



LINKEDIN CHECKLIST

Make your LinkedIn profile stand out—step by step.



PROFILE BASICS

- Add a clear, friendly profile photo (headshot, good lighting, plain background)
- Update your headline to showcase both your expertise and the type of opportunities you're seeking
- Write an "About" section in the first person that tells your story confidently
- Mention your career break (if relevant) positively and clearly
- Add your location and preferred working pattern (e.g. part-time, hybrid, remote)



EXPERIENCE & SKILLS

- Add recent or relevant roles—paid, freelance, voluntary, or project-based
- Use bullet points focused on achievements, impact and results — not just responsibilities
- Include any recent training, upskilling, or certifications
- Ask former colleagues or contacts to endorse a few key skills
- Add 10–20 relevant skills (e.g. communication, project management, Excel)
- Include freelance, consulting or portfolio work if relevant — employers increasingly value breadth of experience



MAKE IT SEARCHABLE

- Use industry keywords in your headline, about section, and job descriptions
 - Include phrases that match the roles you're targeting (check job ads for inspiration)
 - Use your preferred job titles and industries to help recruiters find you
- Add keywords relating to flexible working preferences if relevant (e.g. part-time, hybrid, remote, fractional)

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BUILD YOUR NETWORK

- Connect with former colleagues, friends, and people in your industry
- Follow companies you're interested in working for
- Join relevant LinkedIn groups (e.g. working parents, your professional sector)
- Connect with Ten2Two and other flexible working specialists



LET RECRUITERS KNOW YOU'RE OPEN

- Turn on “Open to Work” and set it to be visible to recruiters or all LinkedIn users
- Specify job titles, location preferences, and flexible working preferences



BONUS TIPS

- Ask a friend or mentor to review your profile
- Update your profile regularly—even small tweaks help keep it fresh
- Engage with content—comment, like, or share posts that interest you
- Don't wait until you're actively job searching to update your profile

YOU'VE GOT THIS!

Your next flexible opportunity could be closer than you think — and a strong LinkedIn profile can help the right opportunities find you.