

Big Think+ learner emails: frequently asked questions

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Answers to common questions from learning managers about the emails Big Think+ sends to learners.

How many emails will my learners get?

With Expert Class releases and Staff Picks both turned on, learners get about one email a week, alternating between the two. New learners also get five onboarding emails spread across their first 30 days. See [What emails does Big Think+ send to learners?](#) for the full schedule.

Can I choose which emails to turn on?

Yes. Each email type (onboarding, Expert Class releases, and Staff Picks) is turned on separately for your organization. Tell your Partner Success manager which ones you want.

Who writes these emails?

Our team does. Onboarding emails come from Meghan Phillips, Vice President and General Manager of Big Think+. Expert Class releases are written by our content team. Staff Picks are personal notes from our producers and instructional designers.

Can I customize the content or add my organization's logo?

Not for these emails, since they're written and scheduled by our team. To send your own message, use curation notifications or curation reminders, which let you write the subject and note and choose the content you feature.

Where do the links in the emails go?

Links open Big Think+ and work with your single sign-on (SSO). Expert Class release emails open the class, and Staff Picks open the first lesson so learners can start watching right away. Activity from these links shows up in your Big Think+ analytics.

We use Big Think+ through our LMS. Will our learners get these emails?

Learners who only use Big Think+ through SCORM packages in your LMS don't receive them.

If your learners sign in to Big Think+ directly or through SSO, they can. Keep in mind that email links open Big Think+ itself, so viewing activity from emails appears in Big Think+ analytics rather than in your LMS. Your Partner Success manager can help you decide what works best for your setup.

What if a learner doesn't want these emails?

Every email includes an unsubscribe link in the footer, so learners can opt out at any time.

What if learners say they aren't getting our emails?

- Ask them to check their spam or junk folder.
- Ask your IT team to allowlist **hello@app.bigthink.com**.
- For invited learners, make sure they've accepted their invitation.
- For SSO learners, confirm your SSO sends their real email address.

If emails still aren't arriving, contact partnerservices@bigthink.com.

Will a learner get the same class twice?

We avoid it. A learner who received the release email for a class won't get a Staff Pick for that same class.

What language are the emails in?

Emails are currently sent in English.

Can I see a sample before turning emails on?

Yes. You can see samples of each email in onboarding emails, Expert Class release emails, and Staff Picks emails. Your Partner Success manager can also share recent examples.

Related articles

- What emails does Big Think+ send to learners?
 - How do I turn on Big Think+ emails for my learners?
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