

Why we need to use LinkedIn

A very supportive ex-military network is available to you on LinkedIn. Recruiters and advisors as well as people in the jobs you want also publish their profiles and are active on the app. It is therefore the primary place to build your network and potentially find your first civilian role.

Setting up your LinkedIn profile can also really help you hone your (paper) CV. It's also a really good place to look at other peoples' CVs and adopt best practice.

Web version versus App

Some features are only available on laptop and others only available on the mobile app. This is frustrating but long as you know which is which and just remember if you can't find how to do something on one, the chances are that you will be able to solve the problem by switching to the other.

Security

How you use LinkedIn and what you post is up to you. Talk to others with similar backgrounds if you are concerned and look up former colleagues and see how they have dealt with sensitive areas of their profile. Try not to leave gaps.

If you have a good reason for not posting a photo, get creative: maybe use a relevant logo instead.

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FEEDBACK WELCOME

This guide has been produced by Ruralink Consulting and is openly available.

Please email info@ruralink.org.uk with your comments which will be considered for future versions.

LINKEDIN CHECKLIST

- ❑ **Open LinkedIn account – www.linkedin.com**
- ❑ **Set privacy levels**
 - Allow surname to be visible
 - Allow profile to be visible off LinkedIn (this is how networkers and HR staff will find you)
 - Email address not necessarily visible (messaging can start on Direct Message (DM) and you can offer an email if necessary later)
- ❑ **Upload photo**
 - Professional image dressed appropriately for target industry
 - Not military uniform
- ❑ **Choose location**
 - List where you wish to work (not current location)
 - If you wish to travel put National or Europe etc
- ❑ **Add headline – Overall professional description (looking forward)**
 - Eg: ex-RAF image analyst seeking new career in precision agriculture (drone system support)
 - Not current nor future exact job
 - Not: Seeking new opportunities
- ❑ **Write About paragraph**
 - This is an opportunity to introduce yourself to someone who has decided to open your profile page and acts like a generic personal statement on a job application.
 - Who are you? Why should reader employ you or connect to you?

- **Add recent roles with short explanatory statement.**
 - CASE: Context (role); Achievement; Skills; Effect
 - eg Project Manager – New UAV Analytical System.
 - Led integration of new UAV imagery analysis system for rapid deployment military organisation; designed and implemented new operations centre lay-out. Empowered individuals such that Ops centre outperformed contractor forecast by 150% and the layout has now been adopted as best practice.
 - Accept default sort by reverse chronology - ie most recent on top – unless a less recent role (last 5 years) is directly relevant to what you want to do next.

- **Add background banner photo**
 - Relevant to target industry; perhaps a group shot including you doing something at a significant location which you can talk about.

- **Invite 20 contacts to connect**

- **Interact**
 - Like some-one else's post
 - Comment (politely and constructively) on someone else's post
 - Post your own content ensuring it is constructive to building your new online professional profile online.
 - Join some relevant groups
 - Follow relevant influencers

- **Accept or decline requests to connect**
 - Consider:
 - Why are they of value to you?
 - Are you of value to them?
 -

- **Enjoy networking!**