Linked in Learning

Key benefits of connecting your LinkedIn account

During the activation process, users will have the option to connect a LinkedIn profile to their LinkedIn Learning account. If they don't have a LinkedIn profile, they can easily create one. So let's walk through the key benefits of connecting your account.

LinkedIn is much more than a job searching site



Stay connected Members use LinkedIn to stay connected to their professional world via updates, messaging and reviewing profiles



Stay informed Through professional news, following influencers, and peer-to-peer knowledge sharing



Develop professionally Grow in their current role, learn a new skill or prepare for their promotion

Learners benefit from a richer learning experience when they connect their LinkedIn profile with their LinkedIn Learning account



More personalized content recommendations

Connected LinkedIn profiles help recommend popular courses or videos based on a given job function or skills



More learning moments through additional access points

Learners are prompted to engage in relevant learning throughout their normal usage of LinkedIn.com and have 1.5x higher engagement than learners who do not connect their accounts



Intelligent insights on the skills needed to succeed

Using LinkedIn's data set of 575MM members, we can accurately predict learning trends to help stay ahead of the curve

Connecting your LinkedIn profile eases the heavy lifting of curation

Content and course recommendations are automated through our engine so learners can easily stay up-to-date with what other members (with similar job titles and positions) are also learning.



Learners that connect their LinkedIn profile see more personalized recommendations

Learners with connected accounts will have a more personalized learning experience with features like Recommended for you, Editor's Picks, and Trending on LinkedIn Learning. Whereas, learners who don't connect their LinkedIn profile will just receive some recommendations based on indicated title and skills of interest.



Learners can easily connect their existing LinkedIn profile to LinkedIn Learning during activation

If they do not have a LinkedIn profile, they will be prompted to create one.

in it		Your organizaton would like to confirm your identity and access and retain some of your informaton:	
You now have access to LinkedIn Learning. Connect your LinkedIn account and:	Linkedin	Alexandra Afolayan, Designer	
See trending courses for your profession	Email address	Profile Information (e.g. name, title, photo)	
	Password Forgot password?	金 LinkedIn Learning Activity	
Get customized recommendations		To disconnect your profile you can contact	
Learn from industry experts	Sign in to continue	customer service.	
a Connect my LinkedIn account		LinkedIn's Terms and Privacy Policy apply. Learn more	
		Accept and continue as Alexandra	
Continue without connecting my LinkedIn account		How it works	

It's easy to create a LinkedIn profile

It's an easy process and only requires a name, email address, location, job title and company name.

Linked in	Email	> Password	Sign in	Forgot pass
	We	're in it together		and the second s
		argest professional community a oser to your version of success	ind	
	First name	ر		1º Y
	Last name		-	
		>		0 - 0
	Email	ر	- Caro	
	Password (6 or mo	ore characters)	NUMB	273
A PART		you agree to the LinkedIn User Agreeme		
- Providence	Privac	y Policy, and Cookie Policy. Join for free		
	0			3h
	2.91			

At LinkedIn, data privacy and security is our #1 priority

Your employee profile data is private

When your employees connect their LinkedIn profile, you can let them know that ONLY their name, photo and learning data will be shared with you.

Enterprise data is secure

There's no difference between how data is handled for users connecting their LinkedIn profile vs. using a separate account for LinkedIn Learning. We maintain data isolated across the enterprise boundary. Any enterprise content recommendations shown within the LinkedIn feed, will only be shown to people within your organization.

