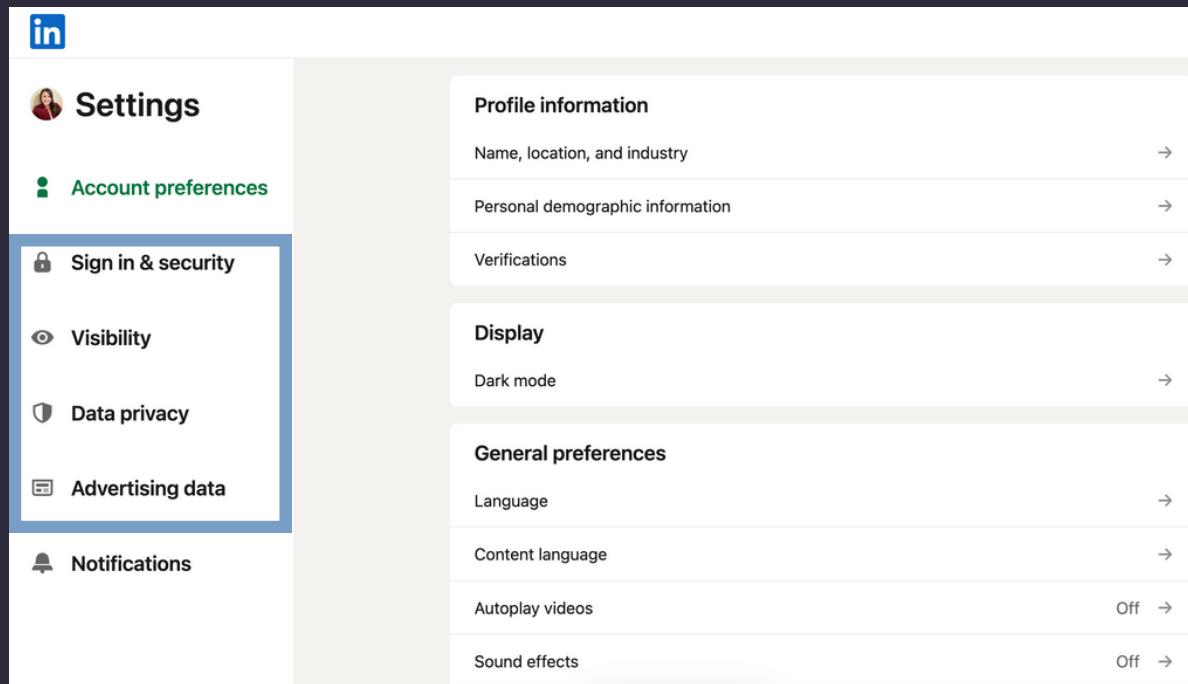


LinkedIn Security & Privacy Guide

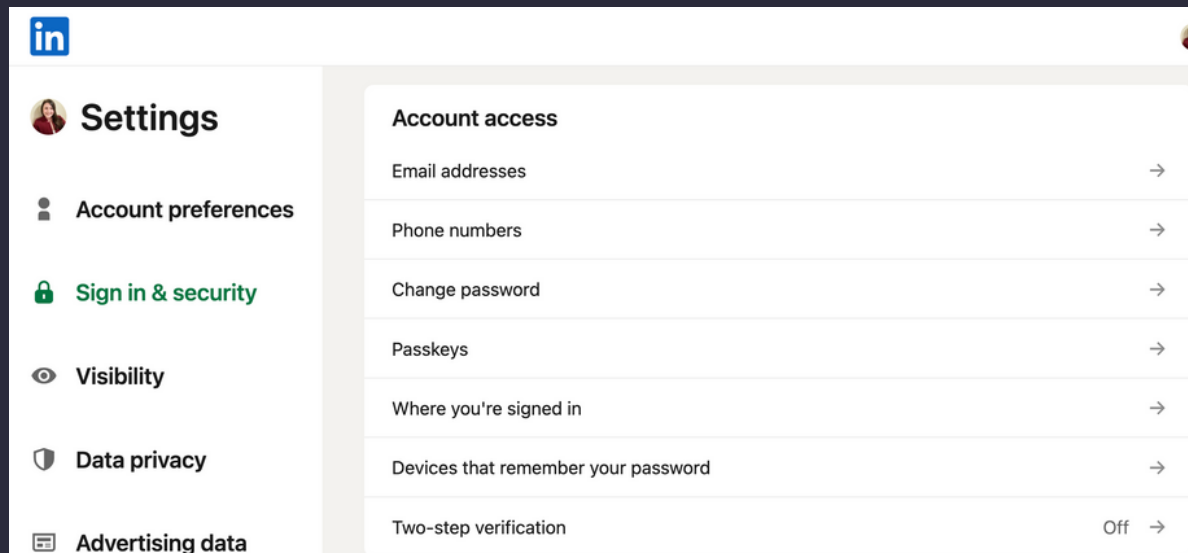
Have questions or concerns about your LinkedIn security? This guide will help you use LinkedIn effectively and tailor its privacy settings to meet your level of comfort. Although LinkedIn is a professional social media tool, using these privacy settings to their maximum capacity will enable it to also function as a job search, research, and application tool.

To begin, click on the Me icon near the top right corner and select Settings & Privacy. On this screen, you will see six tabs on the left hand side that refer to different settings. We will focus on Sign In & Security, Visibility, Data Privacy, and Advertising Data.



Sign In & Security

In this section, you can review email addresses and phone numbers associated with your account, change your password, activate two-step verification, and more.

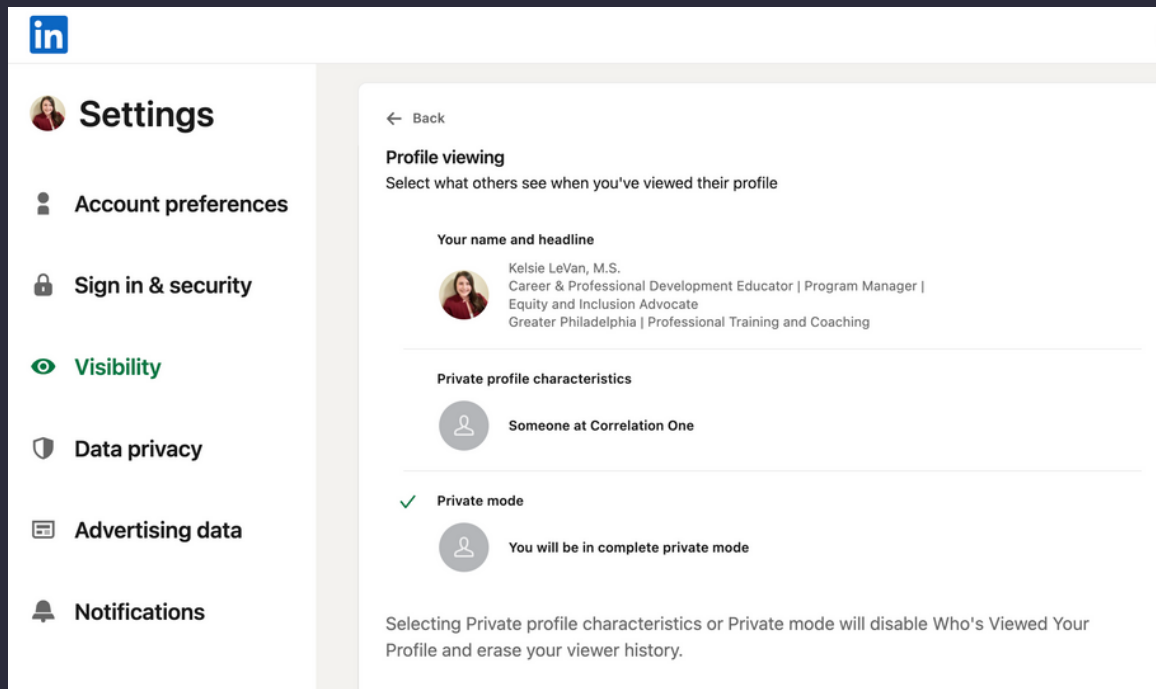


Visibility

In this section, you can determine how visible your profile, network, and activity are to other people. There are a number of different settings here that you may find useful, and we encourage you to review each of them. This guide will cover a few of the most notable settings.

Profile Viewing Options

This setting determines what others see when you view their profile. By default, LinkedIn will show them your name and headline. You can adjust this setting to "Private profile characteristics" which will remove your name but still include your organization, or "Private mode" which will not give any identifying information. Using private mode can be useful when you are building your LinkedIn network and don't want to notify people when you view their profiles. However, being in private mode limits your visibility to recruiters, which could hurt your chances when you are searching for a job.



Profile Discovery

You can decide to what extent someone can discover your profile through your email, phone number, or any other connected application.

Share Profile Updates with your Network


You can decide if profile changes and updates are shared with your network. These include things such as work anniversaries, new jobs, new certificates, and more. While you are building your profile, it is often helpful to have these updates turned off, as to not notify your network about each addition you make to your page.



Edit your Public Profile

You can control to what extent your profile is shown on search engines and other off-LinkedIn services. You can turn off your profile's public visibility entirely, which would mean that individuals searching for you outside of LinkedIn will be unable to find your profile. This is not recommended, as it will decrease your visibility to potential employers.

However, you can keep your profile's public visibility on and limit which elements are seen by searchers. As seen in the first image below, LinkedIn requires anyone who has public visibility to include their name, number of connections, and region. In this section, you can also determine to what extent your profile photo is visible. You can also adjust the visibility of each section of your profile, as seen in the second picture below. Please note that the specific sections shown on this list may differ depending on which sections your profile contains.

Your profile's public visibility
On 

Basic (required)

☒ Name, number of connections, number of followers, and region

Profile Photo


☐ Only 1st-degree connections
LinkedIn members directly connected to you.

☐ Your network
Your connections, up to three degrees away from you.


☒ All LinkedIn members

☐ Public
All LinkedIn members on or off LinkedIn. Your content could be visible in search results (Google, Bing, etc.).


Background Photo

 Show 


Headline

 Show 


Summary

 Show 


Articles & Activity

 Show 


Current Experience

 Show 


Details

 Show 


Past Experience

 Show 


Details

 Show 


Education

 Show 


Details

 Show 


Volunteer Experiences

 Show 


Certifications

 Show 


Courses

 Show 


Projects

 Show 

Organizations

 Show 

Recommendations

 Show 

Data Privacy

This section allows you to control how LinkedIn uses your data, who can reach you, your job seeking preferences, and much more. There are a number of different settings here that you may find useful, and we encourage you to review each of them. This guide will cover a few of the most notable settings.

Manage your Data and Activity

You can review all the data permissions you have given LinkedIn since you joined the site. From here, you can learn more about each data permission and make adjustments.

Invitations to Connect

You can determine who is able to send you an invitation to connect. The default, recommended setting is "Everyone on LinkedIn" which is useful for networking and job search purposes. However, you can adjust the setting so only individuals who have your email address or who are on your Imported Contacts list can connect with you.

Signal your interest to recruiters at companies you've created job alerts for

If you are interested in a company, you can create job alerts that notify you when they post a new position. In this setting, you can let recruiters know that you are interested in working at their company when they post a role. This will signal to recruiters that you are interested in working at their organization.

Advertising Data

In this section, you can review and manage all the data that LinkedIn has collected about you. LinkedIn uses this data to personalize your experience using the site, including which companies may be of interest to you, different people to follow, potential connections, advertisements, and more. This data usage can enhance your networking and job search capabilities, but this section allows you to adjust what data is shared to your own comfort level.

