

**LinkedIn RULES**

1. Be respectful / fair.
2. Avoid negativity.
3. Avoid profanity and inappropriate comments.
4. Refer to ***Student Rights & Responsibilities Policy***; e.g., respectful conversation; appropriate language/content.
5. Be constructive, using a positive tone.
6. Include an appropriate photo.
7. Use LinkedIn in a professional manner / treat it as a professional forum.
8. Be smart about your endorsements and recommendations.
9. Avoid unnecessary / overuse of the “update” function; i.e., limit status updates to ‘newsworthiness’ / relevance.
10. Participate meaningfully / relevance.
11. Share useful news that is \*related\* to the group / purpose; e.g., GHS-relevant.
12. Manage your endorsements – ensure honesty / integrity.
13. Watch for ‘strangers’ trolling your profile.
14. Don’t treat LinkedIn as facebook! e.g., skip hashtags.
15. Set privacy settings.

[Developed by HLTH 274 students, Winter 2015]