TEAMS

Transition Employment Assistance for Military Spouses

LinkedIn Job Search for Military Spouses

Participant Guide



Transition Employment Assistance for Military
Spouses (TEAMS)
U. S. 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 this Transition Employment Assistance for Military Spouses (TEAMS) workshop. 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, 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 participation and for your support of our nation's service members.

Workshop Introduction



Slide 1



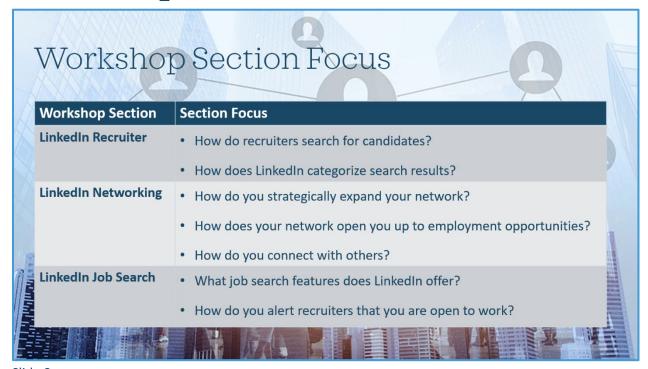
Slide 2

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

- Discover LinkedIn Recruiter.
- Expand your network through connections, groups, and organizations (companies).
- Search LinkedIn job postings.
- Set job search alerts.
- Show recruiters you are open to work.

This workshop focuses on effectively using LinkedIn as a tool. Learning how recruiters search and group candidates, how the platform functions, and how you can use this information to create opportunities enables you to make the most of this tool.

Workshop Section Focus



Slide 3

LinkedIn is the world's largest professional online network providing effective job search tools and opportunities to connect with recruiters and others who can help your job search.

This workshop is divided into three sections. You will learn how recruiters search for candidates, how to expand your LinkedIn network, and how to use LinkedIn as a productive job search tool.

Workshop Section	Section Focus
LinkedIn Recruiter	 How do recruiters search for candidates? How does LinkedIn categorize search results?
LinkedIn Networking	 How do you strategically expand your network? How does your network open you up to employment opportunities? How do you connect with others?
LinkedIn Job Search	 What job search features does LinkedIn offer? How do you alert recruiters that you are open to work?

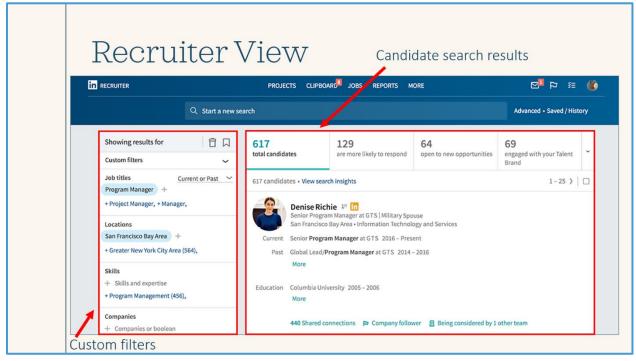
Section 1: LinkedIn Recruiter



Slide 4

Recruiters and hiring managers not only use LinkedIn to research candidates who applied for open positions at their companies, but they also **actively search for viable candidates** on LinkedIn for those open positions. LinkedIn features more than 20 million active job listings. Nine out of ten employers use LinkedIn during the hiring process and 97% of Fortune 500 companies use LinkedIn for recruiting and sourcing talent. Understanding how a recruiter searches for candidates and how LinkedIn displays those results helps you create a winning strategy for your job search.

Recruiter View

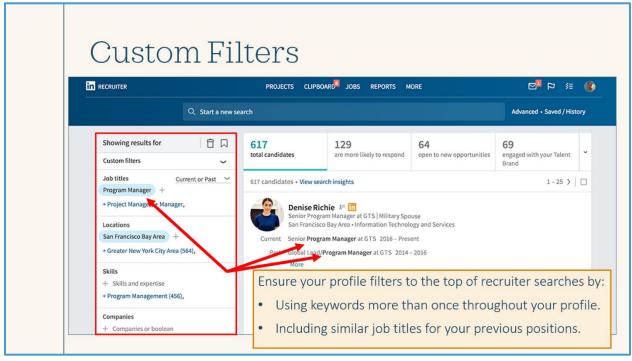


Slide 5

Much like an applicant tracking system (ATS) sorts resumes based on job posting criteria, LinkedIn sorts candidates by criteria recruiters enter on LinkedIn Recruiter. These systems use keywords and set criteria to identify candidates who best match the job's requirements. Recruiters set the criteria based on LinkedIn profile sections. This includes using filters to search by job titles, locations, skills, companies, company followers, schools, year of graduation, industries, keywords, and employment type (full time, contract, temporary, etc.).

LinkedIn sorts the candidate search results into categories. The **total candidates** tab displays all the candidates who appeared in the search based on all the filters applied. LinkedIn orders the candidates by best profile match to the recruiter's search criteria. The more keywords in a profile that match the search criteria, the higher up the profile appears in the search results. Additional tabs further categorize the total candidates.

Custom Filters



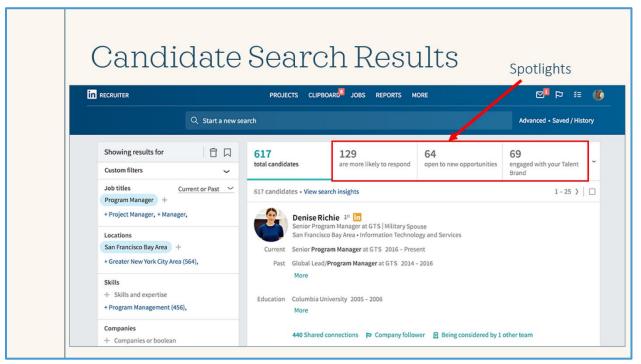
Slide 6

Maximize your exposure to recruiters by following these tips to ensure your profile filters to the top of the search results:

- Use keywords more than once throughout your profile. 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 listed 12 times and yours has that keyword 15 times, you will appear higher in the search results. This applies to industry keywords, job titles, and skills. For example, if leadership is one of your skills, ensure you include the keyword "leadership" throughout your profile including the Skills section, under individual job positions (if applicable), and in your About section (Summary Statement).
- Include similar job titles for your previous positions (if applicable). Some job titles are standard throughout an industry and others vary by company. For instance, one company uses the job title Trainer while another uses Training Instructor. Another example is Project Lead, Task Lead, or Project Manager. List other job titles that encompass your role in the industry to appear in more searches. Remember to include relevant job titles in other sections of your profile, like the About section (Summary Statement).

View the appendix in this participant guide for a breakdown of available filters in LinkedIn Recruiter. Apply this knowledge to your job search.

Candidate Search Results



Slide 7

Candidate search results give recruiters insight into the candidate's professional history and engagement and activity on LinkedIn. It shows current and past positions that match search criteria. It also gives details like shared connections between the recruiter and the candidate, and that the candidate is a company follower. Therefore, growing your network and engaging on LinkedIn helps you stand out and tells recruiters you are interested in their company.

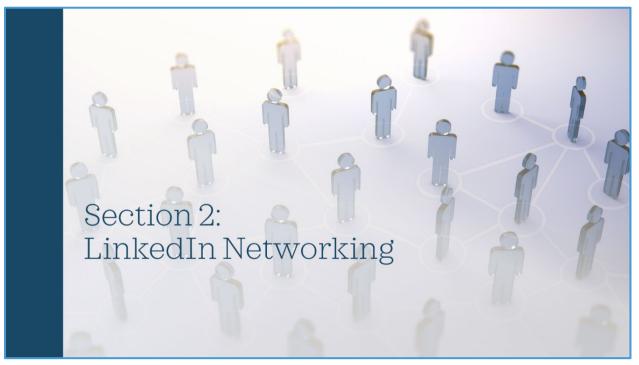
Spotlights

Each tab in the candidate search results is a category by which a recruiter views potential candidates. LinkedIn calls these spotlights. LinkedIn categorizes candidates in search results based on keywords in their profiles, their contacts, groups, companies they follow, and their public contributions (posts, likes, shares, or comments). Spotlights vary based on different types of candidate relationships and interactions on LinkedIn. Understanding spotlights on LinkedIn Recruiter gives you insight into networking and interacting on LinkedIn, including connecting with others, joining groups, following companies, and posting and reacting to other posts in your feed.

The following are a few spotlight examples:

- Are more likely to respond: This spotlight prioritizes candidates who are more likely to
 engage with recruiters and their companies based on candidate relationships (connections
 with company employees), affinity with the hiring company (following the company and
 responding to posts), and insights from past recruiting activity. To make this feature work for
 you, grow your network by adding people who work for the company of interest and actively
 contribute to that company's feed.
- Open to new opportunities: This spotlight lists candidates who activated the Open to
 feature on their profile page and who also match the search criteria. It is important for you
 to change your status to Open to work when you are ready to apply for positions because
 recruiters typically prioritize candidates who match the search criteria and are open to new
 opportunities.
- Engaged with your Talent Brand: This spotlight highlights candidates who have proactively shown an interest in the company on LinkedIn by following the company or publicly responding to posts such as likes, shares, or comments. When you apply for jobs on LinkedIn, remember to follow the company and respond to its posts in your feed.
- Company connections: This spotlight identifies people who are 1st-degree connections of
 employees at the company. If you are set on working for certain companies, reach out and
 make connections with employees in that company, when appropriate.

Section 2: LinkedIn Networking

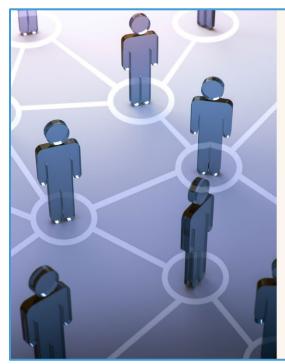


Slide 8

LinkedIn provides professional networking opportunities. Networking is the process of interacting with others to exchange information and develop a mutually beneficial relationship. It accounts for most job offers. Every person you know, meet, and interact with is a potential member of your network, including your LinkedIn connections.

This section focuses on using LinkedIn as a tool to effectively expand your network. It is not intended to teach you how to network. For information on how to best grow your network, create meaningful connections, and nurture your relationships, attend the DOL TEAMS workshop, **Marketing Me for Military Spouses**.

Networking



Networking

Grow your network on LinkedIn:

- Make connections.
- Join groups.
- Follow companies.

Slide 9

LinkedIn offers opportunities to grow your network which can lead to both advertised and unadvertised positions. LinkedIn has over 740 million members and 2.9 million groups. More than 55 million companies and 90 thousand schools have a page on LinkedIn. Make connections, join groups, and follow companies on LinkedIn to grow your network.

Tapping into these companies and groups not only expands your network, but it also enables you to proactively create job opportunities. The more groups, companies, and activities you participate in on LinkedIn, the more likely you are to show up in recruiter searches.

LinkedIn Connections

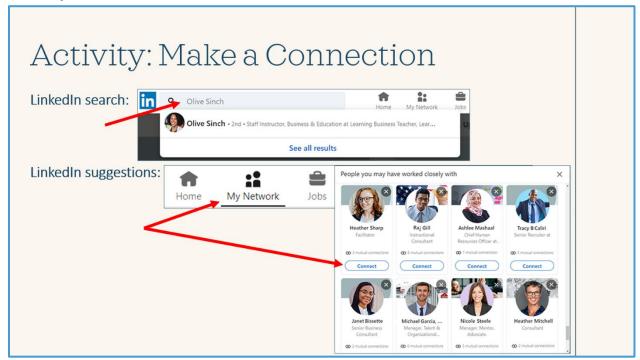


Slide 10

LinkedIn suggests new connections and gives you strategies for adding contacts. Expanding your network gives you more chances to appear in recruiter searches when the recruiter uses the **Network relationships** filter. Recruiters use this filter to narrow their search results to candidates who are in their network. They can filter 1st- or 2nd-degree connections, group members, or 3rd-degree connections plus everyone else. The more connections you make, the more 2nd- and 3rd-degree connections you will have.

Networking is a mutually beneficial process. As much as your network is helpful to you, your skills, connections, and resources are useful to them too—85% of employers say a positive online reputation influences their hiring decision. Recommendations and endorsements from your connections instill confidence in you and make you stand out to recruiters. Remember to recommend and endorse your contacts and ask them to recommend and endorse you too.

Activity: Make a Connection



Slide 11

Ask someone to join your professional network by sending them an invitation to connect. If they accept your invitation, they become a 1st-degree connection. Invite people you know and trust because 1st-degree connections have access to information you display on your profile. LinkedIn offers information to help you manage your privacy settings on your profile: https://www.linkedin.com/help/linkedin/answer/66.

Send LinkedIn invites:

- LinkedIn search: Search by name using the LinkedIn Search feature on your LinkedIn feed
 main page (www.linkedin.com/feed/). This feature works when you have a connection in
 mind and know that person's name.
- LinkedIn suggestions: Send invites from LinkedIn suggestions of people who you already
 know from previous jobs, volunteer work, and schools. Find suggestions under the My
 Network tab. LinkedIn suggests more connections over time because this feature improves
 as you build your profile and your network.

Ensure you personalize LinkedIn's generic message to each person. For example: "I saw that you were stationed at Quantico..." or "I noticed we are both connected to Jane Pink..."

Groups



Groups

Join groups on LinkedIn to:

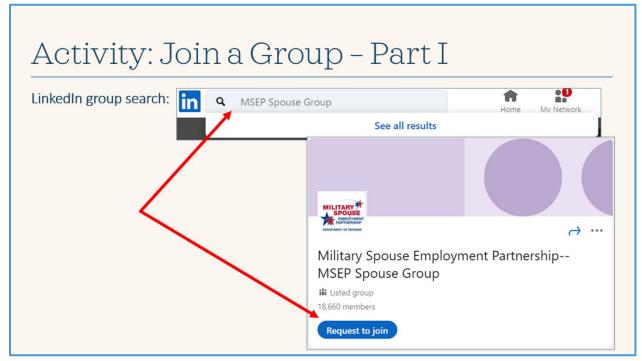
- Grow your network.
- Meet professionals in your industry.
- Message people who are not connected to you.
- Appear in more recruiter searches.

Slide 12

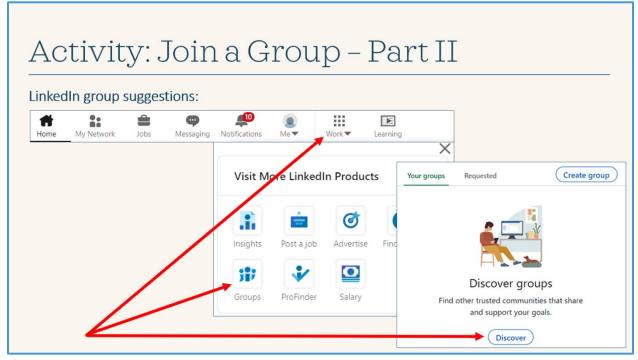
LinkedIn Groups provide a venue for professionals to share their experiences, ask for guidance, and build meaningful relationships in their industries. LinkedIn allows group members to message one another without being contacts, giving you more opportunities to build your network. Join a LinkedIn group to connect with people who share your interests or industry.

Recruiters use the **All groups** filter to find potential candidates who are members of specific LinkedIn Groups. They use the **My groups** filter to find members of groups they belong to. Make strategic group choices. Consider what groups recruiters in your industry follow and follow those groups.

Activity: Join a Group



Slide 13



Slide 14

Join groups on LinkedIn:

- LinkedIn search: Search by group name using the LinkedIn Search feature on your LinkedIn feed main page (<u>www.linkedin.com/feed/</u>). This feature works when you know the group's name.
- LinkedIn suggestions: Request to join groups recommended by LinkedIn based on your
 profile and connections. To view your LinkedIn group suggestions, select the Work tab from
 your LinkedIn feed main page and select Groups.

Companies



Companies

Follow a company to:

- Improve your chances of getting hired by connecting with employees.
- Stay informed.
- Receive open positions in your feed.
- Search open positions.
- Show recruiters you are interested in the company.

Slide 15

In addition to joining groups, LinkedIn allows you to follow companies without establishing connections with the organization. Follow a company of interest to build possible connections with employees in the company. Candidates are **four times** more likely to get hired at a company where they have a connection. On the LinkedIn company page, view employees who work for that organization and identify possible connections.

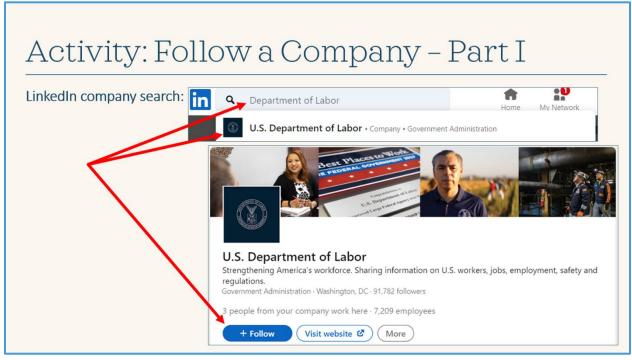
The benefits of following a company also help with job searches. Use the company's page to learn if the organization's culture is a good fit for you and to research the organization before a job interview. Companies you follow show up in your news feed with regular updates, including

job openings. Companies also have a **Jobs** tab on their page where you can search open positions and create job alerts so open positions are sent straight to you.

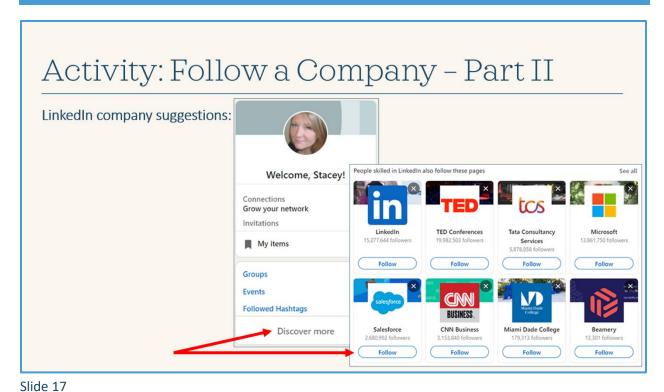
If you apply to an open position, ensure you are following the company on LinkedIn. Recruiters use the **Company followers** filter to find candidates who follow their company on LinkedIn. A LinkedIn study showed that **76%** of members are interested in job opportunities from companies they follow. Following a company sends recruiters the message that you already know their company brand and you are twice as likely to respond to an InMail message. Recruiters also use the **Engaged with your Talent Brand** spotlight to narrow their search. Following the company and interacting with posts ensures you appear in that spotlight.

Also, **more than half** of hiring managers use LinkedIn profiles to qualify jobseekers. Hiring managers may check your profile to see your level of interest in the company. So, follow and engage with companies of interest.

Activity: Follow a Company



Slide 16



Follow a company on LinkedIn:

- LinkedIn search: Search by company name using the LinkedIn Search feature on your
 LinkedIn feed main page (www.linkedin.com/feed/). This feature works when you know the
 company's name.
- LinkedIn suggestions: Request to follow companies recommended by LinkedIn based on your profile and activity. To view your LinkedIn company suggestions, select Discover more on the left side of your LinkedIn feed main page.

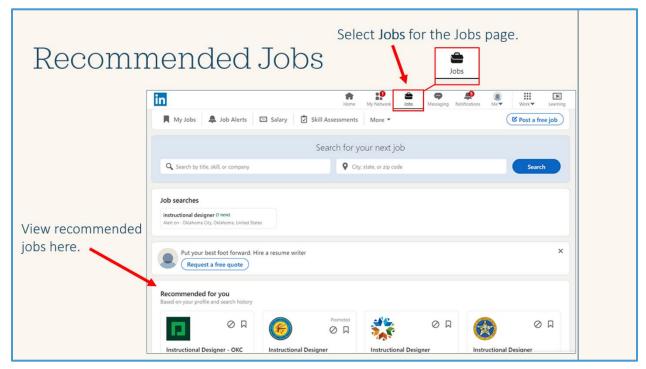
Section 3: LinkedIn Job Search



Slide 18

LinkedIn is more than a networking tool. In addition to searching for jobs on company pages, use the job search features LinkedIn offers to find open positions that fit your skills and experience. LinkedIn gives useful information like how many people have applied for the job, your 1st-degree LinkedIn connections who work for the company, and basic information about the company.

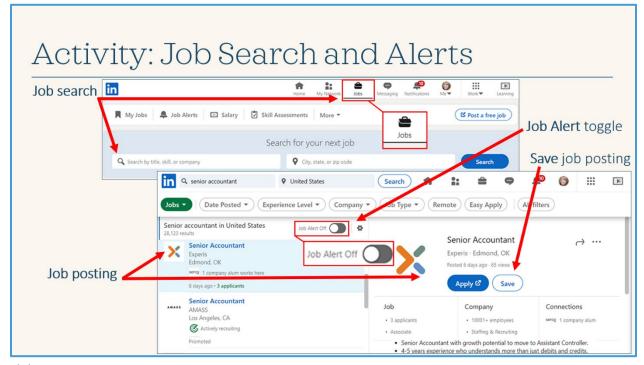
Recommended Jobs



Slide 19

LinkedIn includes a **Jobs** tab at the top of your profile. Select the **Jobs** tab to see LinkedIn's recommended jobs based on your profile, including your skills, experience, education, activity, and interests (groups you join and companies you follow).

Activity: Job Search and Alerts

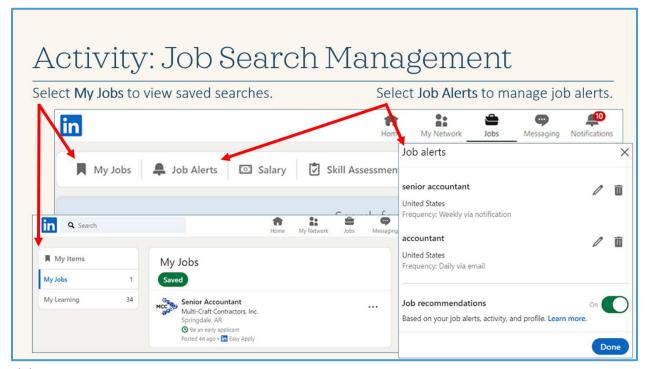


Slide 20

Also, on the **Jobs** page, use the **Search** feature to search for a job by title and location. Use the filters LinkedIn provides to narrow your search. Selecting a job displays the job description page. The job description provides company and job-specific information. At the top of the job description page, apply for the position or save it for later. Find saved jobs under the **My Jobs** tab at the top of the **Jobs** page.

LinkedIn gives you the option to set job alerts. Job alerts allow you to target specific job titles, locations, and companies. Set job alerts to stay updated and informed when new job opportunities arise. At the top of a job search result page, toggle the **Job Alert** button to **On** for that job search.

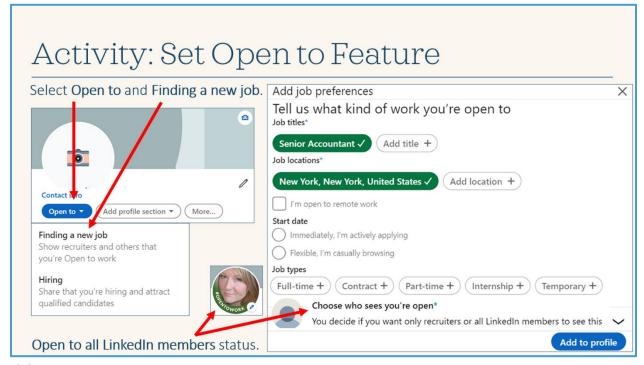
Activity: Job Search Management



Slide 21

Manage your job alerts on the **Job Alerts** tab. On this tab, set frequency and delivery criteria for each search and toggle the LinkedIn **Job Recommendations** feature at the bottom to **On** to receive recommended open-position job posts.

Activity: Set Open to Feature



Slide 22

Let recruiters and others on LinkedIn know you are open to work with the **Open to** feature. Recruiters use the **open to new opportunities** spotlight to prioritize candidates who are actively seeking positions. The **Open to** feature allows you to set the parameters with job titles, locations, start dates, and job types (full-time, contract, internship, etc.). Select the **I'm open to remote work** checkbox to show in recruiter searches for remote positions. Recruiters use the **Employment type** filter to find candidates for specific job types, so ensure you select all job types that apply to you. You also control who can see your open-to-work status—only recruiters or all LinkedIn members.

LinkedIn Premium Career



Slide 23

As you have learned, there is much you can do with a LinkedIn Basic account. When the time is right for you, take advantage of the upgrade to a free, one-year LinkedIn Premium Career subscription for Service Members and their spouses. Remember, after one-year, LinkedIn charges you a monthly subscription fee, so time your upgrade to maximize the benefits of the LinkedIn 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).

With the LinkedIn Basic account, you can develop your profile, research and follow companies, build your network, search and apply for open positions, and set job alerts. When you are ready to apply for open positions, a LinkedIn Career account offers additional helpful features to put you a step ahead of the competition.

LinkedIn Premium Career Features

LinkedIn Premium Career gives you access to the following benefits:

- LinkedIn Learning Courses so you can sharpen your skills with 15,000+ expert-led video courses.
- InMail Messaging so you can contact anyone, even if you are not connected.
- Who's Viewed Your Profile to see everyone who viewed your profile over the last 90 days.
- Top Applicant to see a list of jobs where you are a great fit.
- Competitive Insights on people who are applying to the same job as you.

Wrap Up



Wrapup

- What goals will you set to expand your network on LinkedIn and by what deadline?
 - o What connections will you make?
 - O What groups will you join?
 - o What companies will you follow?
- What job searches and alerts will you set up?
- What is your upgrade strategy for a LinkedIn Premium Career account?

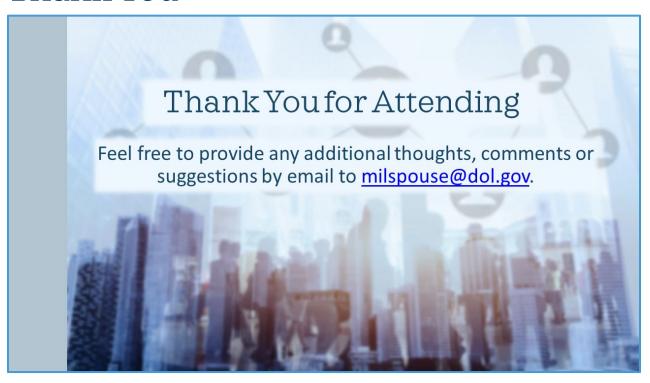
Slide 24

Congratulations! You have taken steps toward setting yourself up for success. Continue using LinkedIn's job search features and expanding your network to increase your chances of landing your next job.

During this workshop you:

- Discovered LinkedIn Recruiter.
- Expanded your network through connections, groups, and organizations (companies).
- Searched LinkedIn job postings.
- Set job search alerts.
- Alerted recruiters you are open to work.

Thank You



Slide 25

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.

Visit https://www.dol.gov/agencies/vets/programs/tap/teams-workshops to register for all TEAMS Workshops and download the Website Guide.

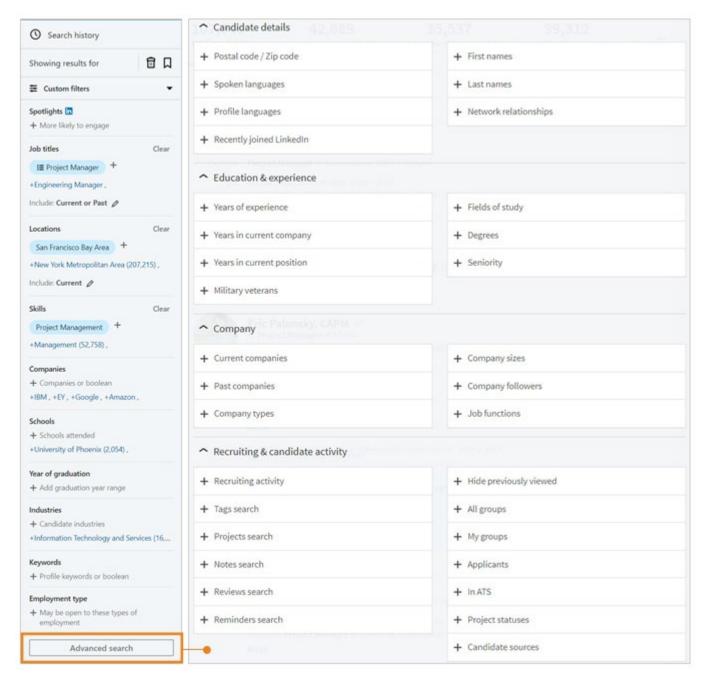
Feel free to provide any additional thoughts, comments, or suggestions by email to MilSpouse@dol.gov.

Appendix

How Search Filters Work in Recruiter

Using Advanced Search Filters

You can use advanced search filters to refine your search results. To access advanced filters, click the Advanced search link.



Search Filter Functionality

Recruiter search filters allow you to build complex queries, but it's important to understand how to effectively combine search filters to yield the desired results. The search filters operate using Boolean logic, with implied AND, OR and NOT operators, as explained below.

