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.

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** (1st, 2nd, or 3rd degree).
LinkedIn Smart Card

Account Settings

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

Profile
- Manage Social Advertising
- Manage Partner Advertising
- Change 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
- Upgrade your account
- Close your account

Settings
- 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.

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.

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, 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 networked network is interacting with.

- LinkedIn may use my name, photo in social advertising.
- Save or Cancel

Uncheck to opt out of Social Advertising

Data sharing with third-party applications
- Yes, share my data with third party applications.
- Do not share with Third Parties

Uncheck to opt out of Partner Advertising on third party websites

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.
- Do not share your information on Third Parties with LinkedIn.

Uncheck the box.

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
www.microsoft.com/security/online-privacy/social-networking.aspx

OnGuard Online
www.onguardonline.gov/topics/social-networking-sites.aspx