of March 31, 2016. It includes a description of project management and a bio for the instructor, Bonnie Biafore.

Taking a course on mobile

LinkedIn Learning is available on [iOS](#) and [Android](#) devices so you can learn on the go—anytime and anywhere.

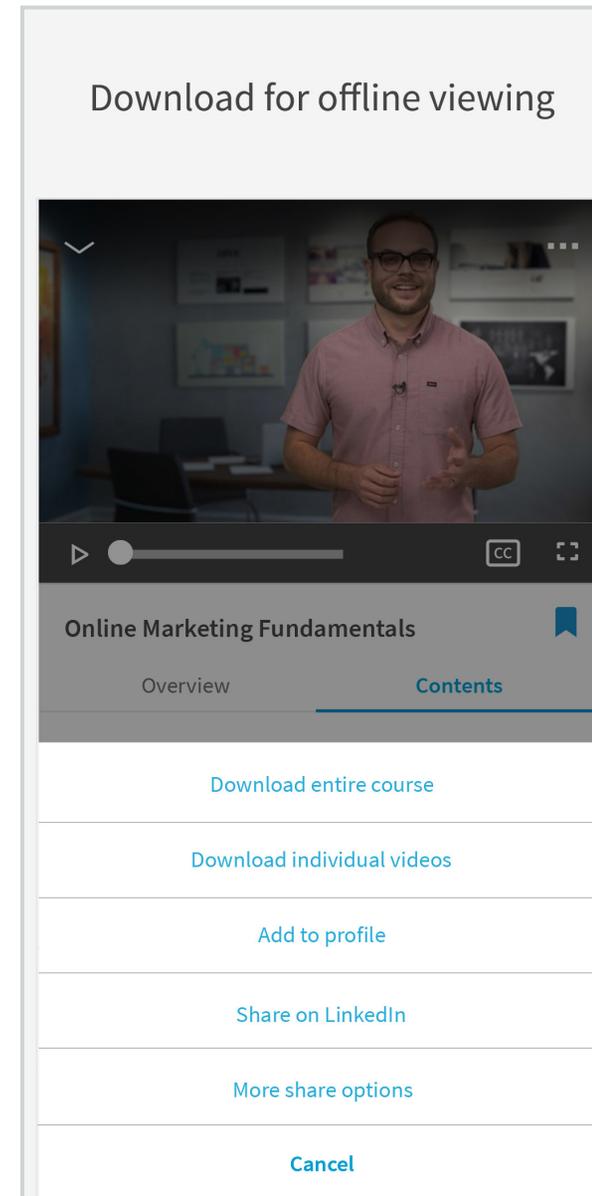
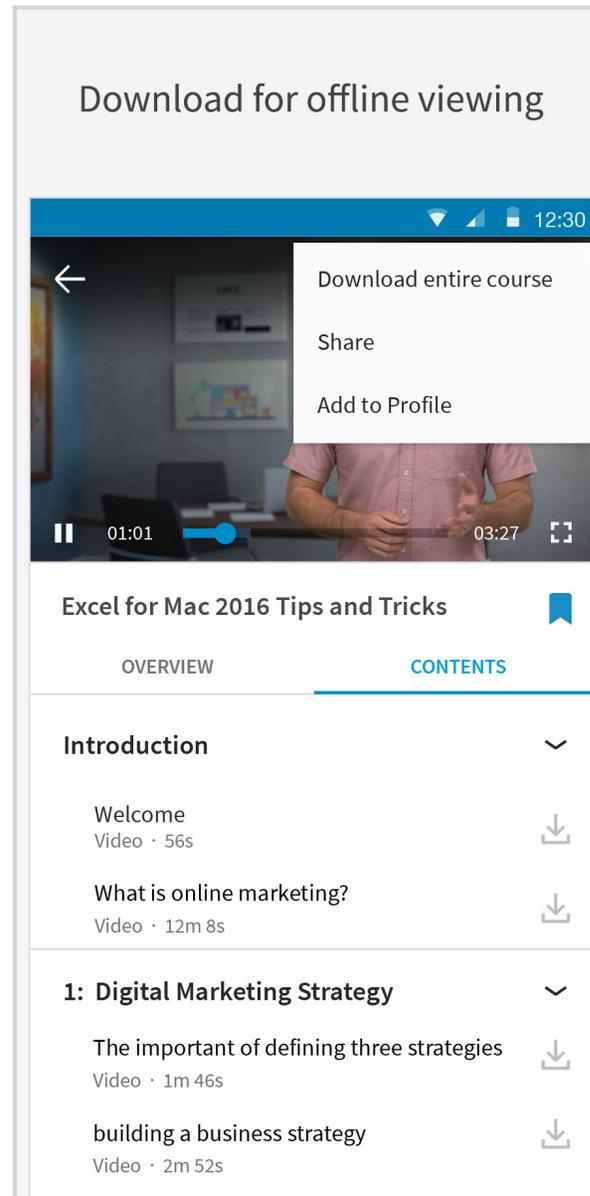
The LinkedIn Learning mobile app is synced with the desktop experience so you can:

- Start watching on one device then finish on another.
- Explore courses and videos during your commute and save them for viewing later.
- Download a course for offline viewing.
- Save on data by listening to course audio only, like a podcast.

To download a course on Android or iOS:

- Go to the course page.
- Click the three-dot menu in the upper right corner, then click **Download entire course**.

Find your downloads at the **My Courses** tab in the **Downloaded** section.



Keeping track of your courses



Pro tip: To check out your courses at a glance, look to the upper right corner of your homepage.

Click **See all my courses** to:

- View your course status: **In Progress**, **Saved**, **From Your Organization*** and **Learning History** tabs.
- Add skills you're interested in developing.
- Share a course with your network or individuals.
- Add a completed course and its skills to your profile.

To save a course or a chapter within a course to view at a later time, choose the bookmark icon. To view your saved list you can either:

- Click your profile photo and select **Saved** from the dropdown menu.
- Click see all my courses and select the **Saved** tab.

* **From Your Organization** tab shows if your company has recommended courses to you.

The screenshot shows the LinkedIn Learning interface for a user named Alexandra Clarke, Lead Engagement Manager at ACME Corporation. The page features a search bar at the top with the text "Search for skills, subjects or software". Below the search bar, there are five tabs: "In Progress (7)", "From Your Organization (3)", "Saved (2)", "Learning History (8)", and "Skills (4)". The "In Progress" tab is currently selected. The main content area displays a list of courses and learning paths. Each item includes a thumbnail image, a title, a progress bar, and a "Current video" section with a duration and a video title. For example, the first item is "SEO Fundamentals" with a current video of 4m 1s titled "What is search engine optimization (SEO)?". The second item is "Marketing Fundamentals" with a current video of 4m 46s titled "Positioning your message". The third item is "Content Marketing: Staying Relevant" with a current video of 2m 34s titled "Staying relevant based on demographics and firmographics". The fourth item is a learning path titled "Become a Project Manager" with a current course of 3h 19m left titled "Project Management Fundamentals". Each item has "Share" and "Mark as done" options.

Pursuing a Learning Path

Whether you're transforming your career or sharpening skills in your current role, Learning Paths can guide your success.

A Learning Path is a curated collection of sequenced courses that guide you through an in-depth topic. This is supported by quizzes, practice opportunities and learning reminders.

To get started with Learning Paths:

- Search under **Topics** and filter courses by **Learning Paths**.

Click a Learning Path to:

- Find out what subjects are covered.
- Learn how long it will take to complete.
- Discover the skills it covers.

The screenshot displays the LinkedIn Learning interface. At the top, there is a search bar with the text "Search for skills, subjects or software" and a magnifying glass icon. The LinkedIn logo and the word "LEARNING" are on the left. On the right, there are icons for "Topics" and "Me". Below the search bar, the page is titled "Business: Marketing" and "Become a Digital Marketer". A description reads: "Use your analytical and tactical skills to help grow and develop new opportunities for businesses as a digital marketer. From marketing plans and content strategy to lead generation and SEO, this path guides you through the best practices and principles of digital marketing." To the right of the description, there are three statistics: "23 Hours", "64 Quizzes", and "8 Courses". Below the description, there are three bullet points: "Learn the fundamentals of online, mobile, and content marketing.", "Develop effective, integrated online marketing plans.", and "Practice with hands on, essential training in Google Analytics." At the bottom of this section, there are two buttons: "Preview first video" and "Start Learning Path". Below this, there is a list of four courses, each with a circular progress indicator on the left, a thumbnail image, a title, a description, and the instructor's name and profile picture. The courses are: 1. "Online Marketing Fundamentals" by Brad Batesole, 3h 45m. 2. "SEO Fundamentals" by David Booth, 3h 23m remaining. 3. "Google Analytics Essential Training" by Brad Batesole, 3h 48m remaining. 4. "Content Marketing Fundamentals", 1h 31m remaining.



Measuring success

Testing your knowledge

Confirm your progress with chapter quizzes, exercise files and coding practice environments.

Quizzes are designed to reinforce your comprehension and boost your confidence when applying new skills. You can opt to take the quiz directly after a chapter has concluded, or come back to it later.

Exercise files are supplemental project files or informational documents the instructor uses to teach LinkedIn Learning courses.

And courses with coding practice, where available, allow you to follow along with a tutorial and apply your programming language skills in real time.

The screenshot displays a LinkedIn Learning course page titled "Hiring Your Content Marketing Team" under the "Content Marketing Fundamentals" category. A search bar at the top right contains the text "Search for skills, subjects or software". The main content area shows "Chapter Quiz in Progress" for "Creating a Foundation for Content Marketing". A modal window titled "Chapter Quiz" is overlaid, showing "Question 4 of 4": "What is the benefit of project management and production platforms?". Four answer options are provided in a 2x2 grid:

- They help you prioritize and assign tasks to project manage your different pieces of content.
- They help you collaborate with multiple stakeholders.
- They help you run the business of content marketing.
- all of these answers

Celebrating success

Post completed courses and new skills to your LinkedIn profile and share them with your network.

Once you've completed a course, you can add a certificate of completion and the skills associated with that course to your profile. Choose either of these approaches:

- Click your profile photo. Click **Learning History**. Click **Add to Profile**.
- Click on **History** in upper right corner of the homepage. Choose the course and click **Add to Profile**.

Need more help?

Check out LinkedIn Learning Help for content designed to answer frequently asked questions.

Or [view our course *How to Use LinkedIn Learning*](#).

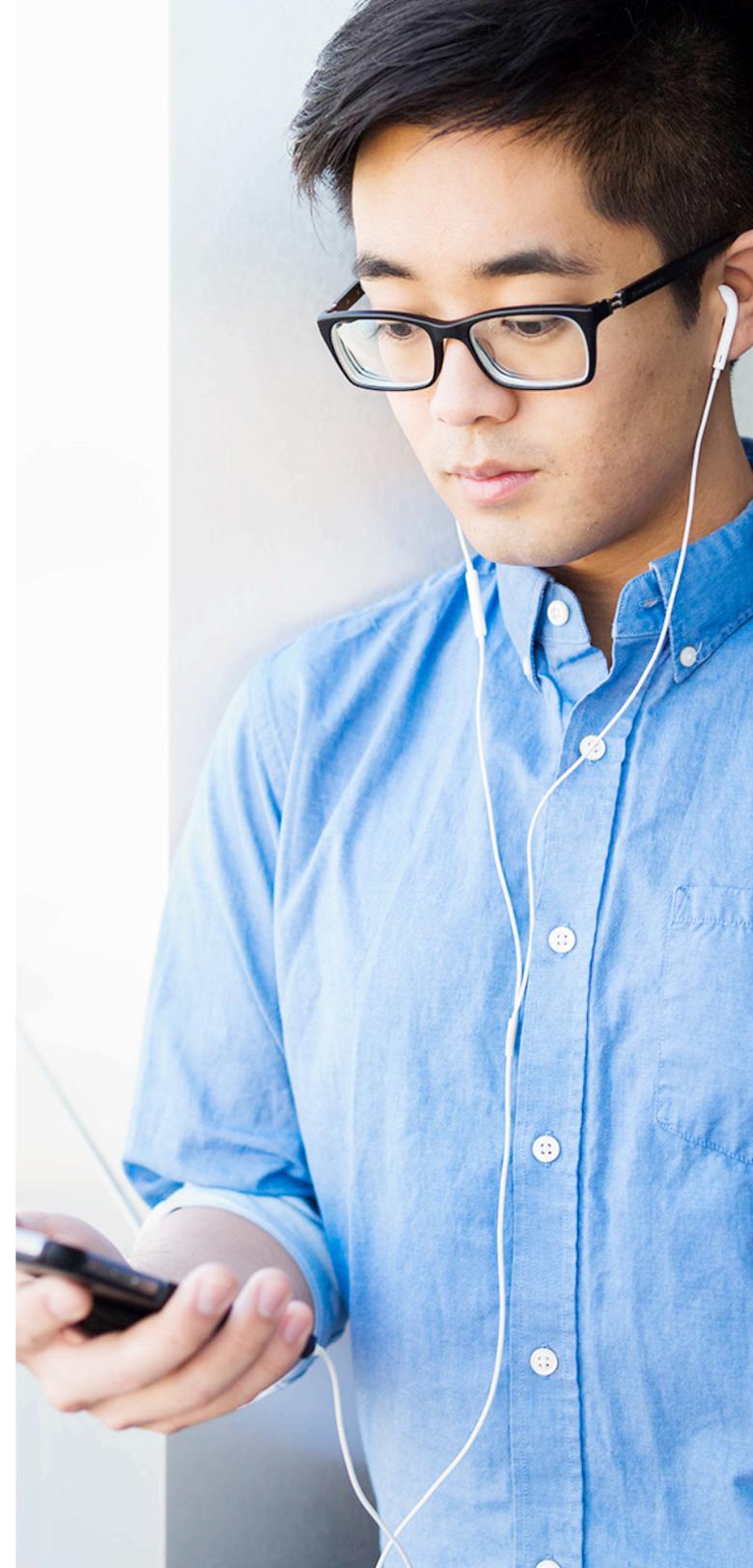
The screenshot displays the LinkedIn Learning interface. At the top, there is a search bar with the text "Search for skills, subjects or software" and a magnifying glass icon. Below this, the user's profile information is visible, including the name "ndra Clarke" and the title "agement Manager at ACME Corporation". The main navigation area shows tabs for "From Your Organization (3)", "Saved (2)", "Learning History (8)", and "Skills (4)". The "Learning History (8)" tab is selected, showing a list of courses. The first course is "HTML Essential Training", which is marked as "done" and has skills "HTML" and "Web Design" associated with it. A modal dialog titled "Add Course and Skills to Profile" is open in the foreground. The dialog contains the following information: "Below is the course that will appear on your profile", "HTML Essential Training" (with the LinkedIn Learning logo), "LinkedIn Learning", and "October 2016 - October 2016". Below this, it lists "Skills that will be added to your profile" with five skills: "HTML", "Web Design", "Web Standards", "HTML5", and "Open Source Software", each with a checkmark icon. At the bottom of the dialog, there are "Cancel" and "Add to Profile" buttons.

Making time for learning

With a busy career and life outside of work, it can be challenging to find time to pursue learning.

To integrate learning into your life:

- Tie LinkedIn Learning courses to your goals and career development plans.
- Block out calendar time to take courses. You might find it helpful to leave your desk to view content on your laptop or phone.
- Find opportunities for ‘just in time’ learning using two- to three-minute videos. For example, quickly learn how to create a pivot table in Microsoft Excel or how to initiate a difficult conversation.
- Take a time management course. This may help you find more time to accomplish your goals, as well as more time for learning.
- Set up reminder notifications on iOS.
 - Navigate to **My Course**
 - Tap your profile image, then tap the gear icon to navigate to **Settings**
 - Tap on the tile under **Notifications** to set up your learning reminders





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Thank you

Thank you for getting started with LinkedIn Learning. We wish you all the best as you work to meet your professional development goals.