New York Public Library

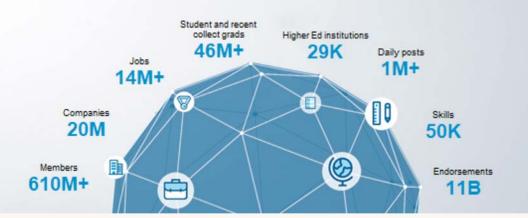# Upgrading to LinkedIn Learning

Agenda

1. LyndaLibrary: Where We Stand

1. LinkedIn Vision

1. What's new?
   a. LinkedIn Learning for Library
   b. Patron authentication
   c. Librarian/Admin experience

1. Intro to the Upgrade Process

At LinkedIn, our vision is to create economic opportunity for every member of the global workforce.

LinkedIn connects the world's professionals to make them more productive and successful

Student and recent collect grads
46M+

Higher Ed institutions
29K

Daily posts
1M+

Jobs
14M+

Companies
20M

Skills
50K

Members
610M+

Endorsements
11B

From LyndaLibrary
to
LinkedIn Learning for Library

What's New for Patrons

For the first time, Patrons will be able to learn in their preferred language

Same great content from Lynda.com plus courses offered in following languages:
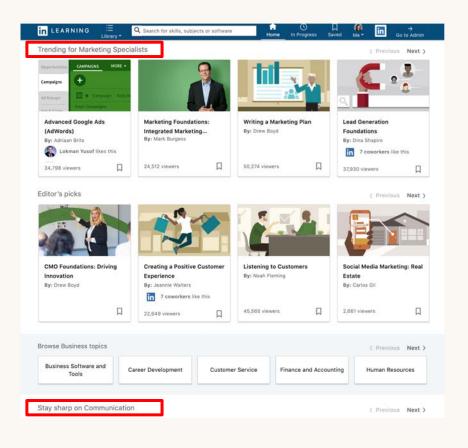English, French, German, Japanese, Spanish, Mandarin, and Portuguese.

7,437
English courses in LyndaLibrary

13,000 +
Courses in LinkedIn Learning for Library

LinkedIn Learning delivers the right content at the right time, shortening the path from learning to succeeding

New user-centric design
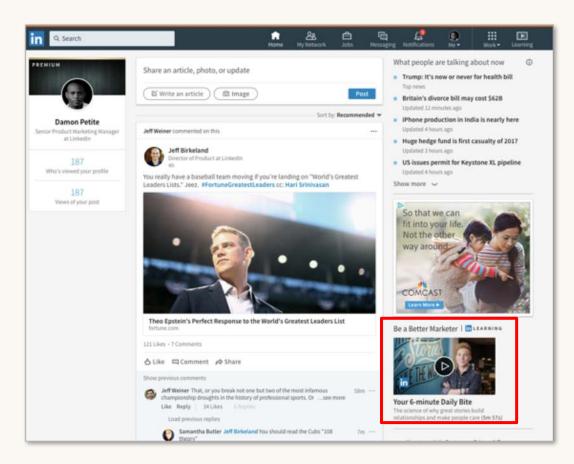
Helps learners quickly find relevant content

Personalized content recommendations based on unique insights from LinkedIn

o Skills on their profile

o Skills they're interested in

o Popular for their role

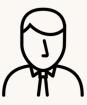o Popular in their network

o Their current role

Learning is reinforced through the LinkedIn Homepage

Additional Access to Learning

See course recommendations within their LinkedIn feed as well and login directly from LinkedIn (2nd time onwards)

Patron Authentication

Patron access has more security controls to prevent unauthenticated use of LinkedIn Learning

Patron must be 16 years or older

LinkedIn Profile

Uniquely represents a real person, verified by our automated detection systems*

Library Card

Verifies active membership at the Library

PIN

Secondary verification to the library card. Standard security required by many libraries

= Authentication

More information available on our Engineering blog post: [Automated Fake Account Detection at LinkedIn](#)

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.
500+ connections
San Francisco, California
Internet

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

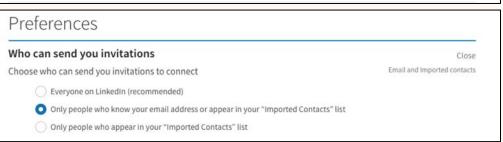How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

Who can see your last name   Close

Choose how you want your name to appear   Abbreviated

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)

Manage who can discover your profile from your email address   Change
                                                        Nobody
Choose who can discover your profile if they are not connected to you but have your email address

Manage who can discover your profile from your phone number   Change
                                                        Nobody
Choose who can discover your profile if they have your phone number

---

Preferences

Who can send you invitations   Close

Choose who can send you invitations to connect   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

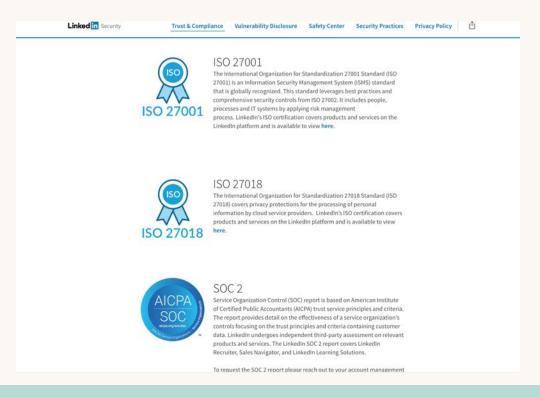**Q.** How does the Lynda.com to LinkedIn Learning upgrade work from a data perspective?

As long as the Learner uses the same Library card number, **we are able to transfer their learning history** to LinkedIn Learning, so they can continue from where they left of.

Learner and account data is transferred between data centers over a secure connection (HTTPS). The data centers are only allowed to communicate after explicit whitelisting and thorough internal security review of all endpoints.

When a user migrates from Lynda.com to LinkedIn.com, **Lynda.com data (such as learning activity) will be shared with LinkedIn.com.** As with other LinkedIn.com services, LinkedIn Learning is subject to the LinkedIn **User Agreement**, **Privacy Policy** and **Cookie Policy**.

Accordingly, on LinkedIn.com, your data may be used to **personalize your experience across LinkedIn.** For example, your coursework may be used to recommend profile updates and jobs, your LinkedIn profile may be used to **provide course recommendations on LinkedIn Learning**, and Lynda.com data may be used to pre-populate your learning history and interests on LinkedIn Learning.

Our high bar for security ensures only an authentic, identifiable and individual Library member is able to access LinkedIn Learning
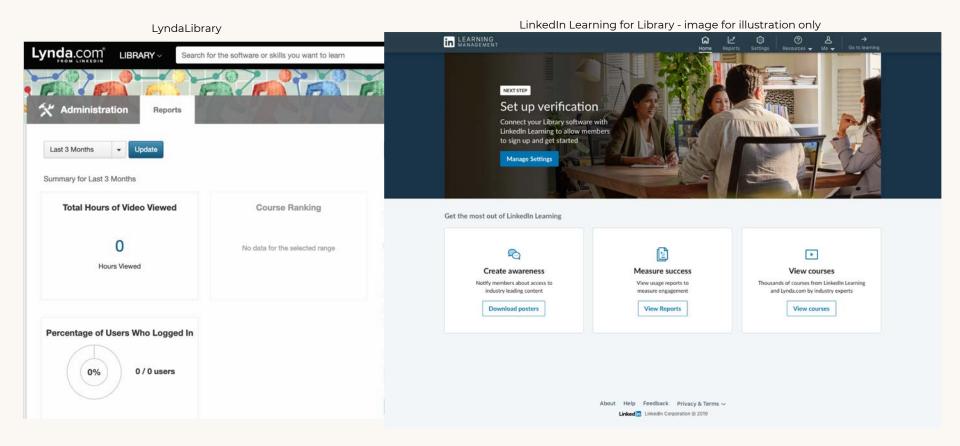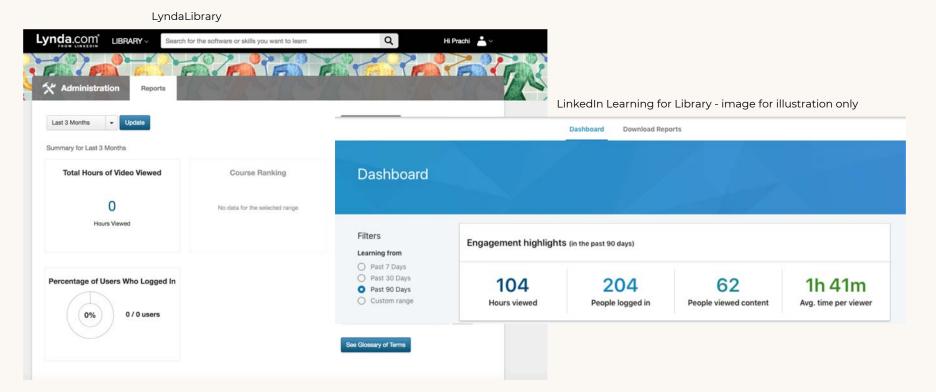

LinkedIn is certified across above standards to validate our commitment to members first
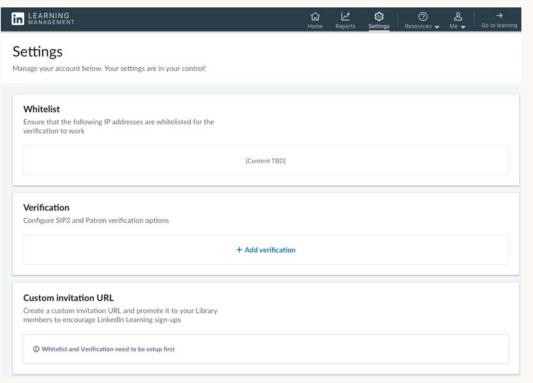
What's New: Librarian

New **admin home page** focuses on what you need most

LyndaLibrary

Redesigned Reporting interface, with aggregate level reporting only.

LyndaLibrary

LinkedIn Learning for Library - image for illustration only

Settings are now in your control in a self-serve manner and verification configuration is more secure

LinkedIn Learning for Library - image for illustration only

1. **Supports SIP2 & Patron API**
   a. If Patron API, **need https protocol**
   b. **Not supported: IP Authorization** (because it can be spoofed)

1. **MARC 21 standards** will be added here & if Libraries want to leverage

1. **Not supported**: user-selected custom attributes

How you can best prepare early for the upgrade requirements?

Convert http accounts to https

Context: Our security team requires https for your Patron API endpoint as it is the more secure protocol.

Enable PIN

Context: PIN provides a 2nd factor verification so Library card is not easily misused. It is commonly prescribed across many libraries and will be a requirement for patron authentication after Upgrade. The PIN maybe a password, does not have to be numeric only

Move from IP authorization to SIP2 or Patron API

Context: IP's are easily spoofed and have not been cleared by our Security team.

Upgrade Process Details

The upgrade process is built around 3 steps and expected to kick off in July

1

LEARN

Before your upgrade is available, we'll provide resources to help you get to know LinkedIn Learning and the upgrade process.

2

SCHEDULE

We'll notify you when your upgrade is available and you'll have the option to select the best date for you within a given timeframe.

To simplify the process, we have selected a default automatic upgrade date for your organization's account, which will lock in if a custom date is not selected within 3 weeks of your upgrade availability
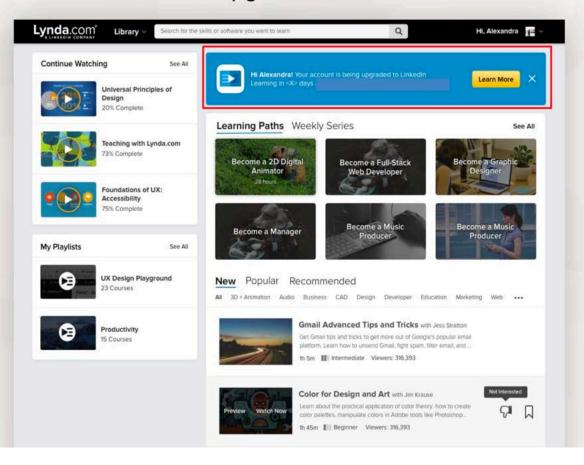
3

UPGRADE

Notify your learners and we'll take care of the rest, automatically bringing over your learner's activity so they can pick up where they left off.

The Patron's Login Journey to LinkedIn Learning

Up to 30 days before upgrade, a banner notifies the learner in Lynda.com once the learner upgrade date is confirmed

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

or

Sign in with **existing** LinkedIn.com account

or

Already logged in to LinkedIn.com in their browser

Create account with name, email, password

Verify email

Verify Library Card & PIN

Welcome

Lynda.com® FROM LINKEDIN

LinkedIn

LEARNING WITH Lynda.com® CONTENT
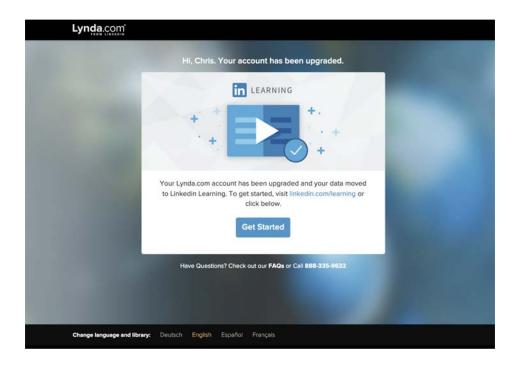
Patron may start from within Lynda.com or the landing page you advertise

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.

LinkedIn Profile + Library Card → **in** LEARNING WITH **Lynda.com** CONTENT

Get started
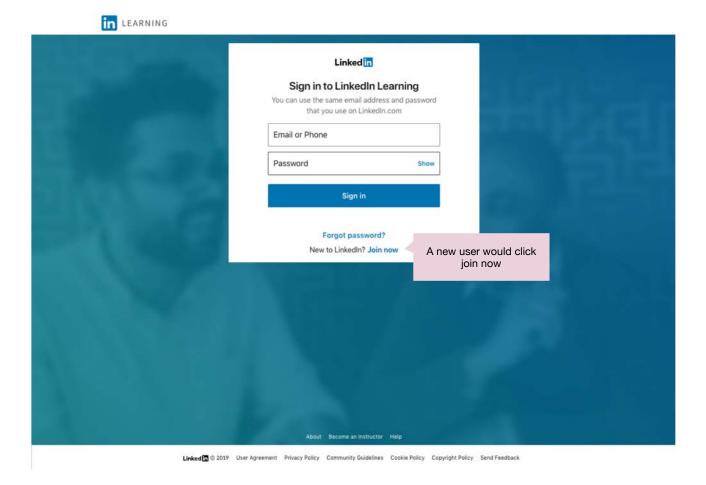
Already on LinkedIn Learning? **Sign in**

🔒 You're the boss of your LinkedIn account. **Learn more**

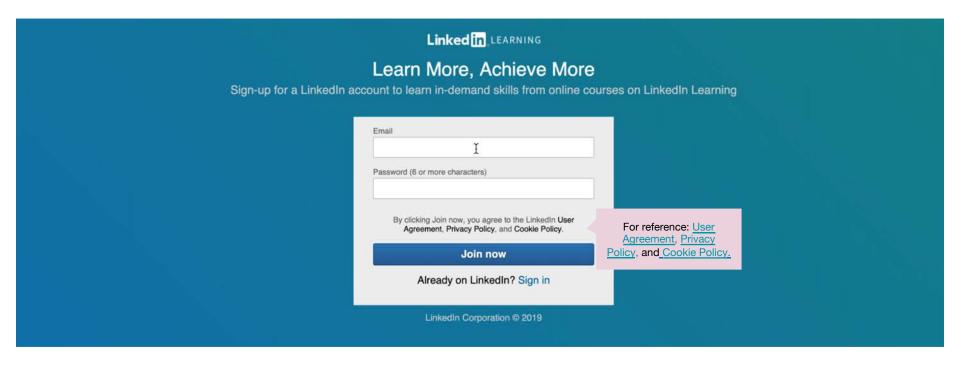A help article will be attached here to show a Patron the various controls they have in their settings

'Sign in' to LinkedIn.com or 'Join now' to create a new account
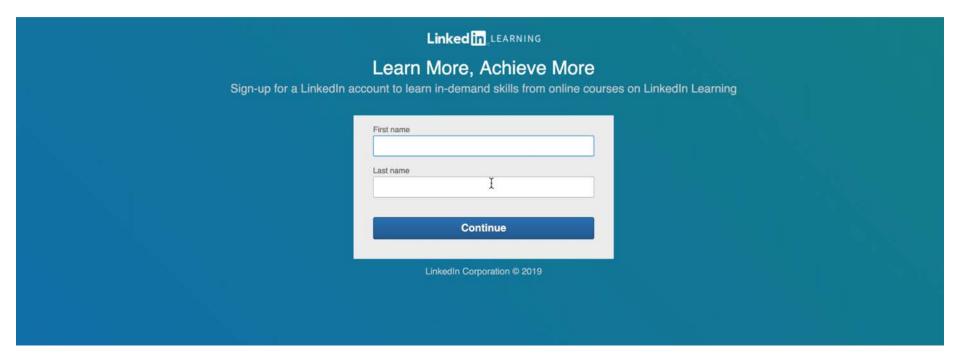
If, patron selects Join now, they would start creating their LinkedIn account

Linked in. 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**.

For reference: User Agreement, Privacy Policy, and Cookie Policy.

Join now

Already on LinkedIn? Sign in

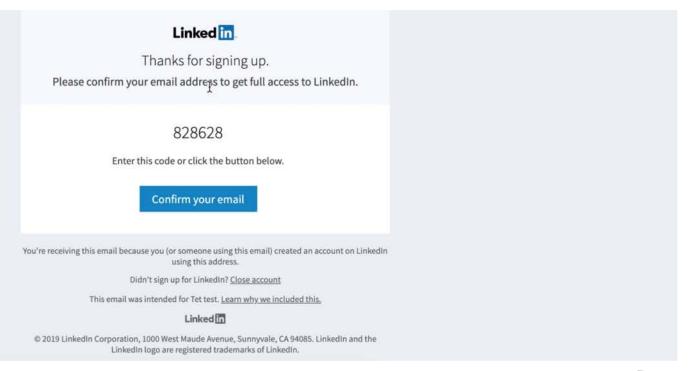LinkedIn Corporation © 2019

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

Linked in.

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.

Linked in

© 2019 LinkedIn Corporation, 1000 West Maude Avenue, Sunnyvale, CA 94085. LinkedIn and the LinkedIn logo are registered trademarks of LinkedIn.
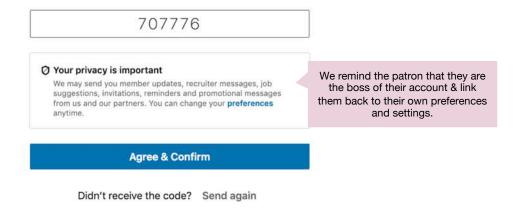
Patron copies code from email and enters in the login flow

Linked in
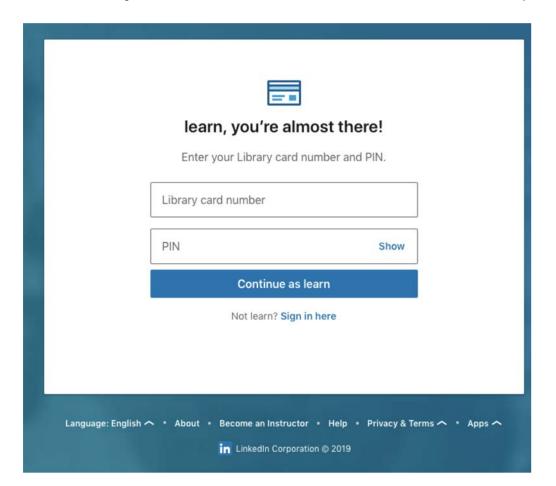
Let's confirm your email

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

707776

🛡 **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.

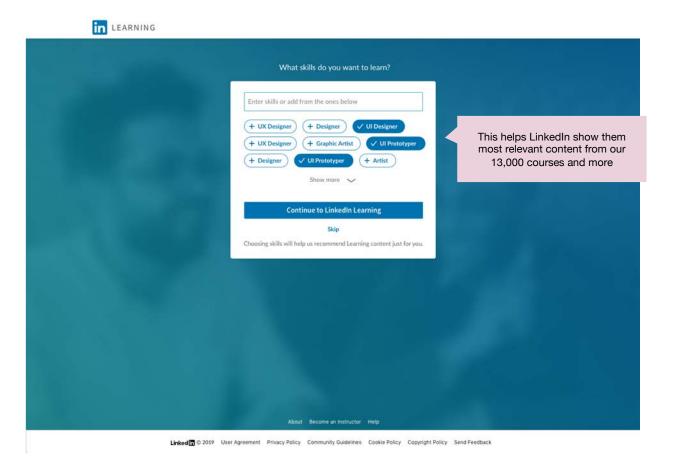**Agree & Confirm**

Didn't receive the code?   Send again

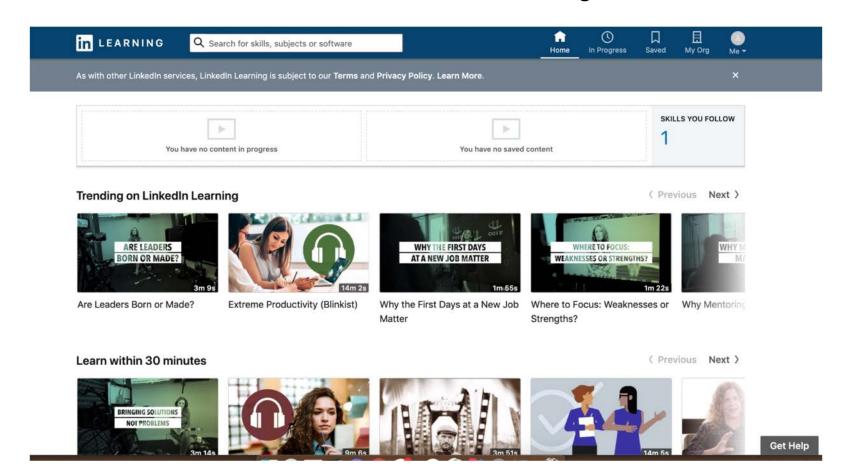# Patron enters their Library card & PIN to confirm membership in your library

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!

How can Patrons access LinkedIn Learning after the first login?

They can access in multiple ways: via your custom invitation link, by searching your catalog, from linkedin.com/learning, from the LinkedIn Learning mobile app.

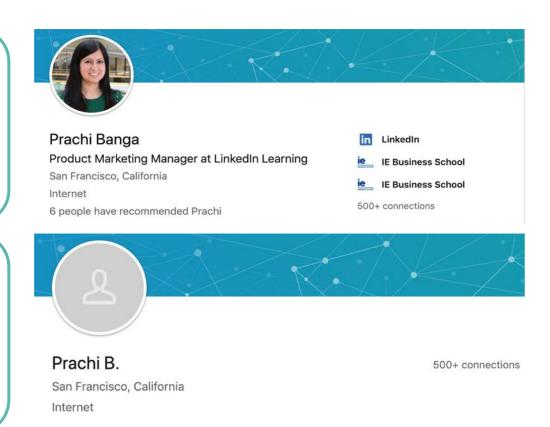**Q.** What does it mean to have a LinkedIn Profile?
A LinkedIn Profile is your account on LinkedIn.com and **you are the boss of that account!**

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

in LinkedIn
ie IE Business School
ie 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

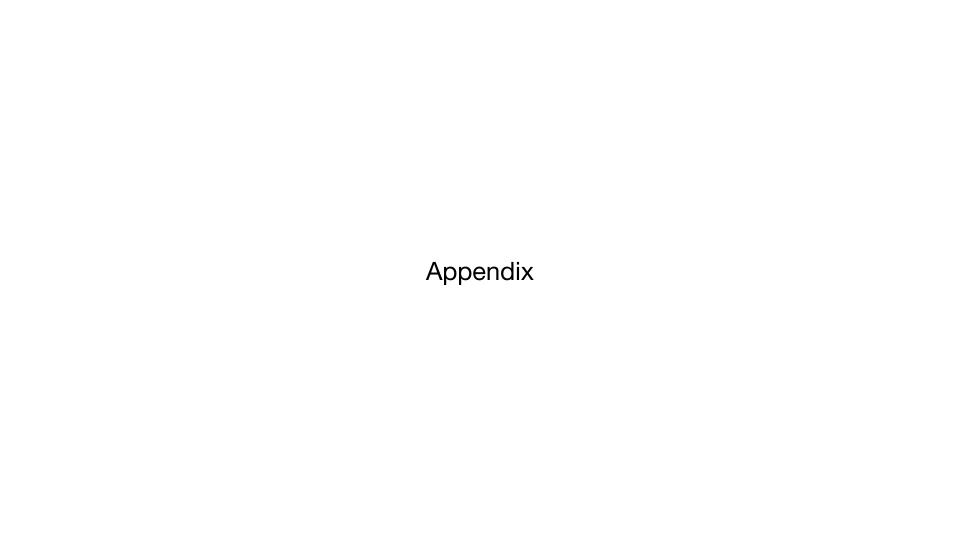Job seeking preferences

Blocking and hiding

Who can see your last name — Close — Abbreviated

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)

Manage who can discover your profile from your email address — Change — Nobody

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

Manage who can discover your profile from your phone number — Change — Nobody

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

---

Preferences

Who can send you invitations — Close — Email and Imported contacts

Choose who can send you invitations to connect

○ 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