

LinkedIn and Lynda.com

Background

In 2017/18 the college entered into a contract with LinkedIn to provide CE students access to Lynda.com/LinkedIn Learning. The contract has been renewed for 2018/19.

LinkedIn and Lynda.com (LinkedIn Learning) have many benefits. For students, LinkedIn is a powerful tool they can use to create a professional network, find employment, and to establish their personal online brand. More and more companies are using social media in hiring and LinkedIn is the premiere platform. Additionally free access to Lynda.com (LinkedIn Learning) provides students opportunities to learn new skills and earn digital certificates that can be posted on their LinkedIn profile. LinkedIn will even provide content mapping services, which will create specific and tailored playlists for a course or discipline.

In addition to helping the students, LinkedIn provides departments and faculty access to a plethora of data and analytics. This includes information on skills gaps, hiring, labor markets, alumni data reports, and emerging job reports.

Getting Started

LinkedIn is free and it is easy for students to create a profile. Additionally their profile is something they can continue to use throughout their career. Lynda.com/LinkedIn Learning has a short and helpful video for students that covers everything they need to know in a step by step format to create a powerful and effective profile.

<https://www.lynda.com/LinkedIn-tutorials/Learning-LinkedIn-Students/672245-2.html?org=cccs>

There are a number of ways to get started.

-Keri can come to your classroom and get students logged in to Lynda.com while promoting the benefits of LinkedIn

-Create an assignment and assign a playlist. (You can create your own playlist or get one from LinkedIn Learning.) Faculty can track student progress as they complete the assigned playlist. The new LinkedIn Learning platform will fully integrate with Canvas.

FAQs