

# YES

## Onboarding Toolkit for Clients and Implementation Partners

June 2024



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## Dear valued partner

Thank you for submitting your YES Youth data and for your commitment to empowering the next generation. Together, we have the power to reshape South Africa's economic landscape. This toolkit outlines the key processes, timeframes, and responsibilities associated with your participation in the YES programme. It serves as a comprehensive guide to ensure a successful and enriching experience for both you and your YES Youth.

This toolkit includes:

- Your YES Youth's journey roadmap from induction to completion
- An understanding of the YES Digital Generation Model
- Using the YES One app, features and benefits for youth, supervisors and programme managers.
- Outlines the YES One learning programme, covering work readiness, entrepreneurship and digital skills learning journeys
- Monitoring and evaluation milestones, emphasising the importance of regular check-ins
- Critical role of supervisor engagement in fostering professional growth
- Significance of the YES completion documents (CV, reference letter, completion certificate) in enhancing employability.

We hope this toolkit provides you with all the necessary information and resources to support your YES Youth in their journey towards professional growth and success.



WHAT IS YES?

## What is the YES programme?

**“I can’t get a job without experience, and I can’t get experience without a job.”**

The YES programme aims to enhance youth employability by breaking the cycle of “I can’t get a job without experience, and I can’t get experience without a job.”

The YES programme is a 12-month quality work experience. YES Youth represent a determined group of young people with strong values, ethics and a desire to strive for excellence in any role anywhere in the country.

## Empowering youth futures

At YES, our mission is to open the doors of opportunity wide for young South Africans. We are dedicated to creating vast work opportunities by partnering with diverse companies who are eager to welcome their talents.

Our commitment extends beyond job placements; we aim to equip youth with the essential tools — learning, support and an impactful reference letter and CV — that highlight their skills and achievements.

Together with you, we can help South African youth transition into a future where they are not just earning but also thriving. Together, let’s shape a promising future and elevate youth to new career heights!





# The YES Quality Work Experience (QWE)

The YES Quality Work Experience consists of three (3) key pillars.

Work experience

Learning

Support

## Work Experience



YES Youth gain 12 months of valuable on-the-job work experience. Not only will youth earn a salary, but also develop essential skills under the guidance of a dedicated supervisor. This supervisor will work closely with your YES Youth and provide YES with regular feedback on your progress through supervisor surveys.

## Learning



YES Youth can enhance their career readiness with YES One Learning, accessible through our YES One app. YES Youth dive into online training that cover vital topics such as work readiness, entrepreneurship, and digital skills. These resources are crafted to foster a growth mindset and equip youth with the knowledge to succeed in today's dynamic work environment.

## Support



To ensure a fulfilling work experience, the YES Team will maintain consistent communication with youth. Youth can expect a monthly check-in call to discuss their progress and address any concerns. This ongoing support is integral to our monitoring and evaluation process mandate by the Government Gazette, ensuring that YES Youth are provided with a standardised level of quality work experience that is not only educational but also supportive and responsive to their needs.

Additionally, we provide free wellbeing support through our YES Mindful Matters initiative. This includes FREE 1-on-1 counselling services with professional counsellors and resources to keep you mentally fit.

# Expectations

## What is expected from youth?

1. Go to work every day and give their best.
2. Complete their YES One Learning on the YES One app.
3. Answer the monthly monitoring and evaluation phone call from YES, to check in on your work experience.
4. Use the YES experience to build their skills, work experience and professional network.

## What are the expectations of the employer?

The employer will provide YES Youth with a:

1. A 12-month employment contract.
2. On-the-job quality work experience.
3. A Minimum monthly salary that is equal to South Africa's minimum wage.  
From March 2024, the minimum wage is R4,782 per month before tax. Deductions can include UIF and SDL.
4. A Supervisor that will complete supervisor surveys about your YES Youth's work which will feed into the YES reference letter at the end of their YES programme.

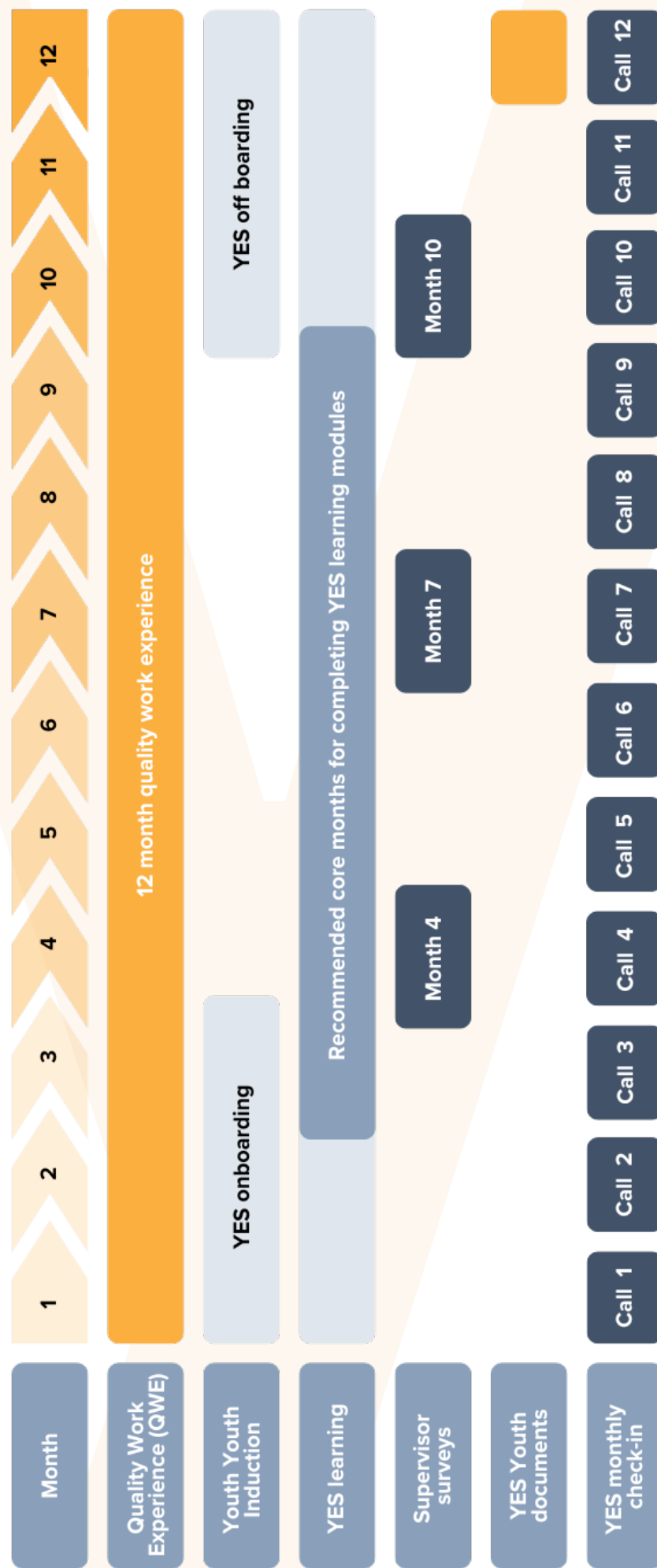
## What are the expectations of YES?

During your quality work experience, YES will:

1. Call youth monthly for a quick check in about their experience. It is important that youth answer this call as it is part of their monitoring and evaluation process to ensure they are receiving a YES quality work experience.
2. Provide youth with access to YES learning modules on work readiness, entrepreneurship and digital skills.
3. In their 12th month, YES will send youth a certificate of completion of the programme, an editable CV and a reference letter. Their YES reference letter will reflect their work experience details, achievements from completing their modules and feedback from their supervisor if available.

# YES Youth journey map

The journey map outlined below provides your YES Youth with an overview of the various components that make up their YES programme.





# Key components of your YES Youth's journey

## Work experience

Youth will receive on-the-job, practical work experience for 12 months and a monthly salary. The youth's job responsibilities and duties will be determined by you the employer or host. Your YES Youth will gain critical skills which their role/s has to offer and make the best of their 12 months.

## YES induction and offboarding

Inductions ensure that every youth has the necessary tools for a successful YES journey.

Self-induction: YES Youth can complete their YES induction on their own by accessing the YES One app, navigating to "My Learning" and completing the baseline survey and YES induction module.

Inductions are also conducted live, online via Microsoft Teams with the YES team if youth are having trouble accessing their YES One account. Youth join online inductions remotely, either at work or on their individual mobile devices.

Between months 8 –12 of their YES programme, your YES Youth will attend an offboarding session. The YES team will engage with youth on their experience and provide them with helpful resources to thrive after their YES programme.

To book live onboarding and offboarding sessions for your YES Youth, click here: <https://outlook.office365.com/owa/calendar/YouthInductions1@yes4youth.co.za/bookings/>

## YES learning

Your YES Youth will complete three (3) learning journeys to boost their professional development. The total time required to complete their YES learning modules is approximately 25 hours. Your YES Youth should aim to complete their learning by Month 9 of their YES programme.

A detailed outline of the YES learning content is provided on page xx.



## Supervisor surveys

Your YES Supervisors will be completing surveys on your YES youth's growth and development. This feedback will be incorporated into their reference letter which they will receive when their YES programme ends.

More details for supervisors is available on page/section xxx



## YES Youth documents

To boost their future job projects, your YES Youth will receive the following documents in Month 12:

- ☐ Learning certificates: Youth will receive a certificate for each learning journey completed. Up to three certificates can be earned.
- ☐ CV: Pre-populated with a YES Youth's work and learning details.
- ☐ Reference letter: This letter is automatically generated by YES. The YES Youth's module completion and supervisor feedback is taken into consideration.
- ☐ Completion certificate: To show the successful completion of the YES programme.



## Additional support: YES Mindful Matters



YES Mindful Matters is an initiative geared at ensuring youth are mentally fit. It offers youth free 1-on-1 counselling by a registered therapists and counsellors, group sessions to discuss issues affecting young people. There are many other resources like blogs and podcasts that youth can access.

Click here to learn more: <https://connect.yes4youth.co.za/mindful-matters>



## What happens when the YES 12-month quality work experience concludes?

As their 12-month journey within the programme comes to an end, your YES Youth may be given the opportunity to transition into a full-time position within your company if your company has the capacity and need to bring them on board permanently. However, the completion of this programme typically marks a new beginning rather than an end. Your YES youth will emerge a true warrior, fully equipped and ready to carve out their own path in the professional world.

Their time in your YES programme serves as a powerful launchpad, propelling them into the job market with a robust set of tools.

With over 7 million youth vying for opportunities, their new skills will help them stand out enabling your company to make room for other YES Youth who will receive the same great start they did.

### As your YES Youth move forward, they'll take with them:

- ☐ **Skills:** A solid set of professional skills honed during their time with the YES programme.
- ☐ **A YES CV template:** This will include their recent work experiences and the new skills they've acquired, all ready to impress future employers.
- ☐ **Reference letter:** A testament to their performance, this letter will be an asset in their job applications.
- ☐ **Completion certificate:** A formal recognition of their successful participation and completion of their YES programme.

Embrace their transition with confidence, knowing that your YES programme provided valuable work experience that has prepared youth to thrive in whatever comes next!

# Pathways for YES Youth



## Absorbed into their work experience business

This remains the discretion of the sponsoring company



## Found employment or pursued further studies

Youth are registered on SAYouth to gain learning and earning opportunities



## Become an entrepreneur

this number continues to grow through YES initiatives including Siyazakhela modules and linkages to NYDA

As their year with YES concludes, exciting opportunities await. Here are the pathways that many of our YES Alumni have pursued:

### Continued Employment with Your Sponsoring Partner

Some YES Youth secure positions with their initial employers, where opportunities for permanent roles may arise based on business needs and their performance.

### Pursuing Employment or Further Studies

Expanded horizons through SAYouth.mobi, a platform that offers youth extensive opportunities for further education and new job prospects. We support their next steps, be it furthering their education or jumping into a new career.

### Embarking on Entrepreneurship

For those inspired to start their own ventures, YES provides resources through Siyazakhela learning modules and connections with the National Youth Development Agency (NYDA). These tools will help transform youth's entrepreneurial dreams into reality.

Each pathway leverages the skills and experiences your YES Youth have gained during their YES year, equipping them for success in any path they choose. The end of their YES programme marks the beginning of a promising future—thanks to your support!



# YES Digital Generation Model

In 2024, YES Youth will be doing more. The YES Digital Generation Model is a response to technological progress and changing preferences of young people. This innovative, data-free, and rewards-based model facilitates access to the YES learning programme, eliminating data expenses and rewarding engagement for youth.

## About the Datafree & Rewards Delivery Model

The model consists of three key components:

1. YES One App: An integrated application consolidating YESLife, YES4Youth, and YES Supervisor apps for youth to access content and engage with YES.
2. Data Free Access: YES covers the cost of reverse billing for all SA networks, ensuring youth can access the YES One app without data charges.
3. Youth Rewards: Incentivizing engagement with the YES learning modules through rewards.

## YES Digital Generation Model highlights:

Your YES Youth will be doing more in 2024. Youth are fully digital with a data-free reverse billing model and more rewards.

- Data-free access: Youth can access the YES One App on their own devices across all networks, paid for by YES.
- Swift Startup Process: Ensuring smoother access.
- Rewards to drive learning: Youth rewards incentivize engagement with the YES programme.
- Extensive learning: Incorporating digital skills (Digital literacy + AI) with continuous R&D.
- Post-programme access: Youth will have access to learning content even after the programme.

## Accessing YES One and Datafree Connect

The YES One app simplifies communication and data management for both youth and supervisors, improving user experience and business efficiency. Features include:

- Integrating previous apps
- Incorporating the YES4Youth learning management system
- Managing contact details
- Confirming supervisors
- Accessing employability documents
- Staying updated

Engaging with the app is crucial as they fulfill our monitoring and evaluation mandate, ensuring a consistent, quality work experience for every YES Youth.

### Ensuring accessibility through Datafree Connect:

Datafree Connect enables youth to access the YES One app at no mobile data cost, even without airtime or data balance. This service is provided through the Datafree Connect app, covering reverse billing costs for all SA networks. This allows youth to use their personal phones, ensuring uninterrupted access and greater flexibility.



#### Accessing Datafree:

YES Youth are registered by YES on the Datafree Connect platform using their mobile number.

Youth receive an SMS with instructions to download the Datafree Connect app and complete the registration process using an OTP.



#### Accessing the YES One app:

YES Youth are automatically registered on the YES One app when their details are uploaded to YES's system. Login details are sent via email.

Youth download the YES One app from the Google Play Store, Apple App Store, or access via a web browser at <https://yesapp.yes4youth.co.za/login>.



#### Client benefits:

Streamlined administration with no RICA requirements.

Expanded learning includes digital literacy and AI integration, with continuous access to learning content.

Clients are not charged extra, but youth still access learning and rewards.





# Frequently Asked Questions (FAQs)

**Q: What is Datafree and how does it work?**

A: Datafree allows youth to use the YES One app on MTN, Cell C, Vodacom, and Telkom networks at no mobile data cost. This is done through the Datafree Connect app, with YES paying for reverse billing.

**Q: How can youth access the Datafree Connect app for their YES One app?**

A: Youth can download the Datafree Connect app from respective app stores.

**Q: Do I need to register my youth for Datafree?**

A: Once youth are uploaded on the portal, their cellphone numbers will be used to add them to Datafree Connect.

**Q: What if youth change their cellphone number?**

A: Youth can provide their new number via [phones@yes4youth.co.za](mailto:phones@yes4youth.co.za), including their ID number and new number. They can also update their number in the YES One app.

**Q: How do I know if my youth have been added to Datafree Connect?**

A: Youth will receive an SMS invite to log in to Datafree Connect.

**Q: Do I still need to download the YES One app after downloading the Datafree Connect app?**

A: Yes, youth need to download the YES One app from respective app stores (iOS/Android/Huawei app gallery).

**Q: Do I need data to download the Datafree Connect app?**

A: Yes, data/WIFI is needed to download the app.

**Q: Do I need data to download the YES One app after downloading the Datafree Connect app?**

A: Yes, data is needed to download the YES One app.

**Q: What if youth do not own a smartphone?**

A: Clients can inform YES if they need assistance with phones. Clients may purchase a 4G phone for youth at a discounted rate of R750 per youth.

**Q: What if youth do not receive an SMS invite to Datafree Connect app?**

A: Youth can provide their new number via [youth@yes4youth.co.za](mailto:youth@yes4youth.co.za), including their ID number and new number. They can also update their number in the YES One app.

**Q: How many apps do youth need to download to access the YES program?**

A: Youth need to download two apps: YES One app and Datafree Connect app.



# YES Youth learning overview

## Unlocking youth potential to thrive and succeed.

YES Learning is a comprehensive educational programme that equips youth with essential skills and knowledge for today's job market and future careers. It offers 25 hours of focused learning across three key areas: work readiness, entrepreneurship, and digital skills, each tailored to ensure career success.



**Work readiness:** This journey prepares you for the professional world by developing essential workplace skills. You will learn about professionalism, teamwork, communication, time management, and more. By the end of this journey, you'll be equipped with the tools needed to thrive in any workplace environment.

**Entrepreneurship:** Learn how to start and manage your own business effectively. This journey covers the basics of entrepreneurship, including identifying market opportunities, managing finances, marketing, and innovation. Whether you plan to start your own business or bring an entrepreneurial mindset to your current role, this

**Digital skills:** Gain the digital literacy and tools necessary for the modern work environment. This journey includes modules on artificial intelligence, helping you understand and leverage technology in your career.

To begin their learning journey, youth complete the Baseline Survey, which gathers important demographic and personality information to establish a growth starting point (10-15 minutes), followed by the YES Induction Module, providing a comprehensive introduction to the programme's goals, expectations, and stages while helping youth build their professional online presence (15 minutes).





# YES Youth learning overview

Unlocking youth potential to thrive and succeed.

## Work Readiness

- ☐ 1. 'Why Work' & 'Why Youth Matter'
- ☐ 2. Build a Growth Mindset
- ☐ 3. Know Yourself to Grow Yourself
- ☐ 4. Expectations
- ☐ 5. Professionalism
- ☐ 6. Onboarding Process
- ☐ 7. Succeeding in the Workplace
- ☐ 8. Money Management I
- ☐ 9. Money Management II
- ☐ 10. Time Management
- ☐ 11. Communication
- ☐ 12. Teamwork
- ☐ 13. Problem Solving and Critical Thinking
- ☐ 14. Emotional Regulation and Communication
- ☐ 15. Reflection and Feedback
- ☐ 16. Customer Service
- ☐ 17. Health and Wellbeing
- ☐ 18. Safety in the Workplace
- ☐ 19. Online Safety and Etiquette
- ☐ 20. Digital Persona and Networking
- ☐ 21. WOOPing Your Future.

**At Placement**

**Got The Job,  
Getting Ready**

**Managing Money**

**Work Related Skills**

**Digital Brand**

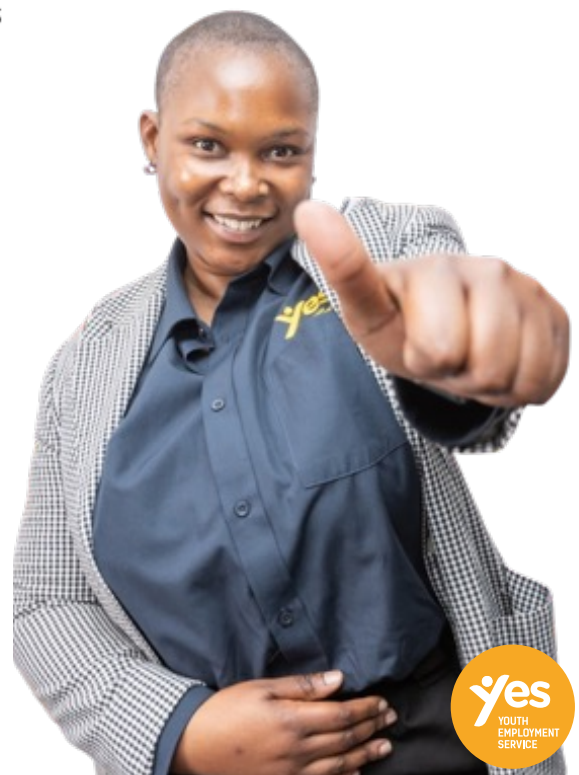
## Entrepreneurship

- ☐ 1. Being an Entrepreneur
- ☐ 2. Know Yourself
- ☐ 3. Know Your Industry
- ☐ 4. Identifying Market Opportunities
- ☐ 5. Innovation
- ☐ 6. Customer Service
- ☐ 7. Money Management
- ☐ 8. Money Management II
- ☐ 9. Pricing
- ☐ 10. Marketing
- ☐ 11. SMART Goals
- ☐ 12. Planning

New

## Digital

- ☐ 1. AI Explorer
- ☐ 2. AI Pathfinder



## Learning journey 1: Work readiness

Work Readiness equips youth with essential skills to confidently navigate their career. They'll develop a growth mindset, professionalism, effective communication, teamwork, and time management. Additionally, they'll learn financial literacy, emotional regulation, and problem-solving. Emphasising health, wellbeing, and workplace safety, this journey ensures smooth interactions, productivity, and a balanced work-life experience.

#	Module	Duration (mins)
1	<b>Why Work and Why Youth Matter:</b> Understand what work is, its importance, and why youth are vital in the workforce.	74
2	<b>Build a Growth Mindset:</b> Learn to develop a growth mindset, essential for continuous learning and improvement	52
3	<b>Know Yourself to Grow Yourself:</b> Gain self-awareness to understand your strengths, weaknesses, and motivations.	60
4	<b>Expectations:</b> Learn to manage personal and employer expectations effectively.	43
5	<b>Professionalism:</b> Understand and practice professionalism to enhance personal growth and workplace success.	45
6	<b>Onboarding - Getting It Right:</b> Get acquainted with the onboarding process to start your job on the right foot.	28
7	<b>Succeeding in the Workplace:</b> Learn the essential skills and strategies for professional success.	49
8	<b>Money Management I:</b> Understand budgeting, saving, and making informed financial decisions.	64
9	<b>Money Management II:</b> Learn about debt management, savings, and maintaining financial health.	67
10	<b>Time Management:</b> Master time management to enhance productivity and balance commitments.	53
11	<b>Communication:</b> Improve your communication skills for better personal and professional interactions.	53
12	<b>Teamwork:</b> Develop skills to be an effective team member and improve collaboration.	52
13	<b>Problem Solving &amp; Critical Thinking:</b> Enhance your ability to <u>analyse</u> problems and develop innovative solutions.	44
14	<b>Emotional Regulation and Communication:</b> Learn to manage emotions and communicate effectively for healthy relationships.	57

**Total learning time: 5 hours**



## Learning journey 1: Work readiness

#	Module	Duration (mins)
15	<b>Reflection &amp; Feedback:</b> Understand the importance of reflection and feedback in personal and professional growth.	45
16	<b>Customer Service:</b> Learn the fundamentals of providing excellent customer service.	37
17	<b>Health and Wellbeing:</b> Gain knowledge on maintaining physical and mental health for overall wellbeing.	49
18	<b>Safety in the Workplace:</b> Understand workplace safety measures to protect yourself and others.	42
19	<b>Online Safety &amp; Etiquette:</b> Learn practices for online safety and proper digital behavior.	43
20	<b>Digital Persona &amp; Networking:</b> Create and manage your digital footprint and leverage online networks.	50
21	<b>WOOPing Your Future:</b> Use the WOOP framework to set goals and plan for your future.	52

**Total learning time: 18 hours**





## Learning journey 2: Entrepreneurship

Entrepreneurship covers the essentials of starting and managing a business. Your YES youth will learn about mindset shifts, self-awareness, industry insights, market opportunities, innovation, and customer service. Key financial skills, pricing, marketing principles, SMART goals, and effective planning are also included. This journey prepares youth to succeed in a competitive market.

#	Module Name	Duration (mins)
1	<b>Being an Entrepreneur:</b> Learn the basics of entrepreneurship and mindset shifts needed for success.	22
2	<b>Know Yourself:</b> Understand your strengths and weaknesses to improve personal and business growth.	30
3	<b>Know Your Industry:</b> Gain insights into industry operations and the importance of small businesses.	24
4	<b>Identifying Market Opportunities:</b> Identify and capitalise on market opportunities in your community.	23
5	<b>Innovation:</b> Learn to innovate and adapt to stay competitive in the market.	29
6	<b>Customer Service:</b> Understand the importance of customer service and how to deliver it effectively.	27
7	<b>Managing Money I:</b> Learn the importance of separating personal and business finances.	27
8	<b>Managing Money II:</b> Understand cash flow management and financial record-keeping.	26
9	<b>Pricing:</b> Learn factors to consider when setting prices for your products or services.	30
10	<b>Marketing:</b> Understand marketing principles and how to apply them to your business.	27
11	<b>SMART goals:</b> Learn to set Specific, Measurable, Achievable, Relevant, and Time-bound goals.	21
12	<b>Planning:</b> Understand the importance of planning and how to create effective business plans.	22

**Total learning time: 5 hours**



## Learning journey 3: Digital

Digital Skills focuses on understanding and leveraging artificial intelligence. In the AI Explorer module, youth will gain an introduction to AI basics, including its history, key concepts, and current uses, providing a foundation for staying relevant in today's technology-driven world.

The AI Pathfinder module delves deeper into advanced AI applications, ethical considerations, and future trends, highlighting how AI permeates all sectors and industries, affecting every type of job. By understanding these AI concepts, your YES Youth will be better equipped to leverage technology for career growth and innovation. This journey ensures youth have the digital literacy needed to thrive in modern work environments and adapt to evolving technological advancements.

#	Module Name	Duration (mins)
1	<b>AI Explorer:</b> Gain an introduction to artificial intelligence and its applications.	30
2	<b>AI Pathfinder:</b> Explore advanced AI concepts and their impact on various industries.	30

**Total learning time: 1 hour**



# YES supervisor obligations

A core goal of the YES programme is to improve YES Youth's future employability prospects. Supervisors play a crucial role in providing feedback, guidance, and verified recommendation letters. The YES One app simplifies this process.



## 1. The YES One app

Enables supervisors to provide youth feedback. A designated corporate contact must be registered with YES. Please send their name, surname, email address and contact details to [corporatesupport@yes4youth.co.za](mailto:corporatesupport@yes4youth.co.za).



## 2. The supervisor survey

The supervisor will see the names of the youth who work under their direction. To answer questions, they can simply select a name when a new survey becomes available. The survey questions are designed to evaluate youth in different categories such as organisational cultural fit, interpersonal skills and top strengths. We recommend each supervisor handle no more than 10 youth for quality engagement.

## 3. Supervisor obligations and reference letter



Supervisors should actively engage with the Supervisor app, providing feedback through surveys in months 4, 7 and 10 for each youth under their supervision. This feedback informs the youth's reference letter, issued at the end of their 12-month work experience.





## Using your responses

Your responses will provide invaluable feedback about your youth and their journey through the 12-month work experience. We will share the survey feedback with you as the employer. The information will also cumulatively feed into the final report and exit process for the YES Youth, building their verified letter of recommendation for future job applications. For any queries, the Supervisor can contact the YES team at: [supervisor@yes4youth.co.za](mailto:supervisor@yes4youth.co.za)

Altogether, the data is used to measure each youth's professional development and the quality of their work experience throughout the 12-month period. Without consistent engagement with the app, youth will not get a sufficient reference letter, which they need as currency going into their next job.

The designated supervisors will receive a temporary password via email from YES. Upon logging in, they will need to change their password.

The platform is currently only available as a web-based and progressive web app (PWA), which allows supervisors to engage on the platform on desktop and mobile, and at Google Play Store. YES is awaiting approval from IoS.

YES Supervisor Web browser link:

<https://supervisorapp.yes4youth.co.za/supervisor>

## YES One app: Supervisor access

Use your username and password to login.

Use your username supervisor platform available on web browser, mobile and as progressive web app.

Supervisor platform dashboard Select the sponsor company and the programme then click on the search button.

Login link: <https://yesapp.yes4youth.co.za/login>



## Additional notes & resources

Thank you for participating in the YES Initiative.

We are here to support you throughout your journey. For further questions, contact [corporatesupport@yes4youth.co.za](mailto:corporatesupport@yes4youth.co.za).

Kind Regards,  
The YES team.



# LinkedIn profile cheat sheet

Creating a standout LinkedIn profile is crucial for your career success. Follow this guide



## Your Header Image

- Your header image is another way to stand out and grab attention
- Use a professional header image (1400 x 425) that follows company regulations.

## Your Photo

- Dimensions: 400 x 400 in jpg or png format.
- This is the first thing people see and makes your profile 14x more likely to be found
- Photos can also be a profile killer. As a business networking app, it should reflect your professional brand and the industry in which you work.
- Look approachable but professional. Avoid distracting backgrounds. Ensure the picture is recent and true to you.



### Pro tip:

Add your location and industry to help those searching for your profile.

## Your Name

Use first and last name only. No nicknames or job references.



### Pro tip:

Customise your URL (It looks more professional and helps with SEO search results).

## Your Headline

Your headline should be 120 characters, showcasing the value you provide to potential employers. Be creative and unique in your industry and role.

## Summary

- 2000 characters to expand upon your headline in the professional summary
- Showcase your talent and sell yourself to your target audience
- Make sure your summary is keyword rich and written in the first person
- Include present and future ambitions and ways to connect outside of the platform

Great place to include links to websites, personal blogs or any other collateral that will showcase your expertise



## Experience



**Social Media Pro.**  
The Company Inc.  
3 years, 6 months

- Fill in experience without gaps.
- Be precise about your role and include major projects.
- Update projects as they are completed to show growth and dedication.

## Education



**The School University**  
Political Studies  
4 year degree

- Include all degrees and certificates, including YES certificates. This helps network with other YES Alumni and builds bridges.

## Connections

- Provide a brief intro when connecting with someone, highlighting mutual benefits.
- Don't just connect or accept everyone into your network.
- Aim for quality over quantity but strive for 500+ connections for strong networking.

## Endorsements

- Endorsements can affect how you appear in LinkedIn search results
- Organize and target endorsements to relevant skills to improve LinkedIn search ranking.
- Listing five or more skills can lead to 17 times more views.



## Recommendations

Received (1) Given (1)

Ask for recommendations. Aim for at least 2, as LinkedIn only displays the two most recent.



**Jane Doe**  
Creative Professional

## Projects and awards

- Here you can really stand out and showcase your thought leadership capabilities
- Showcase your work
- Showcase your articles, videos, presentations and/or publication



**Join relevant groups**  
Up to 50



**Help grow your network**  
A great way to build connections



**Stay informed**  
Stay abreast on industry topics



**Build your personal brand**  
Showcase your thought leadership

## Why update?

Users with All-Star LinkedIn profiles are more likely to receive inbound opportunities. Only 51% of LinkedIn users are All-Stars, but if you follow the above you will be too!



**YES  
4 YOUTH  
.CO.ZA**

Contact us

[www.yes4youth.co.za](http://www.yes4youth.co.za)  
[corporatesupport@yes4youth.co.za](mailto:corporatesupport@yes4youth.co.za)

