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
Why LinkedIn
The Economic Graph

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

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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.
Choose visuals intentionally: The split-second judgement
Tell your story

Click the “Me” icon at the top of your LinkedIn homepage.

On the right side of the page, click “Add new profile section” to begin editing and adding to your profile.

Add your:
- Headline
- Summary
- Work and volunteer experience
- Education and certifications*
- Skills
- Location

*You can choose whether you want to display your education in your intro.
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”
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 experience
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: Tag yourself as a Military Spouse
How to land in the recruiter’s net

• Take time to join relevant groups to tag yourself as a military spouse

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

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

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
The power of networking
The power of networking
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
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
Connect on the spot and find nearby contacts
Find your “way in” to new opportunities
Update preferences and signal that you’re looking

Job seeking preferences

Let recruiters know you’re open to opportunities
Share that you’re open and appear in recruiter searches matching your career interests

Signal your interest to recruiters at companies you have created job alerts for
This will be applied for companies that you have created job alerts for.

617 total candidates
129 are more likely to respond
64 open to new opportunities
69 engaged with your Talent Brand
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
- Take the time to updated your job preferences: title, location and type of work
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
Focus your search with our advanced filters
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

LinkedIn: Facebook hired 194 people from LinkedIn

Google, Microsoft, Yahoo, Uber, Facebook

Hires Product Management roles from these companies

See all 20 companies

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

Background

Ecole Centrale Lille

Facebook

Background

Boston University School of Public Health

Facebook

See all
Get advanced job recommendations

LinkedIn Jobs section

- **Top 10% of 45 applicants**
  - Manager, Technical Program Management, Ads
  - Facebook
  - Menlo Park, California, US
  - 7 connections
  - 2 weeks ago

- **Top 10% of 89 applicants**
  - Technical Program Manager
  - Uber
  - San Francisco, CA, US
  - 6 connections
  - 2 weeks ago

- **Top 25% of 26 applicants**
  - Senior Program Manager
  - Patheon
  - Princeton, NJ, US
  - 6 connections
  - 2 weeks ago

- **Top 10% of 65 applicants**
  - SAP Program Manager
  - Cognizant
  - Teaneck, NJ, US
  - 3 alumni
  - 3 months ago
Set accurate salary expectations

Top paying locations for Sales Manager

<table>
<thead>
<tr>
<th>Location</th>
<th>Median base salary</th>
<th>Median total compensation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Houston, Texas Area</td>
<td>$90,000/yr</td>
<td>$95,000/yr</td>
</tr>
<tr>
<td>2. Greater Detroit Area</td>
<td>$90,000/yr</td>
<td></td>
</tr>
<tr>
<td>3. San Francisco Bay Area</td>
<td>$80,000/yr</td>
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</tbody>
</table>

Sales Manager salaries in Greater Chicago Area
689 LinkedIn members shared this salary in the last 12 months

Filter by: All industries | All years of experience

Median base salary
- $80,000/yr (Range: $40K - $128K)
- $90,000/yr (Range: $50K - $169K)

Additional Compensation
- Annual bonus: $10,000/yr ($2K - $40K)
- Commission: $30,000/yr ($6K - $100K)
Grow your industry knowledge with informational interviews
Seek advice via groups

- Military Spouse Employment Partnership
- Hiring Our Heroes Military Spouse Group
- Association of Military Spouse Entrepreneurs
Connect with alumni

University of California, Los Angeles
Los Angeles, CA - 343,761 alumni - 594,942 followers

Updates

University of California, Los Angeles
594,942 followers

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

343,761 alumni

Search alumni by title, keyword or company

Where they live

- 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

- 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

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!
Use your network

Ask for a job referral by reaching out to your connections at a company you would like to apply to.
Use Profinder to build clientele as a freelancer
LinkedIn’s hidden gem: Profinder
Market yourself in dozens of fields

Fuel your small business

Social Media Marketing
6100+ pros

Find a Logo and Graphic Designer
5700+ pros

Find a Copywriter
5600+ pros

Find Accountants and Bookkeepers
1500+ pros
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
Get ahead with training for spouses

- Learning LinkedIn Premium
- Build a Flexible Career
- Freelancing Foundations
- Informational Interviewing
- Job Hunting Online
- Finding a Remote Job
- Contract/Part-Time Careers
- Working Remotely
Your next steps
If you remember one thing: linkedin.com/milspouse

Supporting military spouses
Through LinkedIn training and resources and via our public-private partnerships, we are committed to supporting the military and veterans community.

Free 1-year Premium subscription
We’re proud to provide every military spouse a one-year Premium Career subscription with each permanent change of station, career change or job loss. This subscription will help you get noticed by recruiters, build out your network, stay in the know on new jobs that fit with your skills, and easily apply for new opportunities.

Army, Marine Corps, Navy and Air Force spouses
Coast Guard spouses
Thank you