Resources and PowerPoint: www.cu.edu/linkedin

LinkedIn Learning

Creating and Sharing Collections

Introduction

Resources and a copy of this PowerPoint are available: www.cu.edu/linkedin

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

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LinkedIn Customer Success Manager

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LinkedIn Customer Success Manager

Agenda

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

1

About LinkedIn

A bit about LinkedIn – the world's largest professional network

Individuals on LinkedIn can:

645+ million

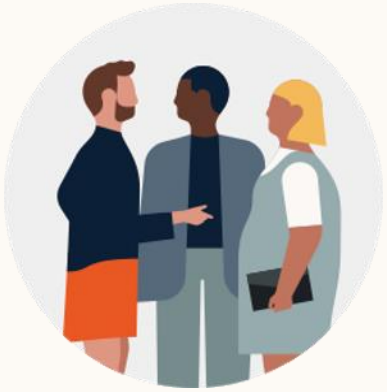
Professionals on LinkedIn

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.

The LinkedIn Economic Graph

690M
Members

36K
Skills

50M
Companies

20M
Jobs

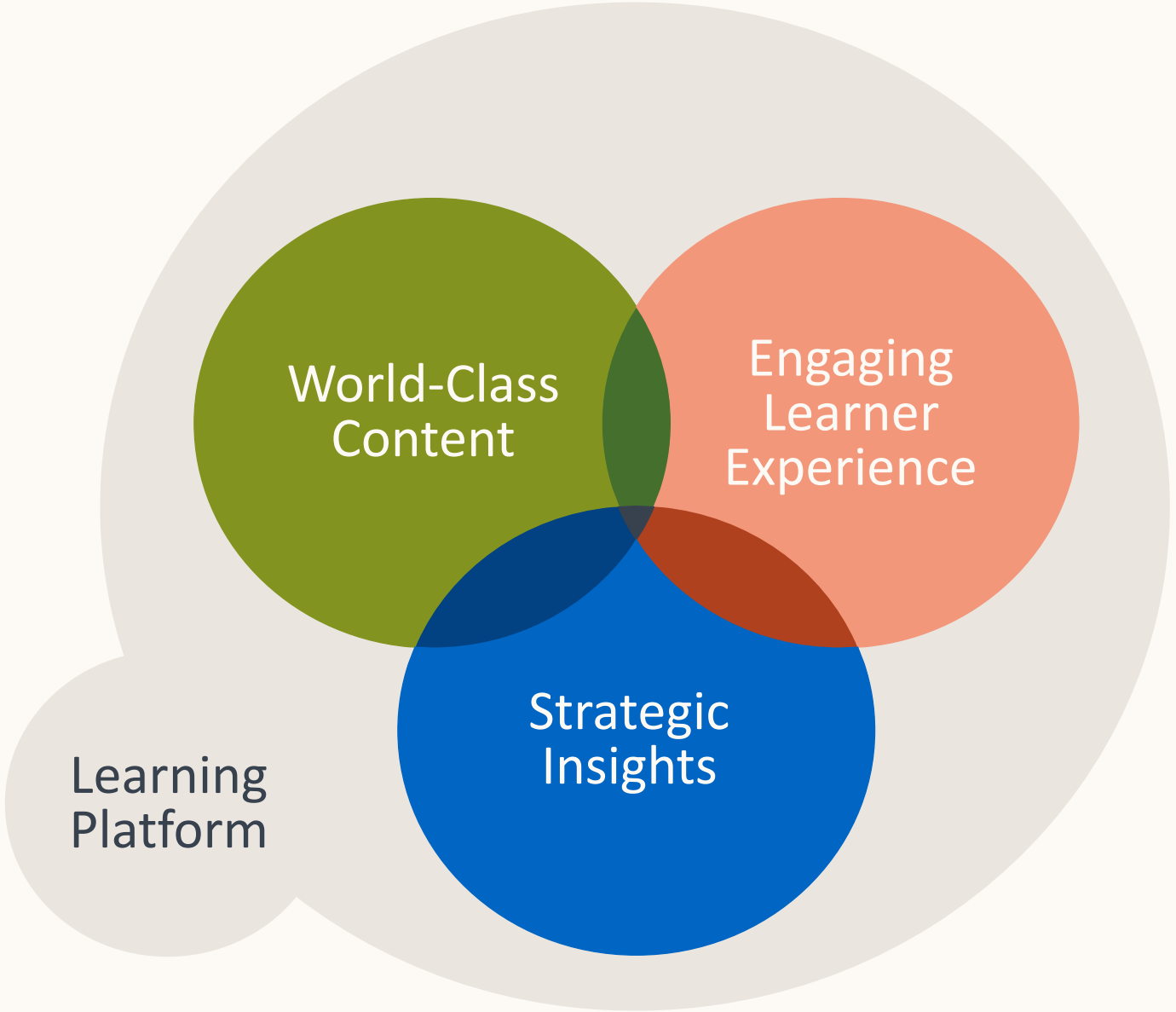
90K
Education Providers

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.

Stats as of 7-2019

2 LinkedIn Learning

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



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

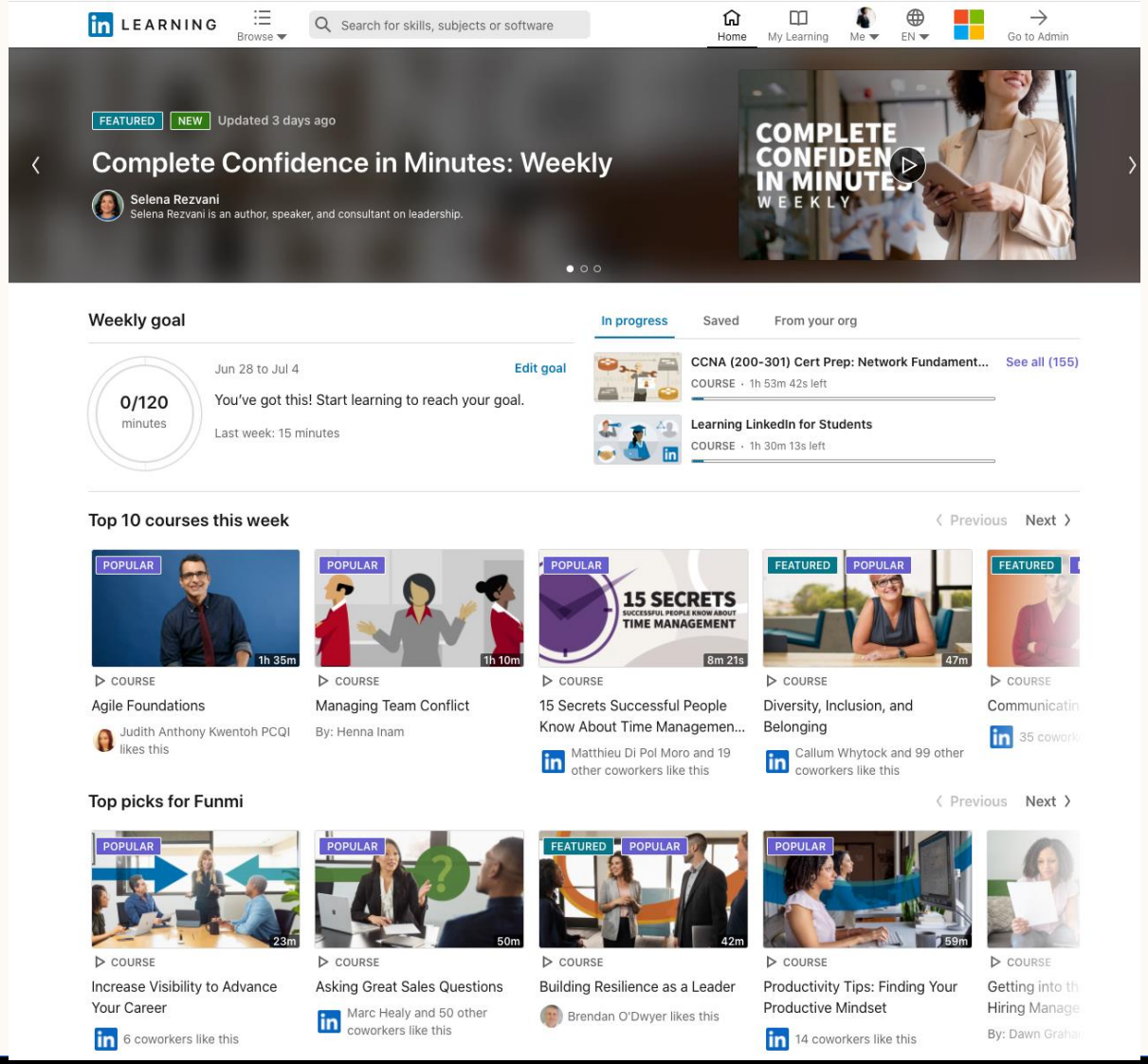
+16,000
Professionally produced courses.

60+
Courses added every week.

100%
Of our instructors are experts in their field.

7
Languages represented among courses

Personalized Learning Experience



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

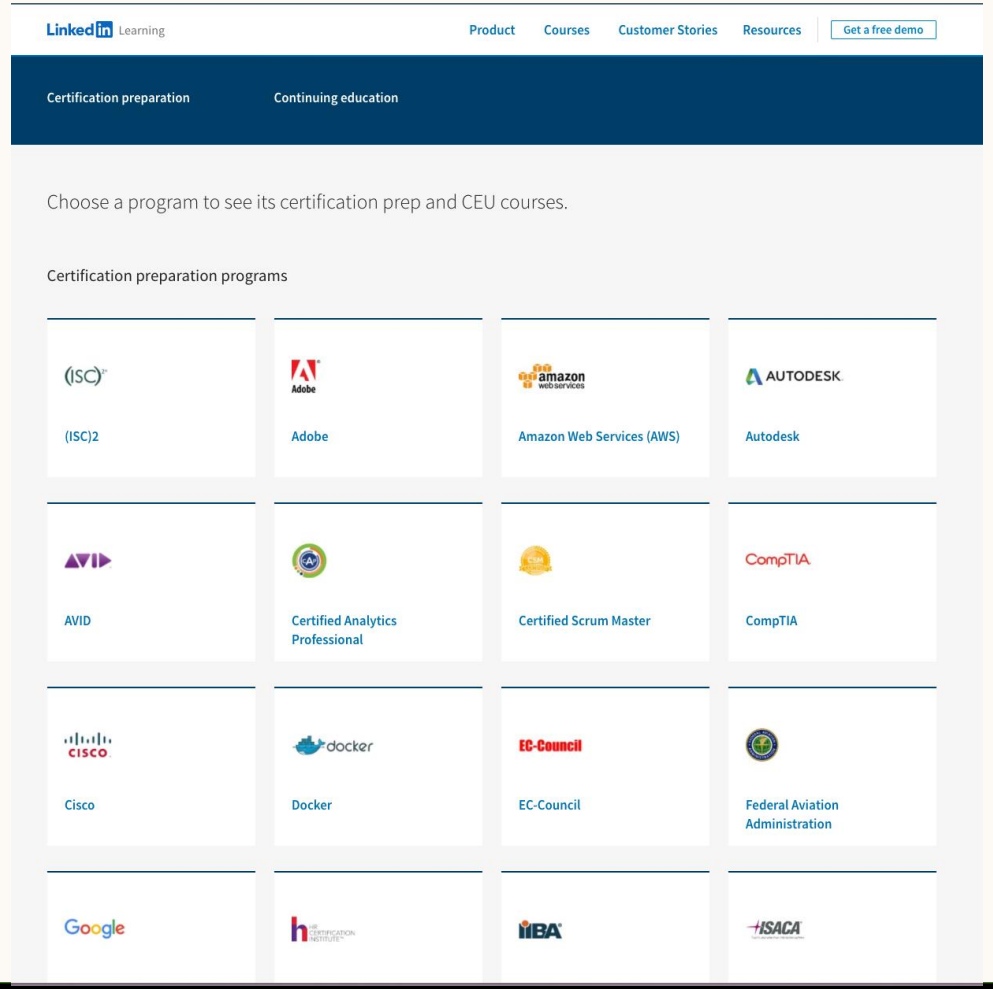
- Security
- Data science
- Software development
- Web design and development
- IT Infrastructure
- Operation management
- Testing and methodology
- Information management

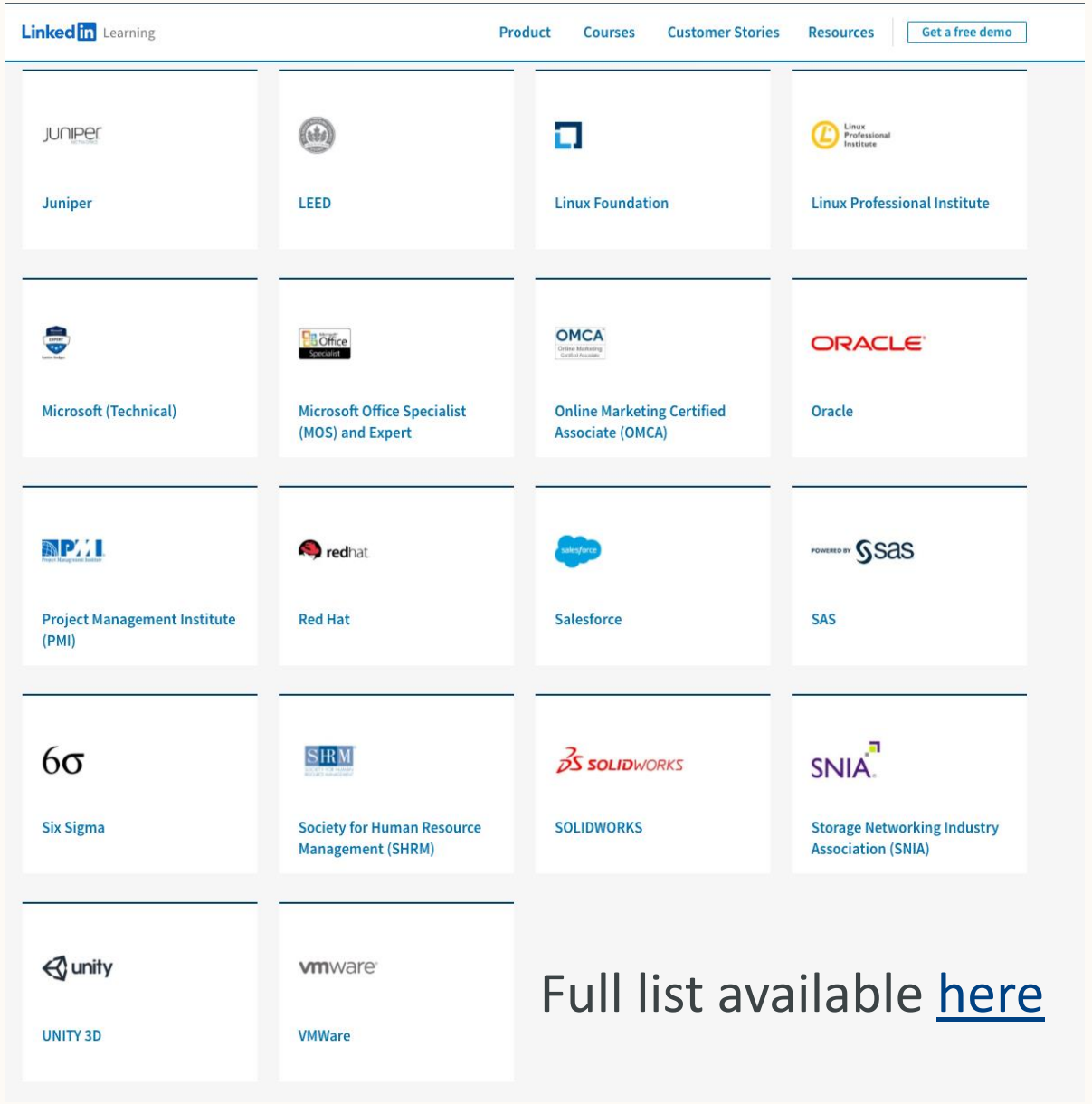
Soft skills and business software

- 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





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

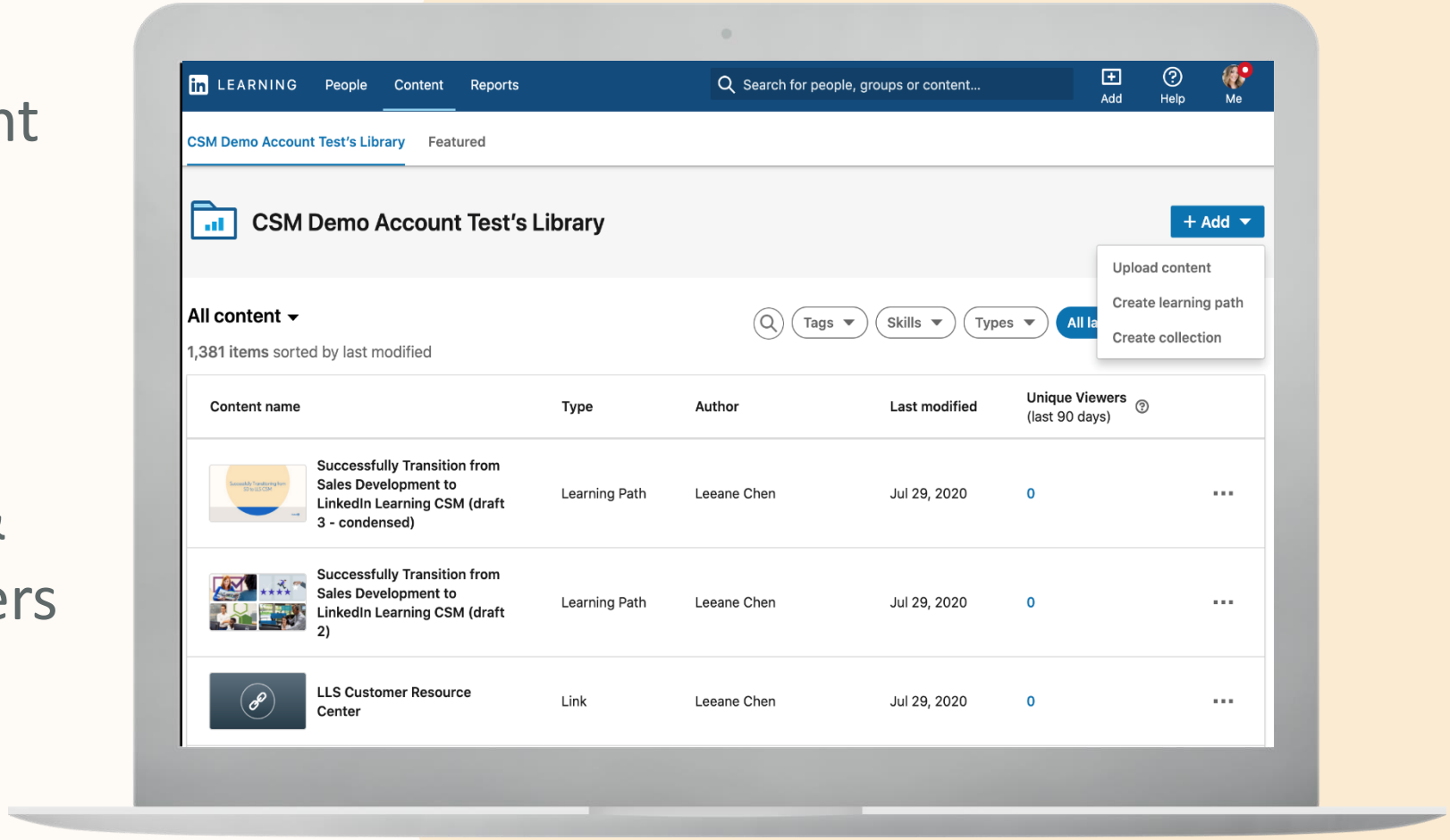
Claiming your PDUs

3

Demo: Creating and sharing content

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