

Lynda.com/LinkedIn: Training & Marketing Webinar



**OHIO LIBRARY
COUNCIL**

ADVOCACY · EDUCATION · COLLABORATION

OHIO LIBRARY COUNCIL

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OLC

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Overview

- **Don**

- The Who, What, When, Where, Why & How

- **Michelle**

- Marketing & Outreach

Before "What" & "How"

□ Why?

- Supports your programs for job seekers, small businesses, entrepreneurs, etc.

□ When?

- Right now! (Probably)

Linking to Lynda

- Each library has its own “portal.”
 - Most common pattern is <https://lynda.com/portal/sip?org=yourdomain.org>
 - Generically, ohioweblibrary.org/db/lynda

- Learning resources (Lynda. Transparent Language, Learning Express) work with individual accounts.
 - Instead of username & password, account tied to Library Card + PIN
 - Exceptions

- If your portal is working, then Lynda is available to your patrons now.

[Lynda.com/LinkedIn Learning](https://www.lynda.com/LinkedIn-Learning)

Let's See It Live

Highlights of a Demo

- **Site Orientation**
 - Show options under name (top right): Recommended, Interests

- **Find Training**
 - Hover over “LIBRARY” to show 12 segments
 - Show search and how to filter

- **Take Training**
 - Play welcome video. Show exercise files.
 - Highlight player tools (speed control, back 10)
 - Notebook

- **Keep Learning**
 - Show suggested courses to watch next
 - Author photo
 - *Certificates of Completion*

Use Lynda to Learn Lynda!

- “How to Use Lynda.com”
 - <https://www.lynda.com/NA-tutorials/How-use-Lynda-com/77683-2.html>

Lynda.com/LinkedIn

- ❑ **Getting Started**
- ❑ **Launching Lynda**
- ❑ **Promoting Lynda**
- ❑ **Keep Promoting Lynda through New Events/Meetings**

Marketing Lynda

- ❑ **Tips from Lynda.com/LinkedIn (Julie Palmer)**
 - **How to Market Lynda**
 - **How to Create Co-branded Marketing**
 - **Landing Page Examples**
 - **Flyer Examples**
 - **Digital Signage Examples**
 - **Logos**
 - **Social Media Tips**
 - **FAQs on Lynda for your Library's Website**
 - **Sharing Certificates of Completion on LinkedIn/FB/Twitter**

Marketing Lynda

❑ OLC Resources

- olc.org/lynda
- Sample Letter from the Director for Newsletter
- Sample News Release
- Sample Webpage
- Sample Flyer

❑ September – Library Card Sign-up Month

Lynda Outreach

- ❑ **OMJ Centers / MOUs**
- ❑ **Goodwill**
- ❑ **Corrections**
- ❑ **Entrepreneurs**
- ❑ **Small Businesses**
- ❑ **JVSs / Career Tech Centers**
- ❑ **K-12 Schools / Teachers**
- ❑ **Legislators**

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Questions?

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