

Using LinkedIn to the Fullest

First, let me throw out the disclaimer. I am an HR, not an IT specialist. However, it has become more evident over the years as to the value and impact of LinkedIn as a recruiting tool for recruiters and for the job seekers as they look for employment. While I was still practicing, I would google candidates. The first thing that would pop up is the LI profile link.

So, you're asking why I'm focusing this month on the LinkedIn profile. Let's just say that I call it the resume on steroids. While you only have two pages for the resume, a good LI profile has your full history. This is your opportunity to elaborate on your experiences.

So, the question is how to design your LI profile into a powerful branding tool. As previously mentioned, I'm not an expert. There are many in the community who are! For those with base access, each of the bases within JBSA has resources through the Military and Family Readiness Centers. If not in this area, your local base has similar resources, be they Army, Navy, or USAF.

If this is not an option, I strongly recommend that you connect with the Texas Veterans Commission (TVC). There are talented folks such as Laurie Pimental-Johnson who can direct you to the resources. Most Texas Workforce Commission (TWC) local offices within the state have a TVC rep on site. Connect there.

There are also resources by simply googling. I found free information through various sites. Just remember – don't pay. There are plenty of resources that are FREE!

So, here's a quick list of points to consider.

1. Make that headline draw attention.
2. Have a high energy summary.
3. Now's your opportunity to expand upon your experiences. You are not limited to two pages.
4. Use a professional photo.
5. Highlight the skills. Again, you're not limited by space.
6. If using Artificial Intelligence (AI), remember to personalize it. (We can tell!)

Now you are ready to identify the industries and position titles that you are seeking. This will help narrow down the search. But – do be prepared for recruiters to connect with you that are unrelated. Even in retirement, I get notices looking for benefits professionals and other HR positions. Some folks don't read the profile. Just be patient with them, someday they will learn how to use LI as well.

Make your LinkedIn profile part of your branding portfolio. It will make an impact.

Kathryn "Kitty" Meyers, LtCol, USAF (Retired), SPHR, SHRM-SCP
Transition Liaison Officer