The Patron’s Login Journey to LinkedIn Learning
2 days before upgrade, a banner notifies the learner in Lynda.com
Flowchart: Patron’s login flow after upgrade *(each box is clickable)*

- Patron logs in to Lynda or Patron logs in with new url advertised by Librarian
- Redirected to Landing page
- Join now for new account
- Create account with name, email, password
- Verify email
- or Sign in with existing LinkedIn.com account
- or Already logged in to LinkedIn.com in their browser
- Verify Library Card & PIN
- Welcome
Patron may start from within Lynda.com or the landing page you advertise

or

[link]

linkedin.com/learning/go/abcpubliclibrary
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
If, patron selects Join now, they would start creating their LinkedIn account.

For reference: User Agreement, Privacy Policy, and Cookie Policy.
First name and Last name are the only requirements on their account
This is a verification step: we send a code to the email they provided.

*Patron’s email inbox*
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.

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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.
Patron is now in LinkedIn Learning!
It is optional for them to highlight skills they want to learn before they start.

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