Lynda.com/LinkedIn:
Training & Marketing Webinar
OHIO LIBRARY COUNCIL

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Overview

- Don

- Michelle
  - Marketing & Outreach
Before “What” & “How”

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

- **When?**
  - Right now! (Probably)
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.
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”
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
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
Lynda.com/LinkedIn

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Questions?

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