

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.

The screenshot displays the LinkedIn web interface. At the top, navigation tabs include Home, My Network, Jobs, Messaging, Notifications, and Me (highlighted with a red box). Below the navigation bar, the left sidebar shows the user's profile (Your Name, Analyst at MostRecentCompany) and a list of settings: Account, Settings & Privacy (highlighted with a red box), Help, Language, Manage, Posts & Activity, Job Posting Account, and Sign Out. The main content area is divided into two sections: Account preferences (highlighted with a red box) and Settings & Privacy. The Account preferences section lists various settings like Profile information, Display, Site preferences, Syncing options, Subscriptions & payments, Partners & services, Account management, Sign in & security, Visibility, Communications, Data privacy, and Advertising data. The Settings & Privacy section contains a red box highlighting the 'Profile information' section, which includes fields for Name, location, and industry, and Personal demographic information. A red box also highlights the 'Settings & Privacy' link in the left sidebar.

Account preferences

- Profile information
- Display
- Site preferences
- Syncing options
- Subscriptions & payments
- Partners & services
- Account management
- Sign in & security
- Visibility
- Communications
- Data privacy
- Advertising 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."

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.

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

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

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

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

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

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.

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

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

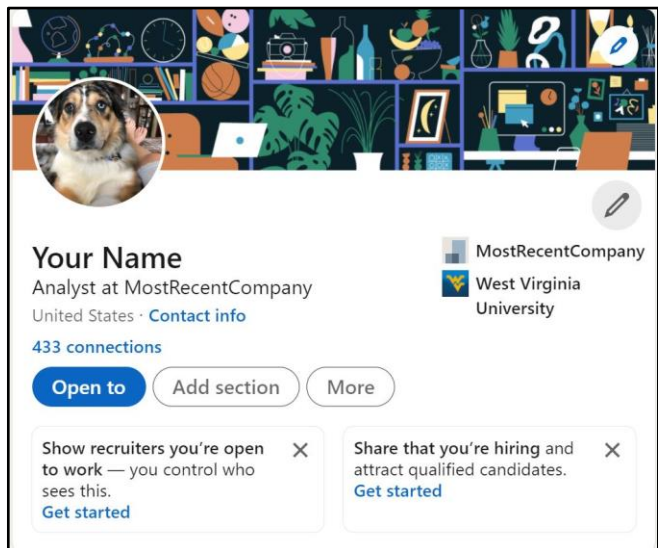
Change

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.

Profile

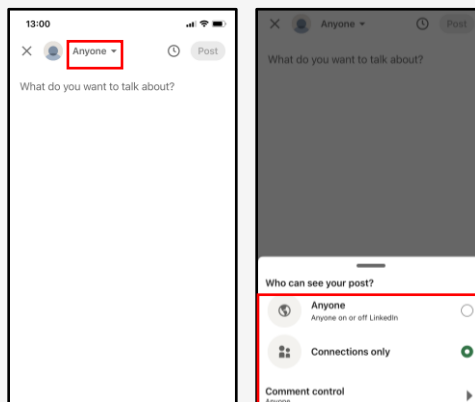


Review your LinkedIn profile to ensure it is as “general” as possible, while still serving the purpose of the account. Select “Me” > “View Profile.” Select the pencil icon in the upper right corner to edit your profile. It is not recommended to use photos of yourself for the profile or header photo.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

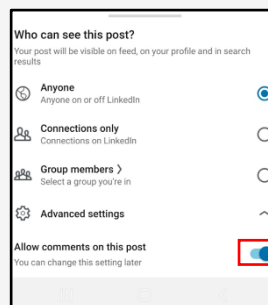
Next, review how others see your profile by selecting the picture icon then your picture. Select “Visibility” located at the lower right of the pop-up box. It is recommended to select “Your connections” for visibility. There is no need or requirement to add a phone number, birthdate, or address. Select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