

## Social Networks -Do's and Don'ts

- Only establish and maintain connections with people you know and trust. Review your connections often and block or unfollow people if needed.
- Assume that ANYONE can see any information about your activities, personal life, or professional life that you post and share. Secure it!
- 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 review and manage who can view your profile and activities.

## LinkedIn Quick Facts

There are over **500 million** LinkedIn users around the world. **250 million** monthly active users, only **3 million** share contents on a weekly basis. 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).

## Account Settings

Manage the Login and Security settings shown with arrows below to ensure that your information secures and shared in a limited fashion.

FIGURE 1 ACCOUNT SETTING & PRIVACY

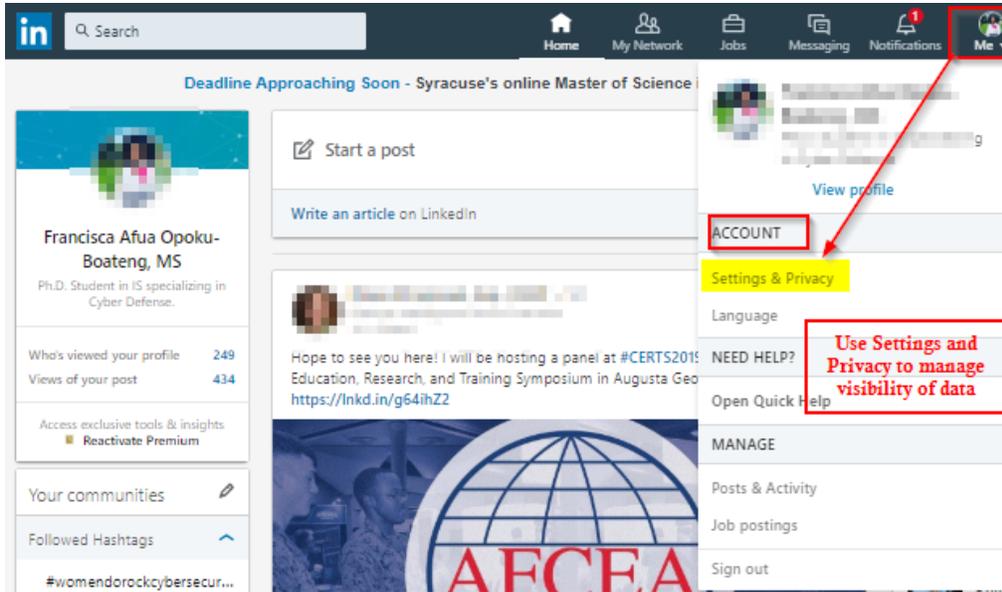


FIGURE 2 LOGIN AND SECURITY

Navigate through Account tab to manage and/or edit Login and Security settings.

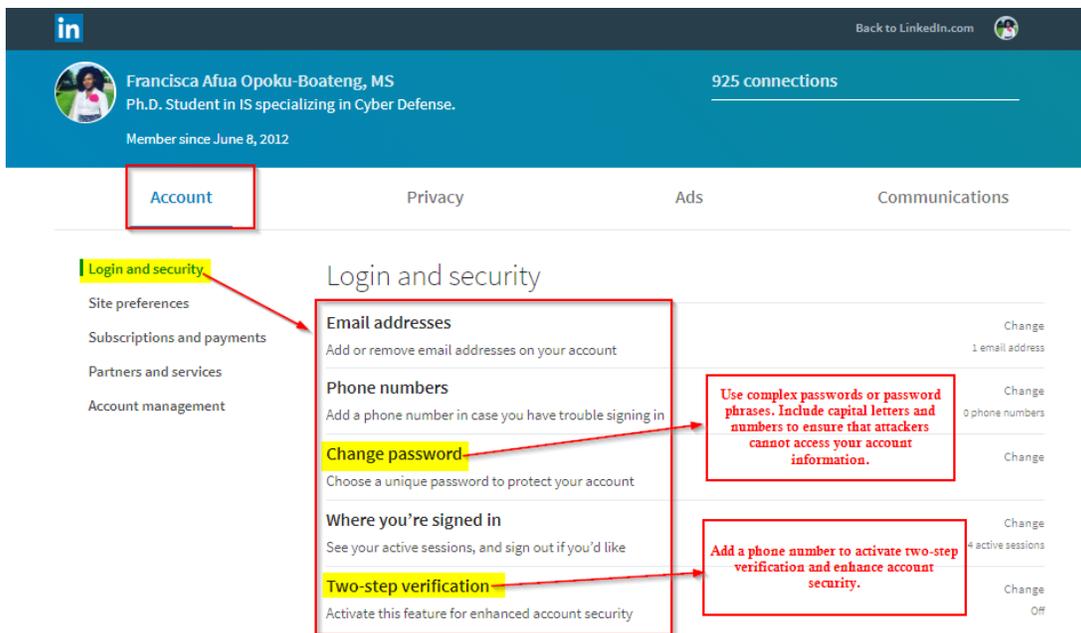
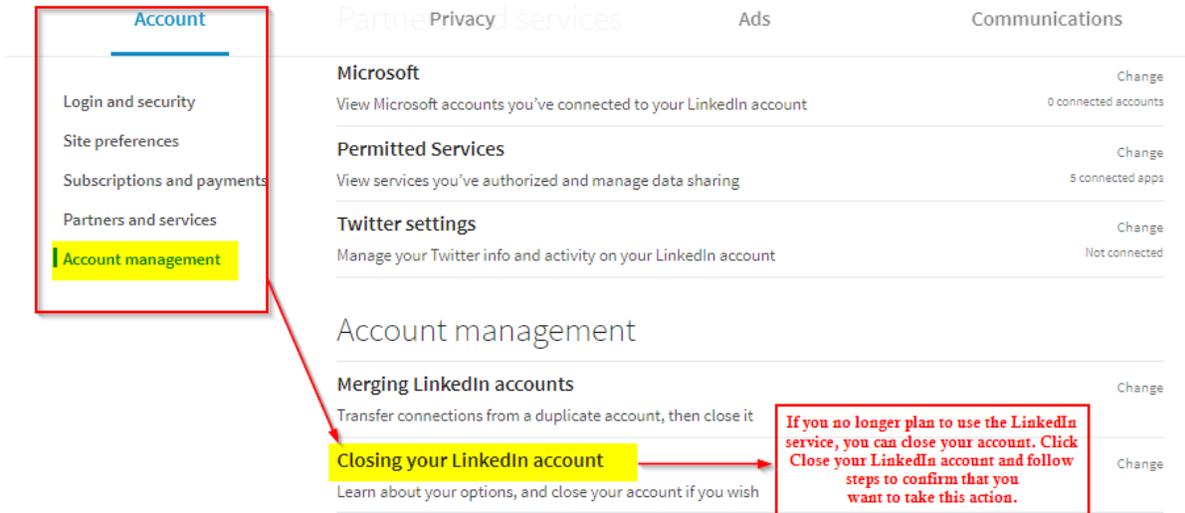


FIGURE 3 ACCOUNT MANAGEMENT

Apply the Account Management settings shown with the arrow below to learn more about the options you have in ensuring that your account is closed or deleted if no longer in use.

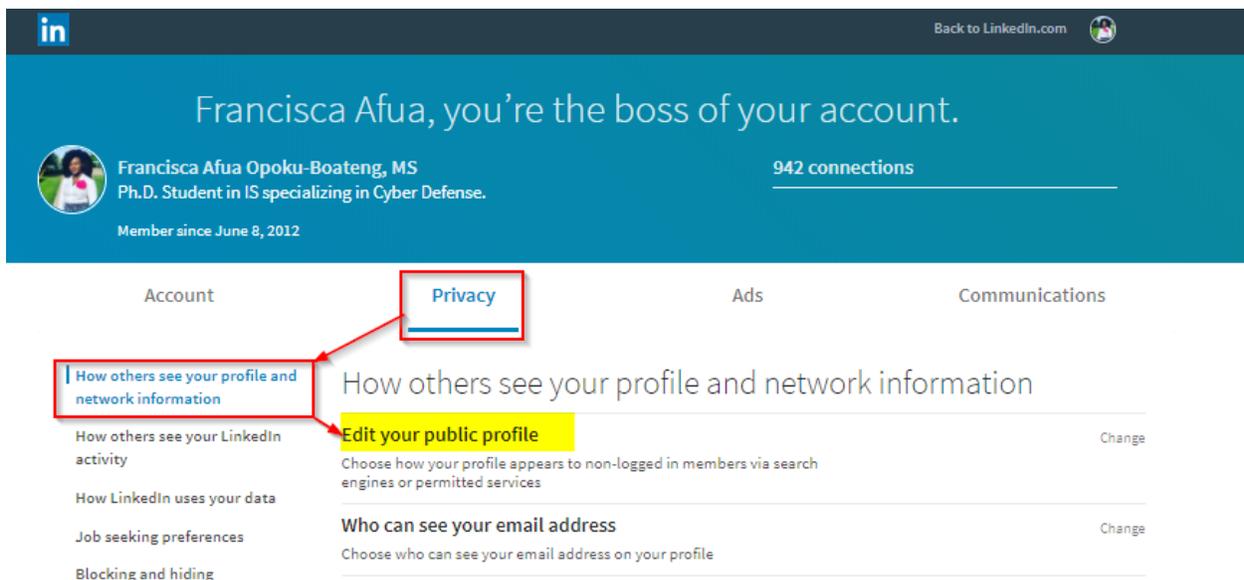


**FIGURE 4 PRIVACY - PROFILE & NETWORK INFORMATION**

Review settings by following the screenshots and arrows below to ensure that your information is visible only to people of your choosing.

**4a.**

Navigate through Privacy Tab to manage how others see your profile and network information. Follow highlighted link to edit your public profile settings in Figure 4b.



4b.

Control your profile appearance by editing your visibility. Manage who see your profile picture and at best use an avatar or do not upload your personal picture.

The screenshot shows the LinkedIn 'Public profile settings' page. The main profile information for Francisca Afua Opoku-Boateng, MS, is visible, including her name, title, location, and current employer (Dakota State University). A red box highlights the profile picture placeholder. On the right sidebar, the 'Edit Visibility' option is highlighted with a red box. Below it, a toggle switch for 'Your profile's public visibility' is turned on. Underneath, the 'Basic (required)' section is selected, and the 'Profile Photo' option is highlighted with a red box. The 'Profile Photo' section shows three radio button options: 'Your connections', 'Your network', and 'All LinkedIn Members', with 'Your network' currently selected.

**Public profile settings**

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.

**Francisca Afua Opoku-Boateng, MS** 500+ connections

Ph.D. Student in IS specializing in Cyber Defense.  
Madison, South Dakota | Security and Investigations

Current: Dakota State University  
Previous: RSM US LLP, Real Soft, Inc., Ascendum Solutions  
Education: Dakota State University

**Summary**

A Doctoral student in Information Systems with a specialization in Cyber Defense aiming to gain comprehensive knowledge and understanding of the latest techniques in specialized information systems and cyber operations with the goal of becoming a Digital Forensics or Information Security Expert/Researcher.

Research interest areas are Digital Forensics, Risk Assurance, Deep and Dark Web Forensic Investigations.

Motivated by new developments in Information Security, Cyber Defense, Assurance and Technology. Creative, innovative and with a strong interest in security systems.

Ability to quickly learn and master new technology and equally successful in both team and self-directed settings.

Proficient in a range of computer systems, languages, tools, and testing methodologies. Impressive communication and soft skills, analytic, result-oriented, and able to achieve optimal results in a high-pressure environment.

**Edit URL**

Personalize the URL for your profile.

www.linkedin.com/in/francisca-afua-opoku-boateng-ms-00008253

**Edit Content**

This is your public profile. To edit its sections, update your profile.

**Edit Visibility**

You control your profile's appearance for viewers who are not logged-in members. Limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

**Your profile's public visibility** On

Basic (required)

Name, number of connections, industry, and region

**Profile Photo**

Your connections  
Only LinkedIn members directly connected to you.

Your network  
Only LinkedIn members connected up to three degrees away from you.

All LinkedIn Members

Public  
All LinkedIn members, and others who find you in search engines and other services

4c.

For public view set various buttons to either show or hide your LinkedIn information.

Public  
All LinkedIn members, and others who find you via search engines and other services

Headline	Show	<input checked="" type="checkbox"/>
Posts & Activities	Hide	<input type="checkbox"/>
Summary	Show	<input checked="" type="checkbox"/>
Current Experience	Show	<input checked="" type="checkbox"/>
Details	Show	<input checked="" type="checkbox"/>
Past Experience	Show	<input checked="" type="checkbox"/>
Details	Show	<input checked="" type="checkbox"/>
Education	Show	<input checked="" type="checkbox"/>
Details	Show	<input checked="" type="checkbox"/>
Certifications	Show	<input checked="" type="checkbox"/>
Honors and Awards	Show	<input checked="" type="checkbox"/>
Languages	Show	<input checked="" type="checkbox"/>
Groups	Show	<input checked="" type="checkbox"/>

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4d.

Set who can see your connection to only you.

The screenshot shows the LinkedIn privacy settings page for Francisca Afua Opoku-Boateng, MS. The page is titled "Francisca Afua, you're the boss of your account." and shows 942 connections. The "Privacy" tab is selected, and the "Who can see your connections" setting is highlighted in yellow. A dropdown menu is open, showing "Only you" as the selected option. The "Who can see your connections" setting is currently set to "Your connections".

Account **Privacy** Ads Communications

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

**Who can see your connections** Close

Choose who can see your list of connections Connections

Members 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) [Learn more](#)

**Who can see your connections** Change

Choose **Only you** Yes

4e.

in Back to LinkedIn.com

Account Privacy Ads Communications

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

**Edit your public profile** Change

Choose how your profile appears to non-logged in members via search engines or permitted services

**Who can see your email address** Change

Choose who can see your email address on your profile

**Who can see your connections** Change Connections

Choose who can see your list of connections

**Viewers of this profile also viewed** Close

Choose whether or not this feature appears when people view your profile

Should we display "Viewers of this profile also viewed" box on your Profile page?

No

4f.

Account **Privacy** Ads Communications

**How others see your profile and network information**

- How others see your LinkedIn activity
- How LinkedIn uses your data
- Job seeking preferences
- Blocking and hiding

### How others see your profile and network information

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**Edit your public profile** Change  
Choose how your profile appears to non-logged in members via search engines or permitted services

---

**Who can see your email address** Change  
Choose who can see your email address on your profile

---

**Who can see your connections** Change Connections  
Choose who can see your list of connections

---

**Viewers of this profile also viewed** Change No  
Choose whether or not this feature appears when people view your profile

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**Who can see your last name** Close Full  
Choose how you want your name to appear

Select how your last name will appear to others. Your full name is always visible to your connections.

- Francisca Afua Opoku-Boateng, MS**  
Ph.D. Student in IS specializing in Cyber Defense.
- Francisca Afua O.**  
Ph.D. Student in IS specializing in Cyber Defense.  
(Hide your last name from people who aren't your connection)

4g.

Account

Privacy

Ads

Communications

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

Click on highlighted tab and for maximum protection/ anonymity, set YES/NO control to NO

## How others see your profile and network information

### Edit your public profile

Choose how your profile appears to non-logged in members via search engines or permitted services

Change

### Who can see your email address

Choose who can see your email address on your profile

Change

### Who can see your connections

Choose who can see your list of connections

Change  
Connections

### Viewers of this profile also viewed

Choose whether or not this feature appears when people view your profile

Change  
Yes

### Who can see your last name

Choose how you want your name to appear

Change  
Full

### Representing your organization and interests

Choose if we mention you with content about your employers or other content you publicly expressed an interest in

Change  
Yes

### Profile visibility off LinkedIn

Choose how your profile appears via partners' and other permitted services

Close  
No

Should we show information from your profile to users of permitted services such as Outlook? [Learn more](#)

No

FIGURE 5 PRIVACY - LINKEDIN ACTIVITIES

The screenshot shows the LinkedIn Privacy settings page. At the top, there are navigation tabs: Account, Privacy (highlighted with a red box), and Communications. Below the tabs, the main heading is "How others see your LinkedIn activity". The page is divided into several sections, each with a "Change" link on the right:

- Profile viewing options**: "Choose whether you're visible or viewing in private mode". The "Full profile" option is selected.
- Manage active status**: "Choose who can see when you are on LinkedIn". Three radio button options are shown:
  - Your Connections only: Only your 1st-degree connections will be able to see when you are on LinkedIn.
  - All LinkedIn members: All LinkedIn members will be able to see when you are on LinkedIn.
  - No one: No one on LinkedIn will be able to see when you are on LinkedIn. This option is highlighted with a yellow box and circled in red.
- Sharing profile edits**: "Choose whether your network is notified about profile changes". The "No" option is selected.
- Notifying connections when you're in the news**: "Choose whether we notify people in your network that you've been mentioned in an article or blog post". The "Yes" option is selected.
- Mentions or tags by others**: "Choose whether other members can mention or tag you". The "Yes" option is selected.

Annotations include:

- A red box around the "Privacy" tab.
- A red box around the "How others see your LinkedIn activity" menu item.
- A red box around the "No one" radio button option, with a red arrow pointing from the "How others see your LinkedIn activity" menu item to it.
- A red box containing the text: "Manage who sees your every move on LinkedIn by expanding these highlighted tabs and editing them." with red arrows pointing to the "Privacy" tab and the "No one" option.

FIGURE 6 PRIVACY - DATA USAGE BY LINKEDIN

Avoid using the LinkedIn smartphone app to prevent accidentally syncing contact and calendar and well as collecting and sharing location data. Do not allow for you to be easily discovered by your phone number.

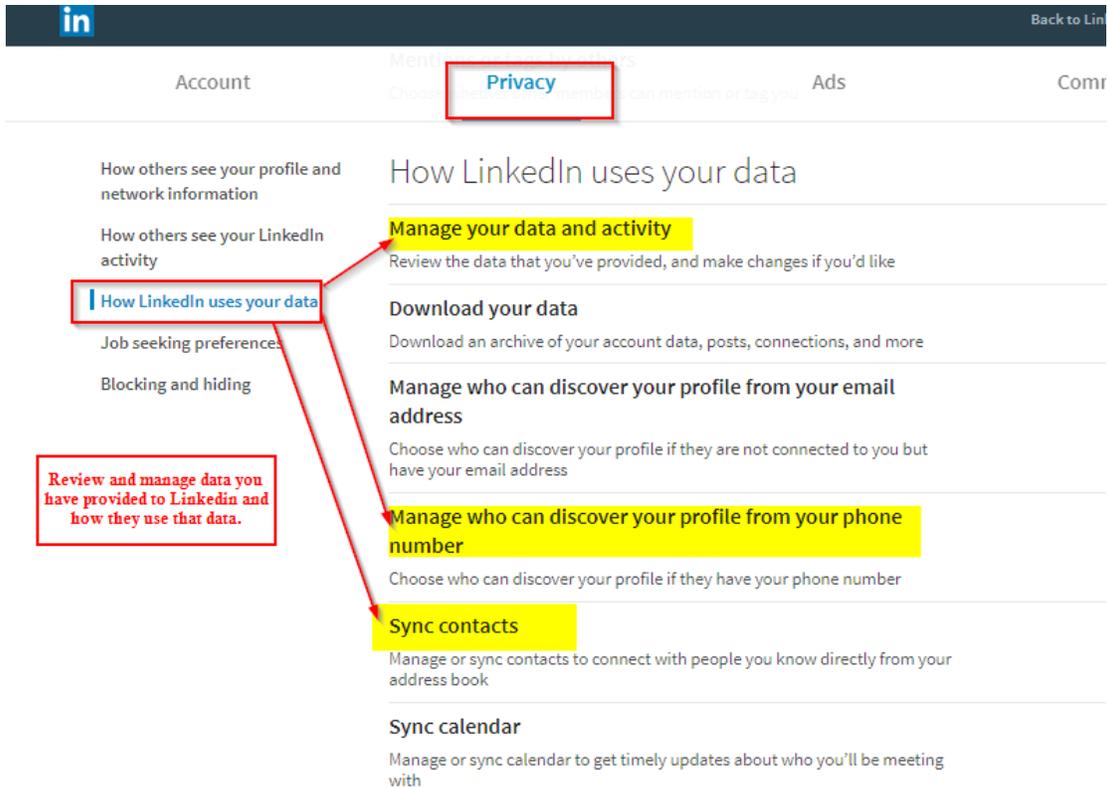
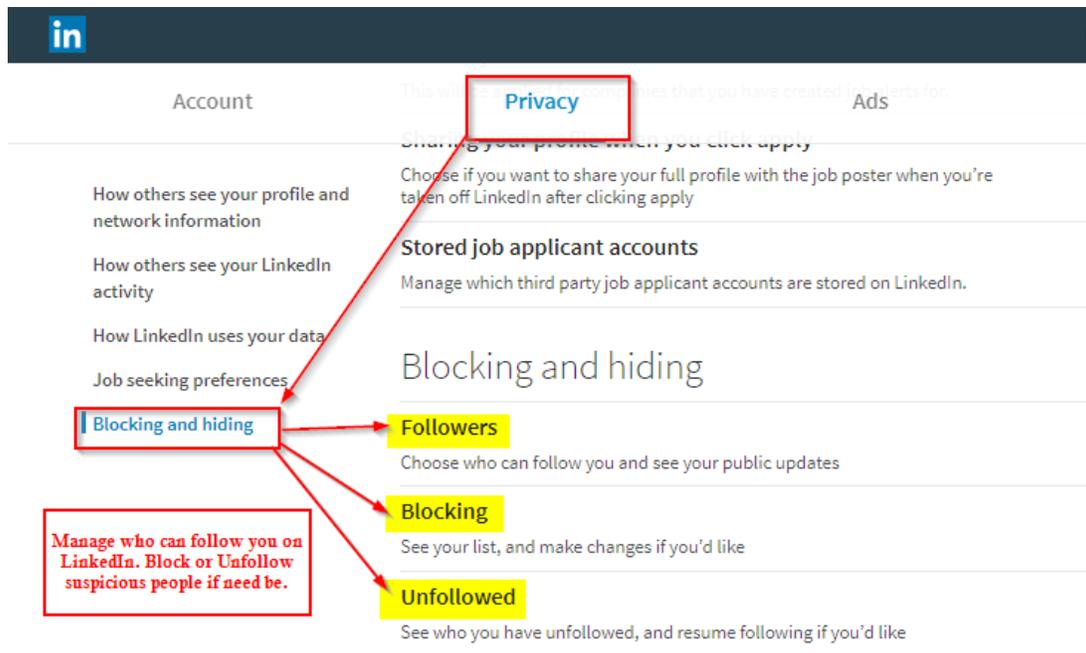
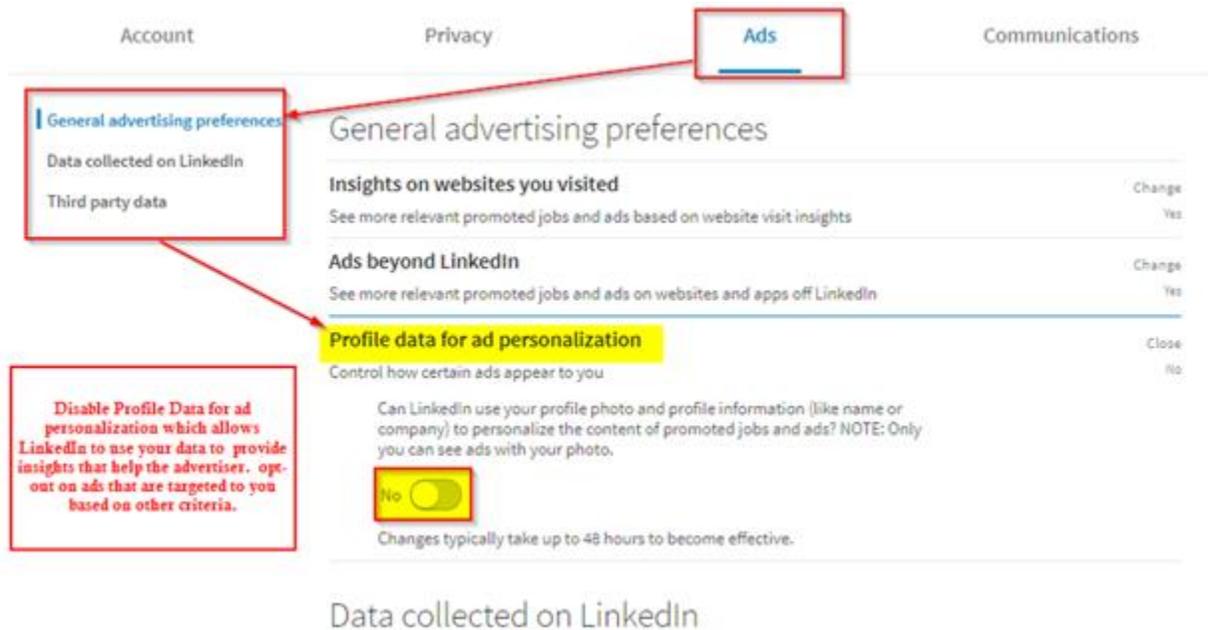


FIGURE 7 PRIVACY - BLOCKING & HIDING



**FIGURE 8 ADS- GENERAL AD PREFERENCES**



**FIGURE 9 ADS - THIRD PARTY**

Third-party applications and services can access most of your personal information once you authorize them in your settings. Limit the use of applications to ensure that third parties cannot collect, share, or misuse your personal information. LinkedIn, automatically recovers the information about their users on websites with LinkedIn Plug-In integration. Avoid sharing your activities on third-party websites with LinkedIn by disabling the option to do so. Do not permit or allow LinkedIn to receive information about your visited sites.

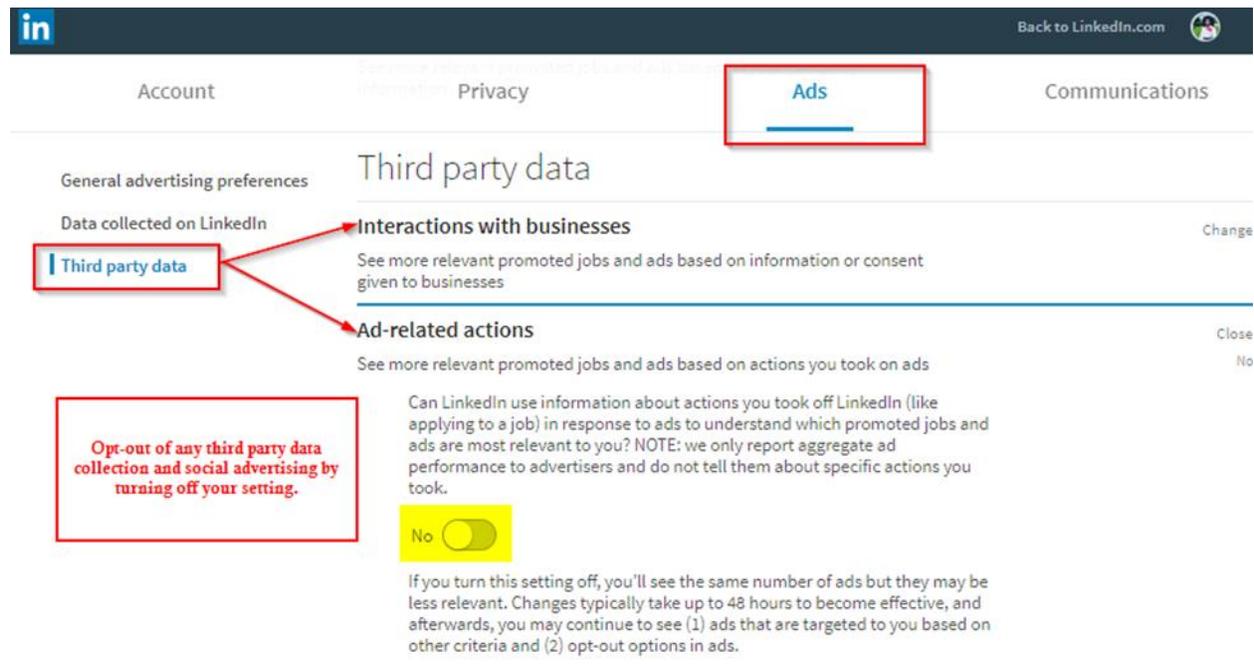


FIGURE 10 Ads - THIRD PARTY

The screenshot shows the LinkedIn 'Communications' settings page. At the top, there are navigation tabs for 'Account', 'Email frequency', 'Privacy', 'Ads', and 'Communications'. The 'Communications' tab is highlighted with a red box. Below the tabs, a left-hand menu contains 'Channels', 'Preferences', 'Groups', and 'LinkedIn messages'. The 'Preferences' menu item is also highlighted with a red box. The main content area is titled 'Preferences' and contains several sections: 'Who can send you invitations', 'Messages from members and partners', 'Read receipts and typing indicators', 'Messaging reply suggestions', 'Groups', and 'LinkedIn messages'. The 'Who can send you invitations' section is highlighted with a yellow box and has a red oval around its radio button options. A red box with text points to this section. The 'Messages from members and partners' section has a 'Change' link next to it. The 'Read receipts and typing indicators' section has a 'Change' link next to it. The 'Messaging reply suggestions' section has a 'Change' link next to it. The 'Groups' section has a 'Change' link next to it. The 'LinkedIn messages' section has a 'Change' link next to it. A red arrow points from the 'Communications' tab to the 'Preferences' menu item. Another red arrow points from the 'Preferences' menu item to the 'Who can send you invitations' section. A red oval highlights the radio button options in the 'Who can send you invitations' section. A red box with text points to this section.

Manage who can send you invitations on LinkedIn. Also, you can go through the remaining theme tabs to see if you want to enable or activate other options.

### Useful Links

A Parent's Guide to Internet Safety [www.fbi.gov/stats-services/publications/parent-guide](http://www.fbi.gov/stats-services/publications/parent-guide)

Wired Kids [www.wiredkids.org/](http://www.wiredkids.org/)

Microsoft Safety & Security [www.microsoft.com/security/online-privacy/social-networking.aspx](http://www.microsoft.com/security/online-privacy/social-networking.aspx)

OnGuard Online [www.onguardonline.gov/topics/social-networking-sites.aspx](http://www.onguardonline.gov/topics/social-networking-sites.aspx)