



# LinkedIn Learning

## Creating and Sharing Collections



# Introduction

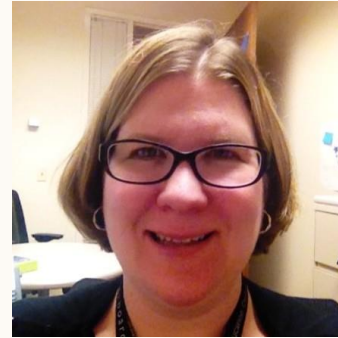
Resources and a copy of this PowerPoint are available: [www.cu.edu/linkedin](http://www.cu.edu/linkedin)

The recording of this webinar will be recorded and posted online.



Cyndi Ramirez

LinkedIn Customer  
Success Manager



Christine Gramlick

LinkedIn Customer  
Success Manager

# Agenda

- 1 About LinkedIn
- 2 LinkedIn Learning
- 3 Demo: Creating and sharing content
- 4 Resources and Q&A



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# About LinkedIn



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# A bit about LinkedIn – the world’s largest professional network

Individuals on LinkedIn can:

645+ 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 or start  
your career.



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# The LinkedIn Economic Graph



637 new data points are created every 2 seconds, fueling our **Economic Graph**. This vast network of data enables *you* to be more successful on LinkedIn.



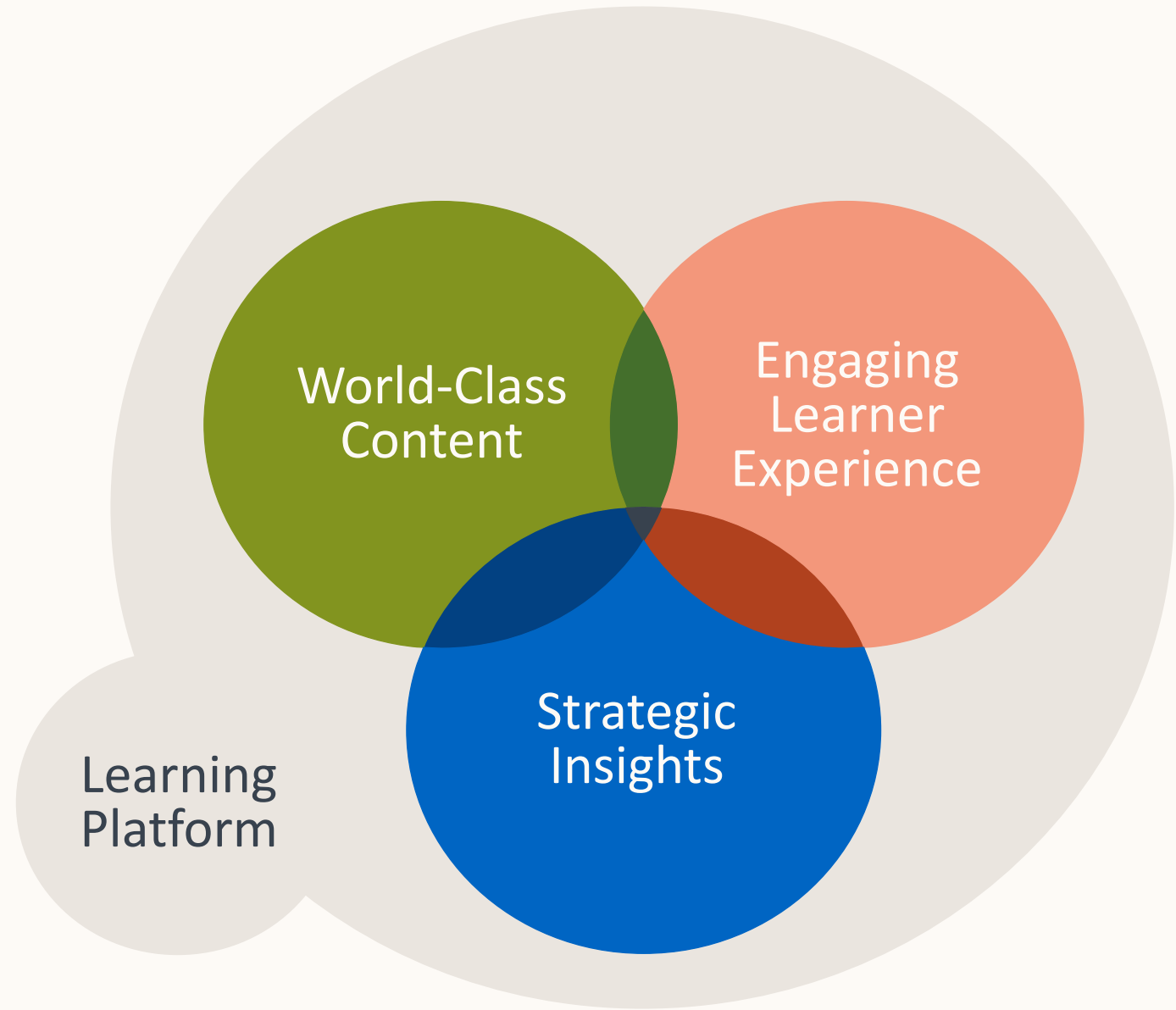
## 2 LinkedIn Learning



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A robust online learning platform students and staff can use and apply.





# It starts with world-class content tailored to the learner.

**+16,000**

Professionally  
produced courses.

**100%**

Of our instructors are  
experts in their field.

**60+**

Courses added  
every week.

**7**

Languages  
represented  
among courses



# Personalized Learning Experience

The screenshot displays the LinkedIn Learning homepage. At the top, there's a navigation bar with the LinkedIn Learning logo, a search bar for skills, subjects, or software, and user navigation options like Home, My Learning, Me, EN, and Go to Admin. Below the navigation bar is a featured course banner for 'Complete Confidence in Minutes: Weekly' by Selena Rezvani, updated 3 days ago. The main content area is divided into sections: 'Weekly goal' showing a progress ring for 0/120 minutes from Jun 28 to Jul 4, with a note 'You've got this! Start learning to reach your goal.' and 'Last week: 15 minutes'. Below this is a list of 'In progress' courses, including 'CCNA (200-301) Cert Prep: Network Fundament...' and 'Learning LinkedIn for Students'. The 'Top 10 courses this week' section features five course cards with thumbnails, titles, and durations, such as 'Agile Foundations', 'Managing Team Conflict', '15 Secrets Successful People Know About Time Management', 'Diversity, Inclusion, and Belonging', and 'Communicating'. The 'Top picks for Funmi' section shows five more course cards, including 'Increase Visibility to Advance Your Career', 'Asking Great Sales Questions', 'Building Resilience as a Leader', 'Productivity Tips: Finding Your Productive Mindset', and 'Getting into the Hiring Manager's Mindset'.

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

# Content covers all the needs of students, staff and faculty.

## Leadership and management

- Business strategy
- Coaching and mentoring
- People management
- Coaching
- Innovation
- Decision-making
- Operation management

Plus, upload your own content!

## Functional roles

- Program management
- Six Sigma
- Finance and operations
- Marketing
- Customer services
- Creative pro and graphic design
- L&D education
- HR and recruiting
- AutoCAD
- Business intelligence and analytics

## Tech and software engineering

- Security
- Data science
- Software development
- Web design and development
- IT Infrastructure
- Operation management
- Testing and methodology
- Information management

## Soft skills and business software

- Communication and public speaking
- Collaboration
- Writing
- Productivity
- Business software
- Excel/Word/PowerPoint/Outlook
- G-Suite/Mac OS
- Access/Tableau

[Content Mapping: NACE](#)

[Content Mapping: Higher Education](#)



















# Certification Prep & Continuing Education Units

LinkedIn Learning | Product | Courses | Customer Stories | Resources | [Get a free demo](#)



















Certification preparation | Continuing education

Choose a program to see its certification prep and CEU courses.

Certification preparation programs

 (ISC) <sup>2</sup>	 Adobe	 Amazon Web Services (AWS)	 Autodesk
 AVID	 Certified Analytics Professional	 Certified Scrum Master	 CompTIA
 Cisco	 Docker	 EC-Council	 Federal Aviation Administration
 Google	 IBM	 HBA	 ISACA

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 Juniper	 LEED	 Linux Foundation	 Linux Professional Institute
 Microsoft (Technical)	 Microsoft Office Specialist (MOS) and Expert	 Online Marketing Certified Associate (OMCA)	 Oracle
 Project Management Institute (PMI)	 Red Hat	 Salesforce	 SAS
 Six Sigma	 Society for Human Resource Management (SHRM)	 SOLIDWORKS	 Storage Networking Industry Association (SNIA)
 UNITY 3D	 VMWare		

Full list available [here](#)

# How do I earn a Project Management Professional (PMP) Certification?

LinkedIn Learning offers a PMP® certification prep course along with over 100 courses that provide more than 200 professional development units (PDUs).

LinkedIn Learning

1

Educate yourself on requirements

<https://www.pmi.org/certifications/process>

2

Search courses

Check out all the [PDU-eligible courses](#)

3

Complete courses

The entire online course is approved for 35 PDUs through PMI.

4

Prep for the exam

• [Cert Prep: PMP®](#)  
• [Exam Tips: PMP®](#)

5

Take exam & claim PDUs

[Claiming your PDUs](#)



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## Demo: Creating and sharing content



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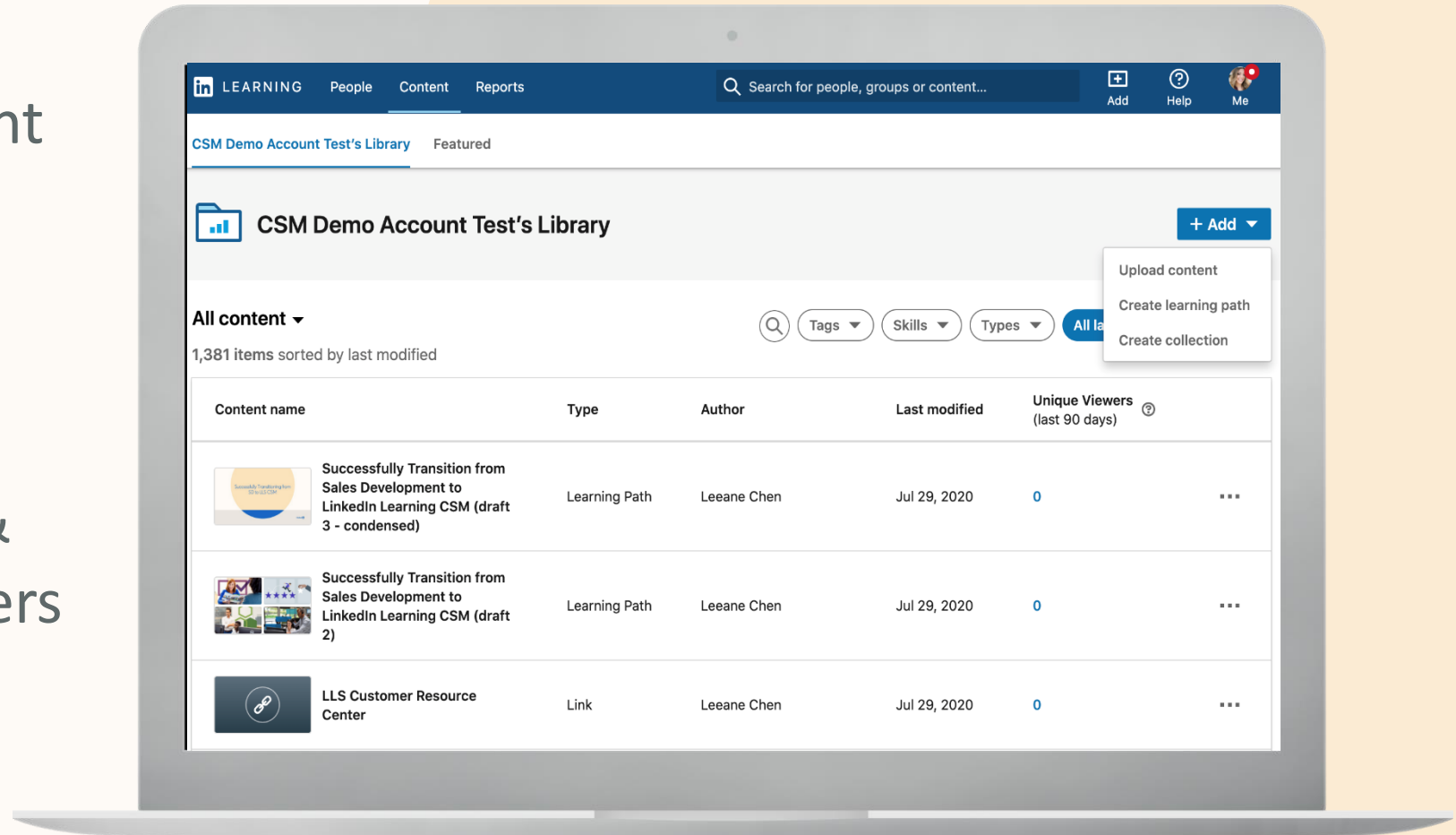
# Staff/Faculty benefits to being an admin

1 Manage custom content

2 Curate content easily

3 Recommend content & assign due dates to users

4 View and generate reports





## 4 Resources

- [LinkedIn Learning help](#)
- [Cert prep info](#)
- **NEW!** [CU Admin information](#)
- [Content Mapping resources](#)
  - NACE
  - Higher Education
- Log in to LinkedIn Learning:  
<https://lnkd.in/eDv6GVh>

