LinkedIn
Privacy Tips and Tricks to Get You Noticed!

Mary McHale, M.ED
MICS Career Advisor
Your Presenter: Mary McHale, MICS Career Advisor
Agenda

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

The world's largest professional network

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members worldwide</td>
<td>830M+</td>
</tr>
<tr>
<td>Growing at more than two members per second</td>
<td></td>
</tr>
<tr>
<td>Interactions per month</td>
<td>1B</td>
</tr>
<tr>
<td>Fortune 100 companies use LinkedIn Talent Solutions to hire</td>
<td>92%</td>
</tr>
<tr>
<td>Company pages</td>
<td>58M</td>
</tr>
</tbody>
</table>
Only 4% of recruiters DON’T use social media in the recruiting process. 4% aren’t sure, but the 92% of recruiters that do use social media cast a wider net than ever:

- LinkedIn: 87%
- Facebook: 55%
- Twitter: 47%
- Pinterest: 38%
- YouTube: 21%
- Instagram: 14%
- Reddit: 13%
- Periscope: 3%
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
Privacy on LinkedIn

LinkedIn LIVE
LinkedIn Account Management

Settings
- Account preferences
- Sign in & security
- Visibility
- Communications
- Data privacy
- Advertising data

How LinkedIn uses your data
- Manage your data and activity
- Get a copy of your data
- Salary data on LinkedIn
- Search history
- Personal demographic information
- Social, economic, and workplace research

Job seeking preferences
- Job application settings
- Share your profile when you click Apply for a job
- Signal your interest to recruiters at companies you've created job alerts for
- Stored job applicant accounts
Account access
Settings to help you keep your account secure

Email addresses
Add or remove email addresses on your account

Phone numbers
Add a phone number in case you have trouble signing in

Change password
Choose a unique password to protect your account

Where you’re signed in
See your active sessions, and sign out if you’d like

Devices that remember your password
Review and control the devices that remember your password

Two-step verification
Profile Visibility and Network

Visibility of your profile & network
Make your profile and contact info only visible to those you choose

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

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

Edit your public profile
Choose how your profile appears to non-logged in members via search

Who can see or download your email address
Choose who can see your email address on your profile and in approved apps or download it in their data export

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

Visibility of your profile & network

Make your profile and contact info only visible to those you choose

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:
Mary McHale
Career Strategist | Launching Careers at Every Professional Level
San Francisco Bay Area | Professional Training & Coaching

Private profile characteristics

Someone at Cure SMA
Anonymous LinkedIn Member

Private mode

Close

Activate Window
Go to Settings for...
Profile Visibility and Network

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Who can see your connections
Choose who can see your list of connections.
Profile Visibility and Network

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

Representing your organization and interests
Choose if we show your profile information on other content shown on LinkedIn

Profile visibility off LinkedIn
Choose how your profile appears via partners’ and other permitted services

Manage who can discover your profile from your email address
Choose who can discover your profile if they haven’t connected with you, but have your email address

Manage who can discover your profile from your phone number
Choose who can discover your profile if they have your phone number

Blocking
See your list and make changes if you’d like
People Also Viewed
Time to Get Noticed

Visibility of your LinkedIn activity

Manage active status
Choose who can see when you are on LinkedIn

Share job changes, education changes, and work anniversaries from profile
Choose whether your network is notified

Notify 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

Mentioned by others
Choose whether other members can mention you

Followers
Choose who can follow you and see your public updates
Time to Get Noticed

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Data Privacy

<table>
<thead>
<tr>
<th>Account preferences</th>
<th>Manage your data and activity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Review the data that you've provided, and make changes if you'd like</td>
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<tr>
<td>Sign in &amp; security</td>
<td>Change</td>
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<tr>
<td>Visibility</td>
<td>Get a copy of your data</td>
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<tr>
<td></td>
<td>See your options for accessing a copy of your account data, connections, and more</td>
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<tr>
<td>Communications</td>
<td>Change</td>
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<tr>
<td>Data privacy</td>
<td>Salary data on LinkedIn</td>
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<tr>
<td></td>
<td>See and delete your salary data</td>
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<td></td>
<td>Change</td>
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<tr>
<td></td>
<td>Search history</td>
</tr>
<tr>
<td></td>
<td>Clear all previous searches performed on LinkedIn</td>
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<td></td>
<td>Change</td>
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<tr>
<td></td>
<td>Personal demographic information</td>
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<tr>
<td></td>
<td>Choose what details you provide about your personal demographics</td>
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<td></td>
<td>Change</td>
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<td></td>
<td>Social, economic, and workplace research</td>
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<tr>
<td></td>
<td>Choose whether we can make some of your data available to trusted services for policy and academic research</td>
</tr>
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<td></td>
<td>Change</td>
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</tbody>
</table>
How LinkedIn Uses Your Data

- **Personal demographic information**: Choose what details you provide about your personal demographics. Here's the information you've provided about yourself. This will not be displayed on your profile. You can always remove all personal demographic data submitted in these categories.

  - **Gender**: Select your gender identity.
  - **Race or Ethnicity**: Select all that apply:
    - Asian
    - Black or African American
    - Hispanic or Latino
    - Native American or Alaska Native
    - Prefer not to say
    - Pacific Islander, including Native Hawaiian
    - White or Caucasian
    - Another race or ethnicity
  - **Disability**
Job Searching Preferences

Job seeking preferences
Privacy controls for job seeking activity on LinkedIn

Job application settings
Choose what information LinkedIn saves when you submit a job application.

Sharing your profile when you click Apply
Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking Apply.

Commute preferences
Set commute times and get job recommendations based on your preferences.

Signal your interest to recruiters at companies you've created job alerts for
This will be applied for companies that you've created job alerts for.

Stored job applicant accounts
Match which third-party job applicant accounts are stored on LinkedIn.
Data Privacy with Other Applications

Other applications
Control how associated accounts can use your data

Permitted services
View services you've authorized and manage data sharing

Microsoft Word
Choose whether work experience descriptions from your LinkedIn profile can be shown in Resume Assistant, a feature within Microsoft Word.
How LinkedIn Uses Your Data

How LinkedIn uses your data

Manage your data and activity

Review the data that you've provided, and make changes if you'd like

Getting a copy of your data

See your options for accessing a copy of your account data, connections, and more

Your LinkedIn data belongs to you, and you can download an archive any time or view the rich media you have uploaded.

- Download larger data archive, including connections, contacts, and your account history. Learn more.

- Want something in particular? Select the data files you're most interested in.

- Articles
- Connections
- Imported Contacts
- Messages
- Invitations
- Profile
- Recommendations
- Registration

Request archive

Your download will be ready in about 10 mins.
### Social, economic and workplace research

Choose whether we can make some of your data available to trusted services for policy and academic research.

We enable trusted third party partners to use data about you (e.g., data from your LinkedIn profile) for social, economic and workplace research, under controls designed to protect your privacy.

Your change may take 24 hours to become effective and only applies prospectively to future research projects.

- **No**

Please note that this setting does not opt you out of:

- the research we do for product development and support and to protect our members and our systems against security threats, fraud and other violations of our terms.
- the use (including for third party research) of de-identified data, such as widely shared characteristics that do not identify you personally.

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**Berkeley School of Information**
Job Seeking Preferences

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Stored job applicant accounts
Choose which third-party job applicant accounts are stored on LinkedIn.
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.

Use this to edit URL

Use this section to choose what parts of your profile are visible
Select which parts of your profile can be viewed.

You can change this at any time.
Curating Your Brand
Communicating Your Brand

What you do?
Why you do it?
Who do you know?
Who you are?
Where are you going?
10 Steps to Create 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
Keep it Professional

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

<table>
<thead>
<tr>
<th><strong>DO</strong></th>
<th><strong>DON’T</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Clear, well-lit</td>
<td>• Grainy, dark</td>
</tr>
<tr>
<td>• Professional, industry appropriate</td>
<td>• Party/vacation pic, casual selfie</td>
</tr>
<tr>
<td>• Headshot that shows YOU</td>
<td>• Highlight background more than you</td>
</tr>
</tbody>
</table>
Your Profile is Your Brand

How to:
- Click Me > View Profile
- Click pencil to right of profile photo
- Click pencil on background photo

Profile Picture
Full Name
Headline
How to:
- Click Me > View Profile
- Click pencil to right of profile photo
- Click pencil on background photo

Background Picture
Company | School
Location
What does your Brand Say?

Shirley Xueqi Xu, CISSP, CDPSE, CISM, PMP
1st
Technical Program Manager @ Microsoft
United States - Contact info

500+ connections
62 mutual connections: Laurie Haskell-Woerner, Sakhile Percy Dlamini, and 60 others

Background Picture
Search “linkedin background images cybersecurity”
Company
Education

Berkeley School of Information
Make Your Headline Count
Sample Headlines

Cybersecurity Manager

Cybersecurity | Compliance Evangelist

Cybersecurity Strategist

Cybersecurity Technology

Global Cybersecurity, Compliance, and Identity Leader

Cybersecurity Professional - System, Network and Security Design – Leader

Chief Information Security Officer | CISO

Senior Director Cybersecurity Engineering, Cybersecurity

Cybersecurity & Data Privacy Champion

Graduate Cyber Defense Student | Cryptographer
Compelling Summary

Coaching people through change has been the cornerstone of my career.

I love assisting my clients to discover the real value of their skills and capabilities, uncover the impact of their achievements and then demonstrate their worth to transition into new jobs and industries. I’m honored to be one of nine coaches selected by LinkedIn nationally to partner on their new Mock Interviewing Pilot program.

I collaborate with my clients to share their professional stories through resumes, LinkedIn and interview preparation to enable them to transition their careers into exciting new roles and industries.

Areas of Expertise include:
- Mid-Career to Senior Executive Professionals seeking a promotion or a change
- College Students and New Graduates looking for Internships and career launch
- Returning to Work Candidates needing assistance on how best to return to the workforce
- Giving my clients the advantage of a proactive, customized job search strategy

Resume Writing | LinkedIn Profile
Job Search Strategy | Career Coaching

Featured

- UC Berkeley Named #1 Online Master’s in Cybersecurity
  school.berkeley.edu • 2 min read
- Cybersecurity Calling!
  link.medium.com
- Need great Cybersecurity talent?
  Employers request the UC...
Experience - What's Your Position?
Work Experience

Sr. Manager, Application Security and Engineering
PwC
May 2018 – Present | 1 yr 11 mos
San Francisco Bay Area
- Leading a team to generate a vision for Application Security and execute against the overall strategy.
- Drive adoption of security solutions and server member firms across the globe.
- Building, deploying, developing teams and/or projects within a function or across functions.
- Mapping long term business requirements to complex security architecture frameworks.
- Engaging with development teams to articulate complex application security risks.
- Engaging throughout the software development lifecycle (SDLC) to identify, track and reduce application security risks across new applications.

Graduate Student
UC Berkeley School of Information | Part-time
Aug 2019 – Present | 8 mos
Berkeley, CA
- Voted by my peers to be the cohort representative of my class.
- Selected as 1 of 3 scholars from the University of California, Berkeley to be a RSA Conference Security Scholar. Sponsored by the School of Information and the research hub, Center for Long-Term Cybersecurity.
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

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...
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
Volunteer Experience

Mentor
California State Polytechnic University-Pomona
Sep 2016 – Present • 3 yrs 7 mos
Mentoring undergraduate students to better prepare them for life after graduation in the Bronco Mentoring Program.

PTA Executive Board Member for Vallejo Mill Elementary School
Fremont Unified School District
Aug 2019 – Present • 8 mos
Education
## Skills & Endorsements

### Career Development Coaching
- Rating: 16
- Endorsed by 3 of Mary’s colleagues at CS Advising

### Job Search Strategies
- Rating: 11
- Endorsed by 3 of Mary’s colleagues at CS Advising

### Resume Writing
- Rating: 21
- Endorsed by Robin Reshwan, CPRW, who is highly skilled at this

### Industry Knowledge

<table>
<thead>
<tr>
<th>Skill</th>
<th>Rating</th>
</tr>
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<tbody>
<tr>
<td>Strategic Planning</td>
<td>31</td>
</tr>
<tr>
<td>Program Management</td>
<td>13</td>
</tr>
<tr>
<td>Event Planning</td>
<td>3</td>
</tr>
<tr>
<td>Healthcare</td>
<td>3</td>
</tr>
<tr>
<td>Human Resources</td>
<td>12</td>
</tr>
<tr>
<td>Business Development</td>
<td>30</td>
</tr>
<tr>
<td>Marketing Strategy</td>
<td>7</td>
</tr>
<tr>
<td>Nonprofits</td>
<td>4</td>
</tr>
<tr>
<td>Market Research</td>
<td>4</td>
</tr>
</tbody>
</table>
Recommendations

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

- **Jorge Benavides**
  - Senior Vice President | Bridging Talent and Technologies
  - Received 29
  - Comment: 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 job search. See more

- **Jasmine Gregory**
  - Incoming TERM at LiveRamp
  - February 12, 2020
  - Comment: 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 I have secured an... See more

- **Kristie Weber**
  - Internal Communications Director at Intermedia
  - December 26, 2014
  - Comment: 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 went... See more

- **Aaron Diggins**
  - Seeking opportunities in sourcing, management, data driven analysis, supply chain and operations
  - November 15, 2018
  - Comment: Working with Mary and CSA was an eye opener. Despite being in the workforce 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 me... See more
Accomplishments

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

Accomplishments

- **Honors & Awards**
  - Graduation Honors
  - Linguistics Departmental Citation
  - Outstanding Performance Citation for Japanese
  - Academic Honor Society Member
  - Bridging Scholarship Recipient
  - Duttenhaver Scholarship Recipient
  - UCEAP Promise Award Recipient
  - Dean’s Honor List

- **Languages**
  - English
  - Japanese

- **Organizations**
  - “Jishin” Japanese Dance Group
  - UC Davis Japanese American Student Society

- **Projects**
  - Japanese American Community Empowerment Summit
  - The Past is Present for Japanese Americans

- **Certification**
  - JLPT Japanese Language Proficiency Test N1
Projects

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

>1% Post or Publish Content
Use this to show thought leadership and visibility
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 bring newly launched Mac OS X. Managed and grew teams evangelizing development environments. Created a task force to work hand in hand with applications to new Mac OS. Created the internal Tech Marketing drive presentation & demonstration strategies for all Pro Apps at the Apple Trade Shows.

- Defined and managed annual "Hollywood Summit" meetings with customer and presence at premier conferences
- Collaborated with engineering defining next generation operating systems
- A CEO selected press spokesperson for new product launches
- Appeared in 8 keynote presentations with the CEO

Jony, me & Steve

Featured

Variety Magazine
Top Ten Innovators to Watch

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

Resume:

Engineering Student at University of California, Davis

Double majoring in Aerospace and Mechanical Engineering.

My passion for technology, particularly in the aerospace field, has driven me to pursue a career in engineering. I have conducted research on rocket propulsion systems and have contributed to the development of new materials for space exploration. I am skilled in using CAD software and have experience in designing and testing prototypes. I am committed to staying current with the latest technologies in the field.
The View from LinkedIn Recruiter

- Total candidates: 3,266
- Open to new opportunities: 731
- More likely to respond: 1,120

- Henry Le
  - Currently seeking full-time opportunities
  - San Francisco Bay Area + Computer Software
  - Software Engineer & Technical Writer Intern at IBM 2017 - 2017
  - Student Software Engineer at University of California, Davis 2015 - 2017

- Deborah Yang
  - UC Berkeley Computer Science Graduated
  - Software Engineering Intern, Production Tools and Stability Team at Box 2017 - 2017
  - Undergraduate Researcher at UC Berkeley Electrical Engineering & Computer Sciences (EECS) 2016 - 2017

- Jesse C.
  - Stanford Computer Science
  - Peer Advisor - Student Activities and Leadership at Stanford University 2016 - 2017
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
Searching By Alumni or University
Alumni Network

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

Connect with me!

marymchale@ischool.berkeley.edu

Thank you!