



**Your LinkedIn profile is your professional front door.** Even if you are not super active on social media, keeping a clean, complete and current profile can open the door to opportunities, conversations and connections. Set yourself up for success with these basic LinkedIn tips & tricks.

## BE YOURSELF

List your current **full name**, including **honorific** (DO, FAOCA, etc.). Include formerly used or nicknames (or full name if you go by your nickname) under “Additional name.”  
Use a current, quality **profile picture** in which your face is clearly visible.  
List your **current role** accurately and be sure to link to **current employer**.

## BE EDUCATED

List your **alma matter** (including shorter-term training programs or certificates), **organizations** you are a member of, **leadership roles** and **volunteer experience**.

## BE CONNECTED

At least once a month, **check messages**, consider new professional contacts to **connect** with on LinkedIn, including secondary (2nd) connections (connections of your connections).

## BE ENGAGED

**Tag** relevant people in your posts and comments—from conference speakers to peers who may be interested in topics covered.

Take two minutes a day to **like** and/or **comment** on a couple of posts to stay engaged and visible to your network.

**And don't forget to follow AOCA!**