



NATIONAL
VETERANS
LEADERSHIP
FOUNDATION

5 KEY STEPS TO **LEVERAGE LINKEDIN**

Making smart use of the world's largest professional network is a competitive advantage—essential not only for job seekers but for advancing your career.

RESOURCES FROM LINKEDIN

Members of the military community can get **one year of free LinkedIn Premium**, which also includes access to thousands of courses through LinkedIn Learning.

GO TO: [linkedin.com/military](https://www.linkedin.com/military)

To make better use of the network, check out **LinkedIn for Veterans and the Military Community**—a free online course released by LinkedIn in 2022.

SEARCH FOR: [LinkedIn for Veterans and the Military Community](#)

1. Polish Your Profile

- In the Experience section, add details about jobs you've held.** Spend some time—and if needed, get some help—translating your military experience into terms a general audience will understand. Aim to answer the following questions:
 - What were your main responsibilities and goals?
 - What skills were required?
 - How many people (if any) did you lead?

- Enrich your Education section.** List each institution you attended, including years of attendance, area(s) of study plus any campus activities.

- List any volunteer work.** Even if it's been a few years, help people understand your passion for giving back.

- Have certifications, organization memberships, honors or awards?** Celebrate them in the Accomplishments section.

PRO TIP: Feel inspired? Write a first-person (using “I”) **About section** that says more about who you are and what you bring to your work.

Dress in a way that's appropriate for your industry (e.g. suit or business casual). Make sure you're making a professional—and friendly—impression.

Add a background image that says something about you. It could be a city skyline, a picture of your university or other professional-looking image.

Profile Photo



Header Image

Edwin V. Juarez, Sr. · 1st

Graduate Student (MCRP) | | 2023 NVLF Leadership Fellow | | Graduate Research Associate at the Kirwan Institute for the Study of Race and Ethnicity | | Military Community Advocate at the Knowlton School of Architecture

Columbus, Ohio, United States · [Contact info](#)

[288 connections](#)



15 mutual connections · Cat Kim, Onica Stapleton, and 13 others



Kirwan Institute



The Ohio State University

Contact Info

Update your contact information to make sure people can find you.



To edit, click the Pencil icon on your header section and scroll to the bottom to **Edit Contact Info**.

Headline

Your headline should highlight what's most important about you. By default, it's your job title and current company name. Change it to say something more about you.



Get help! Make sure that someone proofreads your profile for errors. Ask for feedback on both tone and content. Where can you add more detail? How can you make your profile stronger and more compelling?

2. Get Active

You can build your reputation—and extend your reach—by posting on LinkedIn.

Sharing content puts you front and center with your network—and encourages people to interact with you. It can also help you get noticed and drive traffic to your profile.

Keep it professional

LinkedIn is a professional network. This means your posts should be focused on the work world and related topics, such as leadership, industry trends, employment news and the like.

Be positive

Remember, everything you share on LinkedIn contributes to your online reputation. Your activity may be more public than you think, so be thoughtful about what you post or how you comment.

PRO TIP: If you have a lot to share, you can write an [Article](#). This is similar to a blog post, but it's hosted on LinkedIn.

Start a post to distribute an update or link to your network. If it gets a lot of engagement, people beyond your network may see it.

Your news feed contains updates from your network and companies you follow plus recommended and sponsored content.

Share

Read New Content

The screenshot shows a LinkedIn interface. On the left is the profile of Betsy Hubbard, Strategist | Changemaker | Communicator, with 46 profile views and 265 post impressions. The main feed shows a post from the National Veterans Leadership Foundation (726 followers) about MCA lunch-ins at The University of Texas at Dallas, featuring Cat Kim. The post includes a banner for 'INNOVATION & ENTREPRENEURSHIP LUNCH-INS'.

Add an Update

Share relevant updates, such as industry news, upcoming events and more. Be thoughtful...but that doesn't mean you have to be boring. Use your best (professional) writing voice.

You can also share images or videos. Feel free to be creative!

Share a Link

You can share virtually anything from the LinkedIn news feed, media sources, or links to other websites.

For best results, add your voice. Include a 1-2 sentence summary or a quick response to the item you share.

3. Tune In

LinkedIn is an effective—and easy—way to stay connected to your network. Show that you are paying attention by engaging with content that people post. Adding reactions and comments:

- helps you build and maintain connections with others
- appears in the **Activity** section on your LinkedIn profile, which shows that you are engaged and interested
- improves your news feed by helping LinkedIn understand what kind of content you like—and showing you more of it

Common Comments

Struggling to think about what to say? Here are three common types of comments:

- **Compliments:** "Great article, Mark. Thanks for sharing."
- **Congratulations:** "What a terrific event. Our community is lucky to have you."
- **Tags:** You can @tag others to bring an article, job opening or other content to their attention. They will get a notification, which will help them see the original post.

Bianca Thomson likes this

Samuel Bryant
5 Things Great Teams Do
1d

5 Things Great Teams Do
team-leader.org

14

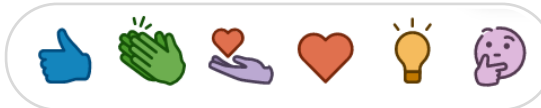
Like Comment Share Send

Absolutely true, Sam. People have to be the first priority.

The screenshot shows a LinkedIn post interface. At the top, it says 'Bianca Thomson likes this'. Below that is the profile of Samuel Bryant, who posted '5 Things Great Teams Do' from team-leader.org. The post includes an illustration of people working together. Below the post are reaction icons (thumbs up, clapping hands, heart, lightbulb, thinking face) and a count of 14. At the bottom, there are buttons for 'Like', 'Comment', 'Share', and 'Send'. A comment from an unnamed user says 'Absolutely true, Sam. People have to be the first priority.' Red dotted lines with circular endpoints connect the 'Like' button to the 'Add a Comment' text and the comment text to the 'Add a Comment' text.

Hover Here

Selecting a reaction allows you to show that you're engaged and interested.



Add a Comment

Comments take your support and input to the next level. A simple "Thanks for sharing!" or "Glad to hear the news!" is a great start.

MOVING BEYOND THE LIKE



LIKE



CELEBRATE



SUPPORT



LOVE



INSIGHTFUL



CURIOS

4. Build Your Network

YOUR CONNECTIONS

1ST DEGREE

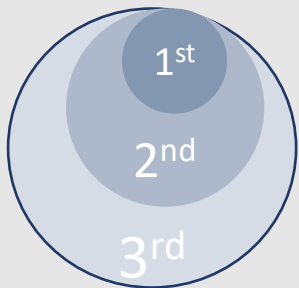
People that have accepted your invitation to connect (or you've accepted theirs). You can send them LinkedIn messages. They might see your posts in their feed.

2ND DEGREE

People connected to your 1st-degree connections. You can send them an invite through the **Connect** button on their profile.

3RD DEGREE

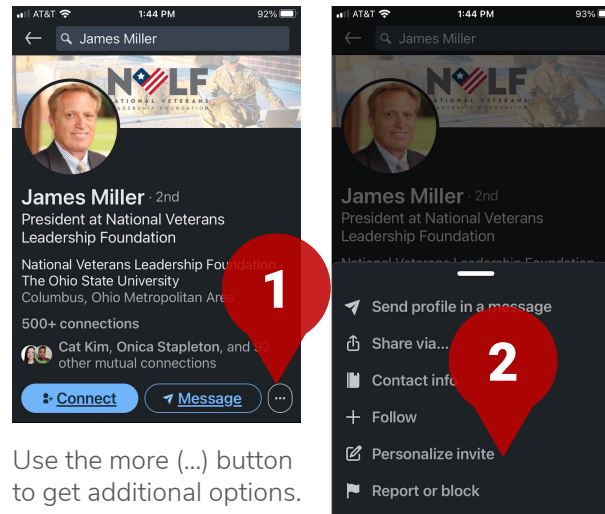
People connected to your 2nd-degree connections. You can connect with them by clicking on the **More** button on their profile.



When searching on LinkedIn, you have access to your connections (1st, 2nd and 3rd) plus members of your LinkedIn groups.

Personalize Invitations on Mobile Devices

You can add a personalized message to your invitations in the latest iOS and Android versions of the LinkedIn app.



Use the more (...) button to get additional options.

Follow Companies

If you follow a company, you will get their page posts in your newsfeed.

Join Groups

Groups can help expand your reach and give you opportunities to connect. Your group memberships will also appear on your LinkedIn profile in the **Interests** section.

Introduce Yourself

People respond best to a personalized connection invitation.

Instead of sending the default, generic message, take a moment to write a few sentences like these:

Hello Amjed,

I really enjoyed your presentation. I would love to join your network to keep up on the work you're doing.

Alexis,

It was great meeting you at _____. I enjoyed talking to you about _____. Let's stay in touch.

Hi Brian,

I enjoyed your recent post about _____. I appreciated it because _____. Let's connect here on LinkedIn.

I look forward to our meeting on Tuesday. Thanks in advance for connecting here on LinkedIn.



My Network

Look at your **My Network** tab to see who you are connected to. Scroll down to find **People you may know**.

5. Use Search

Search is one of the most useful features of LinkedIn. Use it to find people you currently know and those you want to know!

1ST OR 2ND DEGREE ONLY

This filter cuts your results down to just people you're already connected with (1st Degree) or people who already have a mutual connection with you (2nd Degree).

LOCATION

Try adding the names of major cities you'd like to target. For international targets, try adding the names of countries.

COMPANIES AND INDUSTRIES

Narrow your search to relevant industries or even down to the company level.

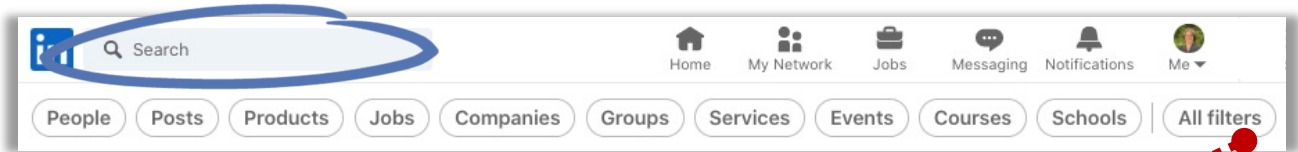
KEYWORDS

Search for specific words used in a profile. For example, people with "Chief" in their job title.

CONNECTIONS

Want to search through the connections of someone you know? You can do that too.

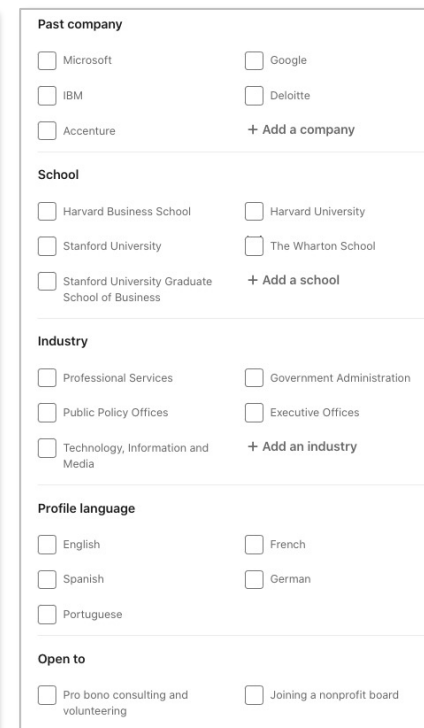
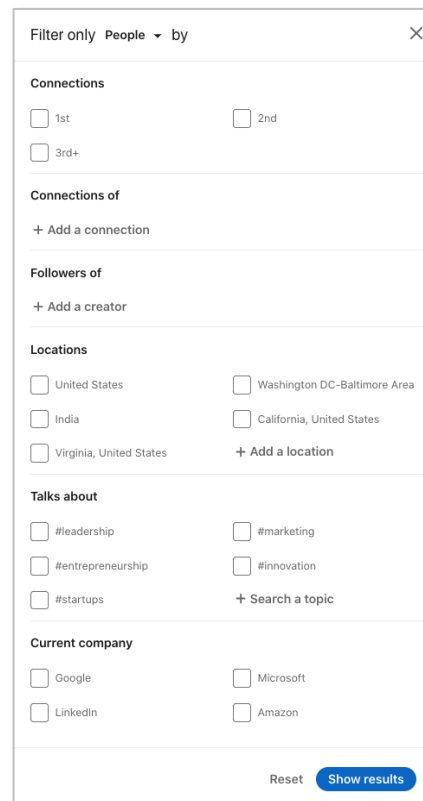
Search



1 Start in the search box. Either enter a search term here or simply press **ENTER** (or **return**) on your keyboard.

2 This will take you to a results page where you can filter by large categories like **People, Posts, Jobs** and more. Choose **All filters** to refine your search.

3 Filter



Hone in on exactly what you are looking for using the filter options.

All Filters changes based on the type of search you are doing.

For example, a People search allows you to select filters such as Location, Connections, Companies, or Industries.

You can also scroll to the very bottom to add keywords.

PRO TIP: You can use more than one filter at a time.

You'll see the **Show results** button but keep scrolling to get more filters.

PRO TIP: Add your NVLF Experience

If you are an NVLF Advocate or Fellow, don't forget to add this to your profile. Here is some draft language you can use as a starting point.

Advocates

Experience

RECOMMENDATION:
List an Advocates position in the **Experience** section.



Military Community Advocate
National Veterans Leadership Foundation
Sep 2022 - present

Serve [your school] in [the specific office or college] by providing programs and support to veterans and other service members. [Add additional details about your role or work]. Participate in a national network of advocates who work to improve the higher education experience for military-connected students.

Fellows

Honors & Awards

RECOMMENDATION:
List a Fellows position in the **Honors & Awards** section. You may also want to mention your fellowship as part of your school activities in the **Education** section.

National Leadership Fellow
Issued by National Veterans Leadership Foundation • January 2023

Selected to represent [your school] as a leadership fellow in a competitive national program that recognizes, honors and supports student leaders. NVLF Fellows are veterans and other military-connected students who continue their service to others by making a positive difference on their campus.

