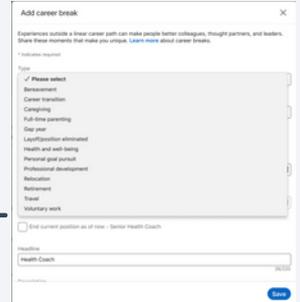


iRelaunch's Guide for Relaunchers

1

Add the Career Breaks category to your LinkedIn Profile

Follow these [directions](#) and [tips from LinkedIn](#) on how to add the Career Breaks category to your profile. For some guidance and inspiration from iRelaunch on what you might want to consider including in the description of LinkedIn's Career Break feature, see page 2 of this Guide!



2

Post on LinkedIn and other social media platforms to show how you are calling out your career break!

Be sure to tag iRelaunch on LinkedIn and use the campaign hashtags [#CallOutYourBreak](#) and [#iRelaunch](#) so we can amplify it. Add a screenshot of your Career Break category on your LinkedIn profile to all of your social media posts.



3

Follow iRelaunch and #CallOutYourBreak

Keep tabs on which employers are seeking out individuals with career breaks who are eligible for their career reentry programs. In the threads of employers you are targeting, copy and paste your post and Career Break screenshot from above and include a link to your LinkedIn profile in response to these employers. Don't forget to use the hashtags [#iRelaunch](#) and [#CallOutYourBreak](#) in these comments!



4

Share your posts with iRelaunch and update your LinkedIn headshot with our photo frame!!

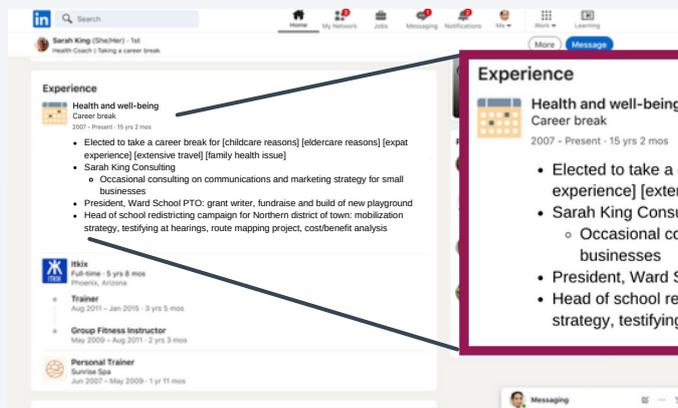
Share your Career Break screenshot, your LinkedIn profile link and the [#CallOutYourBreak hashtag](#) in the comments of [any of iRelaunch's posts](#) about our [#CallOutYourBreak](#) campaign. If you want to be featured on [our LinkedIn #CallOutYourBreak newsletter](#), be sure to submit your links [through this Google form](#). Finally, update your LinkedIn headshot with our [#CallOutYourBreak](#) photo frame! See page 2 of this guide for more details!



Need some inspiration or ideas on what to include in the description section of LinkedIn's Career Break feature? iRelaunch has got you covered!

You could choose to include recent and relevant coursework under the Career Break heading, a Github portfolio of technical problem solving, or even occasional income producing activities such as periodic consulting projects, substitute teaching or a part time side gig unrelated to your career goals.

Here's an example of how we recommend adding a career break to your resume when you are applying for a position that is a part of a career reentry program:



PRO TIP:

For more detailed guidance and advice on how to position your career break on resumes, cover letters, LinkedIn and during the Interview, check out Steps 22-27 of the [iRelaunch Return to Work Roadmap](#).



Not sure what to say with your post on social media? Use our sample language below, or borrow what you like and make it your own!

"I just used [LinkedIn's](#) new Career Break feature so employers know I am eligible for their career reentry programs as part of [iRelaunch's](#) #CallOutYourBreak campaign! Check out my Career Break on my LinkedIn profile here! Thanks #iRelaunch and #LinkedIn!"

Important!

While you're more than welcome to tweak our sample language to fit your voice, please be sure to include both the #iRelaunch and #CallOutYourBreak hashtags and to tag [iRelaunch's](#) and [LinkedIn's](#) social media accounts so your post gets maximum exposure! If you're feeling extra kind, we'd love it if you could link your post back to [our campaign landing page](#) to encourage even more relaunchers and employers to participate!

Add our #CallOutYourBreak Photo Frame to your LinkedIn profile so recruiters and employers know you are using the Career Break feature!



[Click here to add our #CallOutYourBreak Photo Frame](#) to the headshot of your choosing. It takes less than a minute to upload a picture, download the frame and upload to your LinkedIn profile.



Want more employers with career reentry programs and jobs to see your background and career break?

Be sure you [register for our Job Board](#) where employers go when they are *specifically* looking for relaunchers! It's free to join, plus you get top exposure to employers who want to see career paths with career breaks!