LinkedIn for Veterans & Military Spouses

Make the Most of Your Career Transitions
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

- 690M+ members
- 358B+ updates viewed
- 36K+ skills
- 50M+ companies
- 90K+ schools
- 2.9M+ groups
- Millions of jobs
- 571M+ jobs
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LinkedIn’s vision

Create economic opportunity for every member of the global workforce
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

Employers use LinkedIn
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
- **140 million job applications** submitted every month
- **9 out of 10** employers use LinkedIn during the hiring process
- **>50%** of hiring managers use LinkedIn profiles to qualify jobseekers
Tell your story and be found by others
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.
• 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

Highlight your work and volunteer experience
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
Articulating your military & career experience

• 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
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.

Edit your profile:

50 opportunities to be found by recruiters
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.
Hi Sarah,

We met recently at a LinkedIn talk you gave on my base. I would love to join your network to keep up with the work you’re doing.

Thank you!
- Maria
The power of networking
The power of networking
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

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<thead>
<tr>
<th>All people filters</th>
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<th>Apply</th>
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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

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

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

Hires Product Management roles from these companies

See all 20 companies

Hires Product Management roles from these schools

See all 20 schools

Meet the team

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

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

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
- Veterani
- American Corporate Partners
### 343,761 Alumni

#### Where they live

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<th>Location</th>
<th>Alumni Count</th>
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<td>United States</td>
<td>294,454</td>
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<tr>
<td>Greater Los Angeles Area</td>
<td>152,702</td>
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<tr>
<td>San Francisco Bay Area</td>
<td>42,278</td>
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<td>Orange County, California Area</td>
<td>19,416</td>
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<td>Greater New York City Area</td>
<td>12,016</td>
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#### Where they work

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<tr>
<th>Company</th>
<th>Alumni Count</th>
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<tr>
<td>University of California, Los Angeles</td>
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<td>UCLA Health</td>
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<tr>
<td>University of Southern California</td>
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Informational interviews: Establish a bond and ask for advice

Gen Harrison-Doss, PHR
Sr. Program Manager | Talent Acquisition Leader | Active Duty Military Spouse
Abilene, Texas • 500+ connections • Contact info

About
As a Sr. Program Manager on the Global Military Affairs team at Amazon, I am working to build a comprehensive recruiting, workforce development, and community engagement program for military spouses, both in the US and internationally.

I have 14+ years of experience in talent management & talent acquisition, human resource management, and program/project leadership. I am currently pursuing a Master of Legal Studies degree through Arizona State University.

Proud Active Duty Military Spouse

New message

Gen Harrison-Doss, PHR
Global Talent Acquisition Leader | Military Spouse | I&D Advocate

Military Spouse Seeking Talent Acquisition Advice

Hi Gen - I'm a fellow military spouse who was recently stationed at Joint Base Lewis-McChord, right down the road from you. I'm seeking roles in the Seattle/Tacoma area in talent acquisition, and I'd love to learn more about your path to your current role and trends in the local industry. Do you have 30 minutes in the next few weeks to hop on the phone? Thank you!

Using 1 of 150 InMail credits

Send
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
Bridge skills gaps and identify relevant experience
If you remember one thing: linkedin.com/military
Thank you