

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

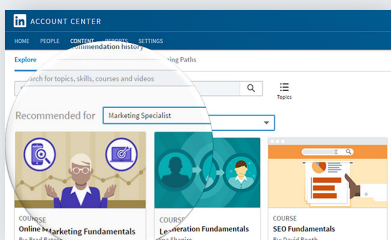
Through professional news, following influencers, and peer-to-peer knowledge sharing



Develop professionally

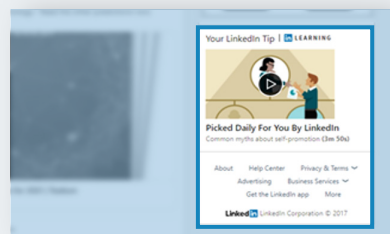
Grow in their current role, learn a new skill or prepare for their promotion

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



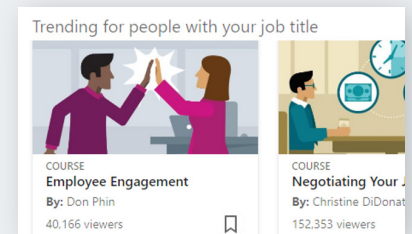
More personalized content recommendations

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



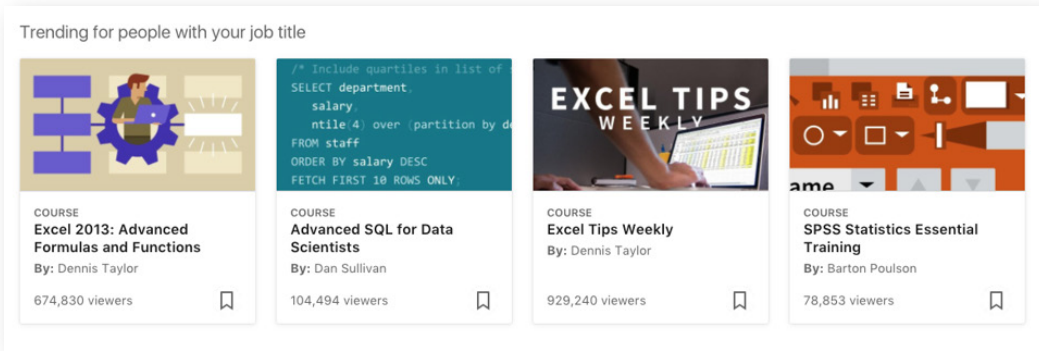
Intelligent insights on the skills needed to succeed

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.

Trending for people with your job title

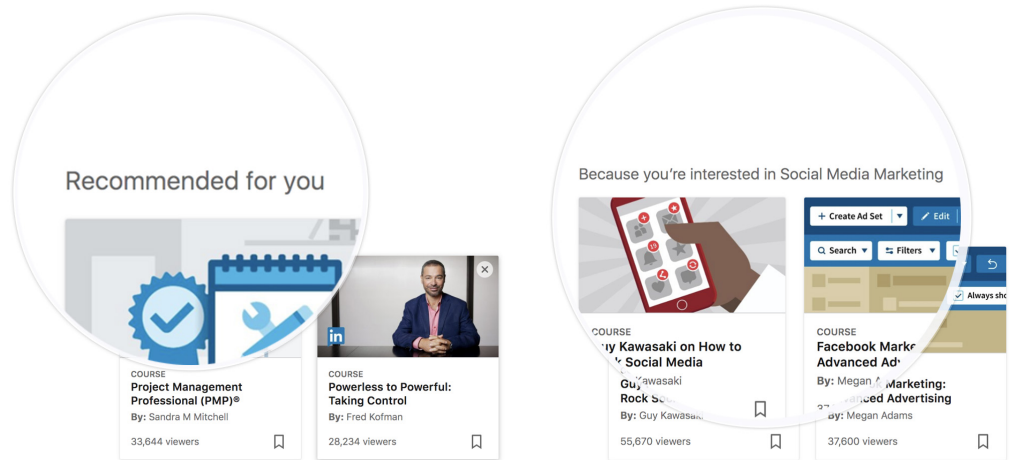


This screenshot shows a grid of four course cards under the heading "Trending for people with your job title". Each card includes a thumbnail image, the course title, the instructor's name, and the number of viewers. A bookmark icon is visible on the bottom right of each card.

Course Title	Instructor	Viewers
Excel 2013: Advanced Formulas and Functions	Dennis Taylor	674,830
Advanced SQL for Data Scientists	Dan Sullivan	104,494
Excel Tips Weekly	Dennis Taylor	929,240
SPSS Statistics Essential Training	Barton Poulson	78,853

Learners that connect their LinkedIn profile see more personalized recommendations

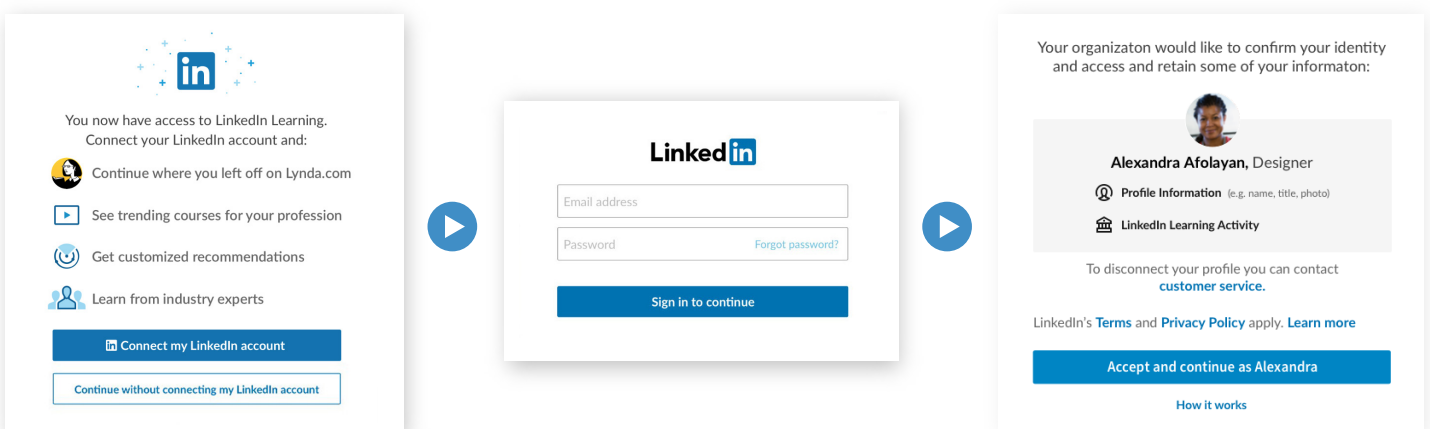
Learners with connected accounts will have a more personalized learning experience with features like Recommended for you, Editor's Picks, and Trending on LinkedIn Learning. Whereas, learners who don't connect their LinkedIn profile will just receive some recommendations based on indicated title and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



This diagram compares two recommendation engines. On the left, a circle labeled "Recommended for you" shows course cards for "Project Management Professional (PMP)" and "Powerless to Powerful: Taking Control". On the right, a circle labeled "Because you're interested in Social Media Marketing" shows course cards for "Guy Kawasaki on How to Rock Social Media" and "Facebook Marketing: Advanced Advertising".

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.

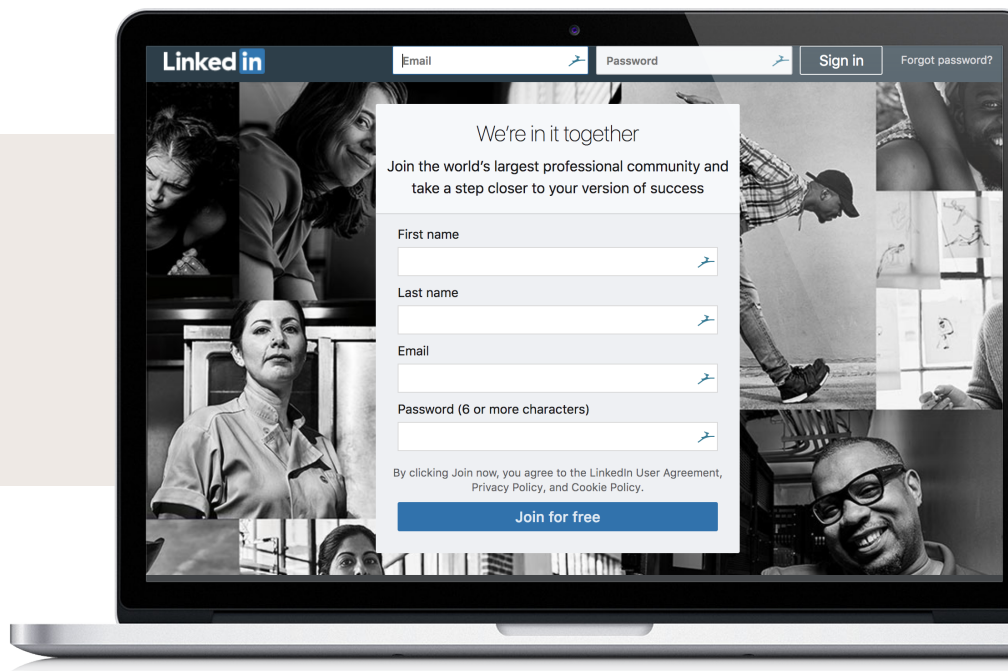


This diagram illustrates the three-step activation process for connecting a LinkedIn profile to LinkedIn Learning.

- Step 1:** A screen titled "You now have access to LinkedIn Learning. Connect your LinkedIn account and:" offers two options: "Continue where you left off on Lynda.com" and "See trending courses for your profession". Below these are icons for "Get customized recommendations" and "Learn from industry experts". A prominent blue button says "Connect my LinkedIn account", and a smaller white button says "Continue without connecting my LinkedIn account".
- Step 2:** A LinkedIn login form with fields for "Email address" and "Password", a "Forgot password?" link, and a blue "Sign in to continue" button.
- Step 3:** A confirmation screen stating "Your organization would like to confirm your identity and access and retain some of your information:". It displays the user's profile: "Alexandra Afolayan, Designer". Below this are links for "Profile Information" and "LinkedIn Learning Activity". A note says "To disconnect your profile you can contact customer service." At the bottom, there is a blue "Accept and continue as Alexandra" button and a "How it works" link.

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.