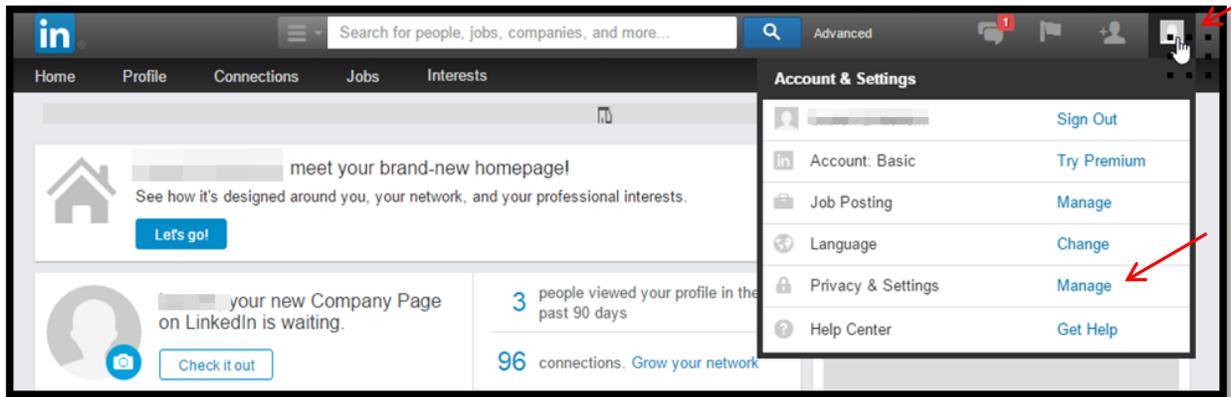


## LinkedIn

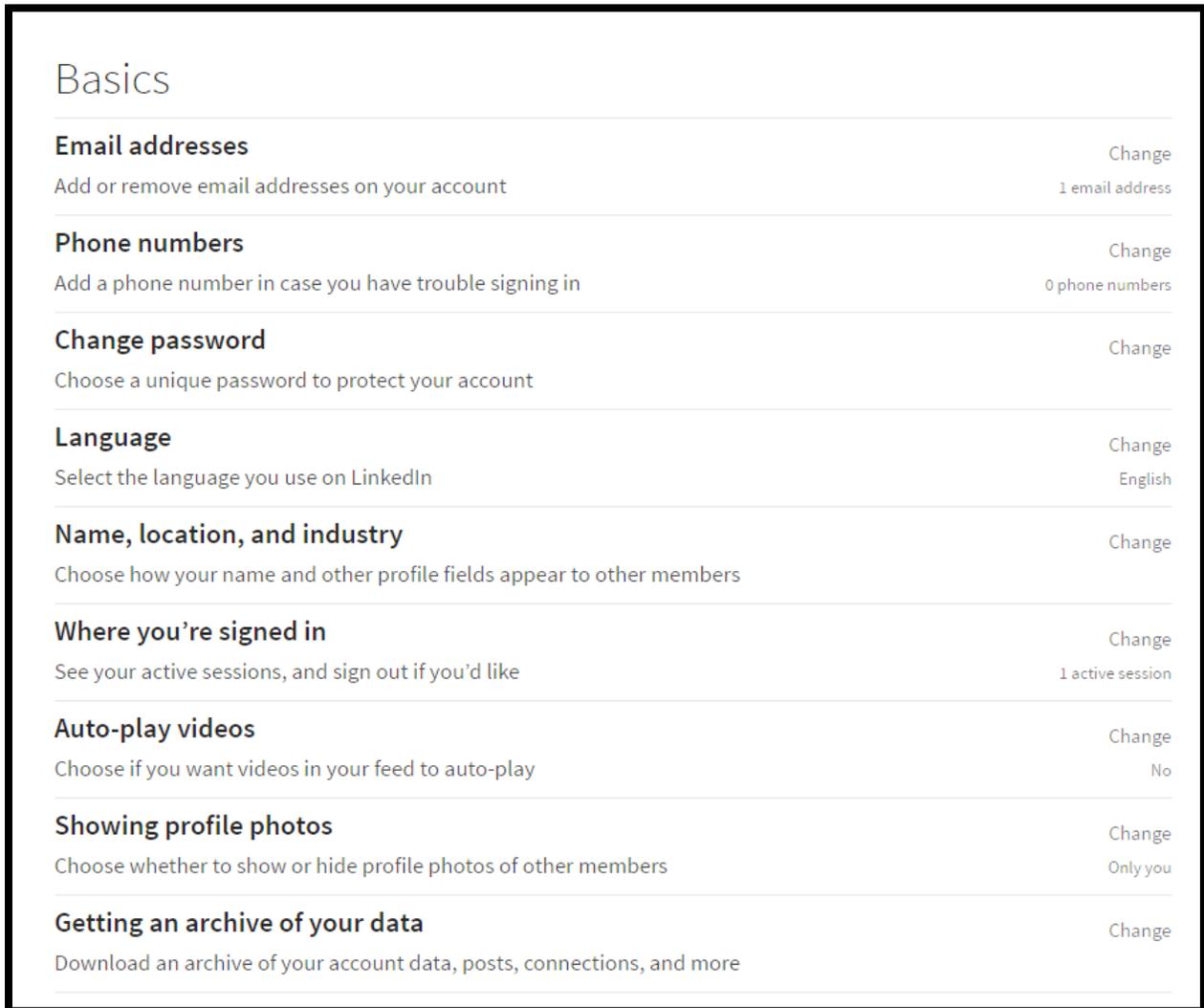
LinkedIn has been designed for professional networking, recruiting, and job searching. This handout has been designed and recommendations are geared to help you properly lock the profile down completely.

Please feel free to alter your profile to your specific goals/needs.

After logging into your account, click the photo icon in the top right corner, Click "Manage" next to Privacy & Settings.



Under **Basics**, you have a variety of settings:



The screenshot shows the 'Basics' settings page on LinkedIn. It lists several settings with a 'Change' link on the right. The settings are: Email addresses (1 email address), Phone numbers (0 phone numbers), Change password, Language (English), Name, location, and industry, Where you're signed in (1 active session), Auto-play videos (No), Showing profile photos (Only you), and Getting an archive of your data.

Setting	Current Value	Action
Email addresses	1 email address	Change
Phone numbers	0 phone numbers	Change
Change password		Change
Language	English	Change
Name, location, and industry		Change
Where you're signed in	1 active session	Change
Auto-play videos	No	Change
Showing profile photos	Only you	Change
Getting an archive of your data		Change

- Email Addresses: Here, you can add or remove email addresses from your account.
- Phone Numbers: It is recommended that you do not associate your phone number with your account.
- Change Password: Manage your password.
- Language: Select your language preferences.
- Name, location, and industry: Choose how your name and other information appears on your page. **It is recommended that you leave information as vague as possible.**
- Where You're signed in: See below
- Auto-play videos: Here, you can disable the video auto-play features.
- Showing profile photos: See below
- Getting an archive of your data: See below

## Where You're Signed In

The screenshot shows the 'Where you're signed in' settings page. At the top, it says 'Where you're signed in' with a 'Close' button on the right. Below that, it says 'See your active sessions, and sign out if you'd like' with '1 active session' on the right. The main heading is 'You're currently signed into 1 session.' followed by a paragraph explaining that it lists all active sessions and provides options to sign out of individual sessions or everywhere at once. Below this is a table with two columns: 'Current session' and 'Details'. The table contains one row with a blurred session ID and the following details: 'United States (Approximate location)', 'Chrome on Windows', 'IP Address: [blurred]', and 'IP Address Owner: [blurred]'.

- Under “Where you’re signed in”, you can see your active sessions and sign out. Select “close” and enter your password to close the active session you wish to remove.

## Showing Profile Pictures

The screenshot shows the 'Showing profile photos' settings page. At the top, it says 'Showing profile photos' with a 'Close' button on the right. Below that, it says 'Choose whether to show or hide profile photos of other members' with 'Connections' on the right. The main heading is 'Select whose photos you would like to see.' followed by a dropdown menu with 'Your connections' selected.

- Under “Showing profile photos”, you can edit who can see your profile photos. It is recommended that you select “Your Connections” or “No One”.

## Request Your Data Archive

### Request your data archive

**Download your LinkedIn data**

Did you know you can request an archive of your activity and data on LinkedIn anytime?

Within minutes, you'll get the archived information that's fastest to compile including things like your messages, connections and imported contacts. We'll send you an email with a link where you can download it right away.

You'll get an email with a link where you can download the second part of your data archive in about 24 hours. You'll also be able to access your archive by going to your settings, selecting the Account tab, and clicking **Request an archive of your data**. Want more details? Just visit our [Help Center](#).

**Here's what's included**

Your data archive will contain the information LinkedIn has stored for you including your activity and account history, from who invited you to join, to the time of your latest login. For the full list, [visit our Help Center](#).



The image shows a grey folder icon with a white downward-pointing arrow, positioned above a blue button with the text "Request archive" in white.

- Under “Request your data archive”, you can Download your LinkedIn data, including your activity, account history, etc.

## Third Parties

Under the “Basics” menu, you will find the “Third Parties” Menu.

### Third parties

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**Third party apps**  
View apps you've authorized and manage data sharing

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

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**WeChat settings**  
Link, remove, and control visibility of your WeChat account

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- Third Party Apps: Here, you can view apps you have authorized to utilize your LinkedIn data. It is recommended that you do **not** allow any Third-party apps to have access to your data
- Twitter/WeChat Settings: Here, you can manage your Twitter or WeChat account. It is recommended that you do **not** link these accounts to your LinkedIn.

## Privacy Menu

Under the Privacy Menu, there are a variety of settings:

The screenshot shows the 'Privacy' settings page with a navigation bar at the top containing 'Account', 'Privacy', and 'Communications'. The 'Privacy' section is active and underlined. The main content area is titled 'Profile privacy' and lists several settings, each with a 'Change' link and a 'No' option. The settings are: 'Edit your public profile' (Choose how your profile appears in search engines), 'Who can see your connections' (Choose who can see your list of connections), 'How You Rank' (Choose whether or not to be included in this feature), 'Viewers of this profile also viewed' (Choose whether or not this feature appears when people view your profile), 'Sharing profile edits' (Choose whether your network is notified about profile changes), 'Profile viewing options' (Choose whether you're visible or viewing in private mode), and '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).

Setting	Description	Change	No
<b>Edit your public profile</b>	Choose how your profile appears in search engines	Change	
<b>Who can see your connections</b>	Choose who can see your list of connections	Change	Connections
<b>How You Rank</b>	Choose whether or not to be included in this feature	Change	No
<b>Viewers of this profile also viewed</b>	Choose whether or not this feature appears when people view your profile	Change	No
<b>Sharing profile edits</b>	Choose whether your network is notified about profile changes	Change	No
<b>Profile viewing options</b>	Choose whether you're visible or viewing in private mode	Change	Private mode
<b>Notifying connections when you're in the news</b>	Choose whether we notify people in your network that you've been mentioned in an article or blog post	Change	No

## Edit your public profile

### Your public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

[+ Create your custom URL](#)

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### Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

[Learn more ▶](#)

Make my public profile visible to no one

Make my public profile visible to everyone

- Basics
- Headline
- Current Positions

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### Your public profile badge

[Create a public profile badge](#)

- Under public profile, you can create a customized URL. It is recommended that if you create a custom URL, do not use your name or any information relevant to you (frequent usernames, etc), but a random string of letters and numbers.
- Under “Customize Your Public Profile”, you can select how your public profile appears in Search Engines. It is recommended that you select “Make my public profile visible to no one”. If, however, you prefer, you can select “Make my public profile visible to everyone” and provide only the Basics and/or headline information.
- Your public profile badge: here, you can select how you want your “View My Profile” button to look.

## Who can see your connections

### Who can see your connections

Choose who can see your list of connections

People will still be able to see connections who endorse you and connections they share with you. (Don't want your endorsements visible? Just choose to opt out)

Your connections 

- Here, you can decide who you want to have access to your connections. It is recommended that you select Only You or Your connections.

## How You Rank

### How You Rank

Choose whether or not to be included in this feature

How You Rank shows how you compare to your connections and colleagues in terms of profile views. If you turn this feature off, others won't see you or your standings in their How You Rank page. You also won't see your own rank or get tips on improving your visibility.

No 

- Here, you can choose to turn on or off a feature showing your ranking amongst your connections and colleagues. It is recommended that you turn this feature **off**.

## Viewers of this profile also viewed

### Viewers of this profile also viewed

Choose whether or not this feature appears when people view your profile

Should we display “Viewers of this profile also viewed” box on your Profile page?

No

- This feature allows you to turn off the “Viewers of this page also viewed” box on your page. It is recommended that you turn this feature **off**.

## Sharing Profile Edits

### Sharing profile edits

Choose whether your network is notified about profile changes

Should we let people know when you change your profile, make recommendations, or follow companies?

No

- This feature allows you to choose whether your network is notified when you make changes to your profile. It is recommended that you turn this feature **off**.

## Profile Viewing Options

### Profile viewing options

Choose whether you're visible or viewing in private mode

Select what others see when you've viewed their profile

Your name and headline

 Emma Washington  
Fashion Consultant  
New York, New York

Private profile characteristics

 Fashion Designer in the Luxury Goods & Jewelry Industry from Greater New York City Area

Private mode

 Anonymous LinkedIn Member

- Here, you can choose whether you're visible or anonymous when you view someone else's profile. It is recommended that you select "Private Mode: Anonymous LinkedIn Member."

## Notifying connections when you're in the news

### 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

Want to let your connections and followers know when you're mentioned in the news?

No

- This feature allows you to choose if your connections are notified when you are mentioned in an article or blog post. It is recommended that you turn this feature **off**.

## Blocking and Hiding

### Blocking and hiding

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#### Followers

Choose who can follow you and see your public updates

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#### Blocking

See your list, and make changes if you'd like

- Followers: See Below
- Blocking: Here, you can manage users you have blocked.

## Followers

### Followers

Choose who can follow you and see your public updates

Choosing "Everyone" lets people outside your network follow your public updates. If you switch from "Everyone" to "Your connections," you'll lose any out-of-network followers you have now. Any changes you make will take effect in about 24 hours.

Your connections 

- Here, you can choose who can follow you and see your public updates. It is recommended you select "Your connections"

## Data Privacy and Advertising

Under Data privacy and advertising, you can manage:

### Data privacy and advertising

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**Suggesting you as a connection based on your email address**  
Choose who can see you as a suggested connection if they have your email address

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**Suggesting you as a connection based on your phone number**  
Choose who can see you as a suggested connection if they have your phone number

---

**Representing your organization**  
Choose if we can show your profile information on your employer's pages

---

**Sharing data with third parties**  
Choose if we can share your basic profile data with third parties

---

**Advertising preferences**  
Choose whether LinkedIn can use cookies to personalize ads

---

### Suggesting You as a Connection Based on Your Email Address

#### Suggesting you as a connection based on your email address Close

Choose who can see you as a suggested connection if they have your email address Nobody

People can upload their contacts to LinkedIn to discover potential connections. If someone has your email address in their contacts, we may suggest they invite you to connect – it's your choice whether or not to accept.

- Here, you can choose who can see you as a suggested connection if they have your email address. If someone has uploaded their contacts to LinkedIn and has your email address, LinkedIn may suggest they invite you to connect. It is recommended you select Nobody.

## Suggesting you as a connection based on your Phone Number

### Suggesting you as a connection based on your phone number

Choose who can see you as a suggested connection if they have your phone number

Close  
Nobody

Nobody

People can upload their contacts to LinkedIn to discover potential connections. If someone has your phone number in their contacts, we may suggest they invite you to connect – it's your choice whether or not to accept.

- Here, you can choose who can see you as a suggested connection if they have your phone number. If someone has uploaded their contacts to LinkedIn and has your phone number, LinkedIn may suggest they invite you to connect. It is recommended you select Nobody.

## Representing your organization

### Representing your organization

Choose if we can show your profile information on your employer's pages

Hide my picture and profile information from showing up in this section of a job detail page?

Yes

- Here, you can choose if LinkedIn can display your profile information on your employer's page. It is recommended that you select "yes" to keep your profile hidden.

## Sharing data with third parties

### Sharing data with third parties

Choose if we can share your basic profile data with third parties

Should we share your basic profile and contact information with third party applications?

No

Should we allow your contact information to be shared with trusted third party platforms?

No

- Here, you can choose if LinkedIn is allowed to share your profile information and contact information with third party applications. It is recommended you select “No” for both options.

## Advertising Preferences

### Advertising preferences

Choose whether LinkedIn can use cookies to personalize ads

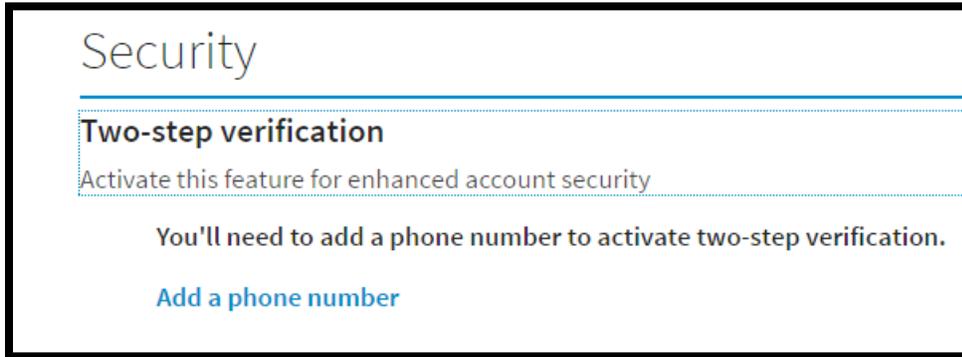
LinkedIn may use cookies and similar technologies on third party sites to understand my browsing interests and target ads and personalize services accordingly. [Learn more.](#)

Note: Your changes to this setting may take 24 hours to become effective.

No

- This feature allows you to choose whether LinkedIn can use cookies from third party sites to personalize your ads. It is recommended that you select “No”.

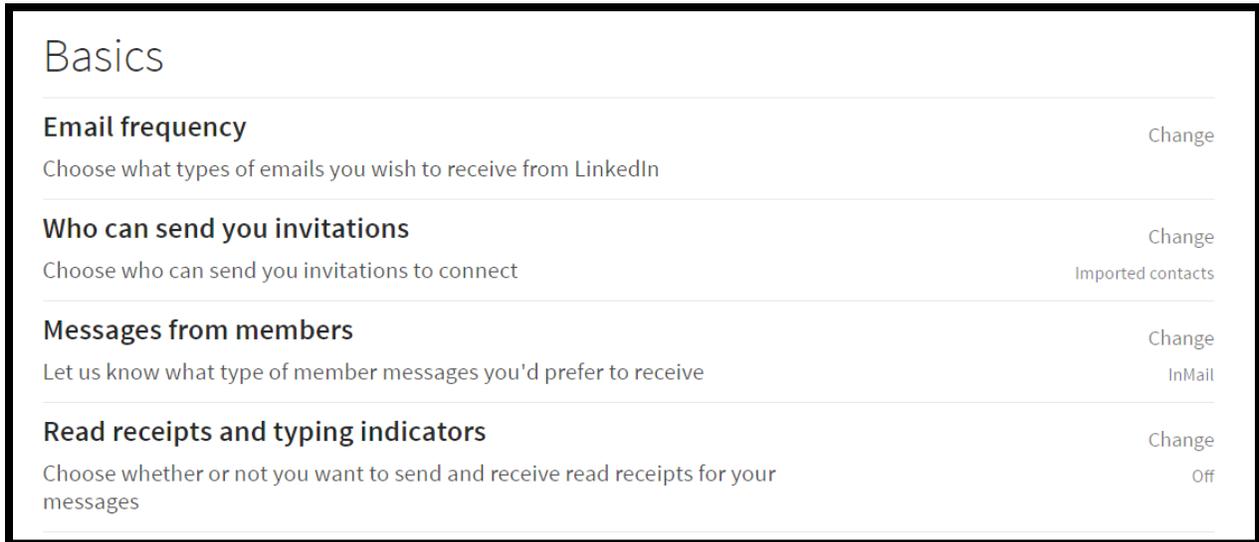
## Security



- Under “Security”, you can choose to activate two-step verification. It is recommended that you do **not** associate your phone number with your account.

## Communications Menu

Under Communications: Basics are the following:



- Email frequency: Here, you can alter the type and frequency of the emails you receive from LinkedIn.

## Who can send you invitations

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

- Here, you can choose who can send you connection invitations. It is recommended that you select "Only people who know your Imported Contacts" list. It is also recommended that you do **not** import your contacts list to your LinkedIn.

## Messages from members

Messages from members Close

Let us know what type of member messages you'd prefer to receive InMail

Introductions and InMail only

Introductions only

Let other members know what kind of messages you're most interested in

Career opportunities  New ventures

Expertise requests  Personal reference requests

Consulting offers  Job inquiries

Business deals  Requests to connect

Add custom advice for those who contact you:

Examples: advice on your availability, interests, or preferred email address

Save

- Here, you can select what types of messages you prefer to receive. You can also choose to advertise what types of messages you wish to receive.

## Read receipts and typing indicators

### Read receipts and typing indicators Change

Choose whether or not you want to send and receive read receipts for your messages Off

When messaging a connection who has it enabled, both of you will be able to see when each other is typing and when the message is read.

Off

In sending a group message, non-connections will see read receipts and typing indicators. These settings do not apply to InMail and Sponsored InMails

[Learn more](#)

- Here, you can choose whether or not you want to send and receive read receipts for your messages.

## Groups

### Groups

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**Group invitations** Change

Choose whether you want to receive invitations to join groups Yes

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**Group notifications** Change

Choose whether we notify your network when you join a group No

---

- Group Invitations: Here, you can choose whether you want to receive group invitations.
- Group notifications: Here, you can choose whether your network is notified when you join a group. It is recommended that you select **no**.

## LinkedIn Messages

### LinkedIn messages

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**Participate in research** Change

Choose whether you'd like to receive invitations to participate in research on LinkedIn No

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**Partner InMail** Change

Choose if LinkedIn partners can send you InMail No

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## Participate in research

**Participate in research** Close

Choose whether you'd like to receive invitations to participate in research on LinkedIn No

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LinkedIn periodically invites users to participate in market research studies. Users are identified based on non-personal information such as title, company size or region. Participation is 100% voluntary and personal information is not revealed. Would you like to receive invitations to participate in online research studies?

No

- Here, you can choose if you'd like to receive invitations to participate in research. It is recommended that you select **No**.

## Partner InMail

Close

Choose if LinkedIn partners can send you InMail

No

LinkedIn Sponsored InMails are messages from our partners with informational or promotional content that is part of a marketing or hiring campaign. These Sponsored InMails are sent to LinkedIn users based on non-personal information, such as the title of your current position, your primary industry, or your region, and are not from individual recruiters using LinkedIn. Your name and e-mail address will not be disclosed to LinkedIn's marketing partners.

LinkedIn's marketing partners may send you informational and promotional messages.

No

LinkedIn's hiring campaign partners may send you informational and promotional messages.

No

- Here, you can choose if you want LinkedIn's marketing partners to send you messages or promotional messages. It is recommended that you select **No** for both options.