



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 reflect your skills and what you're looking for
- ☐ 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 to highlight key achievements or responsibilities
- ☐ Include any recent training, upskilling, or certifications
- ☐ Add 10–20 relevant skills (e.g. communication, project management, Excel)
- ☐ Ask former colleagues or contacts to endorse a few key skills



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

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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

YOU'VE GOT THIS!

Your next flexible opportunity could be just around the corner—and a great LinkedIn profile will help you get there.