

The NEDC Professional Collaboration Network: A Guide to Privacy and Security in LinkedIn

LinkedIn provides a safe, moderated and professional social media environment in which NEDC members can explore and collaborate on complex case issues, national standards and emerging evidence.

While LinkedIn has a number of strengths benefiting online communication and networking, questions have been raised by members regarding the privacy and security of both the NEDC group setup and LinkedIn in general. Such questions are highly understandable considering we are dealing with relatively new communication technologies in such highly sensitive areas as professional health and clinical practice. To this end we have put together an information sheet to address a few commonly raised concerns about LinkedIn .

How can I make my LinkedIn profile more secure?

As networking is one of the primary aims of LinkedIn, new profiles can be accessed quite easily through a Google or LinkedIn search on the default security setting. However LinkedIn has made it quite simple to control and protect privacy by allowing users to control what others can see on their public profile. Below is a quick guide to utilising these settings to maximise privacy.

Controlling what's Publicly Visible on a LinkedIn profile

1. Log into LinkedIn
2. Hover over **Profile** with your mouse or pointer on LinkedIn's main menu bar at the top of the page and select **Edit Profile**
3. Scroll down the page to **Public Profile** where you'll see your existing URL and an Edit link to the right. Click this **Edit** link.
4. The Public Profile page opens. After the top section, you'll see the main area, which is marked **Public Profile**.
5. To disallow the public from seeing any part of your LinkedIn profile, click **None**. Otherwise, be sure **Full View** is checked. Once Full View is selected, **Basics** is also selected and you cannot deselect it. Basics include only your name, industry, location and number of recommendations.
6. Check all of the other areas you are willing to display to the public. If there's nothing in your LinkedIn profile you want to hide from the public, you can check all of the boxes.
7. Click the Save Changes at the bottom of the page when you're done.
8. To see what your profile now looks like to the public, click the **View My Public Profile as others see it** link.

LinkedIn has further privacy controls that can be accessed under **Account Settings**. These controls include:

- Turning off activity broadcasts
- Selecting who can see your activity feed
- Selecting who can see your connections
- Changing your profile photo and visibility
- Managing who can send connection invitations

Of course the simplest way to ensure your LinkedIn profile is private is to limit the amount of personal information placed on a profile.

Will a LinkedIn profile make direct contact details publicly available?

No contact information is necessary to become a LinkedIn user besides an email address. You have the option to make this email address 100% private. LinkedIn actually assists in this regard by removing any contact information posted on your profile.

Will content posted in the e-network be available to non-group members?

The LinkedIn group has not been made public so all content on the network can only be viewed by other members of the group. For further security all group members have been approved by the administrator. There is an acknowledged risk that information in the group can be reposted externally by members; however we have made it clear in the group participation guidelines that this is not acceptable behaviour.

For further information, LinkedIn have their own guide to ensuring Security and Privacy on LinkedIn: <http://blog.linkedin.com/2009/02/10/quick-tips-on-security-and-privacy/>