Create an Audience in Workday Learning

This Creating an Audience in Workday Learning Tip Sheet is for Workday Learning Admins.

Creating an Audience

Audiences define which workers or groups will receive an engagement, based on factors such as supervisory organization, location, role, or other custom criteria. An audience must be created prior to being added to an engagement, which can be done once the engagement has been established.

1. From the Workday search bar, type ***Audience Builder*** > Select the **report**.
2. From Audience Builder, select **Create Audience**.
   - Add an **Audience Name**.
   - (**Optional**) Add an **Audience Description**.
   - Add an **Audience Type** (i.e. Learning Campaign).
3. Add a **Data Source** (**Indexed All Workers** gives the broadest access).
4. Add a **Data Source Filter** (Indexed All Workers Filter gives the broadest access)
5. Select **Create**. A new screen appears with the Audience Criteria.

Audience Criteria

Once your audience has been created, utilize the options within the Audience Criteria page to further define, customize, and enhance your audience.

Conditions

Conditions enable you to refine your audience by specifying criteria that apply to all workers included in the audience.

1. Select **+ Add condition** to create a condition.
2. In the **WHERE** section:
   - From the **Field** drop-down menu, select the broadest criteria by which to filter your audience (Company or Supervisory Organization – Top are recommended here)
   - In the **Operator** drop-down menu, select the operating criteria for your Field.
   - In the **Value** field, refine your selection based on the criteria chosen in the Field and Operator menus.

3. Repeat steps as needed to add additional conditions.

Segments

Audience segments let you add more criteria to refine your audience. You can create multiple segments, each with its own set of conditions. Segments are connected by **OR**, meaning an audience member only needs to meet all conditions in **one** segment to be included.

1. Select **+ Add segment** to create a segment.
2. In the **WHERE** section:
   - From the **Field** drop-down menu, choose the data you want to use as a filter (e.g., Hire Date).
   - In the **Operator** drop-down menu, select the operating criteria for your Field.
   - In the **Value** drop-down menu, enter the value that corresponds to the data you chose.
3. Repeat steps as needed to add additional segments.

Individual Exceptions

Individual exceptions can be created to identify individuals for inclusion in or exclusion from the selected audience.

1. To add a person not already included in your audience, select **+ Add a person**.
   - In the **ADD** field, enter the name of and select the individual you wish to have added.
2. To remove a person included in the audience, select **+ Remove a person**.
   - In the **REMOVE** field, enter the name of and select the individual you wish to have removed.
3. To remove any exception created, select the **X** displayed next to the worker's name.
   - (**Optional**) Select Preview Audience to view all members that match your audience criteria.
4. Select **Save** to finalize audience updates.

Note: The **Preview Audience** feature is based on your security permissions. The audience count may differ if your permissions don't match those of the engagement's Integration System User (ISU).