Promotion Best Practices

**Getting Started**
- Watch the course [How to Use lynda.com](#)
- Prepare staff for launch: Patron login experience
- Check administrator reports

**Launch**
- Create [website landing page](#)
- Television Station during [Tech Brief on news segment](#)
- Add [desktop icons](#) to local stations
- Publicize the library & lynda.com on a [local Billboard](#) - "Come get a library card today!" or "Do you know Lynda?"
- Create and post video on your resource offerings and [post on Social Media](#)

**Promotion**
- Hosting events:
  - Coding Clinics
  - Resume Building
  - How to use lynda.com
  - Publicize your [Course Ranking Report](#)
  - Seasonal Highlighted Courses: [Tax Fundamentals](#)
  - Introduce new courses

---

**Client Examples**

**London Public Library**
Created a social media flyer to promote learning in the new year. [View customized post](#)

**Pierce County Library**
Started a Job TRACK (Tech Readiness and Career Kickstart) Program. Hosted weekly, are course recommendations and networking sessions for library patrons.

**Louisville Free Public Library**
Visit the library’s information page used to inform patrons about lynda.com details. [Visit page](#)
[Watch video](#)

**Greenwich Library**
See how this organization publicized open lynda.com access with the local news. [Read press release](#)

**Ridgewood Public Library**
See how this library made custom flyers to encourage patrons to sign up. [View customized flyer](#)

**Brooklyn Public Library**
Visit the library’s information page used to inform patrons about lynda.com details. [Visit page](#)
Toolkit

Logos
Download lynda.com logos to create a wide range of your own co-branded materials.
Go to Logo Resources

Print Center
Customize posters, flyers, bookmarks, and stickers for monitors.
Go to the Print Center

Digital Assets
Display digital signage including screensavers and desktop icons on workstations or common-area monitors to promote Lynda.com.
digital signs 1920 x 1080 | digital signs 1280 x 800 | digital signs 1024 x 768 | screen saver | desktop icons

MARC Records Overview
Integrate the entire Lynda.com course list into your searchable catalog.
Go to Information Guide
Go to Data Form

Enterprise Video Content
Share the content that sets Lynda.com apart from other organizations and promote with marketable.
Lynda.com Corporate Overview

Social Media Tips
Use these tips to plan your Lynda.com promotion on your social media platforms.
See the Social Media Guide

Frequently Asked Questions

How do I log in to gain access?
Administrators and patrons log in using their library card number and PIN or password.

How can patrons find or update their PIN number?
The PIN number associated with a library card number is determined within your internal library system. Patrons should be directed to your library’s service desk for assistance.

How do patrons reset or change their password?
Patrons cannot update a password on their own. Have them contact lynda.com Client Services directly at 888-335-9632, extension 623.

Can patrons log in from the lynda.com homepage?
All patrons must access their lynda.com accounts through a library’s designated login page. Our recommendation is that patrons bookmark this page.

Do we have access to mobile apps?
Access through mobile apps is not available for library patrons. However, patrons can access lynda.com on their mobile devices using a local browser.