LinkedIn Privacy Tips and Pointers to Get You Noticed!

Mary McHale, M.ED
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

640M+
Members worldwide
Growing at more than two members per second

92% Fortune 100 companies use LinkedIn Talent Solutions to hire

>4M Company pages
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
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%
- Flickr: 13%
- Periscope: 3%

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

Mary, you’re the boss of your account.

Mary McHale
Career Strategist | Launching Careers at Every Professional Level
Member since September 4, 2009

1605 connections
Business Plus
Login and security

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
Privacy

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

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

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

Viewers of this profile also viewed
Choose whether or not this feature appears when people view your profile

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

Blocking and hiding
Privacy

- **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
  
  - **Change**: No

- **Microsoft Word**
  Choose whether work experience descriptions from your LinkedIn profile can be shown in Resume Assistant, a feature within Microsoft Word.
  
  - **Change**: No

### How others see your LinkedIn activity

- **Profile viewing options**
  Choose whether you’re visible or viewing in private mode

- **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

- **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.
# Privacy

## How others see your LinkedIn activity

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

### 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

### 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

### Mentions or tags by others
Choose whether other members can mention or tag you
Privacy

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 Coach | Launching Careers at Every Professional Level
San Francisco Bay Area | Professional Training & Coaching

Private profile characteristics

Business Strategist at Cure SMA

Private mode

Anonymous LinkedIn Member
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
  - Imported Contacts
  - Invitations
  - Recommendations
  - Connections
  - Profile
  - Messages
  - Registration

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

<table>
<thead>
<tr>
<th>Account</th>
<th>Privacy</th>
<th>Ads</th>
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<tbody>
<tr>
<td>How others see your profile and network information</td>
<td>Choose if you want to share your full profile with the job poster when you’re taken off LinkedIn after clicking apply</td>
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<tr>
<td>How others see your LinkedIn activity</td>
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<tr>
<td>How LinkedIn uses your data</td>
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<tr>
<td>Job seeking preferences</td>
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</table>

## 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.

**Unfollowed**
See who you have unfollowed, and resume following if you’d like.
# Job Seeking Preferences

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## Job seeking preferences

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

### Let recruiters know you’re open to opportunities
Share that you’re open and appear in recruiter searches matching your career interests.

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

### 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.

### Stored job applicant accounts
Manage 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

Mary McHale
Career Strategist | Launching Careers at Every Professional Level
San Francisco Bay Area | 500+ connections

Contact Mary for services
Career Development Coaching, Resume Writing, Interview Preparation, Executive Coaching, Public Speaking...
See all details

About

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

Edit your custom URL
Personalize the URL for your profile.
www.linkedin.com/in/marymchale

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

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.
Learn more

Your profile’s public visibility
On

Basic (required)
- Name, number of connections, and region
Profile Photo
- Only 1st-degree connections
LinkedIn members directly connected to you.

Your network
Select which parts of your profile can be viewed

You can change this at any time
Curating Your Brand
Communicating Your Brand
10 Steps to Create Your Brand

1. Audience
2. Photo
3. Headline
4. Passion
5. Experience
6. Accomplishments
7. Experience
8. Endorsements
9. Groups
10. Connections

You
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>
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| • Clear, well-lit  
• Professional, industry appropriate  
• Headshot that shows YOU | • Grainy, dark  
• Party/vacation pic, casual selfie  
• Highlight background more than you |
Your Profile is Your Brand

How to:
➢ Click Me > View Profile
➢ Click pencil to right of profile photo
➢ Click pencil on background photo
Contact Information

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

Providing services:
Career Development Coaching, Resume Writing, Interview Preparation, Executive Coaching, Public Speaking, and Leadership Development.
See all details

Public

Mary McHale
Contact Info

LinkedIn
linkedin.com/in/marydigginsmchale

Website
csadvising.com (Company Website)

Phone
925-818-2280x117 (Work)

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

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

Senior Director Cybersecurity Engineering, Cybersecurity

Chief Information Security Officer | CISO

Cybersecurity Strategist

Cybersecurity Technology Professional - System, Network and Security Design – Leader

Global Cybersecurity, Compliance, and Identity Leader
Compelling Summary

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

About

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
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.

David Ng selected to Represet I School and...
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

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

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

### Resume Writing · 21
- Endorsed by Robin Reshwan, CPRW, who is highly skilled at this
- Endorsed by 3 of Mary’s colleagues at CS Advising

### Industry Knowledge

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<td>Marketing Strategy · 7</td>
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<td>Healthcare · 3</td>
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<td>Human Resources · 12</td>
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</table>
Recommendations

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

Recommendations

- **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 TBRM 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 my... See more

- **Kristie Weber**
  Internal Compliance Director | Intermedia
  December 6, 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... 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

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.

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 and services.

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

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
What A Recruiter Sees
Growing Your Network

- **SCHOOLS**
- **COMPANIES**
- **GROUPS**
- **FACULTY**
- **FAMILY**
- **FRIENDS**
Searching By Alumni or University
Alumni Network

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

marymchale@ischool.berkeley.edu

Thank you!