

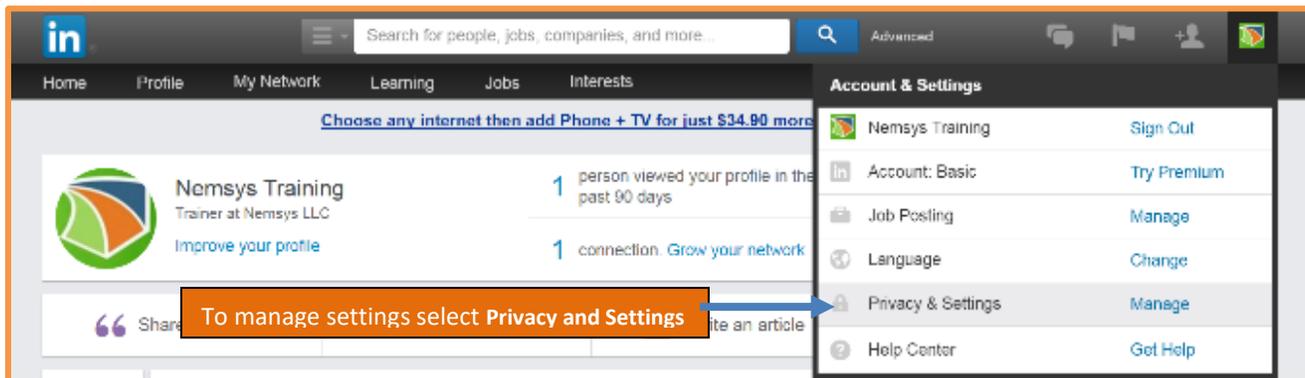


LinkedIn Basics

- 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 and current and previous employment, education, military activities, specialties and interests.
- 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.
- LinkedIn profiles tend to be more **visible and searchable** than in social networks such as Facebook.
- Only establish and maintain connections with people you know and trust. Review your connections often.
- Use secure browser settings when possible and monitor your browsing history to ensure that you recognize all access points.

Tips and Managing Your LinkedIn Profile

- Use your LinkedIn profile to showcase everything that **does not fit on your resume**. Upload or link to appropriate examples of your work, such as videos, images, PDFs and Microsoft Word documents.
- Users tend to share information related to their **careers or jobs** as opposed to photographs from social events.
- Make your profile visually appealing with a professional photo and a succinct and compelling headline. Think of it as your mini elevator speech.
- Strategically connect with **existing professional and personal contacts**. Use your network as a source of information for your next job hunt.
- **Stay active**, use it as a resource and keep your profile up to date.
- Manage your **Privacy and Settings** to allow an appropriate level of visibility. More on back.



Profile Privacy Settings

Complete the setting on the left according to its corresponding color on the right.

Privacy

Profile privacy

Edit your public profile
Choose how your profile appears in search engines

Who can see your connections
Choose who can see your list of connections

How You Rank

Choose whether or not to be included in this feature

Viewers of this profile also viewed

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

Sharing profile edits

Choose whether your network is notified about profile changes

Profile viewing options
Choose whether you're visible or viewing in private mode

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

Blocking and hiding

Followers
Choose who can follow you and see your public updates

Blocking

See your list, and make changes if you'd like

Data privacy and advertising

Suggesting you as a connection based on your email address
Choose who can see you as a suggested connection if they have your email address

Suggesting you as a connection based on your phone number
Choose who can see you as a suggested connection if they have your phone number

Representing your organization

Choose if we can show your profile information on your employer's pages

Sharing data with third parties
Choose if we can share your basic profile data with third parties

Advertising preferences
Choose whether LinkedIn can use cookies to personalize ads

Customize Your Public Profile
Control how you appear when people search for you on Google, Yahoo!, Bing, etc.
[Learn more](#)

Make my public profile visible to no one

Make my public profile visible to everyone

- Basics
- Picture
- Headline
- Current Positions
- Details
- Past Positions
- Skills

Save

Only share information you feel comfortable being accessible to the public.

Who can see your connections
Choose who can see your list of connections

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

Profile viewing options
Choose whether you're visible or viewing in private mode

Select what others see when you've viewed their profile

Your name and headline

Nemsys Training
Trainer at Nemsys LLC
Toledo, Ohio | Information Technology and Services

Private profile characteristics

Someone on LinkedIn

Private mode

Anonymous LinkedIn Member

Followers
Choose who can follow you and see your public 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 effect in about 24 hours.

Your connections

Suggesting you as a connection based on your email address
Choose who can see you as a suggested connection if they have your email address

2nd-degree connections

People can upload their contacts to LinkedIn to discover potential connections. If someone has your email address in their contacts, we may suggest they invite you to connect - it's your choice whether or not to accept.

Sharing data with third parties
Choose if we can share your basic profile data with third parties

Should we share your basic profile and contact information with third party applications?

No

Should we allow your data to be shared with third party platforms?

Change third party sharing and advertising preferences.

Advertising preferences
Choose whether LinkedIn can use cookies to personalize ads

LinkedIn may use cookies and similar technologies on third party sites to understand my browsing interests and target ads and personalize services accordingly.

Your change may take 24 hours to become effective.

No

