LINKEDIN

- **Do** review your connections often to ensure they are current and that you are not providing your information to individuals who do not need it.
- **Do** consider your profile picture. It is recommended that you dress in business attire and not in uniform. However, posting a profile picture is optional.
- **Do** ensure family members take similar precautions with their accounts. Their privacy and share settings can also expose your personal data (if you're connected on the site).

- **Don't** use an email account which is associated with your personal banking, finances, or important accounts. Consider creating an email account specifically for LinkedIn.
- **Don't** establish connections with people you do not know **or** trust. Not everyone is who they say they are.
- **Don't** link to/from or register/log in to your LinkedIn account using third party sites (e.g., Facebook, Twitter, etc.). Third party sites may aggregate and misuse your personal information and data.

Settings & Privacy

It is recommended that you routinely review visible personal information in your LinkedIn profile(s) to ensure your privacy.

To adjust settings, select "Me" in the top right corner of the website. Select "Settings & Privacy" > "Account Preferences." Under "Profile Information" > "Name, location, and industry."

TIP: *It is best practice to not include any previous names or maiden names on your current profile.*

LinkedIn is a social network and online platform intended to allow users to find business or career opportunities and connect with others. There is no guarantee that your personal data may not be accessed, disclosed, altered, or destroyed in the event of a breach of LinkedIn's physical, technical, or managerial safeguards.

LINKEDIN

Site preferences
Manage your LinkedIn experience

Language — Change
Select the language you use on LinkedIn — English

Content language — Change
Select a language for translation

Autoplay videos — Change
Choose to autoplay videos on LinkedIn — Yes

Showing profile photos — Change
Choose to show or hide profile photos of other members — Everyone

Feed preferences — Change
Customize your feed — No

People also viewed — Change
Choose if this feature appears on your profile — Yes

People you unfollowed — Change
See who you have unfollowed or muted and resume following if you'd like

Site Preferences

Under "Site Preferences," select "People also viewed".

It is best to keep this setting on "No" unless you are actively searching for a job using LinkedIn, in which case, you can temporarily select "Yes."

Once you're finished, it is recommended to change this setting back to "No."

Syncing options
Use information you have to make networking easier

Sync calendar — Change
Manage or sync calendar to get timely updates about who you'll be meeting with

Sync contacts — Change
Manage or sync contacts to connect with people you know directly from your address book

Subscriptions & payments
Keep track of purchases and subscription status

Upgrade for Free — Change
Unlock the power of LinkedIn

View purchase history — Change
See your previous purchases and transactions on LinkedIn

Syncing Options

Under "Syncing options," select "Sync calendar." Remove all synced calendars or contact information if any are currently synced. Linking calendars or contacts could inadvertently reveal PII.

Partners & services
Services you've connected your LinkedIn account

Microsoft — Change
View Microsoft accounts you've connected to your LinkedIn account — 0 connected accounts

Twitter — Change
Manage your Twitter info on your LinkedIn account — Not connected

Partners & Services

Under "Partners & services" ensure you do not have any connected accounts.

Account management
Control your LinkedIn account

Merge accounts — Change
Transfer connections from a duplicate account, then close it

Hibernate account — Change
Temporarily deactivate your account

Close account — Change
Learn about your options, and close your account if you wish

Account Management

Under "Account management" it is recommended you do not transfer connections from other accounts.

LINKEDIN

Account access
Settings to help you keep your account secure

Email addresses — Change
Add or remove email addresses on your account — 1 email address

Phone numbers — Change
Add a phone number in case you have trouble signing in — 0 phone numbers

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

Where you're signed in — Change
See your active sessions, and sign out if you'd like — 2 active sessions

Devices that remember your password — Change
Review and control the devices that remember your password — 0 devices

Two-step verification — Change
Activate this feature for enhanced account security

Account Access

Select "Me" > "Settings & Privacy" > "Sign in & security." Review emails and phone numbers associated with your account. One of the first things a hacker will do, aside from changing a password, is change the associated email address preventing the user from regaining access. Review "Where you're signed in" to ensure there are no fraudulent active sessions. Activate "Two-step verification" for additional security.

Visibility of your Profile & Network

Select "Me" > "Settings & Privacy" > "Visibility." Under "Profile viewing options," it is recommended to select "Private mode". Under "Edit your public profile", it is recommended to turn public visibility off. Under "Who can see or download your email address," select "only visible to me" for the tightest security and do not allow connections to download email addresses in their data export. It is not recommended to allow visibility of "Representing your organization and interests." Under "Profile visibility off LinkedIn," select "No." Under "Profile discovery using email address" and "Profile discovery using phone number," it is recommended to select "Nobody." However, "2nd degree connections" may be selected while searching for employment.

Visibility of your profile & network
Make your profile and contact info only visible to those you choose

Profile viewing options — Change
Choose whether you're visible or viewing in private mode — Private mode

Edit your public profile — Change
Choose how your profile appears to non-logged in members via search

Who can see or download your email address — Change
Choose who can see your email address on your profile or in approved apps or download it in their data export

Connections — Change
Choose if your connections can see your connections list — Yes

Who can see your last name — Change
Choose how you want your name to appear — Full

Representing your organization and interests — Change
Show your name and/or profile information with other content shown on LinkedIn? — No

Profile discovery and visibility off LinkedIn — Change
Choose whether approved apps and partner services can find and display information from your profile — No

Profile discovery using email address — Change
Choose who can discover your profile if they haven't connected with you, but have your email address — 2nd degree

Profile discovery using phone number — Change
Choose who can discover your profile if they haven't connected with you, but have your phone number — 2nd degree

Blocking — Change
See your list and make changes if you'd like

Visibility of your LinkedIn activity
Make sure your network only sees the activity you choose to show

Manage active status — Change
Choose who can see when you are on LinkedIn

Share profile updates with your network — Change
Choose if your network is notified when you make key updates to your profile — Yes

Notify connections when you're in the news — Change
Choose if your network is notified when you've been mentioned in an article or blog post — Yes

Mentions or Tags — Change
Choose whether other members can mention or tag you — No

Followers — Change
Choose who can follow you and see your public updates — Connections

Visibility of your LinkedIn Activity

Under "Manage active status," it is recommended to choose "Your connections only" since they are trusted. Under "Mentions or Tags," it is recommended to choose "No." Under "Followers," select "Your connections" to prevent non-network individuals from viewing public updates.

LINKEDIN

Who can reach you

Select "Me" > "Settings & Privacy" > "Communications."

Under "Invitations to connect," select "Only people who know your email address or appear in your 'Imported Contacts' list." Even though it is not recommended to import a contact list, this is the most secure option. Under "Messages," select "yes" to enable message request notifications and control incoming messages.

Who can reach you
Manage who you'd like to get communications from

Invitations to connect — Change
Choose who can connect with you — Email and Imported contacts

Invitations from your network — Change
Choose what invitations you'd like to receive from your network — On

Messages — Change
Allow select people to message you — InMail

Research invites — Change
Choose if you want to get invites from LinkedIn to participate in research — Yes

How LinkedIn uses your data
Manage how your data is used and download it anytime

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

Get a copy of your data — Change
See your options for accessing a copy of your account data, connections, and more

Salary data on LinkedIn — Change
See and delete your salary data

Search history — Change
Clear all previous searches performed on LinkedIn

Personal demographic information — Change
Choose what details you provide about your personal demographics

Social, economic, and workplace research — Change
Choose whether we can make some of your data available for policy and academic research — No

Job seeking preferences
Privacy controls for job seeking activity on LinkedIn

Job application settings — Change
Choose what information LinkedIn saves when you submit a job application.

Sharing your profile when you click Apply — Change
Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking Apply — No

Commute preferences — Change
Set commute times and get job recommendations based on your preferences

Signal your interest to recruiters at companies you've created job alerts for — Change
This will be applied for companies that you've created job alerts for — No

Stored job applicant accounts — Change
Manage which third-party job applicant accounts are stored on LinkedIn — 0 stored accounts

How LinkedIn uses your data

Select "Me" > "Settings & Privacy" > "Data privacy." Under "Manage your data and activity" you can review all changes made to your account since joining LinkedIn. It is a good idea to check this periodically to ensure unsolicited changes have not been introduced. Under "Salary data on LinkedIn," it is not recommended to provide salary data. It is also not recommended to provide "Personal demographic information." Do not enable "Social, economic, and workplace research," this option allows LinkedIn to share your data with third-party partners.

Job seeking preferences

Under "Job application settings," it is not recommended to upload a resume to LinkedIn. It is best to apply directly via the company's website. Under "Commuter preferences," do not enter a complete address.

Other applications

Under "Other Applications," review "Permitted services" and "Microsoft Word" preferences. In these sections, you'll want to verify services have not been granted access to your LinkedIn profile or network data and that Microsoft Word does not have access to work experience descriptions.

Other applications
Control how associated accounts can use your data

Permitted services — Change
View services you've authorized and manage data sharing — 0 connected apps

Microsoft Word — Change
Choose whether work experience from your profile can be shown in Resume Assistant within Microsoft Word — Yes

LINKEDIN

Advertising preferences
Choose how your data is used to show you more relevant ads

Profile data for personalizing ads — Change — No
Choose how ads appear to you

Interest categories — Change
See more relevant ads, such as job ads, based on your and similar members' activities on LinkedIn and Bing

Data collected on LinkedIn
Choose what type of data you would like LinkedIn to use to show you more relevant ads

Connections — Change — No
Choose whether your connections can be used to show you relevant ads

Location — Change — No
Choose whether your location can be used to show you relevant ads

Demographics — Change
Choose whether your age or gender can be used to show you relevant ads

Companies you follow — Change — No
Choose whether the companies you follow can be used to show you relevant ads

Groups — Change — No
Choose whether the groups you've joined can be used to show you relevant ads

Education — Change
Choose whether your education can be used to show you relevant ads

Job information — Change
Choose whether your job information can be used to show you relevant ads

Employer — Change
Choose whether your employment history can be used to show you relevant ads

Third-party data
Choose how you'd like data from your activity off LinkedIn to be used to show you more relevant ads

Audience insights for websites you visit — Change — No
Choose if your data can be used anonymously by third party websites you visit to help them better understand their audiences

Ads outside of LinkedIn — Change — No
Choose if you want to see relevant ads on websites and apps outside of LinkedIn

Interactions with businesses — Change — No
Choose how your information given to businesses is used to show you relevant ads

Ad-related actions — Change — No
Choose if your actions on ads can be used to understand and report aggregate ad performance

---

Advertising preferences

Select "Me" > "Settings & Privacy" > "Advertising Data."

Under "Profile data for personalizing ads" and "Interest categories," select "No" to prevent LinkedIn from accessing profile information to personalize ads or job postings.

Data collected on LinkedIn

Under "Data collected on LinkedIn," each subcategory collects data to personalize ads.

It is recommended to select "No" for each subcategory to deny LinkedIn the ability to use your personal information.

Under "Education," "Job information," and "Employer" deselect each category (there are multiple).

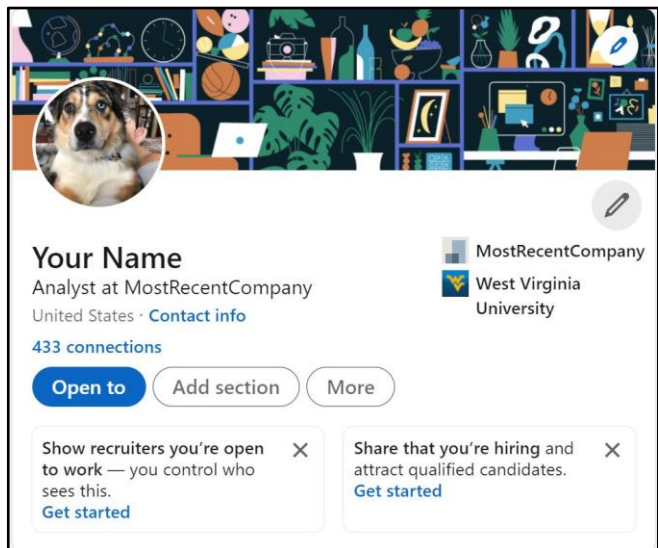## Third-party data

Under "Third-party data," select "No" under each subcategory to prevent LinkedIn from pushing personal information to or pulling personal information from other services.

LINKEDIN

Profile

Your Name
Analyst at MostRecentCompany
United States · Contact info
433 connections

Review your LinkedIn profile to ensure it is as "general" as possible, while still serving the purpose of the account. Select "Me" > "View Profile." Select the pencil icon in the upper right corner to edit your profile. It is not recommended to use photos of yourself for the profile or header photo. These are viewable by the public and present an unnecessary vulnerability. If using a personal picture, ensure it is visible only to "Connections."

Next, review how others see your profile by selecting the picture icon then your picture. Select "Visibility" located at the lower right of the pop-up box. It is recommended to select "Your connections" for visibility. There is no need or requirement to add a phone number, birthdate, or address. Select "Save" to keep settings.

LinkedIn on Mobile Devices

On iPhone: Select "Post" at the bottom center of the screen, then under your name select the arrow on the dropdown menu. From this menu, select "Connections only" or "Group members." Then select "Advanced Settings" to "Disable comments on the post."
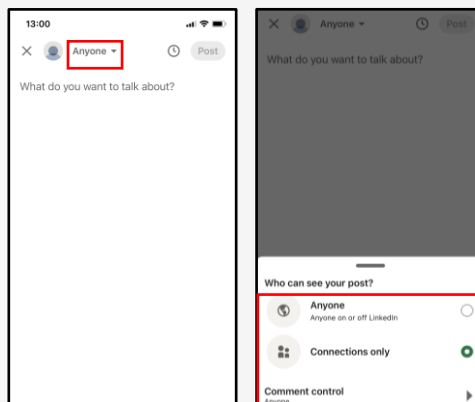
On Android: The process of locking down posts on an Android device is the same as on iPhone, except for "Advanced Settings." When selecting "Advanced Settings," set the toggle to "Off" in order to disable comments on the post.
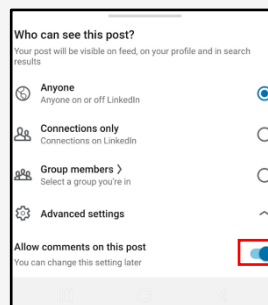
To remove a "Mention" – Select the "More" icon in the top right corner of a connection's post > Remove mention from the list of options > Remove. The post will no longer link to your profile. To remove a tag - Select the "Tag" icon on the photo > Click the X icon next to the tag with your name to remove the tag.