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

756M+
Members worldwide
Growing at more than two members per second

92% Fortune 100 companies use LinkedIn Talent Solutions to hire

>4M Company pages
Hiring Trends

SOCIAL

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%
- Instagram: 38%
- YouTube: 21%
- Glassdoor: 14%
- Reddit: 13%
- More: 3%

Other networks and apps recruiters are using to evaluate and engage talent include Vimeo, Tumblr, Pinterest, and even Periscope!

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

Berkeley University of California
Edit Your Public URL

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.

Edit your custom URL
Personalize the URL for your profile.
www.linkedin.com/in/marydigginsmchale
Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

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

Edit Visibility
You control your profile’s appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.
Privacy on LinkedIn
Account access
Settings to help you keep your account secure

Email addresses
Add or remove email addresses on your account
6 email addresses

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

Change password
Choose a unique password to protect your account
Last changed: March 28, 2019

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

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

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:
Profile Visibility and Network
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

Site preferences
Manage your LinkedIn experience

Language
Select the language you use on LinkedIn

Content language
Select a language for translation

Autoplay videos
Choose to autoplay videos in your browser

Showing profile photos
Choose to show or hide profile photos of other members

Feed preferences
Customize your feed

People also viewed
Choose if this feature appears on your profile

Unfollowed
See who you have unfollowed, and resume following if you'd like
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

Visibility of your LinkedIn activity
Make sure your network only sees the activity you choose to show

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Followers
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Data Privacy

- **Manage your data and activity**
  - Review the data that you’ve provided, and make changes if you’d like
- **Get a copy of your data**
  - See your options for accessing a copy of your account data, connections, and more
- **Salary data on LinkedIn**
  - See and delete your salary data
- **Search history**
  - Clear all previous searches performed on LinkedIn
- **Personal demographic information**
  - Choose what details you provide about your personal demographics
- **Social, economic, and workplace research**
  - Choose whether we can make some of your data available to trusted services for policy and academic research

Have questions?
Visit Help Center

Berkeley School of Information
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

- [ ] Select

**Race or Ethnicity**

Select all that apply

- [ ] Asian
- [ ] Black or African American
- [ ] Hispanic or Latino
- [ ] Native American or Alaska Native
- [ ] Pacific islander, including Native Hawaiian
- [ ] White or Caucasian
- [ ] Another race or ethnicity
- [ ] Prefer not to say

**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

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School of Information
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.
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Stored job applicant accounts
Match which third-party job applicant accounts are stored on LinkedIn.

Have questions?
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Berkeley School of Information
How LinkedIn Uses Your Data

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
- Invitations
- Profile
- Recommendations
- Messages
- Invitations
- Registration

Request archive

Your download will be ready in about 10 mins.
How LinkedIn Uses Your Data

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.
Job Seeking Preferences

Job seeking preferences
Privacy controls for job seeking activity on LinkedIn

Job application settings
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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
This will be applied for companies that you’ve created job alerts for.

No stored accounts.
Career Interests

Add job preferences

Your preferences will be shown at the top of your profile to the audience you choose here. We won't send any notifications to your network or recruiters.

Job titles *
- Cyber Threat Investigator
- Cyber Security Engineer
- Cyber Security Architect
- Chief Information Security Officer
- Penetration Tester

Add title +

Job locations *
- San Francisco Bay Area
- Berkeley, California, United States
- Menlo Park, California, United States
- Boston, Massachusetts, United States
- Washington DC-Baltimore Area

Add location +

Only recruiters

Back

Add to profile
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.

[Image of LinkedIn profile settings]

Use this section to choose what parts of your profile are visible.

[Image of LinkedIn profile settings]

Use this to edit URL.
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
What does your Brand Say?

Shirley Xueqi Xu · 1st
Cybersecurity Risk Assessment | Cloud Security | NIST Cyber Strategies, Privacy and Risk Operational Models
Vancouver, British Columbia, Canada · Contact info

500+ connections
52 mutual connections: Steven Booth, Sekhar Sarukkai, and 50 others

Message More

KPMG Canada
University of California, Berkeley

Search “linked in background images cybersecurity”

Background Picture

Company

Education

Berkeley School of Information
Contact Information

Mary (Diggins) McHale
Career Strategist | Launching Careers at Every Professional Level
San Francisco Bay Area • 500+ connections • Contact info

Mary McHale
Contact info

Your Profile
linkedin.com/in/marydigginsmchale

Website
csadvising.com (Company Website)

Phone
925-818-2280xt17 (Work)

Email
marym@csadvising.com
Make Your Headline Count
Sample Headlines

- Cybersecurity Manager
- Cybersecurity | Compliance Evangelist
- Global Cybersecurity, Compliance, and Identity Leader
- Cybersecurity Strategist
- 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

• Interests | Passion
  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

• Engagement

• Visual “Brand”

• Mobile View

• Featured
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 deliver 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.
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

University of California, Berkeley
Master of Information and Cybersecurity
2019 – 2021

- Elected cohort representative
- RSA conference security scholar: Presented a research paper about the California Consumer Privacy Act
- Member of the UC Berkeley Blue team at the Annual CyberForce Competition hosted by the Department of Energy. The competition occurs every year by gathering hundreds of universities across the US who are security enthusiasts to protect cloud-based systems against a DOE red team

California State Polytechnic University-Pomona
Bachelor of Science - BS, Computer Information Systems and Philosophy
1999 – 2004
Activities and Societies: Dean’s Honor List
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

<table>
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<th>Skill</th>
<th>Endorsements</th>
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<td>Career Development Coaching</td>
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<td>Job Search Strategies</td>
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<tr>
<td>Resume Writing</td>
<td>21</td>
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<tr>
<td><strong>Industry Knowledge</strong></td>
<td></td>
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<tr>
<td>Strategic Planning</td>
<td>31</td>
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<tr>
<td>Program Management</td>
<td>13</td>
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<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>
</tbody>
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**Note:** Endorsed by 3 of Mary's colleagues at CS Advising

*Endorsed by Robin Roshwan, CPRW, who is highly skilled in this*
Recommendations

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

Jorge Benavides
Senior Vice President | Bridging Talent and Technologies
March 10, 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 LiveRez
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 an... See more

Kristie Weber
Internal Compliance Director at Intermiata
December 3, 2014: 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 was... See more

Aaron Diggins
Seeking opportunities in sourcing, management, data-driven analysis, supply chain and operations
November 13, 2014: Aaron was a client of Mary's.

Working with Mary and GSA 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 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
Projects

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

<table>
<thead>
<tr>
<th>Projects</th>
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| Professional Development Speaker and Workshop Facilitator  
Sep 2014 – Present  
Frequent presenter on a variety of career and professional development topics for Stanford University Alumni Association; St. Mary’s College of California/School of Economics and Business Administration; University of California, Davis Alumni Association; University of California, Berkeley/Haas School of Business; Alumni Association; University of Pacific/School of Business; Society of Professional Engineers; Bio-medical Engineers Society; National Charity League, Tenn. Impact |
| US News - Career Blogger  
Jun 2013 – Present  
I write about career tips and issues facing college students, new graduates, business professionals and the companies that hire them in the Money/Career section for US News and World Report. |
| Cal Aggie Alumni Association - In the Know Magazine  
Aug 2012 – Present  
I am a regular contributor to the University of California, Davis Alumni Association’s (CAA) on-line magazine for parents - In the Know. |
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 Apple.

- Defined and managed annual ‘Hollywood Summit’ meetings with key media, influencers, partners & investors
- Collaborated with engineering defining next generation operating system
- A CEO selected press spokesperson for new product launches
- Appeared in 9 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

Berkeley School of Information
The View from LinkedIn Recruiter
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

- Schools
- Companies
- Faculty
- Family
- Groups
- Friends
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)
MICS PERKS

ALL MICS and MIDS Students are eligible for a Complimentary 9-month LinkedIn Premium Career subscription

• Can be extended for 9 more months if enrolled in MICS

Only available to current students

https://socialimpact.linkedin.com/en-us/2u/ucb

University of California, Berkeley

University of California, Berkeley (13 kB)
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!

Mary (Diggins) McHale
Career Strategist | Launching Careers at Every Professional Level
San Francisco Bay Area · 500+ connections · Contact info

marymchale@ischool.berkeley.edu

Thank you!