## 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.

## 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).

Access the LinkedIn app on your mobile device.  Tap your profile picture on the top left area of the device.  Tap **View Profile** under your name at the top, tap the gear icon ⚙ at the top right.
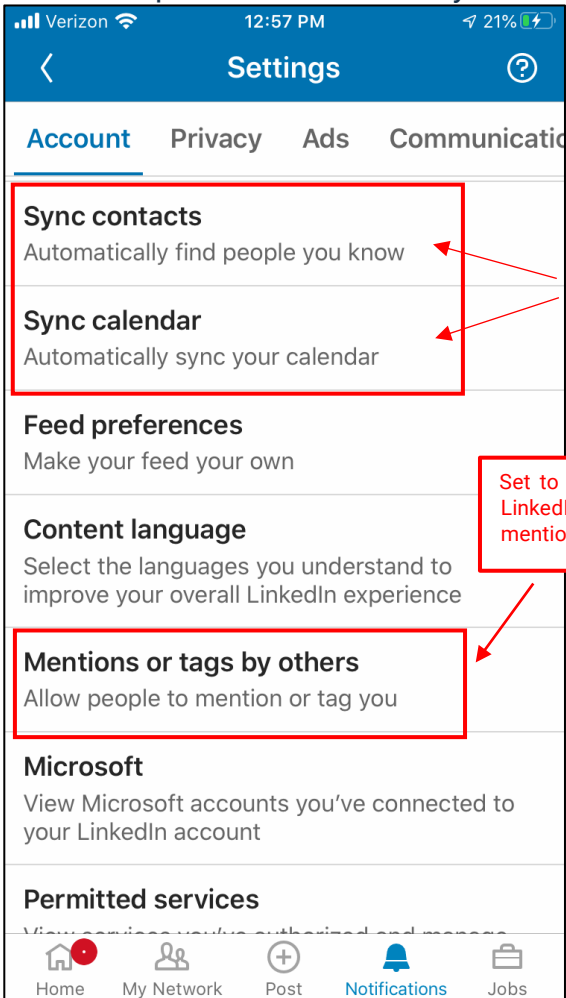
Set both to No to limit LinkedIn's access to your contacts and calendar.

Set to No to prevent other LinkedIn users from mentioning or tagging you.

Remove permitted services to prevent access to your LinkedIn data.

Review where you are signed in from – remove any you do not recognize.

Close your LinkedIn account if you no longer use it.
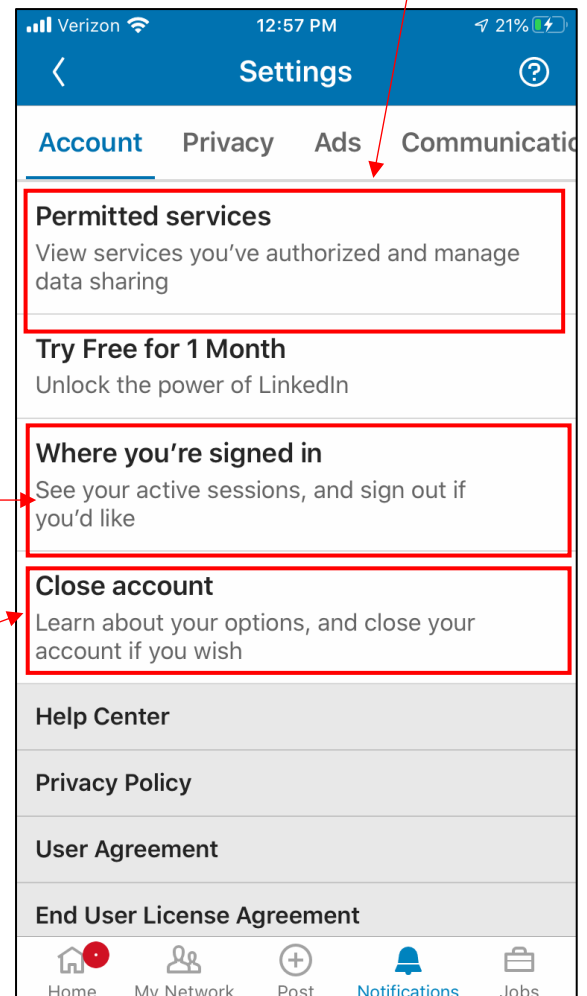
Select **Privacy**, for each option use the following settings shown in red (after each option select the back arrow to return to the settings screen):
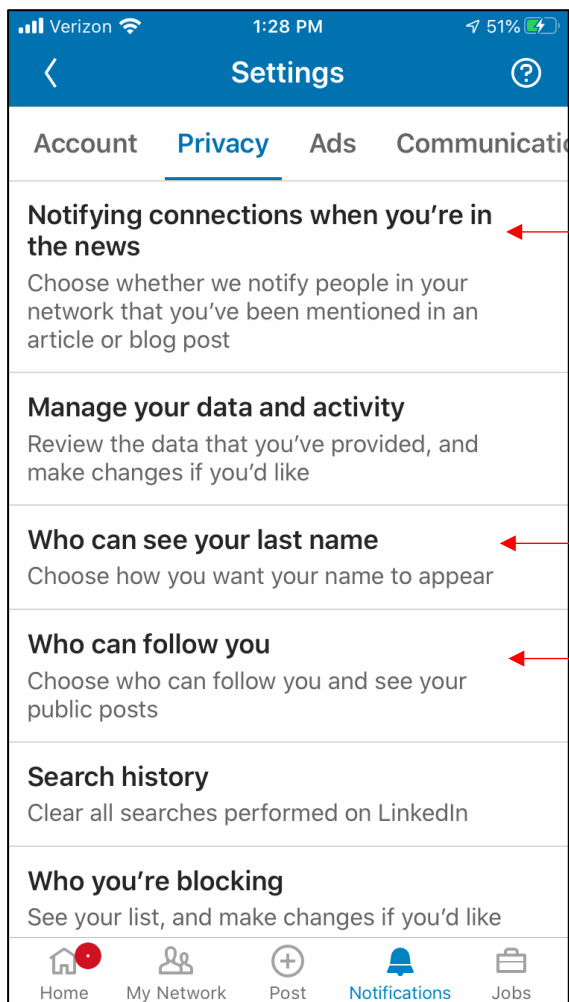
Only visible to me

Set to No

Private Mode

No One

Your Connections or Only Me

Set to No

Choose if you show your full name or initial only.

Your Connections

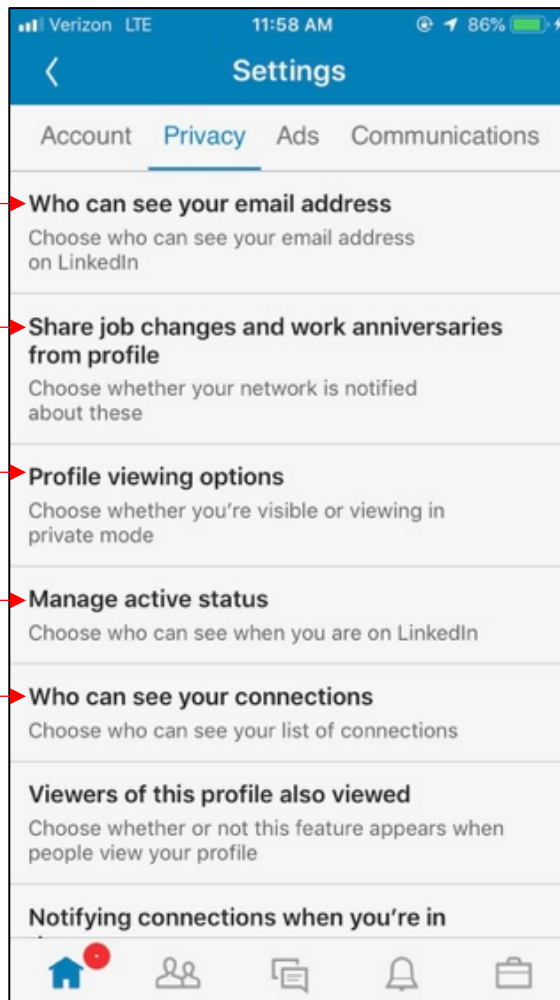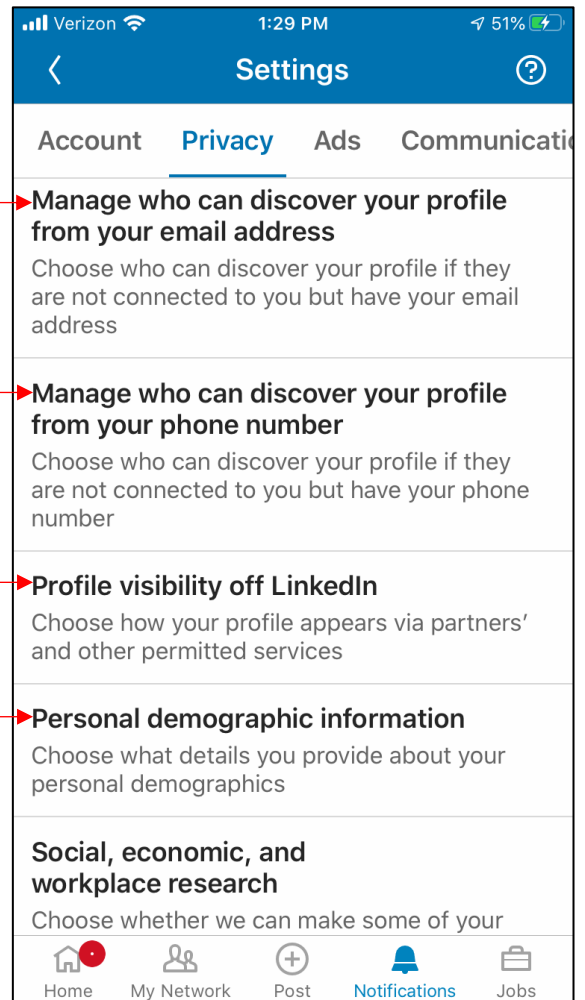- **Two-step verification** – *Set Up for additional security – enter your LinkedIn password and select Send code*
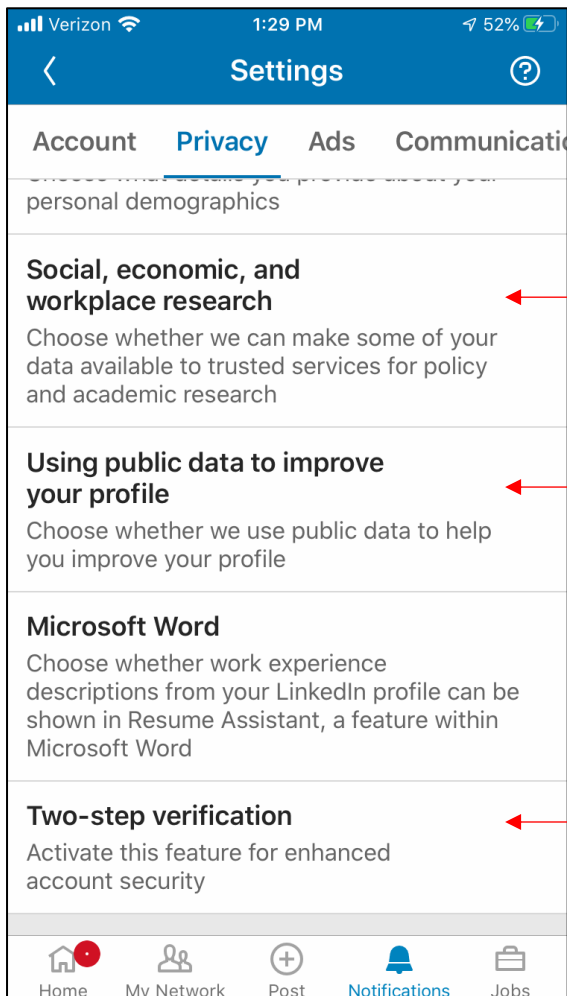
Nobody

Nobody

Set to No

Choose what personal information you want LinkedIn to have.

Set to No

Set to No

Set to On.
Select Change Verification Method and choose your verification method (Authenticator App or Phone Number – you will need to enter your LinkedIn password for either option).

**Settings**

Account | Privacy | Ads | Communicati

**Manage who can discover your profile from your email address**
Choose who can discover your profile if they are not connected to you but have your email address

**Manage who can discover your profile from your phone number**
Choose who can discover your profile if they are not connected to you but have your phone number

**Profile visibility off LinkedIn**
Choose how your profile appears via partners' and other permitted services

**Personal demographic information**
Choose what details you provide about your personal demographics

**Social, economic, and workplace research**
Choose whether we can make some of your

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**Settings**

Account | Privacy | Ads | Communicati

personal demographics

**Social, economic, and workplace research**
Choose whether we can make some of your data available to trusted services for policy and academic research

**Using public data to improve your profile**
Choose whether we use public data to help you improve your profile

**Microsoft Word**
Choose whether work experience descriptions from your LinkedIn profile can be shown in Resume Assistant, a feature within Microsoft Word

**Two-step verification**
Activate this feature for enhanced account security

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# MOBILE AD SETTINGS

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.



**Settings** — Account | Privacy | **Ads** | Communicatio

**Insights on websites you visited**
See more relevant promoted jobs and ads based on website visit insights

**Ads beyond LinkedIn**
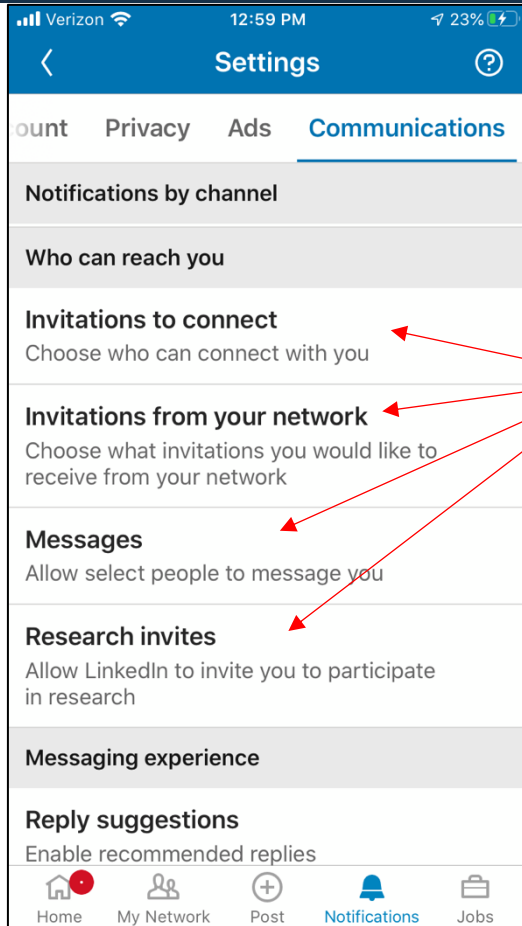See more relevant promoted jobs and ads on websites and apps off LinkedIn

**Profile data for ad personalization**
Control how certain ads appear to you

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

**Connections**
See more relevant promoted jobs and ads based on your connections

**Location**
See more relevant promoted jobs and ads

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**Set each of these options to No.**



**Settings** — Account | Privacy | **Ads** | Communicatio

**Employer**
See more relevant promoted jobs and ads based on your company information

**Ad-related actions**
See more relevant promoted jobs and ads based on actions you took on ads

**Interactions with businesses**
See more relevant promoted jobs and ads based on information given to businesses

**Help Center**

**Privacy Policy**

**User Agreement**

**End User License Agreement**

**Sign Out**

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## MOBILE COMMUNICATIONS SETTINGS

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

## 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