### **Best Practices for Curating Learning Paths for Others Using LinkedIn Learning**

Curating effective learning paths for staff or students in LinkedIn Learning requires careful planning to provide learners with a structured and comprehensive educational and or development journey that aligns with their goals.

Below are some best practices for creating engaging and impactful learning paths for others.

### **1. Define Clear Learning Objectives**

* **Start with the end in mind**: Begin by identifying the intended learning outcomes (ILOs) for the learning path. Consider what skills, knowledge, or competencies learners should achieve upon completion.
* **Align with organisational, academic or professional goals**: Ensure that the learning path supports broader organisational objectives, such as professional development, curriculum or skill advancement.
* **Set measurable outcomes**: Define clear success metrics (e.g., course completions, certifications, assessments, or application of skills) to gauge the effectiveness of the learning path.

### **2. Understand Your Learner Audience**

* **Identify skill levels**: Curate content that matches the learners' current skill levels, whether they are beginners, intermediate, or advanced. The LinkedIn Learning content mapping service allows curators to request content based on proficiency level.
* **Consider learning preferences**: Some learners prefer short, specific courses, while others may benefit from longer, more comprehensive programmes. Balance content to suit a range of preferences.
* **Tailor to job roles or specialist subject**: If the learning path is intended for specific roles, courses, departments or grade (e.g., management, marketing, or IT), curate content that directly supports their functional needs.

### **3. Curate Relevant and High-Quality Content**

* **Focus on relevance**: Select courses that directly address the learners' needs. Avoid content that is overly broad or unrelated to the desired outcomes. Note the rating system LinkedIn Learning provides at the bottom of each content piece.
* **Leverage LinkedIn learning's recommendations, algorithms and the content mapping request form**: Use LinkedIn Learning’s course recommendations, reviews, and ratings to identify the highest-quality content. Use the Content Mapping Request form to have the LinkedIn Learning team identify relevant content for you.
* **Stay current**: Choose courses that reflect the latest industry trends, tools, and technologies to keep learners engaged and informed.

### **4. Structure Learning Paths Logically**

* **Build a clear sequence**: Organise the courses in a logical progression, starting with foundational topics and advancing to more complex or specialised areas.
	+ **Example**: Begin with “Introduction to Data Analytics,” followed by “Intermediate Data Analytics” and end with “Advanced Data Visualisation Techniques.”

### **5. Blend Content Types for Engagement**

* **Mix formats**: Include a variety of content formats such as videos, articles, quizzes, and project-based learning to keep the content engaging. You can upload your own resources to LinkedIn Learning.
* **Leverage microlearning**: Utilise short, targeted videos (microlearning) to reinforce concepts and allow learners to absorb content in manageable chunks. Remember you can select a brief chapter from a video as opposed to the whole video, utilise this where relevant.
* **Incorporate external resources**: Supplement LinkedIn Learning courses with additional resources such as University of Manchester specific guides, industry reports, or curated reading lists to enhance learners' understanding.

### **6. Personalise Learning Paths Where Possible**

* **Allow customisation**: Offer optional courses that learners can choose based on their interests or gaps in their knowledge.
* **Create role-specific tracks**: If the audience is diverse, offer multiple learning tracks tailored to different job roles, departments, or career levels (e.g., management vs. technical staff).

### **7. Engage Stakeholders in Course Curation**

* **Collaborate with subject matter experts (SMEs)**: Work with SMEs from within the organisation or industry to validate the content relevance and ensure it meets the learner’s needs and is in line with the University’s values.
* **Involve learners in feedback**: Once the learning path is live, gather feedback from learners on the content's quality and applicability. Use this feedback to update or refine the learning path.

### **8. Continuously Monitor and Update the Learning Path**

* **Track learner progress**: Use LinkedIn Learning’s analytics tools to monitor learner engagement, completion rates, and feedback. Identify any courses or sections where learners drop off or underperform.
* **Review content regularly**: Ensure the learning path remains up-to-date by replacing outdated content or adding new courses that reflect industry changes.
* **Incorporate continuous learning**: Encourage learners to revisit the path periodically or follow new paths to stay current with evolving skills and knowledge.

### **9. Communicate the Value of the Learning Path**

* **Provide clear instructions**: When launching the learning path, clearly communicate its purpose, expected outcomes, and any prerequisites to the learners.
* **Encourage active participation**: Motivate learners by highlighting the benefits of the learning path, such as career advancement, skill development, or certifications.

### **10. Evaluate and Iterate**

* **Review learning outcomes**: After the learning path has been in use for a designated period, evaluate its success by measuring learner engagement, knowledge retention, and application.
* **Make data-driven improvements**: Use learner feedback, assessment scores, and completion data to refine the path’s structure or content offerings.