



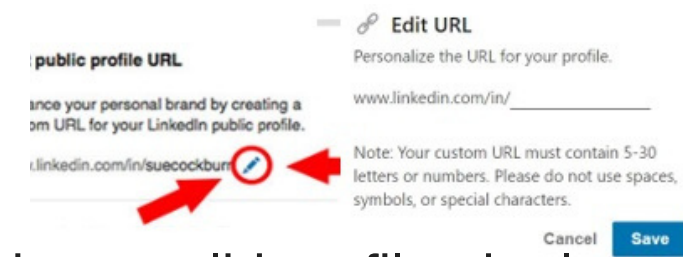
**ECNY, CORP**

# LinkedIn Settings

## CRASH COURSE®

**Edit Your Privacy Settings:** *You want to make changes for optimization, but you don't want all your connections to get notified each time you make a minor change. Editing your privacy settings before you begin will prevent notification triggers so you have the time to make the changes needed to put your best self on LinkedIn.*

**1. Claim Your Vanity URL (On Your Profile Page):** Nothing says "new to LinkedIn" than a long, mixed-up LinkedIn URL - especially if you plan on using it for your resume, email signature, business cards etc. You want to make it easy for people to find and connect with you. Customizing your LinkedIn URL is free and easy to customize. Click on "Edit public profile & URL" - located on the top right-hand corner of your profile page. Click on the pencil on the top, right side of the screen next to "Edit URL" and type in your name. If your name is unavailable, try different versions.



**2. People Also Viewed (Under Site Preferences):** If you're going to spend time developing a solid profile, the last thing you want is for a potentially interested Hiring Manger or connection, to see other candidates that rival you and what you can potentially bring to a company, job, internship etc.. You definitely want to turn this setting to "No", so that your profile is the only one seen when someone is on your page.

**3. Sync Contacts (Under Syncing Options):** Think about this before you decide to sync your entire email address book to your LinkedIn account - do you really want send invitations and be professionally connected to EVERY single contact in your address book on LinkedIn? The answer is probably not. Consider not touching this setting.

**4. Email Addresses (Under Account Access):** It's always smart to have at least two email addresses registered in your settings. This is not just for security settings, but it's also in the event that you have a problem with your primary email account. If inmails going to your primary account bounce, you will be notified via your back-up email. If you don't respond, you don't want your account to get locked, or worse, deleted for inactivity.

**5. Profile Viewing Options (Under Visibility):** How would you like to view profiles or peruse LinkedIn without people being able to see your activity? One of the best things you can do is research people you're interviewing with or companies you're interested in applying to. By turning this setting to "Private Mode", you have the ability to view profiles as many times as you like on LinkedIn, and for as long as you like - incognito. ;-)

**6. Connections (Under Visibility):** Working hard to connect and cultivate relationships with new people takes time and effort. One of our sayings at ECNY is "Your Network Is Your Net Worth©" Giving people access to your connection pool can cost you a job opportunity and also place you in uncomfortable positions if someone uses your name as leverage. Consider placing this setting to "No". You can always change this - for strategy usage in the future.

**7. Manage Active Status (Under Visibility):** This setting was likely inspired by Facebook - a green dot allows your connections to know that you're on LinkedIn. This is a business network and your business. what you do and when is your own business too. Consider turning this setting to "No one".

**8. Share Profile Updates with Your Network (Under Visibility):** Did you know that every time you make a change on your profile, your first degree connections are sent an update on what you changed/added? Turning this setting to "No" allows you to make changes or completely overhaul your profile without alerting your profile. Once it's complete and you feel confident with it, turn it back on to keep your network notified of exciting new achievements, jobs etc..

### STRATEGY, DEVELOPMENT, NETWORKING©



#### Connecting

Connect With Colleagues, Business Professionals and Potential Clients.



#### Participating

Participate With Industry Leaders and Stay Ahead of the Curve.



#### Building

Craft Your Profile to Attract the Clients and Opportunities You Want.

### Get in touch:

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