WD Learning: Create Campaign Audience

Role Matrix • Workday LMS Terminology

Learning Admins and Local Learning Admins can create audiences to streamline assigning courses to groups of learners. **Audiences are a necessity when creating campaigns.**

Complete both steps of Creating a Report and Creating an Audience.

Tasks

- Create Report from Saved Search
- Request Custom Report
- Create Audience

Create Report from Saved Search

1. In the Workday global search, type **Find Workers**. From the result, select **Find Workers-Create Saved Searches for Learning Campaign Audience Report**.

2. Use the **Worker's Name** facet on the left to filter to the needed learners.

3. Select **Save** to the right of Current Search over the left menu

4. Give the saved search the same title you will give to your campaign. Important: Write down the title exactly as typed.

Request Custom Report

A custom report is used when sourcing people from multiple sources. Email askhr@virginia.edu to request a custom audience report.

Create Audience

1. Enter **Create Audience** in the search field.

2. Type a name in the **Audience** field. Note the name for later. Suggestion: Use the same name for each area of a campaign.

3. Write a detailed description in the **Description** field. The details will assist when searching for the **Audience** later.

4. In **Available for**, select **Campaign Type** and then **Learning Campaign**.
5. In the Category field, select Campaign Category (Workday Owned).

6. Select Required Learning. This ensures the learning will appear on the Required slider. If not required, the course will appear in the header of the Learning dashboard.

7. In Details/Type, search or scroll to the report you created.

8. Click Ok.