

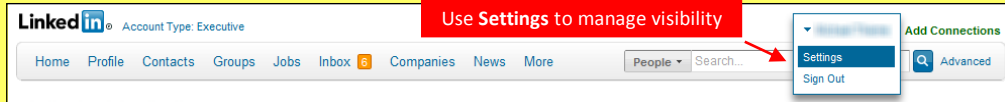


## Social Networks -Do's and Don'ts

- Only establish and maintain connections with people you know and trust. Review your connections often.
- Assume that ANYONE can see any information about your activities, personal life, or professional life that you post and share.
- 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 manage who can view your profile and activities.



## Profile Settings

Apply the **Profile** settings shown with arrows below to ensure that your information is visible only to people of your choosing.

**PRIVACY CONTROLS**

- Turn on/off your activity broadcasts
- Select who can see your activity feed
- Select what others see when you've viewed their profile
- Select who can see your connections
- Change your profile photo & visibility >
- Show/hide "Viewers of this profile also viewed" box

**SETTINGS**

- Manage your Twitter settings

**HELPFUL LINKS**

- Edit your name, location & industry >
- Edit your profile >
- Edit your public profile >
- Manage your recommendations >

**Customize Your Public Profile**

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

Profile Content Set to no one

- Make my public profile visible to **no one** Saved
- Make my public profile visible to **everyone**

- Basics  
Name, industry, location, number of recommendations
- Picture
- Headline
- Current Positions
- Interested In...

**What others see when you've viewed their profile**

- Your name and headline (Recommended)
- Anonymous profile characteristics such as industry and title  
Note: Selecting this option will disable Profile Stats.
- You will be totally anonymous.  
Note: Selecting this option will disable Profile Stats. Set to totally anonymous

Save changes or Cancel

**Who can see your activity feed**

Your activity feed displays actions you've performed on LinkedIn. Select who can see your activity feed.

Only you Set to Only you

Save changes or Cancel

**Who can see your connections**

Select who can see your connections. Note: People will always be able to see shared connections.

Only you Set to Only you

Save changes or Cancel

**Viewers of this profile also viewed...**

Display "Viewers of this profile also viewed" box on my Profile page Uncheck

Save changes or Cancel

**Upload a Photo**

You can upload a JPG, GIF or PNG file (File size limit is 4 MB).

Choose File No file chosen

Upload Photo or Cancel

In addition to users I message, my profile photo is visible to...

- My Connections Set to My Connections
- My Network
- Everyone

Save Settings

**Do not use a face photo for your account**

## LinkedIn Quick Facts

- There are over **100 million** LinkedIn users around the world. 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 in 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** (1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup> degree).





## Account Settings

Apply the Account settings shown with arrows below to ensure that your information is shared in a limited fashion.

Profile

Email Preferences

Groups, Companies & Applications

Account

**PRIVACY CONTROLS**

- Manage Social Advertising
- Manage Partner Advertising

**SETTINGS**

- Change your profile photo & visibility >
- Show/hide profile photos of other members
- Customize the updates you see on your home page
- Select your language

**EMAIL & PASSWORD**

- Add & change email addresses
- Change password

**HELPFUL LINKS**

- Upgrade your account >
- Close your account >
- Get LinkedIn content in an RSS feed >

### Passwords

Use a complex password with capital letters and numbers to ensure that attackers cannot access your account information.

### Closing Your LinkedIn Account

If you no longer plan to use the LinkedIn service, you can close your account. Click **Close your account** and confirm that you want to take this action.

Partner Advertising

LinkedIn works with partner websites to show advertisements to LinkedIn members on their sites. This collection of partner sites is called the LinkedIn Audience Network. [Read more...](#)

LinkedIn may show me ads on its partner websites.

Save changes or Cancel

**Uncheck to opt out of Partner Advertising on third party websites**

Manage Social Advertising

LinkedIn may sometimes pair an advertiser's message with social content from LinkedIn's network in order to make the ad more relevant. When LinkedIn members recommend people and services, follow companies, or take other actions, their name/photo may show up in related ads shown to you. Conversely, when you take these actions on LinkedIn, your name/photo may show up in related ads shown to LinkedIn members. By providing social context, we make it easy for our members to learn about products and services that the LinkedIn network is interacting with.

LinkedIn may use my name, photo in social advertising.

Save or Cancel

**Uncheck to opt out of Social Advertising**

## Application Settings

Third-party applications and services can access most of your personal information once you grant them permission. You should limit your use of applications to ensure that third parties cannot collect, share, or misuse your personal information. Apply the **Application** setting shown with arrows below to ensure that your information is visible only to people of your choosing.

Profile

Email Preferences

Groups, Companies & Applications

Account

**GROUPS**

- Select your group display order >
- View your groups >
- Set the frequency of group digest emails
- Turn on/off group invitations

**COMPANIES**

- View companies you're following >

**APPLICATIONS**

- View your applications >
- Add applications >

**PRIVACY CONTROLS**

- Turn on/off data sharing with 3rd party applications
- Manage settings for LinkedIn plugins on third-party sites

Data sharing with third-party applications

Yes, share my data with third party applications.

Save changes or Cancel

**Do not share with Third Parties**

Also, avoid using the LinkedIn **smartphone** app to prevent accidentally collecting and sharing location data.

Manage settings for LinkedIn plugins on third-party sites

If you're signed in to LinkedIn when you view any page that uses our professional plugins, we receive information that you've visited that page. This allows us to improve your LinkedIn experience and provide you with insights from your professional network, like how many of your connections have shared an article into LinkedIn using the Share on LinkedIn plugin.

Yes, allow LinkedIn to receive information about my visits to pages that use LinkedIn plugins.

Save changes or Cancel

**Uncheck the box. Do not share your information on Third Parties with LinkedIn.**

LinkedIn, **by default**, automatically retrieves information about the user on websites with LinkedIn Plug-In integration. Prevent sharing **your activities on third-party websites** with LinkedIn by unchecking the box.

## Useful Links

A Parent's Guide to Internet Safety  
 Wired Kids  
 Microsoft Safety & Security  
 OnGuard Online

[www.fbi.gov/stats-services/publications/parent-guide](http://www.fbi.gov/stats-services/publications/parent-guide)  
[www.wiredkids.org/](http://www.wiredkids.org/)  
[www.microsoft.com/security/online-privacy/social-networking.aspx](http://www.microsoft.com/security/online-privacy/social-networking.aspx)  
[www.onguardonline.gov/topics/social-networking-sites.aspx](http://www.onguardonline.gov/topics/social-networking-sites.aspx)