Leverage Your Network: From the Experts at LinkedIn

Session Transcript

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- [Mininia] Welcome to the second day of the 2019 Virtual Military Spouse Symposium. My name is Mininia Hawkins and I'm a Program Analyst in Military Community Supports Programs the host for this week’s Symposium. Our next speaker is Sarah Roberts, LinkedIn’s Head of Military and Veterans Program. Miss Roberts will teach you how to update and optimize your LinkedIn profile to reflect your interest and experiences. Learn how to best use LinkedIn, the benefits of LinkedIn Premium, how to stay connected with your network and get ahead in your job search, welcome Sarah.

- [Sarah] Good morning everybody. Thank you for the very kind and thoughtful introduction. I'm excited to be with everybody this morning and seeing where everybody is from, so I will say greetings from Seattle, Washington. A little bit about me right quick before I get started so I am an Army Veteran, lived the life of dual military family, transitioned out in 2010 and started my career in the Tech Space working on Military Program. After that I transitioned into nonprofit work, so again supporting the military community through the nonprofit lens and here I am now at LinkedIn, so I’m back again in a really special role having the opportunities to support our communities. This morning I also have a really exciting announcement to share with you all, LinkedIn has worked really hard over the course of last year in partnership with the Department of Defense, the VA and the US Coast Guard to announce the extension to our Military Spouse Program so we will now be offering LinkedIn Premium benefits to the DoD spouses during every career transition as well as PCS and during every opportunity where there is potentially a job change or a career change or a job loss, so again we work really closely with the Department of Defense on this extension. In addition to that we’ll also be offering the same benefits to the US Coast Guard Spouses and then VA caregivers and FRY scholars. So, really excited to share that news with everybody this morning Before we jump in, so without further ado, how to make the most of your LinkedIn profile. So, I will go ahead and jump right in so if you remember anything from today’s presentations the
most important piece is you can learn what you need on how to access your LinkedIn Premium as a Military Spouse by going to LinkedIn.com/milspouse. So if you remember any URL remember that URL and it will take you right back to DoD’s website where you can learn about the process to access your LinkedIn Premium. So storytelling is a huge part of building out your LinkedIn profile. It’s unique, it’s individual to each of you, it helps shape how you want to represent yourself in a professional way. You’re able to shape it, you’re able to use your story to tell your own narrative and the best part about it is that many employers nowadays actually ask very behavioral questions, which is a perfect opportunity to use that and weave in really interesting and special parts about your story that you can highlight if you’re using it for networking opportunities and different interview scenarios and even just as you’re using it on the LinkedIn platform and different groups, to tell a little bit more about yourself. So here’s a great example. Tell your story, see a person, use it as an opportunity connect with others but also use it as an opportunity to represent your authentic voice. What I love about this particular profile that Susan has is not only is she in her summaries sharing a little bit about her summary, she’s also talking about in that first paragraph what, what is it that’s important. You can see that she’s highlighted throughout my 20 years of Marketing Communications and Program Management and stakeholder engagement experience that’s her what. Then, if you skip down to her second paragraph she highlights her why, that helps her in developing high impact measurable programs and marketing it outreach campaign. Then she talks about her why, I have a strong interest in economic development helping companies leverage nonprofit and government associated relationships as well as supporting the professional and personal development of others. So I’m not sure how many of you are familiar with the book written by Simon Sinek, Start With Why but that has been so eye-opening for me personally and Susan’s profile describes exactly what Simon Sinek talked about. You’re talking about your what, your why and expose your how. Not only that but it’s authentic and I think employers and people are human beings as well and so being able to hear that voice of authenticity gives them the opportunity to start that connection. The other piece that I think is important in her how that she talks about her values a little bit and touches on what’s important to her, so you know the where she said she’s interested in economic development, helping companies leverage nonprofit and government association relationships, all of those are really great pieces to be able to highlight not just your interest but also the things that are important to you. A lot of people also ask about non-traditional work or volunteer opportunities that they have been a part of and how to use those are the opportunities to best highlight their experience, I think it’s a great opportunity if you are working in your FRG or you’re volunteering in different organizations to add that as job experience. You can also add that as volunteer experience but I also think it’s a really great opportunity for you to be able to talk about the things that you have been a part of, how you’ve been involved in your community, the different skills that you’ve learned through each of those endeavors and experiences I think it’s also really important because it gives you the opportunity to share your story, talk about your story and then talk about your transition. So being able to talk about the different projects that you’ve been a part of, it’s so important to be able to
highlight those different projects that you've supported at a high level, being able to
talk through the different publications that you've been a part of or that you
actually, and then also being able to highlight those in a way that shares your story
but also shares your experience and then using it as an opportunity to talk about
what you learned as well as the broader impact that you've been able to have. The
next piece that I think I want to highlight that's really important is we're gonna talk
a little bit about how you build out your profile and if you start talking about your
skills and then the different preferences that you can drive that actually tie to
LinkedIn's algorithm and how you can best set yourself up for success as you're
looking at your profile and then how does it tie to our actual LinkedIn algorithm up
on the back end. So, when you sign up for LinkedIn Premium as you build out your
profile, I think it's really important to be cognizant of the fact that your profile
actually drives our recommendation and so this is a perfect snapshot of how when
you're a job applicant using your LinkedIn Premium profile, you can see some of
these key things that will actually target jobs for you that will highlight your the top
10% of applicants or you are the top 25% of applicants based off of the different
skills and experiences that you have highlighted on your LinkedIn profile. So as you
start thinking about your as you're building out your LinkedIn profile and you're
using your Premium, this is a really great opportunity to start looking at various job
descriptions and using those job descriptions as an opportunity to tie back to your
profile so that you can highlight the two and that's gonna help this Algorithm on the
back end to populate different jobs that match your profile that you are a top
applicant for. And it's a really useful tool as you start building out your research and
your priorities and the things that are important to you when you're on the job hunt
and looking for positions that might be of interest to you. The other piece about
Premium is that it helps give you visibility to employers, so not only does it populate
the jobs for you to look at where you're the top applicant but on the reverse end
when you are using the system via LinkedIn Recruiter as an employer, you are also
able to jump on and you're able, LinkedIn Recruiter is able to see you as a top
applicant in their queue for that particular job that they're working on recruiting
for. So it's a really interesting way how it kind of marries up the candidate as well as
the employer to a various job opportunity and again that's a great way to start
starting that connection. So skills, skills are such an important part of our LinkedIn
algorithms and it's really important for you as a job applicant or the person building
out your profile to think about those skills that you want to highlight. The really
interesting thing about the skills is that you're in control, you can highlight the top
skills that you want to demonstrate, that are the most important to you as an
applicant, as an individual. There's a lot of other skills that people can endorse you
for but if you go into your LinkedIn profile you can choose and select those top
three. Again, that's another perfect opportunity for you to be able to tie those skills
back into a particular job, so if you're looking at a job description that says,
Nonprofit Leadership you can go into your LinkedIn profile and you can highlight
leadership as one of those skills that's extremely important. The other thing is that
as you start thinking about skills and what it does for the algorithm on the back end
and I mentioned the part about recruiters is that recruiters can actually search by
skills that they're looking for, for somebody to highlight the candidates that might
be in that pool for a particular job that they’re interested in. Again, it’s something that is super easy that is often overlooked and then one of the really interesting things that we are working on, on a technical standpoint as it relates to our platform that hasn’t launched yet but will be in the future is that LinkedIn Learning is also part of the LinkedIn Premium package and so if there’s particular skills that you as an applicant don’t have, that a job description has that you might be missing, you can hop onto LinkedIn Learning and you can acquire or take a course on some of those skills and it will automatically add to your profile so that you’ll be endorsed for those particular skills and then a recruiter using LinkedIn Recruiter or a LinkedIn Recruiter page can jump in and they can see that you’ve actually validated that skill and that you have the skills for that particular job. Okay, so jumping ahead, so how do you identify yourself as a Military Spouse? So unfortunately our LinkedIn algorithms do not have the capabilities to specifically identify you as a spouse yet, that is definitely something that we’re working on, one of the great ways that you can identify yourself and tag yourself as a Military Spouse is to join the Military Spouse Employment Partnership, the MSEP spouse group. If you haven’t done so already, please join that group and there’s been some really awesome success stories out of that work that, I’m sure the DOD team has shared with some of you guys but it’s a great way for spouses to be able to jump on not just be able to network with each other and learn about various opportunities but we actually push employers to jump into that Military Spouse Group and use that as a way to connect with Military Spouses from a recruiting standpoint. Again, another way to just network with people and employers ask questions but also be found. That doesn’t just apply to the Military Spouse Group but it also applies kind of on a broader level if you’re looking at not necessarily not just being identified as a Military Spouse but joining other groups that might be of interest to you. So again that’s another opportunity to talk about something that you know is unique to you that highlights your particular skills and interests when you’re start mapping that to particular groups that you want to be a part of. Be strategic, be selective, only join groups that you feel are relevant to you but again, it’s a really great opportunity to start that networking process and open the door to some of those conversations. So career preferences, this is a really great opportunity for you to be able to highlight, what’s important because by selecting some of these pieces on your profile you are signaling some recruiters that one, you might be open, two what your what types of opportunities that you’re looking for and three if there’s any geographical restrictions that inhibits you from you know maybe taking a job or moving somewhere, so as you start mapping this part out of your profile, you can actually go through and you can as you start looking at the career interest the piece that’s most important is turn on this part that says, not looking but open to offers there’s different drop-down boxes and if you can select the one that maps most of where you are in your career journey or your career search. But I will tell you just from personal experience that when I was starting to explore opportunities outside of the nonprofit world and transition back into the corporate world, I turned that on and I started getting pings from recruiters again and so just a really great opportunity as you’re building out your profile, be able to highlight that piece. There’s another drop-down on this that you know as we’re in this group and kind of thinking about
opportunities to offer mentorship to others to be able to share your experience, you can also highlight that, so anybody that is less than 10 years experience will be a mentee, anybody over 10 years experience is automatically set up as a mentor, if you turn on that part of your profile. Again this is I find the Military Community so special and so unbelievably niche and supportive, that I think there’s a ton of just really awesome opportunities or that networking and that mentorship just happens informally but again if you want to formalize it or you wanna do that our algorithm is set up in such a way that that can happen and what a great way to use their group to do that. The other piece that I just wanna highlight really briefly here before moving on is as you start thinking about where you are in your career journey and the types of goals that are most important to you, you can also select whether you’re looking for a full-time position, part-time the other piece that isn’t shown here is as you’re looking at opportunities and pinpointing it down to a geographical location. If you have your address or your locations that like for me Seattle Washington, one of the challenge there, challenges there is that, is you’re restricted based off of what a recruiter sees and it’s restricted based off of geography. So one of the things that I recommend that you highlight is that you’re looking for remote opportunities, unless you’re really looking for a physical in the office opportunity within that particular geography. So, just something to know I just learned that as I’ve been transitioning into that role so just be thoughtful the other thing is if you’re coming up on a PCS and you’re getting ready to relocate to a new location and you’re starting that job search, be proactive and change that location to where you’re going to be PCSing because again if you’re located in Washington DC and you’re getting ready to PCS to maybe Southern California, employers are gonna really be searching for that Washington DC bucket so just something to be proactive about, if you’re thinking about that transition and that job search. So again you can find this by going to your profile, privacy and settings and it’s in that space where you can find this to be able to update your preferences here. So, I’m gonna go just a little bit longer and then I see that there’s a couple questions so I’ll pause for a minute and I will answer those questions once I get through this kind of next transitional piece. So understanding how recruiters see you. I think that this slide is just really unbelievably valuable so again, I talked about being able to highlight your career interest, turn this on as soon as you’re open to exploring different job opportunities, if you’re somebody that’s always kind of open to hearing more about opportunity can leave it on. We used to have to have a setting where it would turn off every six months and you have to manually go turn it back on but that has since been removed, so you can actually theoretically leave that on all the time if you are always open to talking about different opportunities especially, if you’re like doing freelance work or you’re an entrepreneur that’s a really great opportunity to highlight that as well. Okay, so how do recruiters see you? I think this is this is sort of a snapshot in the lens of what a LinkedIn recruiter sees. So, as you look at this one thing that I can’t emphasize enough is, if you are somebody that is on social media, if you’re you know in this generation where we have phones and tablets and devices at our fingertips and have the opportunity to touch those during multiple times of the day you should make checking LinkedIn, a part of that habit and the reason I say that is that, this algorithm that you’re seeing here is driven based off of your activity on the
platform and so whether you're jumping in and you're checking your newsfeed and you're looking to see what's been posted or if there's any stories that are relevant if you see any content that you'd like or share if you're commenting on a person post or in a group, all of that activity actually drives our algorithm and where you are highlighted as a top candidate. So you can see here this person again and if I was sharing my screen I would walk through a demo but this is InRecruiter, so this recruiter is searching for a Program Manager in the San Francisco Bay Area and so these are the top candidates that have popped up. Based off of this quick search criteria that this recruiter is using so you can see that 617 total candidates. So that 129 is directly tied to you as their activity on their LinkedIn platform, so you can see how that number has drastically reduced to that 129 based off on how active somebody is using LinkedIn. 64 are open to new opportunities, so that's that button that I showed you on the previous slide, that turns on that shows that you are open to new opportunities. The 69 engaged with your talent brand, so when I talked again about that activity and being able to join groups and follow company pages that you're interested in, that's where that 69 number comes from, so it benefits you to really do your research as you're starting that job hunt, to you know, really dive in to LinkedIn using your premium and to look for these different things that are gonna help put you in this match of success to be that top applicant. Okay, so this is perfect for just that natural transition. I'll go through and grab a couple questions I know I won't get to all of these but I'll answer a couple so let's see, so one of the questions about Coast Guard Spouse is now eligible? Yes, Coast Guard Spouses are now eligible. Thank you guys for answering that, so where in your search lets people in my current organization? Yes, that's one of the questions that folks have asked about when you turn on that opportunity to be open to new career opportunities, your employers and other people cannot see that, only somebody that has a LinkedIn Recruiter sees. Now, if you're somebody that works for a big company that has many of recruiters that use LinkedIn Recruiter, we actually have an algorithm in place, so I'll use me as an example. So say I had turned that button on and I know that LinkedIn we have lots of recruiters that use LinkedIn Recruiter at LinkedIn, those LinkedIn recruiters the way that we have set up our algorithms cannot see that I have turned that button on, so one of the things that is really important to us as an organization is trust and you know that's one of the things that we highlighted and that's creating that turn on radio button, so no you don't have to worry about people outside seeing that only somebody in a LinkedIn Recruiter seat that does not work at your current company to see that. So we're gonna, I'll show you where the remote radio button is next, so we'll walk through that in just a second, let's see I'll try and grab one more question, so one of the other questions is, yes you can use this during your PCS, yes, Mininia you are on this and then, so let's see the last question that I'll jump into is so looking for, if this is eligible to be VA caregivers and FRY scholars, yes it is and if you go to linkedin.com website, you'll be able to our military websites, you will be able to see an actual button that you can click on if you are a VA caregiver or FRY scholar that will immediately take you to the VA page and it will talk you through the process of how to access your premium there. Okay, so I'm going to jump into this next slide to talk about using informational interviews but also looking at how to highlight flexible and remote work. If you go to your
LinkedIn profile, you go to search for jobs and then you go to search for location. What you actually need to do is on this piece, highlight I am open to working remotely so you can turn this on and then also as I was talking about locations, remote will be something that you will probably have to type in, in order for it to populate. So again this algorithm is set up based off of where you live, what you’re engaging in, where it, what the Algorithm thinks and so far if you’ve been searching a lot of remote opportunities or you have a remote opportunity, it might be the first thing that pops up, but if it doesn’t don’t be concerned just type it in and it will pop up and that’s something that you can highlight on your profile, so that if you have a recruiter that’s looking to fill remote positions, they can see that you’re open to those types of opportunities. Okay great, so next I am going to segue into informational interviews to prepare for transition. So, why are informational interviews so incredibly important? So, I think in this day and age, people still wanna help, people wanna be able to offer advice, people wanna be able to support others and I think I highlighted this earlier but that’s one of the things that is just so beautiful and so special about this community is I think that for me personally, if I think of my story, every opportunity that I got in this community was because of another person in the military that I had connected with who helped highlight an opportunity or connected me with the right person but I think that this article really talks about how people there really is that invested interest and I couldn’t find that more relevant and in our own community and kind of taking care of each other, so I’m not sure how many of you are familiar with Brené Brown I’m a huge Brené Brown fan her Netflix video just came out, I don’t know if it was last night but I’ve had friends that are already saying they’ve watched it but if you haven’t talked and if you haven’t really dove into her work I think she highlights this is such a really special beautiful way but one of the clips that I’m gonna share with you guys, that I think really ties to this and being vulnerable enough to take that step and ask for help is, she says saying vulnerable is a risk we have to take if we want to experience connection and so, I think being able to take that first step, being able to reach out to somebody ask for the opportunity to connect, say hey can I take you out for coffee or hey I’m looking for my next job or you know I need help in this capacity whatever it might be, taking that first step is that opportunity to connect and then I always say, once you have that chance to connect, you’re able to start engaging in a conversation and then once you’re able to start engaging in a conversation you’re able to start sharing your story and so again those might be over the course of multiple conversations, so I think that’s really how you start building relationships and hopefully that’s a really great segue into looking for a different opportunity or a career as you’re looking at PCSing or transitioning or whatever it might be to get your foot in the door, for something that is hopefully gonna be a win for you and for the employer as well as the person is trying to help you through the process. So Leveraging LinkedIn Advanced Search. So as you start thinking about this connection and looking for people to leverage and connect with I always talk about being really strategic. Be strategic about how you network and how you ask for help. You don’t want to just throw out a bunch of LinkedIn and mail requests to people that you don’t find that common connection with or you haven’t had something that you can really think about that you can start a conversation starter or something
that you can connect as that opportunity to open the doors for a deeper conversation. So when you start looking at LinkedIn advance search, start here go, to people you can highlight all filters and you'll see all of these different things that pop down that you can choose from that might be a relevant way to open the door for finding connections that there may be an experience that you have, maybe a school you went to, maybe a student station that you were both assigned at. Just for the sake of this call, I will use this one as a quick highlight, so if you think about using this search, you can highlight when you start with companies right, so if you go to company, you can highlight different services you can also go through you can search past employers you can search location, you can all these different mechanisms to start looking for different folks that might share a similar background that can then open that door. So Colleges and Universities that's a great ones that's an easy example here, so if there's a particular school that you went to you can easily highlight that and be able to look for folks that in this particular example, we're looking for somebody that is an alumni San Francisco State University and then you can start seeing this is the beauty of LinkedIn Premium is, it's gonna give you all of these details drop down, so you can see how many are alumni, where they live, where they work and the different roles that they fill and so you can see how those filters naturally narrow themselves down but by using this, you can eventually get to a spot where you can limit that number to a reasonable spot and then start using your LinkedIn Premiums to connect with those folks that you might share an interest with or an industry that you're hoping to get into using your alumni or your background as that opportunity to connect. The other piece that I think is just super valuable is the career advice hub which I highlighted earlier, but by turning this on, you give back and help those that can benefit from your experience. You can use this not only for yourself to offer it to your own community but one of the things that LinkedIn is driving a current campaign is called Flex One Pledge. And so part of that is to intentionally connect with somebody outside of your network by turning this on so there's an easy win for you all right there to be able to connect with LinkedIn employees because of an active campaign that's really important to us as an organization, to continue to diversify people's networks and connect with people outside of their network and help expose lots of different opportunities. But again this is a really great way for you to jump into the platform and look for people that are willing to offer advice, maybe share work experience, share experiences about working for a particular company so it'll give you a sense of if that's the right cultural fit but also it's just a great opportunity for you to learn more. Again it ties back to those informational, gathering as much information as you can, so that you can make an informed decision not only about your job search but about your next career transition to ensure that you're finding something that is gonna be meaningful and fulfilling but that's also gonna work based off of where you are and the situation that you have that is going to complement it well. So, Informational Interviews, this is a great example. My predecessor Dan has highlighted this one in the past I love being able to share this but this is just I mean this was not sent but this is a perfect example of how to do an informational, so somebody is following Amazon as they're interested in the company and so they started doing their search and they found Gen, Gen and happens to be a Military
Spouse but she also works as a recruiter and so basically this draft message is, 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 Seattle Tacoma area in talent acquisition and I’d love to learn more about your path to your current role, trends in the local industry if you have 30 minutes in the next few weeks to hop on the phone, thank you. So that’s a great segue as you’re trying to not just connect with somebody else and can expand your network but being able to drive that opportunity to have that further conversation. Another organization that I highly recommend is Veterati, they have the way that their platform is set up as that it basically is a really good opportunity for you to be able to connect with folks who are willing to give mentorship usually 30 minutes with mentees who are interested in information and learning more. And so you can sign up as a mentor and you can sign up as mentee and basically, their platform works to marry the two up. The really great part that I love about it, is you set the availability and if you are a mentor and then from a mentee perspective, it gives the mentor a continual reminders that this person has, you have a mentorship call on this date, at this time so that it’s not likely that you will miss it. But also it’s just a really great way for this community and again it’s focused on measuring talent within the Military Community to include spouses as well as service members. So again I recommend this, I’ve used it as a mentor and I found really great success out of it just on weekly meetings with people and you know as part of those conversation starters it always might lead to another connection that I have that is hopefully beneficial to that person down the road if it’s something that I’m not able to offer. So again, it’s just really special for this community. Okay, so mastering the art of informational interviews. So, I talked about LinkedIn that are learning earlier but another really awesome thing is that, there’s actually a course called informational interviewing. And so what is an informational interviews? So an informational interview is not an interview, it’s an opportunity to seek information about a particular company, about a role, about a particular industry but it’s just that. It’s an opportunity to gather information. So when I was transitioning, I used LinkedIn during each junction of my transition but in complements with that and taking LinkedIn even a step further once I was able to get that connection, get that person to respond to my in mail I was offered the advice to invest in a Starbucks gift card for myself, $100 Starbucks gift card and used that to meet as many people for coffee as I could. I lived in Seattle, Starbucks is a big thing here so I followed that advice and as I was making this transition from active duty in 2010 from Germany to Seattle, there wasn’t a whole lot of support in this transition process like there was now that Starbucks gift card was like my gold. So before LinkedIn was robust as it was now I started reaching out to people that shared a military background that were working at companies in the Seattle area and I used that to then start open the door to some of those informationals. And I use all $100 of that Starbucks gift card, doing as many informationals as I could in a really strategic way to learn more about the industries in this particular geography. There’s also really cool things that Starbucks is doing that is also in complement with LinkedIn, called Mentor Monday, so depending on where your geography is you can actually check that out, that could be a good opportunity for just learn from different employers that come out in a certain area,
you can see if they’re going on where you’re stationed. But what a really good way to start one where you might be stationed on a particular base as you start looking at supporting your local community and other spouses that are coming on to that are PCSing in or PCSing out and to connect to them with opportunities in your local community. Anyway again the art of informational, it’s an opportunity again to ask informal questions, learn about culture, learn about the organization, learn about the salary and see if it’s even the right fit before you’ve gotten too far down the energy process. So Maintaining Your Network and Learning From Your Connection. Again, this is more of an informal slide but I think it’s really important to use this in a way where you can see what’s going on in a particular space. So again these are just snapshots of how you can use your activity on LinkedIn to engage, comment, interact, share, build community but also learn from each other and educate yourself and others on what’s going on in your community with your connection. So I had highlighted this earlier and I’m gonna highlight it again now but when you see that 129 are more likely to respond, those are people that are actively engaged on LinkedIn and then that 69 is our folks that are actively engaged with that particular talent brand so I can’t emphasize that enough. Okay, so I’m just gonna briefly touch on this but using ProFinder to build clientele if you’re a freelancer. So again this is a really interesting part of the LinkedIn product that not many people know about. So, LinkedIn Hidden Gems: ProFinders. This is a way for you to be able to use LinkedIn ProFinder, to be able to look for freelance work if you’re an entrepreneur but basically it’s a way for you to connect with different opportunities that might be in your particular area if you’re looking for that freelance work. So if you go to LinkedIn ProFinder, you could market your services in all these different ways. So if you are maybe interested in photography you can select that but basically what it will do is it will drill down the different types of trusted professionals that are within that particular community and the opportunities that might exist. So here’s how you find it, you go to work, go to ProFinder, you’ll see these different drop downs and then you’re gonna be able to, let me go back and then you’ll be able to actually select your profile here and then use that as a broader search to look for services or freelance work. So again, just briefly touching on this ’cause I know it might not be relevant to everybody. So Recommendations, again this is something that I think is so incredibly awesome about this community is using recommendations and giving recommendations in a strategic way to help support each other as people are looking for references and building out their professional LinkedIn resume. So I think that using the Military Spouse Employment Group to highlight and give recommendations based off of maybe work experience or volunteer work or different interactions this is a really beautiful way to support each other in the community but also reaching out to your previous employers or different jobs you’ve had in the past or maybe colleagues that you worked on worked with and asking them for a professional reference. Again just a really great opportunity I would say that you know when I was wearing my recruiter lens, one of the things that I always did when I was looking at a paper resume and I would go to somebody’s LinkedIn profile and I would scroll down and I wouldn’t just glance over their skills in the way that they had built out their fairly good resume I also wanted to marry the paper version up with what was on their actual LinkedIn profile but I
loved reading the recommendation because it's such a beautiful lens in an informal way into somebody's work. So again just sharing that tidbit of advice again, something for you to think about is you're really being thoughtful and strategic about building out your LinkedIn profile. So LinkedIn Learning, I'm a huge fan of LinkedIn Learning there are over 1,300 courses and I have just been blown away at the quality of the courses so today I've taken about four my favorite one so far has been on a growth mindset, which I think is really really awesome for this audience and speaking about growth mindset but there's also a Military Spouse Learning Path that we've created as well, there's a few for transitioning service members but aside from that there's what LinkedIn Premium will give you access to as a whole, just the whole breadth of very wide-ranging LinkedIn courses that can either give you more robust skills, it can also validate skills that you didn't know that you already had, it can be an opportunity to grow skills or even just explore something that you are interested in learning more about. But again you can go through you can select those different courses they vary in length, I would say most of them are somewhere between 60 minutes and two hours but you can select those learning paths and use those as an opportunity to make the most out of LinkedIn Learning. I touched on this earlier so I won't get into too much detail on this again but really just highlighting the skills piece. So again you are in control of highlighting your key skills and using that as a crosswalk to particular jobs and being able to highlight the jobs that you might be interested in but also qualified for. And so again, you can visit what this slide is really intended to show is that crosswalk and here's somebody that I was looking for agile methodologies, they can go into LinkedIn Learning and so I've actually gotten this feedback from a few folks that have gone into LinkedIn Learning, gone through the Agile Learning Course and come back and said, I already know how to do, I already know agile methodologies I took that course and it just validated that I can lift that skill because it's something that I already did in my previous career, I may have done in the military and it might surprise you but there might actually be some skills that you already have as you go through the LinkedIn Learning Course or there might be a skill that you've learned and going through the course that you can then highlight. So again a really awesome opportunity to dive into those courses and use those to validate your LinkedIn profile. So Learn Skills to Become a Freelancer, again this is just a quick snapshot on the different LinkedIn learning courses that you can take, so here we go, Become a Project Manager, Become a Java Programmer Become a Photographer, there's a whole host of these about freelancers that you can look at to continue to build out your, okay. I'm a huge fan of Lisa Marie, I can't say that enough I've just been so impressed with the quality of the courses and what I learned. So, Get Ahead With Training for Military Spouses so this is the career path that we have created specifically for Military Spouses. It's always changing it's something that we can tweak and evolve with time as we get feedback on the course I'm always open to feedback as you guys go through this but I highly recommend it. So the way that this course is set up and you can see some of the key bullets that we've highlighted, so learning how to use LinkedIn Learning, our LinkedIn Premium if you aren't familiar with the tool and the different capabilities that you have with it, managing your career, freelancing foundations, informational interviewing that's a great one, talking about job hunting, remote work, or even
working remotely, so again lots of really, really great courses on there but again this one was designed specifically for spouses in mind. So, I talked little bit about that growth mindset, always keeping an open mind, never stop looking, keeping your eyes open, even if you’re not actively pursuing a job because you never know where what doors are gonna open and what opportunities might present themselves. I’m a huge believer and again we touched on those informational interviews but same if it’s reciprocated and somebody reaches out to you either to learn more about your background or as somebody is keeping you in mind for a particular role or a leave I always I’m a big believer in always exploring opportunities that make sense. So start your search early, you know just like some you know quick tips and tricks from the recruiter lens but the earlier you start and being really realistic about the time that it takes you actually think about from job search, to actually hire, there are some amazing success stories in the space of people using LinkedIn and landing a job in less than a month you just being candid though they’re probably not the norm those are awesome stories and I love hearing them but for most of us it takes a little bit more work. Just for me personally like I think during every job transition it, probably took me somewhere four to six months from the time I made up in my head that I was ready to start looking for something else until I actually landed something else. So again, that’s a much longer timeline and again I wasn’t dedicated full time to searching but something just to keep in mind start your switch early, start with I always think that the more organized you can be in your job search the better, I love using the funnel analogy because again I worked in the recruiter world, so you think of the wide edge of the funnel for you as a candidate starts at that wide edge of the funnel and start with you know companies that you’re most interested in, companies that might be the best to work for, for flexible remote work, may be LinkedIn just came out with top companies in the country but start your research, start really diving deep and looking for their companies or cultures that resonate most with you and where you are. I always say research, research, research and then start networking, ask for help and then start mapping your skills. So important, again this is just meant to emphasize get to that 69 they’re engaged if somebody is following that company’s page and they’re actively reading the content that is available. Again, I highlighted dig deeper to understand that company culture, stay organized but I mean one of the things that I’ve heard from folks that have transitioned and that I’ve seen is people actually create an Excel spreadsheet or a word document and they’re able to put out companies, jobs, who they talked with when they talk to them and when they need to follow up. I know that sounds really granular that’s a lot of level of detail but it’s really in your best interest because if somebody has gone out, if you had an informational set up that person promised to connect you with somebody else they went out on vacation and that other person was out of the office and for some reason you weren’t able to get connected with that person and that recruiter that had that particular job opening. If you weren’t tracking that or you maybe had you know a lot of things going on, you would you might forget to follow up with that person and just say, hey, I’m just following up on this particular opportunity, you said you’d connect me with so and so I just want to send a friendly reminder and see if you have a chance to do that. People are totally open to that I think in our own humanness and living in the busyness of the day to
Day life oftentimes things just naturally get overlooked or forgotten so I think I always appreciate friendly reminders and there’s something that I didn’t follow up on or that you know I may be overlooked and so I think people are open to that. But absolutely follow up, recruiters are busy they don’t take it personally at all. And again that growth mindset, so I did I think it’s really important to you think about again if you think of the wide end of the funnel that aperture you’re gonna get told no, there’s gonna be opportunities that don’t work out, you might get all the way to an on-site interview and you might not get an offer but using that as an opportunity and leveraging that from a growth mindset standpoint and say, what did I learn from this experience and how will I use that to you know improve my next interview, maybe it wasn’t the right fit, maybe there were some things I could have brushed up on my interview skills, maybe I didn’t articulate my story very well, use those all as a really awesome opportunity to grow from that experience and learn from your mistakes and nail it the next time. I know that just in my own transition and going through interviews it was such a humbling process, I learned a lot, I got told no a lot but in that each time, I use it as practice to continue to refine my story and then it also helps me better a narrow down my search because it helps me sort of weed out the opportunities that might not have been the right fit anyway, so again growth mindset. Also these postings to learn about jobs you’ve never heard of so if you jump back into this slide you know in part of our algorithm if you think of skills and brings up those particular jobs that might be a fit for you, take a look at those look at those different jobs there might be things that pop up based of our algorithms that are actually not your skills that you didn’t necessarily think about, so actually just having this conversation with folks that use MOS co-translator and I think that’s great, might not it's not necessarily relevant to this community in its entirety but don’t limit your skills, think about you know be open, keep that aperture open. I sometimes, I think that people limit the different types of opportunities that they’re looking for, based off of what, they think that they should be or the skills that they only think that they have and all this gives me as a quick example my background is in engineering, I guess finance in the military, I transitioned into a technology company, doing recruiting and then I ended up doing operations for a non-profit and now I’m doing program management. So, nothing of that actually ties back to do necessarily directly my military experience or my education and so I think just being really open to that as you start thinking about that skills, crosswalk, think about skills, that’s such a relevant place and sort of ties those two together and use that crosswalk. Again as you’re looking at companies use that as an opportunity to learn more about the culture, network with people that work there, study the landscape and do your diligence and research by those companies and organizations that are most interest to you. This slide really just highlights skills, career paths, using that as an opportunity to connect with others whether it be through shared schools, shared employers, shared duty stations, all the things for those opportunities to actively start a conversation. Salary Expectations, we know in this community that due to the frequent job moves and locations that oftentimes Military Spouses are underutilized and maybe working in positions that they are overqualified for. A great way to proactively search for that and get as much information as you can about particular jobs in an area is to use set
your salary expectation if possible I know this might not be perfect in every scenario but using your LinkedIn Premium you can see kind of the bands for a particular job geographies and industries. These are more relevant if you’re open to some remote work as well. So again I always highlight just so you can gauge a good idea based off of what the job market is and a particular geography for that job and maybe it’s setting reasonable expectations, maybe it’s scoping out what’s available, if you’re looking at you know, weighing your options but again, really great to kind of see what’s out there and listen what’s available from a data perspective and what’s been recorded. So lastly LinkedIn is always changing. We are very much a technology company and we take feedback very seriously and it’s super important to us as an organization and we’re always trying to improve our platforms. So I would say well, I have delivered the slides today, it will be outdated tomorrow just based off of all of the stuff that we’re doing to continually update the product, so because LinkedIn is always changing, I think it’s super important for you to be curious to develop that curiosity about the platform, play around with it, you can’t break it have fun with it but use it to your advantage and I’m sure that as you’re digging in there, there are going to be things that you are going to discover that I don’t know about. But one of the other really great ways to stay abreast of what’s happening at LinkedIn is to follow the LinkedIn blogs as well as the company group but also to follow the LinkedIn Learning blogs because on the LinkedIn Learning blogs there are also relevant changes taking place there and whether it be courses that are being added or the way that I found out about the skills cross bridge to LinkedIn Learning and then validating it back is because I read the blog. And so I think there’s some really great ways to stay abreast of the things that are happening on LinkedIn just by doing that.

- [Mininia] Thank you so much.

- [Sarah] That is it.

- [Mininia] Thank you so much Sarah and thank you all for attending our session today. To download the available handout from this session including the presentation slides and our SECO Program Flyer that discusses the resources and services available to Military Spouses, as well as the SECO Career Coaching fact sheet to learn more about how career coaches can assist you, please highlight the documents and click the download files button, the items will download to your computer in a compressed file. If you are connecting from a mobile device and you are unable to download the file successfully you may enter your email address in the trouble with downloads full pod in the upper right hand corner of your screen to receive the materials after the event. If you are having any trouble, please feel free to let us know in the need technical assistance chat pod. In the weblink pod, you will find two links, the first link is for the session survey so please provide feedback on your experience today. The second link is where you can download your certificate of participation, this concludes our presentation please join us at 11 a.m. Eastern Time for an MSEP Online Job Fair Preview, Plan Your Job Fair Experience with
Mininia Hawkins and a special guest speaker one of our MSEP partners. Thank you and have a wonderful day.