

LinkedIn Learning

LinkedIn Learning Hub Admin Toolkit



What you'll find in this Admin Toolkit.

This toolkit empowers L&D admins like yourself to:

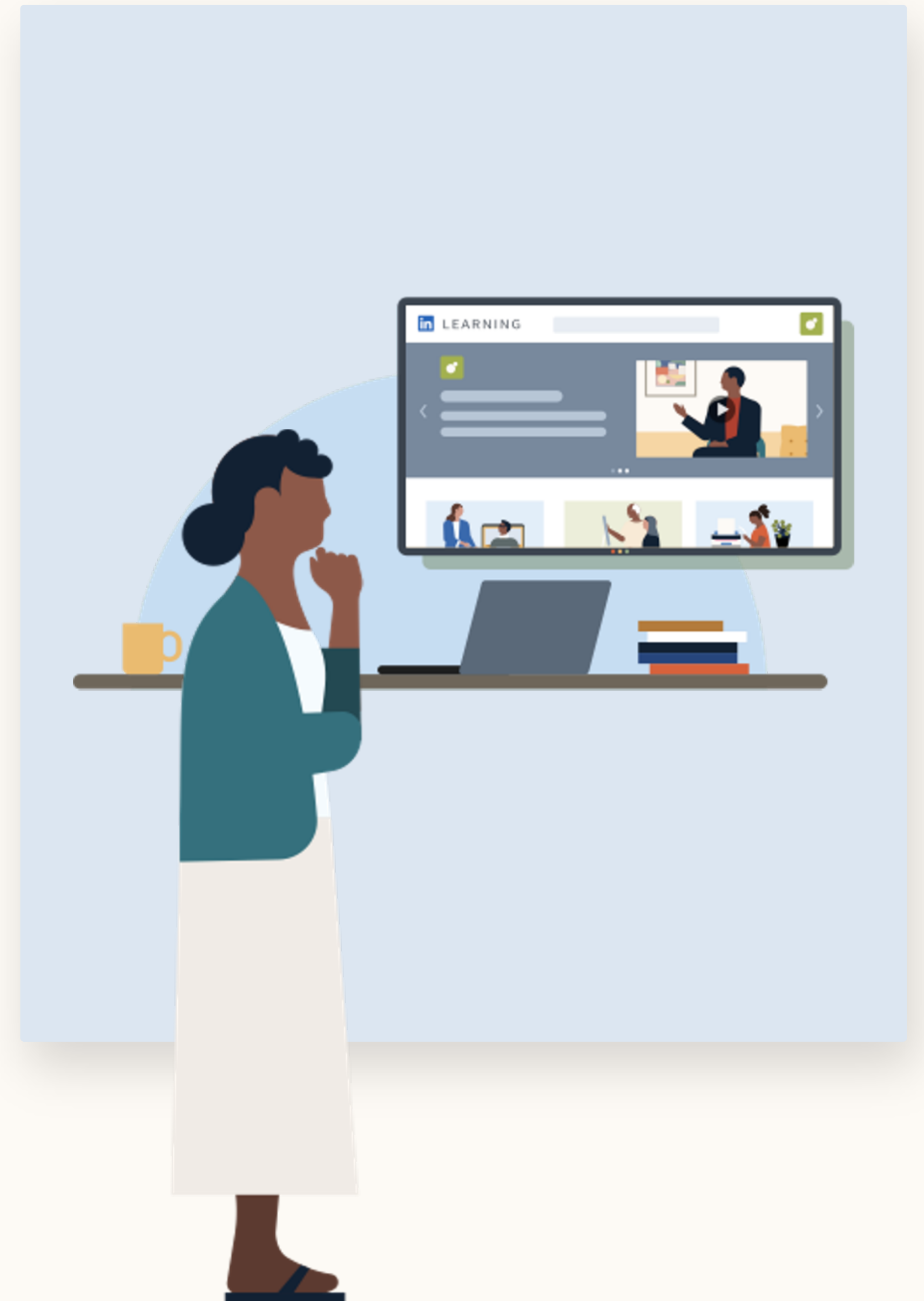
- ✓ Set initial timelines to enable your teams to be successful.
- ✓ Help your learners know how to use LinkedIn Learning Hub and how to showcase the impact to key stakeholders.
- ✓ Save time with customizable tools to manage communication across key stakeholders.



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LinkedIn Learning Hub Overview.



Welcome to [LinkedIn Learning Hub](#),
our skill-building platform that takes
an LXP to the next level.



Our skill-building platform is an LXP and so much more.

Personalized content

Make it easier for learners to discover the right content at the right time with personalized recommendations across all your learning content, powered by LinkedIn AI.

Community-based learning

Connect learners via a community-based learning experience where colleagues, peers, and experts engage and build new skills together.

Skill development insights

Inform your L&D strategy with insights on skill development across all of your content to help you understand the skills your company needs and curate the right content for learners.

A traditional LXP

Social features

Content aggregation

Reporting

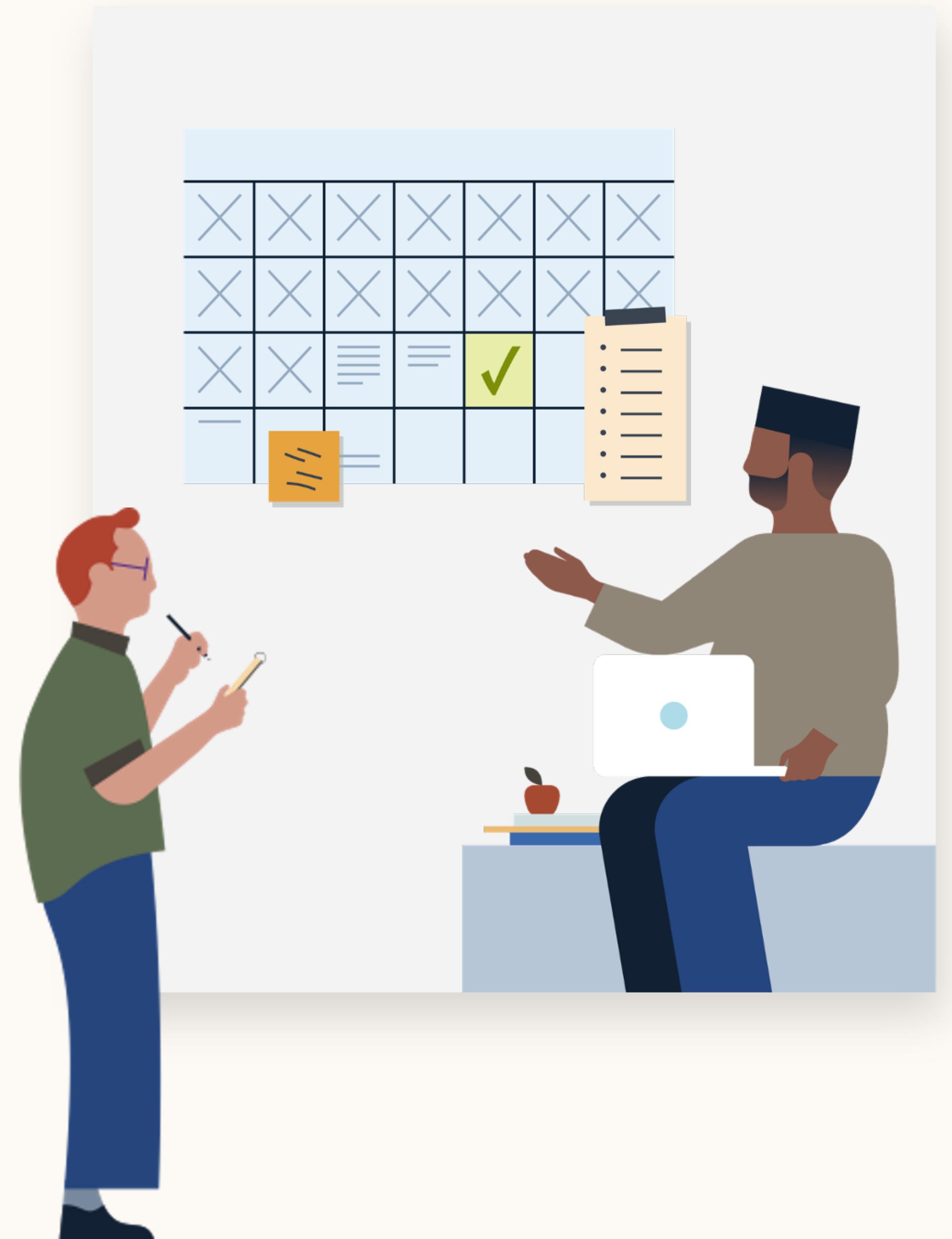


Suggested timeline.

Steps to set your team and your learners up for success.

Created for:

Learning Hub Admin



Suggested Timeline for L&D Admins to ensure Learners are successful.

Use this timeline as a guide to set your team up for success with LinkedIn Learning Hub.

Activation			Engage Learners			
Action:	Send Welcome email	Complete Integrations	Notify Learners that all content is now available	Help Learners use key features	Collect Success Stories from Learners	Review how to get your team the most value
Timing:	Within 2 weeks after getting access to LinkedIn Learning Hub	Can take up to 9-10 weeks to integrate	After integrations are complete	Over a 4 week period to help with gradual onboarding	Between 12-20 weeks after Learners adopt key features	Ongoing, recommend quarterly
Owners and actions:	Learning Hub Admin	Learning Hub Admin	Learning Hub Admin	Learning Hub Admin Learners	Learning Hub Admin Learners	Learning Hub Admin
	Welcome your learners with an introductory email to help them get started. See email template here	To integrate all your content from partners and LMS providers, see this Integrations page *Note: some content integrations may involve other owners such as: HRIT Team & LMS SME LI Technical Consulting Team	Once integrations are complete, remind your learners about LinkedIn Learning Hub by messaging them on any relevant team channels you use. See messaging template here	Send 2 emails highlighting the key features. We also have promo images for you to leverage: <ul style="list-style-type: none">Personalized Content: template hereCommunity Based Learning: template herePromotional Images: customizable templates here	1. L&D Admin to review the success story template checklist 2. Have Learners fill out success story templates 3. L&D Admin collects these success stories & share with all relevant leaders to show value	Help drive learner engagement. 1. Review usage and activation 2. Track progress against success plan and KPIs 3. Review success stories from users 4. Optimize ongoing education plan as needed
Outcomes:	Learners log in and familiarize themselves with LinkedIn Learning Hub	Admin completes all integration steps with the help of this Integrations page	Admin notifies Learners that all LMS and partner content is now available to access	Learners are excited about key features and adopt them into their learning journey	Executive leadership and Decision Maker understands the value that LinkedIn Learning Hub gives their teams and continues to support admin success	Celebrate Learners by promoting success stories across the organization. Create learner challenges with resources on promotional resources hub

Learner engagement templates.

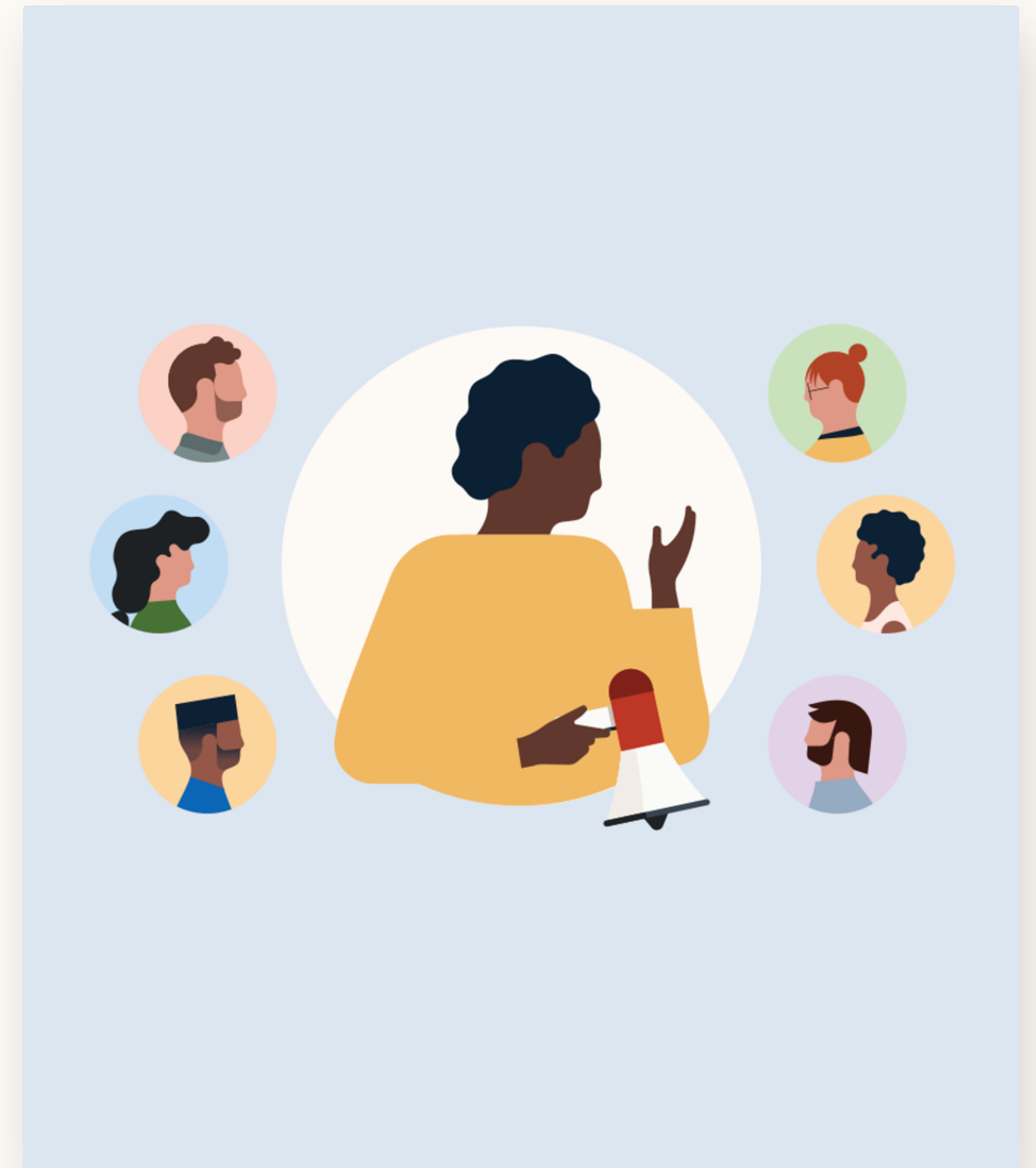
Drive learner engagement with LinkedIn Learning Hub using customizable templates for emails and other internal comms channels.

Created for:

Learning Hub Admin

To share with:

Learners



Internal comms templates

Checklist to ensure success.

To get the most out of Learning Hub, we recommend that you:

- ✓ See [suggested timeline](#) and leverage messaging templates
- ✓ Send a welcome [email](#) or [message](#) to learners to announce that LinkedIn Learning Hub is live
- ✓ Use email templates to help your learners use these key features:
 - [personalized content](#)
 - [community-based learning](#)



Created for:

Learning Hub Admin

To share with:

Learners

Created for:

Learning Hub Admin

To share with:

Learners

Welcome email template.

Use this email template to announce Learning Hub to your organization’s learners and encourage them to log in and start exploring.





Additional resources to share:

Learning Hub Video:
<https://youtu.be/2U2y3L0Gy28>

Help Center:
[LinkedIn Learning Help Center](#)

Launching LinkedIn Learning Hub to our organization

TO  LLH Users X

CC  Decision Makers X

“Every skill you acquire doubles your odds of success.”
– Scott Adams



Hi team,

I’m excited to share that you now have access to **LinkedIn Learning Hub**, a skill-building platform that brings all your learning content together in one place to build the right skills and grow your career.

With LinkedIn Learning Hub, you can:

- Discover content that is relevant to your learning needs
- Connect with your peers and learn from a variety of experts
- Develop the right skills to grow your career

Log in today and start learning!

If you have any issues accessing your account, visit the [LinkedIn Learning Help Center](#) for support.

Cheers,
[Insert signature]

Created for:

Learning Hub Admin

To share with:

Learners

Welcome message template.

Use this template in internal social channels like Slack or Microsoft Teams to encourage your learners to start exploring LinkedIn Learning Hub.



Additional resources to share:

Learning Hub Video:

<https://youtu.be/2U2y3L0Gy28>

Help Center:

[LinkedIn Learning Help Center](#)

LinkedIn Learning Hub is LIVE with all your learning content!

A screenshot of a Slack message interface. At the top, there's a dark purple header bar with window control buttons, navigation arrows, a search bar, and a user profile icon. Below the header, the message is addressed to "LLH Users". The message body contains the following text: "Hi team," followed by a paragraph: "I'm excited to announce that LinkedIn Learning Hub is now LIVE! You can now find all of your learning content in one place, including content from [insert your content partner and/or LMS here]." Below this is a section titled "Explore LinkedIn Learning Hub today to:" followed by a bulleted list: "Discover content relevant to your learning needs", "Connect with your peers and learn from various experts", and "Develop the right skills to grow your career". The interface includes a rich text editor toolbar with various formatting options like bold, italic, underline, link, and list.

Created for:

Learning Hub Admin

To share with:

Learners

Promotional Campaigns customizable templates.

Use these customizable creatives to drive Learner Engagement via your internal comms channels, in intranet pages, or even as email footers.

Additional resources to share:

More campaign ideas and templates:

<https://learning.linkedin.com/customer-success-center/resources/promotional>

Learning Hub Video:

<https://youtu.be/2U2y3L0Gy28>



Use Q&A to get answers from experts and other learners.

Try it today!



LinkedIn Learning

Your learning resources are **now all in one place.**

Log in today!



LinkedIn Learning

Personalized content.

Learning recommendations just for you.

Log in now



LinkedIn Learning

Connect with colleagues and experts to build skills together.

Get started today!



LinkedIn Learning

[Download creatives](#)

Created for: **Learning Hub Admin** To share with: **Learners**

Personalized Content email template.

Use this template to encourage learners to engage with personalized content in their accounts.



Additional resources to share:

Learning Hub Video:
<https://youtu.be/2U2y3L0Gy28>

Help Center:
[LinkedIn Learning Help Center](#)



Personalized Content makes it easy for learners to discover the right content with AI-driven recommendations backed on LinkedIn’s skills taxonomy

TO **Learners** ×

CC **Decision Makers** ×

Personalized content.

Learning recommendations just for you.

[Log in now](#)



Hi team,

Did you know that Personalized Content on LinkedIn Learning Hub makes it easy for you to discover the content you need to build the right skills and grow your career?

Login to LinkedIn Learning Hub to:

- Discover content recommendations designed just for you on your homepage
- Refine your search results with filters such as content provider or content type
- View content at your own convenience: save articles, courses, and videos to review later. Be sure to “mark as complete” to track your progress

For any technical issues with access, please visit the [LinkedIn Learning Help Center](#) and file a support ticket. Please reach out if you have any questions.

Cheers.

[Insert signature]

Created for:

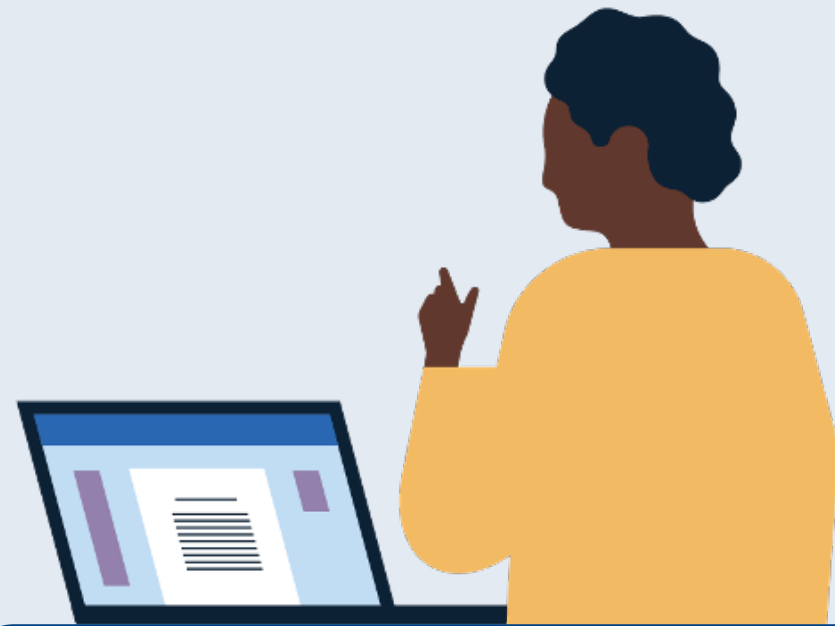
Learning Hub Admin

To share with:

Learners

Community-Based Learning email template.

Use this template to encourage learners to engage with Community-Based Learning features to enhance their learning experience.



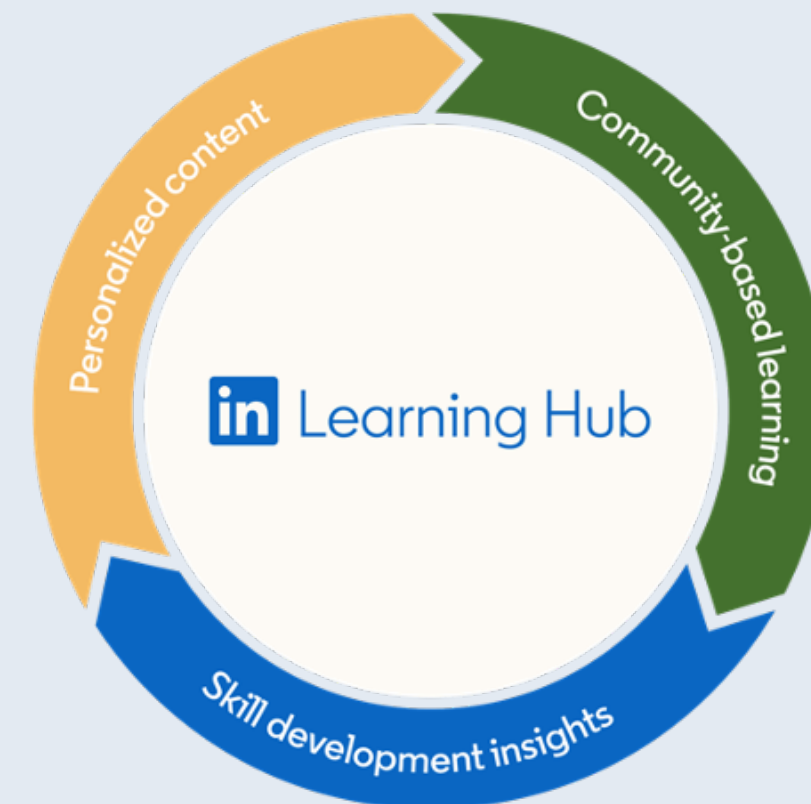
Additional resources to share:

Learning Hub Video:

<https://youtu.be/2U2y3L0Gy28>

Help Center:

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Community-Based Learning connects learners with colleagues, peers, and experts they can learn from and build new skills with.

TO



Learners



CC



Decision Makers



Connect with colleagues and experts to build skills together.

[Get started today!](#)

LinkedIn Learning



Hi team,

Did you know that Community-Based Learning on LinkedIn Learning Hub connects you with people you can learn from to build new skills?

Login to LinkedIn Learning Hub to:

- Engage with others via Q&A, Social Panel, and Learning Groups
- Learn from designated experts who have curated learning paths tailored for you
- Become a curator and create custom learning content to help other learners build skills in your organization

For any technical issues with access, please visit the [LinkedIn Learning Help Center](#) and file a support ticket. Please reach out if you have any questions.

Cheers.

[Insert signature]

Admin enablement templates.

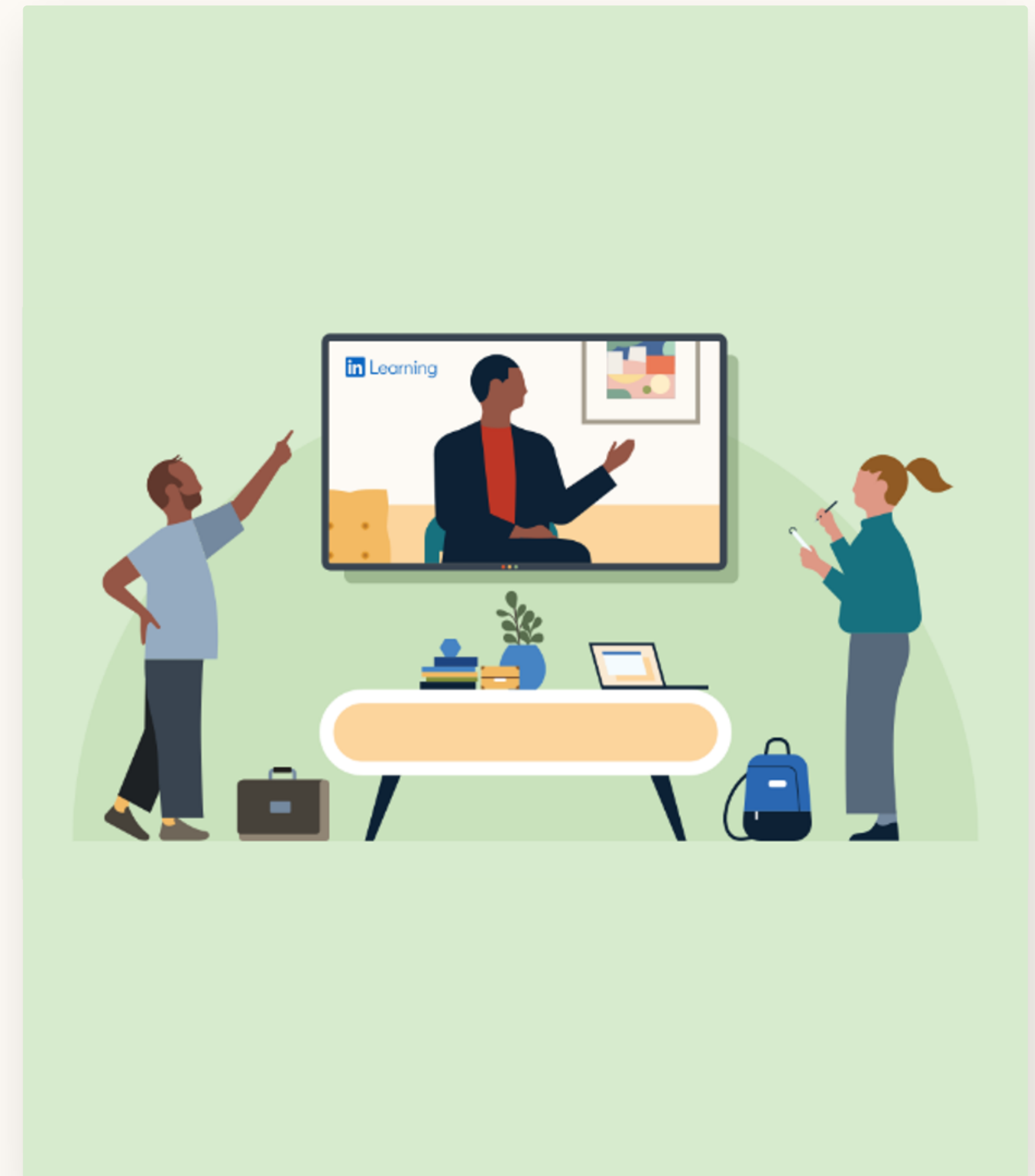
All of the admins on your Learning Hub account play an important role in driving learner engagement and success. Use these templates to educate other admins on how to use Learning Hub's features to help learners succeed.

Created for:

Learning Hub Admin

To share with:

Other admins



Admin enablement templates

Checklist to ensure success.

To get the most out of Learning Hub,
we recommend that you:

- ✓ See [suggested timeline](#) and leverage messaging templates
- ✓ Send a welcome [email](#) or [message](#) sharing how LinkedIn Learning Hub is now live
- ✓ Use messaging templates for your teams to use these key features:
 - [personalized content](#)
 - [community-based learning](#)
 - [skill development insights](#)



Created for:

Learning Hub Admin

To share with:

Other admins

Created for:

Learning Hub Admin

To share with:

Other admins

Personalized Content email template.

Use this template to educate other admins about the benefits of personalized content in Learning Hub.




Additional resources to share:


Personalized Content Tutorial:
[Explore Personalized Content](#)

Customer Success Center:
[LLH Customer Homepage](#)



Personalized Content makes it easy for learners to discover the right content with AI-driven recommendations backed on LinkedIn’s skills taxonomy.

TO  Other Admins ×

CC  Decision Makers ×

Hi team,

Did you know that Personalized Content on LinkedIn Learning Hub makes it easy for our learners to discover the content they need to build the right skills?

Check out [this tutorial](#) to learn how to:

- Bring all of our learning resources into one place: LinkedIn Learning content, custom content, partner content, LMS content
- Surface AI-driven recommendations learners based on learning activity and broader LinkedIn insights
- Customize the learner experience with homepage promotion, custom content, and curated learning paths.

For any technical issues with access, please visit the [LinkedIn Learning Help Center](#) and file a support ticket. Please reach out if you have any questions.

Cheers.

[Insert signature]

Created for: **Learning Hub Admin**To share with: **Other admins**

Community-Based Learning email template.

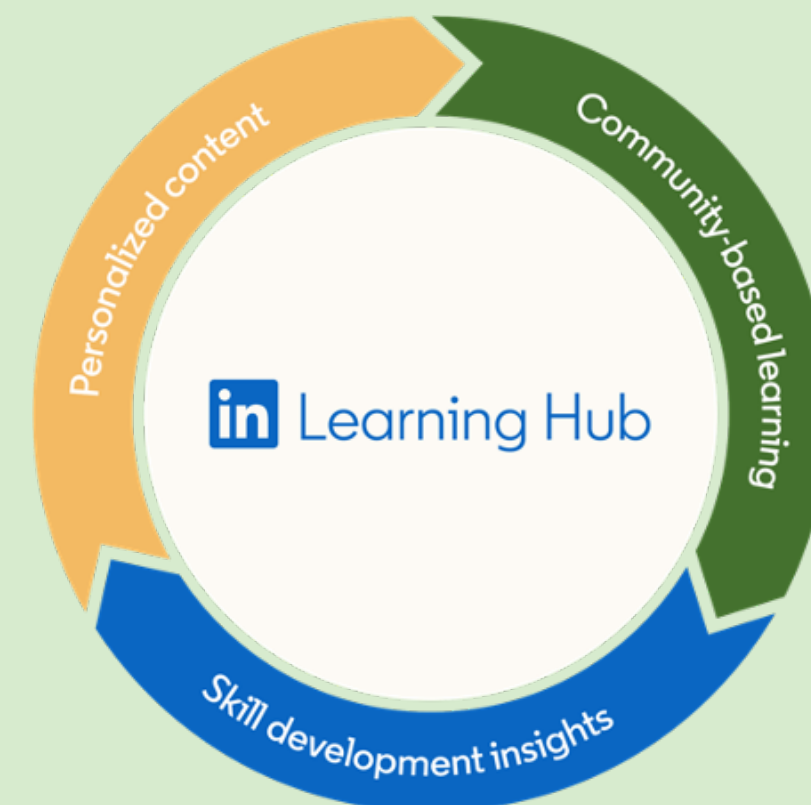
Use this template to educate other admins about the benefits of community-based learning in Learning Hub.



Additional resources to share:

Community-Based Learning Tutorial:
[Explore Community-Based Learning](#)

Customer Success Center:
[LLH Customer Homepage](#)



Community-Based Learning connects learners with colleagues, peers and experts they can learn from and build new skills with.

TO



Other Admins



CC



Decision Makers



Hi team,

Did you know that Community-Based Learning on LinkedIn Learning Hub connects learners with people they can learn from and build new skills?

Check out [this tutorial](#) to learn how to:

- Facilitate community by connecting learners with colleagues, peers, and experts via Q&A, Social Panel, and Learning Groups
- Scale curation by empowering internal experts, people managers, and learners to
- create and share content
- Co-brand the platform and emails to reflect your organization's learning culture

For any technical issues with access, please visit the [LinkedIn Learning Help Center](#) and file a support ticket. Please reach out if you have any questions.

Cheers.

[Insert signature]

Created for: **Learning Hub Admin**

To share with: **Other admins**

Skill Development Insights

email template.

Use this template to educate other admins about the benefits of skill development insights in Learning Hub.



Additional resources to share:

Skill Development Insight Tutorial:
[Explore Skill Development Insights](#)

Customer Success Center:
[Get ready for LinkedIn Learning Hub](#)



Skill Development Insights can help inform your L&D strategy with data and insights on learning and skills.

TO



Other Admins



CC



Decision Makers



Hi team,

Did you know that Skill Development Insights can help you drive our L&D strategy through deep insights into our organization's evolving skills profile and business critical skill gaps?

Check out [this tutorial](#) on how to:

- Easily access aggregated, customizable reports across content sources to understand learner engagement
- Identify skills that learners are building and skills our company needs to develop
- Pin priority skills to track skill trends over time including top learners and top content viewed
- Determine the impact of learning by tracking your organization's progress on closing skills gaps

For any technical issues with access, please visit the [LinkedIn Learning Help Center](#) and file a support ticket. Please reach out if you have any questions.

Cheers.

[Insert signature]

Learner success stories.

Gathering learner feedback is essential for understanding the impact of your learning strategy.

Use this [template](#) to capture input from learners about their successes with Learning Hub and share with your internal stakeholders.

Created for:

Learning Hub Admin

To capture input from:

Learners



Checklist to measure impact and share successes.

To get the most out of Learning Hub,
we recommend that you:

- ✓ Have Learners share [success stories](#) and feedback with you within the first 6-8 months.
- ✓ Try to gather at least two success stories per quarter to help you showcase the ongoing impact Learning Hub has on your organization.

Created for:

Learning Hub Admin

To capture input from:

Learners

Sample success story:

This sample success story is designed to make it easy for Learners to share their Learning Hub success stories with L&D Admins and Decision Makers.

Have your Learners review this example and have them complete their own success story on the following slide.



Learning Hub has helped me discover relevant content and learn from others in my organization to help build the skills I need for my career.

Situation/context	How you used Learning Hub	Business Impact
<ul style="list-style-type: none">Finding the right content tailored to my learning needs has been a challenge.Being able to learn from others in my organization who are experts in the skills I want to develop would make learning more effective.	<ul style="list-style-type: none">I was able to find relevant content across all my learning resources quickly, whether it was leadership content or content on new skills I was developing.It has helped connect me with others who have curated learning paths designed for my skills that I want to develop.	<ul style="list-style-type: none">The ability to find the right content all in one place and have learnings paths curated for me from experts in the organization has been a game changer. I am confident I can continue to build the skills I need that will set me up for success in my career development.

Success story submitted by: [Insert your name and role]

[Download template](#)

Questions?

We're here to help you empower your learners to develop the right skills and grow your organization with LinkedIn Learning Hub.

You'll find more answers in the [Customer Success Center](#) — and your LinkedIn Learning representative is available for additional support.

Thank you.

