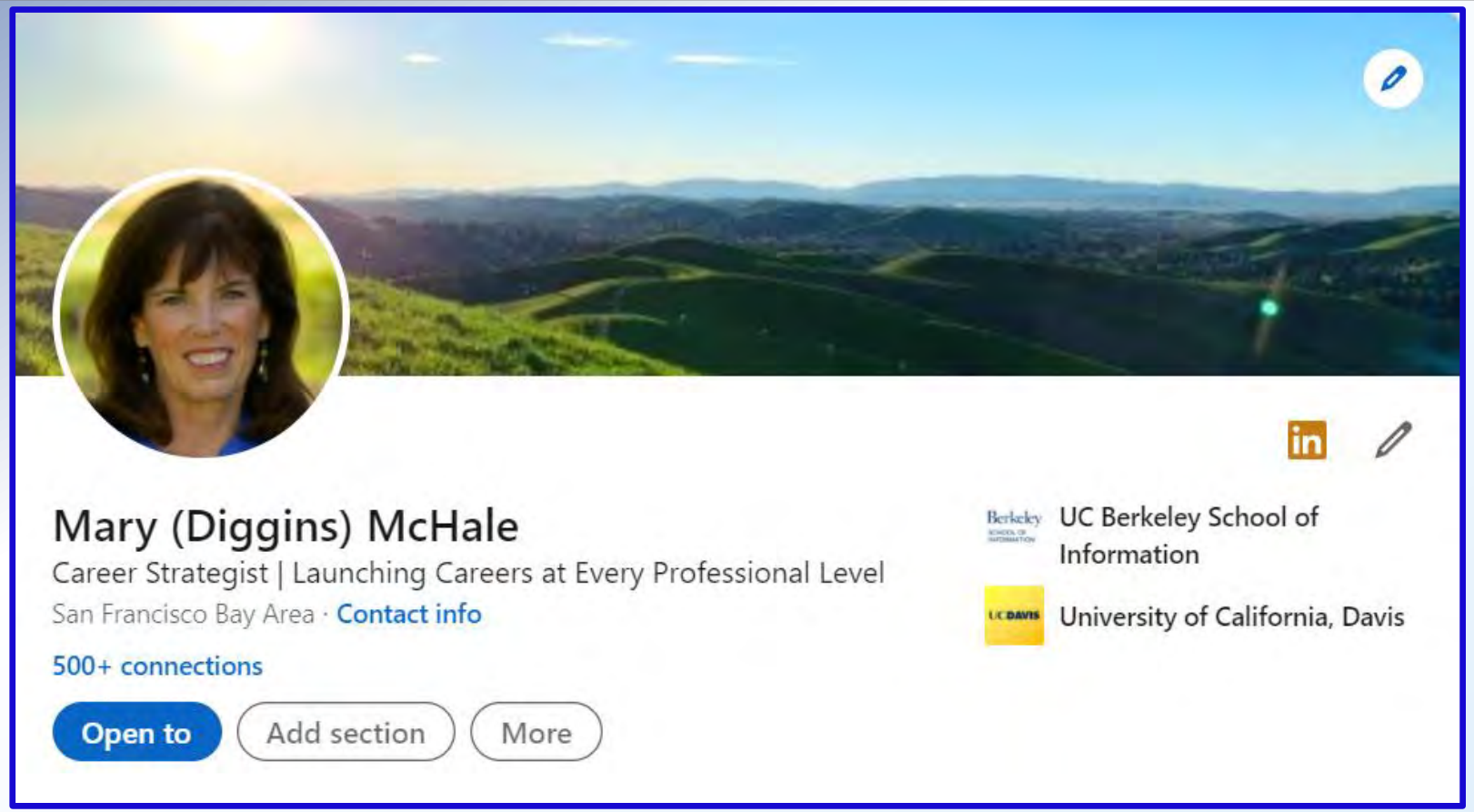
LinkedIn Privacy Tips and Tricks to Get You Noticed!

Mary McHale, M.ED
MICS Career Advisor

Berkeley School of Information

Your Presenter: Mary McHale, MICS Career Advisor



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Agenda

- Why LinkedIn?
- Privacy and the Bots
- Brand You!
- Key Profile Components
- Networking

What is LinkedIn?

The world's largest professional network

830M+

Members worldwide

Growing at more than two members per second

1B Interactions per month

92% Fortune 100 companies use LinkedIn Talent Solutions to hire

58M

Company pages

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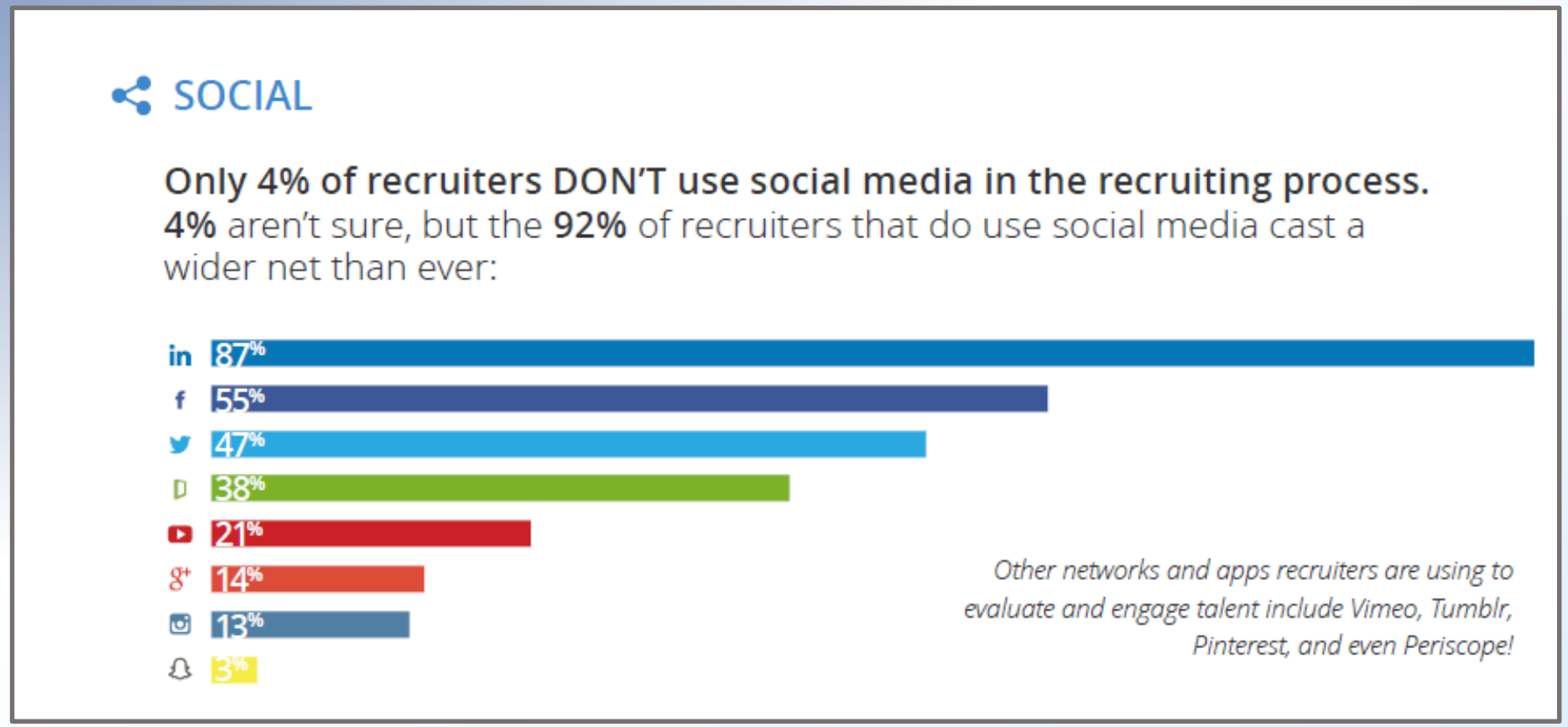
Hiring Trends



Jobvite Recruiter Nation Survey

Why do I need a LinkedIn Profile?

- Showcase skills
- Build your network
- Potential career opportunities
- More comprehensive than a resume
- Displays engagement
- LinkedIn Learning
- Access LinkedIn

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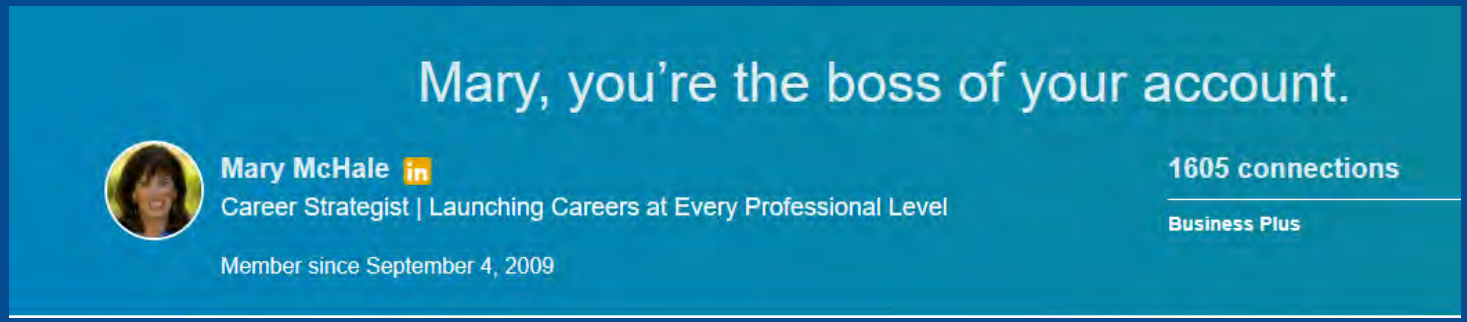
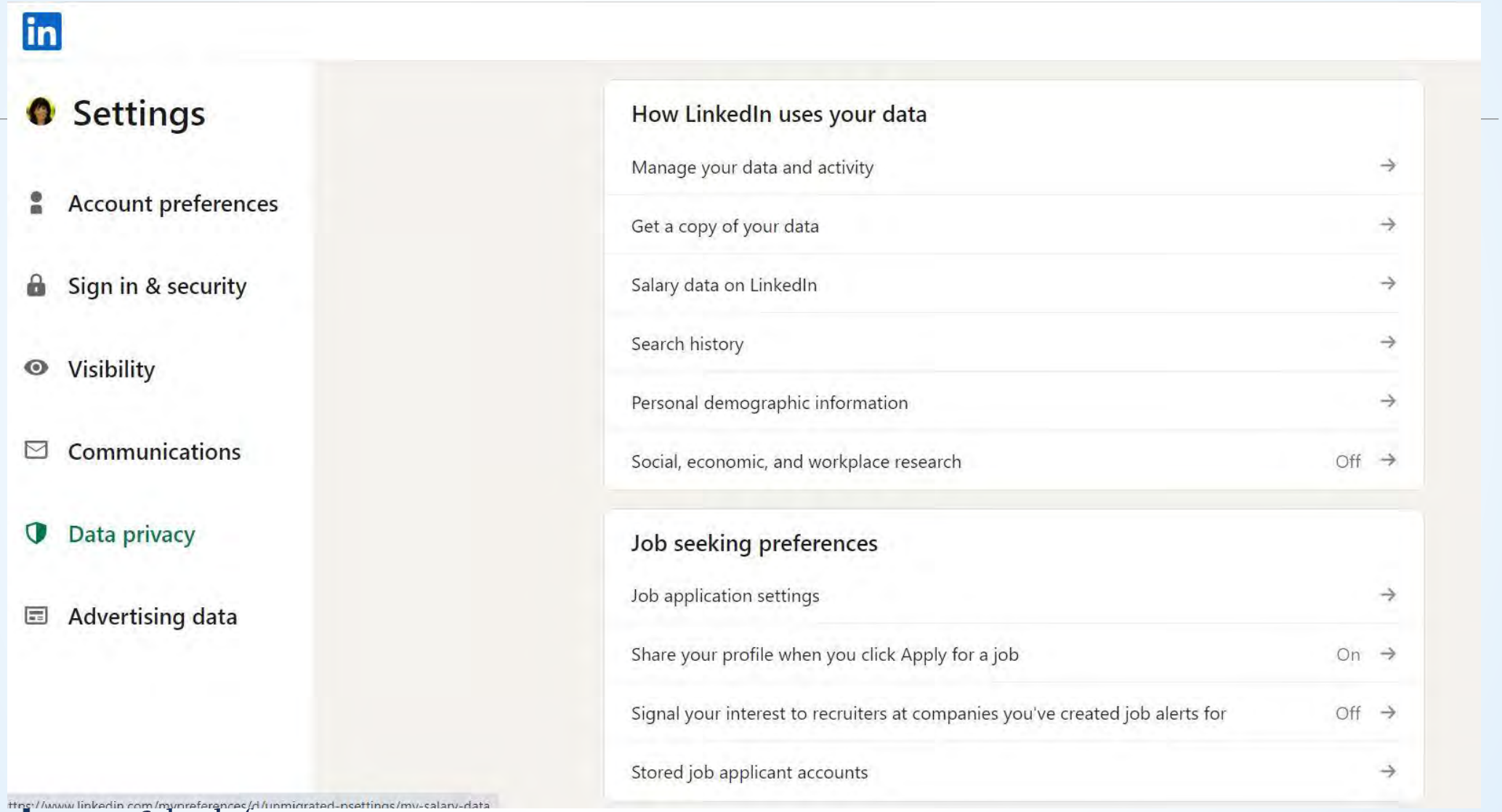
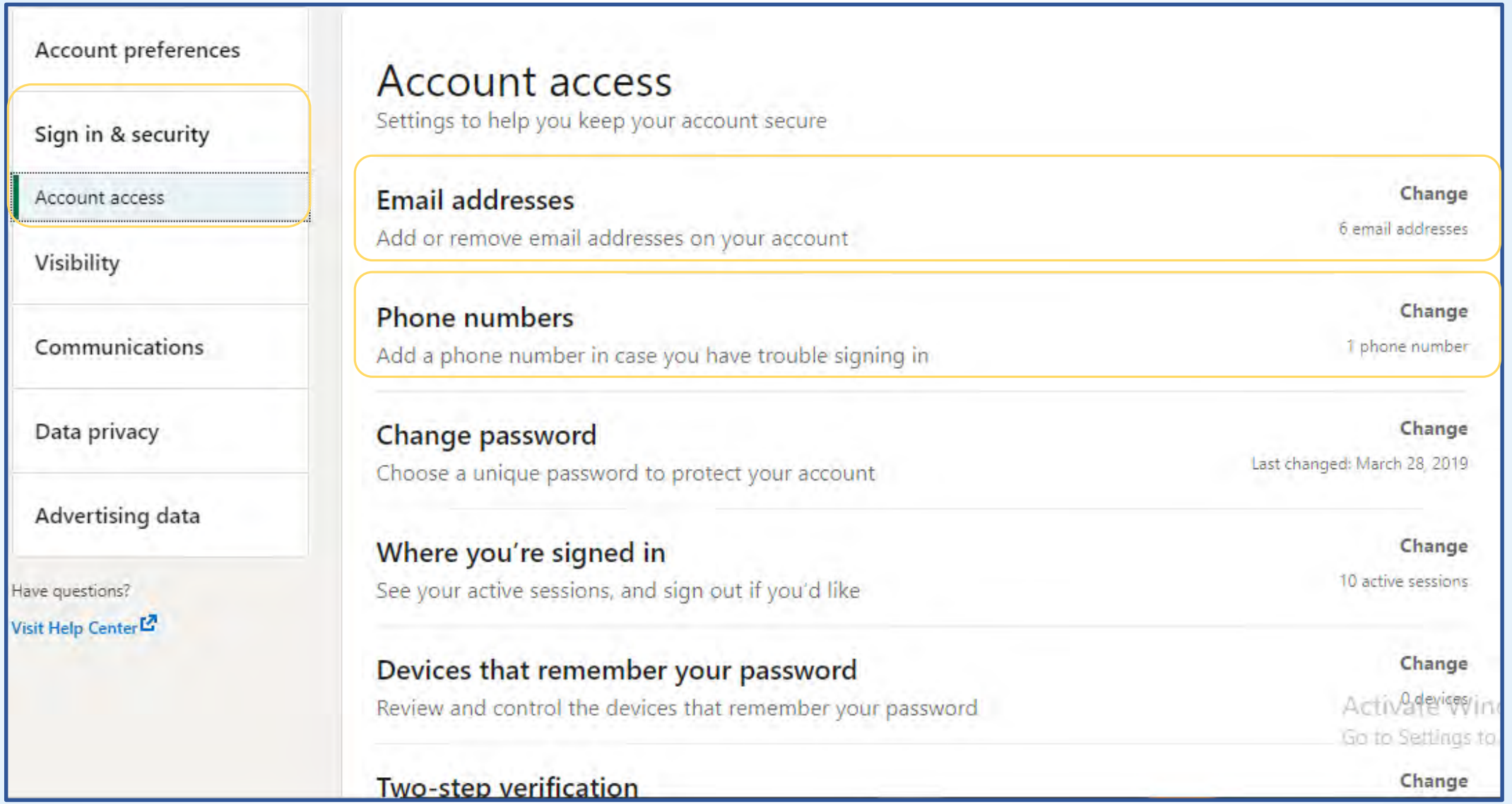
Privacy on LinkedIn



LinkedIn LIVE

LinkedIn Account Management





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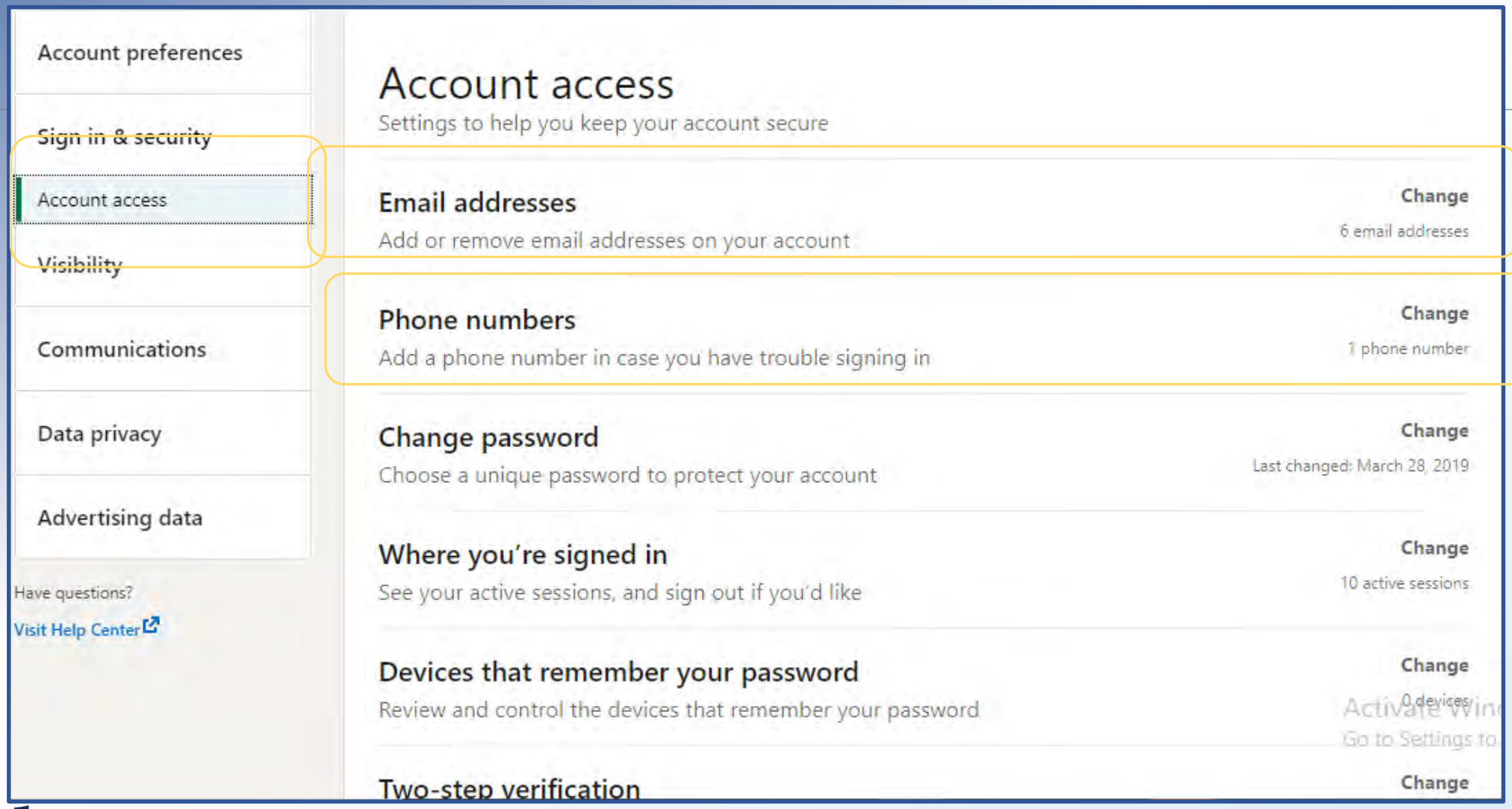
Account Access



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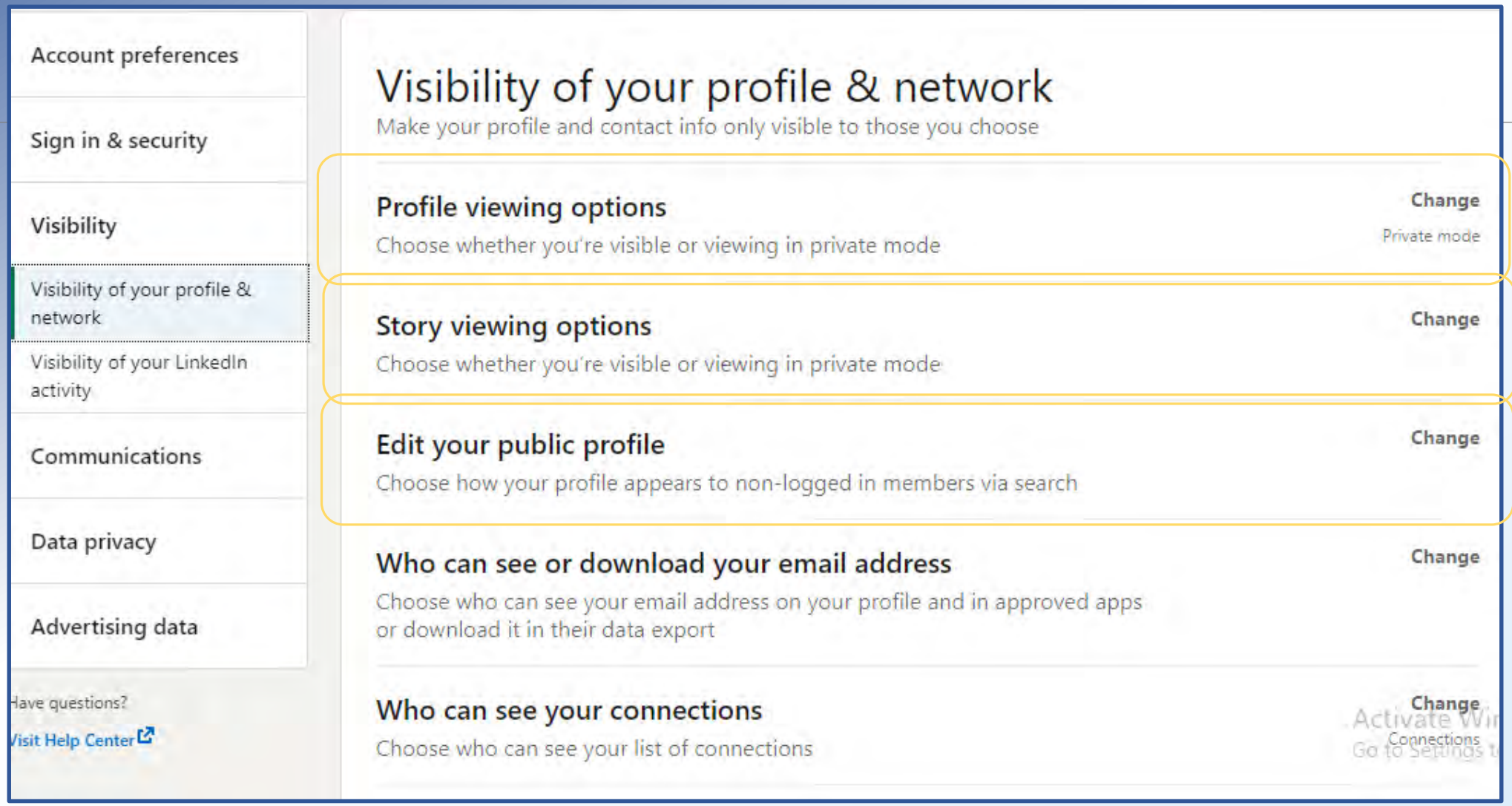
Profile Visibility and Network



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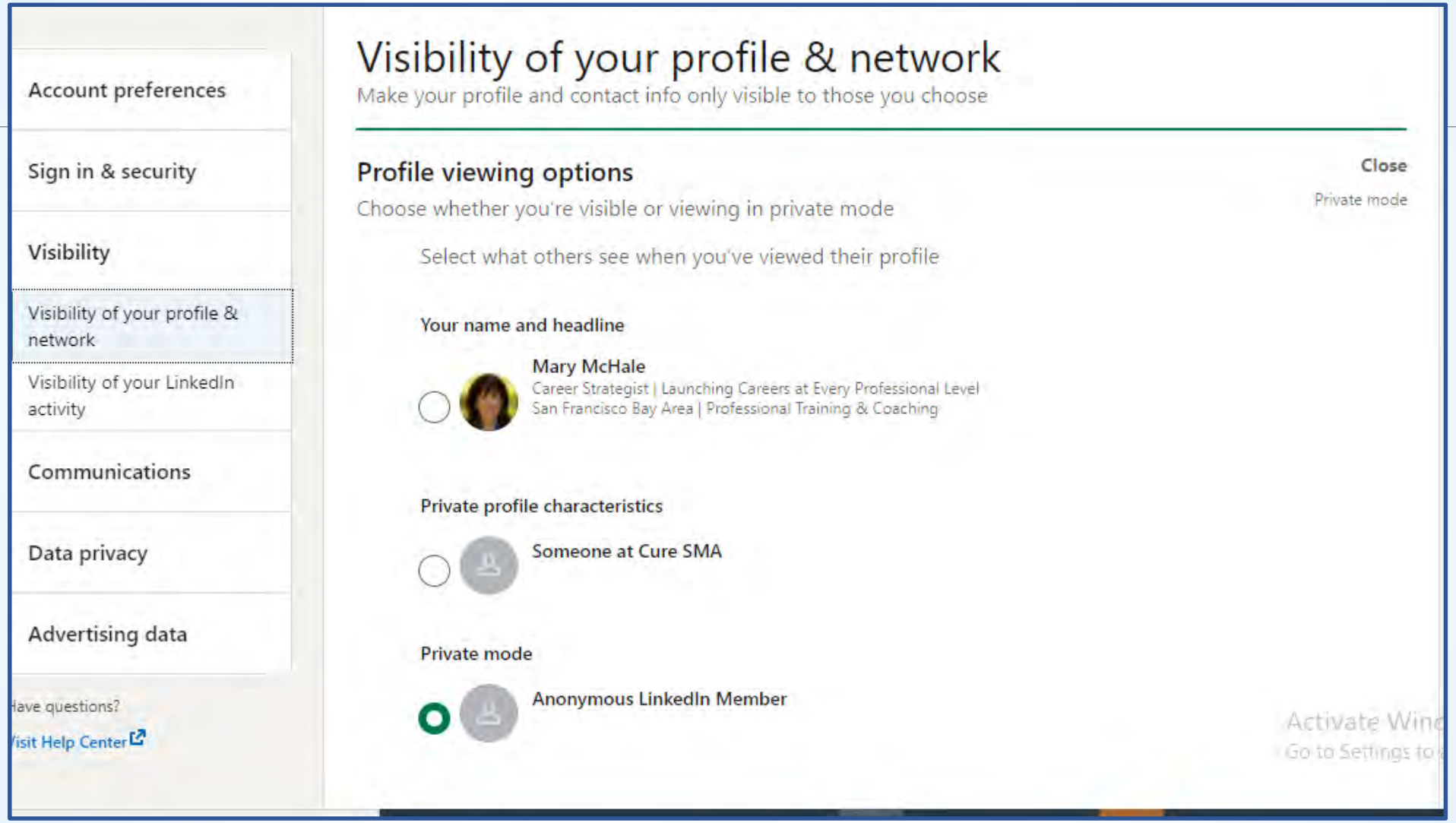
Profile Visibility



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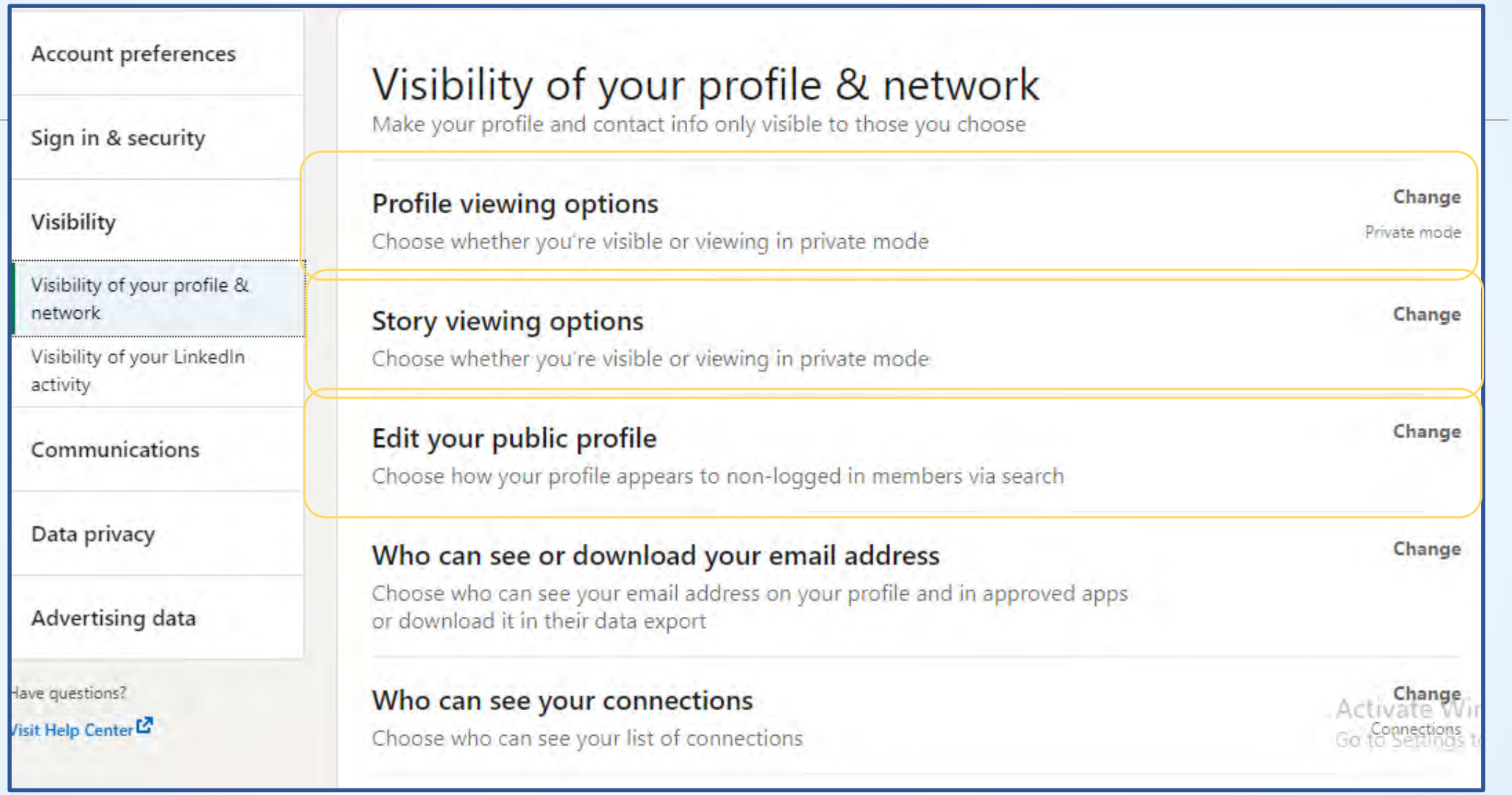
Profile Visibility and Network



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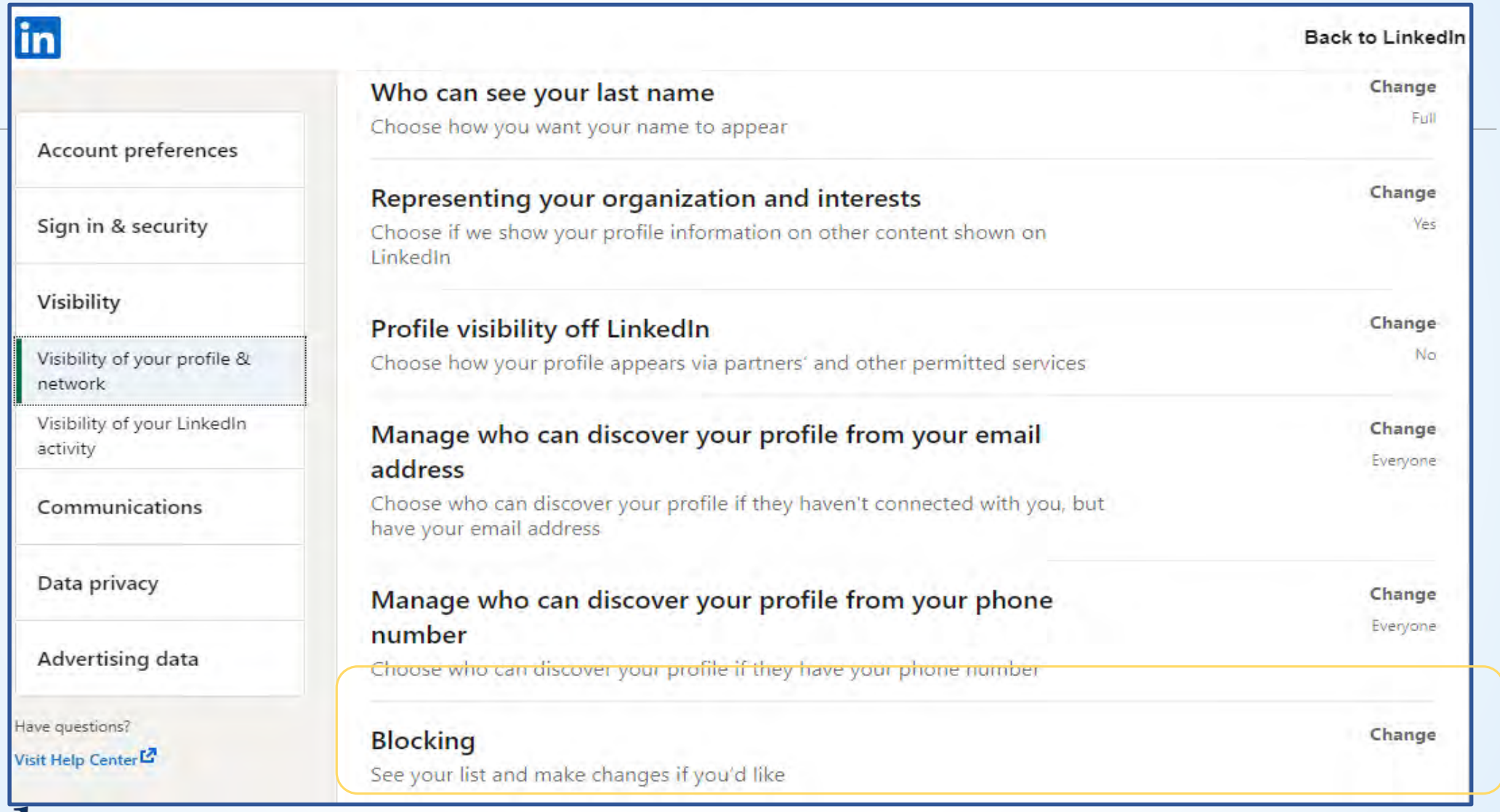
Profile Visibility and Network



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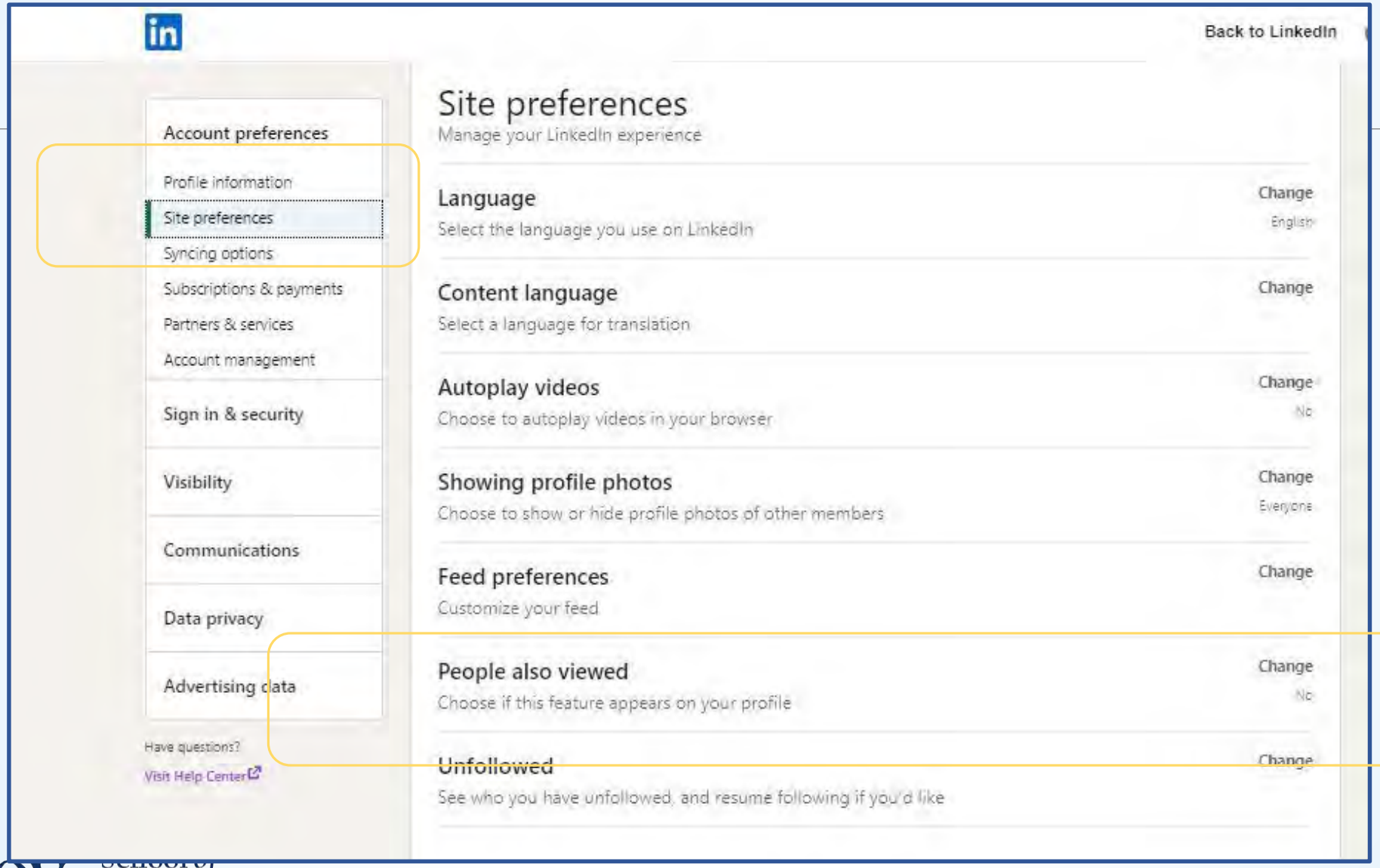
People Also Viewed



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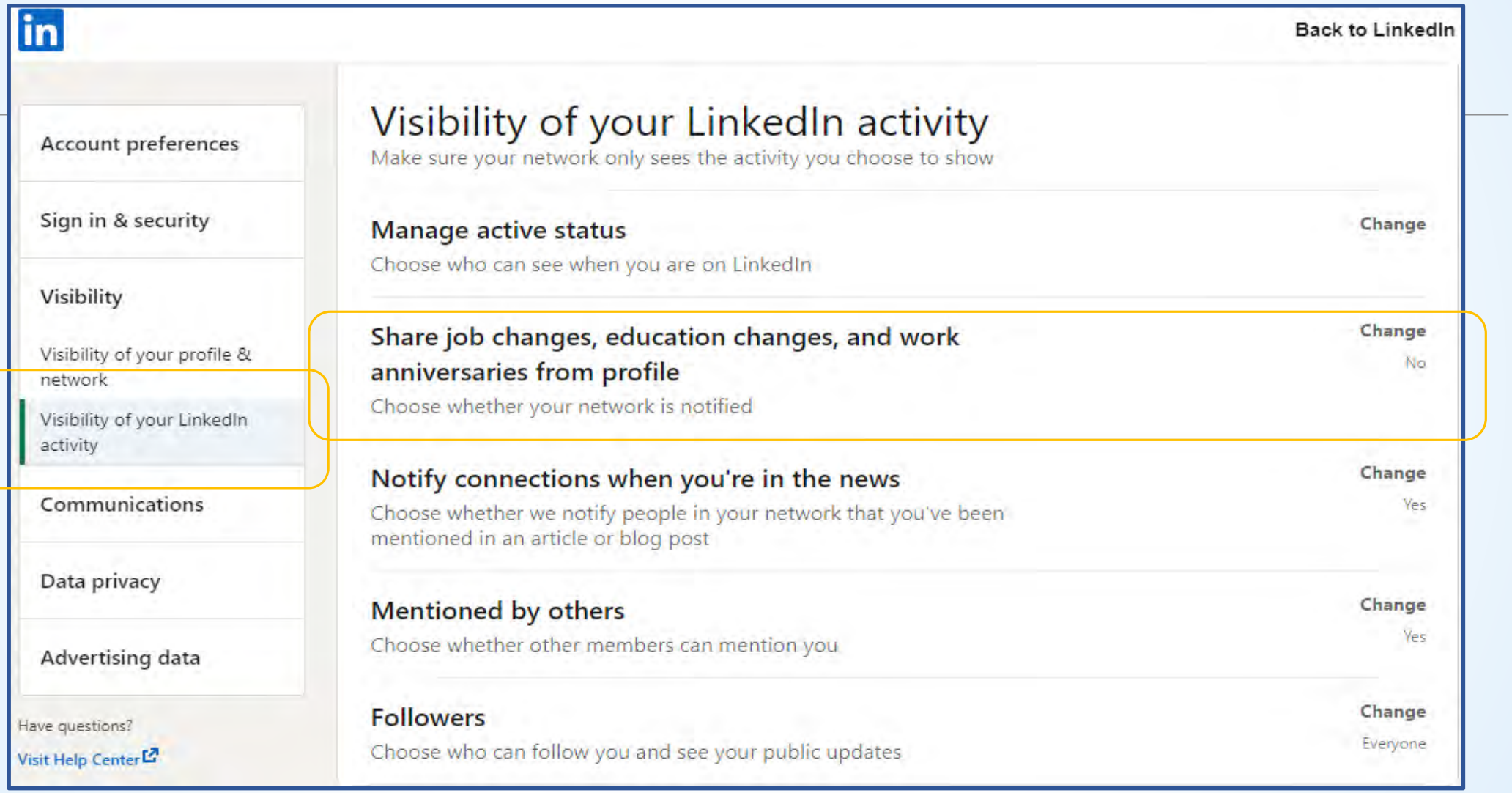
Time to Get Noticed



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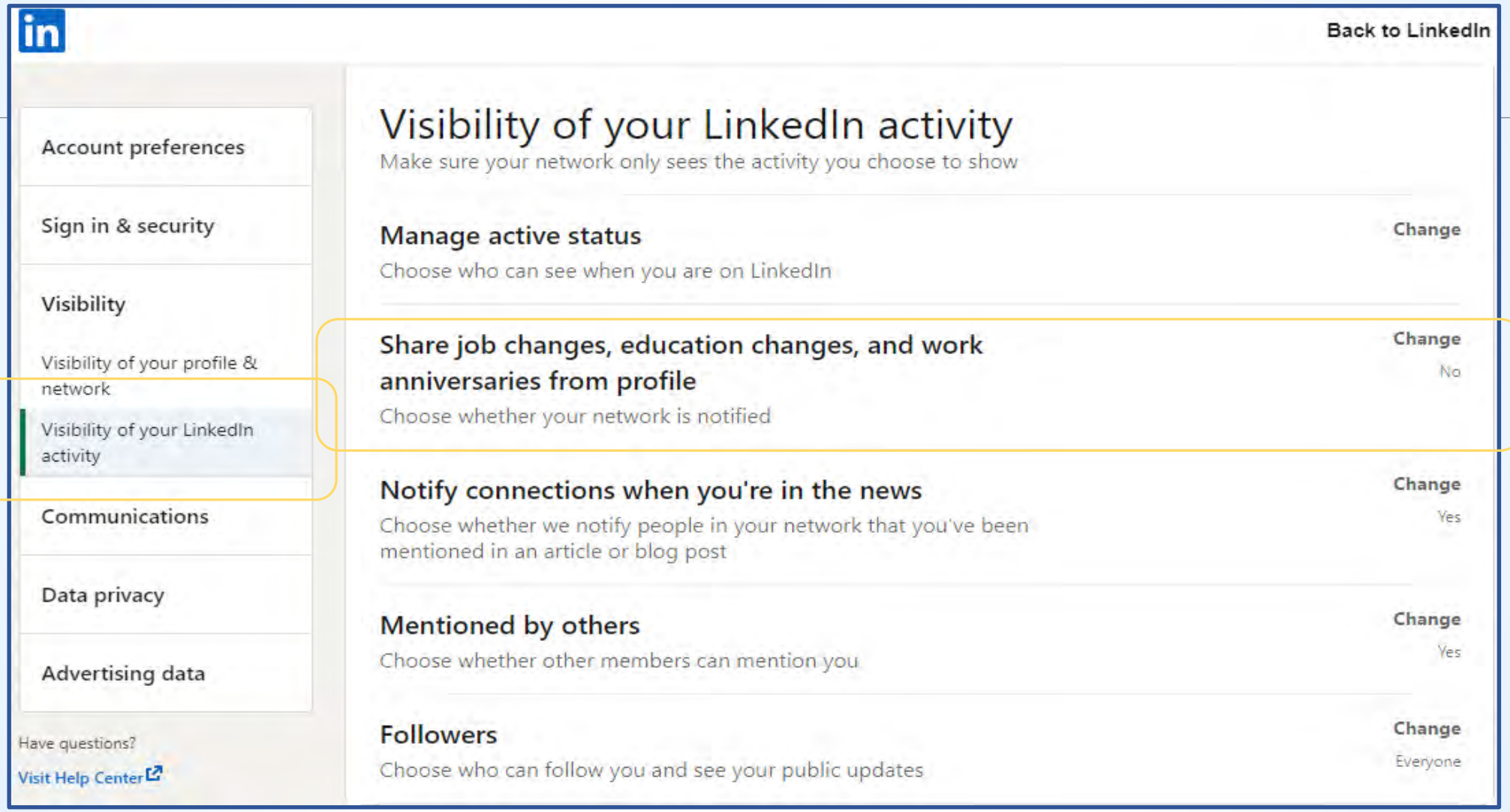

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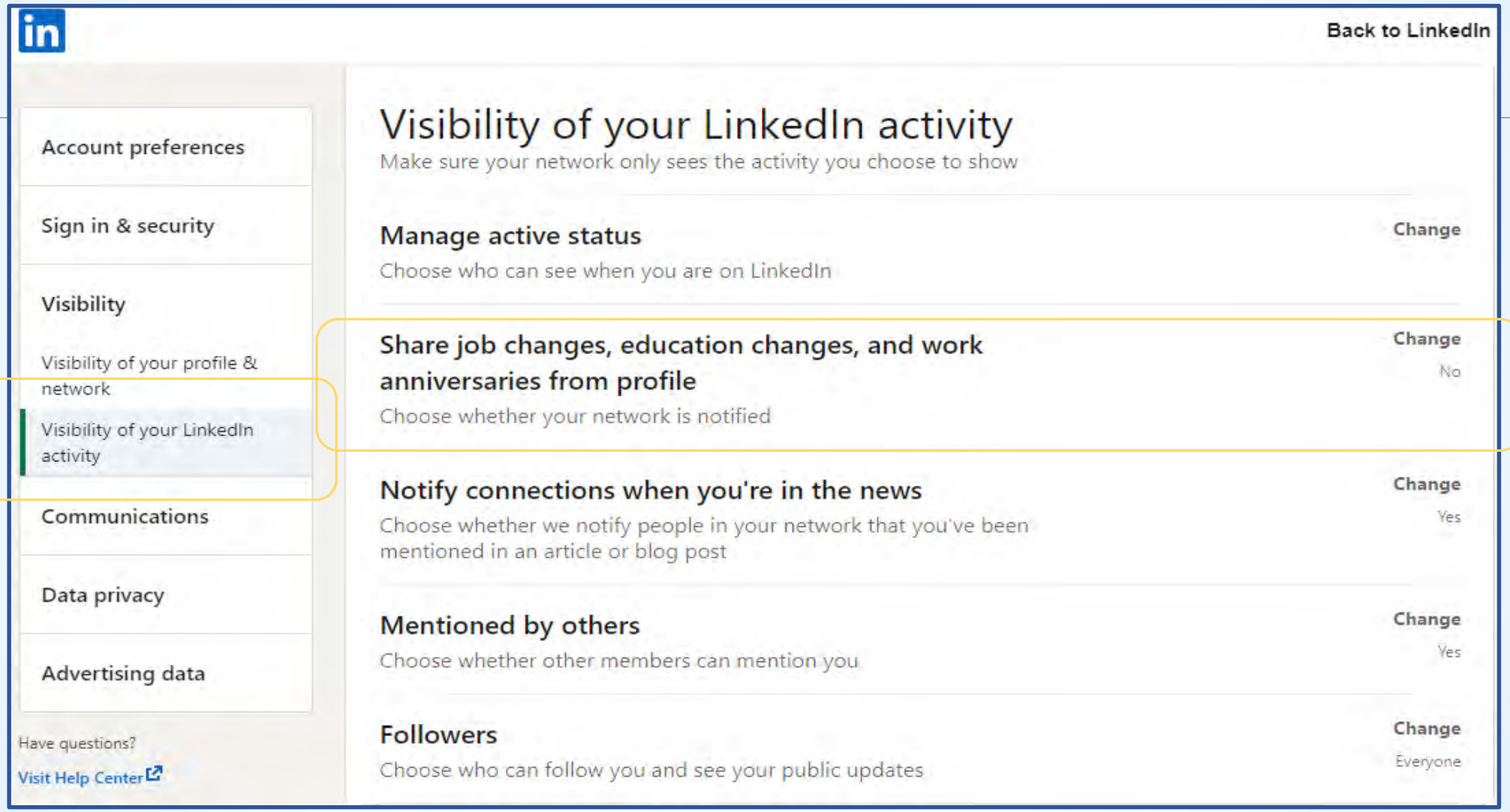
Time to Get Noticed



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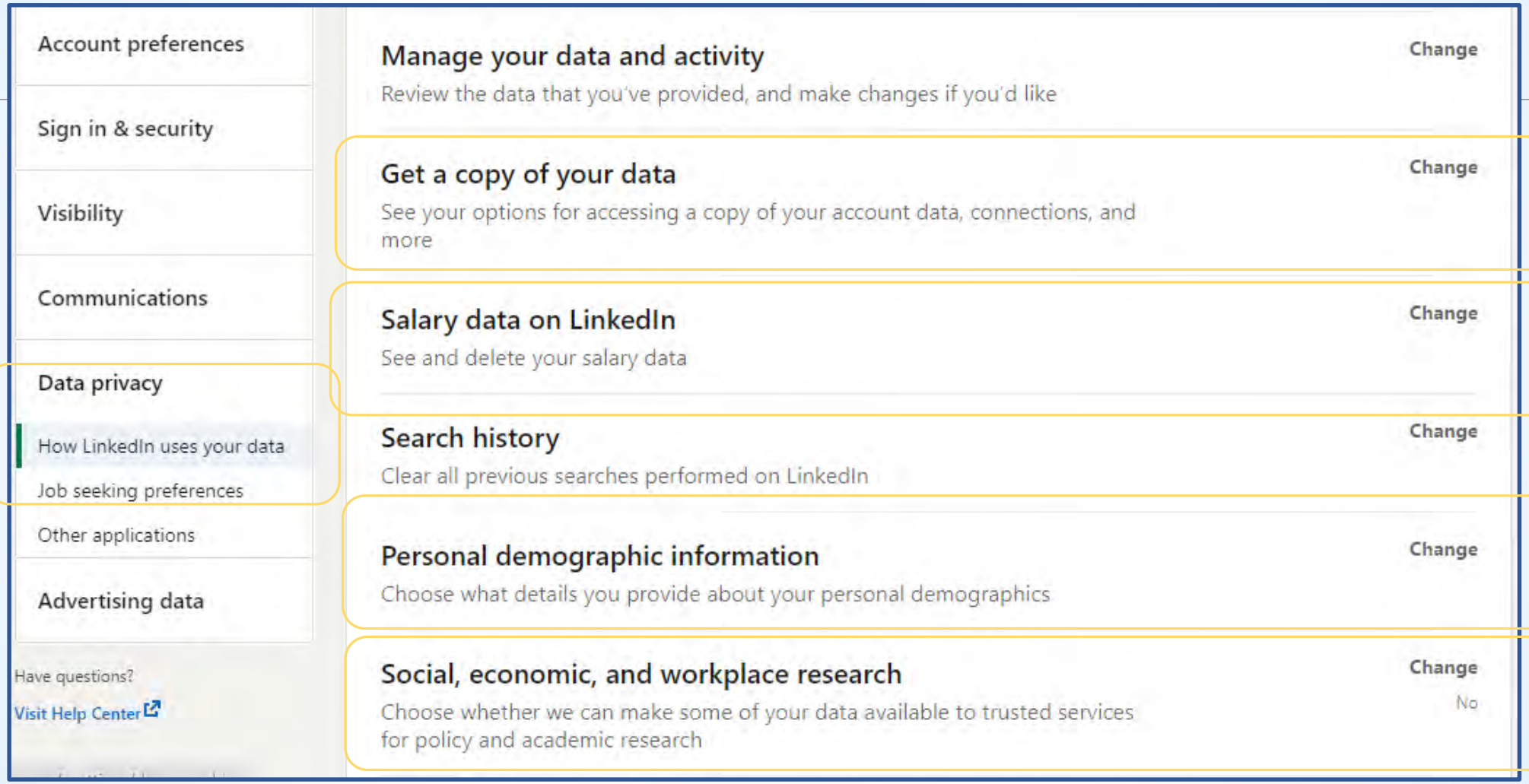
Data Privacy



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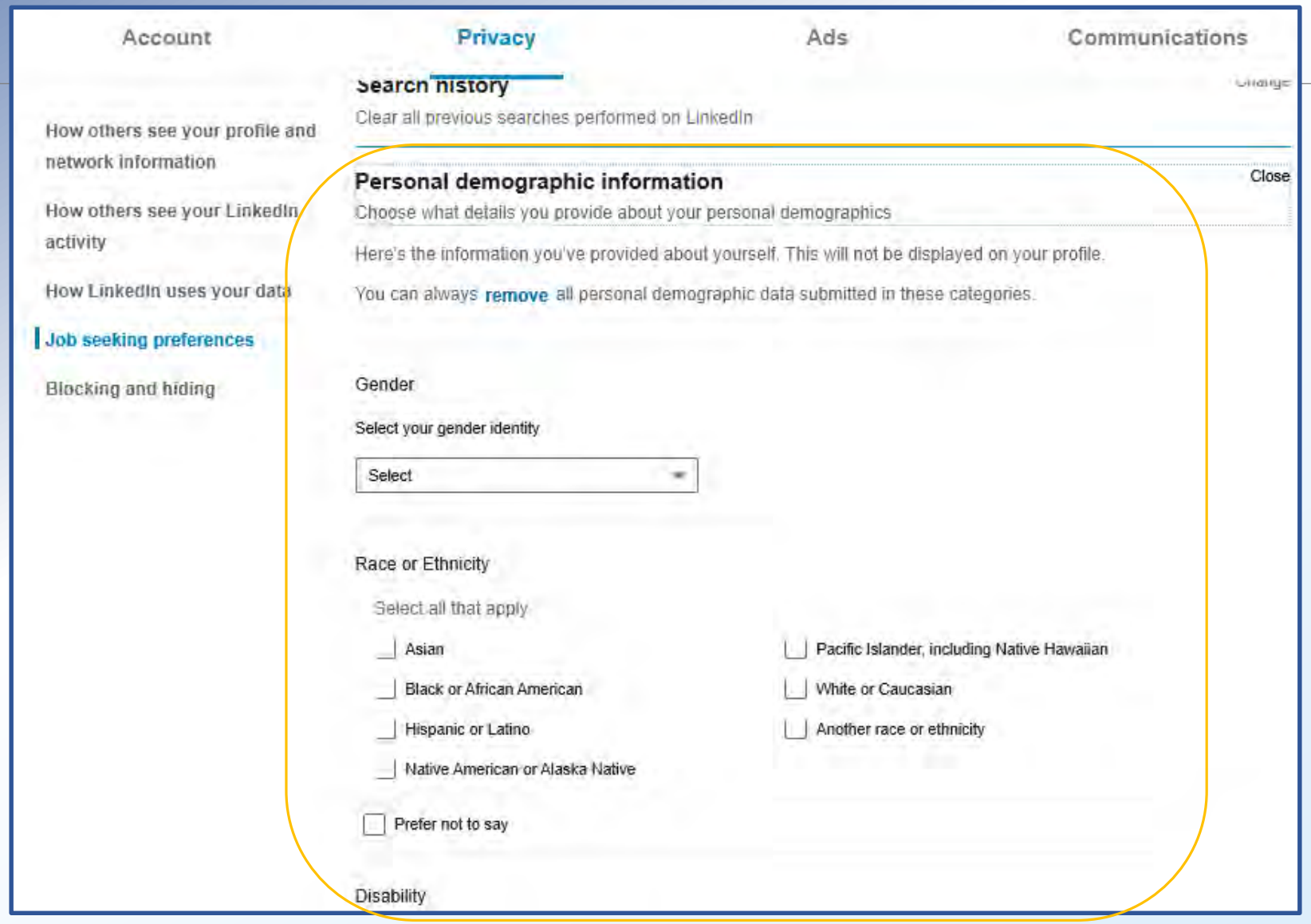
How LinkedIn Uses Your Data



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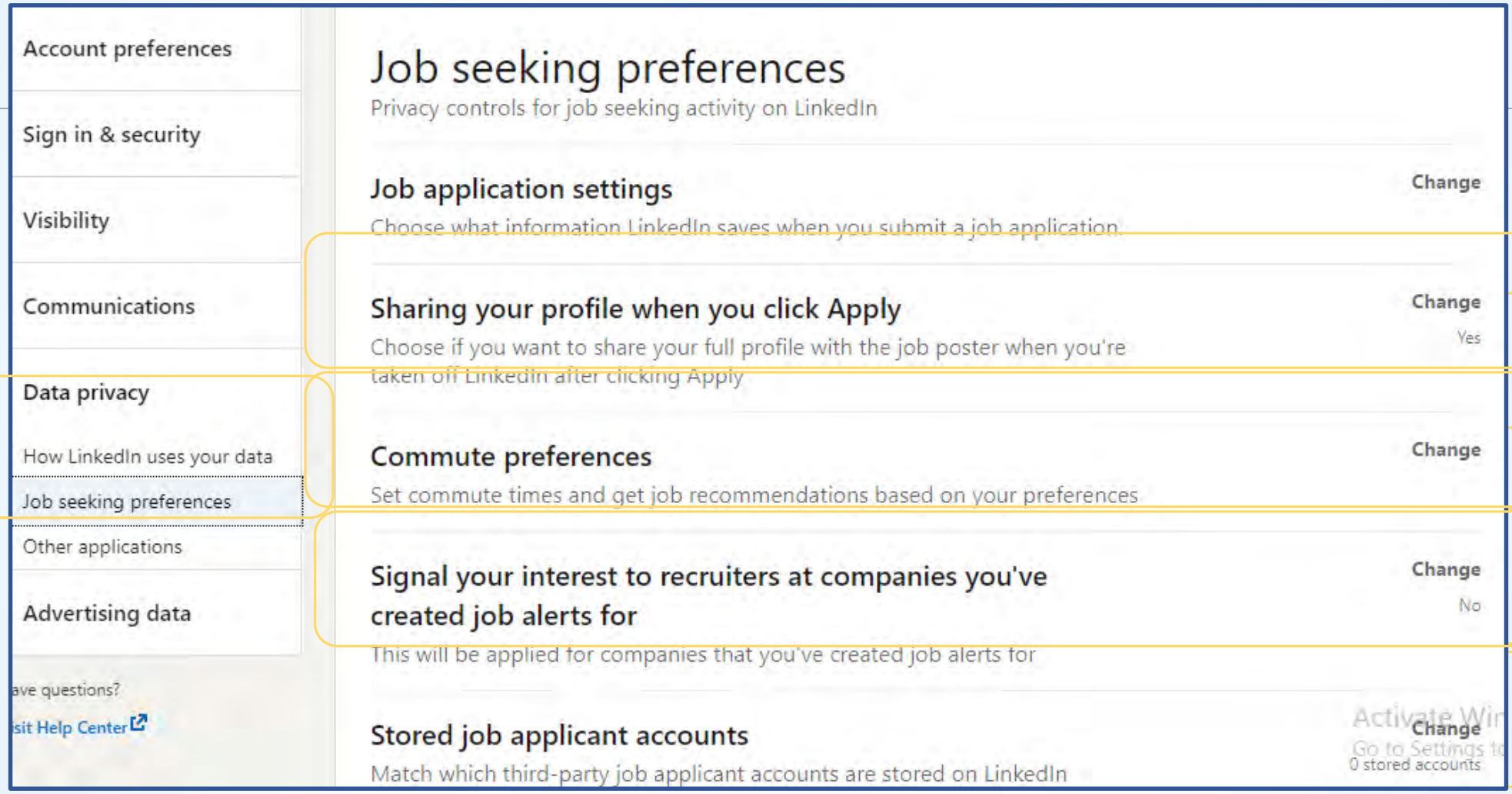
Job Searching Preferences



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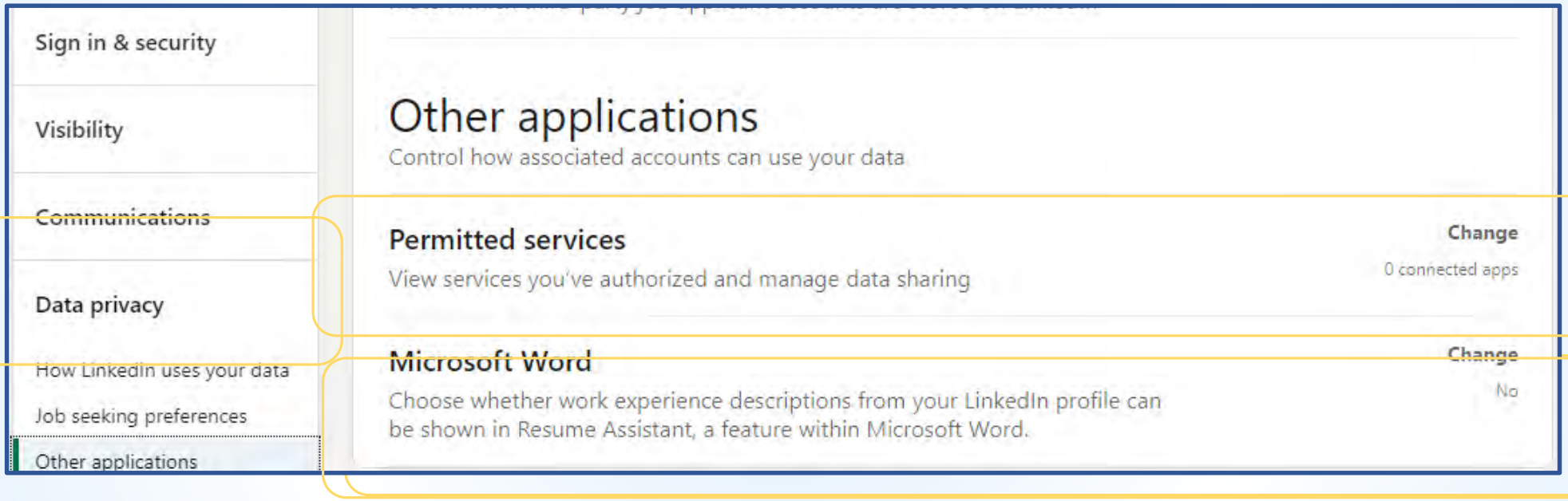
Data Privacy with Other Applications



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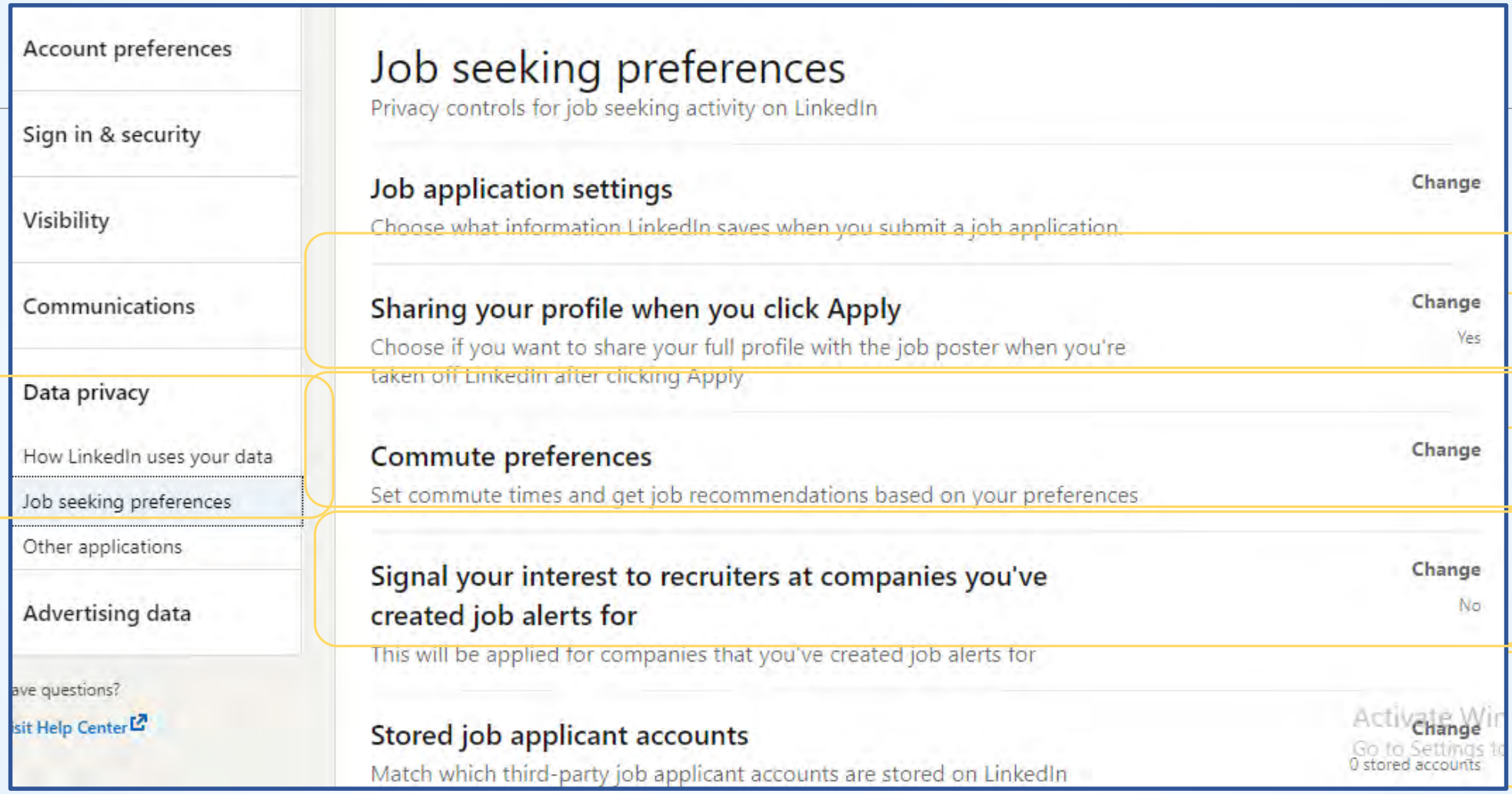
Job Searching Preferences



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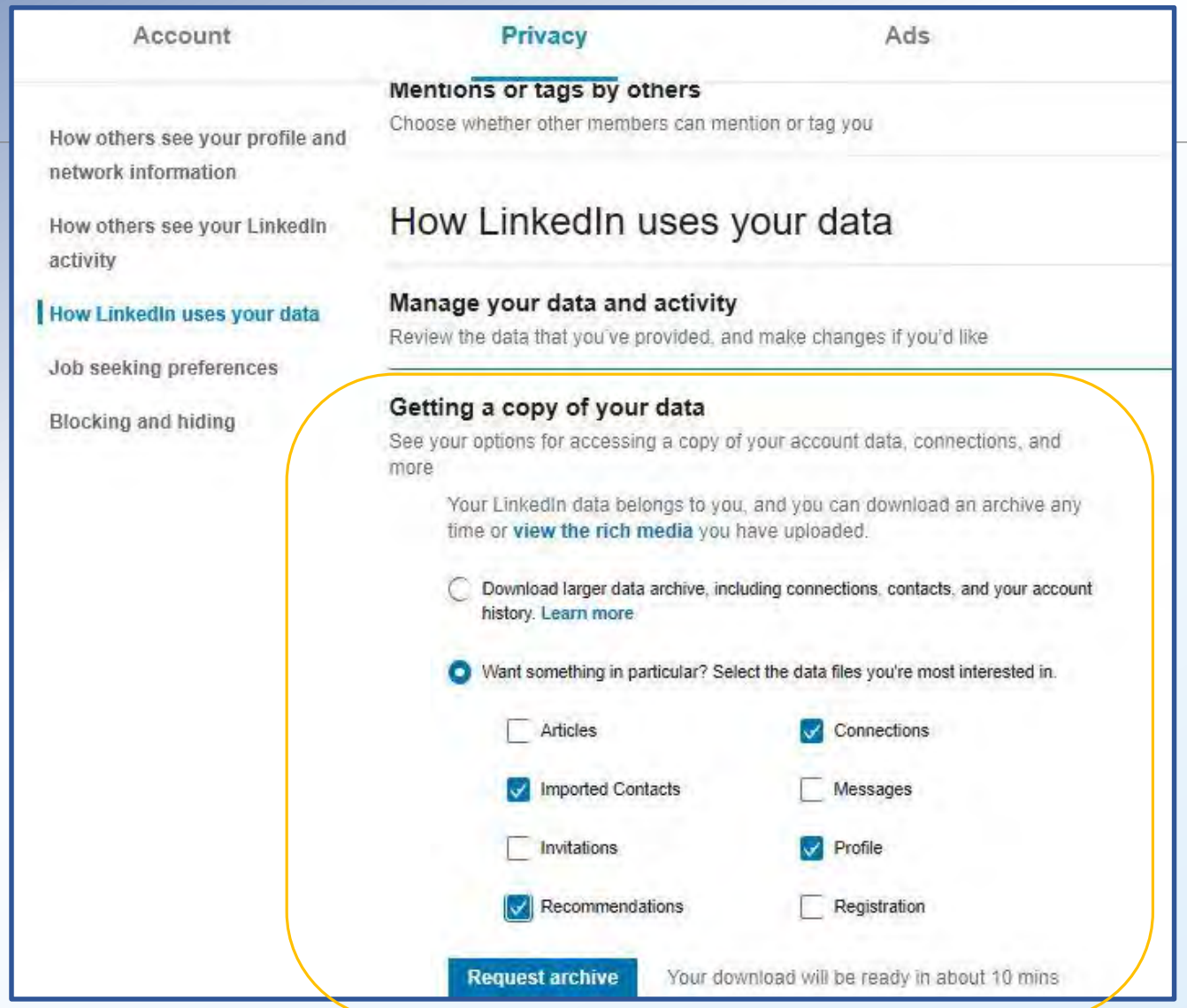
How LinkedIn Uses Your Data



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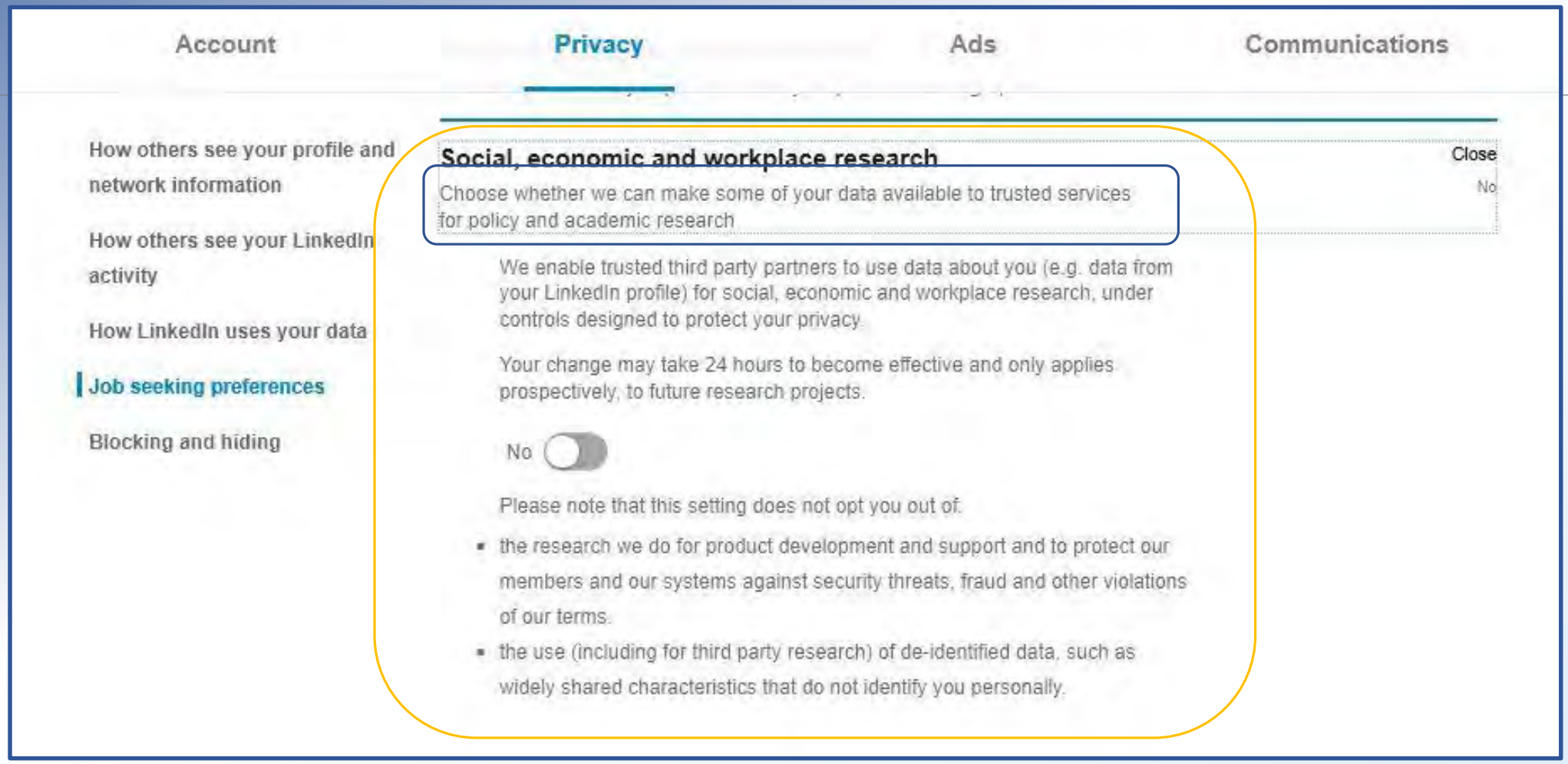
How LinkedIn Uses Your Data



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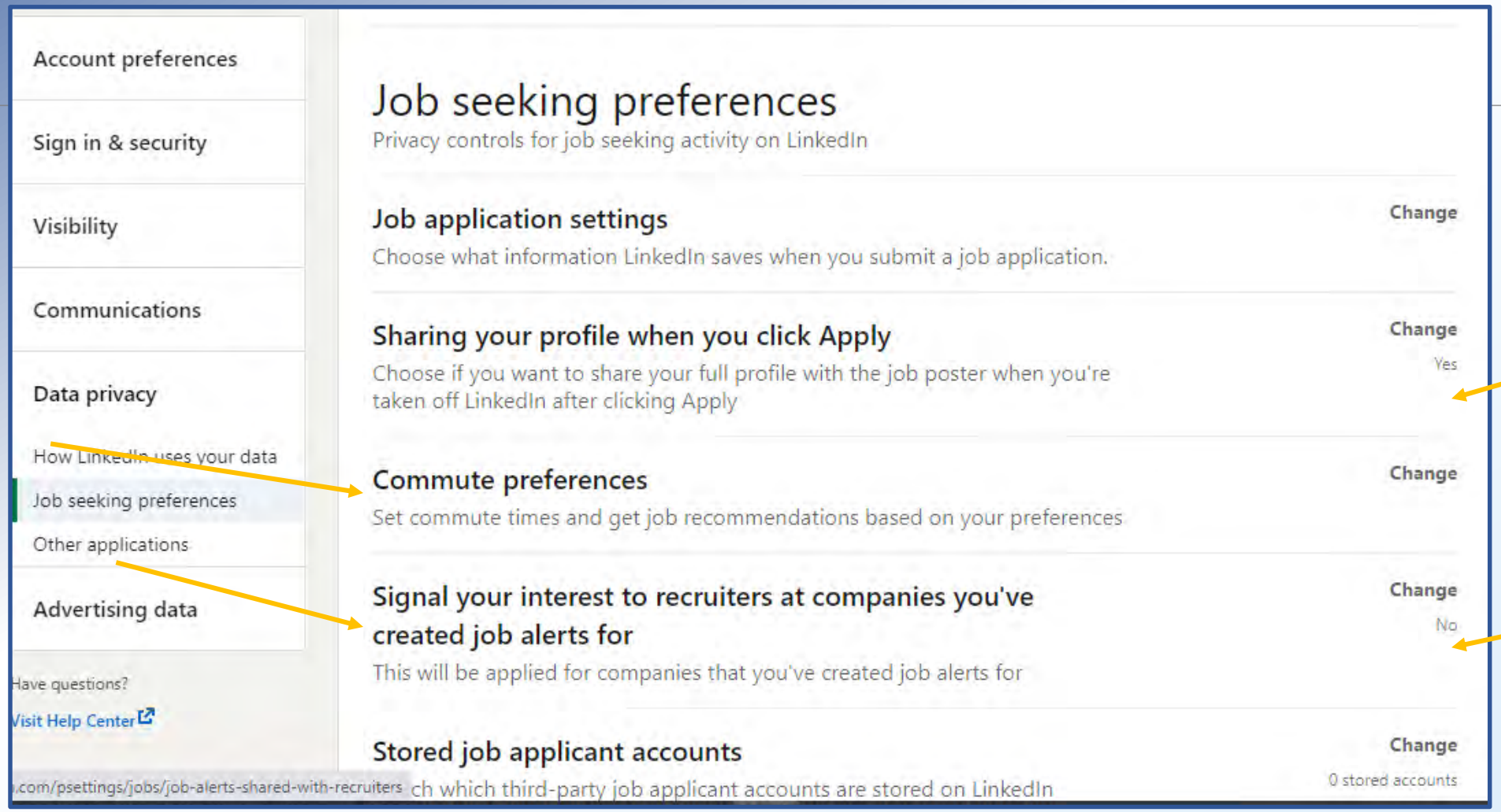
Job Seeking Preferences



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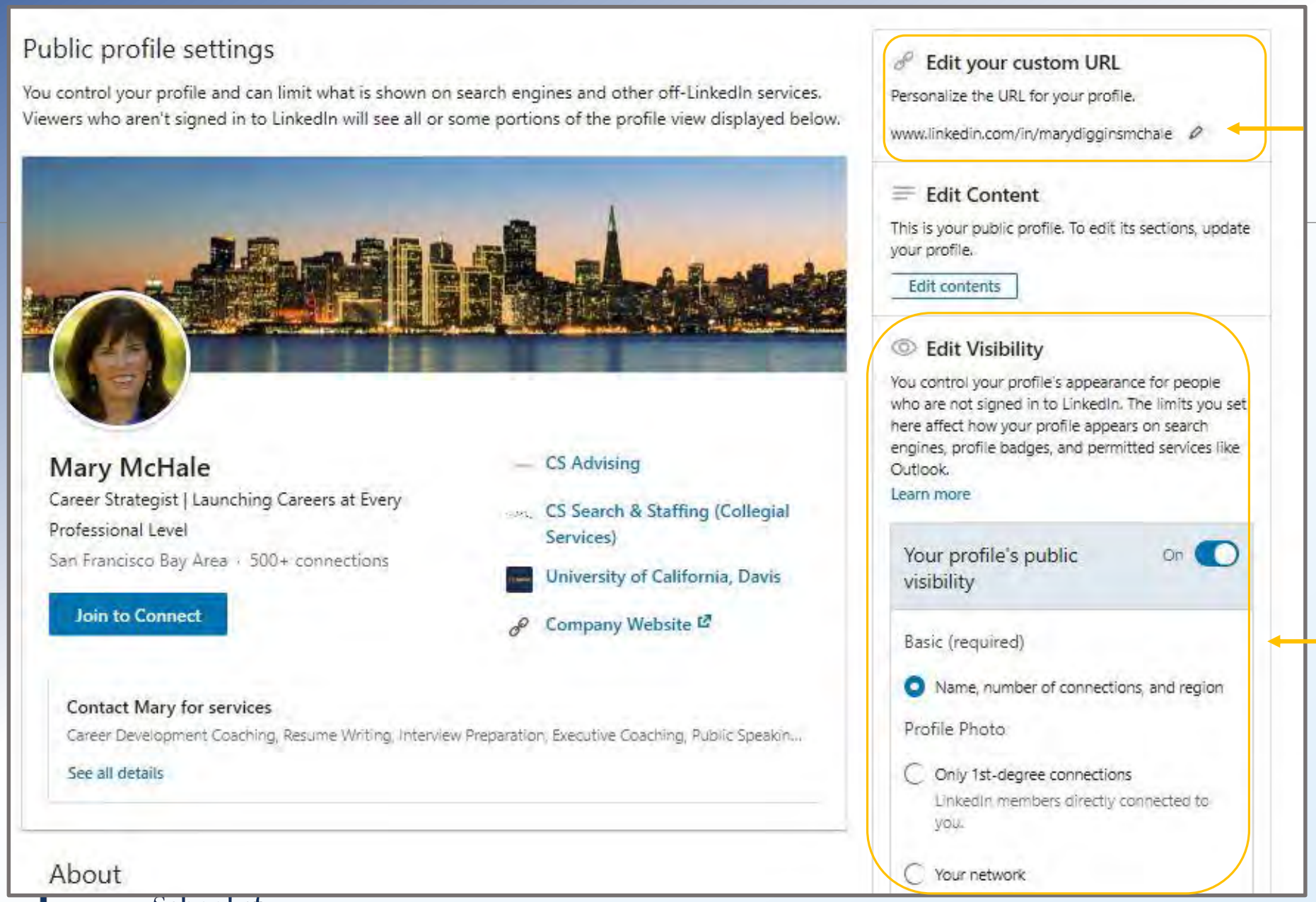

Use this to edit URL

Use this section to chose what Parts of your Profile are visible

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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.

Mary McHale

Career Strategist | Launching Careers at Every Professional Level

San Francisco Bay Area · 500+ connections

Join to Connect

CS Advising

CS Search & Staffing (Collegial Services)

University of California, Davis

Company Website

Contact Mary for services

Career Development Coaching, Resume Writing, Interview Preparation, Executive Coaching, Public Speakin...

See all details

About

Edit your custom URL

Personalize the URL for your profile.

Public

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

Background Photo	Show
Headline	Show
Websites	Show
Summary	Show
Articles & Activity	Hide
Current Experience	Show
Details	Show
Past Experience	Show
Details	Show
Education	Show
Details	Show
Volunteer Experiences	Show
Certifications	Show
Honors and Awards	Show
Organizations	Show
Groups	Show
Recommendations	Show

Select which parts of your profile can be viewed

You can change this at any time

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Curating Your Brand

Communicating Your Brand

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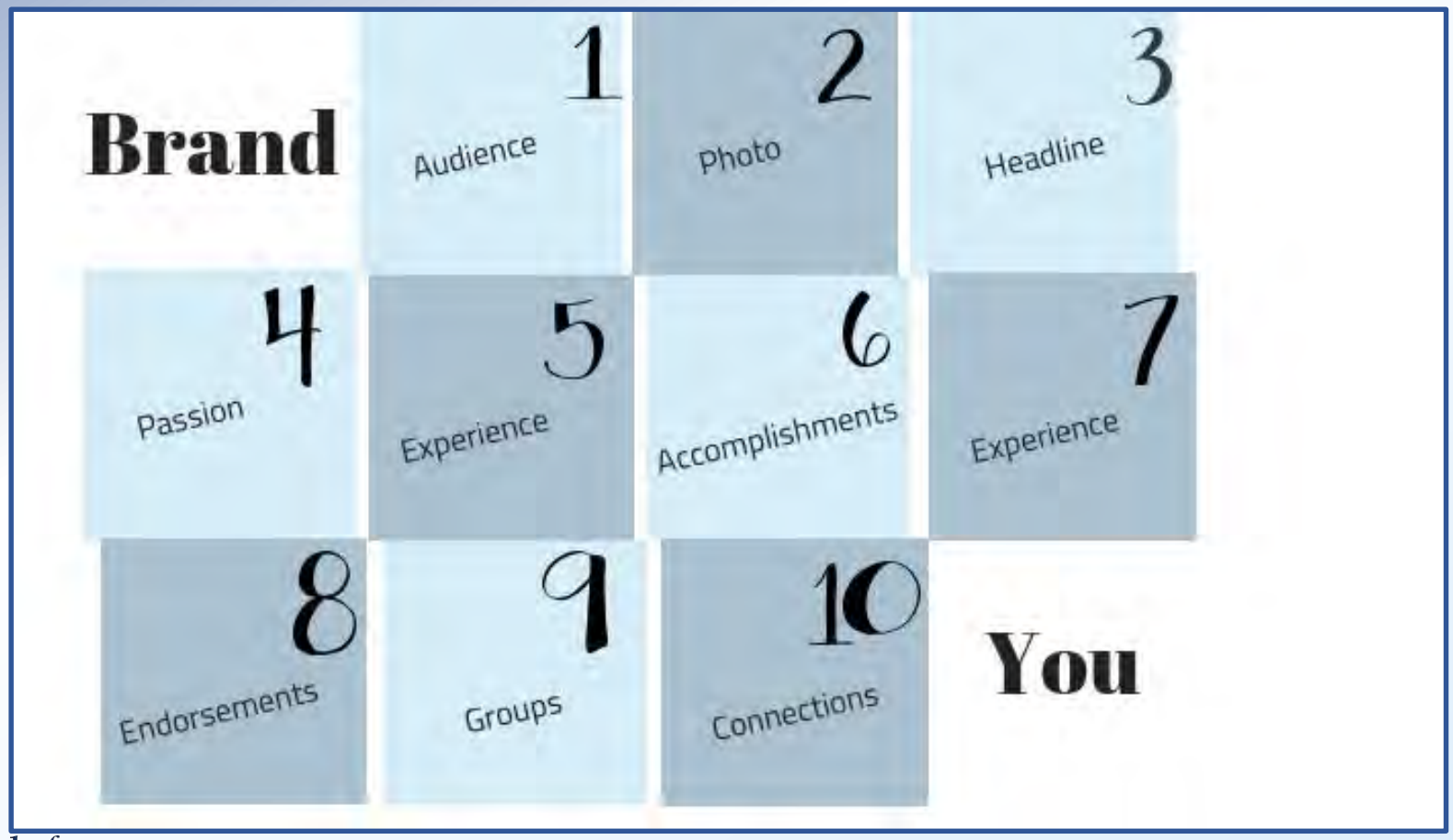
10 Steps to Create Your Brand



Your Brand

On average, how much does a picture increase the chances of a LinkedIn profile being viewed?

A. 12x
B. 30x
C. 21x
D. 7x

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Keep it Professional

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*Source: 5 Steps to Improve your LinkedIn Profile in Minutes

Photo Guidelines

DO	***DON'T***
• Clear, well-lit • Professional, industry appropriate • Headshot that shows YOU	• Grainy, dark • Party/vacation pic, casual selfie • Highlight background more than you

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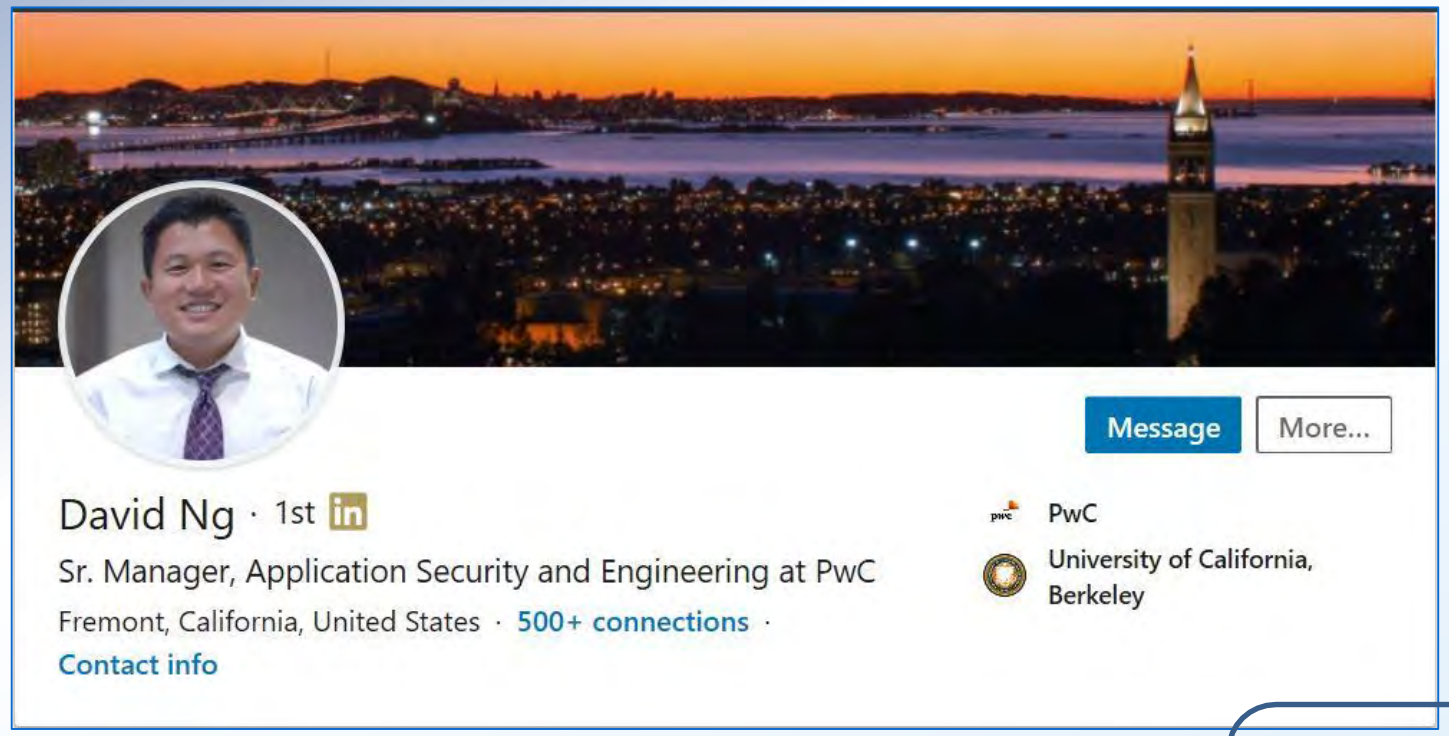
Your Profile is Your Brand

Profile Picture
Full Name

Headline



Background
Picture

Company | School
Location

How to:

- Click *Me* > *View Profile*
- Click pencil to right of profile phot
- Click pencil on background photo

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What does your Brand Say?

Background Picture

Search “linkedin background images cybersecurity”

Headline

Company

Education

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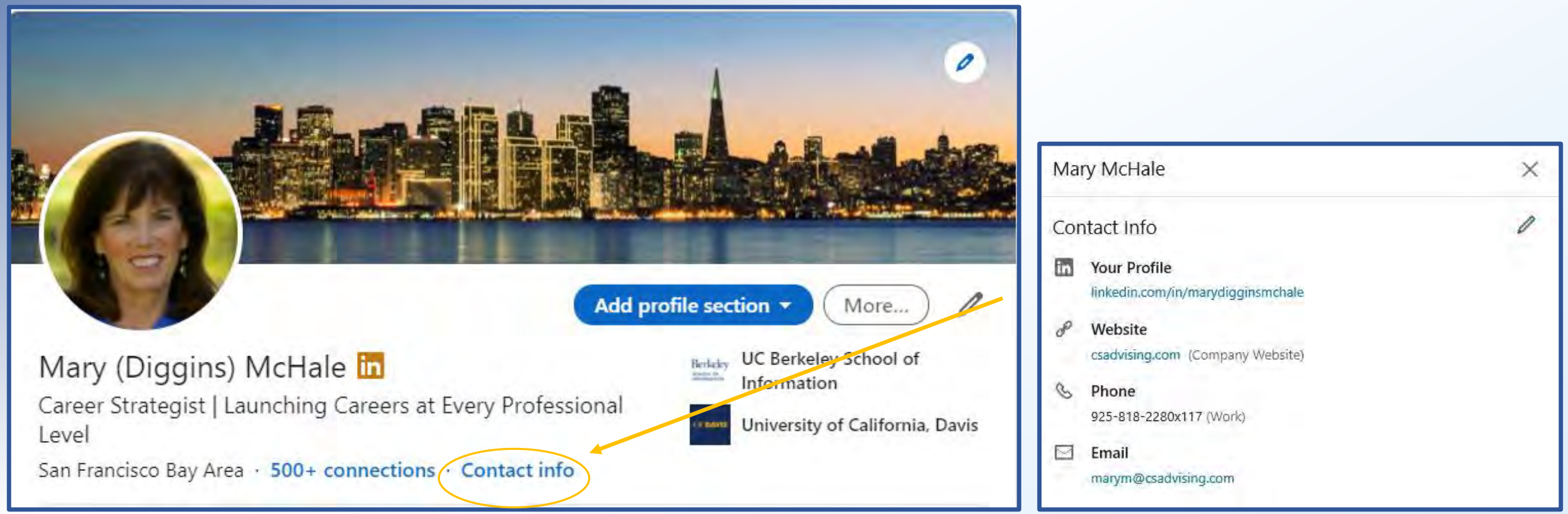
Contact Information



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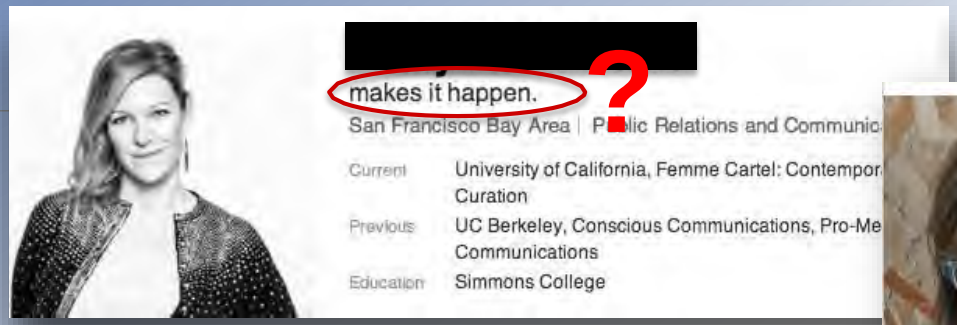
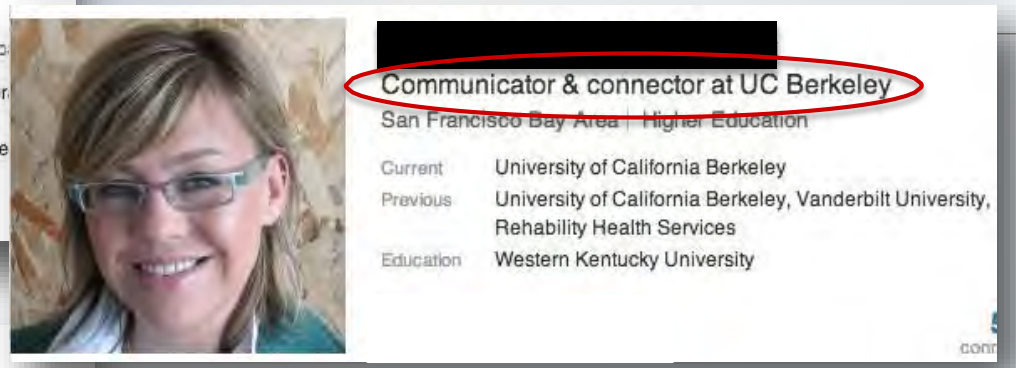
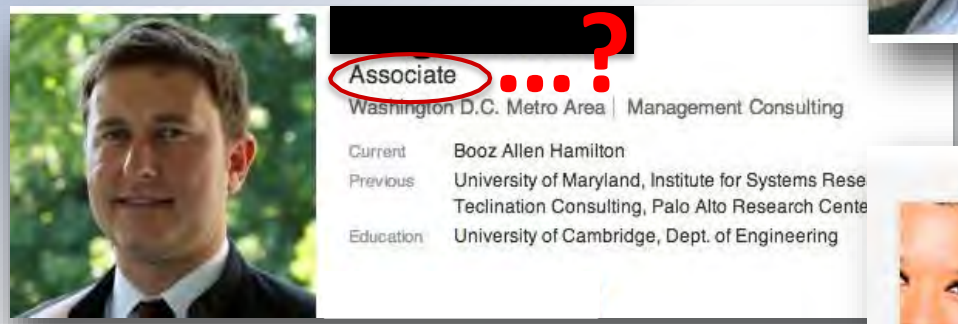
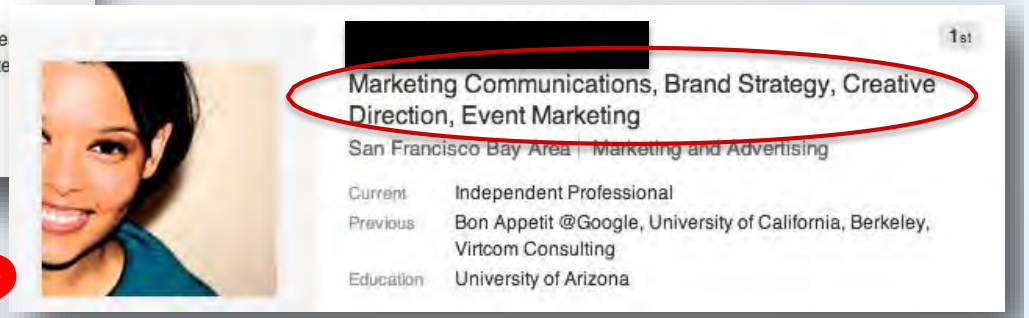
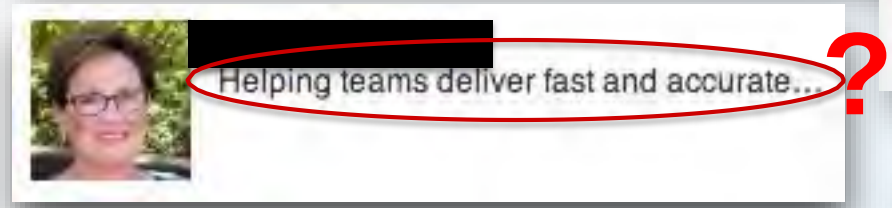
Make Your Headline Count

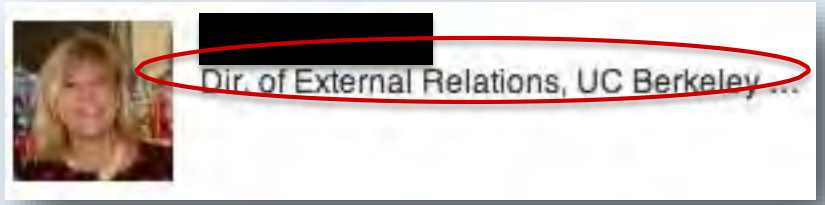












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Sample Headlines

Cybersecurity Strategist

Cybersecurity Manager

Cybersecurity | Compliance Evangelist

Cybersecurity Technologist

Cybersecurity Professional - System, Network and Security Design – Leader

Global Cybersecurity, Compliance, and Identity Leader

Chief Information Security Officer | CISO

Senior Director Cybersecurity Engineering, Cybersecurity

Cybersecurity & Data Privacy Champion | Graduate Cyber Defense Student | Cryptographer

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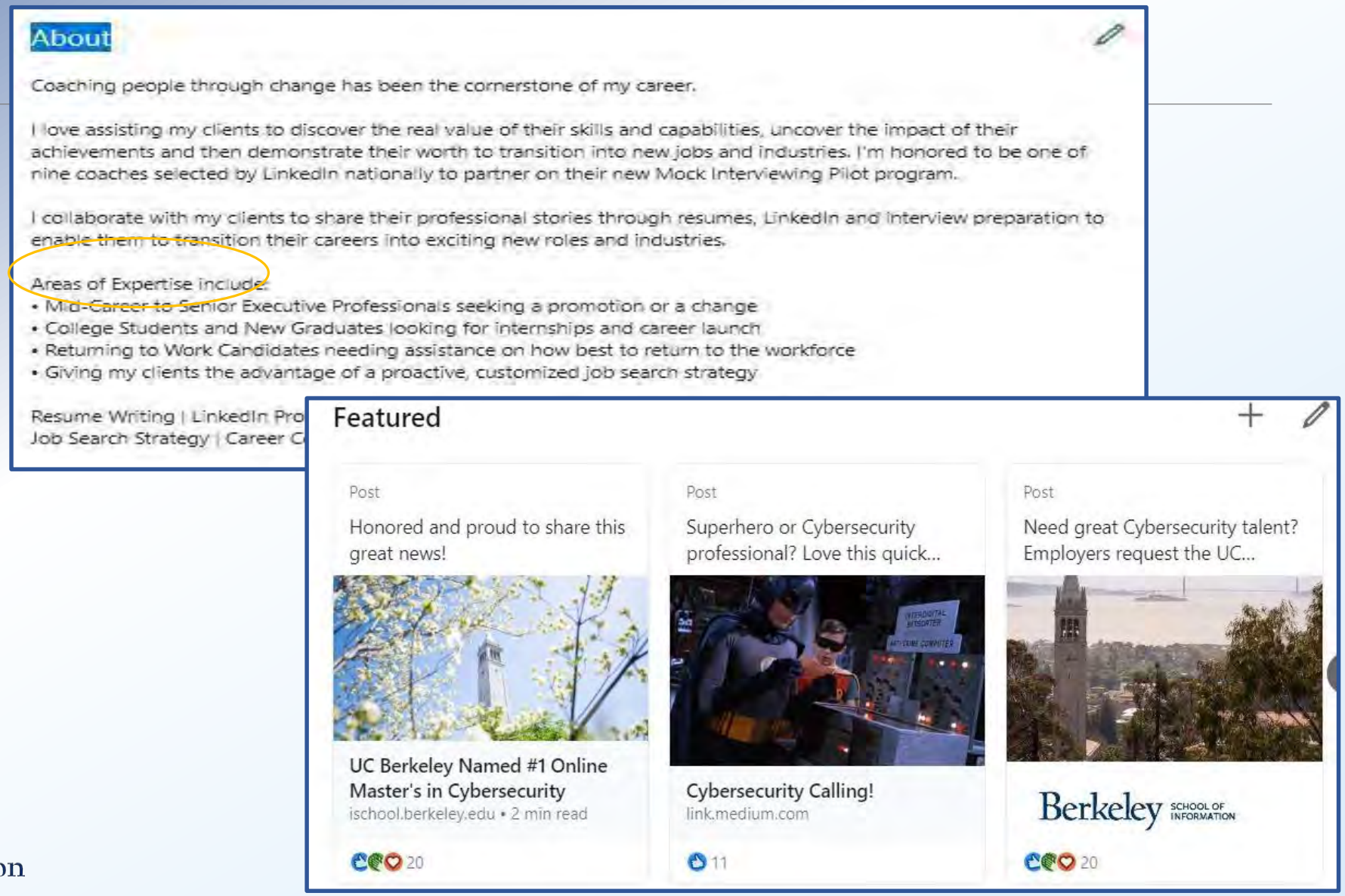
Compelling Summary

- Interests | Passion
- Engagement
- Visual “Brand”
- Mobile View
- Featured



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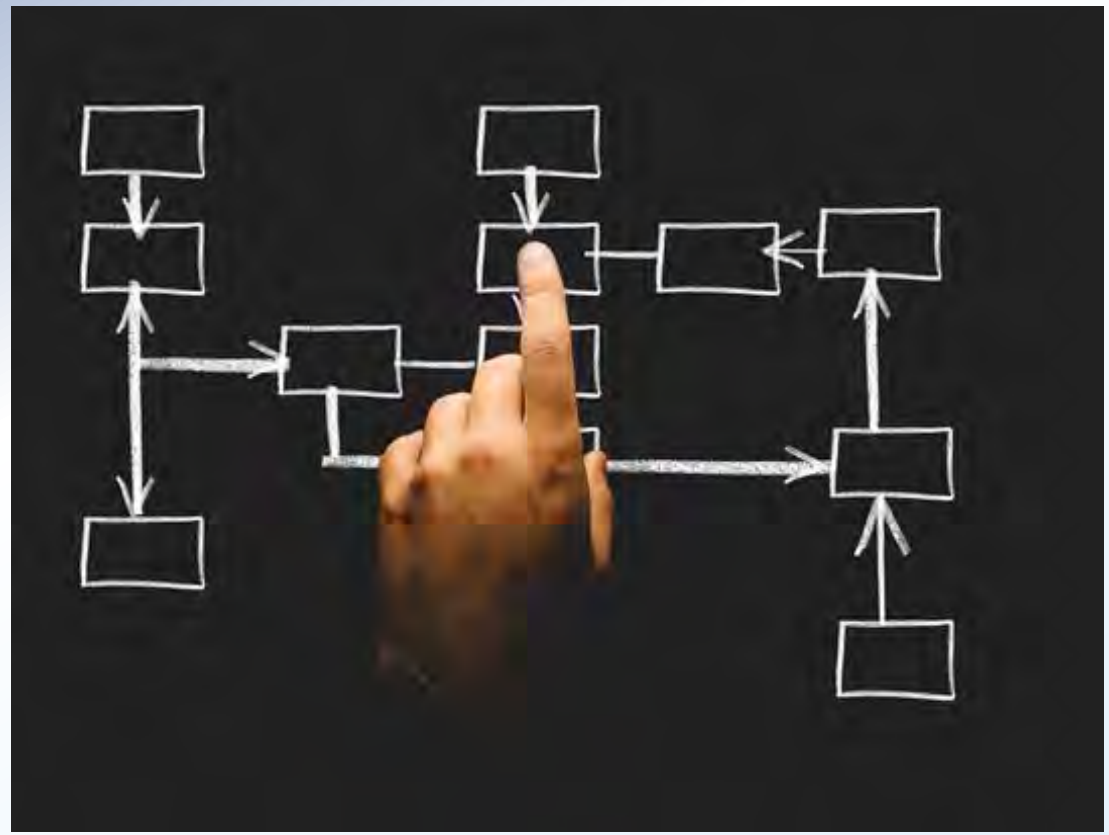
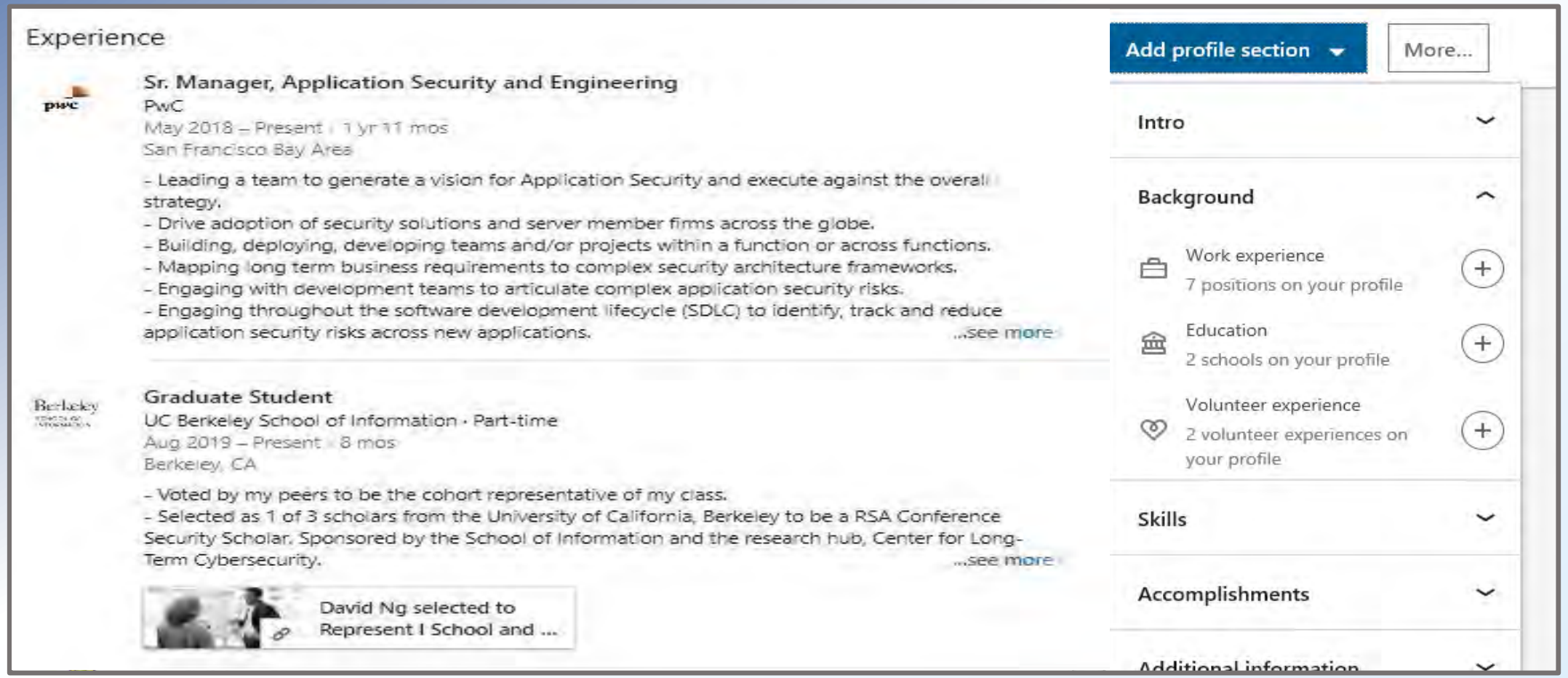
Experience - What's Your Position?



Work Experience



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Power of White Space

Applications Security Engineer
Full-time
Jul 2013 – Present · 7 yrs 4 mos
Oakland, USA

• Two plus years of experience in AWS – Platform as a Service (PaaS) and Infrastructure as a Service (IaaS), hands on experience with IAM, SES, EC2, S3, VPC.

• Provided advisory to 300+ new users and hands-on support on secured ECM and Citrix environment, assessment, planning, maturity, and sustainment following security guidelines.

• Developed current state enterprise content management technology architecture to legacy and 1500+ new users, gap analysis, and future state technology architecture to address client architecture gaps including scalability, on-premise/cloud, security and GRC compliance.

• Identified ECM and Citrix business needs, requirements management, traceability matrix, functional design, prototyping, process design, testing, piloting, training, and supporting implementations as well as system integration and data conversion.

• Defined content governance including legal compliance/regulations, standards, taxonomies, industry practices, change management.

• Developed, reviewed, analyzed, document current and new ECM process documents including SOPs, templates, plans, manuals, workflows, and other guidance documentation.

Education

Education

UC Berkeley School of Information
Master of Information and Cybersecurity
2019 - 2020
Activities and societies: Relevant Coursework:
Beyond the Code: Cybersecurity in Context | Cryptography for Cyber and Network Security | Softw ...see more

Lily L. Chang MICS Capstone Award Winner

The University of British Columbia
Bachelor of Commerce (B.Com.) with Honours, Combined major business and computer science
2010 - 2015

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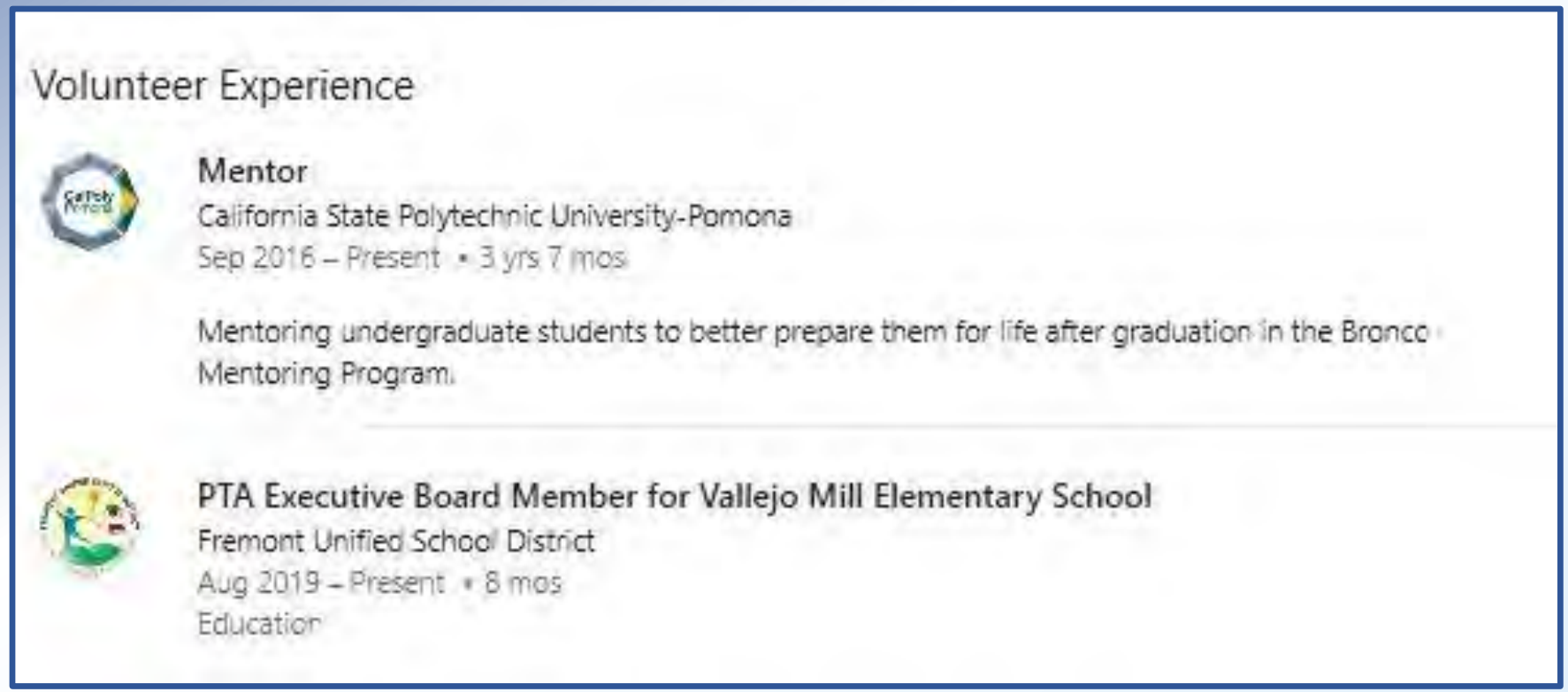
Volunteer Experience



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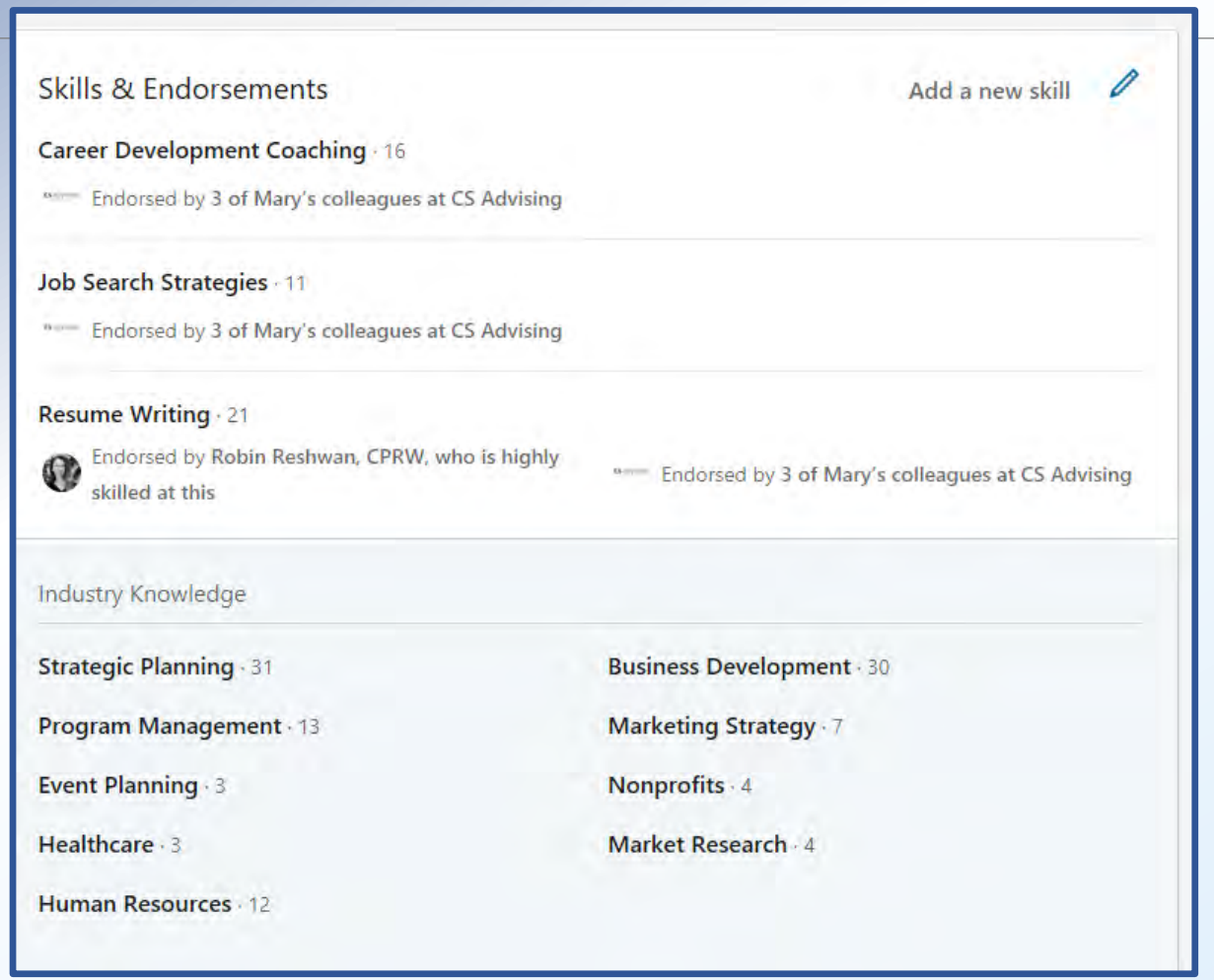
Skills & Endorsements



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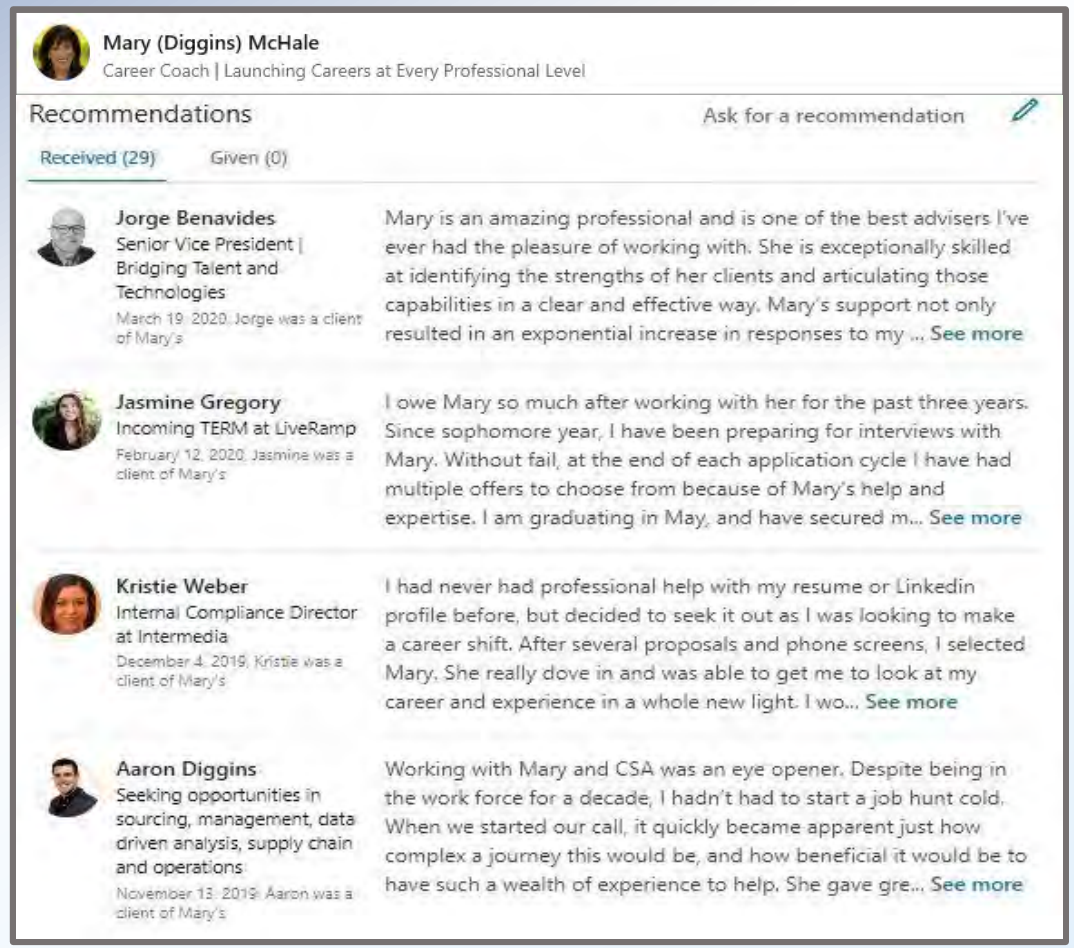
Recommendations



Mary (Diggins) McHale
Career Coach | Launching Careers at Every Professional Level

Recommendations — Ask for a recommendation

Received (29) | Given (0)

Jorge Benavides
Senior Vice President | Bridging Talent and Technologies
March 19, 2020, Jorge was a client of Mary's

Mary is an amazing professional and is one of the best advisers I've ever had the pleasure of working with. She is exceptionally skilled at identifying the strengths of her clients and articulating those capabilities in a clear and effective way. Mary's support not only resulted in an exponential increase in responses to my ... See more

Jasmine Gregory
Incoming TERM at LiveRamp
February 12, 2020, Jasmine was a client of Mary's

I owe Mary so much after working with her for the past three years. Since sophomore year, I have been preparing for interviews with Mary. Without fail, at the end of each application cycle I have had multiple offers to choose from because of Mary's help and expertise. I am graduating in May, and have secured m... See more

Kristie Weber
Internal Compliance Director at Intermedia
December 4, 2019, Kristie was a client of Mary's

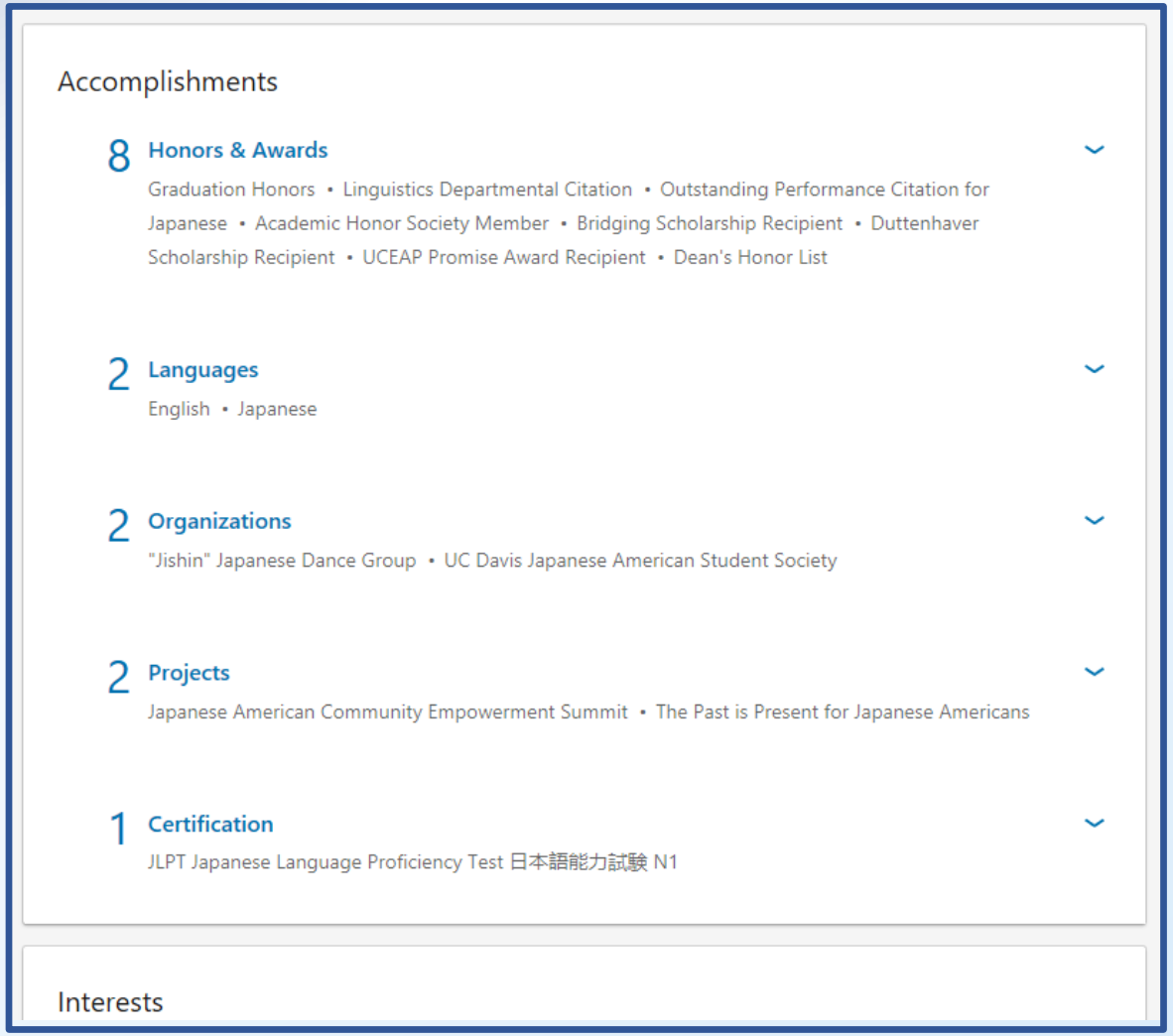
I had never had professional help with my resume or Linkedin profile before, but decided to seek it out as I was looking to make a career shift. After several proposals and phone screens, I selected Mary. She really dove in and was able to get me to look at my career and experience in a whole new light. I wo... See more

Aaron Diggins
Seeking opportunities in sourcing, management, data driven analysis, supply chain and operations
November 13, 2019, Aaron was a client of Mary's

Working with Mary and CSA was an eye opener. Despite being in the work force for a decade, I hadn't had to start a job hunt cold. When we started our call, it quickly became apparent just how complex a journey this would be, and how beneficial it would be to have such a wealth of experience to help. She gave gre... See more

Accomplishments

- Publications
- Certifications
- Patents
- Courses
- Projects
- Honors & Awards
- Test Scores
- Languages
- Organizations



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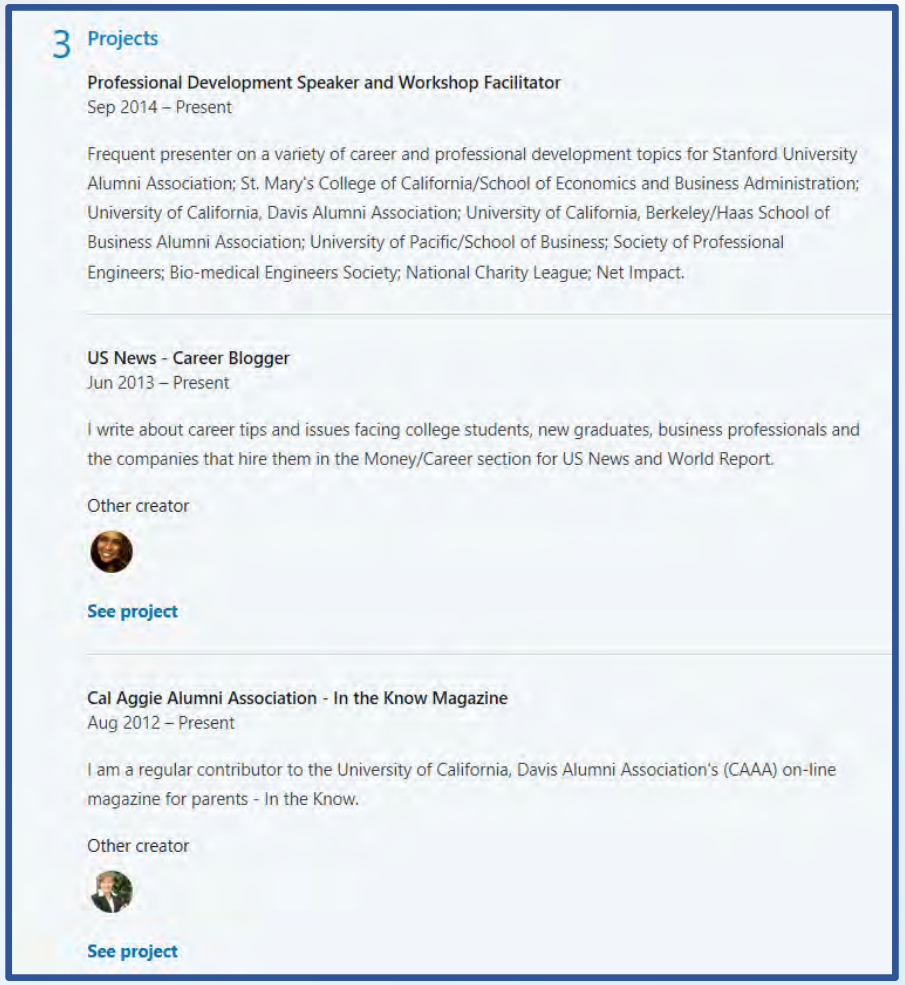
Projects

- Adds depth to your profile
- Showcase key experiences
- Link to other Creator(s)



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Activity and Content

>1% Post or Publish Content
Use this to show thought leadership and visibility

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Power of Media

Chief Technology Officer
LucasFilm
Dec 2007 – Mar 2011 · 3 yrs 4 mos

As Chief Technology Officer, on the executive leadership team, Richard oversaw the company's technical operations, and was responsible for development and execution of the technology strategy for Industrial Light & Magic, Skywalker Sound and LucasArts, amongst other high profile businesses within the Lucasfilm groups.

Keynote speaker for nVidia Developer ...

X Prize with Peter Diamandis

Sr. Director
Apple Computer
Aug 2001 – Dec 2007 · 6 yrs 5 mos

Enlisted by the CEO to join the company and lead projects to bri
newly launched Mac OS X. Managed and grew teams evangelizir
development environments. Created a task force to work hand ir
applications to new Mac OS. Created the internal Tech Marketing
drive presentation & demonstration strategies for all Pro Apps ar

- Defined and managed annual 'Hollywood Summit' meetings wi
- Collaborated with engineering defining next generation operat
- A CEO selected press spokesperson for new product launches
- Appeared in 8 keynote presentations with the CEO

see less

Jony, me & Steve

Featured

Variety Magazine
Top Ten Innovators to Watch

Macworld Keynote
The launch of Maya on Mac OS X with Steve Jobs

University of California, Davis
See contact info
See connections (101)

eering Student at University of
mer Intern Opportunities

m double majoring in Aerospace and Mechanical Engineering. My
the Jet Propulsion Laboratory has fueled my drive to work in the
additional internship experience while I complete my degree.

Resume:

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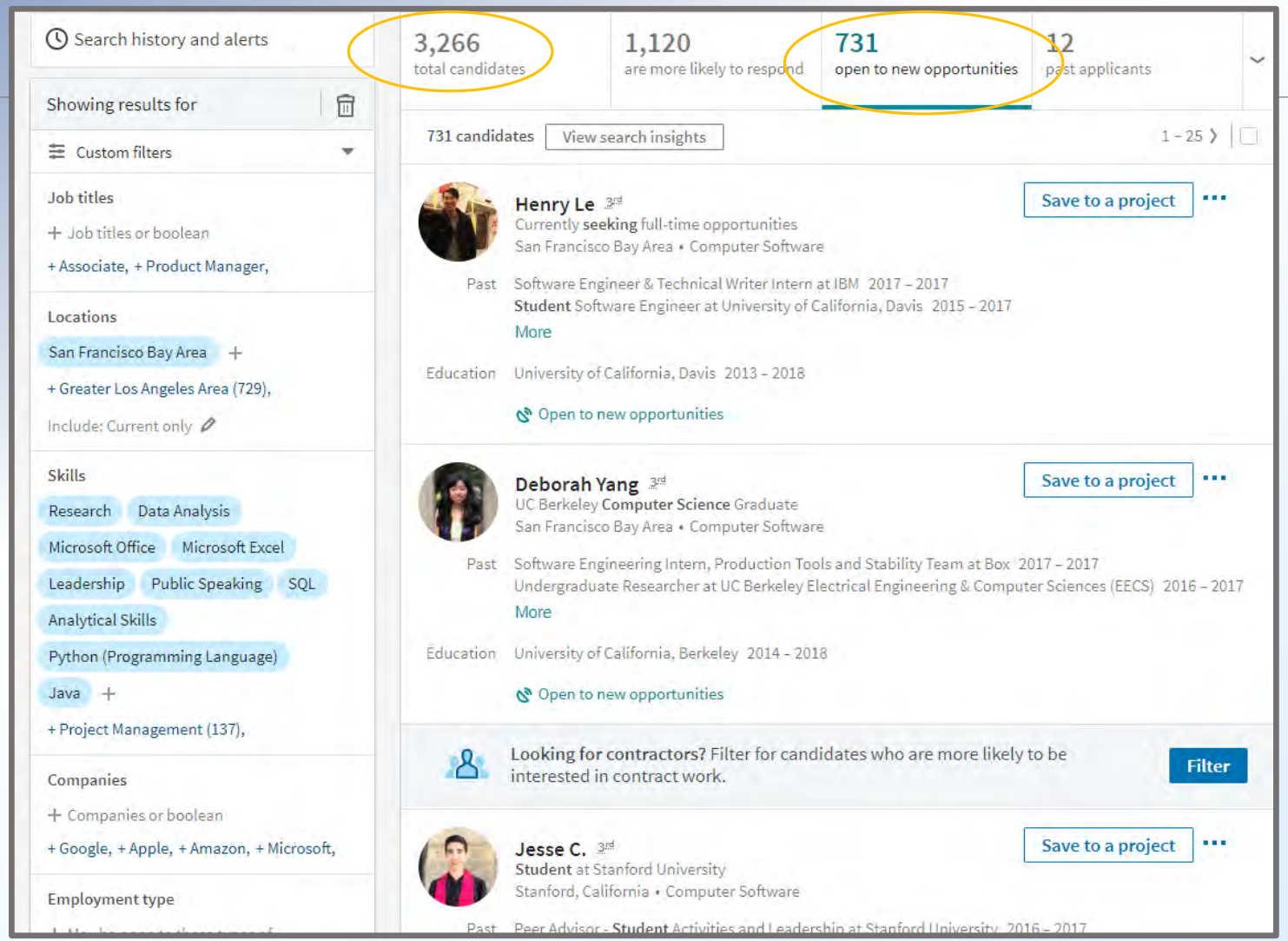
The View from LinkedIn Recruiter



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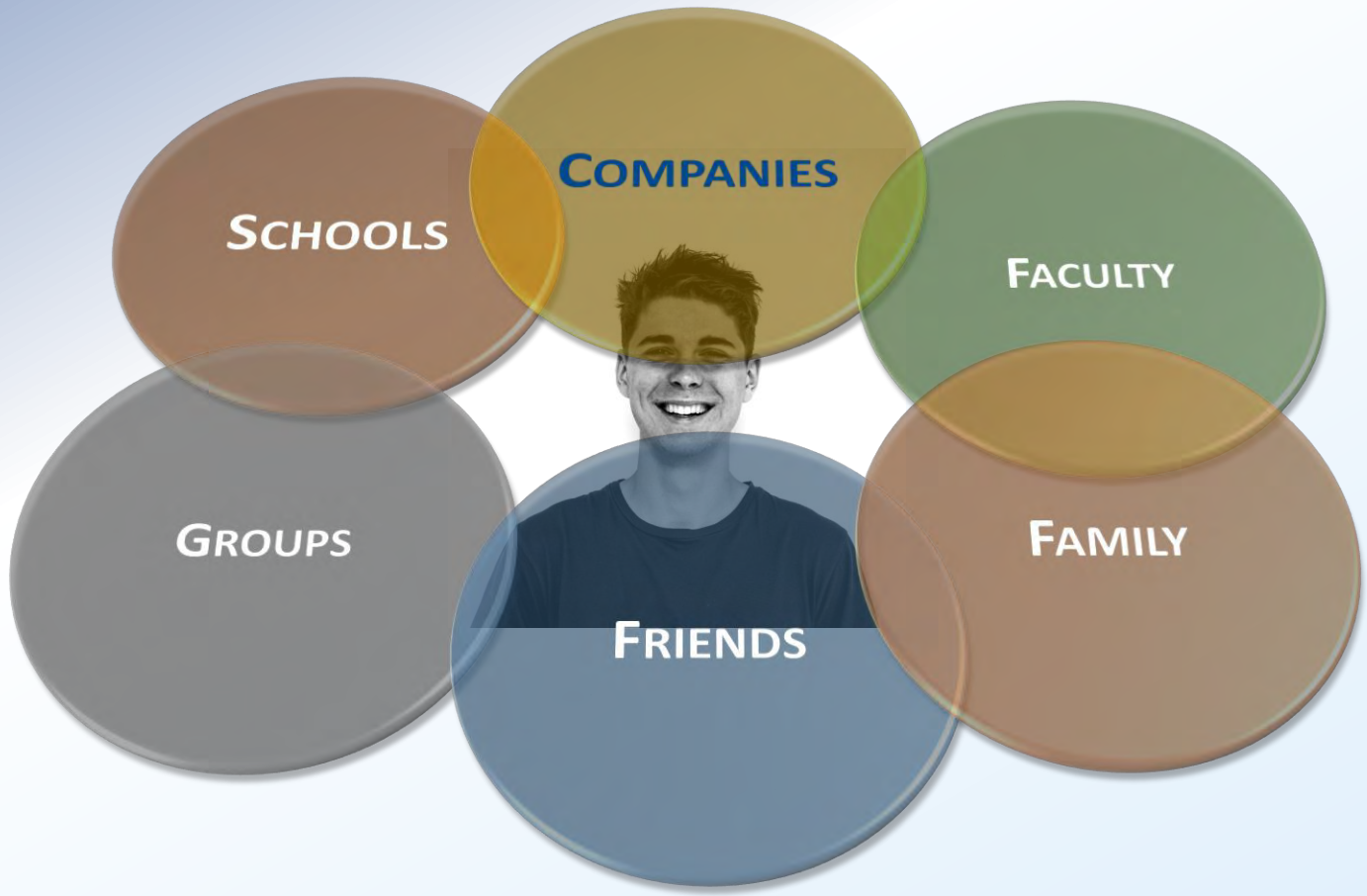
Common Profile Issues

- No customized profile URL
- Headline not targeted to desired career or role
- No Summary or Summary not targeted
- No projects
- Not maximizing Groups, Influencers, Content
- Lack of endorsements and recommendations

Growing Your Network



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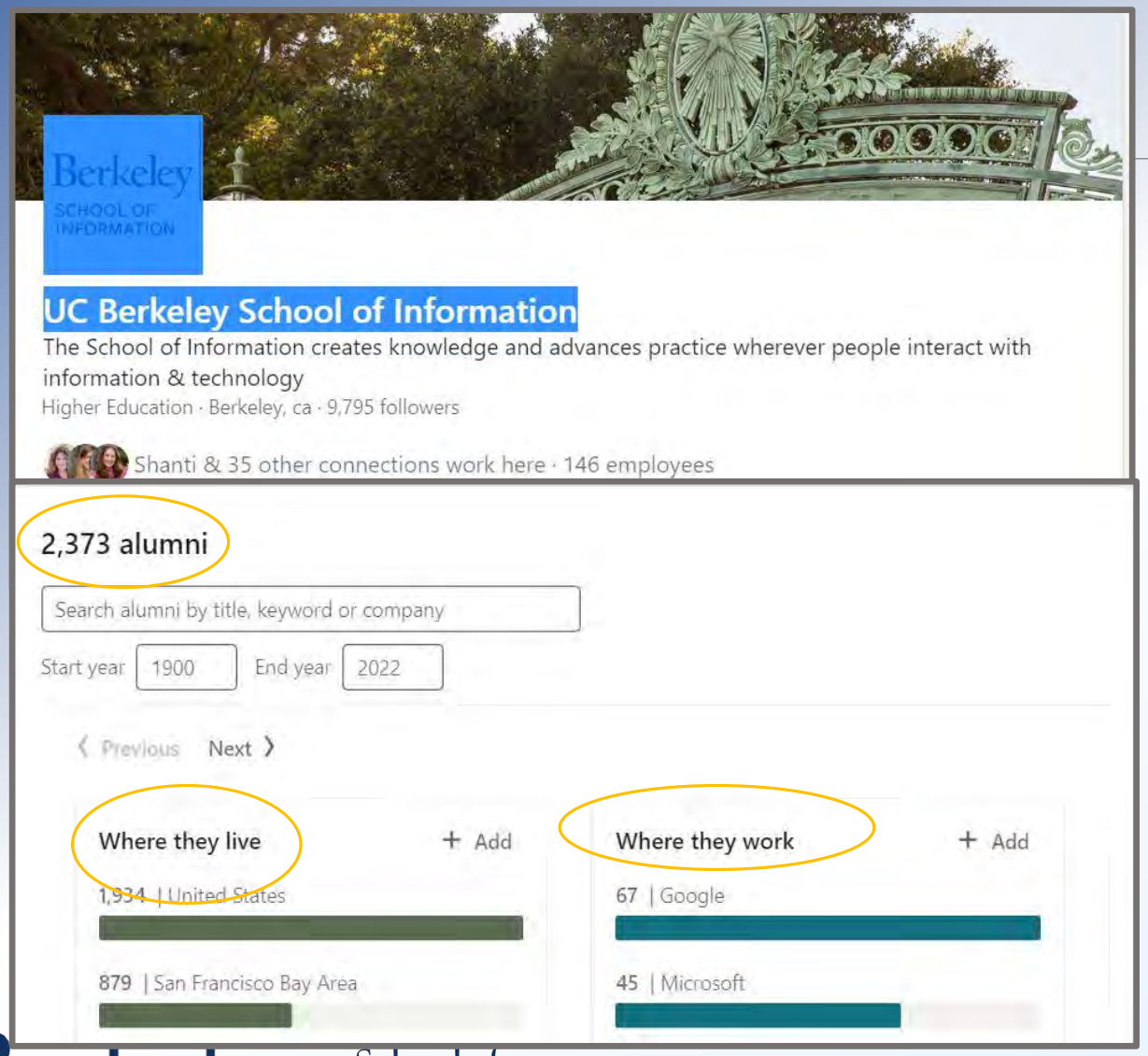
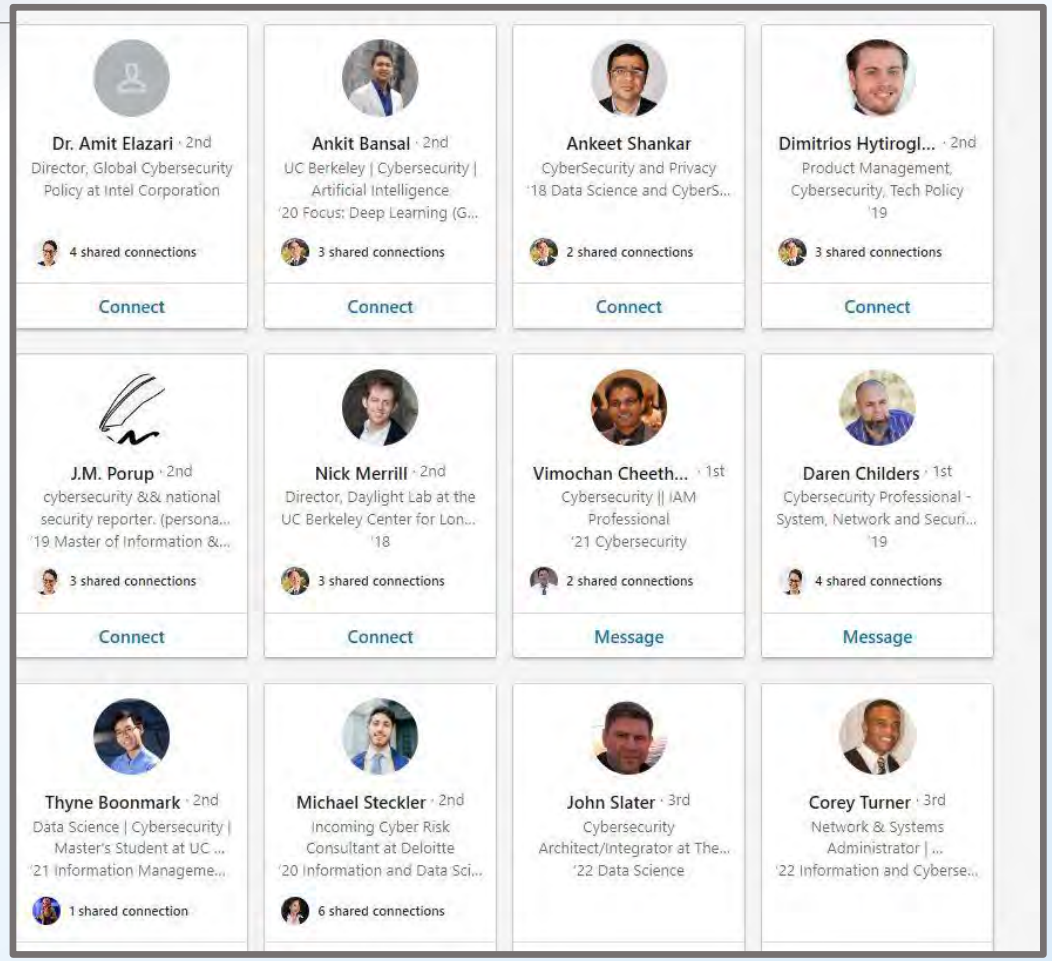
Searching By Alumni or University





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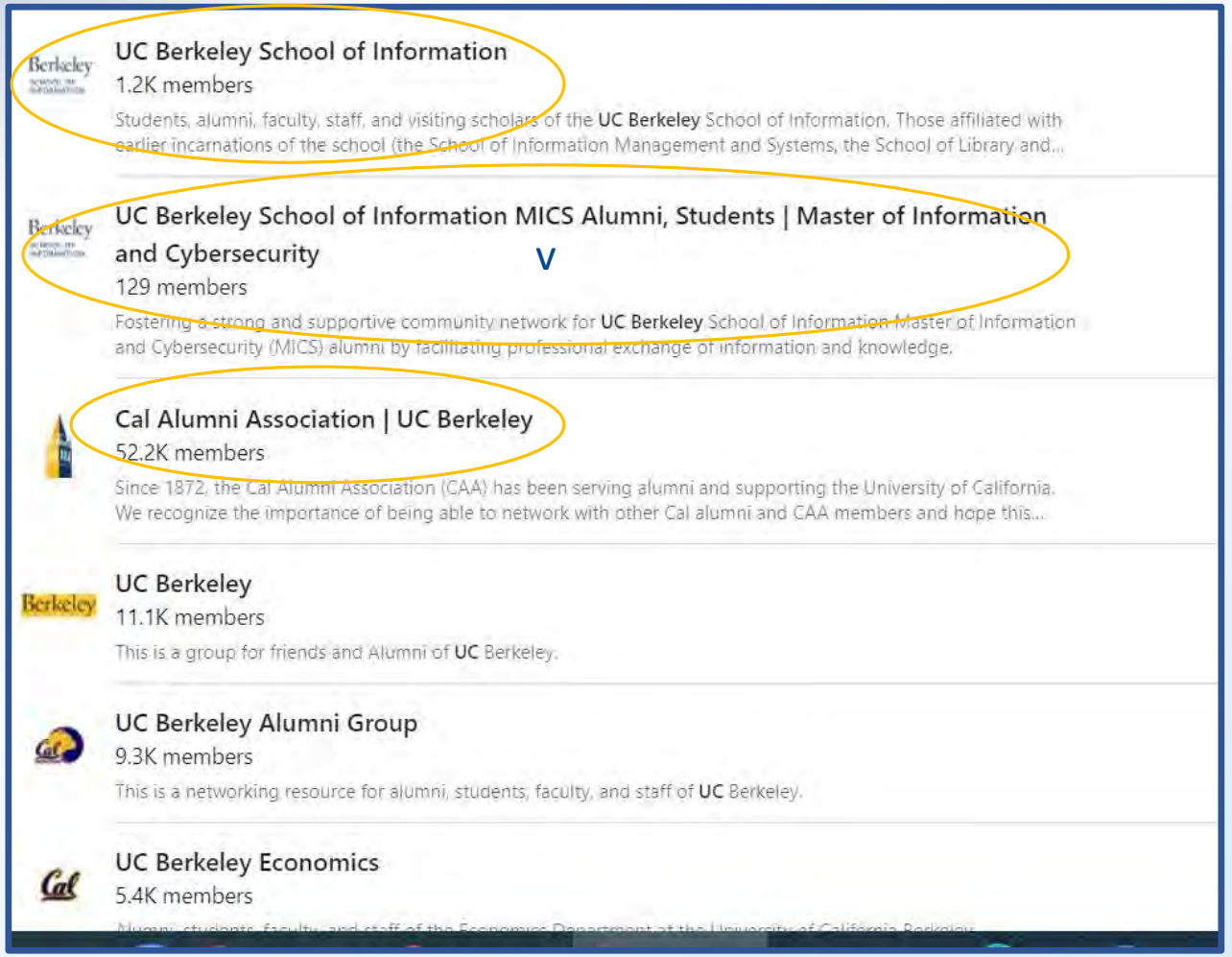
Alumni Network

- Connect with alumni
- Join alumni groups
- Best Networking Opportunities



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Resources

- LinkedIn Etiquette: 20 Do's & Don'ts (LinkedIn blog)
- Professional Photos on LinkedIn are Worth A Thousand Opportunities (LinkedIn blog)
- 5 Steps to Improve Your LinkedIn Profile in Minutes (LinkedIn blog)
- How to Increase Your LinkedIn Profile Views by 300% (Career Contessa)
- Top 100 Big Data Experts to Follow (KDNuggets)
- 50 Information Security Influencers You Should be Following (Digital Guardian)

More Assistance?

Career Advising Appointments

https://www.ischool.berkeley.edu/careers/students/advising

LinkedIn Profile Reviews

https://www.ischool.berkeley.edu/careers/students/resumereview

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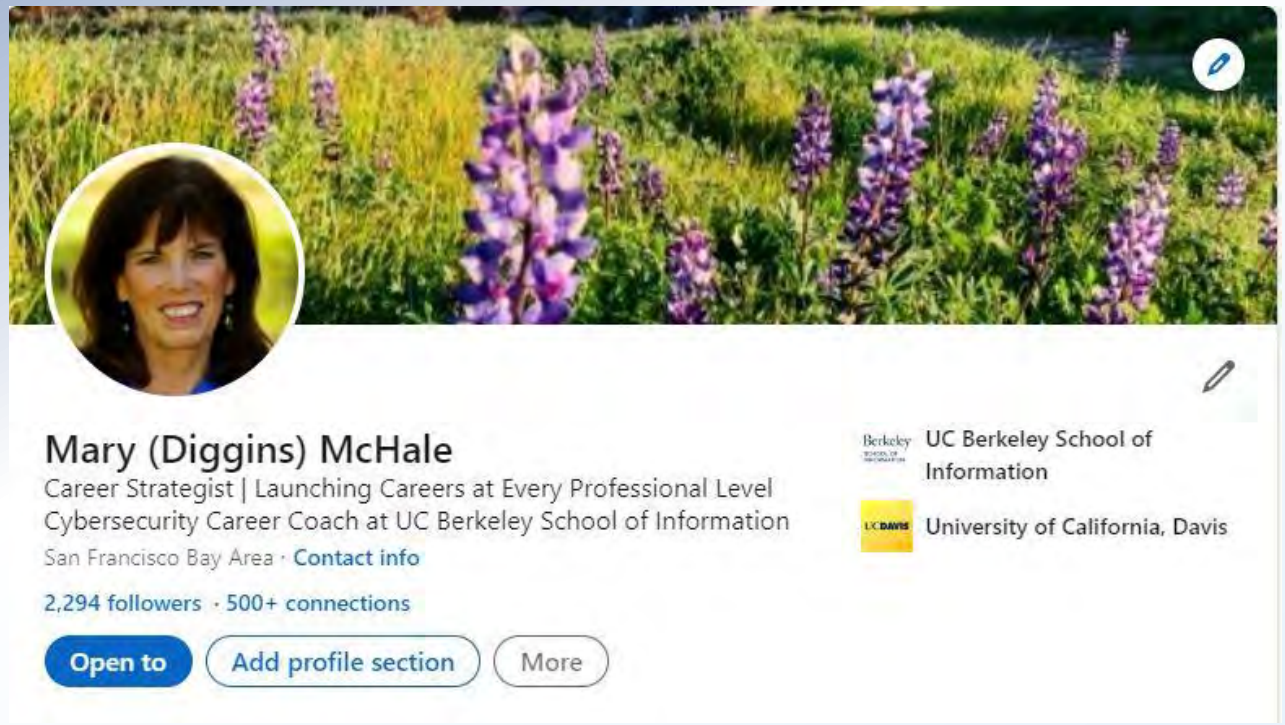
Questions?

Connect with me!



marymchale@ischool.berkeley.edu

Thank you!

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