LinkedIn for Veterans & Military Spouses

Make the Most of Your Career Transitions

LinkedIn

We empower the military and veteran community to:

Tell your professional story, build your brand, and be found by others

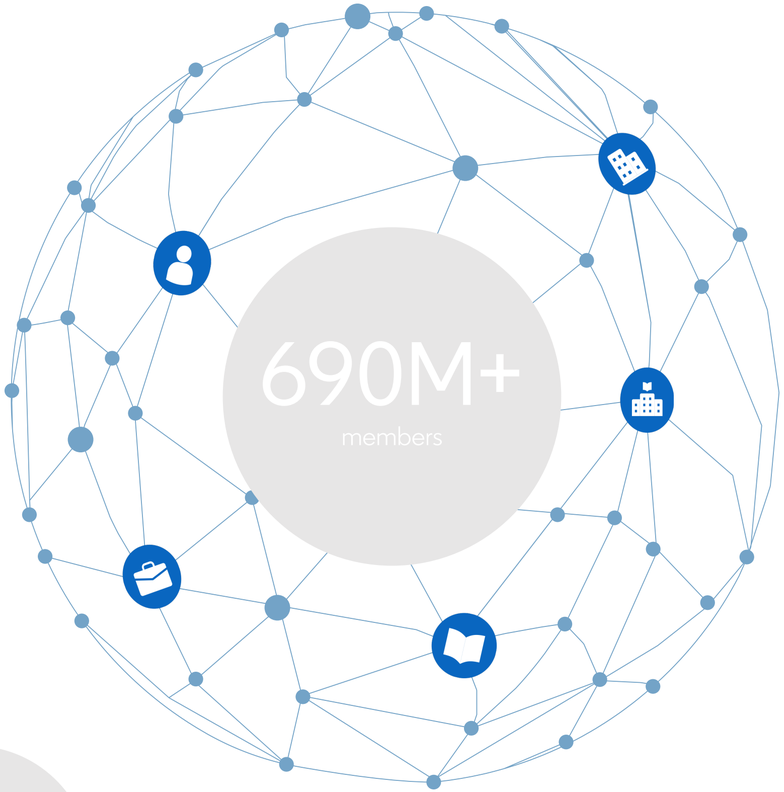
Recruit, build, and maintain your professional support network

Understand the “way in” to career opportunities

Grow your industry knowledge with LinkedIn Learning

Why LinkedIn

The Economic Graph



90K+
schools

36K+
skills

358B+
updates viewed

50M+
companies

Millions of
jobs

2.9M+
groups

LinkedIn’s vision

Create economic opportunity for every member of the global workforce

Employers use LinkedIn

95% of Fortune 500 companies use LinkedIn for recruiting and sourcing talent

1.6 million engaged talent professionals actively use LinkedIn

300,000+ companies, including small businesses, find talent on LinkedIn

4x more likely to get hired at a company where they had a connection

85% of employers say a positive online reputation influences their hiring decision

Service members and spouses connect to jobs

31 million jobseekers visit LinkedIn Jobs every week

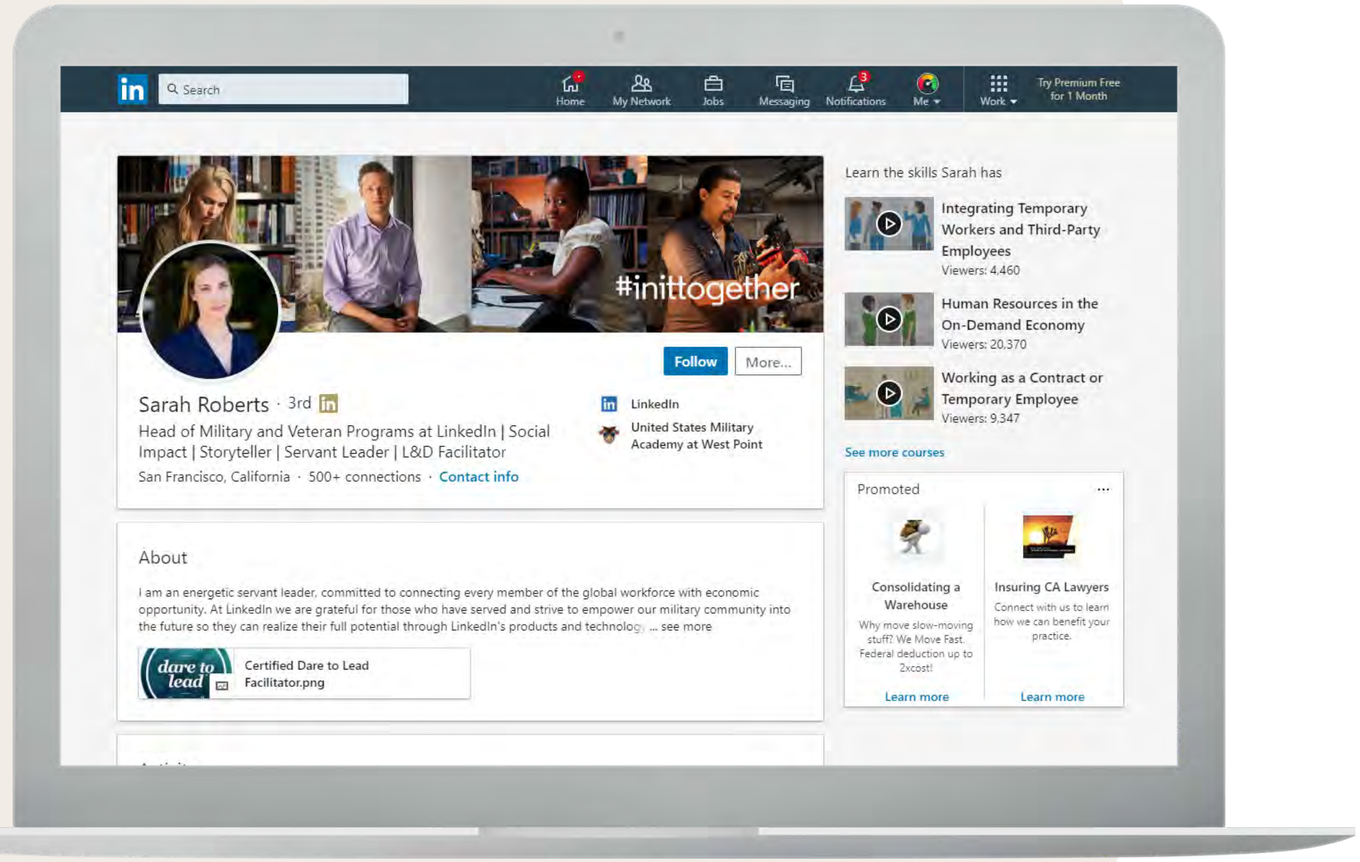
More than **50 million companies** have a page on LinkedIn with **millions of available jobs** on any given day

9 out of 10 employers use LinkedIn during the hiring process

140 million job applications submitted every month

>50% of hiring managers use LinkedIn profiles to qualify jobseekers

Tell your story and be found by others



Profile vs. resume

There are big differences between your LinkedIn profile and your resume. For example, your LinkedIn profile:

- Speaks to all potential employers, not just a single one
- Goes into more detail with skills, projects, interests, certifications, and more
- Allows other professionals and employers to interact, learn, and contact you
- Contains recommendations and endorsements

Build a LinkedIn profile that attracts employers and tells your story

- Take a great photo
- Write a headline
- Write a summary
- Update your job descriptions and company info
- Add in your skills

Take a great photo

Before taking your photo, make sure you:

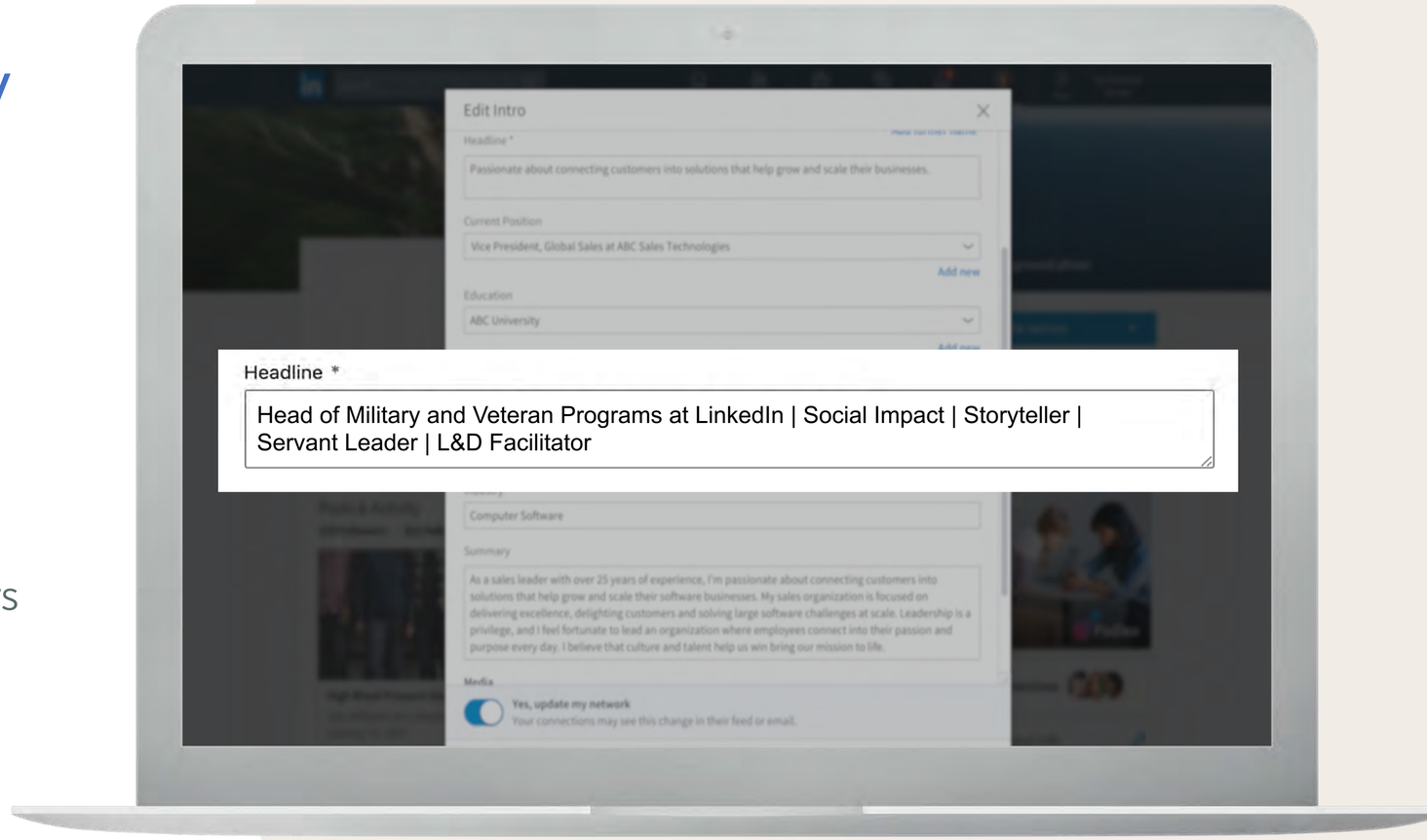
- Use a background that isn't distracting
- Dress for the job you want
- Be authentic, it helps to have a friendly expression

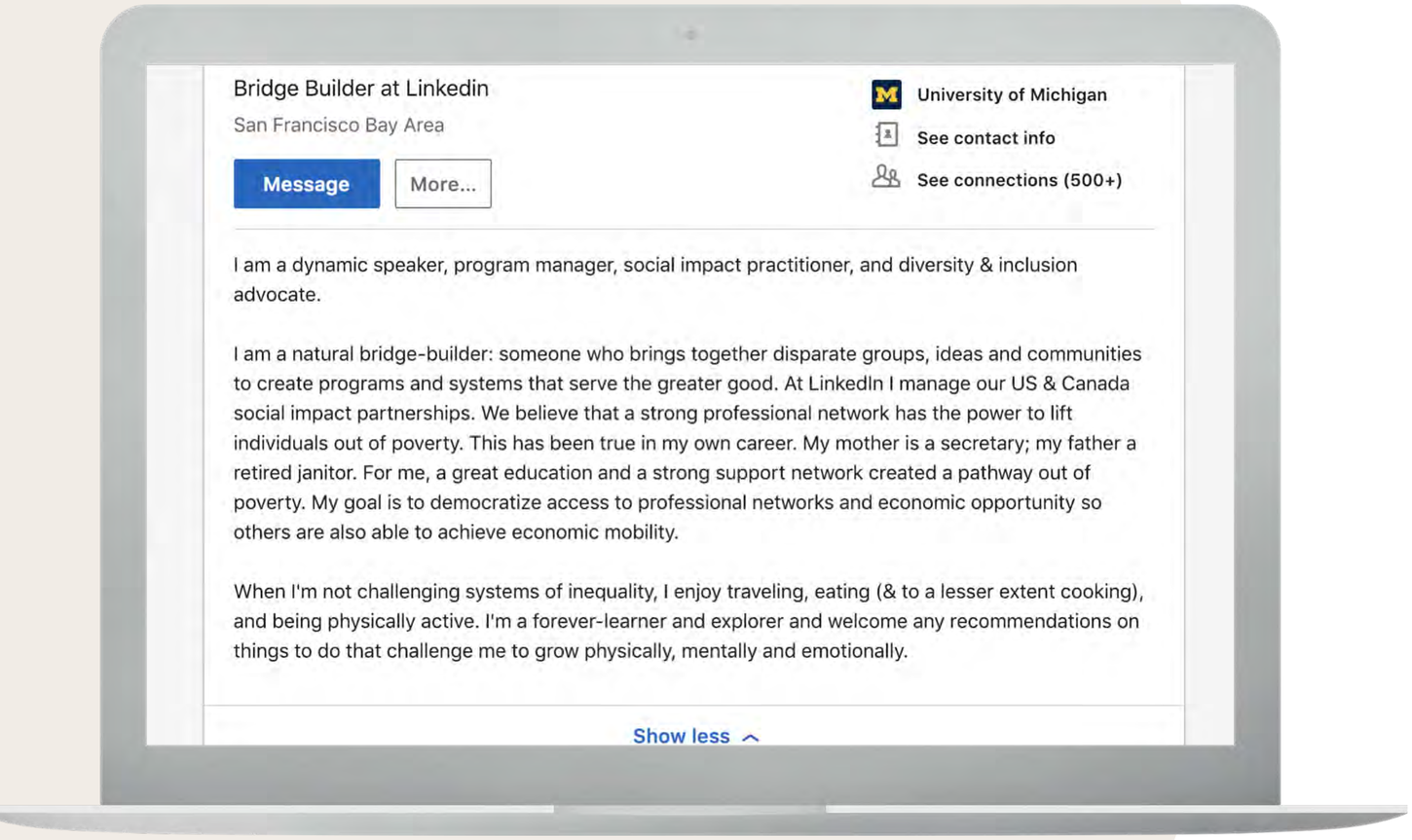
To create a good profile picture, double check that your face takes up a majority of the frame.

*DID YOU KNOW? Members with profile photos receive up to **21x** more views and **9x** more connection requests*

Headline:
Your professional identity in one line

- Highlights your professional identity – who you are vs. what you do
- 5-10 words that make it clear what you want to do and achieve
- Leaves us wanting more and attracts employers
- Transitioning service members and spouses may include “Actively seeking employment”
- Avoid solely “Transitioning Veteran” or “Student Veteran”





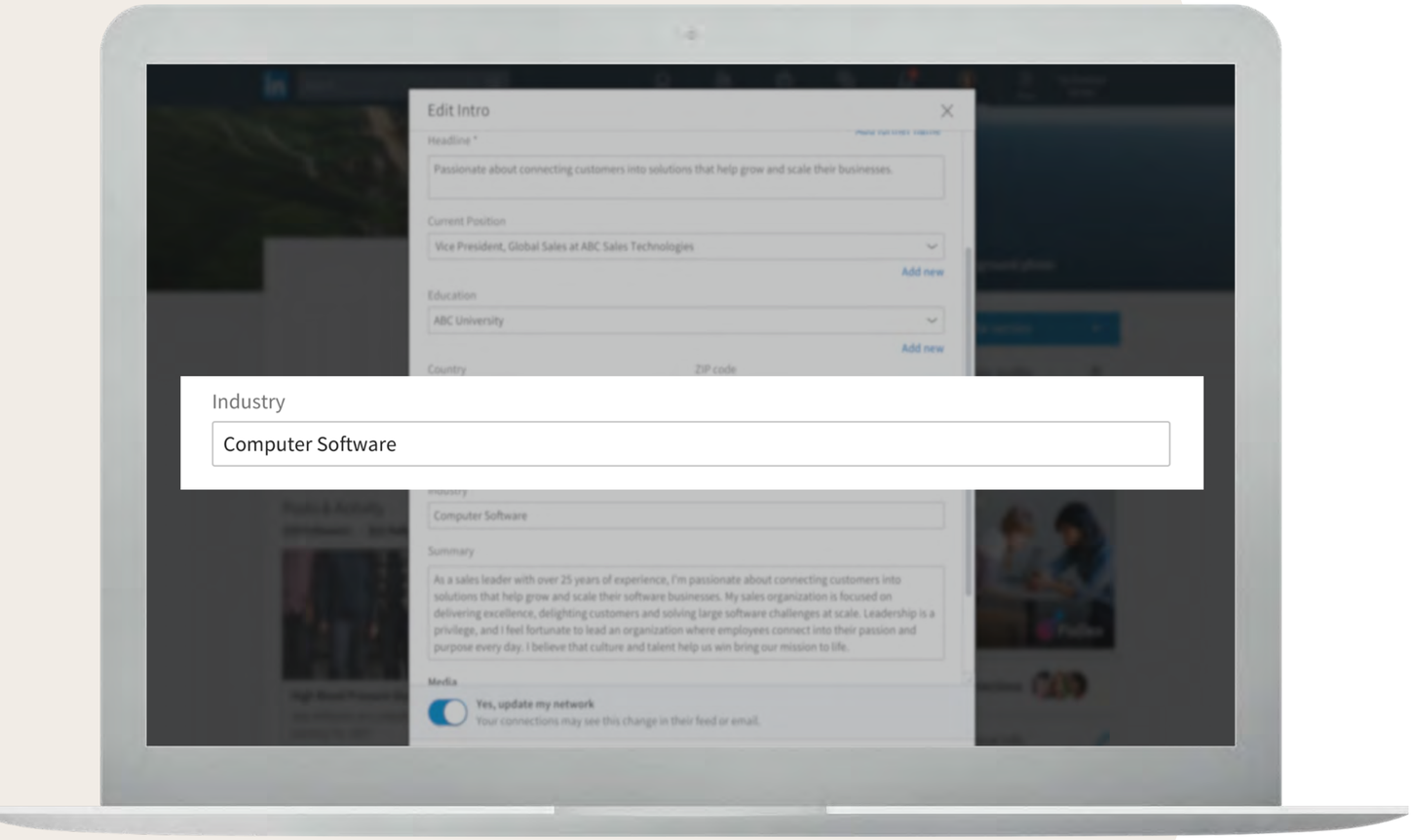
A summary is your 40-word elevator pitch

Is this someone I can imagine on my team?

A good summary:

- Is 1-2 sentences that communicates your professional brand and experience
- Focuses on not just accomplishments, but also career aspirations
- Is forward looking and positive
- Is exciting to your network and future employers

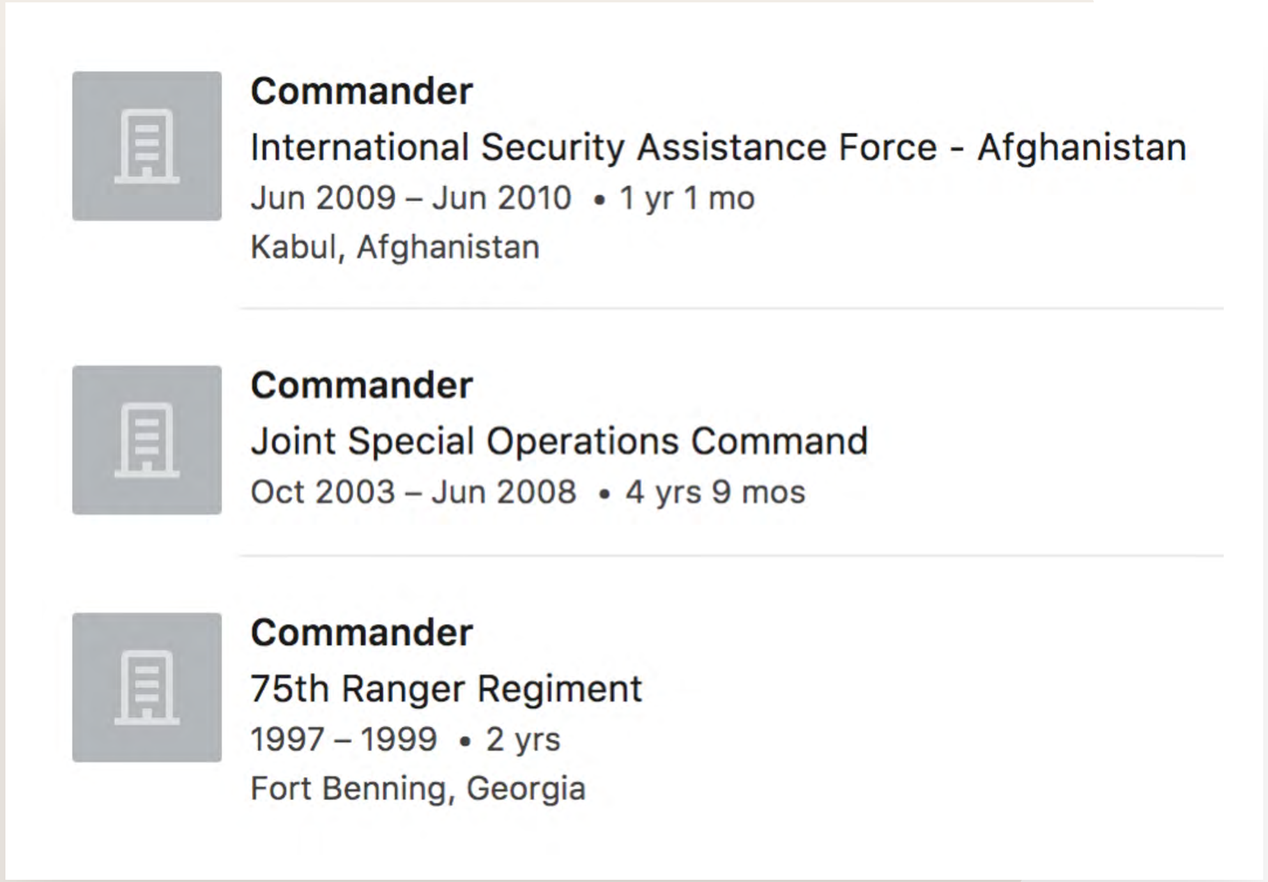
Make sure to include a summary of at least 40 words to show up in the search results of other members.



Highlight your work and volunteer experience

- Members with industry information receive up to 9x more Profile views.
- More than 300K people search by industry on LinkedIn every week.
- 5x more connection requests
- 8x more Profile views
- 10x more messages

Make sure the algorithm finds you!
How to represent your service



- Does anyone recognize who this might be?
- Do the employers in this example have an official LinkedIn page?
- Is this person a “veteran” according to LinkedIn’s algorithms?
- What could this person do differently?

Make sure the algorithm finds you!
How to represent your service

Stan McChrystal

CoFounder of McChrystal Group

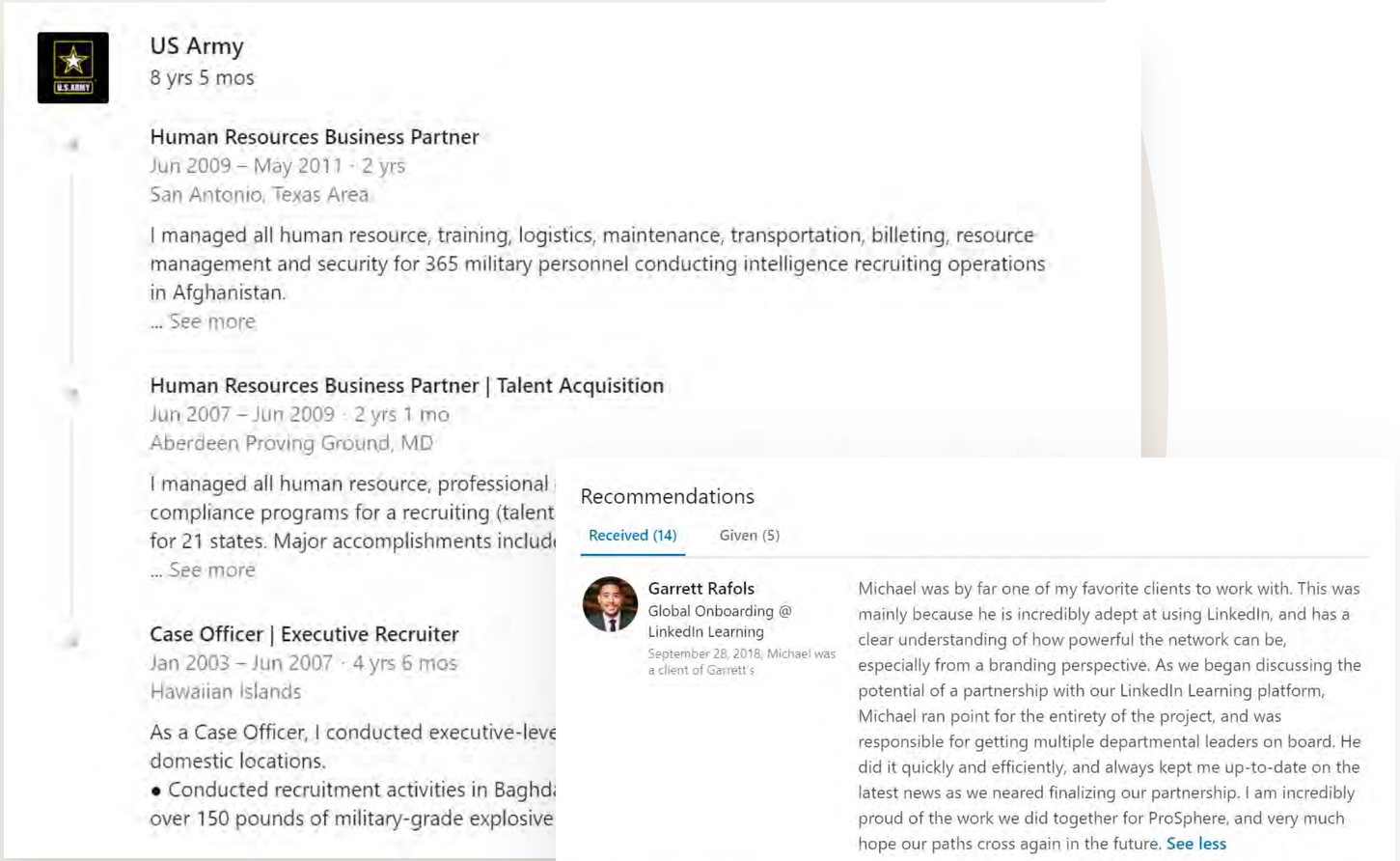
Alexandria, Virginia · 500+ connections · Contact info

Commander, International Security Assistance Force - Afghanistan
US Army
Jun 2009 – Jun 2010 • 1 yr 1 mo
Kabul, Afghanistan

Commander, Joint Special Operations Command
US Army
Oct 2003 – Jun 2008 • 4 yrs 9 mos

Commander, 75th Ranger Regiment
US Army
1997 – 1999 • 2 yrs
Fort Benning, GA

Articulating your military & career experience



US Army
8 yrs 5 mos

Human Resources Business Partner
Jun 2009 – May 2011 · 2 yrs
San Antonio, Texas Area

I managed all human resource, training, logistics, maintenance, transportation, billeting, resource management and security for 365 military personnel conducting intelligence recruiting operations in Afghanistan.
... See more

Human Resources Business Partner | Talent Acquisition
Jun 2007 – Jun 2009 · 2 yrs 1 mo
Aberdeen Proving Ground, MD

I managed all human resource, professional
compliance programs for a recruiting (talent
for 21 states. Major accomplishments includ
... See more

Case Officer | Executive Recruiter
Jan 2003 – Jun 2007 · 4 yrs 6 mos
Hawaiian Islands

As a Case Officer, I conducted executive-leve
domestic locations.
• Conducted recruitment activities in Baghd
over 150 pounds of military-grade explosive

Recommendations

Received (14) Given (5)

Garrett Rafols
Global Onboarding @ LinkedIn Learning
September 28, 2018, Michael was a client of Garrett's

Michael was by far one of my favorite clients to work with. This was mainly because he is incredibly adept at using LinkedIn, and has a clear understanding of how powerful the network can be, especially from a branding perspective. As we began discussing the potential of a partnership with our LinkedIn Learning platform, Michael ran point for the entirety of the project, and was responsible for getting multiple departmental leaders on board. He did it quickly and efficiently, and always kept me up-to-date on the latest news as we neared finalizing our partnership. I am incredibly proud of the work we did together for ProSphere, and very much hope our paths cross again in the future. See less

Derek Zeigler
Marine Corps Veteran, MBA, Top Secret SCI Clearance
September 12, 2018, Michael worked with Derek in the same group

Michael's mentorship and knowledge are absolutely an invaluable part of making the transition from the military to civilian life. His presentation during the O2O orientation made me aware of several shortfalls in my search for another career. I am now sharing the knowledge I learned from him with other service members.

Meghann Viggiani

While in the Onward 2 Opportunity course in Washington DC, we

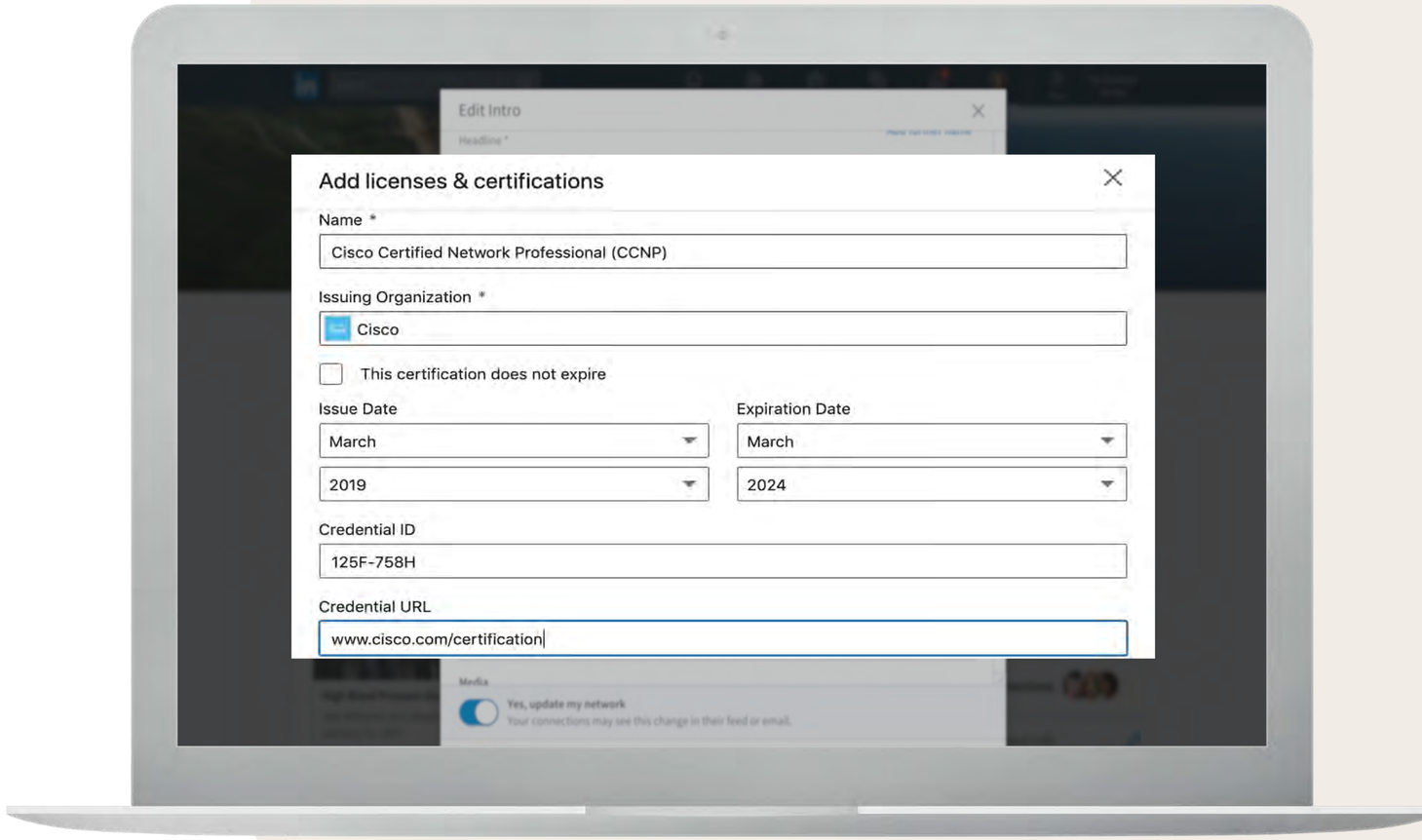
- Optimize so both military and civilian recruiters understand your work
- Show progression
- Feature recommendations (ideally from civilians) and rich media to enhance your profile

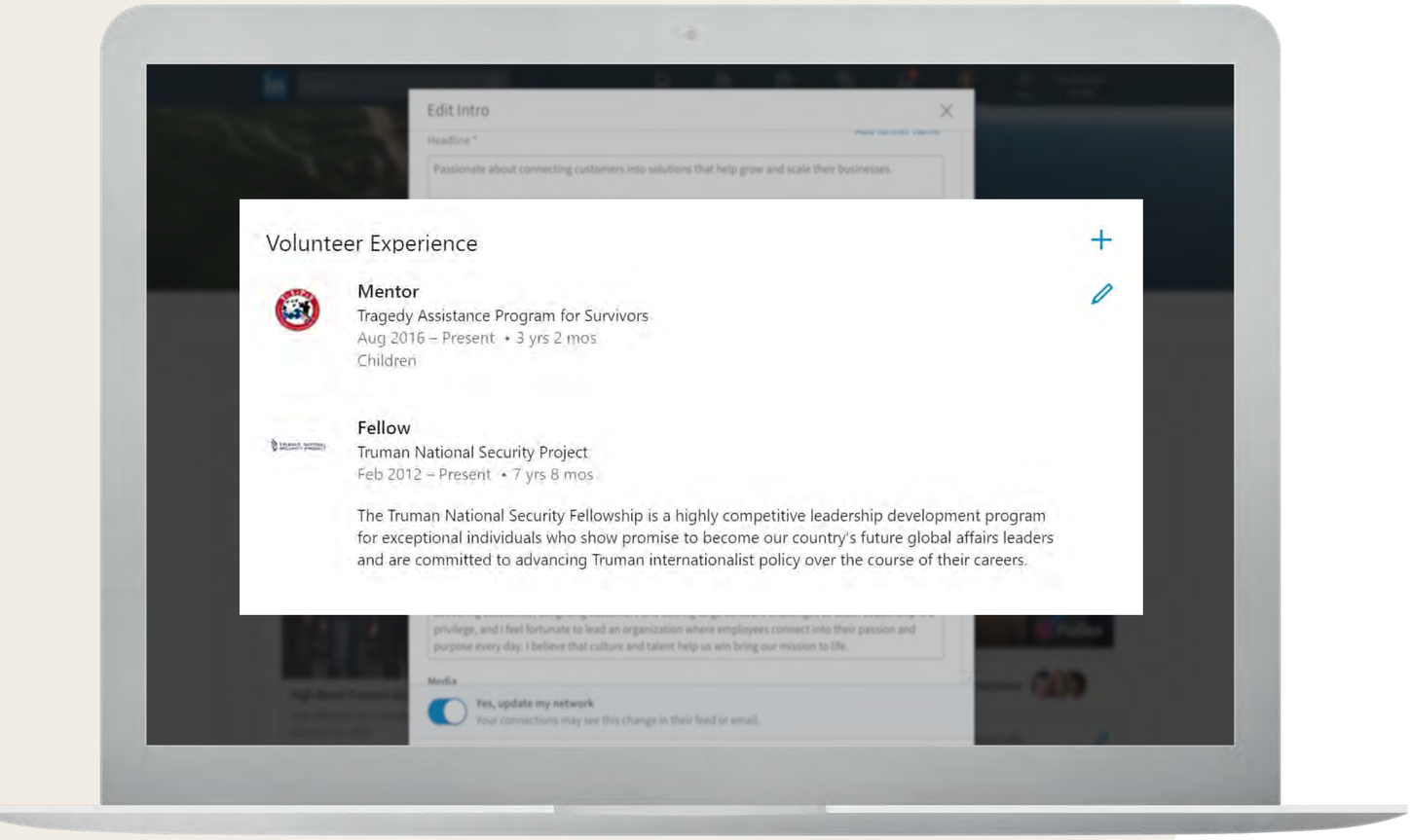
Add your education, licenses, & certifications

Members with education, license, or certification information receive up to 11x more Profile views and 6x more connection requests.

Be more easily identified by recruiters looking for specific training or credentials.

Leverage alumni networks.



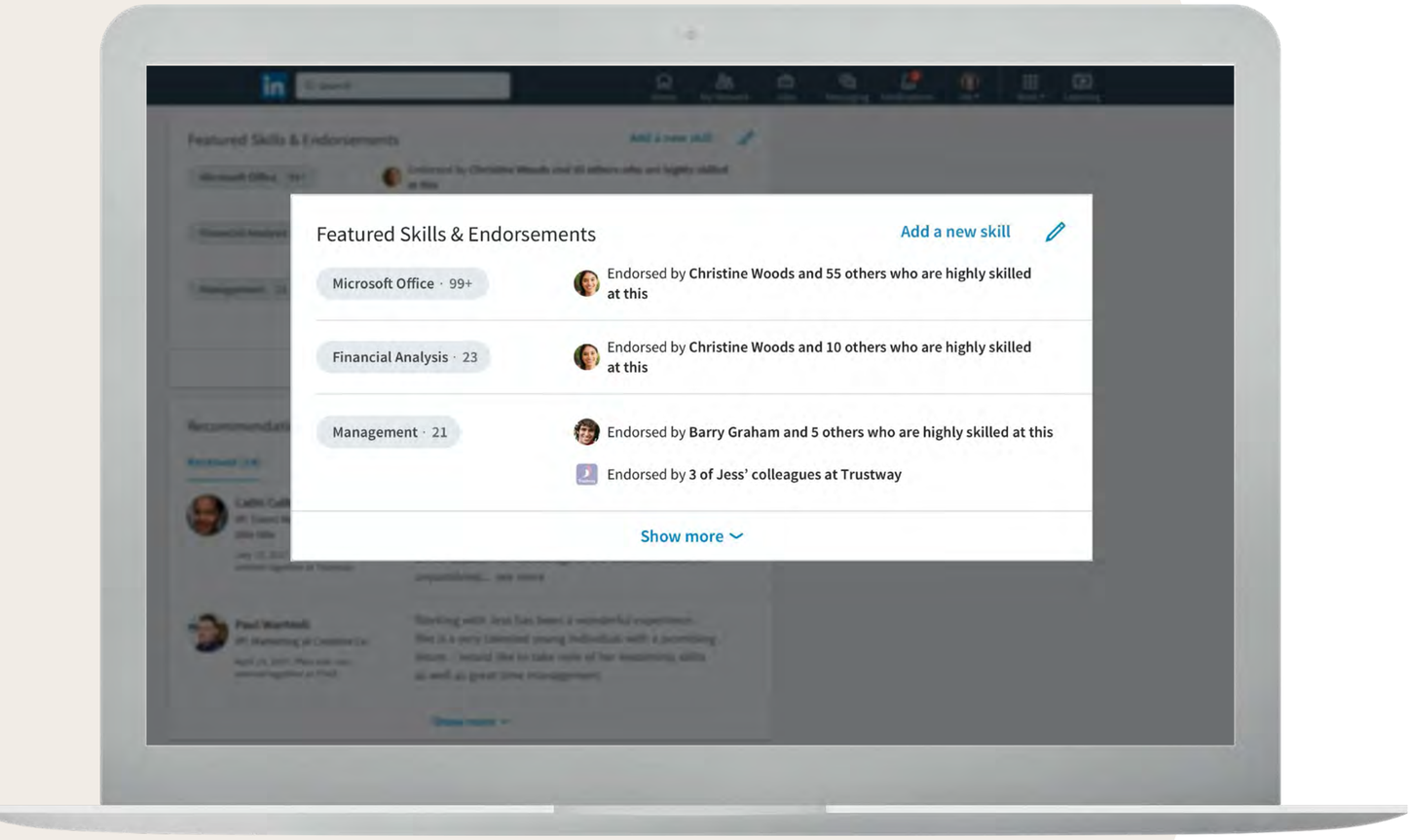


Include your volunteer experience

Members who add volunteer experience and causes get up to 6x more Profile views than those without

Volunteer experience can help:

- Fill an employment gap
- Demonstrate commitment
- Build new skills
- Lead to a new recommendation

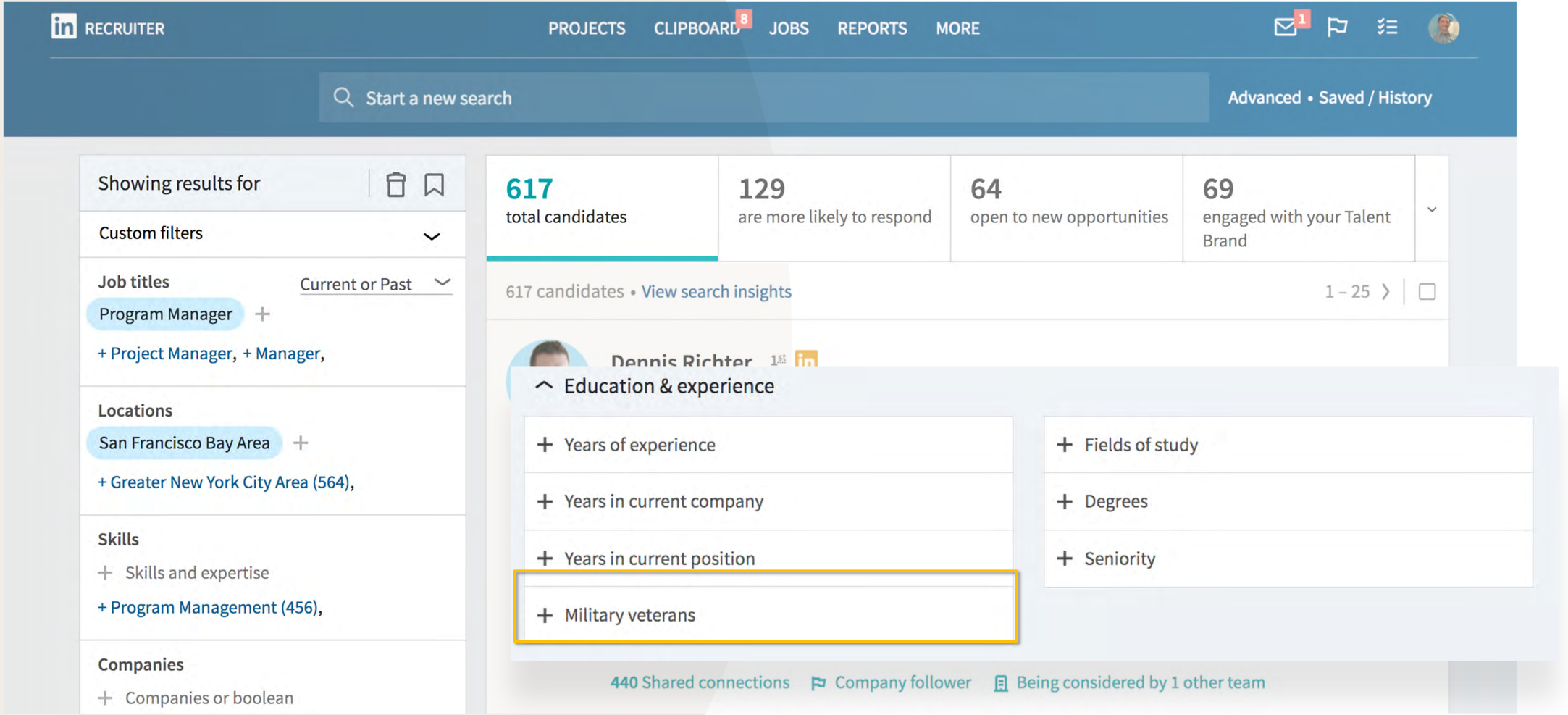


Edit your profile:

50 opportunities to be found by recruiters

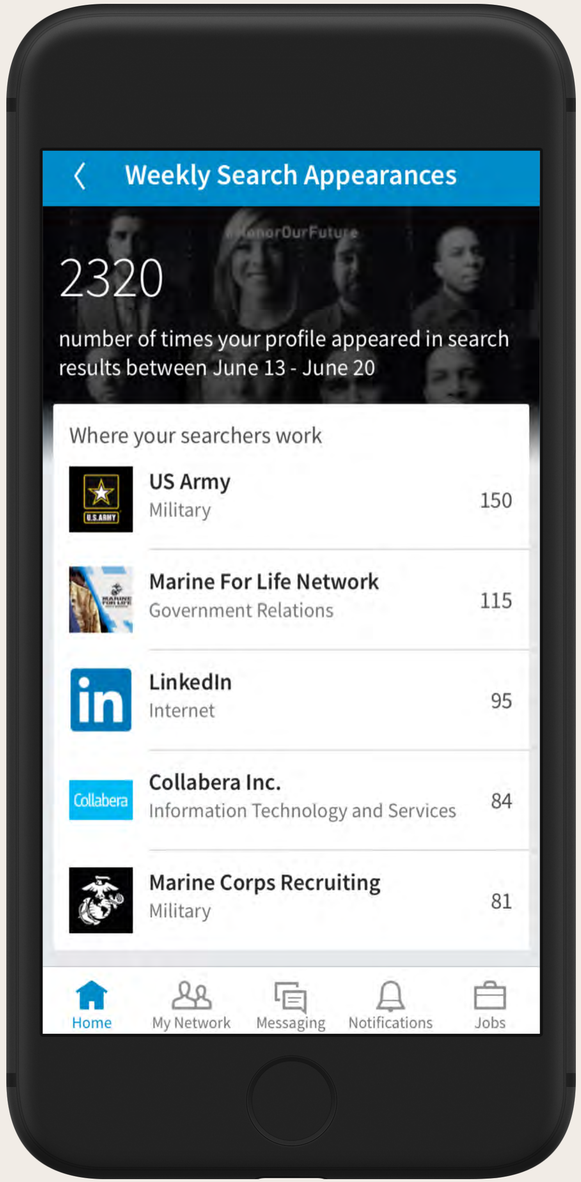
- Members who add 5 or more skills receive up to 17x more profile views and are 27x more likely to be found by recruiters.
- Endorsements validate you possess the skills not your level of expertise.
- Choose the skills to highlight based on the skills most important to the type of jobs you want.
- Your selections here drive your appearance in recruiters' searches
- Skills feed recommendations for courses, jobs, connections, etc.

Leveraging your profile: How recruiters see you



How to land in the recruiter's net

- If you do not list your military experience properly, you are not recognized as a veteran on LinkedIn
- Members with a profile photo receive up to 21x more profile views and 9x more connection requests
- Members with more than 5 skills are 27x more likely to be discovered in searches by recruiters
- Including the city where you're based makes you stand out up to 23x in searches



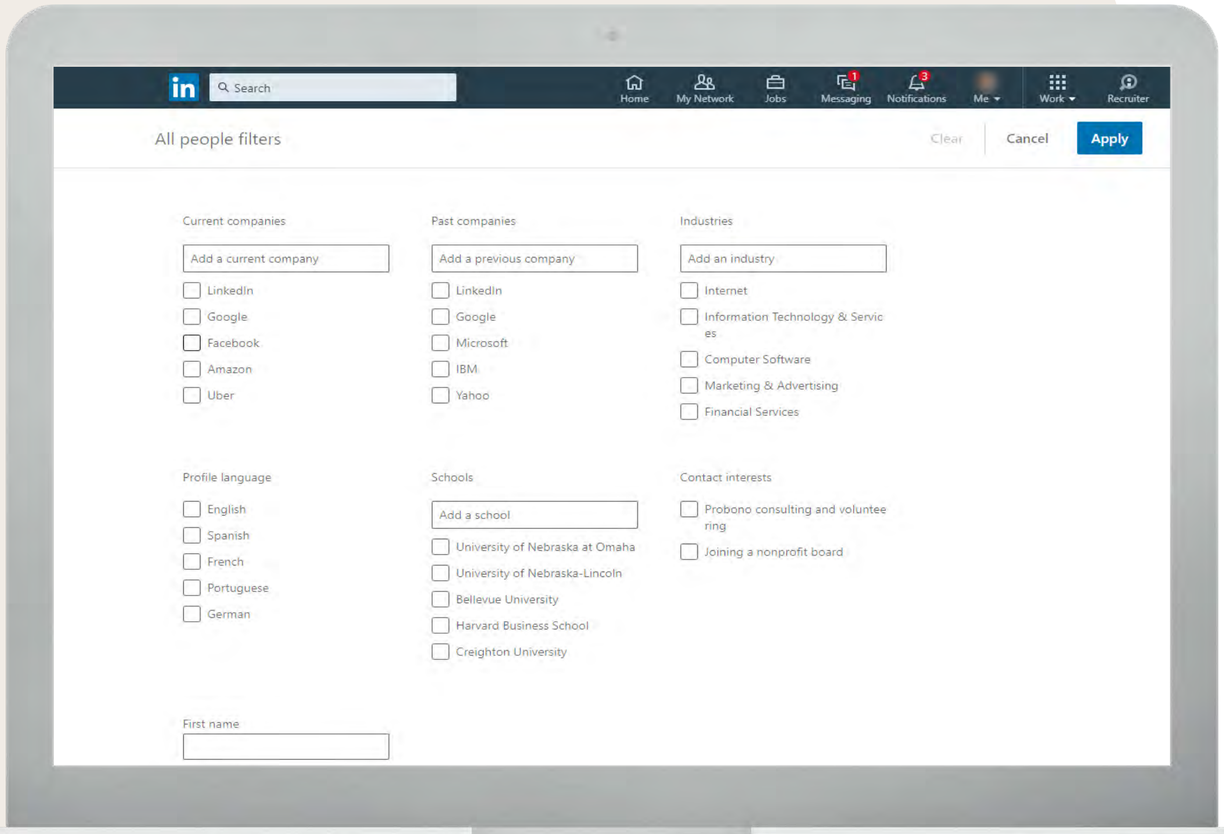
Recruit, build, and maintain your support network

Use your network on LinkedIn to connect to opportunity

- Discover Existing Connections
- Search for New Connections
- Message Connections
- Ask for informational interviews
- Request referrals and recommendations
- Find a mentor with career advice
- Add value and engage

Did you know?
70% of people were hired at a company where they had a connection.

Did you know?
*LinkedIn members are **10X** more likely to get hired when referred*

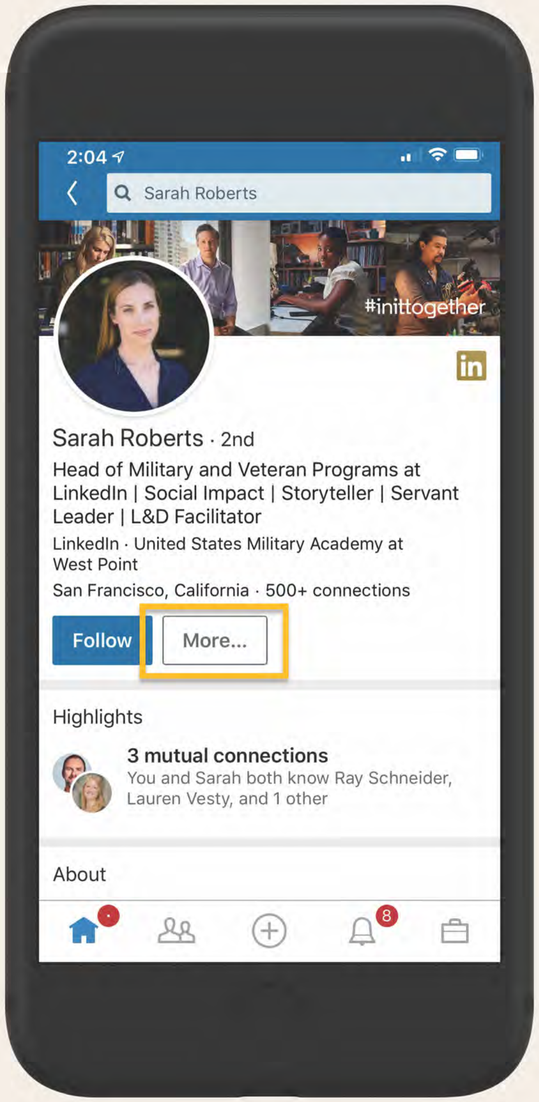


Discover existing connections and search for new connections

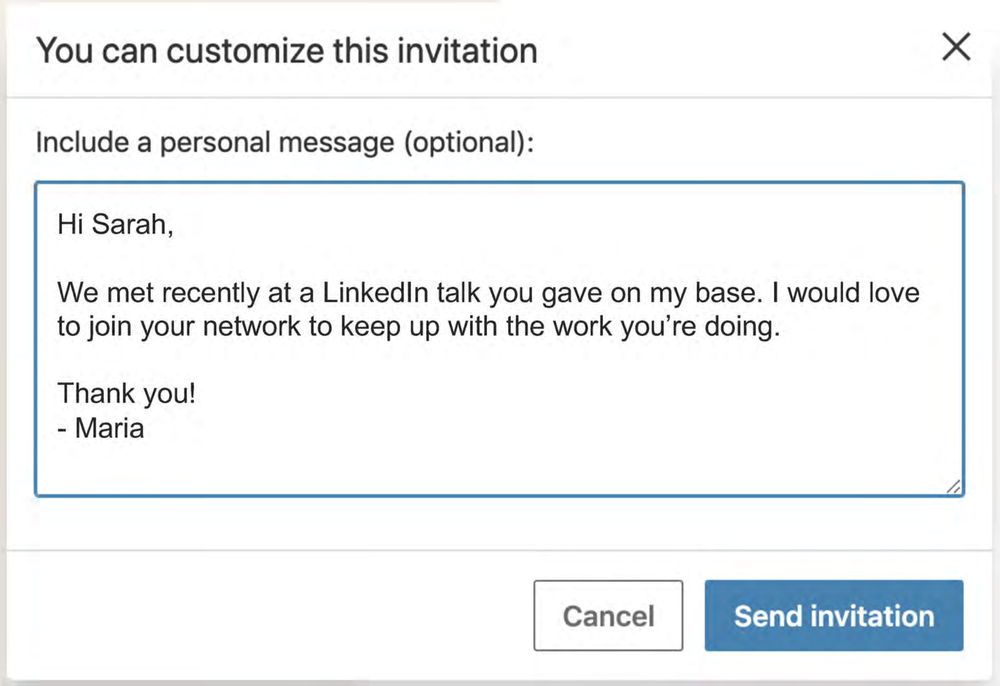
- Find people you already know
- Discover new connections with filters

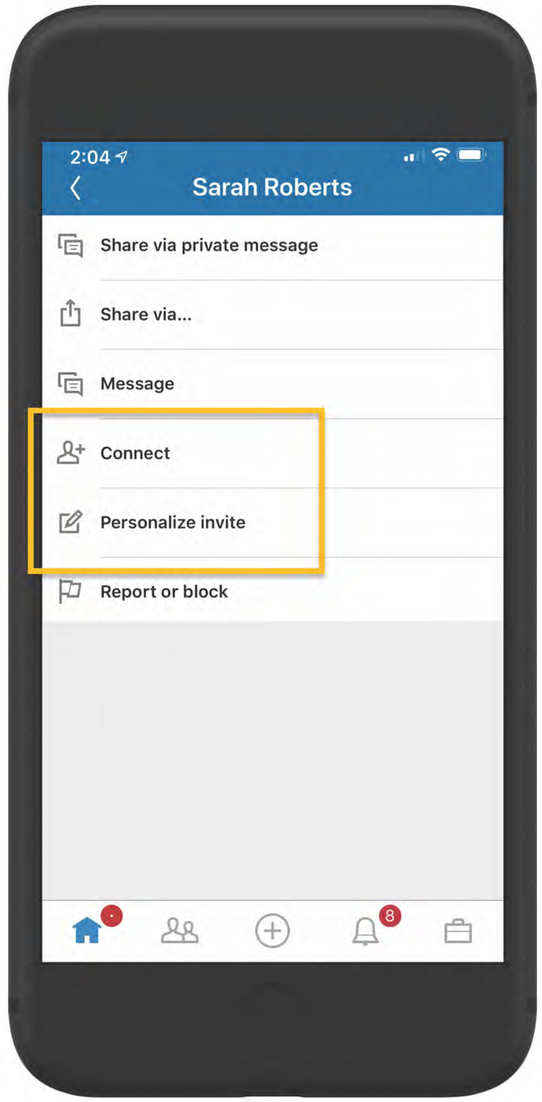
The recommendations in this section improve as you add connections. Check back frequently as your network grows.

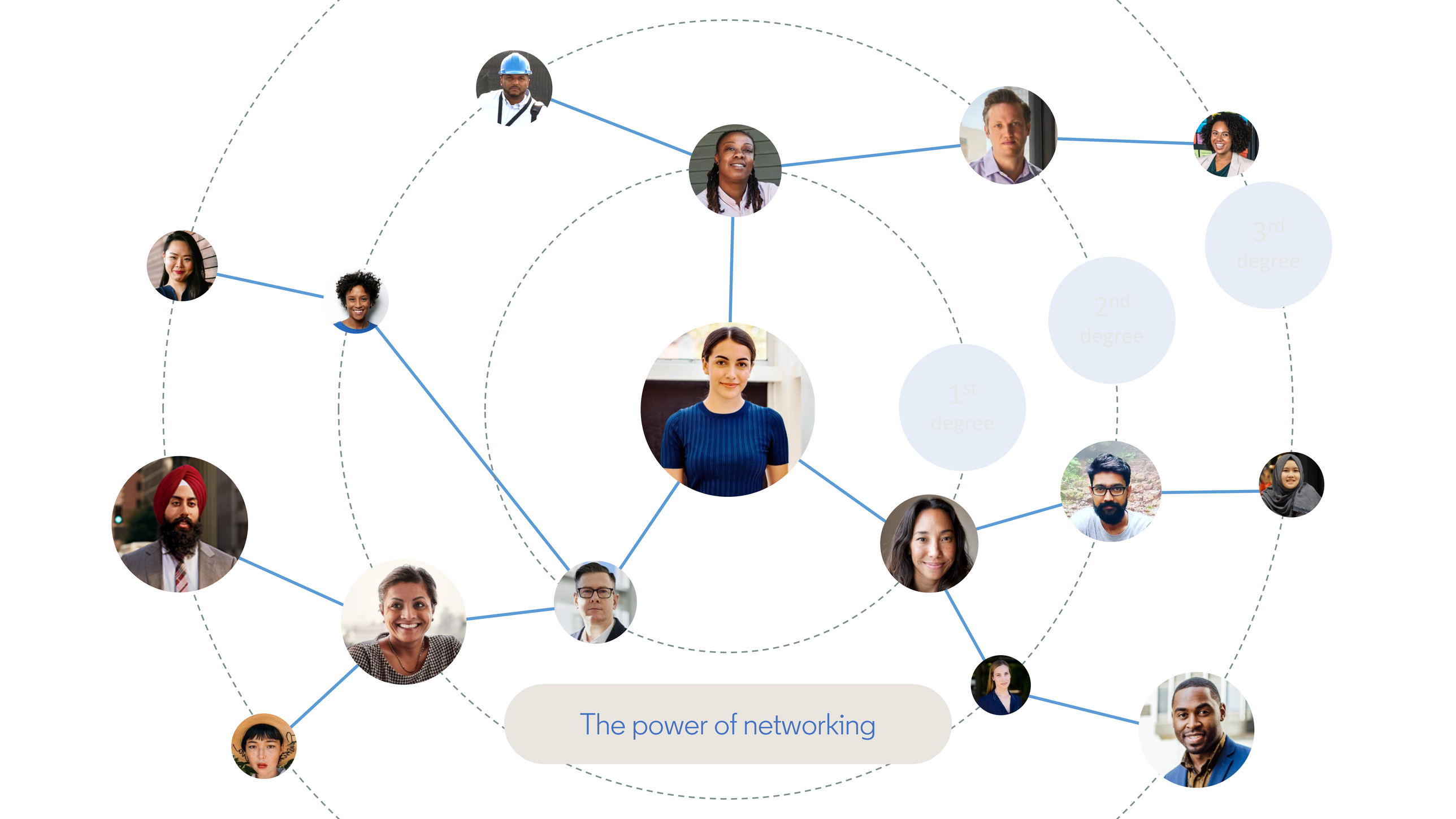
Expand your network strategically



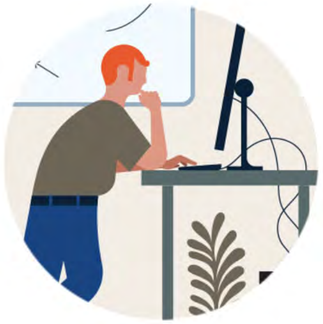
- Members with whom you share similar backgrounds
- Members at companies, industries, or roles you want to work for or have
- Send personalized request messages






3rd degree
2nd degree
1st degree
The power of networking

Add value



Like and share things that people in your network will care about and post

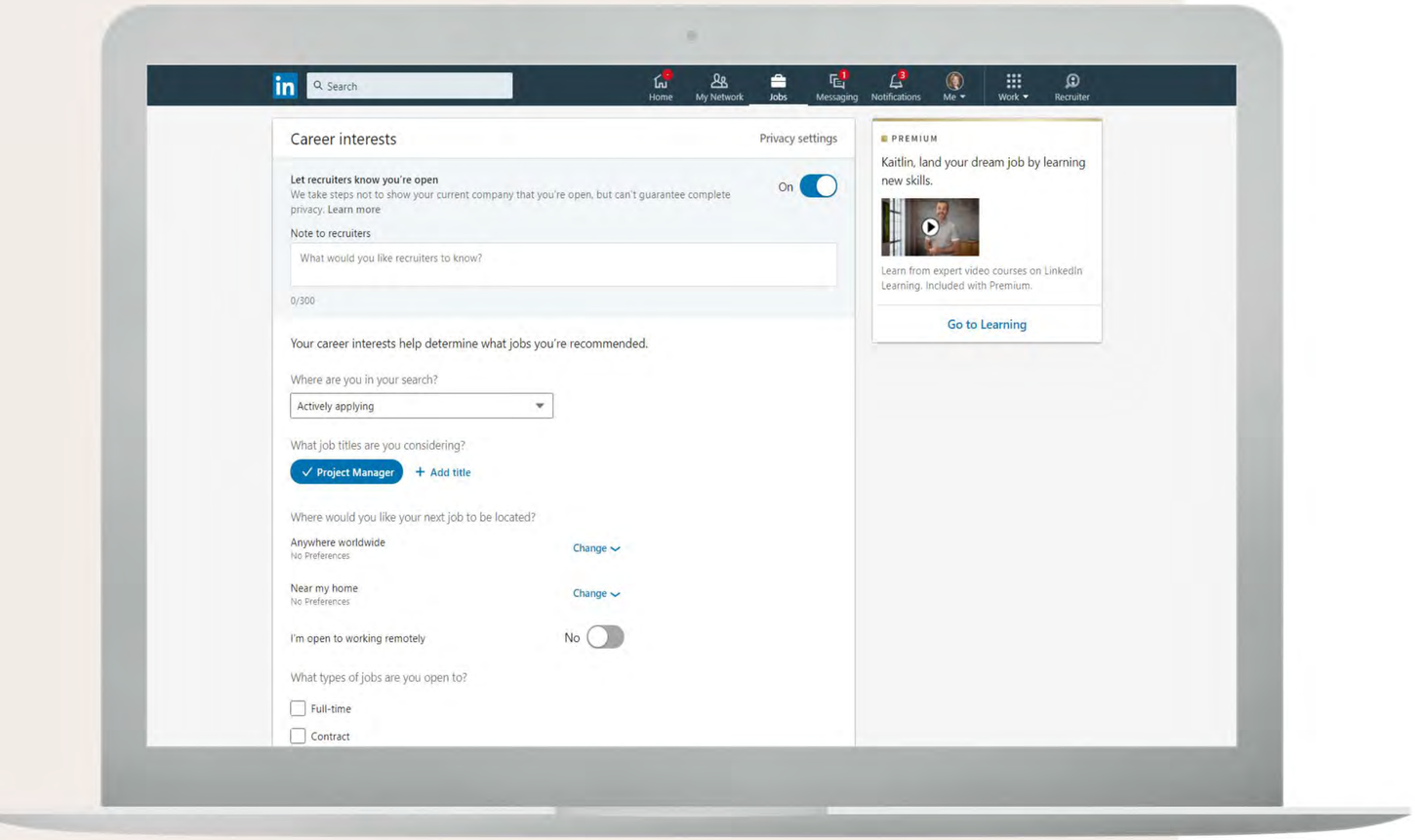
Give testimonials and recommendations to others

Invest time in your connections, take them to lunch or even just listen

Share your expertise and write helpful articles

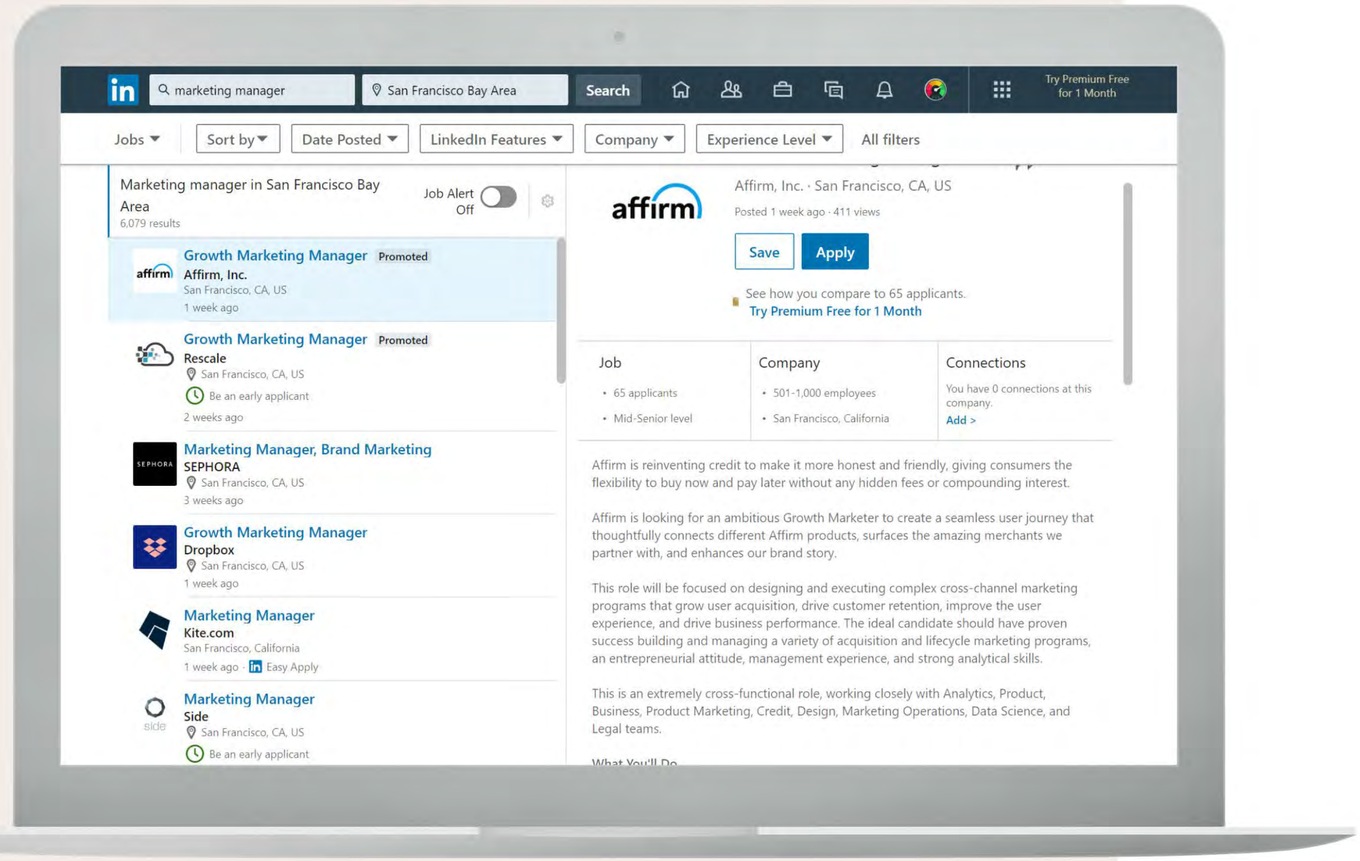
Make introductions for others

Find your “way in” to new opportunities



Set career interests

- Include potential job titles and locations in your career interests to receive more relevant job suggestions
- Turn on the setting to let employers know you are actively searching and available for a new job
- Download the LinkedIn Job Search Mobile App to see new job notifications quickly



Search for jobs

Use LinkedIn's search filters to find jobs by:

- Keyword
- Job title
- Company
- Location
- Function
- Industry
- Experience level
- Date posted

Focus your search with our advanced filters

All people filters | Clear filters

Cancel **Apply**

First name

Last name

Title

Connections

- 1st
- 2nd
- 3rd+

Connections of

Add connection of

Locations

Add a location

- United States
- Greater New York City Area
- Washington D.C. Metro Area
- United Kingdom
- Algeria

Current companies

Add a company

- US Army
- LinkedIn
- Amazon
- Google
- Facebook

Past companies

Add a company

- US Army
- US Navy
- United States Air Force
- LinkedIn
- Google

Industries

Add an industry

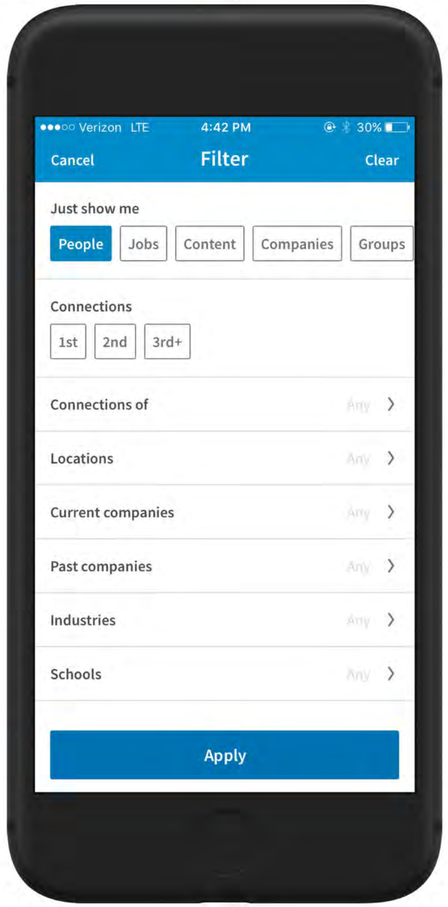
- Information Technology and Services

Profile language

- English
- Spanish
- French

Nonprofit interests

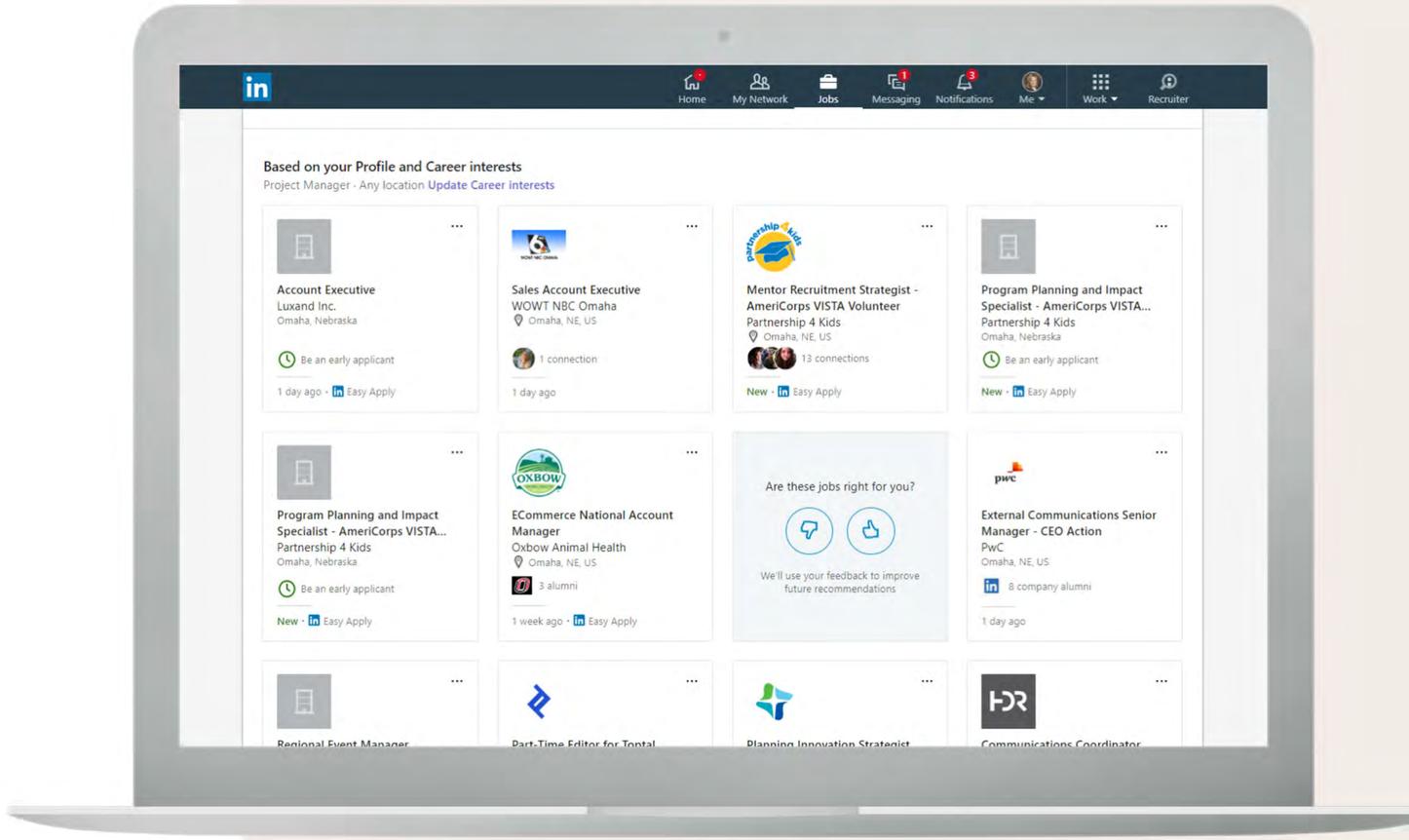
- Skilled Volunteering
- Board Service



Review jobs you may be interested in

For the best jobs, make sure your profile is filled out with accurate:

- Work experience
- Skills
- Location information



Refine your search with Premium insights

PREMIUM

Competitive intelligence about other applicants

Applicants for this job

74 Applicants

3 Applicants in the past day

Remember to update your profile with the most relevant skills and experience to maximize your chances of getting this job

Top skills

You have **4 out of 10 top skills** among all other applicants

- Management
- Project Management
- Strategy
- Leadership
- Product Management
- Software Development
- Business Analysis
- Agile Methodologies
- Business Strategy
- SQL

Seniority level

25 Manager level applicants

24 Senior level applicants

6 Director level applicants

5 Entry level applicants

Education

26% have a Master's Degree (Similar to you)

32% have a Master of Business Administration

28% have a Bachelor's Degree

14% have other degrees

Facebook talent sources

Facebook hired **194 people** from LinkedIn

Facebook hired **16 people** from Harvard Kennedy School

Hires Product Management roles from these companies

Hires Product Management roles from these schools

See all 20 companies

See all 20 schools

Send Feedback

Meet the team

Previous Next

Laurent Landowski • 2nd
Product Manager at Facebook
San Francisco Bay Area

Background

Ecole Centrale Lille

Facebook

Esther Kang • 2nd
Product Manager @Facebook
San Francisco Bay Area

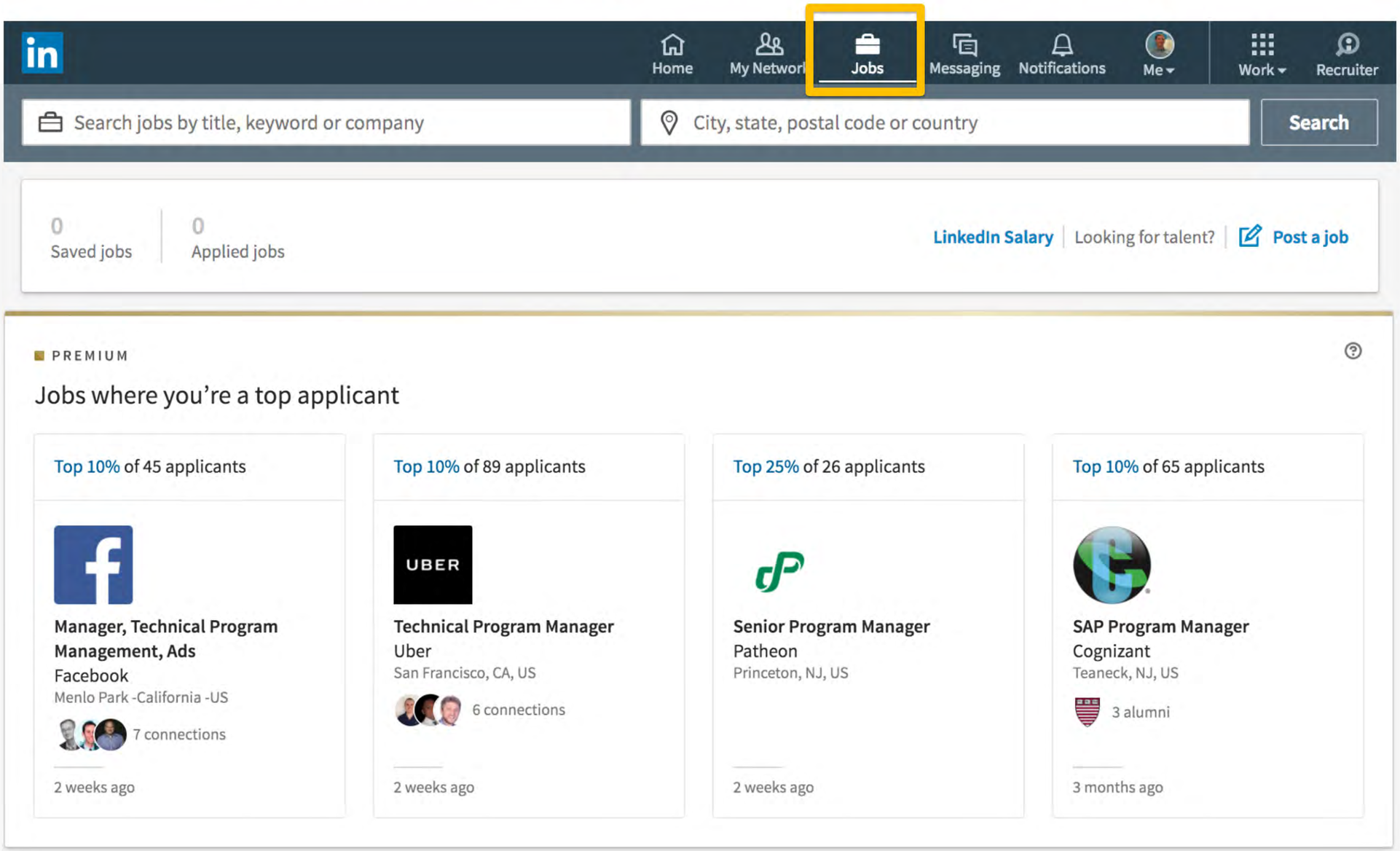
Background

Boston University School of Public Health

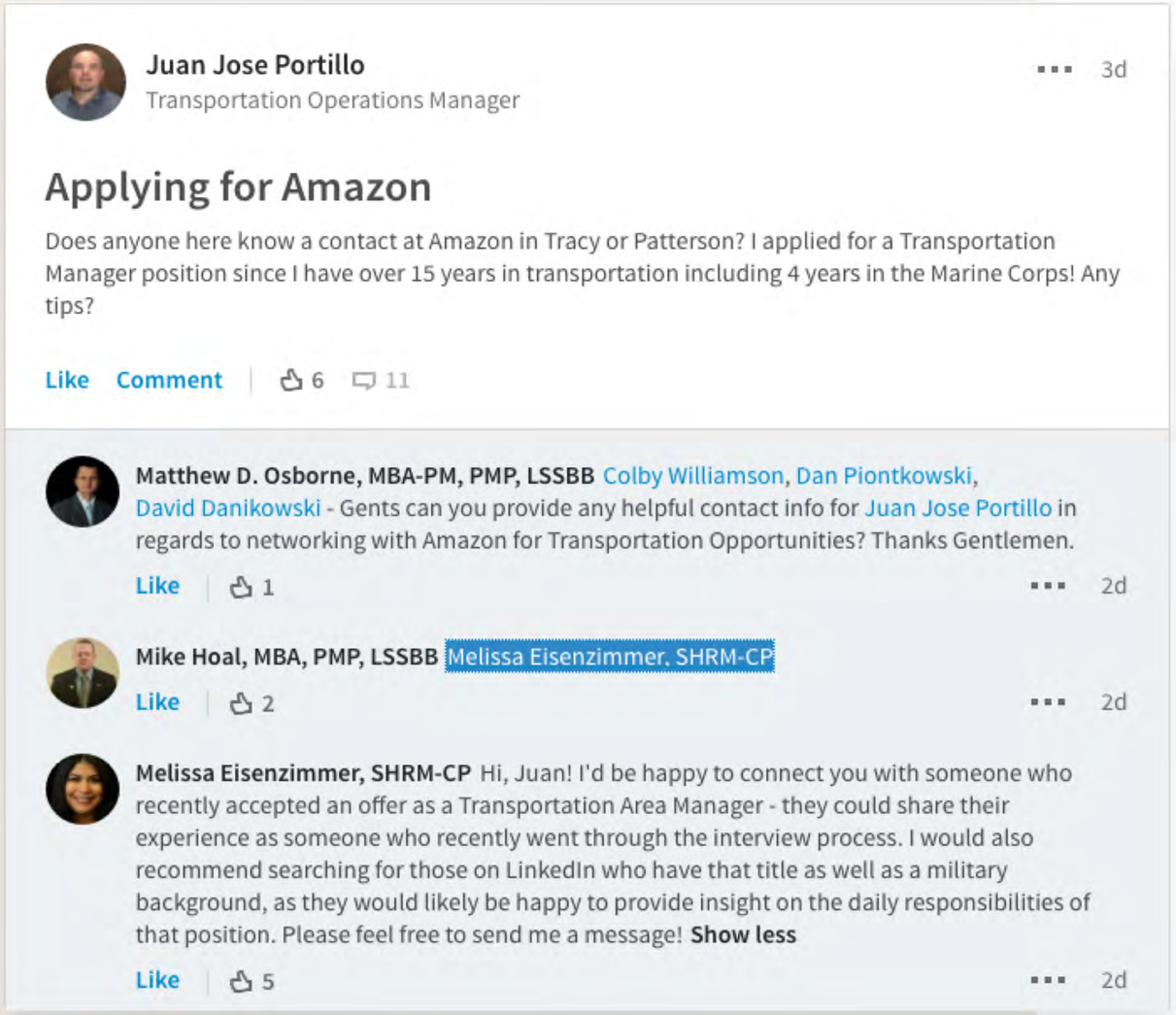
Facebook

See all

Get advanced job recommendations



Grow your industry knowledge



Seek advice and mentorship

- Hiring Our Heroes
- Student Veterans of America
- DoD Military Spouse & Alumni groups
- Veterati
- American Corporate Partners

Connect with alumni

University of California, Los Angeles

Los Angeles, ca · 343,761+ alumni · 594,942 followers

Visit website + Follow

- Home
- About
- Insights
- Jobs
- Alumni

Updates

University of California, Los Angeles
594,942 followers
1d

Forty UCLA scientists are among the world's most influen
according to an annual list of the most cited in their fields

343,761 alumni

Start year 1900 End year 2018

Search alumni by title, keyword or company

‹ Previous Next ›

Where they live + Add

294,454 | United States

152,702 | Greater Los Angeles Area

42,278 | San Francisco Bay Area

19,416 | Orange County, California Area

12,016 | Greater New York City Area

Where they work + Add

5,004 | University of California, Los Angeles

1,561 | UCLA Health

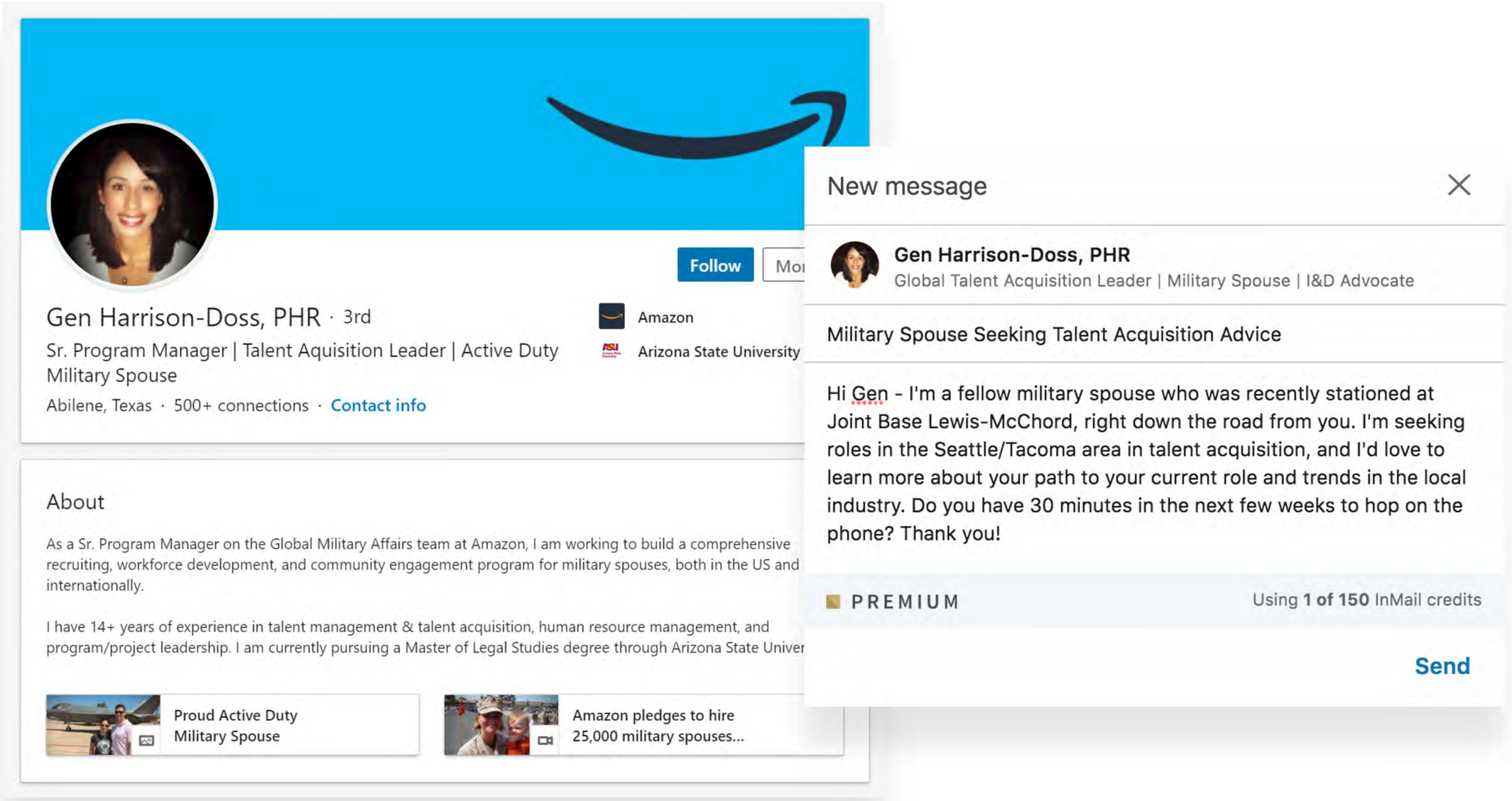
1,367 | Google

790 | Apple

701 | University of Southern California

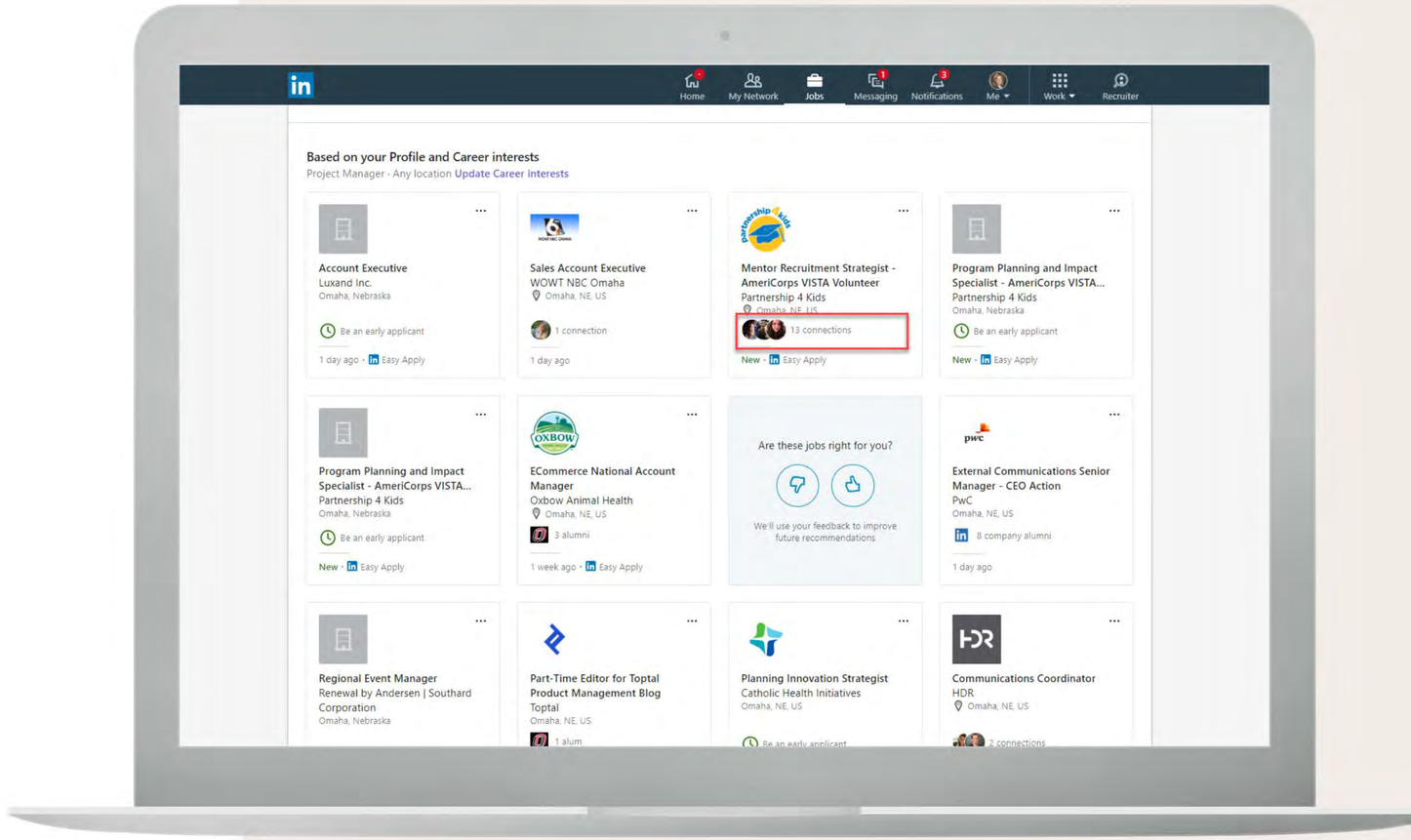
Show more

Informational interviews: Establish a bond and ask for advice

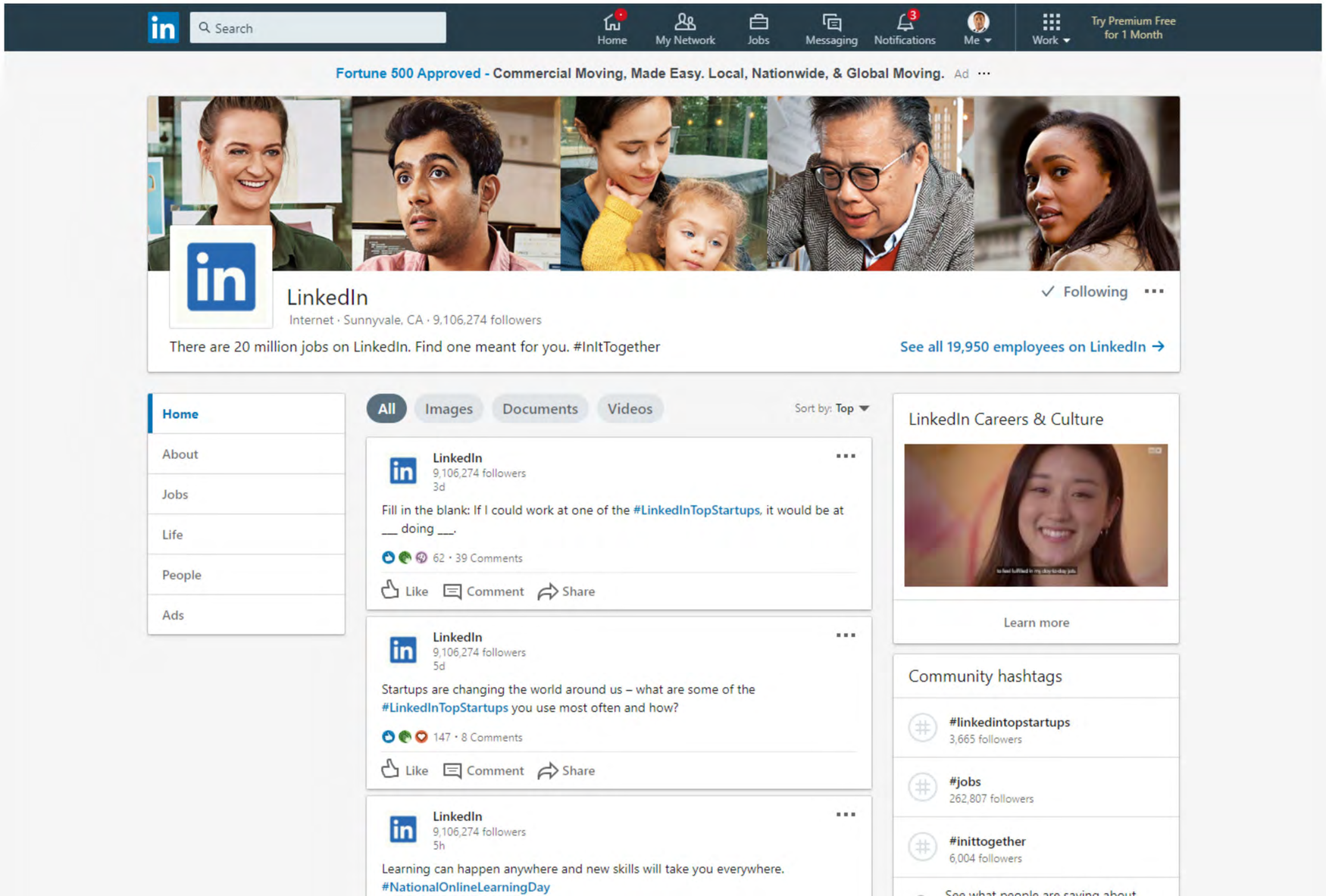


Use your network

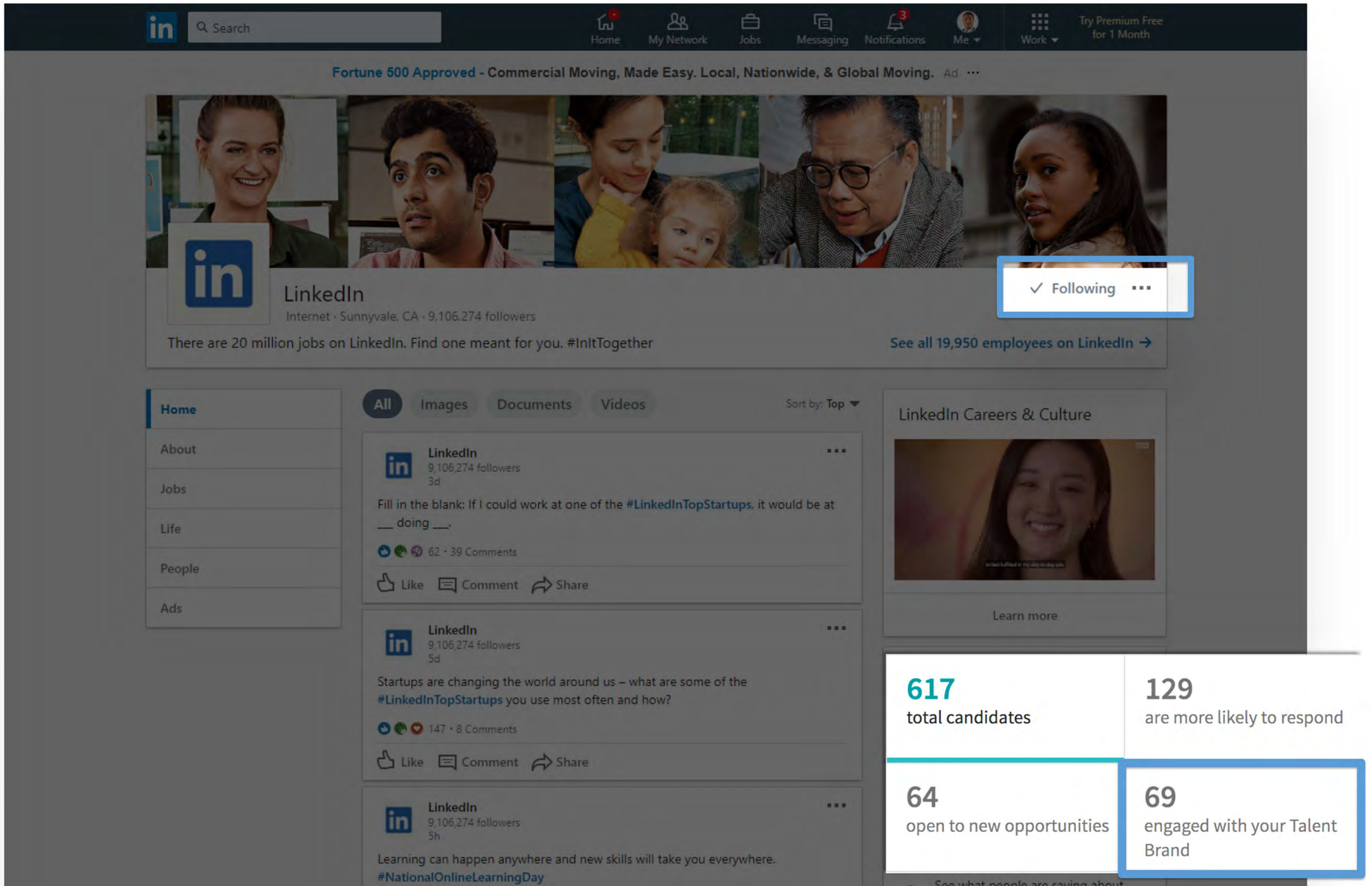
Ask for a job referral by reaching out to your connections at a company you would like to apply to.



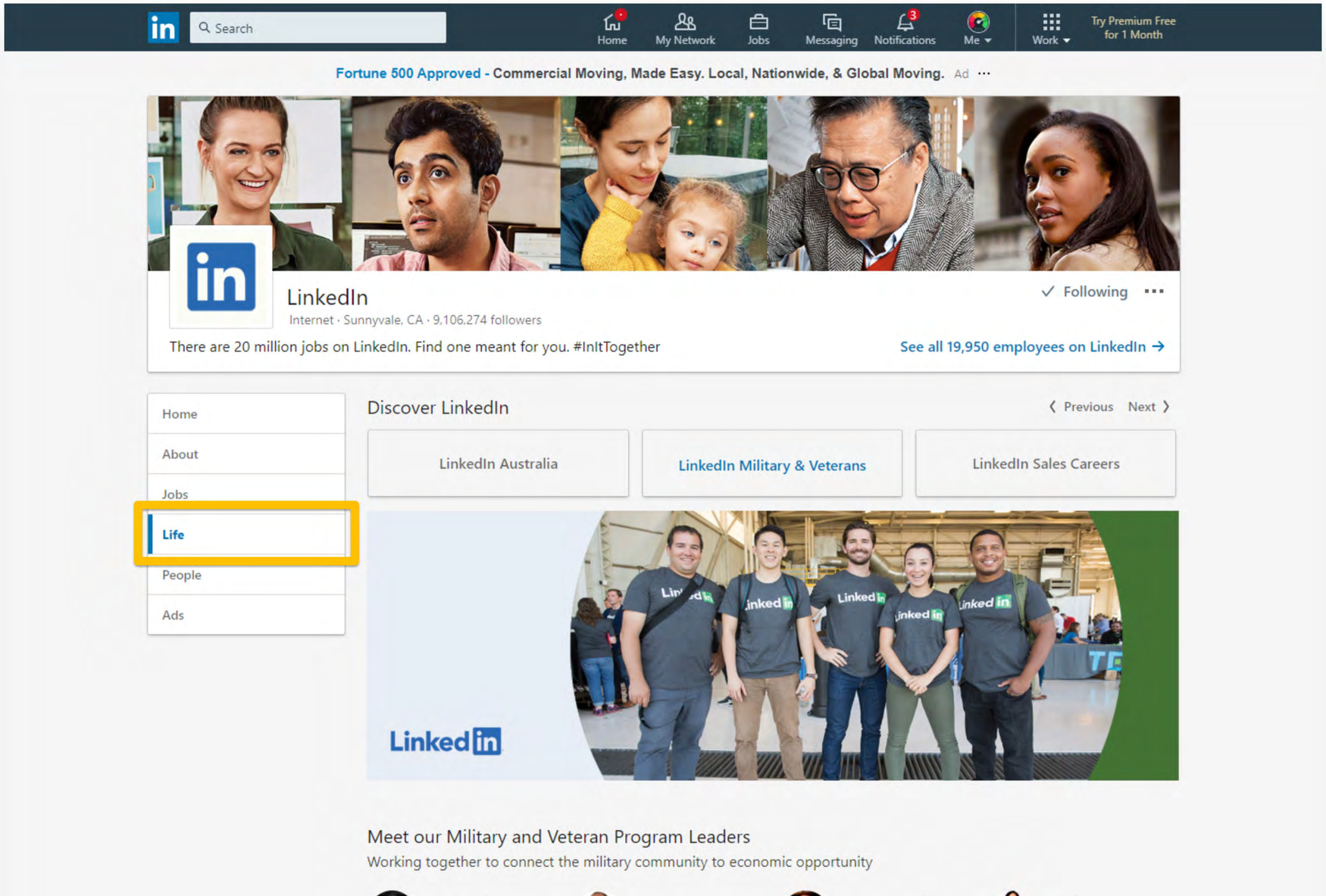
Start your search early – explore company Pages



Follow every company you're interested in

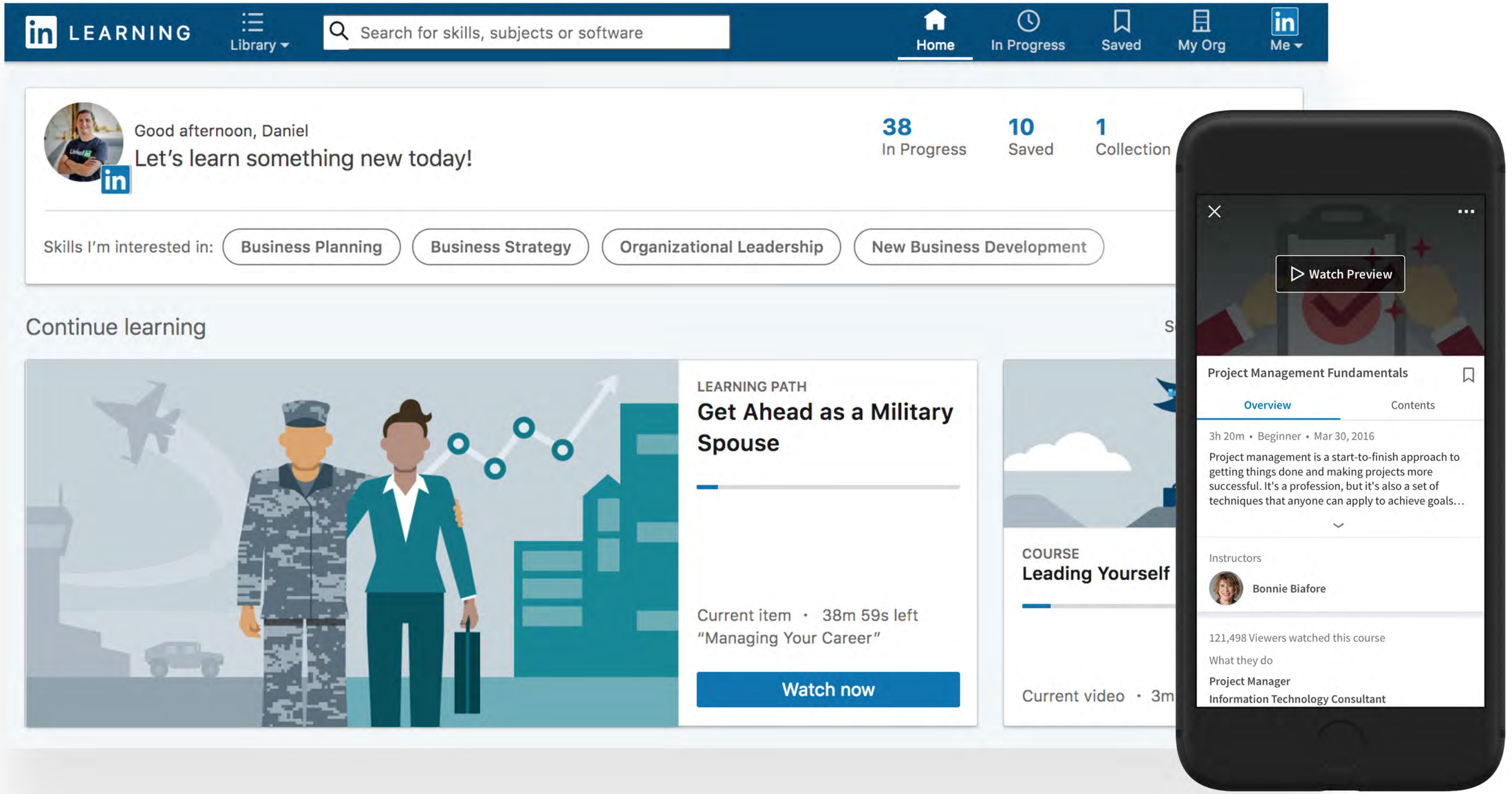


Dig deeper to understand company culture

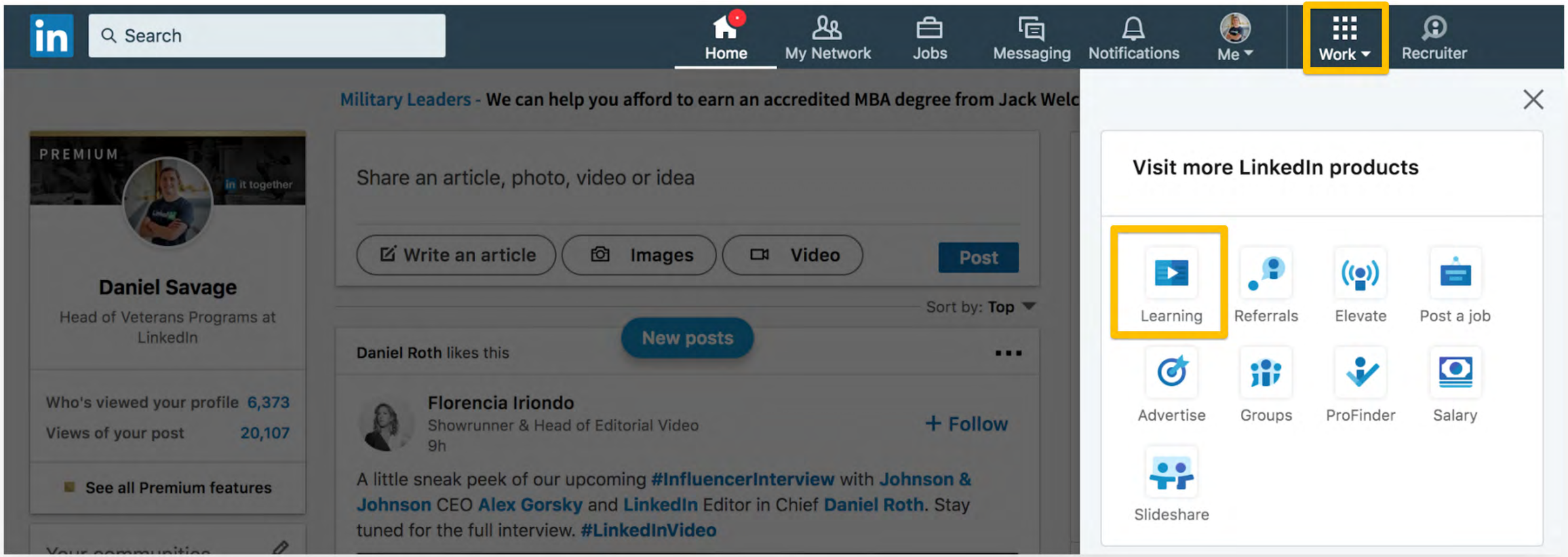


Maintain your professional edge as a lifelong learner

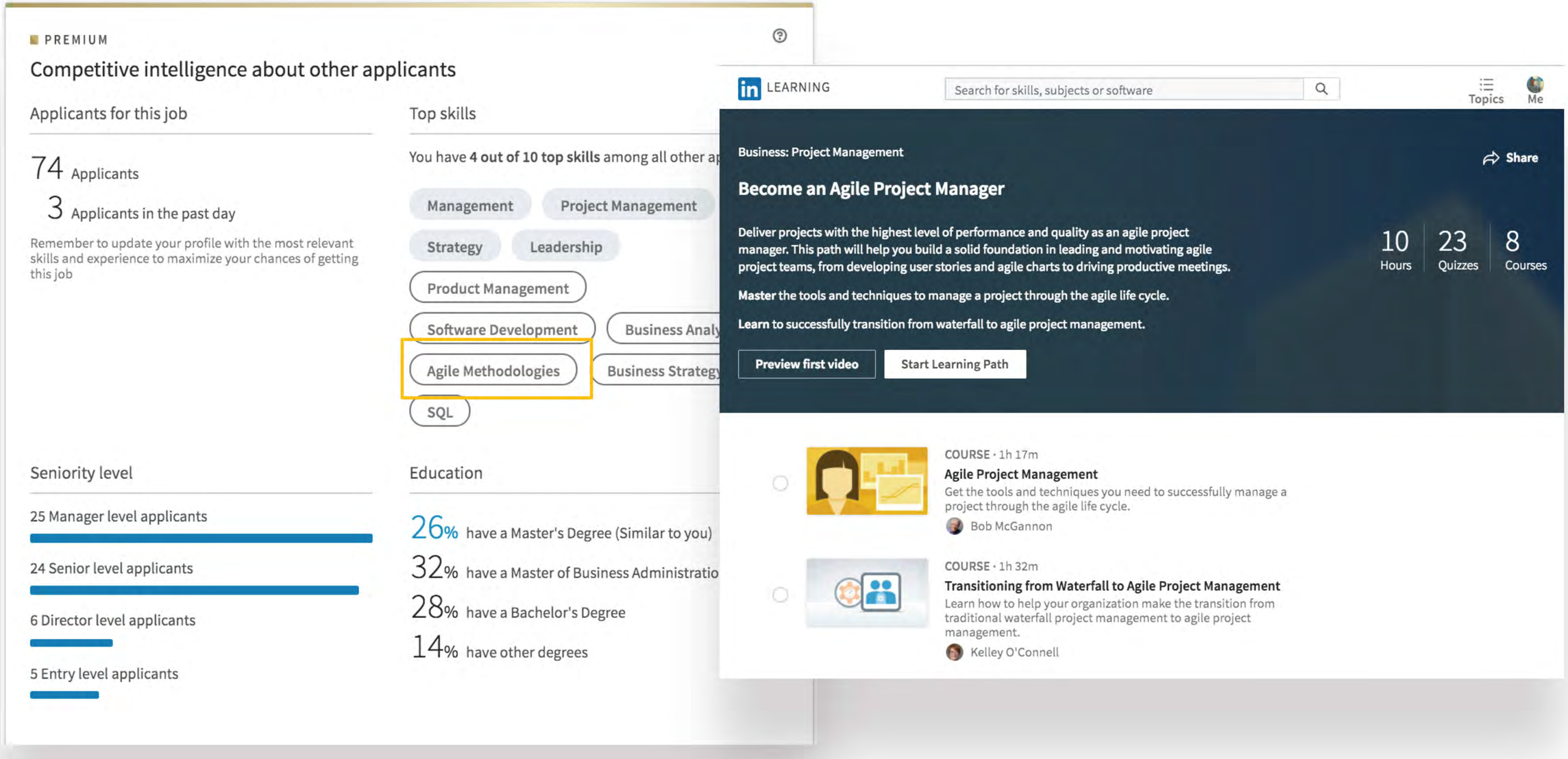
Make the most of LinkedIn Learning



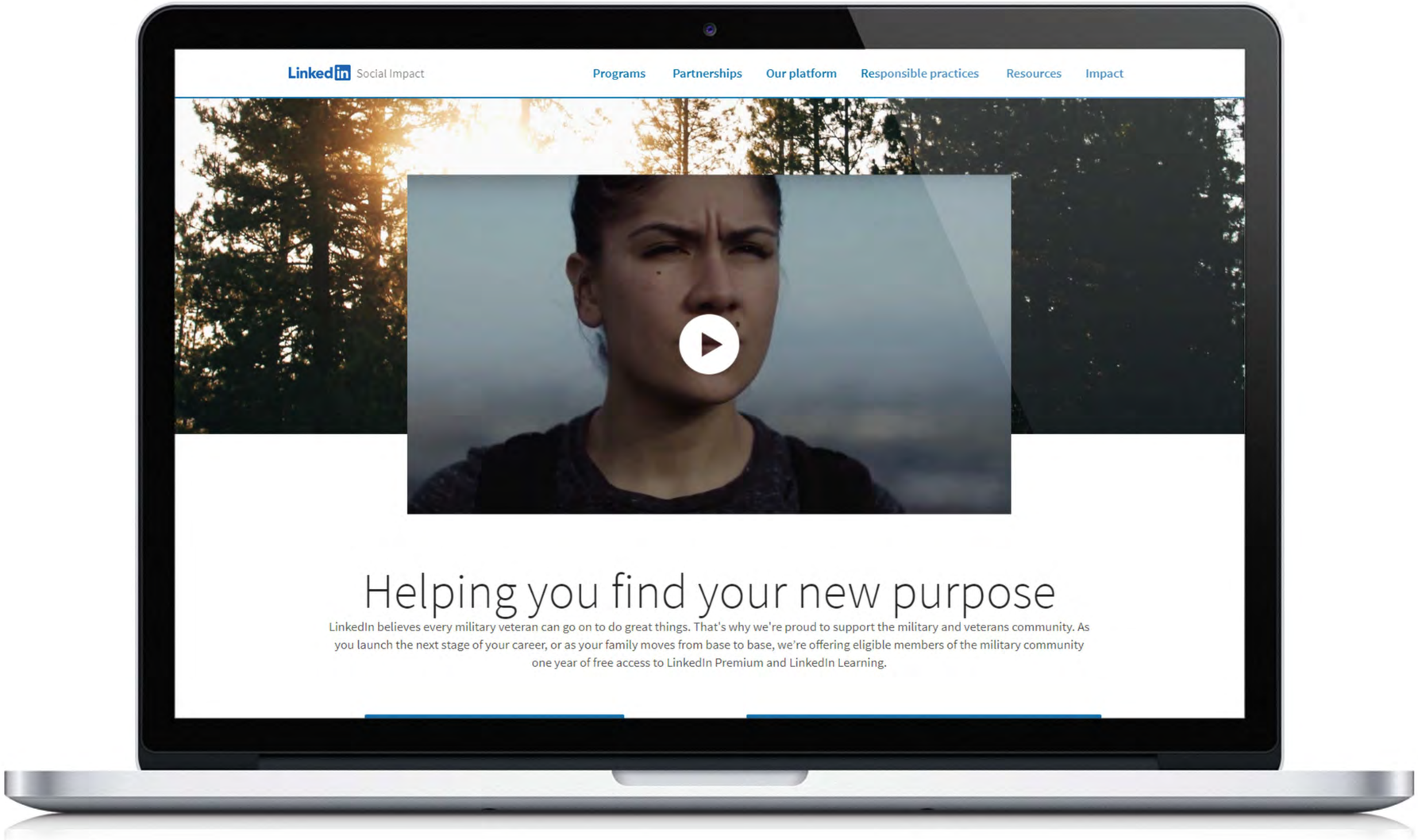
LinkedIn Learning: How to get there

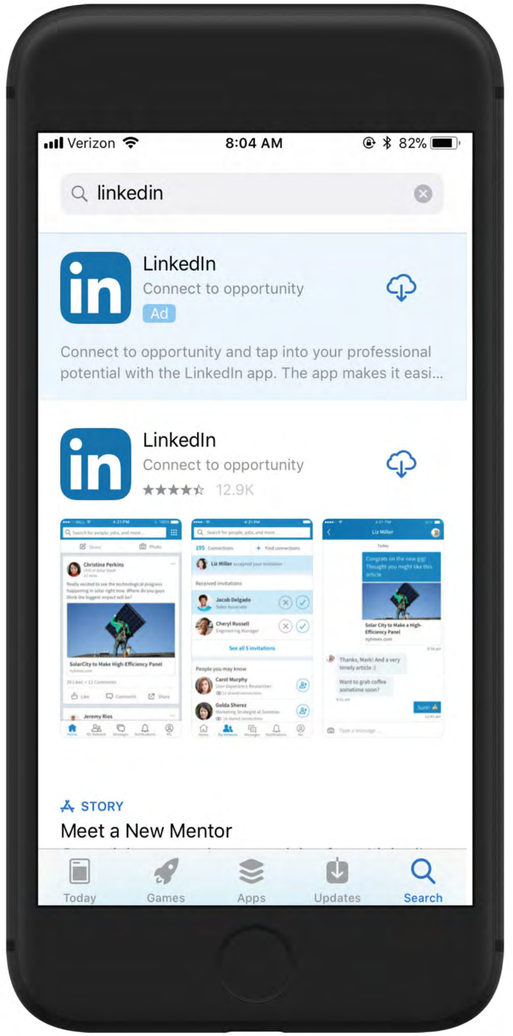


Bridge skills gaps and identify relevant experience



If you remember one thing: linkedin.com/military





Thank you

LinkedIn