

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

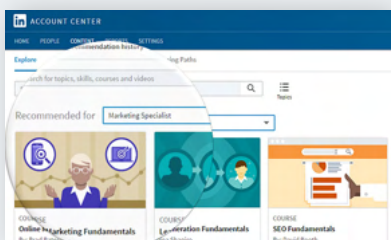
Through professional news, following influencers, and peer-to-peer knowledge sharing



Develop professionally

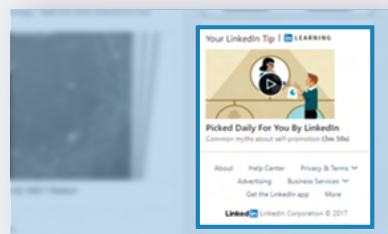
Grow in their current role, learn a new skill or prepare for their promotion

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



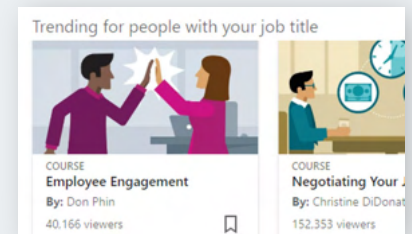
More personalized content recommendations

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

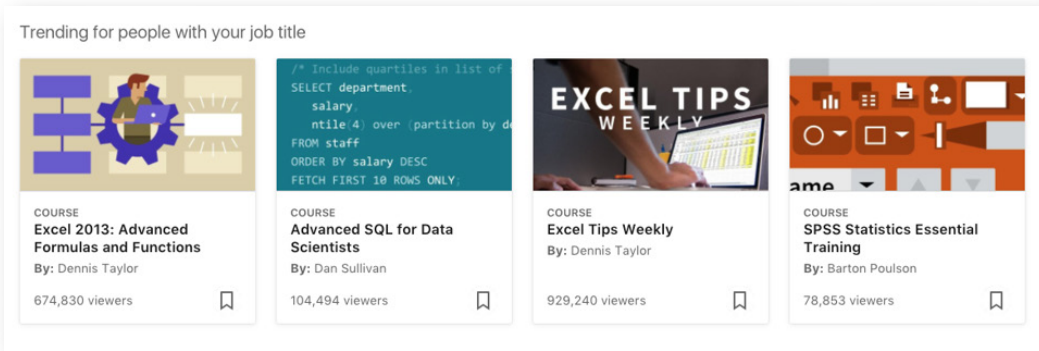


Intelligent insights on the skills needed to succeed

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

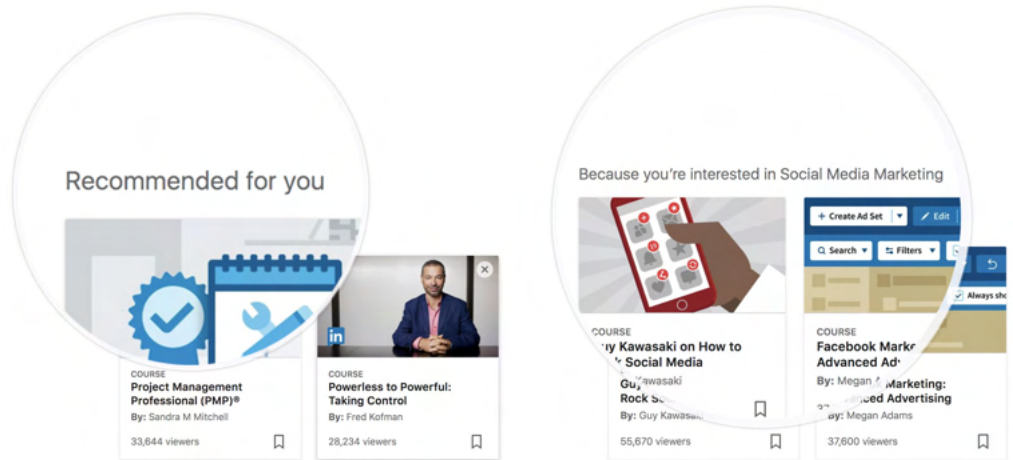
Connecting your LinkedIn profile eases the heavy lifting of curation

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.



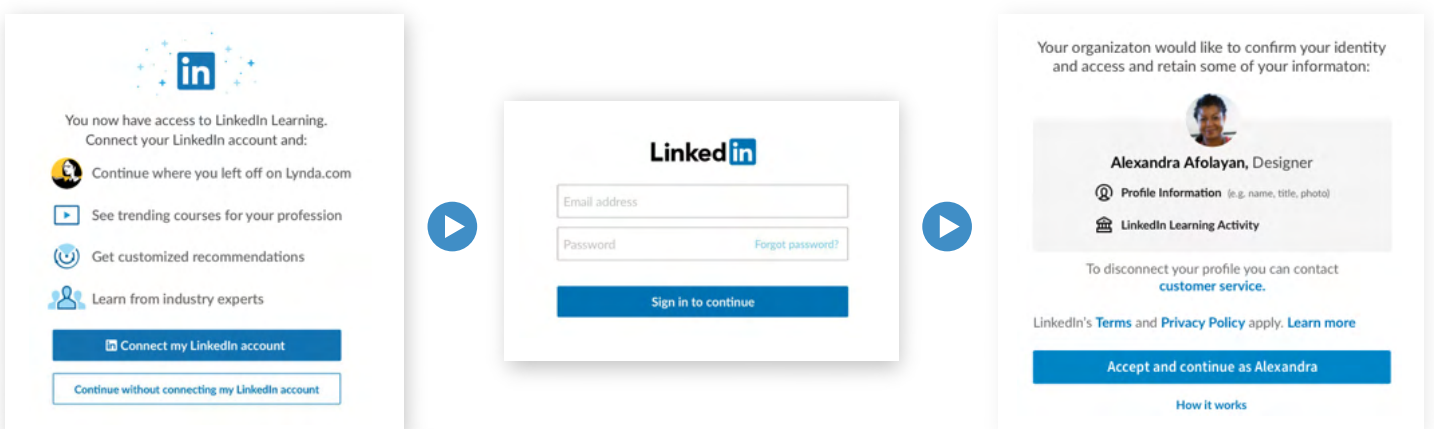
Learners that connect their LinkedIn profile see more personalized recommendations

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.



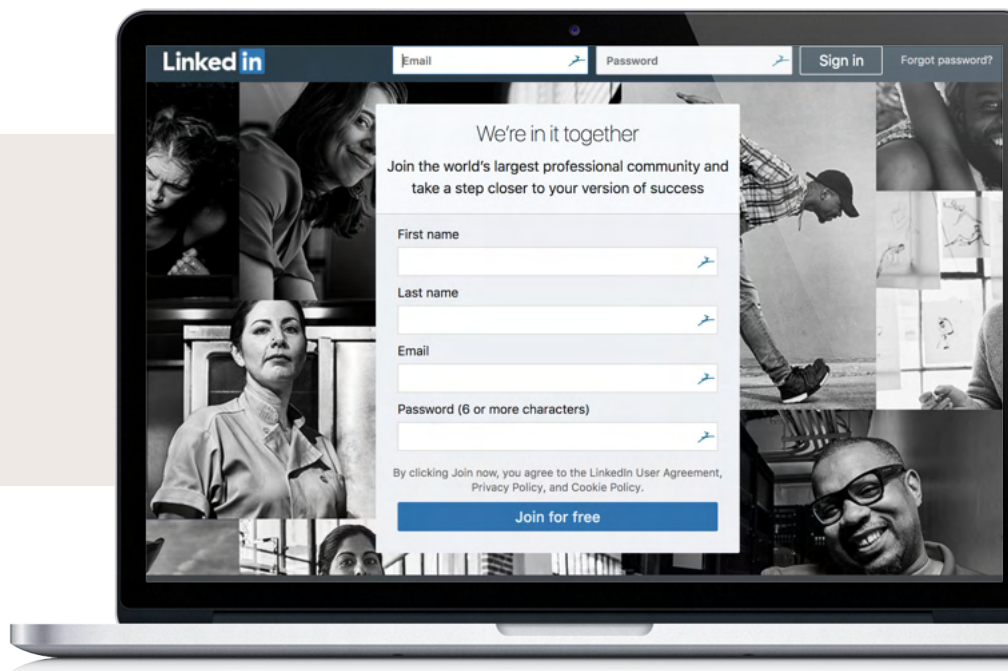
Learners can easily connect their existing LinkedIn profile to LinkedIn Learning during activation

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



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.



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.