Leveraging LinkedIn Learning for Personal & Professional Development

May 12, 2020
Who's in the room?
Agenda

• Overview
• Finding Content
• Understanding Video Player & Course Page Features
Using LinkedIn Learning

• Quality content
• Shareability
• Accessible
• Employer recognition
• Platform For McMaster Content
Uses

- Benefit to the workplace & signal of our commitment to development
- Professional Development
  - Just-In-Time Learning
  - Life-long Learning
- Coaching
  - Suggestable resource
  - Train the trainer
- Personal/Professional Interest
Pioneer of online professional learning
>13,000+

Designed by leaders in learning content
Taught by expert instructors
High quality production value
ACCESS: LOGGING IN
Login using your MAC ID and password

https://www.mcmaster.ca/uts/linkedinlearning
LinkedIn Learning – Mobile Access

- Mobile apps available for iOS and Android:
- Download from Either App Store or Google Play
  - Launch the LinkedIn Learning app
  - select Already a member?
  - select Organization tab
  - scroll to Web Portal section on screen and enter mcmaster.ca
  - click Log in button
  - type your MAC ID username & password at the prompt
1989 – 1989
Library Techniques Diploma

McMaster University
Bachelor of Arts (B.A.) · English
1982 – 1986

Licenses & Certifications

Marketing Tools: Social Media
LinkedIn
Issued Apr 2020
See credential

Social Media Marketing Foundations
LinkedIn
Issued Apr 2020
See credential

Social Media Marketing Tips
LinkedIn
Issued Mar 2020
See credential
Setting up your LinkedIn Learning Account

- 1\textsuperscript{st} time users, you will be asked to share some SKILLS you are interested in learning about

- Adding Skills is important as it will customize your learning and experience

- Based on your profile, your LinkedIn Learning homepage will be unique
Set Learning Goals

- Accountability mechanism
- Gamification
- Set goals for the week (15, 30, 60, 120 minutes)
- Progress on home page will change every time and update you on your weekly goal
Finding Content
Homepage will show you content based on preferences.
The search bar to search for specific skills, subject or software
Filter Results

- Type (course, video, or learning path)
- Level (beginner, intermediate, or advanced)
- Software Application
- Subjects and Topics
Narrowed “EXCEL” search results to 22
Courses & Learning Paths

- **Courses** are focused instruction on one specific topic
- **Learning Paths** are several courses focused around a larger topic
  - How to be a web developer
  - Master Microsoft Excel
  - Improve Presentation Skills
Sample Learning Path

**Business: Business Software and Tools**

**Master Microsoft Excel**

Employers around the world cite Microsoft Excel as one of the most sought-after skills for any new hire. This learning path helps you become an Excel power user—covering everything from functions and formatting to PivotTables and dashboards.

- **Master** the powerful features and functions in Excel.
- **Learn** how to use Excel’s robust built-in formulas.
- **Become** certified as a Microsoft Office Specialist (MOS) or MOS Expert.

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**Section One**

**8 ITEMS · 1d 4h**

**COURSE: 2h 10m**

**Excel Essential Training (Office 365)**

Get up to speed with Microsoft Excel. Learn how to enter and organize data, build charts and PivotTables, sort data, and use other Excel features.

Dennis Taylor
Features of Learning Paths

- In-depth training and experience around desired skill
- Dedicated significant time to learn new skills for personal / professional development
- Can share accomplishment on LinkedIn profile
- Filter by Learning Paths
Organize & Share Content Using Collections

SAVE BOOKMARK TO SAVE COURSES
CREATE COLLECTIONS TO ORGANIZE COURSES

FROM PROFILE ICON, SELECT COLLECTIONS
CREATE NEW COLLECTIONS
Filter Results

Content by

- LinkedIn Learning (111)
- Your Company (0)

Type

- Courses (111)
- Videos (1,815)
- Learning Paths (14)
- Links (0)
- Documents (0)
- Learning Collections (0)

Level

- Beginner (26)
- Intermediate (82)
- Advanced (7)

111 Results for "Leadership Skills"

**COURSE**  **POPULAR**

Leadership Foundations  
By: Britt Andreatta • Released on June 25, 2013  
147,925 viewers

**COURSE**  **FEATURED**  **NEW**

Executive Presence: Tips for Women  
By: Selena Rezvani • Released 1 week ago  
3,518 viewers

**COURSE**  **POPULAR**

Critical Thinking  
By: Mike Figliuolo • Released on August 2, 2016  
321,551 viewers
Collections (Playlists)
Sharing Content

• Must have LinkedIn Learning account & be signed in
• Sharable at any level: video, course, learning path or collection
• Share via URL – some URLs will need editing
• Collections – no URL edit needed.
• My learning > collections > share
• Default: Only visible to you
• Change to Shared with: McMaster University OR All LinkedIn Learning members
• Will automatically prompt members to sign in via MacID
Sharing Content

• Videos, Courses, Learning Path
• URLs in browser are stable and also each content unit will have a share > copy URL option
• For the link to prompt the user to sign in via MacID SSO you must add:

  “&auth=true”
Understanding Video Player and Course Page Features
Video Player Features

- Like (if LinkedIn account is linked)
- Add to Collection
- Share (on LinkedIn, Teams or social media)
Video Player Features

- Contents, skip ahead, next
- Playback speed, captions, volume
Course Page Features

- Overview
  - Course details
  - Learning objectives
  - Skills covered
  - Related courses

- Transcript
Q&A Feature

- New feature and only available if you have linked your LinkedIn account
- Ask questions within the course and see comments and responses from instructor or community of users
- Not available for all courses, but continuously being added onto new courses
Notebook

- Built in Notebook feature to record key tips, key concepts or calls to action
  - Add note at specific point in a video
  - Notes will be saved and bookmarked for future reference
  - Keyword searchable
Exercise Files

- Available to download on desktop version
- Instructor provided resource
- Not available for every course
Assessment Tools

• Many courses now offer multiple choice questions at end of each chapter

• Not graded but focus on validating your learning

• Can take quizzes as many times
Certificate Options

• Learners receive a certificate of completion after each course

• Click to download certificate

• Add to your LinkedIn profile
LinkedIn Learning Help

- FAQ LinkedIn Learning page: [https://www.mcmaster.ca/uts/linkedinlearning/](https://www.mcmaster.ca/uts/linkedinlearning/)

- Contact UTS: 525-9140 x24357

- LinkedIn FAQ and Help Center:
  - [https://www.linkedin.com/help/lynda](https://www.linkedin.com/help/lynda)

- Contact us: [linkedin@mcmaster.ca](mailto:linkedin@mcmaster.ca)
THANK YOU!

Anna Flak
Learning Support Librarian & LinkedIn Learning Committee member

Ariel Stables-Kennedy
First Year Experience Librarian & LinkedIn Learning Committee member

Nicole Doro
Learning Support Librarian & LinkedIn Learning Committee member