



THE LINKEDIN PLAYBOOK

**Master Your Profile.
Network Like a Pro.
Land the Job You Want**



A complete LinkedIn strategy guide for graduates of Certificate III, IV, and Diploma courses in childcare and education.

Learn how to craft a powerful profile, get found by recruiters, build your professional network, and find your first role.

All in under 30 minutes a week.



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CHAPTER ONE

WHY LINKEDIN MATTERS MORE THAN YOU THINK



Why LinkedIn Matters

LinkedIn isn't just for executives anymore — it's your digital CV, personal brand, and 24/7 job search tool.

Did you know?

- 75% of recruiters check LinkedIn before hiring — even if you applied elsewhere.
- Many top jobs never hit job boards. Recruiters fill them by scouting LinkedIn profiles.
- A strong profile makes you look like a professional, not “just another resume.”

For childcare workers, teacher aides, and vocational graduates, LinkedIn helps you stand out. You haven't just finished a course — you're a qualified professional ready to shape lives.



CHAPTER TWO

THINK LIKE A BRAND

Not a job seeker



Key Idea: “You’re not looking for a job. You’re building a professional identity”

WHAT'S YOUR STORY ?

Most graduates treat LinkedIn like a checklist:

- Add a photo
- Write a headline
- Paste a course description

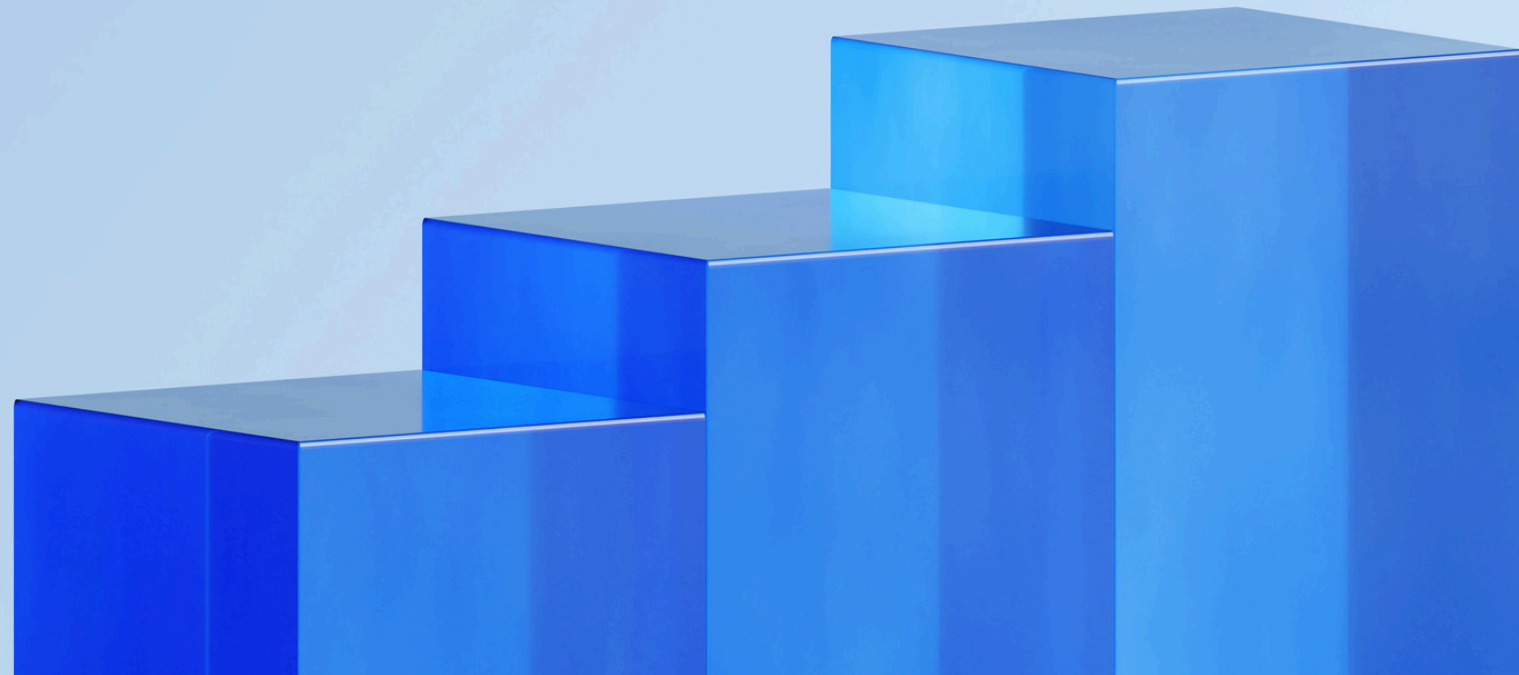
...and then wonder why nothing happens.

The real secret? Building a personal brand — and that starts with telling your story with purpose.

CHAPTER TWO

THE 3-PART BRANDING FRAMEWORK

From “Just a Student” to Someone I’d Hire



Before you write your profile, get clear on three things:

Your Identity – What makes you unique? (Patient, creative, bilingual, confident with routines, etc.)

Your Outcome – What change do you create?

→ “I help children feel safe, seen, and supported during their early years.”

Your Promise – Why trust you?

→ You’ve completed a nationally recognised course, proven your skills, and care about making an impact.

✗ Old Headline

“Certificate III in Early Childhood Education Student”

✓ New Headline

“Early Learning Professional | Creating Safe & Fun Environments | Passionate About Children’s Growth”

🔑 This simple change positions you as a professional — not just a student. It tells recruiters you’re ready to contribute from day one.

CHAPTER THREE

PROFILE DEEP DIVE

Turning Every Section into a Career Magnet

Your LinkedIn profile isn't just a resume — it's your personal landing page.

Every section should:

- Grab attention
- Show your value
- Build trust
- Inspire action (job offers, interviews, connections)

In this chapter, we'll break down each section with advanced tips, before-and-after examples, and best practices tailored to childcare and education support.



Example: From “Just a Student” to Someone I’d Hire

✗ Old Headline:

- “Certificate III in Early Childhood Education Student”

✓ New Headline:

- “Qualified Early Learning Professional | Creating Safe & Fun Learning Environments | Passionate About Children’s Growth”

This small shift frames you as someone who already belongs in the workforce. That’s the goal.



PROFILE PHOTO & BACKGROUND BANNER

Do:

- Use a clear, high-resolution headshot — smiling, clean background, well-lit.
- Dress as you would for an interview at a childcare centre.
- Bonus: Use a LinkedIn background banner that reflects your field. You can design one for free using Canva (search “LinkedIn banner childcare”).

Don't:

- Use selfies, car pics, filters, party shots, or blurred images.
- Leave the background image blank (missed branding opportunity).

HEADLINE — YOUR PROFESSIONAL TAGLINE

Most people use their job title. That's a mistake.

Your headline should say:

- What you do
- Who you help
- How you add value

Formula:

[Job Title or Qualification] | [Your Strength or Focus Area] | [Impact Statement]

Example (Childcare Educator):

“Certified Early Childhood Educator |
Passionate About Play-Based Learning |
Helping Children Thrive in Their First Years”

ABOUT SECTION — YOUR STORY, NOT YOUR RESUME

This is your elevator pitch — 3–4 short paragraphs (max 300 words) that explain:

- Who you are
- Why you're passionate about your work
- What you studied and achieved
- The kind of roles you're looking for
- What makes you different

Structure:

1. Hook — Something warm, real, and personal.
2. Training — Briefly mention your course + standout skills.
3. Passion — Show why you care.
4. Call to Action — What you're looking for and how to contact you.

EXAMPLE (CHILDCARE EDUCATOR):

Children don't just need supervision — they need connection, routine, and joy. That's what I aim to bring to every classroom and centre I work in.

I recently completed my Certificate III in Early Childhood Education and Care through ACTAC. During my training, I gained experience in managing daily routines, engaging children in learning through play, and creating inclusive environments.

I'm especially passionate about working with children aged 2–5, and love creating themed activities that help build social and emotional skills. I've been praised for my patience, warmth, and ability to connect with children who need a bit more support.

I'm currently seeking an opportunity in a centre where I can grow, contribute, and continue learning. Please feel free to connect with me or send a message.

EXPERIENCE — EVEN IF YOU DON'T HAVE “JOBS” YET

You don't need years of paid experience to write a strong experience section.

Use:

- Your practical placement hours
- Volunteer work
- Babysitting, tutoring, or related experience

Be sure to:

- Add clear bullet points of what you did
- Mention age groups, activities, tools (EYLF, NQS, etc.)

EXAMPLE:

Position Title: Practical Placement Educator

Organisation: Awesome Early Learning Centre (Placement)

Dates: Feb 2025 – Apr 2025

Description:

- Supported daily routines for children aged 0–5 years in a group setting.
- Led small-group learning through singing, storytelling, and creative play.
- Practised positive behaviour support and responsive caregiving.
- Aligned programming with the Early Years Learning Framework (EYLF).

SKILLS & ENDORSEMENTS

LinkedIn allows 50 skills, use all of them.
Prioritise keywords that match job ads:

- Early Childhood Education
- Child Development
- Play-Based Learning
- Positive Behaviour Support
- First Aid & CPR
- Communication
- Team Collaboration
- EYLF
- NQS

Endorsements will come later — once your profile is active and you begin networking.

EDUCATION & CERTIFICATIONS

Add your training, even if still in progress:

Australian College of Teacher Aides and Childcare (ACTAC)
Certificate III in Early Childhood Education and Care
Jan 2024 – Apr 2025

Optional Add-Ons:

- Add relevant coursework
- Add licenses (e.g., Working With Children Check, CPR Certification)

CONTACT & CUSTOM URL

Make it easy for recruiters to reach out:

- Add your email
- Add your mobile (optional)
- Set your LinkedIn URL to:
[linkedin.com/in/yourfullname](https://www.linkedin.com/in/yourfullname)

QUICK WINS SUMMARY:

Profile photo	→	Upload a bright, clear professional image
Banner Image	→	Add a childcare-themed background
Headline	→	Craft a compelling 3-part tagline
About	→	Write a warm, story-driven summary
Experience	→	Add placements, list of achievements
Skills	→	Include top 30-50 keywords
Contact Info	→	Add email, customise your URL

CHAPTER FOUR

VISIBILITY STRATEGIES

Getting Found by Recruiters



“
It's not just what your profile says.
It's how the algorithm finds and ranks you.

Expert Insight from LinkedIn Recruiter Systems”

Most childcare grads think LinkedIn works like Seek:
you search, apply, wait.

But in truth, recruiters are constantly searching you
using advanced filters.

Your job is to make sure you're visible in the right
searches.

UNDERSTAND THE LINKEDIN ALGORITHM

LinkedIn's algorithm determines:

- Which profiles appear first in recruiter searches
- Which posts are shown to your network
- Which profiles get suggested to employers

It looks at 4 main things:

1. Profile completeness
2. Keyword relevance
3. Activity and engagement
4. Connections in your industry

If you want to appear in a recruiter's search for "Early Childhood Educator Brisbane Part-Time", your profile must include those exact words — in strategic places.



LINKEDIN SEO — SPEAK RECRUITER LANGUAGE

Where to use keywords:

- Headline
- About section
- Experience bullet points
- Skills list
- Endorsements
- Recommendations (if possible)

EXAMPLE KEYWORDS FOR CHILDCARE ROLES:

- Early Childhood Educator
- Certificate III in Early Childhood Education
- Childcare Assistant
- EYLF | NQS | Learning through play
- Child supervision | Daily routines | Child development
- Positive behaviour support
- Working With Children Check

Use these in clear language — not keyword stuffing.

Think: “I supported daily routines aligned with the EYLF and NQS guidelines.”

USE JOB TITLES YOU WANT — NOT JUST WHAT YOU HAD

You may not have been “officially” a childcare educator yet, but if you trained as one, say so.

✗ Don't write:

- “Student” or “Babysitter”

✓ Instead, write:

- “Early Childhood Educator in Training”
- “Practical Placement Educator – Certificate III Student”

Recruiters filter by title. If you don't match their search, you're invisible — even if you're the perfect fit.

YOUR ACTIVITY = VISIBILITY

LinkedIn rewards active profiles.

Rule of Thumb: The more you use it, the more you're seen.

Weekly routine:

- Like 2–3 posts in your industry
- Comment meaningfully on 1 post per week
- Connect with 1–2 new people (former students, centre managers, recruiters)
- Share or write a short update once every 2–3 weeks

Example update:

“Excited to have completed my Certificate III in Early Childhood Education! Grateful for everything I learned at ACTAC. Looking forward to finding the right centre to start making a difference.”

This shows you're active, growing, and hire-ready.

USE HASHTAGS & TAGS STRATEGICALLY

When posting or commenting:

- Add relevant hashtags like:
#ChildcareJobs
#EarlyChildhoodEducation
#EducationSupport
- **Tag your college, placement centers, and even fellow graduates**

This increases post reach and builds community.

PROFILE RANKING — WHAT RECRUITERS ACTUALLY SEE

When a recruiter uses LinkedIn Recruiter, they see:

- A list of profiles ranked by match
- Key fields: job title, location, keywords, and activity
- A heatmap of your activity and endorsements

To appear near the top:

- Your title must match the job title
- Your keywords must be in several profile sections
- Your profile should be active, not dormant

VISIBILITY CHECKLIST

Task	Frequency	Status
Use job titles you want (e.g., “Educator”)	Once	☐
Add target keywords across your profile	Once	☐
Like or comment on relevant posts	Weekly	☐
Connect with peers and professionals	Weekly	☐
Share your training milestones	Monthly	☐
Review your visibility via profile views	Monthly	☐

“Engagement is the currency of social media success.”



CHAPTER FIVE

NETWORKING LIKE A PRO

(Even if you're an introvert)



“People hire people — not resumes. The fastest way to find work is through relationships.”

Many students believe:

- “I’m not experienced enough to connect with people.”
- “It’s awkward to message someone I don’t know.”
- “I’ll just apply for jobs and wait.”

But here’s the truth: Most jobs are filled through referrals, not job boards.

That’s why LinkedIn networking is essential — and easier than you think.

WHO SHOULD YOU CONNECT WITH?

Start building a network that reflects where you want to go — not just where you've been.

Target these profiles:

- Fellow students and recent graduates (especially those employed!)
- Centre directors and managers in your area
- Childcare educators with 1–5 years of experience
- LinkedIn recruiters who hire for education/childcare
- Training providers, course coordinators, assessors

Aim to build a list of at least 30–50 connections in your field.

HOW TO SEND GREAT CONNECTION REQUESTS

Always send a personalised message — it triples your acceptance rate.

Template #1 — Fellow Graduate

Hi [Name], I just finished my Cert III in Early Childhood Education and saw you also studied at ACTAC. I'd love to connect and hear how your journey has been!

Template #2 — Centre Director / Employer

Hi [Name], I'm a new graduate educator passionate about working with young children. I'm looking to learn from experienced professionals like you — would love to connect.

Template #3 — Recruiter

Hi [Name], I'm just entering the early childhood field after completing my Certificate III. I'm currently looking for part-time or casual roles in [City]. Would love to connect!

Keep it simple. Friendly. Honest. Professional.

WHAT TO SAY AFTER THEY ACCEPT

Once they connect, thank them. You now have a foot in the front door.

Message Template:

Thanks so much for connecting! I really admire the work you're doing in early childhood. If you ever have advice for someone just starting out, I'd love to hear it.

You don't need to "ask for a job" — start with relationship-building

ENGAGE WITHOUT POSTING

You don't need to publish posts to be visible.

Try this weekly routine:

- Like 2 posts by people in your network
- Comment once a week with something thoughtful like:
 - "Thanks for sharing this! I'm just starting in the field and this was really helpful."
- Congratulate people on new jobs or certifications

This shows you're active, thoughtful, and interested in the profession.

JOIN THE RIGHT GROUPS

LinkedIn groups help you:

- Stay up to date with industry trends
- Find job leads
- Connect with others in private discussion spaces

Top LinkedIn Groups for Childcare:

1. Early Childhood Educators Australia
2. Childcare & Early Learning Professionals Network
3. Australian Childcare Job Network
4. Support Workers & Carers (Australia)
5. LinkedIn for Teachers & Education Professionals

Join 3–5. Introduce yourself. Ask a question. Share a win.

A BEGINNER'S NETWORKING PLAN

Week	Goal	Example Action
1	Connect with 5 fellow students	Search “ACTAC Certificate III” + send requests
2	Connect with 3 employer/recruiters	Search “Centre Director Brisbane”
3	Comment on 2 posts	Add value to a post in your field
4	Share your story	Post: “Just finished my cert! Feeling excited”

Repeat this 4-week cycle and your professional network and confidence — will grow.

NETWORKING QUICK WINS:

Tip	Results
Send personalised connection requests	3x more likely to be accepted
Engage weekly with others' content	Increases your visibility
Thank people after they connect	Open doors for real dialogue
Join and engage in niche groups	Makes you visible to employers
Stay consistent, even 10 min/week works	Builds momentum over time

CHAPTER SIX

JOB HUNTING

Alerts, Messaging, and Strategy



“You don’t need to chase jobs. When you set things up right, the jobs find you.”

LinkedIn isn’t just a digital resume — it’s also a smart job board, networking hub, and recruiter dashboard.

If you use it properly, it becomes your most powerful job search tool — especially in the childcare and education space.

SET UP JOB ALERTS THE SMART WAY

LinkedIn lets you set up custom job alerts that notify you when new roles appear — based on:

- Job title
- Location
- Work type (e.g., casual, part-time)
- Experience level

To set up:

1. Go to Jobs > Search
2. Type: “Early Childhood Educator”
3. Filter by your location (e.g., Melbourne, Brisbane)
4. Set experience to “Entry Level” or “Internship”
5. Turn on “Job Alert” toggle

Now LinkedIn will email or notify you the moment a job matching your criteria is posted.

APPLYING VIA LINKEDIN — THE RIGHT WAY

You can apply directly through LinkedIn with your profile — but stand out by:

- Having a complete, keyword-rich profile
- Adding a tailored resume (PDF format)
- Writing a short note when the job allows it

Application message example:

*Hi [Hiring Manager's Name],
I'm excited to apply for the childcare educator role you posted. I recently completed my Certificate III and have hands-on placement experience working with 2–5 year olds. I'd love the chance to bring my creativity and care to your team!*

Also, follow the company page after applying — it shows you're interested and keeps you in the loop if they view your profile.

USE “EASY APPLY” (BUT DON’T RELY ON IT)

“Easy Apply” is great — one click to apply — but overused.

Many candidates apply to dozens of jobs without tailoring.

Instead:

- Use it only when your profile is strong
- Follow up with a message or connection request
- Use a tailored resume wherever possible

UNDERSTAND WHAT RECRUITERS SEE

Recruiters using LinkedIn Recruiter see a dashboard like this:

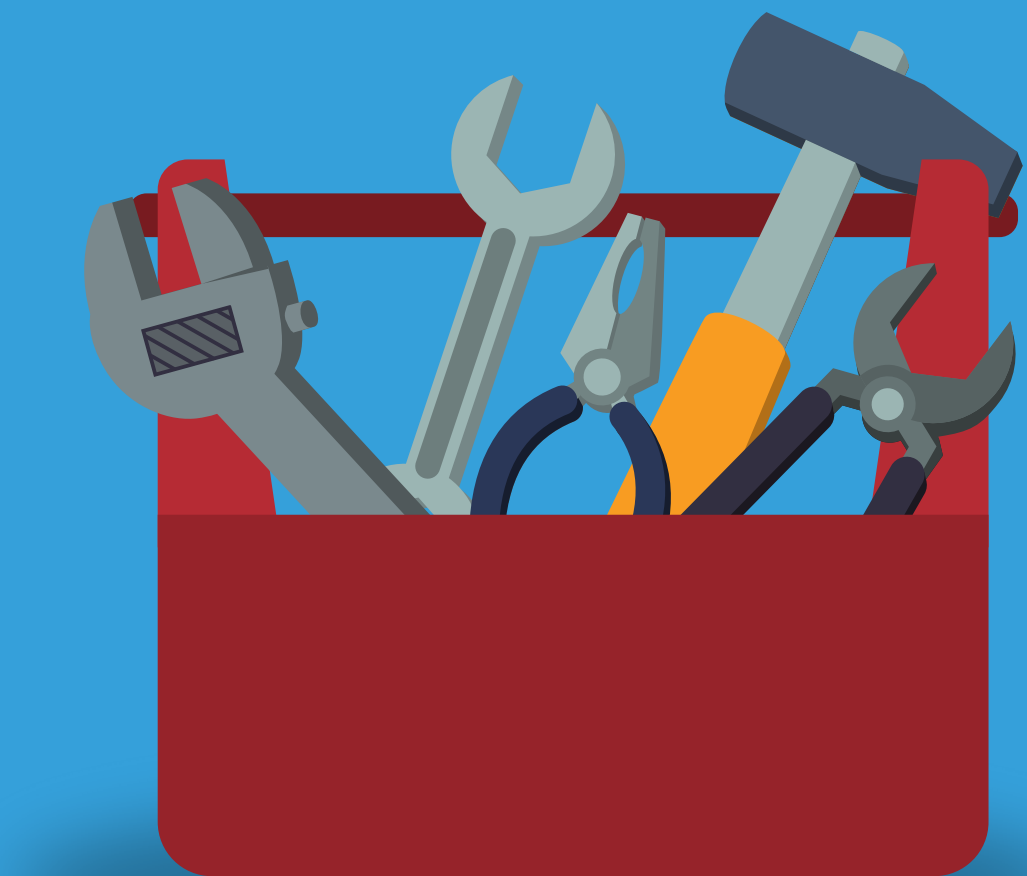
- Your name, headline, and location
- Match score based on keywords and job title
- Activity level (when you last posted, how many connections)
- Whether you’re “Open to Work”
- Mutual connections or recommendations

Your goal: make their decision easy.

You want to be the “yes” they can send to the centre manager.

JOB SEARCH TOOLKIT SUMMARY

<u>Tool</u>	<u>Action</u>
Job Alerts	Get notified early - daily if possible
“Open to Work” Setting	Turn it on privately for recruiter access
Follow Employers	Shows interest and gets updates
Engage with Staff Posts	Build light rapport before applying
Customised Resume + Note	Always include for serious opportunities
Weekly Check-In	Apply to 2-3 roles, follow up with 1-2 messages



CHAPTER

SEVEN

CONTENT STRATEGY FOR AUTHORITY BUILDING

(Even If You're New)

"You don't need a massive following. You just need the right people to see your value."

Many students think:

- *"I have nothing to say."*
- *"I'm not an expert yet."*
- *"People will judge my writing."*

But the truth is — most of your peers never post at all.

If you share thoughtful content even once a month, you immediately rise above the noise.

Even one good post can:

- *Attract recruiters and employers*
- *Show your passion and personality*
- *Open unexpected career doors*

WHY SHOULD A CHILDCARE PROFESSIONAL POST ON LINKEDIN?

Because your work matters — and when you share it, others see your commitment.

Childcare centres don't just hire based on certifications.

They want:

- Passion
- Communication skills
- Cultural fit
- A genuine interest in children's growth

Posting lets you demonstrate all of these in one place.

THE 3 E'S CONTENT STRATEGY

To make this easy, use the 3 E's:

1. Educate — Share something you learned
2. Express — Show your values or personality
3. Engage — Ask a question or invite input

Best-performing posts are short, honest, visual, and human.

10 POST IDEAS YOU CAN USE TODAY

- “Why I Chose to Become a Childcare Educator”
→ Personal story, family influence, or passion for helping kids.
- “3 Things I Learned During My Certificate III Course”
→ Practical insights or surprising challenges.
- “A Lesson That Stuck With Me from Placement”
→ A moment of connection, mistake, or breakthrough.
- “The Importance of Play in Early Childhood”
→ Share your view with a quote or child development tip.
- “Finished My Course — What’s Next?”
→ Celebrate your graduation and ask for advice.
- “My Favourite Activity to Do with Toddlers”
→ Add a photo of your craft or idea.
- “What I’ve Learned About Patience from Working With Children”
→ Emotional intelligence + experience.
- “Thank You to My Trainer at ACTAC”
→ Builds connection and credibility (tag your trainer!).
- “Job Hunting in Childcare: My Journey So Far”
→ Transparency creates relatability.
- “If I Could Tell Future Students One Thing...”
→ Be the voice for the next wave of learners.

AUTHORITY BUILDING WITHOUT THE STRESS

Step

Action

Choose 1 of 10 prompts

Write a short 150-300 word post

Add a photo if you can

Boosts visibility and relatability

Post every 2-3 weeks

Stay top of mind

Comment weekly

Stay active without posting daily

Be human, not perfect

Authenticity wins over LinkedIn



CHAPTER EIGHT

LINKEDIN GROUPS AND LIFELONG LEARNING

Plug Into the Right Communities

“If you want to go fast, go alone. If you want to go far, go together.”

Traditional proverb (and a perfect LinkedIn strategy)

Once your profile is complete and your activity starts to build, there’s one more key step: join groups and keep learning.

This chapter helps you stay relevant and connected even before you land your first job.

WHY JOIN LINKEDIN GROUPS?

LinkedIn Groups are private communities built around industries, interests, and professions.

For childcare and education support professionals, this is where:

- Educators share advice and opportunities
- Employers post jobs and updates
- Professionals network without pressure
- You learn quietly by watching and reading

TOP LINKEDIN GROUPS FOR CHILDCARE & EDUCATION

Here are 5 example groups you should join

<u>Group Name</u>	<u>Why Join</u>
Early Childhood Educators Australia	Career advice, job discussions, teaching tips
Australian Childcare Jobs Network	Frequent job posts and industry discussions
Education & Training Careers Australia	Broader education job roles, including teacher aides
Early Childhood Professionals	Global perspective, thought leadership articles
Linkedin for Teachers & Education Professionals	Learn Linkedin tips directly from other educators

HOW TO ENGAGE WITHOUT SPAMMING

Don't just join — participate. But do it strategically.

What to do:

- Introduce yourself in a welcome post:
 - “Hi everyone, I’ve just completed my Certificate III in Early Childhood Education with ACTAC. Excited to connect and learn from you all!”
- Like 1–2 posts per week
- Comment thoughtfully (not just “Great post” — say why it resonated)
- Ask a smart question (e.g., “What’s one tip for handling shy toddlers?”)
- Share a resource or article you liked

What not to do:

- Don't immediately ask for a job or promote yourself
- Avoid overly casual language — remain friendly, yet professional
- Don't drop links to resumes or portfolios unless the group allows it

USE LINKEDIN LEARNING

LinkedIn has a hidden gem: LinkedIn Learning. This offers short courses on:

- Child psychology
- Communication skills
- Managing challenging behaviour
- Interview prep
- Resume writing
- Time management for professionals

Many libraries, universities, and employers offer free access — check if you can log in via:

- Your public library card
- A student email
- Previous workplace

Even without a subscription, many short courses offer 1-month trials or free access periods.

Completing 1–2 extra learning modules and adding them to your profile can help you stand out in competitive entry-level roles.

BUILD A PERSONAL LEARNING ROUTINE

Here’s a simple weekly plan:

<u>Day</u>	<u>Task</u>
Monday	Visit a Linkedin Group + read 2-3 posts
Wednesday	Watch 15 minutes of a Linkedin Learning course
Friday	Comment or ask a question in a group
Sunday	Reflect: What’s one new thing I learned this week?

GROUP + LEARNING CHECKLIST

<u>Task</u>	<u>Frequency</u>	<u>Status</u>
Join 3-5 relevant Linkedin groups	One-time setup	☐
Introduce yourself in 1-2 groups	First week	☐
Like/comment on posts	Weekly	☐
Ask on group question	Monthly	☐
Complete 1 short learning course	Every 1-2 months	☐
Add completed course to profile	After each course	☐

CHAPTER NINE

THE 30 MINUTE WEEKLY LINKEDIN ROUTINE

“You don’t grow a garden by planting seeds and walking away. You water it — just a little — every week.”

Most people set up a LinkedIn profile and then... disappear.

But LinkedIn rewards consistency over intensity.

With just 30 minutes a week, you can:

- *Stay on the radar of recruiters and employers*
- *Attract job offers and referrals*
- *Build a professional identity that compounds over time*

THE 30-MINUTE BREAKDOWN

<u>Time</u>	<u>Activity</u>	<u>Purpose</u>
10m	Engage with 3 posts	Builds visibility and rapport
5m	Connect with 2 new people	Expands your opportunity network
5m	Comment or send a follow-up DM	Keeps conversations alive
5m	Review job alerts & saved jobs	Keeps your job search fresh and responsive
5m	Share or schedule a post/update	Builds authority and signal activity

WEEKLY ROUTINE IN ACTION

Here’s what one full week might look like for a recent graduate:

Monday (10 min)

- Like and comment on 2–3 posts in a childcare or education group.
- Search for “Early Childhood Educator” jobs in your area.

Wednesday (10 min)

- Send 2 connection requests (e.g., centre managers or peers).
- DM someone you recently connected with to thank them or ask a quick question.



Friday (10 min)

- Share a post: “Grateful to have completed my Certificate III in Early Childhood Education! Thanks to ACTAC for the guidance and support — excited to take the next step!”
- Check job alerts and save 1–2 new roles for the weekend.

MAKE IT A HABIT

Block LinkedIn time in your calendar: e.g. 15 mins Monday + 15 mins Friday.

Use tools like Notion, Trello, or your phone’s Notes app to track:

- Who you’ve reached out to
- Which roles you’ve applied for
- Post ideas or saved content

THE LONG-TERM PAYOFF

By sticking to this habit, after 90 days you'll likely have:

- 30+ new professional connections
- 5–10 thoughtful posts boosting your credibility
- 3–5 warm leads on job opportunities
- A growing sense of confidence in your career identity

Even after getting hired, keep the habit — it's how you build toward promotions, referrals, and future moves.

FINAL WEEKLY CHECKLIST

<u>Task</u>	<u>Done</u>
Liked/commented on 3 posts	☐
Sent 2 new connections invites	☐
Followed up with 1 person	☐
Checked job alerts	☐
Shared a post or article	☐

CHAPTER TEN

SWIPE FILES* & TEMPLATES

Done-For-You LinkedIn Copy

*A **swipe file** is a collection of successful marketing materials like emails, ads, and landing pages that are used as inspiration and a reference for content creators

*“Good copy = confidence.
Great copy = connection.”*

You don’t need to reinvent the wheel.

*Just start with proven frameworks, then
personalise them with your own story and voice.*

HIGH-IMPACT HEADLINE TEMPLATES

Formula:

[Who You Are] | [Core Strength] | [Result or Passion]

Childcare-Specific Examples:

- Qualified Early Childhood Educator | Creating Safe, Nurturing Learning Environments | EYLF-Aligned Teaching
- Cert III Graduate | Passionate About Early Years Development | Helping Aussie Kids Thrive
- Aspiring Childcare Assistant | Strength in Routine & Communication | Ready to Make a Difference

Swap “Childcare” for “Education Support” or “Teacher Aide” as needed.

“ABOUT ME” SUMMARY TEMPLATES

Template 1 — The Motivated Graduate

I’ve always believed that the early years of life shape everything that follows. That belief led me to complete my Certificate III in Early Childhood Education with ACTAC.

During my course and placement, I learned how to support children aged 0–5 through play-based learning, routine building, and inclusive care. I’m especially passionate about creating safe, engaging environments that help children feel seen and supported.

I’m currently looking for an opportunity to contribute to a childcare centre where I can continue growing and supporting families in our community.

Please feel free to connect or message me!





Template 2 — The Career Changer

After years in hospitality, I realised my true passion lay in supporting children during their most formative years. That's why I completed my Certificate III in Early Childhood Education through ACTAC. I bring strong communication, problem-solving, and organisation skills — now paired with formal training in child development, positive behaviour management, and the EYLF framework.

I'm excited to join a passionate team and continue making a difference in children's lives

CONNECTION REQUEST MESSAGES

To a Fellow Student:

Hi [Name], I just finished my Certificate III through ACTAC and saw we both studied early childhood education. Would love to connect and share insights!

To a Recruiter:

Hi [Name], I'm currently job searching after completing my childcare qualification. I'm based in [City] and looking for entry-level roles. Would love to connect and stay in touch!





To a Centre Manager:

Hi [Name], I admire your centre's approach to inclusive education.

I'm a recent graduate looking to start strong in the field and would be grateful to connect with someone experienced like you.

LINKEDIN POST TEMPLATES

Graduation Announcement:

Just finished my Certificate III in Early Childhood Education through ACTAC!

I've learned so much about early learning, play-based development, and child-centred care.

Thank you to my trainers and placement mentors — I'm so excited for what's next! If you're in the field or hiring in Brisbane, I'd love to connect.

#Childcare #EarlyChildhoodEducation
#GratefulGrad #actac





Story from Placement:

A moment I won't forget from my placement:

One of the toddlers struggled every morning with separation anxiety. By week three, they started smiling when I greeted them.

It reminded me that trust and routine are everything.

These little wins are why I chose this field.

#ChildcareEducator #PlacementJourney
#EarlyLearning #Actac

MAKE IT A HABIT

Asking for Help:

I've recently completed my childcare qualification and I'm actively looking for entry-level roles in [City].

If you know of centres hiring or have advice for new graduates, I'd love to hear from you.

Please feel free to share this or connect.

#JobSearch #ChildcareCareers
#EntryLevel #Actac





MAKE IT A HABIT

Graduation social post

- “Thrilled to complete my Diploma in Early Childhood Education and Care with ACTAC! Grateful to my trainers and mentors. I’m passionate about play-based learning, safety, and family partnerships. Open to roles as an Early Childhood Educator or Assistant. #EarlyChildhood #Childcare #ACTAC”

Recruiter connection message

- “Hi {{Name}}, I’m a recent diploma graduate with experience supporting 0–5s across routines, documentation, and inclusive practice. I’d love to connect and learn about opportunities at {{Centre/Service}}. Happy to share my resume and placement feedback if helpful.”

Ask for help / referral

- “Hi {{Name}}, I’m exploring educator roles in {{Suburb/City}}. If you hear of openings—or could introduce me to the director at {{Centre}}—I’d really appreciate it. I can send my resume, WWCC, First Aid/CPR, and a brief snapshot of my strengths.”

Quick follow-up / thank you

- “Thanks for your time today, {{Name}}. I enjoyed hearing about {{Centre}}’s curriculum and family engagement approach. I’d love to stay in touch—attaching my resume in case a suitable role becomes available.”

Block LinkedIn time in your calendar: e.g. 15 mins Monday + 15 mins Friday.

Use tools like Notion, Trello, or your phone’s Notes app to track:

- Who you’ve reached out to
- Which roles you’ve applied for
- Post ideas or saved content

RECOMMENDATIONS TEMPLATE (ASK FOR TESTIMONIALS)

Encourage students to ask for endorsements or recommendations from trainers, placement supervisors, or peers:

Hi [Name],

I really appreciated your support during my placement at [Centre].

Would you feel comfortable writing a short recommendation on my LinkedIn profile?

Even 2–3 lines about my work ethic or how I interacted with the children would mean a lot.

Happy to do the same for you!

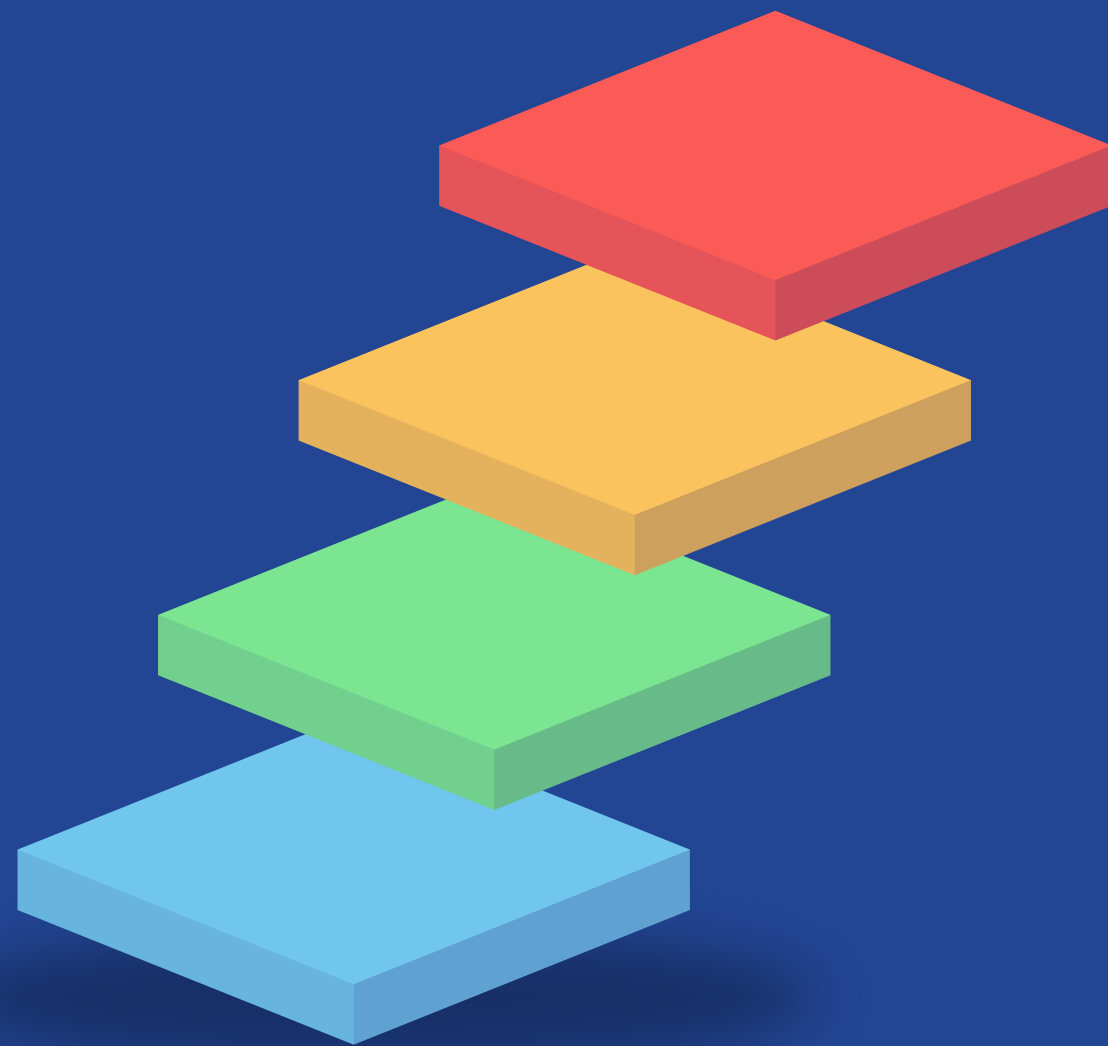
With these templates, your students are never starting from scratch.

They can move faster, with more confidence, and position themselves professionally in a field that deeply values communication and care.

CHAPTER ELEVEN

NEXT STEPS

Reviews, Referrals, & Ongoing Support



“Your career is just beginning — but so is your relationship with us.”

You’ve completed your course. You’ve built a powerful LinkedIn profile. You’re job-ready.

Now it’s time to:

- *Stay connected with your college*
- *Give back with a review or testimonial*
- *Get ongoing support and resources*
- *Access opportunities that keep growing your career*

This chapter shows you how to leverage your new LinkedIn presence and course completion to boost your visibility, support others, and become part of a growing professional community.

WHY YOUR REVIEW MATTERS

When you share your experience as a graduate, you:

- Help future students make confident decisions
- Increase the credibility of your qualification
- Inspire others in your situation to take the same leap

Your honest review is the best thank you that you can offer.

Copy & Paste Review Template:

I recently completed my Certificate III in Early Childhood Education through ACTAC, and I couldn't be more grateful for the experience.

The course was well-structured, the trainers were supportive, and I felt genuinely prepared for my placement and job search.

I highly recommend ACTAC to anyone looking to start a career in childcare — flexible, affordable, and career-focused.

Link to leave your review: [Insert your Google/Trustpilot review link]

USE THIS BOOKLET AS A CAREER TOOL

This isn't just a gift — it's a career builder.

Keep this booklet handy to:

- Prepare for job interviews with confidence
- Revisit your networking plan monthly
- Update your profile with new experience and skills
- Guide peers who are just starting out

Save this booklet as a PDF, bookmark it, and revisit it every 3–6 months.

INVITE OTHERS TO JOIN THE JOURNEY

If you know someone:

- Who's considering a career change
- Who's passionate about working with children
- Who has questions about study costs or pathways

...share your story. Tag them in a post. Forward this guide. You'll never know whose life you might change.

FINAL TAKEAWAY: KEEP SHOWING UP

- Update your profile with every job, placement, and achievement
- Send connection requests weekly
- Comment. Engage. Be visible.
- Share your wins — no matter how small

Your professional future is a living, growing story.

And you are the author.

YOU'RE READY

You've done the training. Now you have the tools.

Use them well, and we'll be cheering you on — every step of the way.

WANT MORE SUPPORT?

☞ Stay connected by following us on LinkedIn and Instagram: [Insert college page links]

☞ Subscribe to our monthly career newsletter: [Insert signup form link]

☞ Explore more short courses: [Insert offers page or catalog]

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MAKE IT A HABIT

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CONGRATULATIONS

YOUR LINKEDIN JOURNEY STARTS NOW

You've finished your course.
You've built your skills.

And now, you've got the tools to
tell your story — with confidence,
clarity, and professionalism.

But this isn't the end.
It's the beginning of your
professional identity online.

- LinkedIn isn't just a profile.
- It's your presence. Your reputation. Your voice.

With this playbook, you've learned how to:

- Build a profile that truly represents you
- Get found by the right people
- Make meaningful connections
- Communicate your value — even if you're just starting out

Now it's your turn.

Even 30 minutes a week can change the course of your career.
Keep showing up.
Keep growing.
And above all, never underestimate the power of your story.



We're proud to have been part of your journey and can't wait to see where you go next.

With gratitude,
The ACTAC Team

Making education accessible for all, every day.

If you've liked this booklet,
please support us with a review.

→ **SCAN THE QR CODE TO LEAVE A REVIEW**

