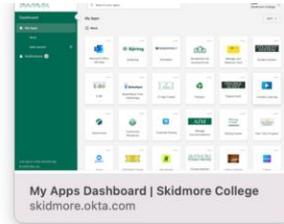# LinkedIn Learning at Skidmore College

A Student Guide to AI-Powered Learning Plans and Career Path Exploration

Step-by-Step Walkthrough

Step 1: Log in through Skidmore Okta

My Apps Dashboard | Skidmore College
skidmore.okta.com

Step 2: Click Get Started

in Learning

Connect your LinkedIn profile to personalize your plan

We'll reference your experience to personalize your plan.

in Connect LinkedIn profile

Add experience manually

Step 3: Connect LinkedIn profile or add experience manually

in LEARNING

Linked **in**

LinkedIn Learning is connected to your LinkedIn
profile, enter your LinkedIn password

Email or Phone

Use your LinkedIn password   Show

Continue

Forgot password?

New to LinkedIn? **Join now**

Step 4: Set your goal (I want to...)

We'll help you advance your **Digital Marketing and Advertising Including Social Media** career. Which goal would you like to focus on first?

I want to...   ➤

+ Focus on top Digital Marketing and Advertising Including Social Media skills

+ Improve written and verbal communication   + Leverage Generative AI in my role

+ Develop skills to manage teams   + Select skills

Interested in a different goal?

+ Explore a different career

If Digital Marketing and Advertising Including Social Media isn't your current role, **edit your LinkedIn profile.**

Step 5: Preview your AI-generated plan

in Learning Career Hub

Home

My Career
- Career Paths
- My Career Plan

Library
- My Content
- Browse
- AI Coaching

Practice
- AI Role Play
- { } Hands-On Tech
- Certifications

My Career Plan

Role ❓
Digital Marketing and Advertising Including Social Media at Skidmore College

Goal ✏️
Grow and advance as a **Summer Manager**

Leveraging Technology for Hospitality Outreach
My Learning Plan · Show details

▶ Start learning   •••

Digital Outreach Strategies
Explore effective social media and email marketing strategies to enhance customer engagement and outreach.

Course
Building and Engaging with Your Online Following for Creators
32m

Course
Email Marketing: Strategy and Optimization
1h 2m

Course
Social Media Marketing Trends
9h 43m

+ Add courses

CRM and Communication Excellence   ⌄

Data-Driven Customer Service   ⌄

+ **Add a module**
Enhance your expertise by adding another module related to your Learning Plan.

Is this plan helpful? 👍 💡

Step 6: Start learning from your Career Plan dashboard

Step 7: Explore Career Paths and skill gaps

Step 8: Optional: Practice with AI Role Play

Practice everyday work conversations with
AI-powered role play

We'll use AI to get you started. You can edit the details in the next step.

I want to practice pitching an idea to my boss...

Create role play

Suggestions

Pitch a project to an executive   Give feedback on a presentation   Negotiate my salary

Practice saying no to unrealistic expectations   Handle a challenging customer   Cold call a busy decision maker