



The Patron's Login Journey to LinkedIn Learning

2 days before upgrade, a banner notifies the learner in Lynda.com

The screenshot shows the Lynda.com website interface. At the top, there is a navigation bar with the Lynda.com logo, a search bar, and the user's name "Hi, Alexandra". A blue notification banner is highlighted with a red border, containing a play button icon, the text "Hi Alexandra! Your account is being upgraded to LinkedIn Learning in <X> days at the request of your organization.", and a "Learn More" button with a close icon. Below the banner, the page is divided into several sections: "Continue Watching" with three course cards, "My Playlists" with two playlist cards, "Learning Paths" with a grid of six course cards, and "New Popular Recommended" with two course cards. The "Learning Paths" section includes courses like "Become a 2D Digital Animator", "Become a Full-Stack Web Developer", "Become a Graphic Designer", "Become a Manager", "Become a Music Producer", and "Become a Music Producer". The "New Popular Recommended" section features "Gmail Advanced Tips and Tricks" and "Color for Design and Art".

Lynda.com Library Search for the skills or software you want to learn Hi, Alexandra

Continue Watching See All

- Universal Principles of Design** 20% Complete
- Teaching with Lynda.com** 73% Complete
- Foundations of UX: Accessibility** 75% Complete

My Playlists See All

- UX Design Playground** 23 Courses
- Productivity** 15 Courses

Learning Paths Weekly Series See All

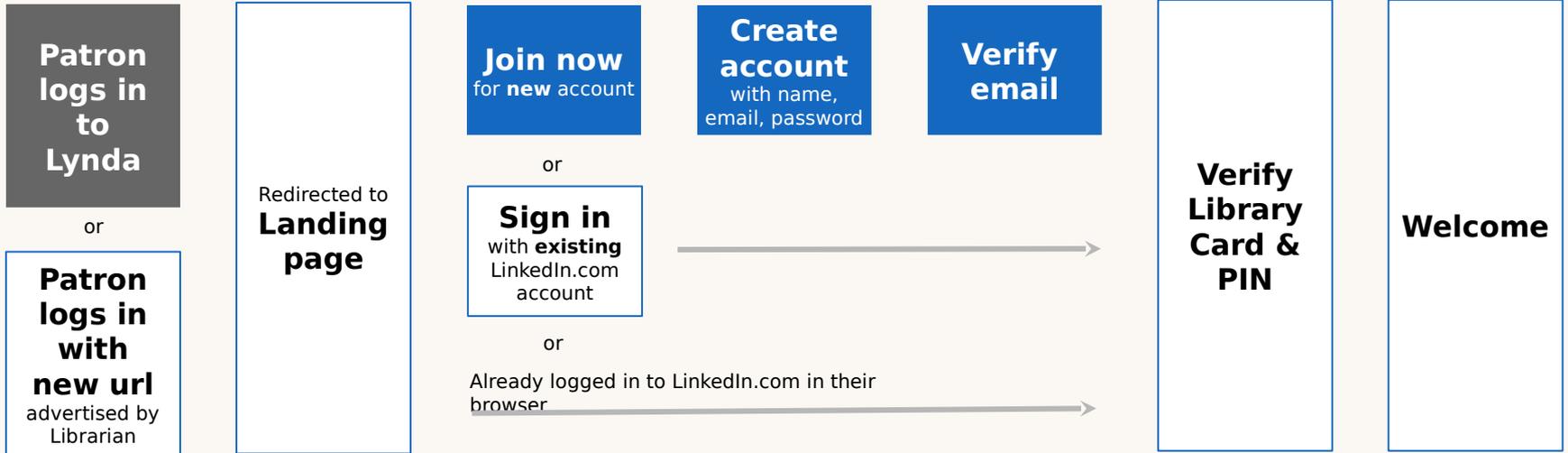
- Become a 2D Digital Animator 28 hours
- Become a Full-Stack Web Developer
- Become a Graphic Designer
- Become a Manager
- Become a Music Producer
- Become a Music Producer

New Popular Recommended

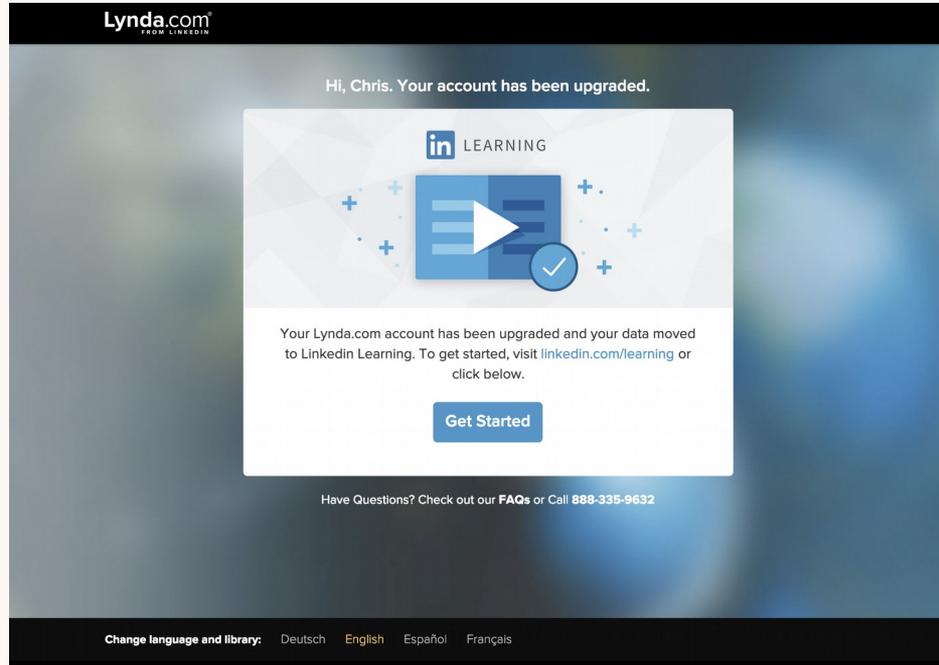
All 3D + Animation Audio Business CAD Design Developer Education Marketing Web ...

- Gmail Advanced Tips and Tricks** with Jess Stratton
Get Gmail tips and tricks to get more out of Google's popular email platform. Learn how to unsend Gmail, fight spam, filter email, and ...
1h 5m Intermediate Viewers: 316,393
- Color for Design and Art** with Jim Krause
Learn about the practical application of color theory; how to create color palettes, manipulate colors in Adobe tools like Photoshop...
1h 45m Beginner Viewers: 316,393

Flowchart: Patron's login flow after upgrade *(each box is clickable)*



Patron may start from within Lynda.com or the landing page you advertise



The image shows a screenshot of an email notification from Lynda.com. At the top left, the Lynda.com logo is displayed with the tagline 'FROM LINKEDIN'. The main body of the email has a dark blue background with a white central box. The text inside the box reads: 'Hi, Chris. Your account has been upgraded.' Below this is a graphic featuring the LinkedIn logo, the word 'LEARNING', a play button icon, and a checkmark icon. The text continues: 'Your Lynda.com account has been upgraded and your data moved to LinkedIn Learning. To get started, visit linkedin.com/learning or click below.' A blue 'Get Started' button is positioned below the text. At the bottom of the white box, it says: 'Have Questions? Check out our [FAQs](#) or Call 888-335-9632'. The footer of the email, on a black background, includes the text 'Change language and library:' followed by links for 'Deutsch', 'English', 'Español', and 'Français'.

or

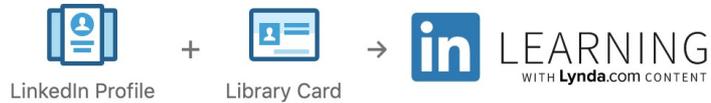
linkedin.com/learning/go/abcpubliclibrary



Your new landing page

Your Library invites you to LinkedIn Learning

Choose from thousands of online courses to learn in-demand skills from real-world industry experts. Get started with a LinkedIn profile and your Library card.



[Get started](#)

Already on LinkedIn Learning? [Sign in](#)



You're the boss of your LinkedIn account. [Learn more](#)

A help article will be attached here to show a Patron the various controls they have in their settings



'Sign in' to LinkedIn.com or 'Join now' to create a new account

LinkedIn LEARNING

LinkedIn

Sign in to LinkedIn Learning

You can use the same email address and password that you use on LinkedIn.com

Email or Phone

Password [Show](#)

Sign in

[Forgot password?](#)

New to LinkedIn? [Join now](#)

A new user would click join now

[About](#) [Become an Instructor](#) [Help](#)

LinkedIn © 2019 [User Agreement](#) [Privacy Policy](#) [Community Guidelines](#) [Cookie Policy](#) [Copyright Policy](#) [Send Feedback](#)



If, patron selects Join now, they would start creating their LinkedIn account

LinkedIn LEARNING

Learn More, Achieve More

Sign-up for a LinkedIn account to learn in-demand skills from online courses on LinkedIn Learning

Email

Password (6 or more characters)

By clicking Join now, you agree to the LinkedIn [User Agreement](#), [Privacy Policy](#), and [Cookie Policy](#).

Join now

Already on LinkedIn? [Sign in](#)

LinkedIn Corporation © 2019

For reference:
[User Agreement](#),
[Privacy Policy](#), and
[Cookie Policy](#).



First name and Last name are the only requirements on their account

LinkedIn LEARNING

Learn More, Achieve More

Sign-up for a LinkedIn account to learn in-demand skills from online courses on LinkedIn Learning

First name

Last name

Continue

LinkedIn Corporation © 2019



This is a verification step: we send a code to the email they provided

Patron's email inbox



Thanks for signing up.

Please confirm your email address to get full access to LinkedIn.

828628

Enter this code or click the button below.

[Confirm your email](#)

You're receiving this email because you (or someone using this email) created an account on LinkedIn using this address.

Didn't sign up for LinkedIn? [Close account](#)

This email was intended for Tet test. [Learn why we included this.](#)



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Patron copies code from email and enters in the login flow



Let's confirm your email

Type in the code we sent to emily_librarydeepdive@test.linkedin.com.

Your privacy is important

We may send you member updates, recruiter messages, job suggestions, invitations, reminders and promotional messages from us and our partners. You can change your [preferences](#) anytime.

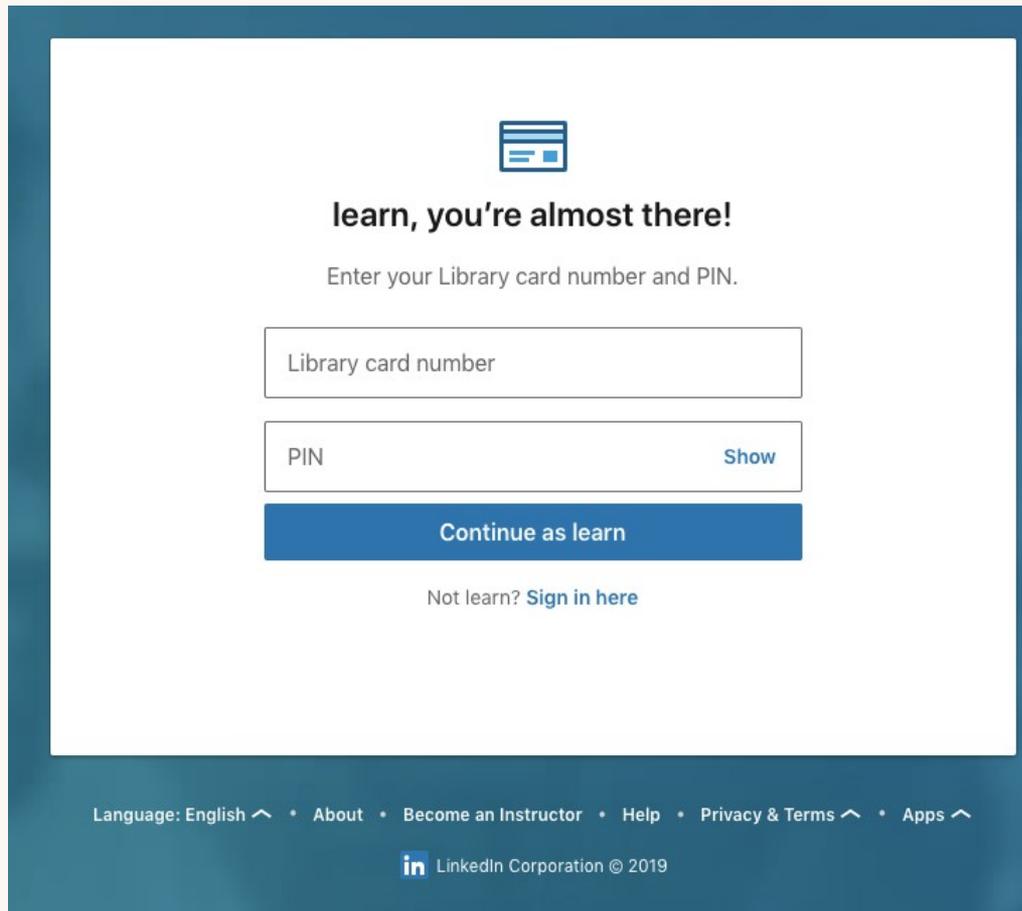
We remind the patron that they are the boss of their account & link them back to their own preferences and settings.

Agree & Confirm

Didn't receive the code? [Send again](#)



Patron enters their Library card & PIN to confirm membership in your library



The screenshot shows a login interface for a library system. At the top center is a blue icon of a library card. Below it, the heading reads "learn, you're almost there!". Underneath the heading is the instruction "Enter your Library card number and PIN.". There are two input fields: the first is labeled "Library card number" and the second is labeled "PIN" with a "Show" link to its right. Below the input fields is a blue button labeled "Continue as learn". At the bottom of the form area, there is a link that says "Not learn? Sign in here". The footer of the page contains navigation links: "Language: English ^", "About", "Become an Instructor", "Help", "Privacy & Terms ^", and "Apps ^". The footer also includes the LinkedIn logo and the text "LinkedIn Corporation © 2019".



learn, you're almost there!

Enter your Library card number and PIN.

Library card number

PIN [Show](#)

Continue as learn

Not learn? [Sign in here](#)

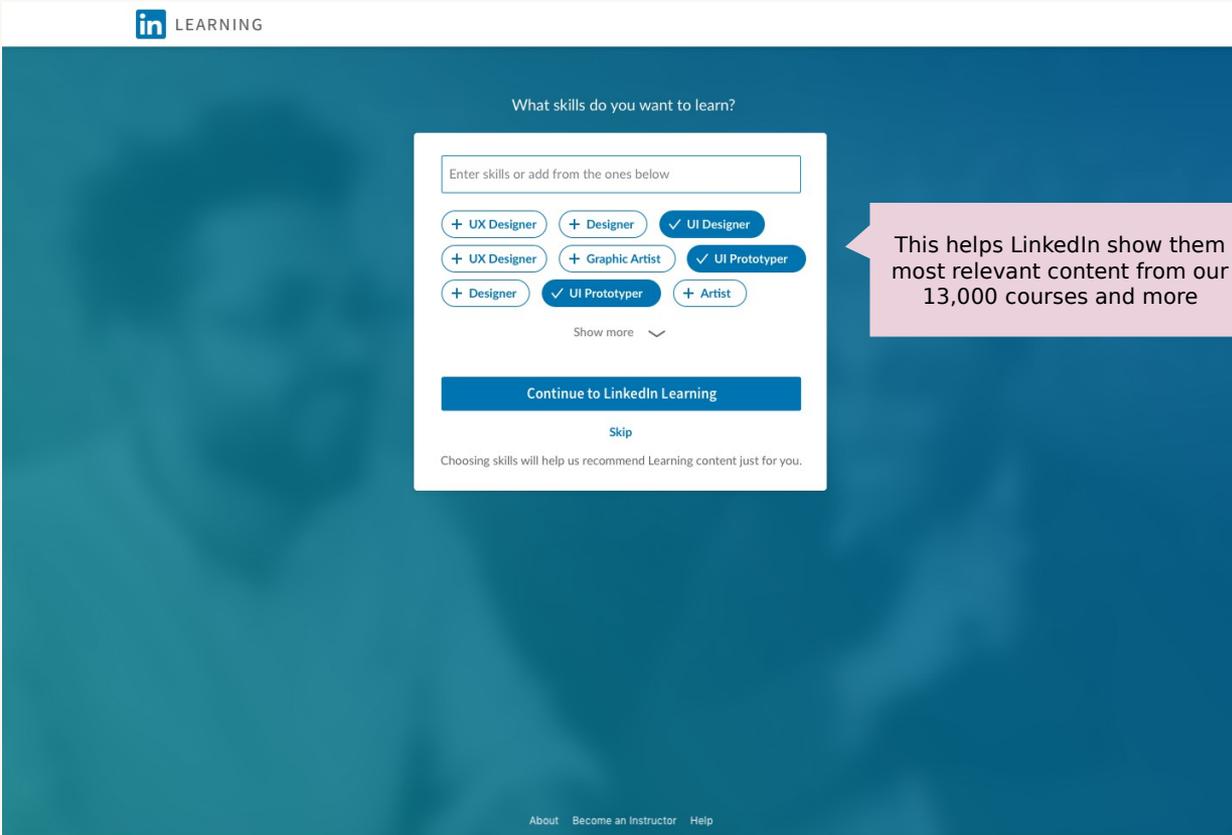
Language: English ^ • [About](#) • [Become an Instructor](#) • [Help](#) • [Privacy & Terms](#) ^ • [Apps](#) ^

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Patron is now in LinkedIn Learning!

It is optional for them to highlight skills they want to learn before they start



The screenshot shows the LinkedIn Learning skill selection interface. At the top left is the LinkedIn Learning logo. The main heading is "What skills do you want to learn?". Below this is a search input field with the placeholder text "Enter skills or add from the ones below". There are several skill buttons: "+ UX Designer", "+ Designer", "✓ UI Designer", "+ UX Designer", "+ Graphic Artist", "✓ UI Prototyper", "+ Designer", "✓ UI Prototyper", and "+ Artist". A "Show more" link with a downward arrow is located below the buttons. At the bottom of the selection area are two buttons: "Continue to LinkedIn Learning" and "Skip". Below the "Skip" button is the text "Choosing skills will help us recommend Learning content just for you." At the very bottom of the page are links for "About", "Become an Instructor", and "Help". The footer contains the text "LinkedIn © 2019 User Agreement Privacy Policy Community Guidelines Cookie Policy Copyright Policy Send Feedback".

What skills do you want to learn?

Enter skills or add from the ones below

+ UX Designer + Designer ✓ UI Designer

+ UX Designer + Graphic Artist ✓ UI Prototyper

+ Designer ✓ UI Prototyper + Artist

Show more ▾

Continue to LinkedIn Learning

Skip

Choosing skills will help us recommend Learning content just for you.

About Become an Instructor Help

LinkedIn © 2019 User Agreement Privacy Policy Community Guidelines Cookie Policy Copyright Policy Send Feedback

This helps LinkedIn show them most relevant content from our 13,000 courses and more



Welcome to LinkedIn Learning

As with other LinkedIn services, LinkedIn Learning is subject to our [Terms and Privacy Policy](#). [Learn More.](#)



You have no content in progress



You have no saved content

SKILLS YOU FOLLOW

1

Trending on LinkedIn Learning

< Previous Next >



Are Leaders Born or Made?



Extreme Productivity (Blinkist)



Why the First Days at a New Job Matter



Where to Focus: Weaknesses or Strengths?



Why Mentoring Matters

Learn within 30 minutes

< Previous Next >



Bringing Solutions Not Problems



9m 6s



3m 51s



14m 5s



Get Help



FAQs

How will the patron know that they have been upgraded?

2 days before upgrade: We splash a banner within Lynda.com

After upgrade: We splash a banner redirecting them to LinkedIn Learning login flow.

We also encourage Library Admins to let patrons know per their convenience, for example through website announcements or posters.

What if the patron loses their library card after signing up to LinkedIn Learning for Library?

If the patron has already gone through the first time authentication and created a LinkedIn profile, their learning history is now aligned to their LinkedIn profile. If they lose the library card, they can get a new one issued with the Library and use that to login to LinkedIn Learning for Library and find their learning history still available.

Will Patrons have access to the LinkedIn Learning mobile app?

Yes, but only after they first authenticate via desktop/mobile browser. Second login onwards they can use the [mobile app](#)!

Q. What does it mean to have a LinkedIn Profile?

A LinkedIn Profile is your account on LinkedIn.com and **you are the boss of that account!**

You could have a **complete** and **highly searchable** profile.

- Use profile as professional brand
- Can be found with a google search or within LinkedIn
- Highly recommended for professionals, job seekers and students

You could have an **obscure** profile. Controls available in Settings include:

- Last name can be set to initial only
- Profile's public visibility can be turned off for search engines
- Ability to manage who can discover you on LinkedIn



Prachi Banga

Product Marketing Manager at LinkedIn Learning

San Francisco, California

Internet

6 people have recommended Prachi

 LinkedIn

 IE Business School

 IE Business School

500+ connections



Prachi B.

San Francisco, California

Internet

500+ connections

Q. How will the patron know about their controls?

[Privacy Settings](#) are surfaced to the Patron in a Help Article before they are required to sign up:

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding



Who can see your last name

Choose how you want your name to appear

Select how your last name will appear to others. Your full name is always visible to your connections.

- Prachi Banga
Product Marketing Manager at LinkedIn Learning
- Prachi B.
Product Marketing Manager at LinkedIn Learning
(Hide your last name from people who aren't your connection)

Close
Abbreviated

Manage who can discover your profile from your email address

Choose who can discover your profile if they are not connected to you but have your email address

Change
Nobody

Manage who can discover your profile from your phone number

Choose who can discover your profile if they have your phone number

Change
Nobody

Preferences

Who can send you invitations

Choose who can send you invitations to connect

Close
Email and Imported contacts

- Everyone on LinkedIn (recommended)
- Only people who know your email address or appear in your "Imported Contacts" list
- Only people who appear in your "Imported Contacts" list

Appendix

Settings are now in the Admin's control in a self-serve manner. A custom url can be created by the admin to advertise to Patrons

LEARNING MANAGEMENT

Home Reports Settings Resources Me Go to learning

Settings

Manage your account below. Your settings are in your control!

Whitelist

Ensure that the following IP addresses are whitelisted for the verification to work

[Content TBD]

Verification

Configure SIP2 and Patron verification options

+ Add verification

Custom invitation URL

Create a custom invitation URL and promote it to your Library members to encourage LinkedIn Learning sign-ups

Whitelist and Verification need to be setup first

