

1. Most important is to have a professional email and it's highly recommended you use your name.
  - a. Ex) Alexanderavery@gmail.com | alexanderavery2020@gmail.com
2. Employers will look at your email and having an unprofessional email is one way to eliminate you from the pool of candidates. Some employers have been known to be selective of those with emails ending in hotmail, yahoo, or msn as they tend to be used by older generations and there is an age-bias in the hiring process.
3. One perk to having a LinkedIn is that you can list all of your professional and educational experience in one place. Any experience that's outdated and can't fit on your resume can go on LinkedIn and shows a broader picture of your experience to employers.
4. It's important to have a professional photo, preferably in a suit top. The photo can be a headshot or bust. Don't take it with your phone camera and pay attention to lighting.
5. LinkedIn is a social media platform for professionals, therefore, it is not the place to post anything you wouldn't want a potential employer, mentor, or colleague to see.
6. Ensure to keep your profile updated to any changes in duties, jobs, or other professional endeavors. This is a long-term resume which is an excellent way for employers to find you.
7. Ask colleagues, former teachers, and other professionals you've worked with to leave a recommendation. These can be additional references to employers.
8. Keep your headline updated. Try to use catchy headlines to garner attention.
  - a. Ex) "leader | marketing specialist | mentor | certification / expertise"
9. LinkedIn has many professional articles related to: how to negotiate salary, interview tips, and other beneficial information when you're trying to get back into the game of job hunting.
10. Write a profile. Give people an idea of who you are, what you're passionate about, and what your next steps may be.
11. Upload your resume if you're currently job hunting. Don't forget to change on your profile that you are currently looking for jobs as it boosts your profile to employers.
12. Fill out your skills and have people endorse them. As ALTs, presentation skills are vital to the job and something employers look for. Interpersonal and conflict resolution skills are also great skills to have on your LinkedIn.
13. Quantify your experience! How many years? How many students? How many schools?
14. Make connections! It can be daunting to find people you know or are in related fields, but it's the best way to build your professional network, make connections, and find potential job opportunities.
15. Respond to personal messages! Do your research and ensure the company/person contacting you is reputable. Be careful of pyramid schemes!!!