LinkedIn Smart Card

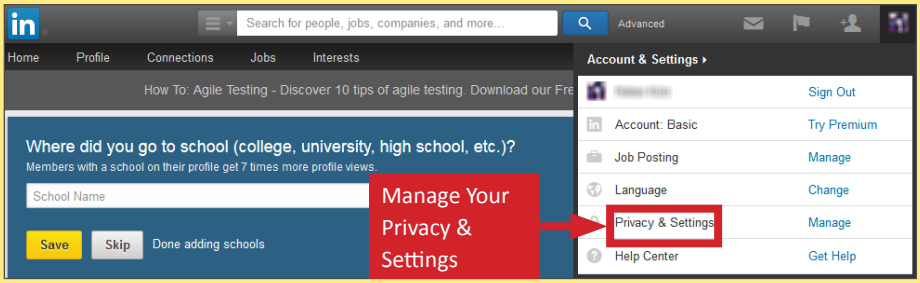
Last Updated: 03/10/2015

Social Network - 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.

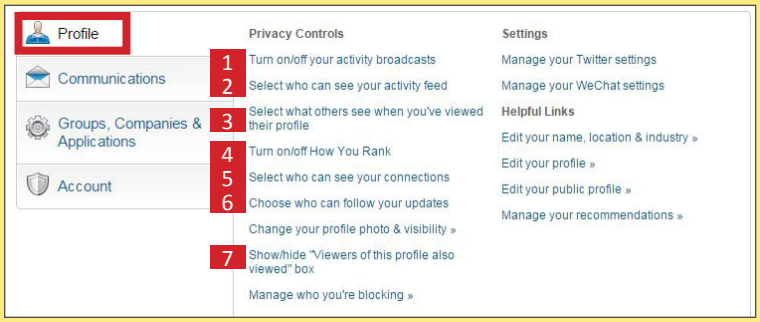
Managing Your LinkedIn Profile

LinkedIn is a professional networking service that allows you to establish connections with co-workers, customers, business contacts, and potential employees and employers. You can 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.



1 Activity Broadcasts

By selecting this option, your activity updates will be shared in your activity feed. **Uncheck**

☐ Let people know when you change your profile, make recommendations, or follow companies

Note: You may want to turn this option off if you're looking for a job and don't want your present employer to see that you're updating your profile.

2 Who Can See Your Activity Feed

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

Only you ▾ **Set to Only You**

3 What Others See When You've Viewed Their Profiles

○ Your name and headline (Recommended)

Technical Consultant at
Greater New York City Area

○ Anonymous profile characteristics such as industry and title

Note: Selecting this option will disable Profile Stats. Whenever you switch to anonymous, your viewer history gets erased.

Someone at

◉ You will be totally anonymous. **Set to Totally Anonymous**

Note: Selecting this option will disable Profile Stats. Whenever you switch to anonymous, your viewer history gets erased.

4 Turn On/Off How You Rank

How You Rank shows how you compare to your connections and colleagues in terms of profile views. If you turn this feature off, others won't see you or your standings in their How You Rank page. You also won't see your own rank or get tips on improving your visibility.

☐ Let others see how you rank **Uncheck**

5 Who Can See Your Connections

Select who can see your list of connections. Note: people will still be able to see connections who endorse you and connections they share with you. (Don't want your endorsements visible? Just choose to opt out.)

Only you ▾ **Set to Only You**

6 Who Can Follow Your Updates

Choosing Everyone lets people outside your network follow your public updates. If you switch from Everyone to Your connections, you'll lose any out-of-network followers you have now. Any changes you make will take about 24 hours to take effect.

Your connections ▾ **Set to Your Connections**

7 Viewers of This Profile Also Viewed...

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

LinkedIn Quick Facts

- There are over 330 million LinkedIn users around the world. The service is widely adopted in the US, India, Canada, and the UK.
- Users tend to share information related to their careers or jobs opposed to photos or text referring to social events.
- Compared to free accounts, paid LinkedIn accounts have access to more information about other users viewing your profile.
- 43% of users invest 0-2 hours per week on LinkedIn; 30% spends more than 4 hours per week.

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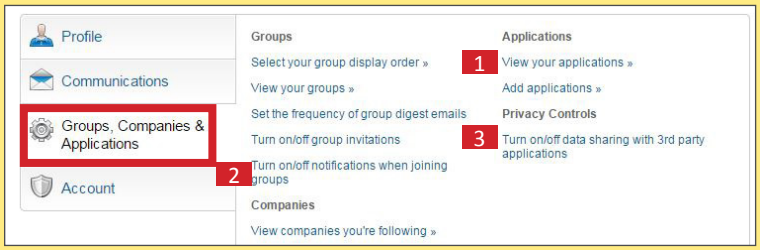
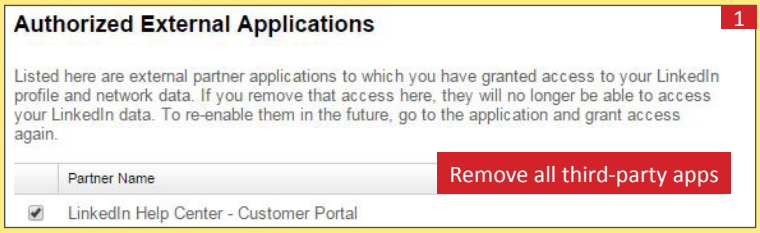
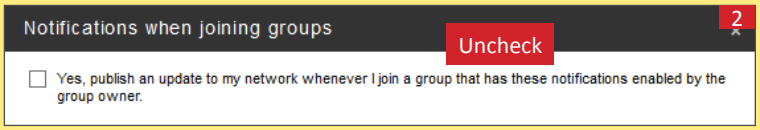
Application Settings

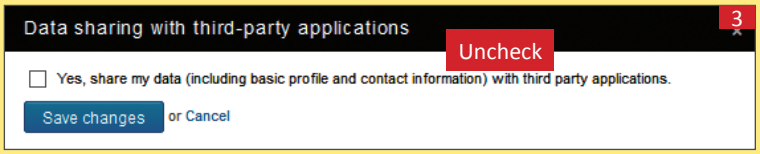
Apply the **Groups, Companies, & Applications** settings shown below to minimize the amount of information you share with third-parties.



Granting third-party applications access to your LinkedIn account places your data at risk of unwanted collection and distribution. It is best not to tether applications to the LinkedIn service and to avoid using the LinkedIn smartphone app in order to prevent further data aggregation. Remember, LinkedIn actively records your online activity and reports comprehensive summaries about you through the Bing search engine.

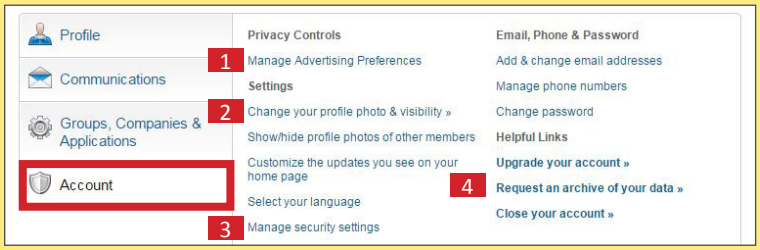


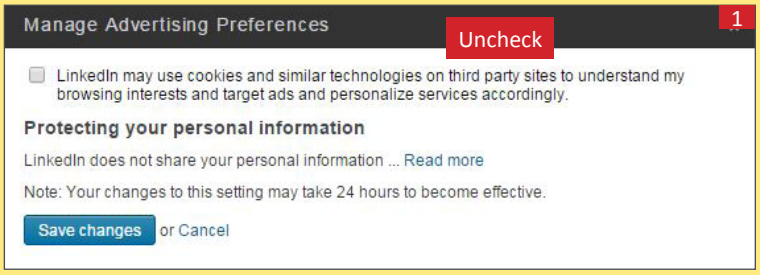


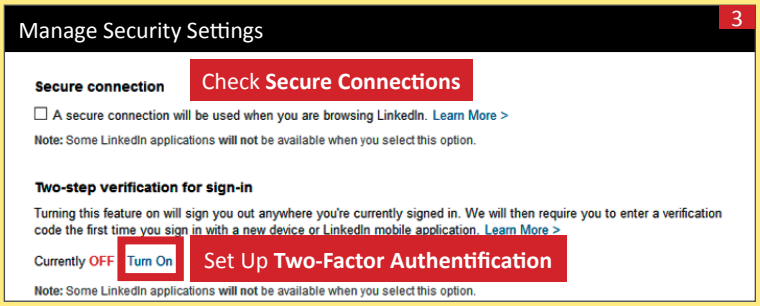


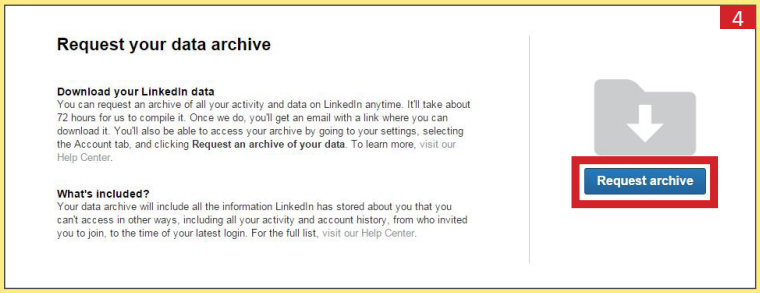
Account Settings

Apply the **Account** settings shown below to ensure that your information is visible only to the people of your choosing.









Request Data Archive

LinkedIn maintains an archive detailing each user's unique account activity. Select **Request Archive** to receive a comprehensive report of your past activity and network information. Review your data frequently to ensure that you are not oversharing information. Visit the **Help Center** to see the types of information LinkedIn collects.

Closing Your LinkedIn Account

If you no longer plan to use the LinkedIn service, click **Close your account** and confirm your decision.

Useful Links - For more information or questions regarding this card email smartcards@novetta.com

A Parent's Guide to Internet Safety	www.fbi.gov/stats-services/publications/parent-guide
Privacy Rights Clearinghouse	www.privacyrights.org/fs/fs18-cyb.htm
Microsoft Safety and Security	www.microsoft.com/security/online-privacy/social-network
Online Guardian	www.onguardonline.gov/topics/social-networking-sites.aspx