

LinkedIn Smart Card

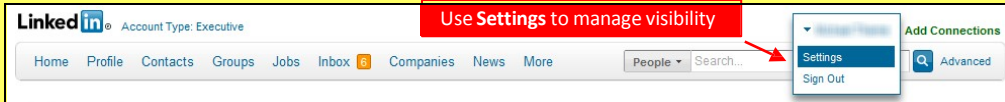


Social Networks -Do's and Don'ts

- 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. Consider not posting smartphone photos and using your face as a profile photo, instead, use cartoons.
- 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.

PRIVACY CONTROLS

- Turn on/off your activity broadcasts
- Select who can see your activity feed
- Select what others see when you've viewed their profile
- Select who can see your connections
- Change your profile photo & visibility >
- Show/hide "Viewers of this profile also viewed" box

SETTINGS

- Manage your Twitter settings
- HELPFUL LINKS**
- Edit your name, location & industry >
- Edit your profile >
- Edit your public profile >
- Manage your recommendations >

Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

Profile Content

- Make my public profile visible to no one** Set to no one
- Make my public profile visible to everyone
- Basics
- Picture
- Headline
- Current Positions
- Interested In...

What others see when you've viewed their profile

- Your name and headline (Recommended)
- Anonymous profile characteristics such as industry and title
- You will be totally anonymous.** Set to totally anonymous

Upload a Photo

You can upload a JPG, GIF or PNG file (File size limit is 4 MB).

No file chosen

or

In addition to users I message, my profile photo is visible to...

- My Connections Set to My Connections
- My Network
- Everyone

Who can see your activity feed

Your activity feed displays actions you've performed on LinkedIn. Select who can see your activity feed.

Set to Only you

or

Who can see your connections

Select who can see your connections. Note: People will always be able to see shared connections.

Set to Only you

or

Viewers of this profile also viewed...

Display "Viewers of this profile also viewed" box on my Profile page

or

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.

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.

Also, avoid using the LinkedIn **smartphone** app to prevent accidentally collecting and sharing location data.

LinkedIn, **by default**, automatically retrieves information about the user on websites with LinkedIn Plug-In integration. Prevent sharing **your activities on third-party websites** with LinkedIn by unchecking the box.

Useful Links

LinkedIn Help Center
Air Force Social Media Guide
DoD Social Media Hub
Air Force Instruction 10-701, OPSEC

https://help.linkedin.com/app/answers/detail/a_id/83
<http://www.af.mil/Portals/1/documents/SocialMediaGuide2013.pdf>
<http://www.defense.gov/socialmedia/>
http://static.e-publishing.af.mil/production/1/af_a3_5/publication/afi10-701/afi10-701.pdf