


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.



 **Your Name**
Analyst at
MostRecentCompany

[View Profile](#)

Account

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- Job Posting Account
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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.

Profile information

Name, location, and industry [Change](#)
Choose how your name and profile fields appear to other members

Personal demographic information [Change](#)
Choose what details you provide about your personal demographics

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 Select the language you use on LinkedIn	Change English
Content language Select a language for translation	Change
Autoplay videos Choose to autoplay videos on LinkedIn	Change Yes
Showing profile photos Choose to show or hide profile photos of other members	Change Everyone
Feed preferences Customize your feed	Change No
People also viewed Choose if this feature appears on your profile	Change Yes
People you unfollowed See who you have unfollowed or muted and resume following if you'd like	Change

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 Manage or sync calendar to get timely updates about who you'll be meeting with	Change
Sync contacts Manage or sync contacts to connect with people you know directly from your address book	Change
Subscriptions & payments Keep track of purchases and subscription status	
Upgrade for Free Unlock the power of LinkedIn	Change
View purchase history See your previous purchases and transactions on LinkedIn	Change

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 View Microsoft accounts you've connected to your LinkedIn account	Change 0 connected accounts
Twitter Manage your Twitter info on your LinkedIn account	Change Not connected

Partners & Services

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

Account management

Control your LinkedIn account

Merge accounts Transfer connections from a duplicate account, then close it	Change
Hibernate account Temporarily deactivate your account	Change
Close account Learn about your options, and close your account if you wish	Change

Account Management

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

Account access Settings to help you keep your account secure	
Email addresses Add or remove email addresses on your account	Change 1 email address
Phone numbers Add a phone number in case you have trouble signing in	Change 0 phone numbers
Change password Choose a unique password to protect your account	Change
Where you're signed in See your active sessions, and sign out if you'd like	Change 2 active sessions
Devices that remember your password Review and control the devices that remember your password	Change 0 devices
Two-step verification Activate this feature for enhanced account security	Change

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 Choose whether you're visible or viewing in private mode	Change Private mode
Edit your public profile Choose how your profile appears to non-logged in members via search	Change
Who can see or download your email address Choose who can see your email address on your profile or in approved apps or download it in their data export	Change
Connections Choose if your connections can see your connections list	Change Yes
Who can see your last name Choose how you want your name to appear	Change Full
Representing your organization and interests Show your name and/or profile information with other content shown on LinkedIn?	Change No
Profile discovery and visibility off LinkedIn Choose whether approved apps and partner services can find and display information from your profile	Change No
Profile discovery using email address Choose who can discover your profile if they haven't connected with you, but have your email address	Change 2nd degree
Profile discovery using phone number Choose who can discover your profile if they haven't connected with you, but have your phone number	Change 2nd degree
Blocking See your list and make changes if you'd like	Change

Visibility of your LinkedIn activity Make sure your network only sees the activity you choose to show	
Manage active status Choose who can see when you are on LinkedIn	Change
Share profile updates with your network Choose if your network is notified when you make key updates to your profile	Change Yes
Notify connections when you're in the news Choose if your network is notified when you've been mentioned in an article or blog post	Change Yes
Mentions or Tags Choose whether other members can mention or tag you	Change No
Followers Choose who can follow you and see your public updates	Change 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.

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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 Choose who can connect with you	Change Email and Imported contacts
Invitations from your network Choose what invitations you'd like to receive from your network	Change On
Messages Allow select people to message you	Change InMail
Research invites Choose if you want to get invites from LinkedIn to participate in research	Change Yes

How LinkedIn uses your data

Manage how your data is used and download it anytime

Manage your data and activity Review the data that you've provided, and make changes if you'd like	Change
Get a copy of your data See your options for accessing a copy of your account data, connections, and more	Change
Salary data on LinkedIn See and delete your salary data	Change
Search history Clear all previous searches performed on LinkedIn	Change
Personal demographic information Choose what details you provide about your personal demographics	Change
Social, economic, and workplace research Choose whether we can make some of your data available for policy and academic research	Change No
Job seeking preferences Privacy controls for job seeking activity on LinkedIn	
Job application settings Choose what information LinkedIn saves when you submit a job application.	Change
Sharing your profile when you click Apply Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking Apply	Change No
Commute preferences Set commute times and get job recommendations based on your preferences	Change
Signal your interest to recruiters at companies you've created job alerts for This will be applied for companies that you've created job alerts for	Change No
Stored job applicant accounts Manage which third-party job applicant accounts are stored on LinkedIn	Change 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 View services you've authorized and manage data sharing	Change 0 connected apps
Microsoft Word Choose whether work experience from your profile can be shown in Resume Assistant within Microsoft Word	Change Yes

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Advertising preferences

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

Profile data for personalizing ads

Choose how ads appear to you

Change
No

Interest categories

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

Change

Data collected on LinkedIn

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

Connections

Choose whether your connections can be used to show you relevant ads

Change
No

Location

Choose whether your location can be used to show you relevant ads

Change
No

Demographics

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

Change

Companies you follow

Choose whether the companies you follow can be used to show you relevant ads

Change
No

Groups

Choose whether the groups you've joined can be used to show you relevant ads

Change
No

Education

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

Change

Job information

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

Change

Employer

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

Change

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

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

Choose if your data can be used anonymously by third party websites you visit to help them better understand their audiences

Change
No

Ads outside of LinkedIn

Choose if you want to see relevant ads on websites and apps outside of LinkedIn

Change
No

Interactions with businesses

Choose how your information given to businesses is used to show you relevant ads

Change
No

Ad-related actions

Choose if your actions on ads can be used to understand and report aggregate ad performance

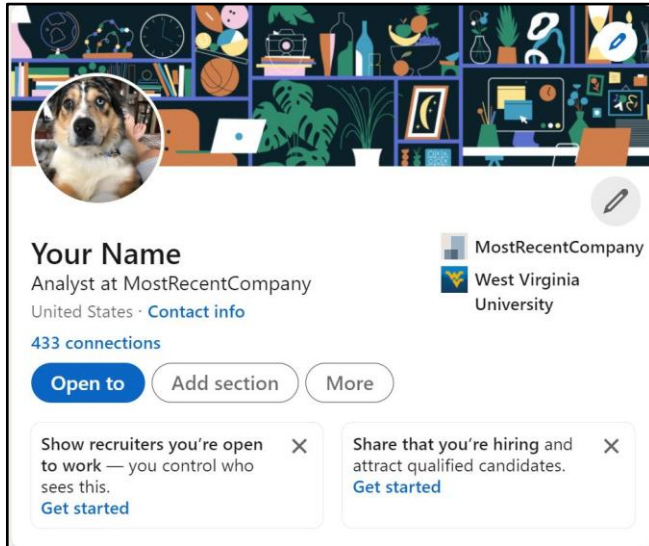
Change
No

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



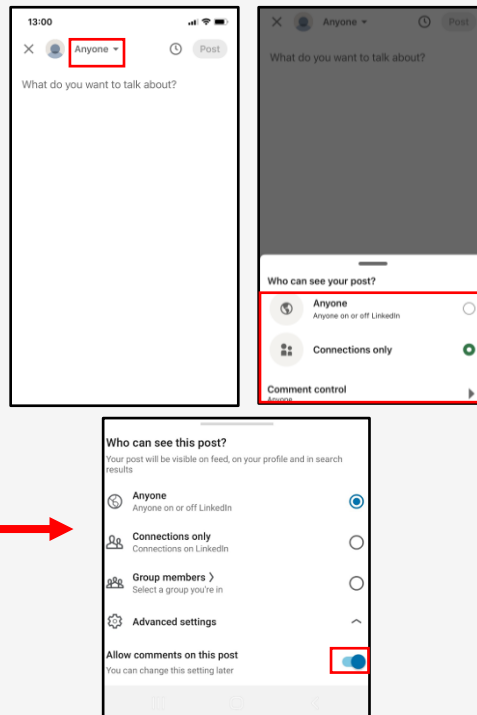
Review your LinkedIn profile to ensure it is as “general” as possible, while still serving the purpose of the account. Select “Me” > “View Profile.” Select the pencil icon in the upper right corner to edit your profile. It is not recommended to use photos of yourself for the profile or header photo. 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.