

Content Mapping Guide

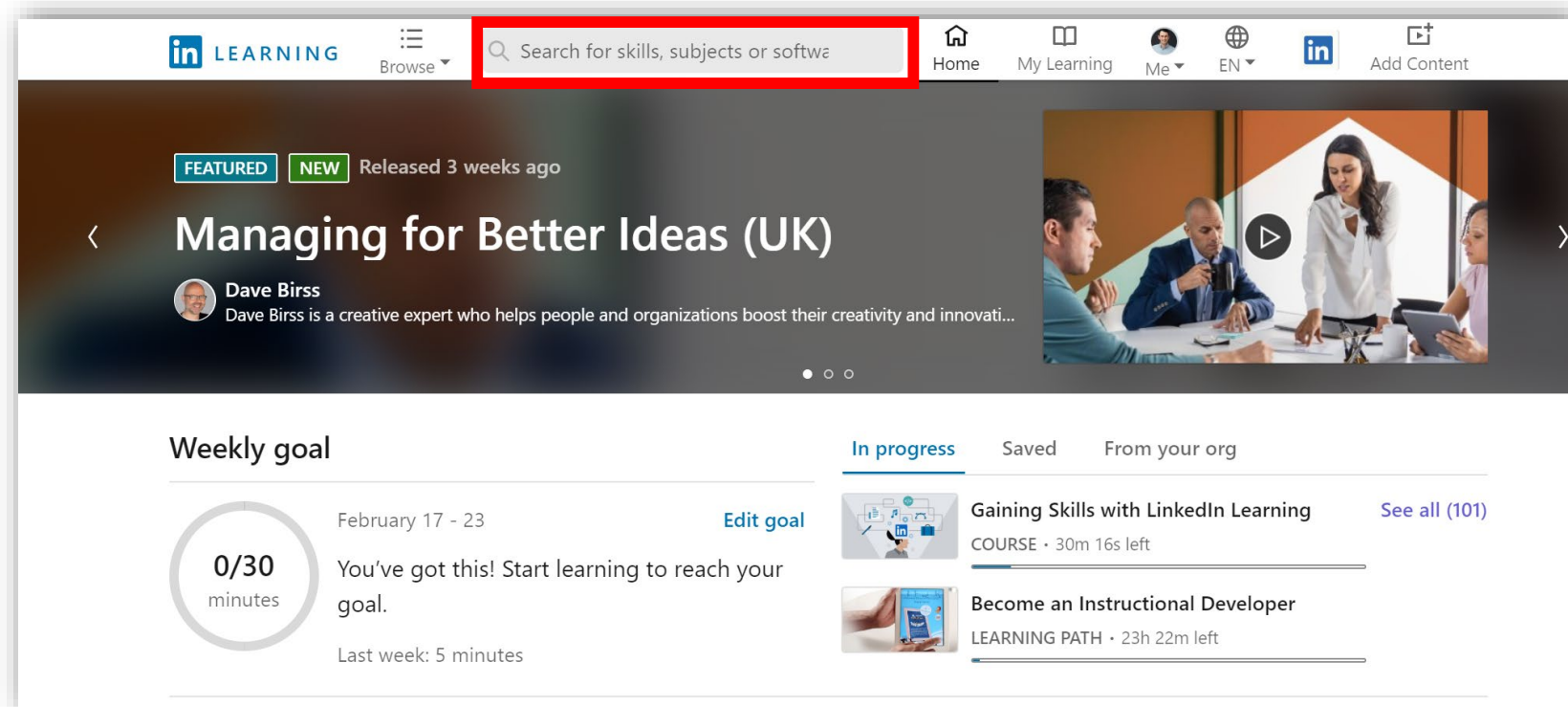
With over 16,000 courses and videos finding the right fit can be intimidating. In this minimalist guide you will learn 3 easy strategies to get the content most relevant to your needs.

Strategy 1

Leveraging Advanced Filters

Follow along to learn the powerful filters you should familiarize yourself with for **instant** results.

Start by using the search on the main page. Search for a skill, subject, or software. Hit Enter.



The screenshot displays the LinkedIn Learning homepage. At the top, the navigation bar includes the LinkedIn Learning logo, a 'Browse' menu, a search bar with the placeholder text 'Search for skills, subjects or software' (highlighted with a red border), and links for 'Home', 'My Learning', 'Me', 'EN', and 'Add Content'. Below the navigation bar, a featured course titled 'Managing for Better Ideas (UK)' by Dave Birss is shown. The course is marked as 'FEATURED' and 'NEW' and was released 3 weeks ago. A video player shows a group of people in a meeting. Below the featured course, there is a 'Weekly goal' section with a progress indicator showing '0/30 minutes' and a message: 'You've got this! Start learning to reach your goal. Last week: 5 minutes'. To the right, there are tabs for 'In progress', 'Saved', and 'From your org'. Under 'In progress', two items are listed: 'Gaining Skills with LinkedIn Learning' (COURSE - 30m 16s left) and 'Become an Instructional Developer' (LEARNING PATH - 23h 22m left).

Results may start off overwhelming. In this example we have 3,777 results for “Leadership”.

The screenshot shows the LinkedIn Learning interface. At the top, the search bar contains the word "Leadership". Below the search bar, a red box highlights the text "3,777 Results for 'Leadership'". To the right of this text, it says "Sort by: Best Match". On the left side, there are filter options under "Content by" and "Type". Under "Content by", there are two options: "LinkedIn Learning (3,512)" and "Your Company (370)". Under "Type", there are three options: "Courses (708)", "Videos (3,062)", and "Articles (0)". The main content area displays two course results. The first result is "Body Language for Women" by Dorie Clark, released on Apr 19, 2018. It is a course, 29 minutes long, and is marked as "POPULAR". The second result is "Executive Presence: Tips for Women" by Selena Rezvani, released 4 months ago. It is also a course. The interface includes navigation icons for Home, My Learning, Me, and EN, as well as an Add Content button.

We will be using the **Filter Results**. These are powerful filters.

The screenshot shows the LinkedIn Learning interface. At the top, there is a navigation bar with the LinkedIn Learning logo, a 'Browse' menu, a search bar containing 'Leadership', and navigation links for Home, My Learning, Me, and EN. On the right side of the navigation bar are icons for Add Content and a user profile.

Below the navigation bar, the search results are displayed. On the left, a sidebar titled 'Filter Results' is highlighted with a red border. It contains the following filter categories, each with a dropdown arrow: 'Content by', 'Type', 'Level', 'Software', 'Subjects & Topics', 'Custom Tags', and 'Continuing Education Units'. The main content area shows '3,777 Results for "Leadership"' and 'Sort by: Best Match'. Two course results are visible:

- Body Language for Women**: A course by Dorie Clark, released on Apr 19, 2018. It is marked as 'POPULAR' and has 29m views. It is shared by Jan Bayliss and 1 other connection. It has 260,929 views and options to 'Unsave' and 'More'.
- Executive Presence: Tips for Women**: A course by Selena Rezvani, released 4 months ago. It has 13,435 viewers and options to 'Save' and 'More'.

In this example, with just two filters we have eliminated over 3,000 results. Wait there is more!

Content by

- LinkedIn Learning (3,512)
- Your Company (370)

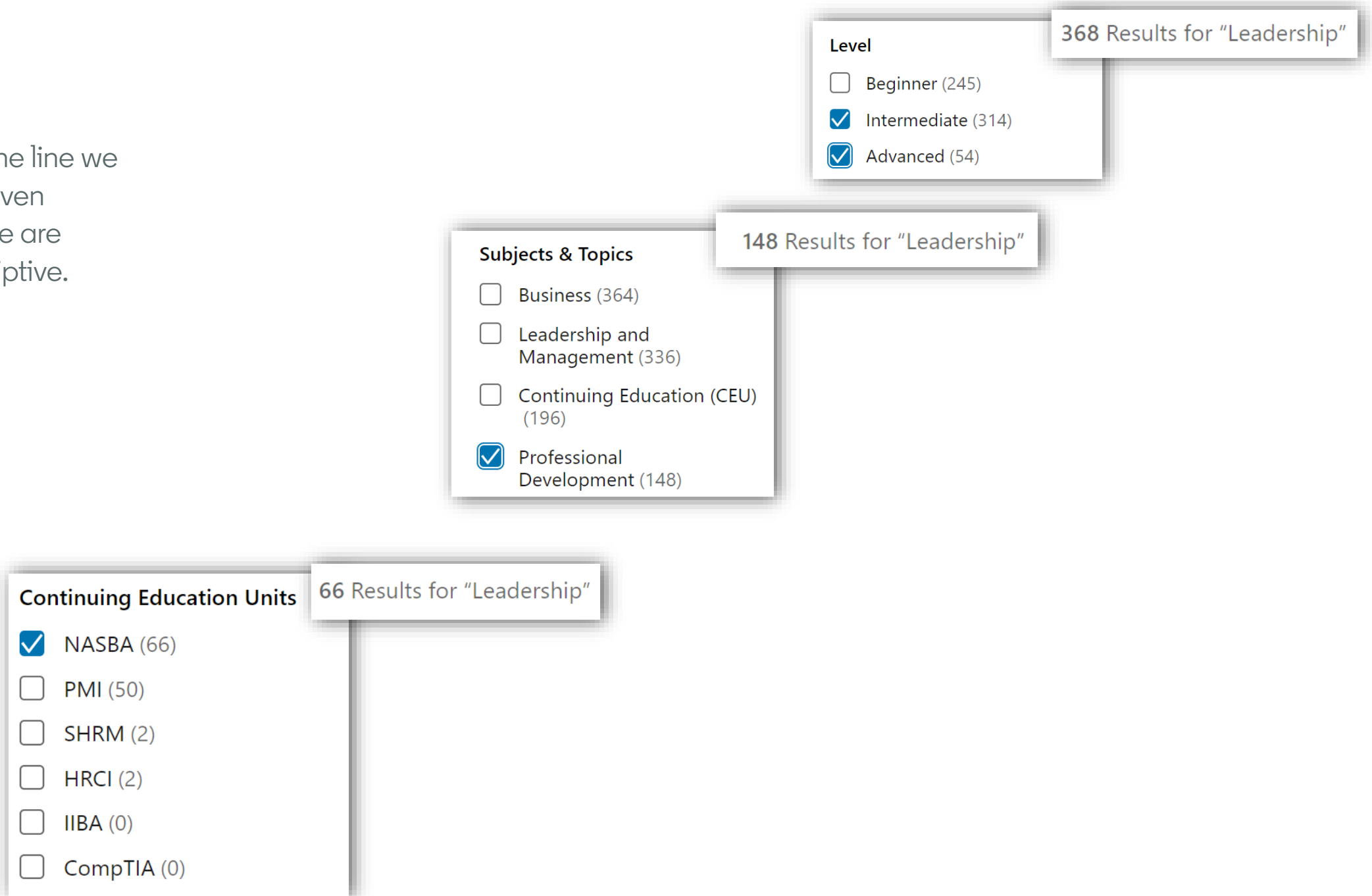
3,512 Results for "Leadership"

Type

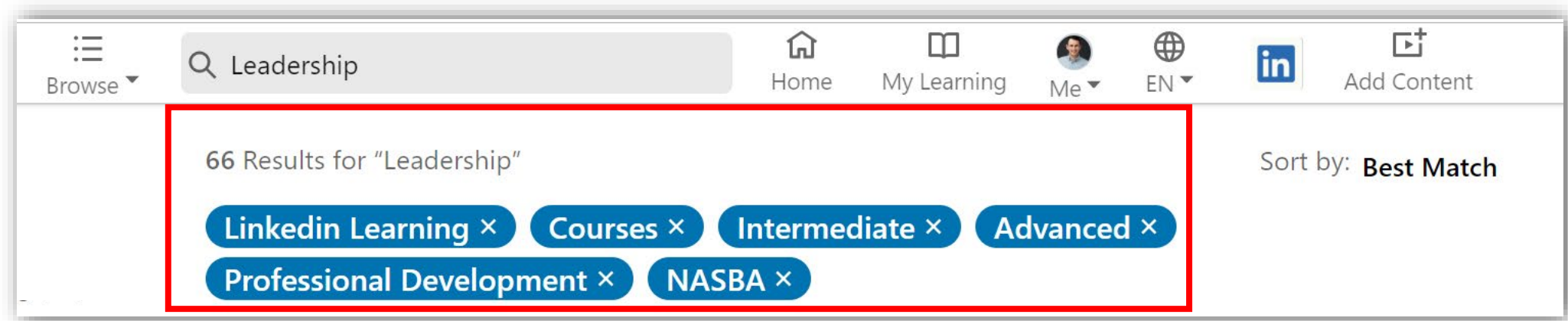
- Courses (708)
- Videos (2,870)
- Articles (0)
- Learning Paths (40)
- Links (0)
- Documents (0)
- Learning Collections (0)

708 Results for "Leadership"

Going down the line we have refined even further. Now we are getting prescriptive.



We have come a long way from 3,777 results but 66 is still a lot. There is still some sorting you can do to help you refine further.



The screenshot shows the top navigation bar of a LinkedIn search results page. The search bar contains the text "Leadership". Below the search bar, the text "66 Results for 'Leadership'" is displayed. To the right of this text, the sorting option "Sort by: Best Match" is visible. A red rectangular box highlights a set of filters: "LinkedIn Learning ×", "Courses ×", "Intermediate ×", "Advanced ×", "Professional Development ×", and "NASBA ×". The navigation bar includes icons for "Browse", "Home", "My Learning", "Me", "EN", the LinkedIn logo, and "Add Content".

Browse ▾ Leadership Home My Learning Me ▾ EN ▾ in Add Content

66 Results for "Leadership" Sort by: **Best Match**

LinkedIn Learning × Courses × Intermediate × Advanced ×
Professional Development × NASBA ×

Use the **Sort by** feature to organize by **Best Match**, **View Count**, or **Newest**

The screenshot shows the LinkedIn Learning interface. At the top, there is a navigation bar with the LinkedIn Learning logo, a 'Browse' menu, a search bar containing 'Leadership', and navigation icons for Home, My Learning, Me, and EN. Below the navigation bar, the search results are displayed. On the left, there are filter sections for 'Content by' and 'Type'. The 'Content by' section has 'LinkedIn Learning (66)' checked and 'Your Company (0)' unchecked. The 'Type' section has 'Courses (66)' checked and 'Videos (0)', 'Articles (0)', and 'Learning Paths (0)' unchecked. The main content area shows '66 Results for "Leadership"'. There are several filter tags: 'LinkedIn Learning', 'Courses', 'Intermediate', 'Advanced', 'Professional Development', and 'NASBA'. The first result is a course titled 'Leading without Formal Authority' by Elizabeth (McLeod) Lotardo and Lisa Earle McL... , released on Oct 23, 2017. It has a video thumbnail showing three people in a meeting, a duration of 1h 5m, and is marked as 'POPULAR'. Below the title, it says 'Jessica Feinstein likes this · 181,111 viewers'. To the right of the course, a 'Sort by' dropdown menu is open, showing three options: 'Best Match' (selected), 'View Count', and 'Newest'. The dropdown menu is highlighted with a red border.

in LEARNING Browse Leadership Home My Learning Me EN Add Content

Filter Results 66 Results for "Leadership"

Content by ^

- LinkedIn Learning (66)
- Your Company (0)

Type ^

- Courses (66)
- Videos (0)
- Articles (0)
- Learning Paths (0)

LinkedIn Learning × Courses × Intermediate × Advanced × Professional Development × NASBA ×

▶ COURSE POPULAR

Leading without Formal Authority

By: Elizabeth (McLeod) Lotardo and Lisa Earle McL... · Released Oct 23, 2017

Jessica Feinstein likes this · 181,111 viewers Save More

Sort by: **Best Match**

- Best Match
- View Count
- Newest

Strategy 2

Commonly Requested Mapping

This spreadsheet is your one stop shop for the most requested content mappings we get. Get focused content by navigating the tabs

- Student Success
- Art Creative
- Faculty Development
- Mktg & Social Media
- IT & Tech
- Admin and Finance
- Leadership
- Proj Management
- Diversity and Inclusion
- Curriculum Mappings
- Health and Wellness
- And More

[Master Campus Content Mapping](#) ← Click here to download your copy

Strategy 3

Requesting Custom Content Mapping

Included with LinkedIn Learning is a service to request content that is mapped & customized based on your needs. This builds links between observable and measurable knowledge, skills, and abilities to courses that will contribute towards increasing an individual's performance.

What is Competency Based Education?

- Defines what skills, abilities, knowledge your organization should have
- Provides a way to measure the "why" of learning
- Details the knowledge, skills, and abilities required for a course

How Do I Make a Content Mapping Request?

★ Complete a list of needed competencies (*example below*) and submit to your **LinkedIn Learning Admin** or **LinkedIn Learning Customer Success Manager**.

Competency/Skills
Entered by Client/Org

Relevant Content
provided by LinkedIn

LinkedIn Learning Content Mapping Request - TEMPLATE

S No	Competency	Courses	Videos	Comments
1	Example: Action Oriented	Course 1	Video 1	
		Course 2	Video 2	
		Course 3	Video 3	
2	Example: Communication	Course 1	Video 1	
		Course 2	Video 2	
		Course 3	Video 3	

Timeline for a Mapping Project

- General timeline for a single content mapping project (i.e. a course) is between 4-6 weeks
- Timeline may increase if you provide multiple courses as separate projects
- Best practice is including multiple courses (or full program competencies) together as one single project

[Content Mapping Request](#) ← Click here to download your request form