TEAMS

Transition Employment Assistance for Military Spouses

LinkedIn Profiles for Military Spouses

Participant Guide

MAY 2021

Transition Employment Assistance for Military Spouses (TEAMS)
DEPARTMENT OF LABOR
Veterans' Employment and Training Services (VETS)
Transition Assistance Program (TAP)

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Introduction to TEAMS

It is our pleasure to welcome you to the workshops for the Transition Employment Assistance for Military Spouses (TEAMS) initiative. TEAMS was launched in September 2020 by the Department of Labor (DOL) Veterans' Employment and Training Service (VETS) as a part of the Department of Defense (DoD) Transition Assistance Program (TAP) and is designed specifically for the spouses of transitioning service members.

Whether you are a spouse of a service member who is relocating, retiring, or separating, or a member of the reserve component who is deactivating, demobilizing, or being released from active-duty orders, this workshop is designed to assist you with finding employment.

Providing employment assistance to transitioning service members and their spouses is part of the mission of DOL VETS TAP. Each year, approximately 90,000 military spouses are impacted by their service member's military transition (DoD 2018 Demographics Profile of the Military Community). While spouses are eligible to attend military TAP briefings and workshops, the majority do not participate for a variety of reasons (DOL VETS TAP Military Spouse Curricula Needs Analysis, 2020).

In early 2020, DOL VETS conducted extensive research to discover what military spouses want and need in both education and delivery methods as well as what employment resources are available and accessible to military spouses.

The research, which spanned 11 reports, five website analyses, over 700 individual military spouse surveys, and dozens of interactions and interviews with military spouse advocacy groups, confirmed a demand for employment-related workshops concentrated on the issues encountered by transitioning spouses.

The TEAMS workshops are adapted from the current DOL TAP curriculum that is provided to over 170,000 service members annually.

Thank you for your kind participation and for your support of our nation's service members.

Course Introduction

Slide 1

Slide 2

Welcome to the LinkedIn Profiles workshop. The Department of Labor (DOL) provides this two-hour workshop to military spouses seeking employment. In this workshop, you will:

- Define LinkedIn as a professional networking tool.
- Improve your LinkedIn profile.

This workshop covers LinkedIn profiles. DOL offers a second LinkedIn workshop for job searches that provides a rare sneak peek into recruiters view on LinkedIn. After improving your profile in this workshop, join the TEAMS **LinkedIn Job Search for Military Spouses** workshop to learn how to attract recruiters to your profile and make the most of LinkedIn's job search features.

Workshop Section Focus

Slide 3

LinkedIn provides job seekers access to career, job, and organizational information. Recruiters use LinkedIn to recruit and screen potential candidates. Job seekers utilize LinkedIn to strengthen their job search and increase their networking capacity.

This course is divided into two sections. You will learn how LinkedIn is an effective networking tool and how to strengthen your LinkedIn profile.

Workshop Section	Section Focus
LinkedIn	• What is LinkedIn? • What does LinkedIn offer job seekers?
LinkedIn Profiles	• Why is a strong LinkedIn profile important? • How do you make the most of each profile section?

Section 1: LinkedIn

Slide 4

LinkedIn is the world's largest professional online network and is an effective way to reach people inside and outside of your existing networking circles, background, and industry. As of 2021, LinkedIn has over 740 million members across more than 200 countries. Popular with job seekers, LinkedIn features 20 million open job listings from over 55 million companies.

LinkedIn Accounts

Slide 5

LinkedIn offers job seekers a basic account and four options for premium accounts: LinkedIn Premium Career, LinkedIn Business, LinkedIn Sales, and LinkedIn Hiring. LinkedIn Basic is free. Premium LinkedIn accounts are subscription-based.

With basic and premium accounts, you can:

- Build your LinkedIn profile.
- Search and view profiles of other LinkedIn members.
- Build and maintain a professional network.
- Receive unlimited InMail messages.
- Request and provide recommendations and endorsements.
- Search for jobs.
- Save job searches and get weekly alerts on those searches.

Slide 6

Premium accounts include additional features to the LinkedIn Basic account.

- **Premium Career** – Get hired and get ahead.
    - Stand out and get in touch with hiring managers.
    - See how you compare to other job applicants for specific open positions.
    - Learn new skills on LinkedIn Learning to advance your career.
- **Premium Business** – Get hired and nurture your network.
    - Enjoy all career features and more opportunities to directly contact hiring managers.
    - Find the right people to help you in your job search.
- **Premium Sales** – Unlock sales opportunities.
    - Find leads and accounts in your target market.
    - Get real-time insights for warm outreach.
    - Build trusted relationships with customers and prospects.
- **Premium Hiring** – Find and hire talent.
    - Find great candidates faster.
    - Contact top talent directly.
    - Build relationships with prospective hires.

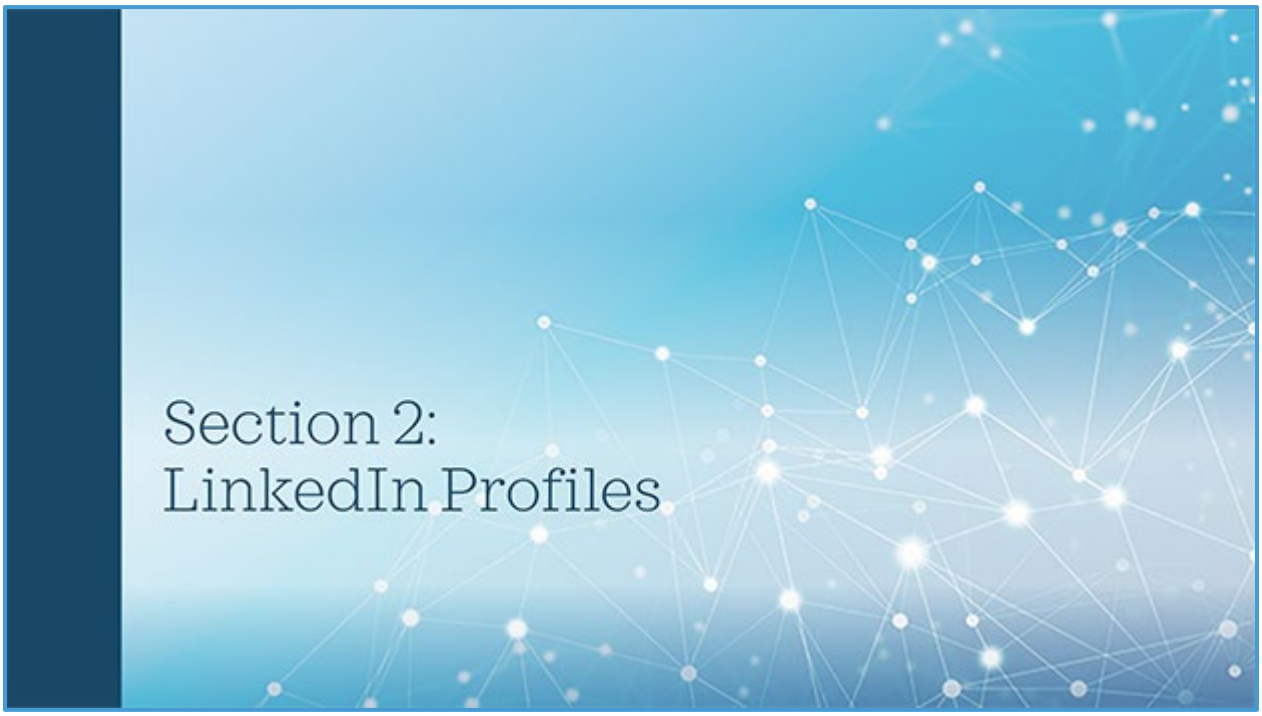
Complimentary LinkedIn Premium Career Account

For Veterans, service members, and their spouses, LinkedIn offers a one-year, complimentary LinkedIn Premium Career account. For military spouses, the one-year Premium Career subscription upgrade is applicable for each permanent change of station (PCS) move, career change or job loss (https://socialimpact.linkedin.com/programs/veterans/milspouses).

There is much you can do with a free LinkedIn Basic account including building your profile, making connections, building your network, searching and applying for open positions, and setting job alerts. Remember, after one-year, LinkedIn charges you a monthly subscription fee on the LinkedIn Premium Career account, so time your upgrade to maximize the benefits of the LinkedIn Premium Career account. When you are ready to apply for open positions, a LinkedIn Premium Career account offers additional helpful features to put you a step ahead of the competition.

You must create a free LinkedIn Basic account before you can upgrade your subscription.

Section 2: LinkedIn Profiles



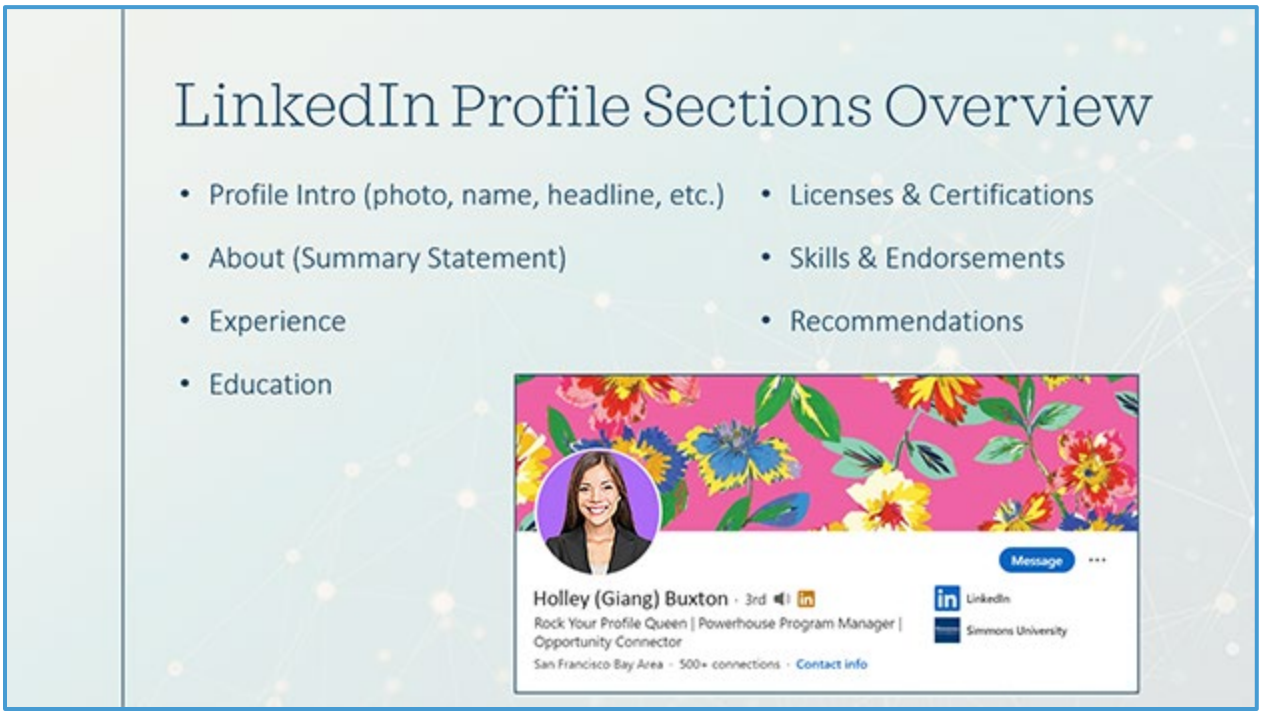
Slide 7

Building a strong LinkedIn profile helps expand your network. LinkedIn makes suggestions based on the commonalities between your profile information and other LinkedIn members. For example, if you worked at the same company or attended the same school, LinkedIn

suggests that person as a possible connection. So, building a LinkedIn profile helps you connect with people you may not have considered.

A strong LinkedIn profile aids in your job search too. Listing skills and using keywords in your profile allows the LinkedIn Job Alert feature to find you when your details match a job posting. Recruiters use the same tactics on LinkedIn to search for viable candidates for open job positions. Creating a detailed profile brings opportunities to you.

LinkedIn Profile Sections Overview



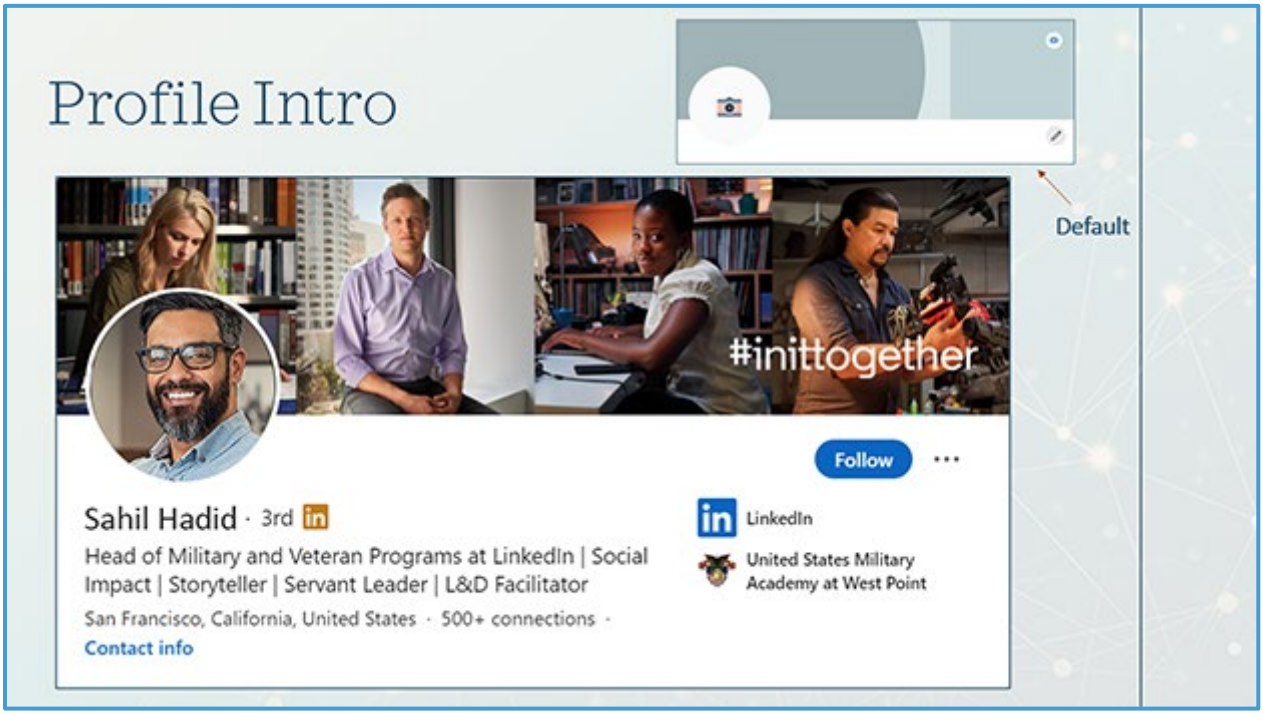
Slide 8

A LinkedIn profile has sections closely related to your resume. Ensure the content you include on your LinkedIn profile matches your **master** resume. Recruiters do not want to be blindsided by a candidate they send to a hiring manager because the experience on the resume does not reflect the same experience in their LinkedIn profile.

LinkedIn profile sections include:

- Profile Intro
  - Photo
  - Name
  - Headline
  - Current Position
  - Education
  - Location
  - Industry
- Contact Information
- About (Summary Statement)
- Experience
- Education
- License and Certification
- Skills and Endorsements
- Recommendations

Profile Intro



Slide 9

Your profile intro is a snapshot of who you are. It includes your background image, profile photo, name, headline, current position, education, location, and contact information. Make this snapshot stand out for the right reasons. Ensure your profile intro represents your professional brand.

Background Image

Our brains are hardwired to notice images first, so your background image is your first chance to grab attention. It is an opportunity to project your professional brand and make your profile more visually appealing to recruiters and future employers. Add a background image that reflects your interests, profession, or a milestone in your career.

Follow these tips when creating your background image:

- Follow LinkedIn's suggested file formats and sizes and take advantage of LinkedIn's filters to create a clean, professional image.
- Use an image that stands out and represents your brand. Remember to keep it professional.

Profile Photo

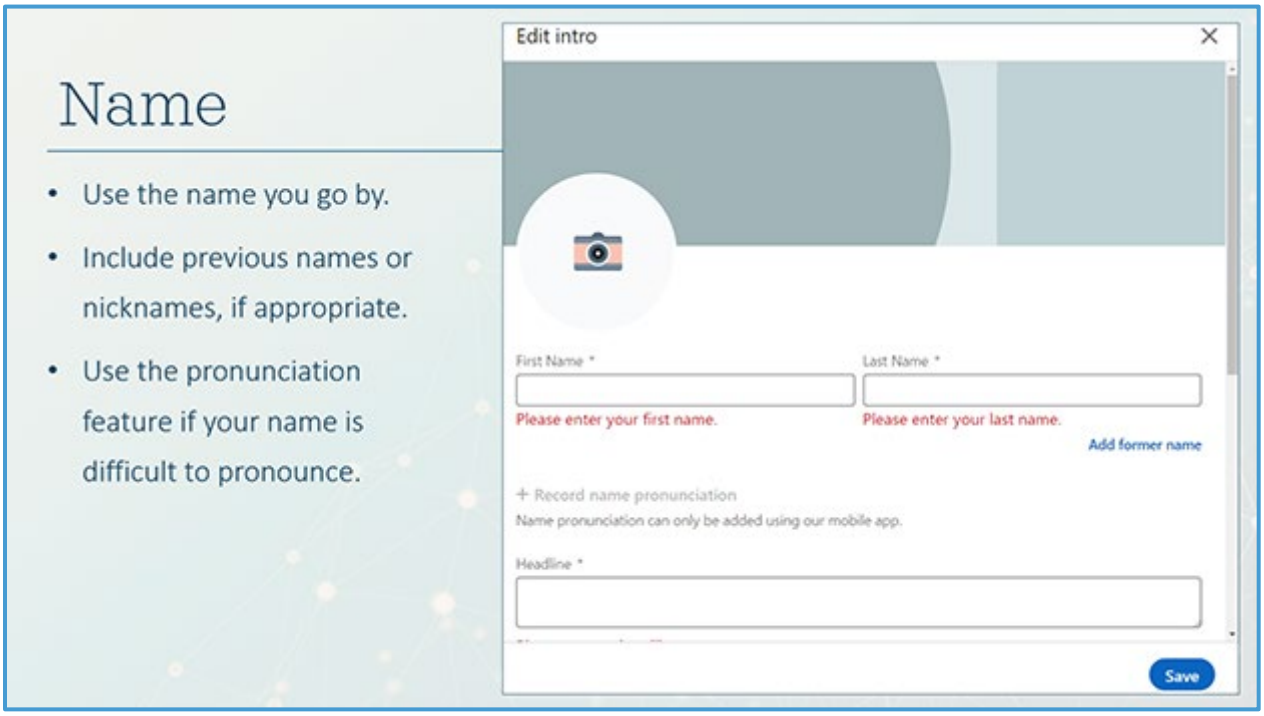
LinkedIn data shows people with a photo receive nine times more connection requests and up to 21 times more profile views. LinkedIn suggests connections based on schools you attended and companies from past work experience. Without a profile photo, it is harder for potential connections to confirm it is you. This also applies to new connections from networking events. If a LinkedIn search for you returns many people with the same name, your photo may be the deciding factor in making that important connection.

Recruiters spend approximately six seconds looking at your profile intro to determine if you are a candidate they want to read more about. Your photo is the first thing they see. Recruiters look for approachable candidates they feel comfortable sending to hiring managers. This photo is a visual representation of you and your professional brand.

Follow these tips when choosing your profile photo:

- **Use a recent photo that looks like you.** We all have more flattering photos of ourselves from years past but misrepresenting yourself may make potential employers question your credibility. Make certain your face takes up approximately 50-60% of the frame to ensure you are visible in the frame and not a distant, unrecognizable figure.
- **Dress career appropriate.** This may mean business casual for you. Do not overdress or underdress for your career field. If it is not acceptable at work, then it is not acceptable in your profile photo.
- **Be the star—appear alone.** You would not take your child or a pet to an interview, so do not include them in your profile photo unless their presence is applicable to your career, like a pet-grooming service. Remember, this site is dedicated to professional networking. Save the personal photos for other social media sites.
- **Take a clean, professional photo.** You do not have to pay for a professional photo shoot for a profile photo. Just ensure certain quality markers are met:
    - Good lighting
    - Simple background
    - Clean, crisp images (no distortion or blurry images)

Name



Slide 10

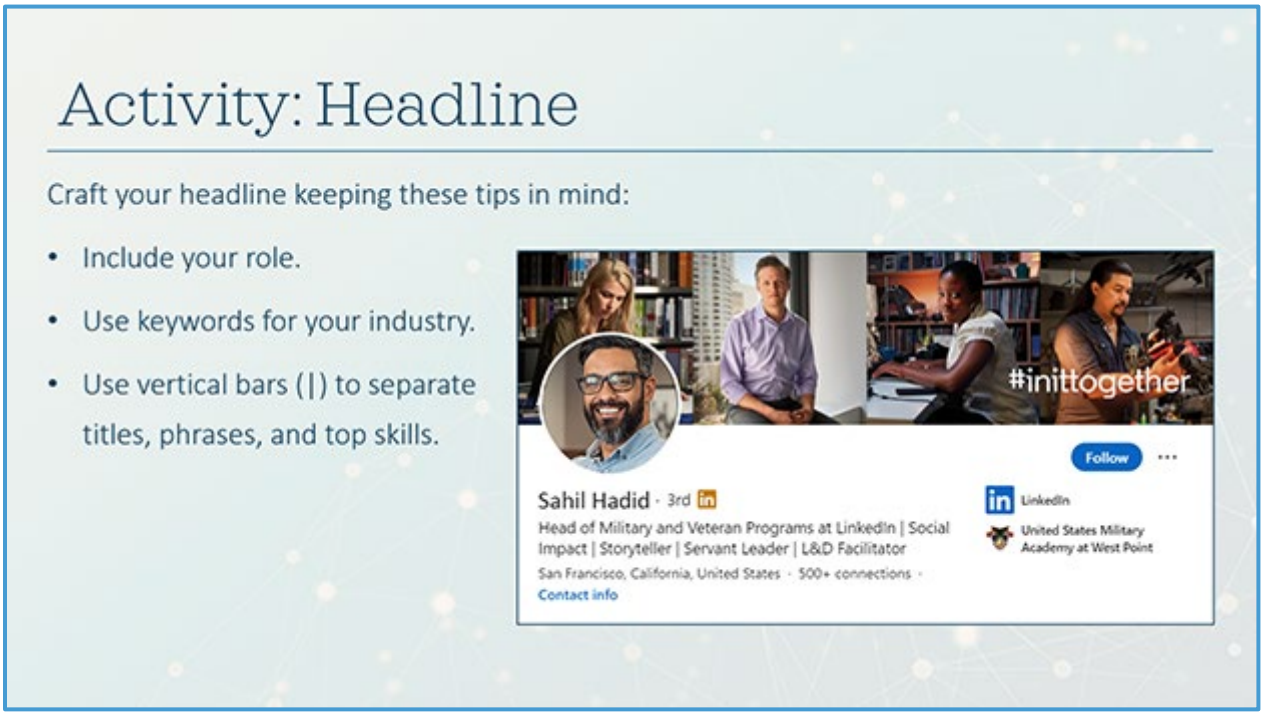
To make it easier for people to find you, use the same name on LinkedIn you use when you introduce yourself. For some, that might be a nickname or shortened version of a proper name. Use the Former Name field to add former names, or nicknames, if you choose to display your full name and nickname together. Only include your name in the Name field—do not put contact information (phone numbers, emails, etc.). Use the Pronunciation feature if your name is difficult to pronounce or does not read in English like it is spelled.

Headline

Slide 11

Your headline is the LinkedIn equivalent to a headline in a news feed. It needs to grab attention to entice the viewer to keep reading. The headline not only shows up on your profile, but also in the home feed every time you post or publish content on LinkedIn. You have 120 characters to draw potential connections and future employers to your profile content. Ensure it accurately represents your professional brand.

Activity: Headline



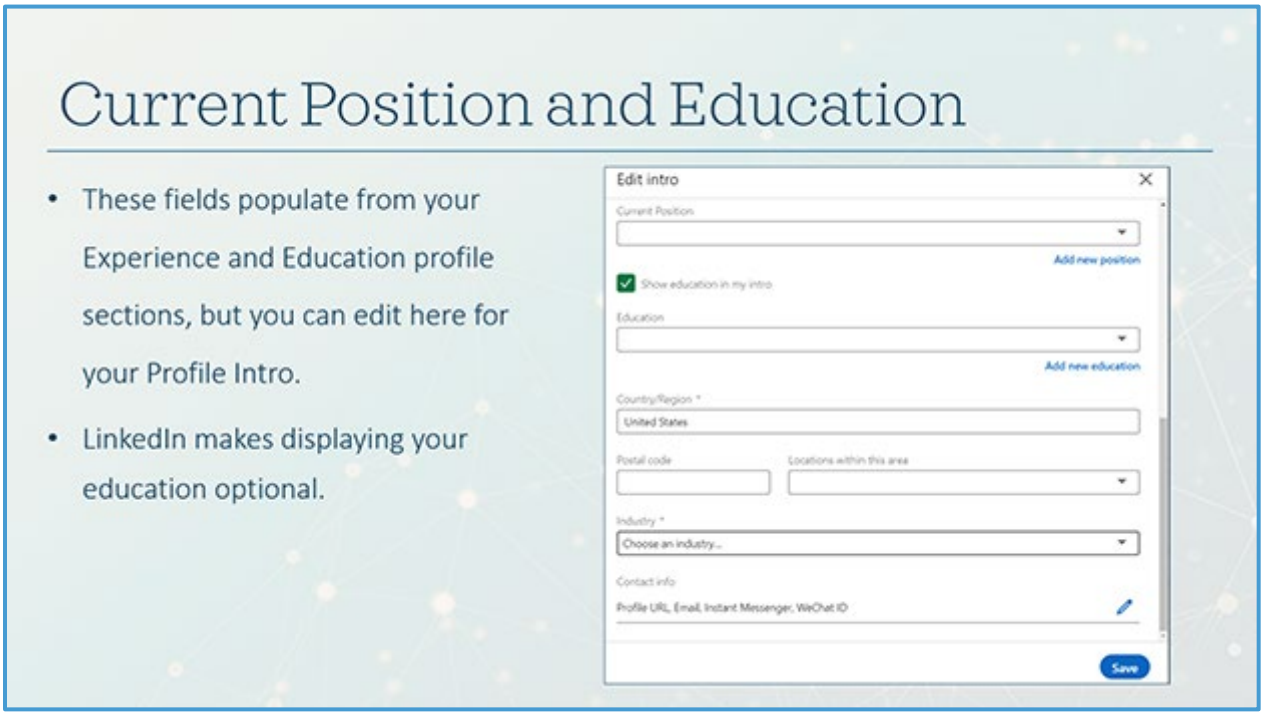
Slide 12

Follow these tips for your headline:

- **Include your role.** This may include your title and/or what you do.
- **Use keywords for your industry.** Recruiters use keywords to search for potential candidates on LinkedIn. The system searches based on how many times the keywords appear in a profile and if they appear in the headline. When the keywords are in the headline, you have a better chance of moving up in the search results. Choose your top skills for your career and include them in your headline.
- **Use vertical bars (|) to separate titles, phrases, and top skills.** Because you are including job titles, keywords, skills, and phrases that might not necessarily link, ensure you separate each with a space, vertical bar, and another space. (Find the vertical bar key under the backspace key on your keyboard.)

Type your headline here.

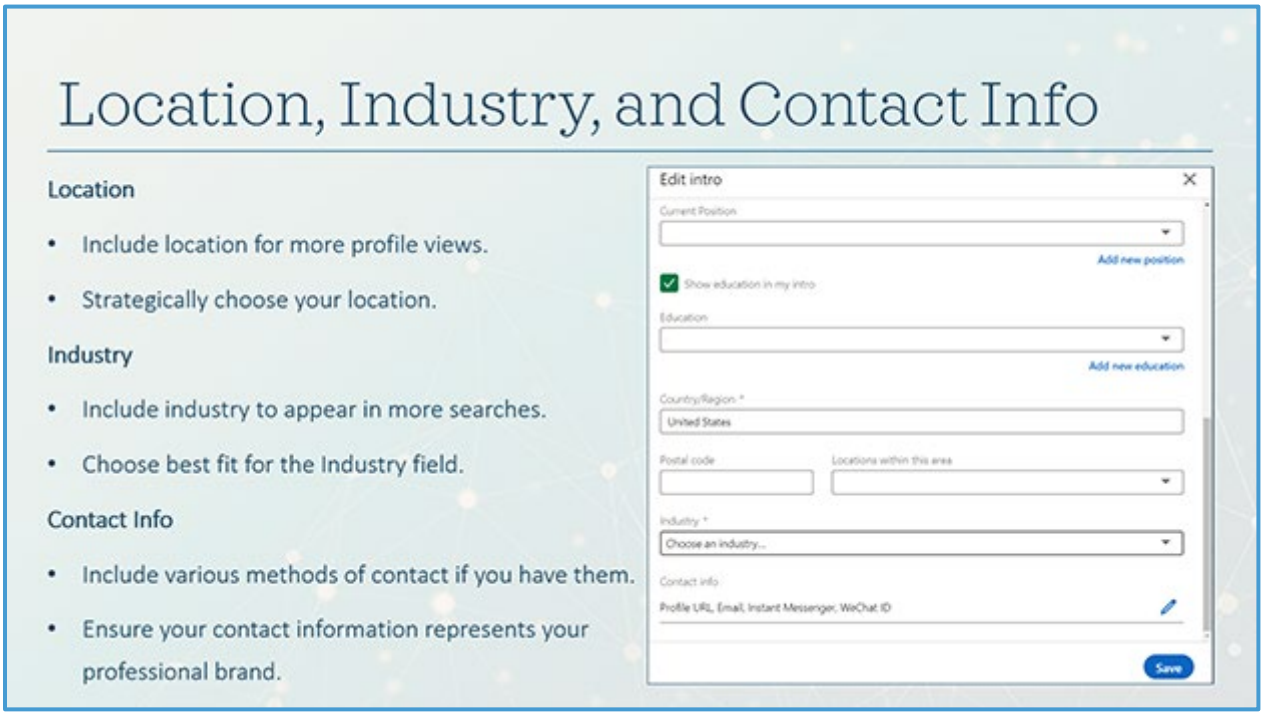
Current Position and Education



Slide 13

Current Position and Education fields populate from the Education and Experience sections. The logos show up on the Profile Intro. Displaying your education is optional. LinkedIn suggests companies based on your text entry. Ensure you choose the correct company and school when completing the Education and Experience sections because LinkedIn suggests connections based on that data. Plus, recruiters and hiring managers can select the company logo to go directly to your experience at that company, and select the company logo again to go to the company's LinkedIn profile.

Location



Slide 14

Members who include their location receive up to 19 times more profile views, and including the city makes it more likely to be found by members in your professional community. This includes connections, recruiters, and potential employers.

Include your current location. If you know you are relocating soon, you may put your future location to start building contacts in that location. Remember, relocating, and relocating upon a job offer, are two different plans. If your move is certain, selecting that location benefits you. But if your move is dependent on a job offer, the hiring company may incorrectly assume you already live in that location which can cause issues and confusion. For instance, they may not have relocation funds for that position.

Recruiters do search for candidates by location, so this strategy is a personal decision you need to make. Keep in mind, when you add job preferences to your profile, you have the option to add multiple locations.

Industry

Although industry does not appear on your profile info, it is working hard on the back end for you. Over 300,000 people search by industry each week. Complete this field to make it easier for potential employers and other LinkedIn members to find you. If your career spans multiple industries, choose the best fit for you in the Industry field and ensure you list other industries as

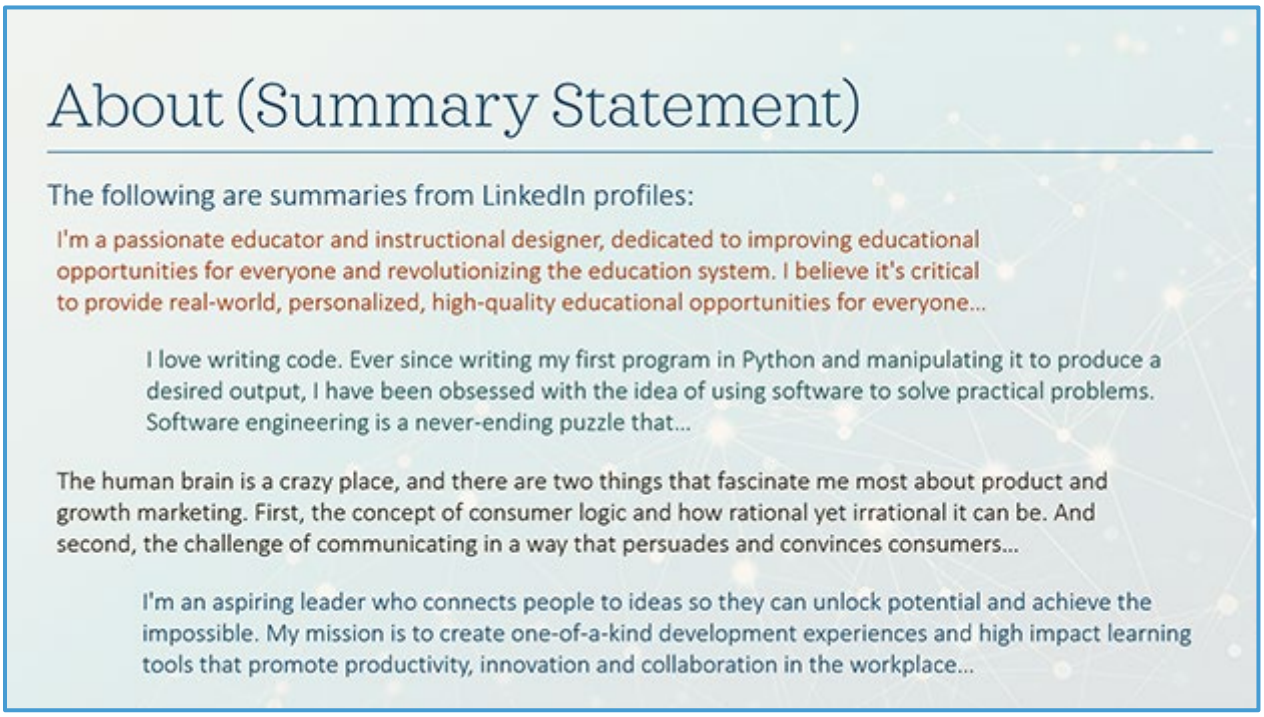
keywords in other parts of your profile (About or Experience sections) to show up in more searches relevant to your experience.

Consider your LinkedIn profile as a work in progress and use it strategically. For instance, you can change your industry and location periodically to show up in other searches that fit your career criteria. Consider strategies like these as you work your LinkedIn profile.

Contact Info

Include websites, email, and other contact information or social media sites you want displayed. For instance, if you are a graphic designer or photographer, you might have a website or other social media dedicated to your work. Ensure the sites you include represent your professional brand and are strictly for business use and not personal.

About (Summary Statement)

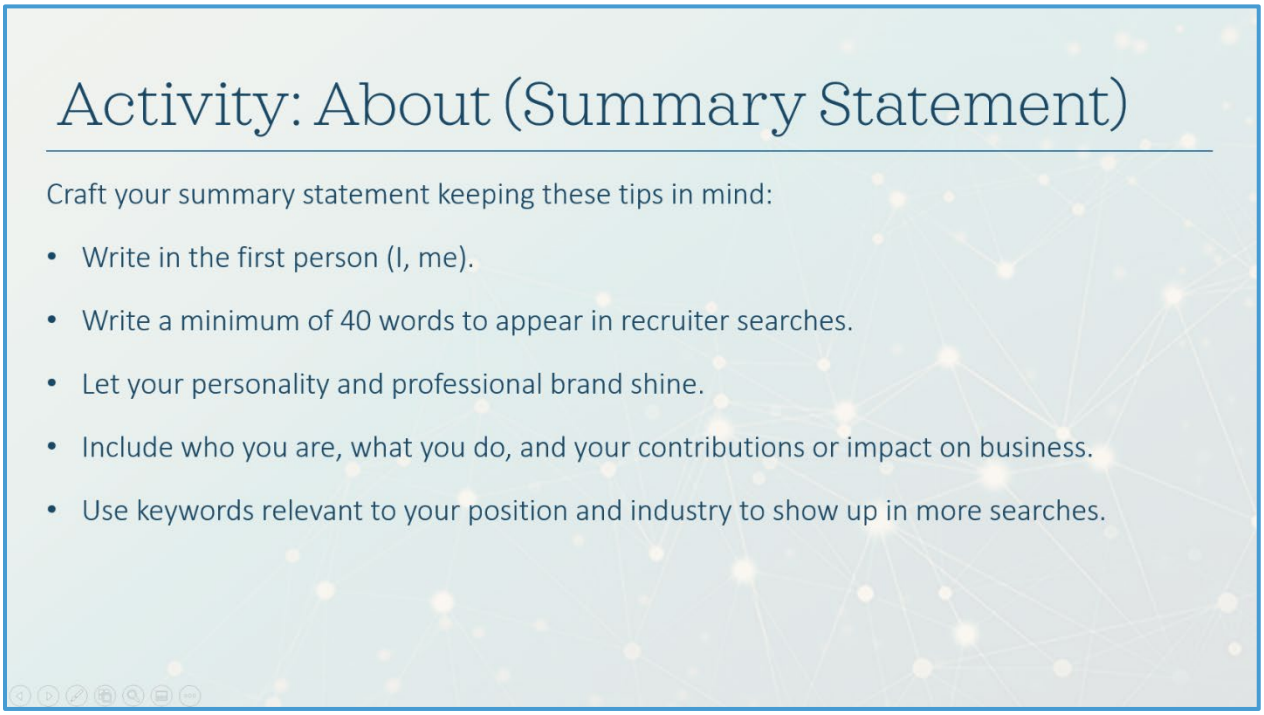


Slide 15

Your Profile Info grabbed their attention, now use your summary statement to tell them who you are. The summary is the number one profile section recruiters view on LinkedIn. It is the LinkedIn equivalent of your elevator speech; it differs only in length. Where your elevator speech is short enough for a brief elevator ride, your summary statement needs to be longer. In fact, a LinkedIn summary requires a minimum of 40 words for your profile to appear in recruiter searches. Take the opportunity to be robust and include as many keywords as possible. Use your

summary statement to introduce yourself, state your goal, explain how you provide value, and showcase your skills, experience, and accomplishments.

Activity: About (Summary Statement)



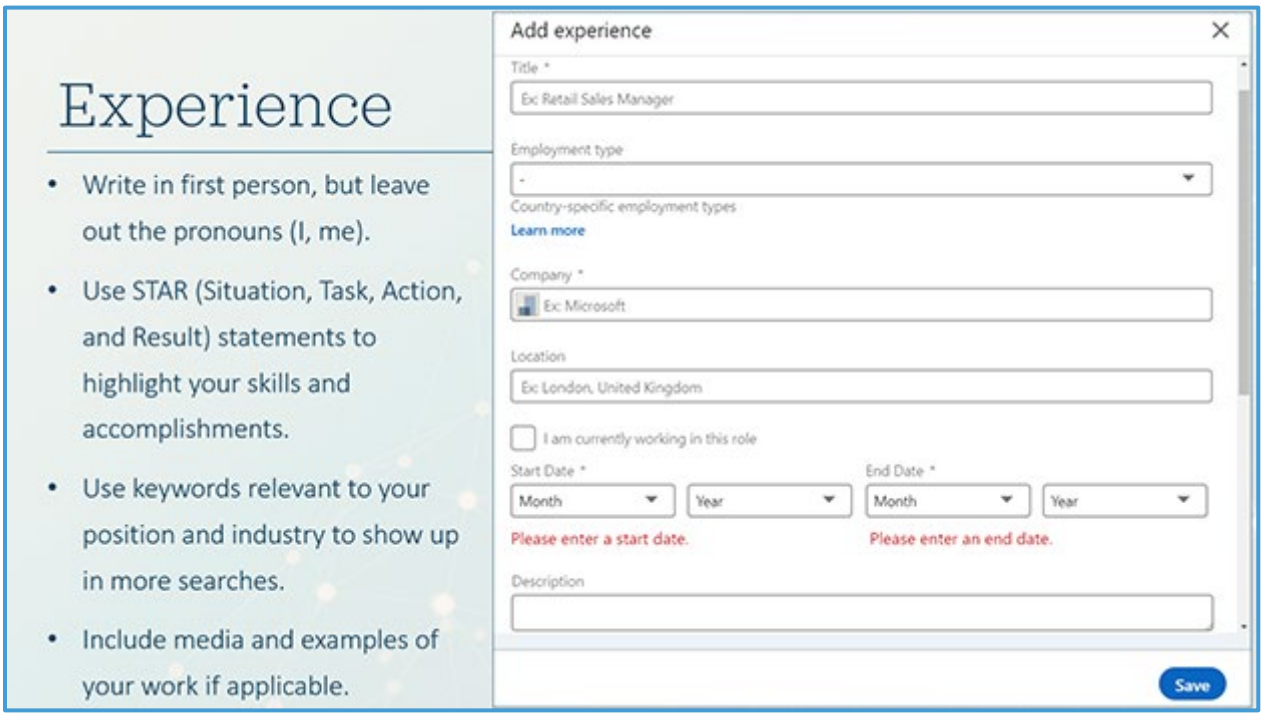
Slide 16

Follow these tips for your summary statement:

- Write in the first person (I, me).
- Write a minimum of 40 words to appear in recruiter searches.
- Let your personality and professional brand shine.
- Include who you are, what you do, and your contributions or impact on business.
- Use keywords relevant to your position and industry to show up in more searches.

Type your summary statement here.

Experience



Slide 17

Like your resume, your professional experience focuses on your most recent jobs (if you have many past jobs) and the most relevant jobs to the career you are seeking. List your work experience in this section and relevant volunteer positions under the Volunteer section. Complete all fields so recruiters and potential employers see a full picture of your work experience.

Ensure your experience on LinkedIn matches your resume. Recruiters do not want to be surprised by unknowingly sending a candidate with a completely different resume to an interview with a hiring manager. You can copy and paste your experience from your resume or rewrite it, but make sure it matches in tasks and outcomes.

Also take this opportunity to expand on your resume. LinkedIn is not your resume, so you may expand on each task and accomplishment for each role that would not necessarily fit on your resume. This is an excellent place to add keywords. **The more a keyword appears in your profile the higher you are on a recruiter's search for that keyword.** So, if someone's profile has Project Manager 12 times and yours has that keyword 15 times, you will appear higher in the search. Add the same keywords to multiple roles as it will help recruiters find you.

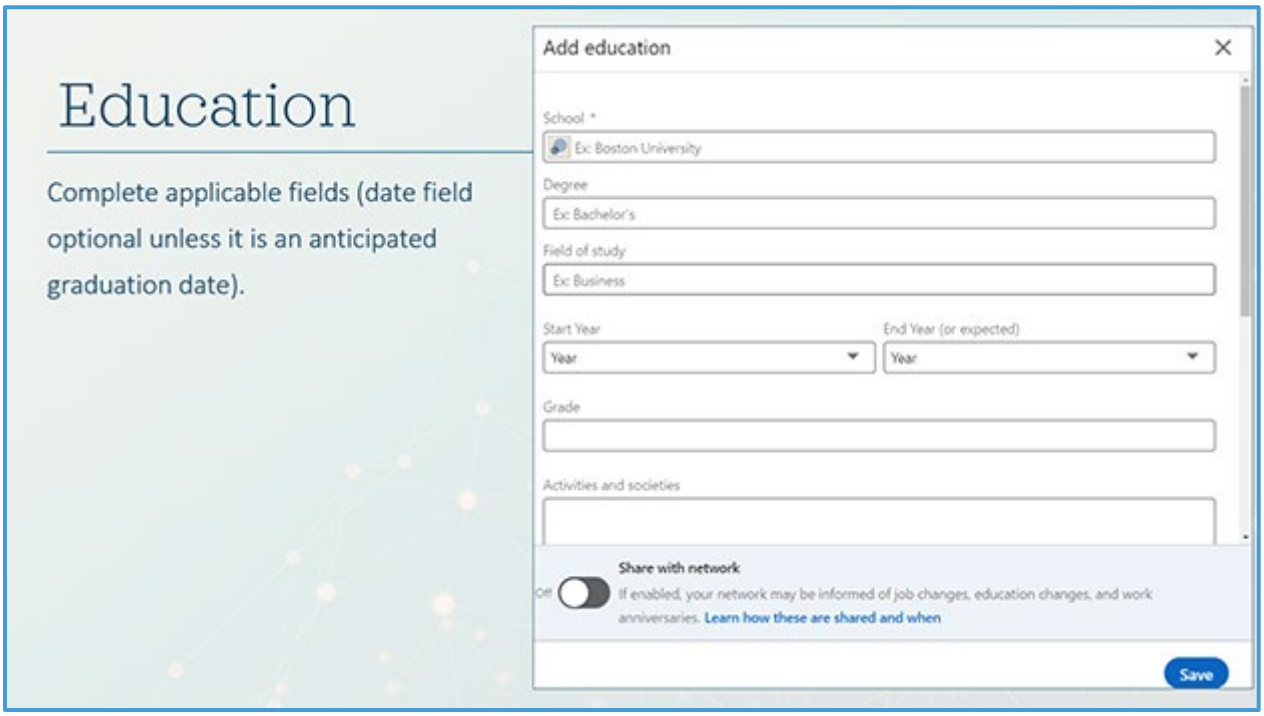
Before adding jobs to the Experience section, turn off the Share with network option at the bottom of the Add experience pop-up window. When on, **LinkedIn sends a notification to your**

entire network for each job you add to your profile. The feature's purpose is to alert your network when you have a promotion or job change, not to alert them to each step of your profile build.

Follow these tips to ensure your Experience section is complete and matches your resume:

- Write in first person, but leave out the pronouns (I, me).
- Use STAR (Situation, Task, Action, and Result) statements to highlight your skills and accomplishments.
- Use keywords relevant to your position and industry to show up in more searches.
- Include media and examples of your work if applicable.

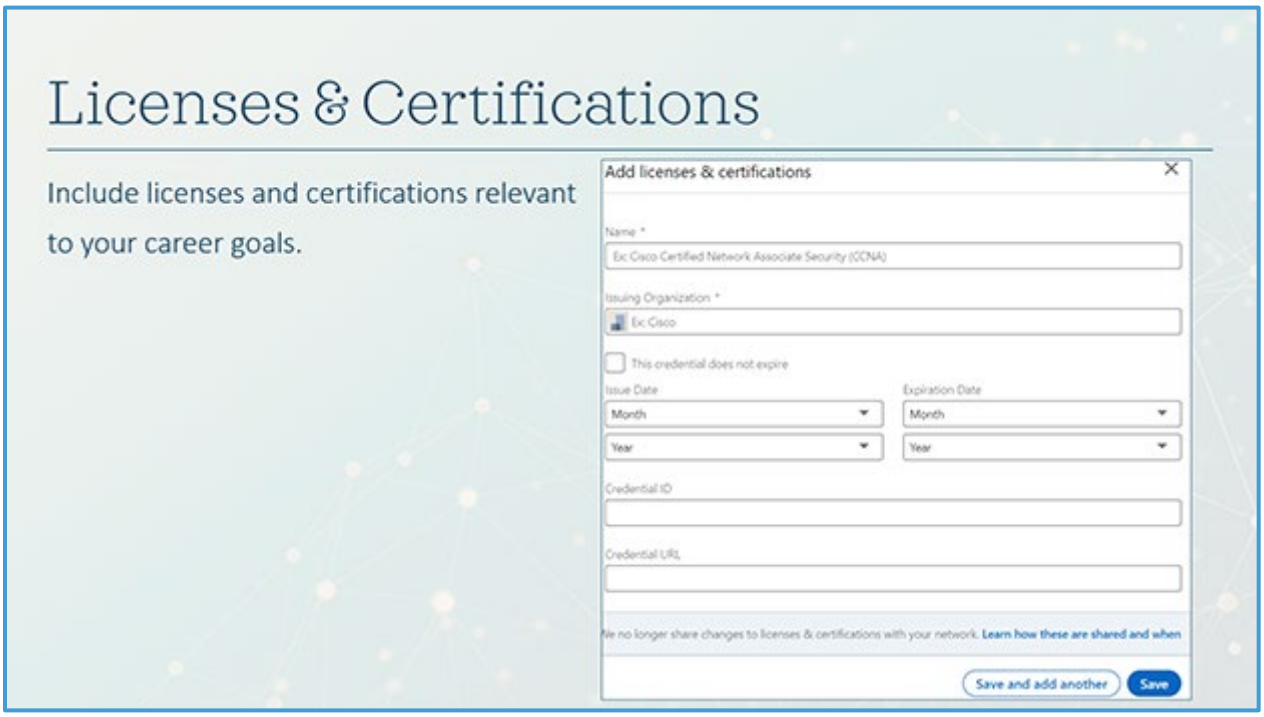
Education



Slide 18

A profile with education listed gets 11 times more profile views. LinkedIn uses your schools to suggest connections and help you grow your network. Including your education also helps recruiters match you to job requirements. Complete all applicable fields, but if you are not comfortable, you do not have to complete the dates on your degrees unless the date is an anticipated graduation date.

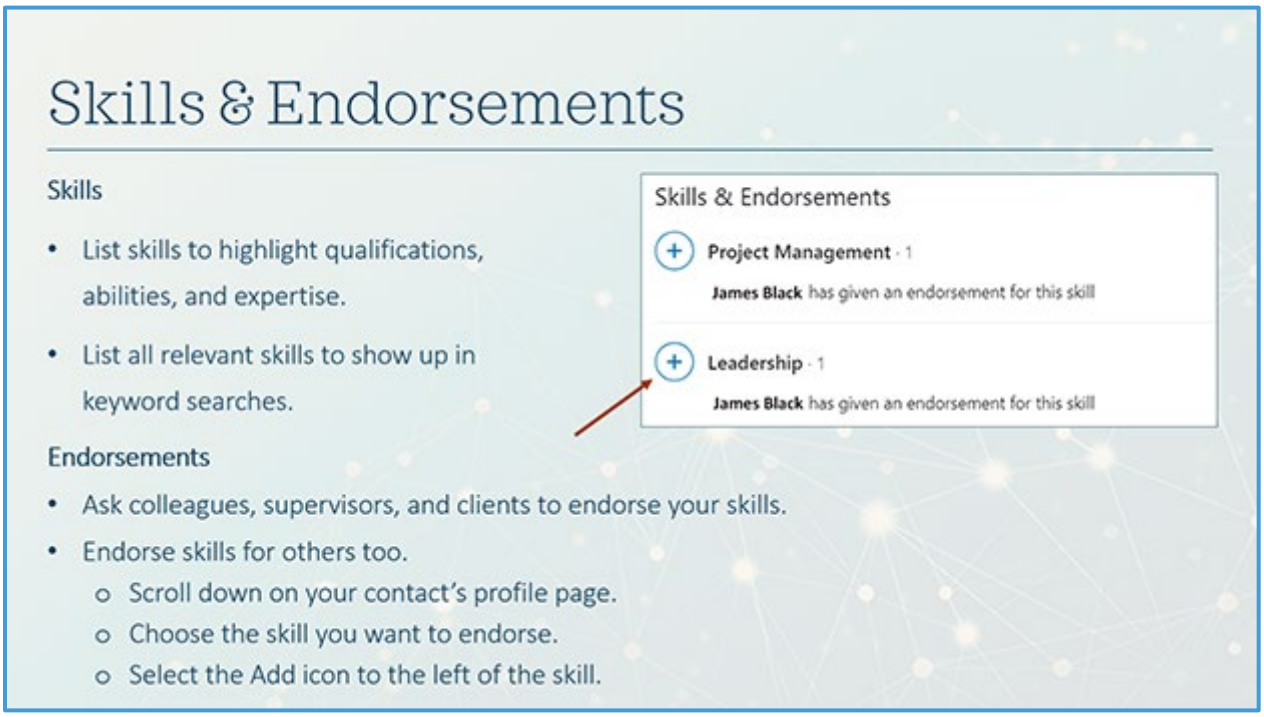
Licenses & Certifications



Slide 19

Like other sections of LinkedIn, including your license and certifications ensures you will show up in more keyword searches and helps recruiters match you to job requirements. Include all current licenses and certifications.

Skills & Endorsements



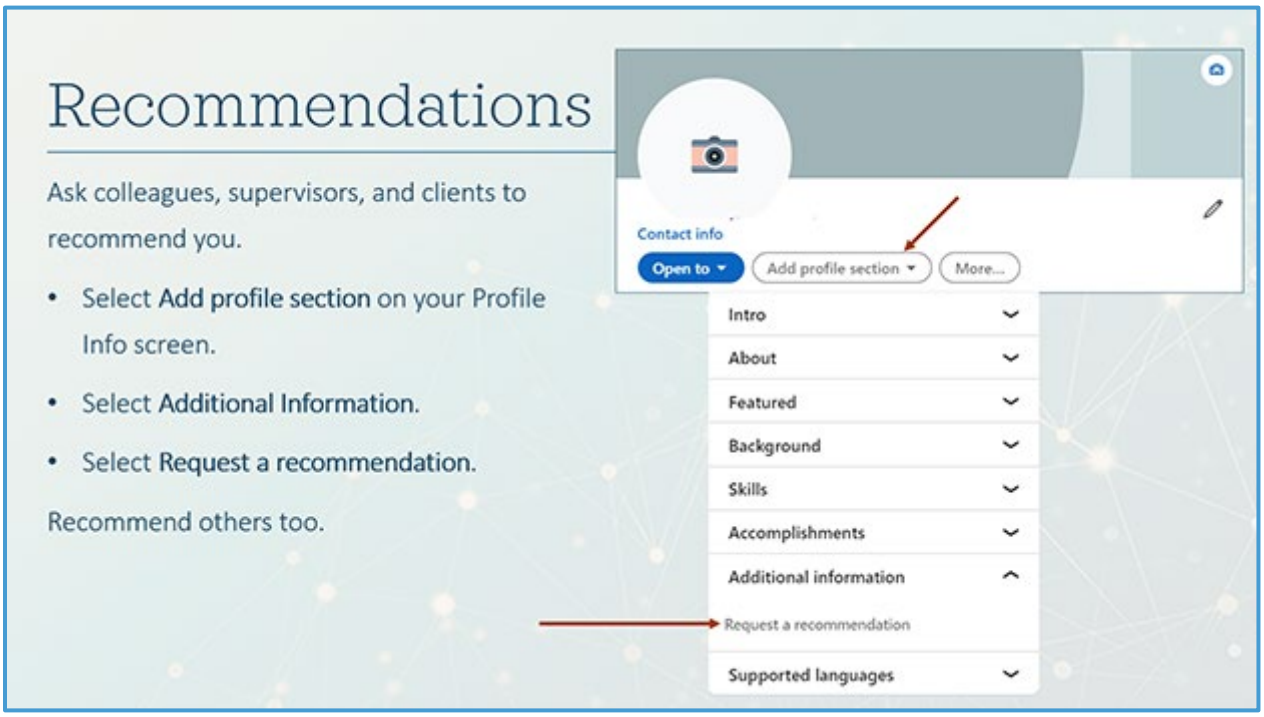
Slide 20

Add skills to your profile to highlight your qualifications, abilities, and expertise. Include skills you obtained from work and volunteer experience. LinkedIn limits your skills to 50. Ensure you include skills relevant to your career search. List as many skills as you can to appear in more keyword searches. Choose the skills that prepopulate in LinkedIn as you type. These skills are more likely to be searched by recruiters. If you have additional skills that are not in the pre-populated list, add those skills to all relevant jobs in your Experience section.

Ask colleagues, supervisors, clients, and others on LinkedIn to vouch for your skills and experience. Include supervisors and colleagues from volunteer work as well. An endorsement is an acknowledgement by a LinkedIn member that you have a skill you claim to have. Recruiters like to see that others vouched for you. Having a current company employee endorse you increases the odds an employer will hire you because it lowers the risk of employing someone who does not fit the team or organization. Employers want someone with proven skills, experience, and a personality that will fit with the team. Referrals lead to many employment hires.

Your connections can endorse your skills with a click of the mouse. Encourage others to endorse your skills by endorsing theirs first.

Recommendations

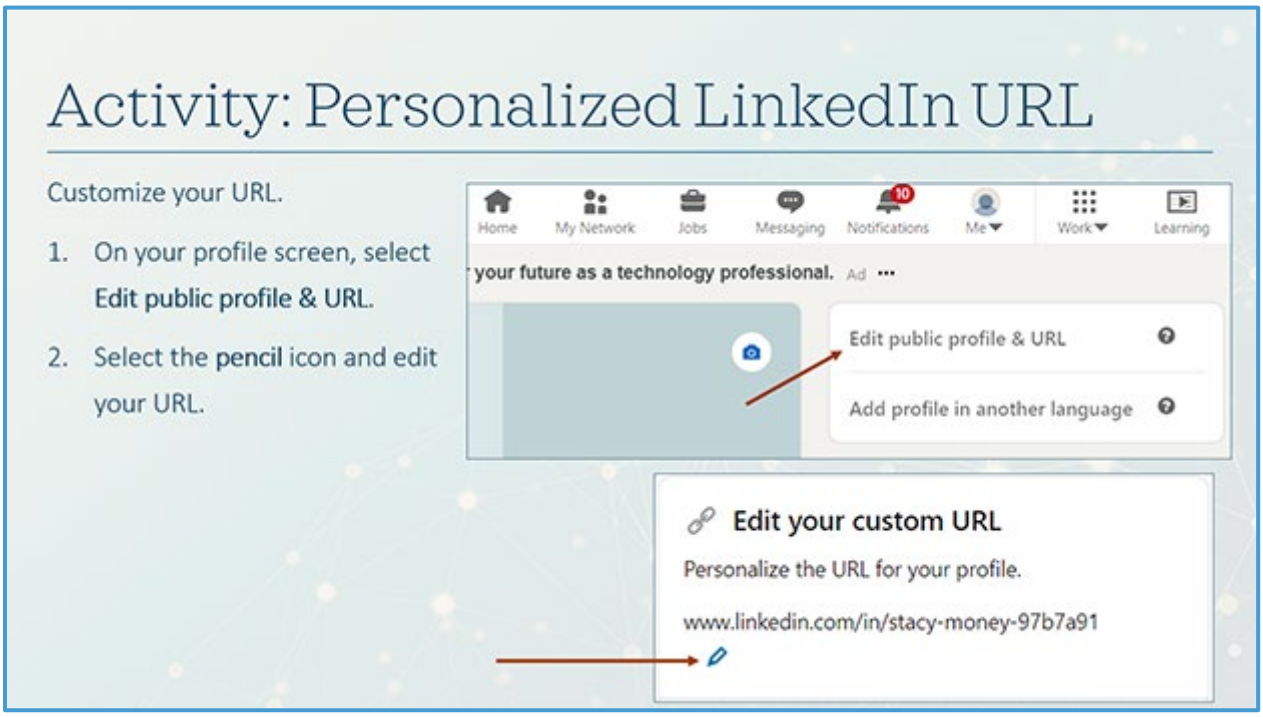


Slide 21

In addition to endorsements, seek recommendations from colleagues, supervisors, clients, and others on LinkedIn. Recommendations are written statements by a LinkedIn member vouching for the quality of your work. LinkedIn gives you the option to review and approve the recommendation before you post it to your profile. Positive recommendations give employers a sense of who you are and what you can do. It gives employers a reason to trust one candidate over another who does not come as highly recommended.

Remember to recommend others too. It is all part of building your network. Take the TEAMS **LinkedIn Job Search for Military Spouses** workshop to learn how to grow your network by connecting with new people, joining groups, and following organizations on LinkedIn. The workshop also provides a rare sneak peek into recruiters view on LinkedIn and information on LinkedIn job searches and job search alerts.

Activity: Personalized LinkedIn URL



Slide 22

LinkedIn offers users an option to personalize their Uniform Resource Locator (URL), which is an address on the web. Your LinkedIn URL provides a direct link to your LinkedIn profile. A personalized URL is more professional than an autogenerated URL. Customize your URL by taking out the numbers and creating a personalized URL. This makes it easier to read and minimizes potential typing mistakes in a complicated series of numbers and letters. Ensure you include your name in the URL and keep it professional. Add your personalized LinkedIn URL to your resume.

Free LinkedIn Learning Profile Courses

Search LinkedIn Learning for free LinkedIn videos on building and improving your profiles, networking, and maximizing LinkedIn as a professional tool.

The following courses cover LinkedIn profiles and are available to the public for free:

- Rock your LinkedIn Profile with Lauren (Hipschman) Jolda: https://www.linkedin.com/learning/rock-your-linkedin-profile/connect-to-opportunity-with-linkedin
- Learning LinkedIn with Oliver Schinkten: https://www.linkedin.com/learning/learning-linkedin-2021/get-started-with-linkedin
- J.T. O'Donnell on Making Recruiters Come to You with J.T. O'Donnell: https://www.linkedin.com/learning/j-t-o-donnell-on-making-recruiters-come-to-you/welcome

Wrap Up

Slide 23

Congratulations! You have taken steps toward setting yourself up for success. Continue developing your LinkedIn profiles and expanding your network to increase your chances of landing your next job.

During this course you:

- Discovered LinkedIn as a professional networking tool.
- Improved your LinkedIn profile.

Thank You

Thank you for your participation and your service. The DOL recognizes your dedication and the sacrifices that you, your service member, and your family members make each day to protect and defend our freedom. We are committed to supporting you in your transition and beyond.