



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**, 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 below to ensure that your information is visible only to the people of your choosing.

LinkedIn Quick Facts

- There are over **200 million** LinkedIn users around the world. It is widely adopted in the US, India, Canada, and the UK.
- Users tend to share information related to their **careers or jobs** as opposed to photographs from social events.
- LinkedIn profiles tend to be more **visible and searchable** than other social networks such as Facebook and Twitter.
- Compared to free accounts, **Paid LinkedIn accounts** have access to more information about other users viewing their profile.
- Approximately 42% of LinkedIn users update their profile information on a regular basis.





Account Settings

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

A screenshot of the LinkedIn Account Settings menu. The 'Account' option is highlighted with a red box. A red arrow labeled '1' points to 'Manage Advertising Preferences' and another red arrow labeled '2' points to 'Manage security settings'. The menu items include: Profile, Email Preferences, Groups, Companies & Applications, Account, Privacy Controls, Manage Advertising Preferences, 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, and 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. Change your password every 6 months to maximize security.

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.

A screenshot showing two settings panels. The top panel is 'Manage Advertising Preferences' (labeled '1') with a red arrow pointing to the 'LinkedIn may show me ads on third-party websites' checkbox, which is unchecked. A red box with an arrow points to this checkbox with the text: 'Uncheck the box. Opt out of partner advertising on third party websites'. The bottom panel is 'Security settings' (labeled '2') with a checked box for 'When possible, use a secure connection (https) to browse LinkedIn'.

Protecting Your Data

If you frequently access LinkedIn through public WiFi, enable the https security setting to encrypt your data.

Application Settings

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.

A screenshot of the LinkedIn 'Groups, Companies & Applications' settings page. The 'Groups, Companies & Applications' option is highlighted with a red box. A red arrow labeled '1' points to 'Turn on/off notifications when joining groups'. Another red arrow labeled '2' points to 'Turn on/off data sharing with 3rd party applications'. A third red arrow labeled '3' points to 'Manage settings for LinkedIn plugins on third-party sites'. Other options include: Profile, Email Preferences, Select your group display order, View your groups, Set the frequency of group digest emails, Turn on/off group invitations, Companies, and View companies you're following.

A screenshot of the 'Data sharing with third-party applications' settings page. The checkbox 'Yes, share my data with third party applications' is unchecked. A red box with an arrow points to this checkbox with the text: 'Uncheck the box. Do not share with third parties.' The 'Save changes' button is visible.

Avoid using Twitter connect and the LinkedIn smartphone app to prevent accidentally sharing location data or personal information.

LinkedIn retrieves information about users on websites with LinkedIn Plug-In integration and reports comprehensive summaries of its users through the Bing search engine. Prevent sharing your activities on third-party websites with LinkedIn to protect your online identity.

A screenshot of the 'Notifications when joining groups' settings page. The checkbox 'Yes, publish an update to my network whenever I join a group that has these notifications enabled by the group owner.' is unchecked. A red box with an arrow points to this checkbox with the text: 'Uncheck the box. Prevent automatic posting.' The 'Save Changes' button is visible. A note at the bottom states: 'Note: You may want to turn this option off if you're looking for a job and want to be more private about which groups you join.'

A screenshot of the 'Manage settings for LinkedIn plugins on third-party sites' settings page. The checkbox 'Yes, allow LinkedIn to receive information about my visits to pages that use LinkedIn plugins.' is unchecked. A red box with an arrow points to this checkbox with the text: 'Uncheck the box. Do not share with third parties.' The 'Save changes' button is visible. A note at the top states: '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.'

Useful Links

A Parent's Guide to Internet Safety
Privacy Rights Clearinghouse
Microsoft Safety & Security
OnGuard Online

www.fbi.gov/stats-services/publications/parent-guide
<https://www.privacyrights.org/privacy-basics>
www.microsoft.com/security/online-privacy/social-networking.aspx
www.onguardonline.gov/topics/social-networking-sites.aspx

