SOCIAL NETWORK DOs and DON’Ts

• Only establish and maintain connections with people you know and trust. Review your connections often and block or unfollow people if needed.

• Assume that ANYONE can see any information about your activities, personal life, or professional life that you post and share. Secure it!

• Ensure that your family takes similar precautions with their accounts; their privacy and sharing settings can expose your personal data.

• Avoid posting or tagging images of you or your family that clearly show your face. Select pictures taken at a distance, at an angle, or otherwise concealed. Never post Smartphone photos and don’t use your face as a profile photo, instead, use cartoons or avatars.

• Use secure browser settings when possible and monitor your browsing history to ensure that you recognize all access points.

MANAGING YOUR LINKEDIN PROFILE

LinkedIn is a professional networking site whose users establish connections with co-workers, customers, business contacts, and potential employees and employers. Users post and share information about current and previous employment, education, military activities, specialties, and interests. To limit exposure of your personal information, you can review and manage who can view your profile and activities.

ACCOUNT SETTINGS

Manage the Login and Security settings shown with arrows below to ensure that your information is secured and shared in a limited fashion.

ACCOUNT SETTINGS

Navigate through Account tab to manage and/or edit Login and Security settings. Follow the Login and Security settings shown with arrows below to ensure that your information is secured and shared in a limited fashion.

QUICK FACTS

• There are over 500 million LinkedIn users around the world. 250 million monthly active users, only 3 million share contents on a weekly basis. Aside from the US, LinkedIn is widely adopted in India, Brazil, and the UK.

• Users tend to share information related to their careers or jobs as opposed to photographs from parties or social events.

• LinkedIn profiles tend to be more visible and searchable than social networks such as Facebook.

• Paid LinkedIn accounts have access to more information about other users, such as connections, than free accounts.

• The type of information users can see about each other depends on how closely they are connected (1st, 2nd, or 3rd degree).
### Login and Security

#### Login and security

**Email addresses**
Add or remove email addresses on your account

**Phone numbers**
Add a phone number in case you have trouble signing in

**Change password**
Choose a unique password to protect your account

**Where you’re signed in**
See your active sessions, and sign out if you’d like

**Devices that remember your password**
Review and control the devices that remember your password

**Two-step verification**
Activate this feature for enhanced account security

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### Partners and Services

#### Partners and services

**Permitted Services**
View services you’ve authorized and manage data sharing

These are the services to which you have granted access to your LinkedIn profile and network data. If you remove that access here, they will no longer be able to access your LinkedIn data. To re-enable them in the future, go to the service and grant access again.

You can manage Microsoft accounts you have connected to from our new Microsoft setting.

You have not granted access to any services.

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**Twitter settings**
Manage your Twitter info and activity on your LinkedIn account

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Check if you’re logged in anywhere that you don’t recognise and control what devices remember your password.

Add a phone number to activate two-step verification and enhance account security.

Don’t allow access to other services.
CLOSING YOUR ACCOUNT

Apply the Account Management settings shown with the arrow below to learn more about the options you have in ensuring that your account is closed or deleted if no longer in use.

Account management

Merging LinkedIn accounts
Transfer connections from a duplicate account, then close it

Hibernating your LinkedIn account
Temporarily deactivate your account

Closing your LinkedIn account
Learn about your options, and close your account if you wish

PRIVACY – EDIT YOUR PUBLIC PROFILE

Review settings by following the screenshots and arrows below to ensure that your information is visible only to people of your choosing. Navigate through Privacy Tab to manage how others see your profile and network information.

Set your public profile to Off. Users not signed in to LinkedIn will not see your profile and limits visibility to search engines and otheroff-LinkedIn services.
Set who can see your connections to only you.

Information contained in the "profile also viewed" section changes frequently and is not under your control, it is best to turn it off.
Turn off Profile Visibility Off LinkedIn to ensure your information is not displayed by affiliates, partners, customers, or other permitted developers.
Review settings by following the screenshots and arrows below to ensure that your information is visible only to people of your choosing.

### How others see your LinkedIn activity

- **Profile viewing options**
  - Choose whether you're visible or viewing in private mode
  - Set to Private mode.

- **Manage active status**
  - Choose who can see when you are on LinkedIn
  - Set to No so others will not see when you are on LinkedIn.

- **Notifying connections when you're in the news**
  - Choose whether we notify people in your network that you've been mentioned in an article or blog post
  - Set both to No to minimize your profile.

- **Mentions or tags by others**
  - Choose whether other members can mention or tag you

### How LinkedIn uses your data

- **Manage your data and activity**
  - Review the data that you've provided, and make changes if you'd like

- **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

- **Manage who can discover your profile from your phone number**
  - Choose who can discover your profile if they have your phone number

- **Using public data to improve your profile**
  - Choose whether we can use public data to help you improve your profile

Review your data and activity to see how LinkedIn uses that data.

Manage who can discover your profile if they know your email address or phone number. For highest security set to Nobody.
**PRIVACY – DATA USAGE BY LINKEDIN – continued**

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<th>Privacy</th>
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<tr>
<td>How others see your profile and network information</td>
<td><strong>Using public data to improve your profile</strong>&lt;br&gt;Choose whether we can use public data to help you improve your profile</td>
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<td>How others see your LinkedIn activity</td>
<td><strong>Sync contacts</strong>&lt;br&gt;Manage or sync contacts to connect with people you know directly from your address book</td>
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<td><strong>Sync calendar</strong>&lt;br&gt;Manage or sync calendar to get timely updates about who you'll be meeting with</td>
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<td><strong>Salary data on LinkedIn</strong>&lt;br&gt;See and delete your salary data</td>
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<td><strong>Search history</strong>&lt;br&gt;Clear all previous searches performed on LinkedIn</td>
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Choose what personal information you want to provide

Set to No so LinkedIn does not use your public data.

Choose if you want to sync contacts and calendar with LinkedIn

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**PRIVACY – BLOCKING AND HIDING**

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<td>How others see your profile and network information</td>
<td><strong>Blocking and hiding</strong>&lt;br&gt;Manage who can follow you on LinkedIn. Block or Unfollow suspicious people if need be.</td>
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<td>How others see your LinkedIn activity</td>
<td><strong>Followers</strong>&lt;br&gt;Choose who can follow you and see your public updates.</td>
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<td>How LinkedIn uses your data</td>
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<tr>
<td>Job seeking preferences</td>
<td><strong>Unfollowed</strong>&lt;br&gt;See who you have unfollowed, and resume following if you'd like</td>
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</table>

Manage who can follow you on LinkedIn. Block or Unfollow suspicious people if need be.
### GENERAL AD PREFERENCES

Apply the Account Management settings shown with the arrow below to learn more about the options you have in ensuring that your account is closed or deleted if no longer in use.

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**Profile data for ad personalization**

Can LinkedIn use your profile photo and profile information (like name or company) to personalize the content of promoted jobs and ads? NOTE: Only you can see ads with your photo.

- **No**

Changes typically take up to 48 hours to become effective.

**Interest categories**

See more relevant promoted jobs and ads based on your and similar members’ activities on LinkedIn and Bing.

### THIRD PARTY ADS

Third-party applications and services can access your personal information once you authorize them in your settings. Limit the use of applications to ensure that third parties cannot collect, share, or misuse your personal information. Avoid sharing your activities on third-party websites with LinkedIn by disabling the option. Do not permit or allow LinkedIn to receive information about your visited sites.

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**Interactions with businesses**

See more relevant promoted jobs and ads based on information or consent given to businesses.

**Ad-related actions**

See more relevant promoted jobs and ads based on actions you took on ads.

Can LinkedIn use information about actions you took off LinkedIn (like applying to a job) in response to ads to understand which promoted jobs and ads are most relevant to you? NOTE: we only report aggregate ad performance to advertisers and do not tell them about specific actions you took.

- **No**

If you turn this setting off, you'll see the same number of ads but they may be less relevant. Changes typically take up to 48 hours to become effective, and afterwards, you may continue to see (1) ads that are targeted to you based on other criteria and (2) opt-out options in ads.
PASSWORD RECOMMENDATIONS

- Minimum of 8 characters is recommended.
- Use a combination of upper and lowercase letters, numbers and symbols/punctuation marks.
- Should not contain your name, username, phone number, birthday, pets' names or other personal information.
- Should be unique to each app or website you use - use a password manager to keep track of multiple passwords.
- Don’t use common words (dictionary, iloveyou, password) or series of letters (qwerty, abcd123).
- Using a longer passphrase or series of words may be easier to remember and more secure.

USEFUL LINKS

A Parent’s Guide to Internet Safety
www.fbi.gov/stats-services/publications/parent-guide

Wired Kids
www.wiredkids.org

Microsoft Safety & Security

OnGuard Online
https://www.consumer.ftc.gov/features/feature-0038-onguardonline

LinkedIn

last reviewed/edited: 4/24/2020