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Press release

#free2freelance: A HASHTAG INITIATIVE FOR FREELANCERS LOOKING FOR PROJECTS

- **A hashtag as a sign of availability**
- **Freelancers signal free capacity by using this hashtag in Social Media**
- **Employers can identify and reach freelancers available more quickly in social media**

The COVID 19 pandemic has resulted in a large number of freelancers no longer receiving requests or projects already booked being cancelled.

As soon as government support for employers is available, it can be assumed that the demand for freelancers will increase again.

We would like to help, and so we have created the hashtag #free2freelance, which will connect freelancers and companies faster. This hashtag will channel and accelerate the search for freelancers with free capacity in social media.

The process:

- Vacant freelancers of all industries include the hashtag #free2freelance in their social media profiles (e.g. on XING, LinkedIn etc.)
- Employers and recruiters can immediately see from the profile of the freelancers whether they currently have free capacity
- Employers can use the search functions of the platforms to perform appropriate combination searches (SEARCH: "Project Manager #free2freelance",)
- For employers, the search effort and the risk of receiving a rejection for capacity reasons is minimized

The initiators:

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We are convinced that with this initiative we can make a significant contribution to ensuring that the project market will quickly regain momentum during and after the pandemic.

We thank all persons and media who support us in spreading the hashtag #free2freelance.

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