LinkedIn Smart Card

Social Network - 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 and friends take 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 that allows you to establish connections with co-workers, customers, business contacts, and potential employees and employers. You can post and share information about current and previous employment, education, military activities, specialities, 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 below to ensure that your information is visible only to the people of your choosing.

1. Activity Broadcasts
   - By selecting this option, your activity updates will be shared in your activity feed.
   - Uncheck

2. Who can see your activity feed
   - Your activity feed displays actions you’ve performed on LinkedIn. Select who can see your activity feed.
   - Set to Only You

3. What others see when you’ve viewed their profile
   - Select who can see who you’ve viewed their profile.
   - You will be totally anonymous

4. Turn on/off How You Rank
   - 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.
   - Uncheck

5. Who can see your connections
   - In addition to users I message, my profile photo is visible to...
   - Use Settings to manage visibility

6. Viewers of this profile also viewed...
   - Display “Viewers of this profile also viewed” box on my Profile page
   - Uncheck

LinkedIn Quick Facts

- There are over 300 million LinkedIn users around the world. The service is widely adopted in the US, India, Canada, and the UK.
- Users tend to share information related to their careers or jobs, not photographs from social events.
- Compared to free accounts, paid LinkedIn accounts have access to more information about other users viewing their profile.
- 48% of users invest 0-2 hours/week on LinkedIn, however a sizable portion of the community, 26% spends 3-4 hours/week and 26% spends more than 4 hours/week.
Use a long, random passwords with capital letters and numbers to ensure that attackers cannot access your account information. Change your password every six months to maximize security.

Closing Your LinkedIn Account

If you no longer plan on to use the LinkedIn service, close your account. Click Close your account and confirm this action.

Third-party applications and services can access most of your personal information once you grant them permission. Limit your use of applications to ensure that third parties cannot collect, share, or misuse your information. Apply the Groups and Applications settings shown below to ensure that your information is visible only to people of your choosing.

Avoid using Twitter connect and the LinkedIn smartphone app to prevent accidentally sharing location data or personal information. LinkedIn retrieves information about your activity on websites with LinkedIn Plug-In integration and reports comprehensive summaries through the Bing search engine. Do not allow the sharing of your activities on third-party websites with LinkedIn.

Useful Links

Privacy Rights Clearinghouse  www.privacyrights.org/fs/fs18-cyb.htm
Microsoft Safety and Security  www.microsoft.com/security/online-privacy/social-network
Online Guardian  www.onguardonline.gov/topics/social-networking-sites.aspx