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.