



DAKOTA STATE
UNIVERSITY

SOCIAL NETWORK DOs & DON'Ts

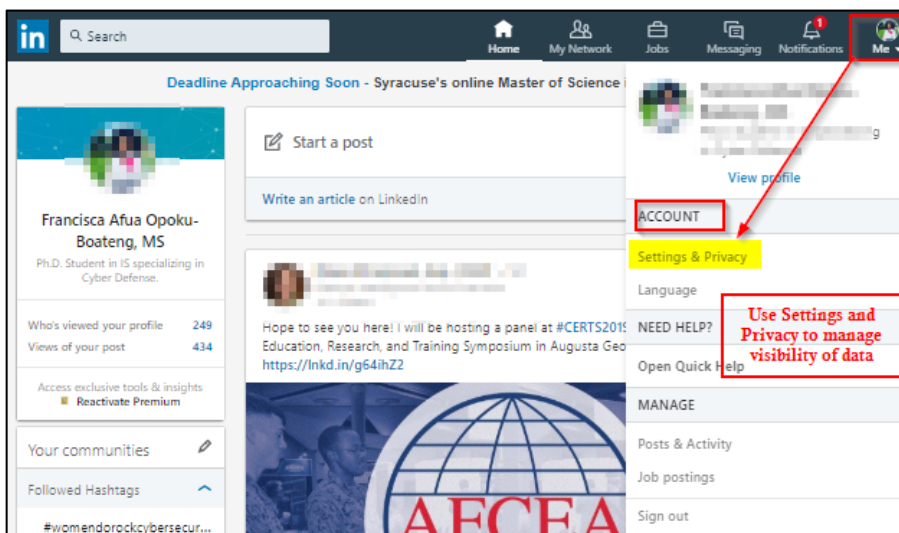
- Only establish and maintain connections with people you know and trust. Review your connections often and block or unfollow people if needed.
- Assume that ANYONE can see any information about your activities, personal life, or professional life that you post and share. Secure it!
- Ensure that your 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 review and manage who can view your profile and activities.

ACCOUNT SETTINGS

Manage the Login and Security settings shown with arrows below to ensure that your information is secured and shared in a limited fashion.



Navigate through Account tab to manage and/or edit Login and Security settings. Follow the Login and Security settings shown with arrows below to ensure that your information is secured and shared in a limited fashion.

QUICK FACTS

- There are over 500 million LinkedIn users around the world. 250 million monthly active users, only 3 million share contents on a weekly basis. 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 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 (1st, 2nd, or 3rd degree).



LOGIN and SECURITY

The screenshot shows the LinkedIn 'Login and security' settings page. The 'Account' tab is selected in the top navigation bar. On the left sidebar, 'Login and security' is highlighted. The main content area includes sections for 'Email addresses', 'Phone numbers', 'Change password', 'Where you're signed in', and 'Two-step verification'. Red boxes and arrows highlight specific features: 'Change password' is highlighted with a red box and an arrow pointing to a red text box that says 'Use complex passwords or password phrases. Include capital letters and numbers to ensure that attackers cannot access your account information.' 'Two-step verification' is highlighted with a red box and an arrow pointing to a red text box that says 'Add a phone number to activate two-step verification and enhance account security.'

Account Privacy Ads Communications

Login and security

Site preferences

Subscriptions and payments

Partners and services

Account management

Login and security

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 4 active sessions

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



PARTNERS and SERVICES

The screenshot shows the LinkedIn 'Partners and services' settings page. The 'Account' tab is selected in the top navigation bar. On the left sidebar, 'Partners and services' is highlighted. The main content area includes sections for 'Microsoft' and 'Twitter settings'. A red box highlights the 'Permitted Services' section, which contains text about managing access to LinkedIn data. A red arrow points from a red text box that says 'Don't allow access to other services.' to the 'Permitted Services' section.

Account Privacy Ads Communications

View purchase history

See your previous purchases and transactions on LinkedIn

Partners and services

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

Permitted Services Close
View services you've authorized and manage data sharing 0 connected apps

These are the services to which you have granted access to your LinkedIn profile and network data. If you remove that access here, they will no longer be able to access your LinkedIn data. To re-enable them in the future, go to the service and grant access again.

You can manage Microsoft accounts you have connected to from our new [Microsoft setting](#).

You have not granted access to any services.

Twitter settings Change
Manage your Twitter info and activity on your LinkedIn account Not connected



CLOSING YOUR ACCOUNT

Apply the Account Management settings shown with the arrow below to learn more about the options you have in ensuring that your account is closed or deleted if no longer in use.

Account

- Login and security
- Site preferences
- Subscriptions and payments
- Partners and services
- Account management**

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

Permitted Services
View services you've authorized and manage data sharing Change
5 connected apps

Twitter settings
Manage your Twitter info and activity on your LinkedIn account Change
Not connected

Account management

Merging LinkedIn accounts
Transfer connections from a duplicate account, then close it Change

Closing your LinkedIn account Change
Learn about your options, and close your account if you wish

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



PRIVACY – EDIT YOUR PUBLIC PROFILE

Review settings by following the screenshots and arrows below to ensure that your information is visible only to people of your choosing. Navigate through Privacy Tab to manage how others see your profile and network information.

Account **Privacy** **Ads** **Communications**

How others see your profile and network information

- How others see your LinkedIn activity
- How LinkedIn uses your data
- Job seeking preferences
- Blocking and hiding

How others see your profile and network information

Edit your public profile Change
Choose how your profile appears to non-logged in members via search engines or permitted services

Who can see your email address Change
Choose who can see your email address on your profile

Set your public profile to Off. Users not signed in to LinkedIn will not see your profile and limits visibility to search engines and other off-LinkedIn services.

Public profile settings
You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.

Public profile view not available because your profile's public visibility is off. Switch it on to activate and manage your profile's public visibility.

Edit your custom URL
Personalize the URL for your profile.
www.linkedin.com/in/arica-kulm-80a927163

Edit Content
This is your public profile. To edit its sections, update your profile.
[Edit contents](#)

Edit Visibility
You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.
[Learn more](#)

Your profile's public visibility Off

Basic (required)

Set to Off



PROFILE and NETWORK INFORMATION

Set who can see your connections to only you.

The screenshot shows the LinkedIn Privacy settings page. The 'Privacy' tab is selected. On the left sidebar, 'How others see your profile and network information' is highlighted. The main content area shows settings for profile visibility. The 'Who can see your connections' setting is highlighted in yellow, and its dropdown menu is open, showing 'Only you' selected and circled in red. Other settings visible include 'Edit your public profile', 'Who can see your email address', and 'Viewers of this profile also viewed'.

Information contained in the "profile also viewed" section changes frequently and is not under your control, it is best to turn it off.

The screenshot shows the LinkedIn Privacy settings page, specifically the 'Viewers of this profile also viewed' section, which is highlighted in yellow. The toggle switch for this feature is turned off and circled in red. The 'Only you' option from the previous screenshot is also visible in the dropdown menu. The 'Privacy' tab is selected, and the left sidebar shows 'How others see your profile and network information' highlighted.



PROFILE and NETWORK INFORMATION

Account

Privacy

Ads

Communications

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

How others see your profile and network information

Edit your public profile

Change

Choose how your profile appears to non-logged in members via search engines or permitted services

Who can see your email address

Change

Choose who can see your email address on your profile

Who can see your connections

Change

Connections

Choose who can see your list of connections

Viewers of this profile also viewed

Change

No

Choose whether or not this feature appears when people view your profile

Who can see your last name

Close

Full

Choose how you want your name to appear

Select how your last name will appear to others. Your full name is always visible to your connections.

Francisca Afua Opoku-Boateng, MS
Ph.D. Student in IS specializing in Cyber Defense.

Francisca Afua O.
Ph.D. Student in IS specializing in Cyber Defense.
(Hide your last name from people who aren't your connection)

Turn off Profile Visibility Off LinkedIn to ensure your information is not displayed by affiliates, partners, customers, or other permitted developers.

Account

Privacy

Ads

Communications

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

How others see your profile and network information

Edit your public profile

Change

Choose how your profile appears to non-logged in members via search engines or permitted services

Who can see your email address

Change

Choose who can see your email address on your profile

Who can see your connections

Change

Connections

Choose who can see your list of connections

Viewers of this profile also viewed

Change

Yes

Choose whether or not this feature appears when people view your profile

Who can see your last name

Change

Full

Choose how you want your name to appear

Representing your organization and interests

Change

Yes

Choose if we mention you with content about your employers or other content you publicly expressed an interest in

Profile visibility off LinkedIn

Close

No

Choose how your profile appears via partners' and other permitted services

Should we show information from your profile to users of permitted services such as Outlook? [Learn more](#)

No

☐



PRIVACY – LINKEDIN ACTIVITY

Review settings by following the screenshots and arrows below to ensure that your information is visible only to people of your choosing.

The screenshot shows the LinkedIn Privacy settings page with the 'Privacy' tab selected. The main heading is 'How others see your LinkedIn activity'. The left sidebar lists categories: 'How others see your profile and network information', 'How others see your LinkedIn activity' (highlighted), 'How LinkedIn uses your data', 'Job seeking preferences', and 'Blocking and hiding'. The main content area has several settings:

- Profile viewing options:** A red box highlights this section with the text 'Set to Private mode.' and an arrow pointing to the 'Private mode' option.
- Manage active status:** A red box highlights this section with the text 'Set to No so others will not see when you are on LinkedIn.' and an arrow pointing to the 'No' option.
- Share job changes, education changes, and work anniversaries from profile:** The 'No' option is selected.
- Notifying connections when you're in the news:** A red box highlights this section with the text 'Set both to No to minimize your profile.' and an arrow pointing to the 'No' option.
- Mentions or tags by others:** The 'No' option is selected.

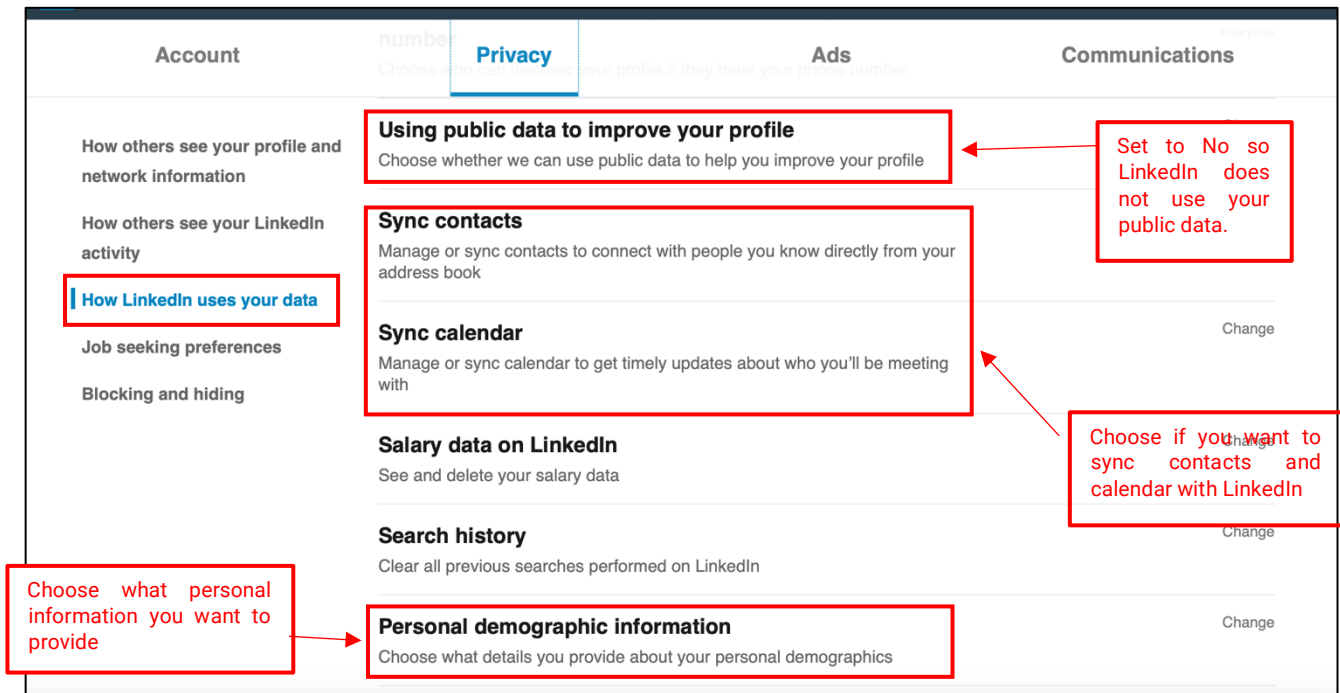


PRIVACY – DATA USAGE BY LINKEDIN

The screenshot shows the LinkedIn Privacy settings page with the 'Privacy' tab selected. The main heading is 'How LinkedIn uses your data'. The left sidebar lists categories: 'How others see your profile and network information', 'How others see your LinkedIn activity', 'How LinkedIn uses your data' (highlighted), 'Job seeking preferences', and 'Blocking and hiding'. The main content area has several settings:

- Manage your data and activity:** A red box highlights this section with the text 'Review your data and activity to see how LinkedIn uses that data.' and an arrow pointing to the 'Review your data and activity' link.
- Getting a copy of your data:** The 'Change' link is visible.
- Manage who can discover your profile from your email address:** A red box highlights this section with the text 'Manage who can discover your profile if they know your email address or phone number. For highest security set to Nobody.' and an arrow pointing to the 'Nobody' option.
- Manage who can discover your profile from your phone number:** A red box highlights this section with the text 'Manage who can discover your profile if they know your email address or phone number. For highest security set to Nobody.' and an arrow pointing to the 'Nobody' option.
- Using public data to improve your profile:** The 'No' option is selected.

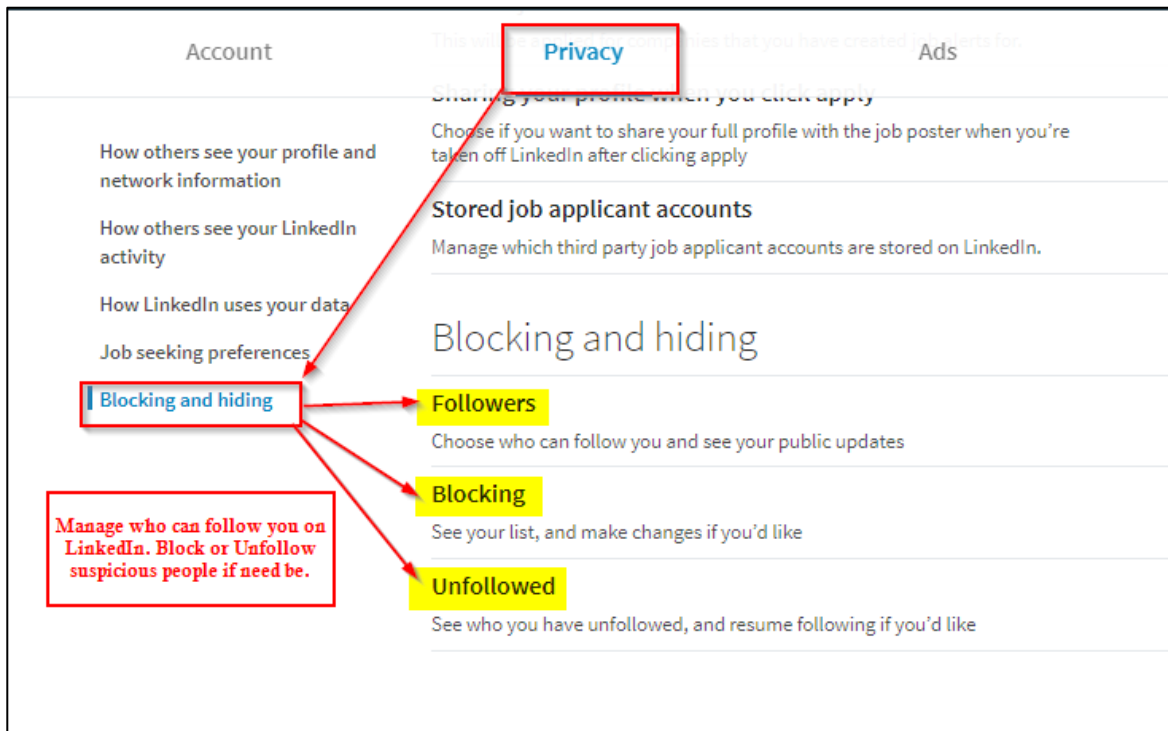
PRIVACY – DATA USAGE BY LINKEDIN - continued



The screenshot shows the LinkedIn Privacy settings page. The left sidebar contains links: Account, Privacy (selected), Ads, and Communications. The main content area lists various privacy settings. Red boxes and arrows highlight specific features and instructions:

- Using public data to improve your profile**: Choose whether we can use public data to help you improve your profile. An arrow points to a red box stating: "Set to No so LinkedIn does not use your public data."
- Sync contacts**: Manage or sync contacts to connect with people you know directly from your address book.
- Sync calendar**: Manage or sync calendar to get timely updates about who you'll be meeting with. An arrow points to a red box stating: "Choose if you want to sync contacts and calendar with LinkedIn."
- Salary data on LinkedIn**: See and delete your salary data.
- Search history**: Clear all previous searches performed on LinkedIn.
- Personal demographic information**: Choose what details you provide about your personal demographics. An arrow points to a red box stating: "Choose what personal information you want to provide."
- How LinkedIn uses your data**: A link in the left sidebar.

PRIVACY – BLOCKING AND HIDING



The screenshot shows the LinkedIn Privacy settings page, specifically the "Blocking and hiding" section. Red boxes and arrows highlight specific features and instructions:

- Privacy**: A link in the top navigation bar.
- Blocking and hiding**: A link in the left sidebar, highlighted with a red box. An arrow points to a red box stating: "Manage who can follow you on LinkedIn. Block or Unfollow suspicious people if need be."
- Followers**: Choose who can follow you and see your public updates.
- Blocking**: See your list, and make changes if you'd like.
- Unfollowed**: See who you have unfollowed, and resume following if you'd like.



GENERAL AD PREFERENCES

Apply the Account Management settings shown with the arrow below to learn more about the options you have in ensuring that your account is closed or deleted if no longer in use.

The screenshot shows the LinkedIn 'Ads' settings page. The 'General advertising preferences' section is highlighted with a red box. A red arrow points from the 'General advertising preferences' link in the left sidebar to the 'General advertising preferences' title. Another red arrow points from the 'General advertising preferences' title to the 'Profile data for ad personalization' toggle switch, which is currently set to 'No' and is also highlighted with a red box. A red box contains the text: 'Disable profile data which allows to use your data to provide insights that help advertisers.' The 'Profile data for ad personalization' section includes a description: 'Control how certain ads appear to you' and a question: 'Can LinkedIn use your profile photo and profile information (like name or company) to personalize the content of promoted jobs and ads? NOTE: Only you can see ads with your photo.' Below the toggle switch, it says 'Changes typically take up to 48 hours to become effective.' The 'Interest categories' section is also visible, with a 'Change' link.

Account Privacy **Ads** Communications

General advertising preferences

Data collected on LinkedIn

Third party data

Profile data for ad personalization Close

Control how certain ads appear to you

Can LinkedIn use your profile photo and profile information (like name or company) to personalize the content of promoted jobs and ads? NOTE: Only you can see ads with your photo.

No ☐

Changes typically take up to 48 hours to become effective.

Interest categories Change

See more relevant promoted jobs and ads based on your and similar members' activities on LinkedIn and Bing



THIRD PARTY ADS

Third-party applications and services can access your personal information once you authorize them in your settings. Limit the use of applications to ensure that third parties cannot collect, share, or misuse your personal information. Avoid sharing your activities on third-party websites with LinkedIn by disabling the option. Do not permit or allow LinkedIn to receive information about your visited sites.

The screenshot shows the LinkedIn 'Ads' settings page. The 'Third party data' section is highlighted with a red box. A red arrow points from the 'Third party data' link in the left sidebar to the 'Third party data' title. Another red arrow points from the 'Third party data' title to the 'Ad-related actions' toggle switch, which is currently set to 'No' and is also highlighted with a red box. A red box contains the text: 'Opt-out of any third party data collection and social advertising by turning off your setting.' The 'Ad-related actions' section includes a description: 'See more relevant promoted jobs and ads based on actions you took on ads' and a question: 'Can LinkedIn use information about actions you took off LinkedIn (like applying to a job) in response to ads to understand which promoted jobs and ads are most relevant to you? NOTE: we only report aggregate ad performance to advertisers and do not tell them about specific actions you took.' Below the toggle switch, it says 'If you turn this setting off, you'll see the same number of ads but they may be less relevant. Changes typically take up to 48 hours to become effective, and afterwards, you may continue to see (1) ads that are targeted to you based on other criteria and (2) opt-out options in ads.' The 'Interactions with businesses' section is also visible, with a 'Change' link.

Account Privacy **Ads** Communications

General advertising preferences

Data collected on LinkedIn

Third party data

Interactions with businesses Change

See more relevant promoted jobs and ads based on information or consent given to businesses

Ad-related actions Close

See more relevant promoted jobs and ads based on actions you took on ads

Can LinkedIn use information about actions you took off LinkedIn (like applying to a job) in response to ads to understand which promoted jobs and ads are most relevant to you? NOTE: we only report aggregate ad performance to advertisers and do not tell them about specific actions you took.

No ☐

If you turn this setting off, you'll see the same number of ads but they may be less relevant. Changes typically take up to 48 hours to become effective, and afterwards, you may continue to see (1) ads that are targeted to you based on other criteria and (2) opt-out options in ads.



COMMUNICATIONS

Account
Push
Peeps up on

Privacy

Ads

Communications

Notifications by channel

Who can reach you

Messaging experience

Invitations to connect
Choose who can connect with you

Change
Email and Imported contacts

Invitations from your network
Choose what invitations you would like to receive from your network

Change
On

Messages
Allow select people to message you

Manage who can send you invitations, messages and research participation requests.

Change
InMail

Research invites
Allow LinkedIn to invite you to participate in research

Change
Yes

PASSWORD RECOMMENDATIONS

- Minimum of 8 characters is recommended.
- Use a combination of upper and lowercase letters, numbers and symbols/punctuation marks.
- Should not contain your name, username, phone number, birthday, pets' names or other personal information.
- Should be unique to each app or website you use.
- Don't use common words (dictionary, iloveyou, password) or series of letters (qwerty, abcd1234).
- Using a longer passphrase or series of words may be easier to remember and more secure.

USEFUL LINKS

A Parent's Guide to Internet Safety

www.fbi.gov/stats-services/publications/parent-guide

Wired Kids

www.wiredkids.org

Microsoft Safety & Security

<https://support.microsoft.com/en-us/help/4091455/windows-protect-privacy-internet>

OnGuard Online

<https://www.consumer.ftc.gov/features/feature-0038-onguardonline>

LinkedIn

<https://www.linkedin.com/help/linkedin/answer/66/managing-your-account-and-privacy-settings-overview?lang=en>