Leveraging LinkedIn for Veterans, Military Spouses & Business Engagement

Sarah Roberts
Head of Military and Veteran Programs

Michael Quinn
Senior Manager
Importance to Job Seekers

**Application Process**
Hundreds of Applicants per Vacancy
Every Resume Tailored
Cover Letters Tailored
LinkedIn Profile Tailored
Jobscan.co

**Spray and Pray**
<4% Chance of Interview
Each Application Takes Hours
Disheartening

**Structured Job Search**
Referrals 11x More Likely to Get Job
Employee Referrals = Interviews

**Your Network is the Key**
Identify Resources

- Employee Referrals / Hidden Job Market
- Informational Interviews
- Mentors
- Veteran Support Organizations
  - USO Pathfinder
  - Onward to Opportunity (O2O-VCTP)
  - Hire Heroes USA
  - American Corporate Partners*
  - DoD Skillbridge
  - HireMilitary.us, Corporate Fellowship Program
  - Breakline, Stanford Ignite, etc.
LinkedIn Training
Make the most of your career transitions
Why LinkedIn?
The Economic Graph

630M+ Members
30M+ Companies
20M+ Jobs
50K+ Skills
90K+ Schools
280B+ Updates viewed
The world’s largest professional network

- United States: 143M+
- Canada: 14M+
- Mexico: 11M+
- Argentina: 6M+
- Brazil: 30M+
- Chile: 4M+
- Columbia: 6M+
- Spain: 90M+
- Europe: 143M+
- Turkey: 6M+
- Morocco: 1M+
- Egypt: 2M+
- Saudi Arabia: 2M+
- Netherlands: 45M+
- India: 36M+
- China: 36M+
- United Kingdom: 9M+
- Singapore: 1M+
- Republic of Korea: 1M+
- Japan: 9M+
- Indonesia: 1M+
- Nigeria: 1M+
- South Africa: 6M+
- New Zealand: 9M+
- Australia: 5M+
- Philippines: 1M+
- Malaysia: 3M+
- Hong Kong: 3M+
- Thailand: 1M+
- Saudi Arabia: 1M+
- Kenya: 1M+
- Morocco: 1M+
- Egypt: 1M+
- New Zealand: 1M+
LinkedIn’s Vision

Create economic opportunity for every member of the global workforce
Connect to Jobs

20.5 million people on LinkedIn are open to new job opportunities

More than 30 million employers with over 20 million available jobs on any given day

100 million job applications submitted every month
Add Value

Give testimonials and recommendations to others

Share your expertise and write helpful articles

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

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

Make introductions for others
Employer’s Journey on LinkedIn

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

Over 300,000 companies, including small businesses, find talent on LinkedIn.

1.4 million recruiters are actively using LinkedIn to find and engage talent.

70% of people were hired at a company where they had a connection.

85% of employers say a positive online reputation influences their hiring decision.
LinkedIn Creates Opportunity

- Expand Reach Outside Traditional Boundaries
- Build Trust with Community
- Share Opportunities & Information
- Expand Support Base

I’ve built a trusted network that reaches >1.1M people a month (primarily in veteran space)
Crafting a Professional Identity

What is a Brand?
Your Professional Identity

Headline, Photo, & Summary

Michael Quinn
Workforce & Training Management | Veteran Programs | LinkedIn and Branding Expert | Top Secret SCI Polygraph
Washington D.C. Metro Area

Over 14 years of experience leading the Human Resource and Workforce Development programs of organizations from 65 - 17,000 people and recruiting full-cycle foreigners for US intelligence programs give me a strong background in human resources and talent acquisition. Expertise with LinkedIn and an ...
Your URL & Email Address

Michael Quinn
Workforce & Training Management | Veteran Programs | LinkedIn and Branding Expert | Top Secret SCI Polygraph
Washington D.C. Metro Area

linkedIn.com/in/quinnmi
OR
linkedIn.com/in/michael-quinn-197b21g978
Your Professional Identity: Translating Experience

Translate Your Titles

Explain what you did in plain English without acronyms or jargon

Feature recommendations and rich media to enhance your profile
Completing Your Professional Portrait: Skills

Skills & Endorsements

<table>
<thead>
<tr>
<th>Workforce Management</th>
<th>86</th>
</tr>
</thead>
<tbody>
<tr>
<td>Endorsed by 3 of Michael’s colleagues at ProSphere</td>
<td></td>
</tr>
</tbody>
</table>

LinkedIn: 99+ |
| Endorsed by 3 of Michael’s colleagues at ProSphere |

Personal Branding: 99+ |
| Endorsed by 3 of Michael’s colleagues at ProSphere |

Skills feed recommendations for courses, jobs, connections, etc.

- This is your chance to easily label your hard and soft skills
- Your selections here drive your appearance in recruiters’ searches

### Industry Knowledge

| Program Management: 99+ |
| Military Operations: 99+ |
| National Security: 99+ |
| Operational Planning: 99+ |

| Army: 99+ |
| Intelligence Analysis: 99+ |
| Force Protection: 99+ |
| Counterintelligence: 99+ |

Endorsed by 11 people in the last 6 months

Endorsed by 15 people in the last 6 months
Crafting Your Professional Identity:
Edit & Re-Order Skills

Skills & Endorsements

**Workforce Management** - 98
- Endorsed by 3 of Michael's colleagues at ProSphere
- Endorsed by 11 people in the last 6 months

**LinkedIn** - 99+
- Endorsed by 3 of Michael's colleagues at ProSphere
- Endorsed by 15 people in the last 6 months

**Personal Branding** - 99+
- Endorsed by 3 of Michael's colleagues at ProSphere
- Endorsed by 15 people in the last 6 months

**Industry Knowledge**
- **Program Management** - 99+
- **Military Operations** - 99+
- **National Security** - 99+
- **Operational Planning** - 99+
- **Army** - 99+
- **Intelligence Analysis** - 99+
- **Force Protection** - 99+
- **Counterintelligence** - 99+

Reorder Skills & Endorsements (50)
Reorder your skills within a category or choose up to 3 skills to feature in your top skills.

- **Top Skills**
  - Workforce Management
  - LinkedIn
  - Personal Branding

- **Industry Knowledge**
  - Program Management
  - Army
  - Military Operations
  - Intelligence Analysis
  - National Security

Adjust endorsement settings

Save
Supporting Your Experience: Request Recommendations

* Ask First & Send Draft
Building a Professional Network

Connect with Intent
Building Professional Networks: Connect with Other Members

- Members with whom you share similar interests
- Aim for 500+
- Send personalized request messages
- Like and share items posted by connections to cultivate your network
Building Professional Networks: Advanced Search
Building Professional Networks: Your Home Page

Your Home Page or “Feed” is anything your Connections:

Like
Comment
Share
Post

Daily Review
Build Relationships

Engage with Content
Building Professional Networks: Engaging with Content
Engaging with Content Tips

✓ Always Professional, but Include Personal
✓ Your Connections See Anything You Like, Comment, Share or Post
✓ Timing Matters
✓ Only 1x Post Day Gets Full Dissemination
✓ Adding Links Reduces Dissemination
  • Put in Comments to Avoid
✓ Published Articles Remain Until You Delete Them
✓ Posts Garner More Views – Less Time in Relevance
✓ Up To 1,300 Characters
✓ Tag People @Michael Quinn for Notifications
✓ Engage Posts to Increase Views and Network
  • Respond to Comments
  • Like Comments
Building Professional Networks: Discover and Join Groups

Veteran Mentor Network
122,099 members

Start a conversation with your group

Enter a conversation title...

Patrick Menefee
Transitioning Army Officer seeking opportunities in Commercial Consu...

Aspiring management consultant, seeking a mentor in the Charlotte, NC area

Happy new year VMM

After 6 years as an active duty Army Officer I’m transitioning to the civilian life and into the private sector. I have a degree in supply chain management, received my LSAT certification from the fantastic Syracuse VCTP program, a... Show more

Intelligence and National Security Alliance (INSA)
(2) new conversations

Military MOJO
(1) new conversation

Soldier for Life - Transition Assistance Program Connection Group

#100VeteransProject

Association of the United States Army (AUSA)

Veteran CORE Leadership Program

View previous comments
Building Professional Knowledge
Building Professional Knowledge: Develop Skills & Prep for Interviews

LinkedIn Learning

LEARNING PATH
Become a Graphic Designer
24h 12m

LEARNING PATH
Become a Java Programmer
25h 37m

LEARNING PATH
Become a Project Manager
16h 0m

LEARNING PATH
Become a Project Manager
22h 50m

LEARNING PATH
Become a Project Manager
17h 59m

LEARNING PATH
Become a Digital Marketer
23h 0m

Business: Project Management
Become an Agile Project Manager
Deliver projects with the highest level of performance and quality as an agile project manager. This path will help you build a solid foundation in leading and motivating agile project teams, from developing user stories and agile charts to driving productive meetings.

Learn to successfully transition from waterfall to agile project management.

10 Hours

Share

10 Courses

Overview
Contents

Instructors

Bonnie Bielore

121,498 Viewers watched this course

What they do

Project Manager
Information Technology Consultant
Building Professional Knowledge: Follow Companies & Influencers
Build Professional Knowledge: Manage Your Feed

• Remove “Facebook” Content
• Unfollow People
• Gain Recommendations

You control what appears in your LinkedIn feed.
LinkedIn Premium & LinkedIn Learning Access Free Year

www.linkedin.com/military

Preparation You for What's Next

Programs > Military & Veterans

In collaboration with ID.me, LinkedIn offers U.S. service members and veterans a free 1-year Premium Career subscription, including one year of access to LinkedIn Learning. After clicking the link below, you will log in with your ID.me credentials or create an ID.me account to redeem this offer. Terms and conditions are below.

Free 1-Year Premium Subscription

Next Steps After Approval

In order to help you make the most of your Premium subscription, please check out the LinkedIn Learning resources below:

- LinkedIn for Veterans Overview Tutorial
- Transition from Military to Civilian Employment
- Transition from Military to Student Life

Sign in or sign up for a new account.

Email

Password

Sign in

OR

LinkedIn

Forgot your password?
The Ultimate LinkedIn Cheat Sheet

Michael Quinn
Director of Workforce Management & Veteran Programs | LinkedIn and Background Expert | Top Secret SCI Polygraph
ProSphere • Excelior College
Washington D.C. Metro Area • 500+ Snaps

Over 10 years of experience leading the Human Resource and Workforce Development programs geographically across the U.S. from 65 - 17,000 people and 14 years spent recruiting (full-cycle) foreigners for top secret US Intelligence agencies.

Your Articles & Activity
15,360 followers

ProSphere is proud to announce that it has been named a 2018 Military Friendly®
Michael commented

Who wants to get together in person? I am hosting 2x LinkedIn Local-type Happy
Michael liked a comment

Have you ever made what seemed to be one simple decision that ended up
Michael liked

The Ultimate LinkedIn Cheat Sheet
Michael Quinn on LinkedIn

See 9 more articles

See all activity
Questions?