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WEBINAR

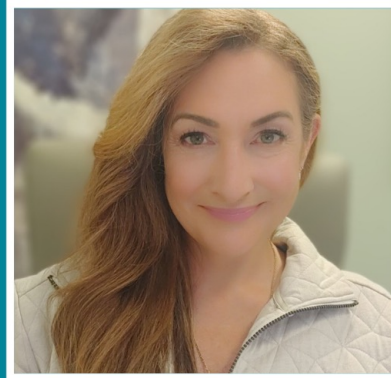
Networking & LinkedIn Strategies for Returners



JULY

19

1 PM ET



J.T. O'Donnell
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Patricia Pomar
Dell



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TIPS:

- Use the Chat box to comment.
- Use the Q&A box to ask a question.
- Click the [CC] button and “show subtitles” to see captions.
- You’ll receive the recording and slides late tomorrow.

Path Forward is a nonprofit on a mission to empower caregivers to restart and advance their careers by working with employers to create programs that give professionals a jump start back to paid work, while giving companies access to skilled, but often overlooked, talent.



Resources



- [Webinars](#)
- [Weekly newsletter](#)
- [Get Hired](#) – returnships from Path Forward partners that are open now for applications
- [Returnship Matcher](#)
- [Helpful articles](#) and [success stories](#)
- [Path Forward Community](#)

” Path Forward has offered me so much support and encouragement. This organization has taken care of me in many unexpected ways. I'll be eternally grateful to Path Forward for helping me find my path and a new sense of purpose.”



RACHNA P.

2021 Returner | Allstate



Scan or [click here to donate](#)

Bonus Resource

LinkedIn Refresh workshop

Join us tomorrow at 4 p.m. ET
in the Path Forward Community
for this free workshop.

Includes a helpful worksheet,
“My LinkedIn Checklist.”

PATH FORWARD WORKSHEET


My LinkedIn Checklist

Your LinkedIn profile is an important component of your job search. Plan to spend time upfront to create or update your profile.

This checklist will help you showcase your strengths to your network and hiring managers. The tips below will also ensure that your profile shows up when recruiters use search tools to find candidates.

Wondering how to address your career gap? See our article [Should You Call Out Your Career Break on LinkedIn?](#) to consider the options.

<p>PHOTO</p> <ul style="list-style-type: none"><input type="checkbox"/> Is my photo clear, professional, and up-to-date?	<p>ABOUT</p> <ul style="list-style-type: none"><input type="checkbox"/> Does my About section start with a “hook” and capture the reader’s attention in the first three lines?<input type="checkbox"/> Does my About section strengthen the reader’s first impression of me?<input type="checkbox"/> Have I used first-person “I” statements in my About section?<input type="checkbox"/> Have I shared my values, accomplishments, and added a human element?<input type="checkbox"/> Does my About section tell a compelling story about my professional journey?<input type="checkbox"/> Have I included a call to action and added “Featured” items?<input type="checkbox"/> Does the About section show my skills, strengths, and motivations?
<p>BANNER</p> <ul style="list-style-type: none"><input type="checkbox"/> Does my banner represent me?<input type="checkbox"/> Have I used an appropriate image that reflects my personality or industry?	
<p>HEADLINE</p> <ul style="list-style-type: none"><input type="checkbox"/> Does my headline reflect what I do and my current skills and interests?<input type="checkbox"/> Does my headline have a clear first line?<input type="checkbox"/> Have I picked one option and filled it out?<ul style="list-style-type: none">- Option 1: What you do- Option 2: What you do – Something you’re passionate about- Option 3: What you do – Something you’re specialized in<input type="checkbox"/> Have I included relevant keywords for profile search engine optimization (SEO)?<input type="checkbox"/> Is my headline 120 characters or less?	

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© 2023 Path Forward My LinkedIn Checklist - Page 1

LinkedIn for Returners

By J.T. O'Donnell
CEO, Work It DAILY



The job market today is full of competition.

When you're a single job seeker in a big crowd of applicants, it can be *tough* to **stand out** & land an **interview**.

There's a **high volume** of people who apply to jobs which is why recruiters use an applicant tracking system to **filter out** applicants.

Studies show only **3% of people that apply** on job boards get a **call back** from the recruiter.

Did you know...?

The average job search takes **6-9 months**.

Without a strategic plan, it will take even **longer**.

**Before You Update
Your LinkedIn Profile...**

As a job seeker, you're a job SHOPPER -
shopping for your next opportunity.

Shoppers do their **homework** by **researching**
options, studying **trends**, & making sure they
know what a “good deal” looks like - Job
shoppers are no different.

PROBLEM:

You are a *commodity* meaning you look like every other candidate.

Think about the *law of supply & demand* - When there's lots of supply and not enough demand, nobody wants to hire you.

SOLUTION:

Set yourself apart from the competition by becoming a **SPECIALIST!**

Identify the “**problem**” you solve for employers.

What do you want to do *next* in your career?

Define the service you provide as an employee.

Examples:

- Customer Service Specialist
- Project Manager
- Digital Marketing Strategist
- Human Resources Manager

1. Inventory your skills:

- Make a list of your **hard skills**.
 - These are the job-specific skills that you need technical training on.
 - EXAMPLES: Project Management, Digital Marketing, Customer Service.
- Make a list of your **soft skills**.
 - These are character traits or qualities.
 - EXAMPLES: Communication, Adaptability, Supportive.

2. Figure out what hard skills transfer to this next step in your career:

- EXAMPLES:
 - Customer Service
 - Administrative Support
 - Project Management
 - Training & Development
 - Team Management
 - Event Management
 - Client Relations
 - Data Analysis

3. Highlight quantifiable accomplishments that directly support those skills:

- EXAMPLES:
 - Email Marketing:
 - “Developed 25 email marketing campaigns for 10 clients.”
 - Customer Service:
 - “Assisted ~ 100 customers per day via email to help them find the correct products and services.”

Branding Your LinkedIn Profile

LinkedIn is the world's **largest** professional networking platform & one of the most influential social media **networks**.

With over **900 million** members in over **200 countries & territories**, you'll want to utilize this tool to market yourself.

LinkedIn Statistics:

- 94% of recruiters use LinkedIn to vet candidates
- 93% of hiring managers will look at a candidate's social media profile before an interview
- Open jobs on linkedin = 6.5M+ Worldwide, Canada = 90K+, USA = 3.3M+

#1

Choose relevant keywords.

Tips For Success:

- Recruiters search for specific keywords that tie to the jobs they're hiring for on LinkedIn.
- List keywords and skill sets you have that relate to the job(s) you're interested in pursuing.

#2

Choose a background & profile photo.

Tips For Success:

- Background: Keep it simple to compliment your page.
 - Avoid tons of colors/graphics that can distract from your profile.
- Profile Photo: Use a current photo of yourself.
 - Don't have other people/objects in your photo.
 - Photo should be well-lit/ not blurry.
 - Smile & make sure you're looking at the camera.

#4

Optimize your headline & other aspects of your page.

Tips For Success:

- Incorporate your key skill sets by including specific keywords of these skills.
- Keywords increase your chance of showing up in search results.
- NEVER say “Looking for new opportunities” or “Currently unemployed”

#5

Write your About section.

Tips For Success:

- Include your personal branding statement written in the first person.
- Make a keyword-filled list of your top 10 skills.
- Make a list of any technology/ software you're proficient in below the skills list.

#6

Fill out your Experience section.

Tips For Success:

- It should mirror your resume Work History.
- Don't use big paragraphs.
- Include 3-7 bullet points of your quantifiable accomplishments for each position (can copy/paste from resume).

#7

Add relevant skills & other additional experience.

Tips For Success:

- List your most relevant skill sets (these will likely be the ones you want to leverage anyway) - Aim for at least 15-20 endorsements
- Add in other additional experience such as industry-related certifications, licenses, programs, volunteer roles, associations, etc.

Questions?