



MARINES IN TRANSITION

Connecting Marine Talent with Job Opportunities Since 1982

August/September 2017

In This Issue

- Social Media in the Job Search 1
- The 5 Most Important LinkedIn Features You Aren't Using Correctly 3
- Assess Your Skills and Interests 5
- How to Find a Career After Military Service 6
- MEA Board 8
- Calendar of Events 9

SOCIAL MEDIA IN THE JOB SEARCH

Social Media is important in today's job search environment. What is posted about you in Social Media is available for all to see, including Company HR representatives and Hiring managers. Not only do you want readers to have positive thoughts about you, It's important that your postings support your resume job experience. We'll discuss "LinkedIn" mostly because most companies have postings there, but LinkedIn is business oriented.

Continued on next page

Checkout Our Upcoming Events

MEA Networking Luncheon, Henderson Hall - September 13
 Tim Kibben, HendersonHall_Luncheon@MarineEA.org

MEA Networking Luncheon, Quantico - August 18
 Lester Niblock, Quantico_Luncheon@MarineEA.org

MEA Camp Pendleton Chapter - August 16
 Steve Fisher, PendletonChapter@MarineEA.org



SOCIAL MEDIA IN THE JOB SEARCH CONTINUED

9 Reasons to be Careful About What You Post Online

When it first launched, social media was a fun place to share photos, jokes, frustrations, thoughts, and milestones. There was a belief that what you posted on your online profiles or timelines was only distributed to friends, family, and those contacts with whom you chose to share. Today as social media permeates all aspects of our personal and professional lives, what you post online can have serious and lasting consequences.

Social Media is the form of electronic communication "through which users create, or join, communities to share information, ideas, personal messages, and other content. Today, much of our social, personal, academic, and professional lives are tied to online platforms where we interact with others who share similar views, goals, and outlooks.

While wearing the uniform, you may have used social media to communicate with other service members or your family during deployments. As you transition to a civilian career, your thoughts, actions, and attitude about social media need to change from seeing it as a social space, to being a career tool. Following are ten reasons to take heed of what you're sharing with your online networks:

1. Nothing is private. For years, rumors circulated online that Facebook and other sites would make your social data public. While this has yet to be seen, it is important to know that everything you post, share, comment on, and promote online can easily be made available to the public.

2. Your friends all have friends. I've heard from colleagues who believe they have "locked down" their privacy settings. While admirable, it's not fail proof. Online social media sites are constantly upgrading and updating their privacy settings, sometimes making it easier for your contacts or "friends of friends" to access and share your information.

3. Content has a long shelf-life. The days of SnapChat images disappearing after a few seconds are over. Screenshot images, sharing posts, and the enhanced archiving features of many social media sites now make it possible to save your content for generations.

4. Your posts are searchable. Sites like Twitter, Facebook and LinkedIn have enhanced their search features to promote trending topics and issues. This means that your content has become more searchable by a greater number of people.

5. Not all jokes are funny. You might be the funniest person you know, but when an online "joke" falls on the wrong audience, it can offend them. If this happens in person, you'd likely apologize for the offense and hope the mistake is forgotten over time. When this happens online, the recipient may not comment directly, but could share your insensitivity with their connections and friends.

6. Employers are looking online. Statistics show that more employers are verifying and evaluating their employees based on their social media profiles. Whether they are assessing your growth potential in the company, or your viability to stay in your current job, your postings are open for all to see.

Continued on next page

SOCIAL MEDIA IN THE JOB SEARCH *CONTINUED*

7. Recruiters and hiring managers are vetting candidates online. Before you're even hired, recruiters and hiring managers are looking through your social media posts to learn more about you. Simple mistakes such as putting a different college graduation date on your online profile than is on your resume can be enough to get you disqualified from the job candidate pool. Potential employers also want to see that you are passionate and focused on the same things you express in person.

8. Your clients, investors, competitors, and vendors search online. People who compete against you can use your social media content to position themselves better with your clients. Your current investors or clients might find what you post online to be "risky" or not consistent with their values.

9. Your reputation is your greatest asset. As your civilian career develops, your reputation becomes your greatest selling point. You will have ample opportunities to express your values, beliefs, and service through in person and online conversations and behavior.

It can be intimidating to post online for fear of making a mistake and damaging your reputation. Instead of resisting social media, remember to post content which is true, consistent with your values, and interesting. Then, it is likely you won't make the mistakes outlined above.

THE 5 MOST IMPORTANT LINKEDIN FEATURES YOU AREN'T USING CORRECTLY

When LinkedIn debuted, it was an online resume and an entree to e-networking. Since then, LinkedIn has transformed into a complete career management resource. How we use LinkedIn, has not evolved as quickly. You could be missing some of the biggest LinkedIn benefits.

Here are five elements of LinkedIn that many are not using correctly – or aren't using at all – along with suggestions for maximizing them.

1. *Headline.* Your headline has the same function as the headline in an advertisement; its purpose is to get the target audience to want to read on. Yet most LinkedIn members think "headline = job title." If you don't use a headline, LinkedIn defaults to your "Job Title". To have your headline work for you, it should say what you do, *and* entice people to learn more. Make it about the people you serve. Tell viewers what *you* can do for them. The second crucial function of the headline is to serve as an "magnet." If you want to be found in a search, you need to fill your headline with keywords for which you want to be known. If you're looking for your new job, emphasize your current productivity.

Continued on next page

THE 5 MOST IMPORTANT LINKEDIN FEATURES YOU AREN'T USING CORRECTLY CONTINUED

2. Groups. Most LinkedIn members I know spend their time on connections – sending requests and adding people to their network – yet the value of the site is found in the groups, and are a resource, hidden under the Interests menu. Groups, they serve three functions:

They amplify your message. Many groups have thousands of members. Yet, the average number of groups to which members belong is just 7. You can belong to 50. If you post to your network you can reach a few hundred potential people. With groups, you can amplify that by 100 or even 1,000 times. LinkedIn groups provide one of the best personal branding opportunities in social media.

They help you build and nurture your network. When you join groups related to your area of expertise, you quickly connect with professionals and leaders who can help you reach your goals. Think of groups as professional associations, with no geographic limits nor meetings, that are available 24/7. Try out a few groups to see if they are right for you. Ask yourself: Do I have content and value to contribute? Am I willing to be a regular part of their conversation?

They enable you to do your job better. Groups provide a type of on-the-job learning. You see which topics are hot, you get introduced to new resources, and you learn and grow each time you take a look at the conversations. They can challenge your thinking or provide data that helps reinforce your beliefs. You can also use groups to source staff, build partnerships and open doors to prospective clients.

3. Multi-media. LinkedIn allows you to integrate images and video directly into your profile, yet most profiles I see don't contain any multi-media content. Thanks to technology, a picture really is worth a thousand words. You can add tens of thousands of words without turning your profile into a huge, boring whitepaper about yourself. Cognitively, images speed up and expand our level of communication and increase comprehension, recollection, and retention. Emotionally, visuals engage our imagination and heighten our thinking by stimulating other areas of our brain. By embedding images and video into your summary and your experiences sections, you create your brand. Your profile will really stand out.

4. Endorsements. Endorsements may seem silly. But, we make judgments about people based on the skills for which they were endorsed, and LinkedIn showcases those skills with visual impact. Whether they admit it or not, people evaluate your expertise this way, so get your key skills endorsed so that the top ten are displayed in the order of importance to your career goals.

5. Headshot. In a world where most people meet us online before they do in person, people want to connect a face with a name. In addition, your headshot can get you noticed. Your headshot should add credibility to your profile – so make it professional. It's not just about having a photo. It's about having the *right* photo. To make your mug work for you:

- 1 Have your face capture about 80% of the space. Remember that the shot will be used as a thumbnail, far beyond the top of your listing.
- 2 Face forward or to the left, looking into your LinkedIn content. Don't look off-screen.
- 3 Be professional and engaging – save the selfies and vacation shots for Facebook. By mastering these five oft-misunderstood LinkedIn features, you can strengthen your personal brand and expand your success!

ASSESS YOUR SKILLS AND INTERESTS

What skills that you acquired in the military are most relevant to today's job market? What other skills do you possess which may or may not be related to your work in the military? Do you need to acquire new skills? To best position yourself in the job markets of today and tomorrow, you should pay particular attention to identifying and refining your present skills as well as achieving new and more marketable skills.

Before you can refine your skills or acquire new ones, you need to know what skills you presently possess. Through your resume and job interviews you must both identify and communicate your skills to employers. Now is the time to take stock of what you have and what you need for pursuing a civilian career.

Credentialing Resources

There are several resources to assist you in identifying civilian credentialing requirements: Credentialing Opportunities On-Line (COOL Marine Corps <https://www.cool.Navy.mil/USMC>).

Types of Skills

Most people possess two types of skills that define their accomplishments and strengths as well as enable them to enter and advance within the job market: work-content skills and functional skills. You need to understand these skills before communicating them to employers.

Work-content skills, or "hard" skills, are those qualifications skills you acquire primarily through education and training. They tend to be technical and job-specific in nature. Examples include helicopter repair, programming computers, teaching history, or operating an X-ray machine.

They require formal training, are associated with specific trades or professions, and are used only in certain job and career settings. Work-content skills are communicated using skills vocabulary specific to that technical qualification. As a military service member, you should use your efficiency/performance reports to help identify your work-content skills.

Functional skills, or "soft" skills, are associated with numerous job settings, are mainly acquired through experience rather than formal training, and can be communicated through a general vocabulary. These skills are not easily recognized since they tend to be linked to certain personal characteristics (energetic, intelligent, likable) and the ability to deal with processes (communicate, solve problems, motivate). You must first know your functional skills before you can relate them to the job market, but it is more difficult to identify these subjective skills. They are the skills that can be transferred from one job or career to another and are an important bridge in the career transition process.

Testing and Assessment Instruments

There are many sophisticated testing and assessment instruments used by career counselors to identify work interests. The Strong Interest Inventory and the Myers-Briggs Assessment are two of the tools for assessing career interests. Both these tools are accessible through the DOL/VETS transition assistance program.

The O*Net Interest Profiler is another tool to help you explore your interests, found at www.mynextmove.org/explore/ip.

Entrepreneurial Skills

If your self-assessment activities indicate that your abilities and skills are entrepreneurial, you may be best suited for self-employment.

HOW TO FIND A CAREER AFTER MILITARY SERVICE

For many veterans, finding a job or launching a post-military career can be more daunting, overwhelming, and challenging than military life ever was. In reality, most service members are ill-prepared for the heavy competition for limited job opportunities.

Many former servicemen and women find themselves unemployed or underemployed during their first years out of the military. This is particularly true for those who lack a college degree. A disproportionate number will accept jobs that do not align with their skills and abilities. Adding to the problem, far too many employers fail to recognize the maturity, professional development, and leadership qualities a veteran can bring to their organization.

Fortunately, there are several steps transitioning service members can take to overcome these challenges. But the best advice for those leaving the armed forces is to **take the job search seriously**. Be determined, disciplined, and tenacious, and do your homework. According to some reports it can take a minimum of 30 to 40 hours of work to find and land a job. The higher salary, the more time and effort required.

Before you begin your transition, you need be prepared for the reality that you will mostly likely have to live on a much tighter budget due to reduced pay, and the loss of the allowances you currently receive. In addition, you will likely have to spend a bit on civilian clothing and other job-search related expenses like career development and job-search courses, seminars, and workshops, counseling, and employment agency fees.

1. The Basics in Your Job Search

As you move into your job search, take stock of your values and needs. Many experts recommend that you ask yourself the following questions:

- What kind of work do you want to do?
- Where do you want to do this work?
- Who is the person with the authority to hire you?

Furthermore, you will need to start working on improving your networking skills, resume writing and interviewing techniques.

When it comes to clinching the job, experts say that it boils down to answering the BIG five employer inquiries:

- Why are you here?
- What can you do for us?
- What kind of person are you?
- What distinguishes you from other applicants?
- Can I afford you?

Probably the best way to find a job is to tell everyone: family, friends, neighbors, retirees, strangers—everyone. In addition, there are a many other networking and job-assistance resources to draw on.

2. Tests and Assessments

Pre-employment testing is a fact of life in today's job market—especially for better-paying jobs, but even for entry-level and minimum-wage jobs. Tests can measure basic skills and aptitude, your psychological profile and physical levels, your medical and drug history, your truthfulness (i.e., the polygraph), and evaluate you in areas such as loss prevention, equipment operation, and computer literacy.

Continued on next page

HOW TO FIND A CAREER AFTER MILITARY SERVICE CONTINUED

Personality and occupational inventories (self-assessments) help answer two important questions about you: who are you, and what do you do best. One good tool for determining your personality-occupational potential is the Strong-Campbell Interest Inventory Test.

Most military bases, adult education centers, and community colleges offer this test, as well as numerous others, for free or for a nominal fee.

3. Must-have Items in Your Job Search

The following is the list of items you should have available during a job search, many of which can be taken to an interview session:

- Completed (sample) "master application form" that includes date of birth, Social Security number, addresses, phone numbers, ZIP codes, references, memberships, account numbers, family information, employment history, education and training, special skills, licenses/credentials, and other relevant information
- Identification and business cards
- Copies of resume(s)
- All correspondence with the prospective employer
- Letters of reference and introduction
- Social Security card
- Military discharge papers (DD-214, etc.)
- Driver's license
- School and college transcripts
- Writing paper, pens, pencils, notepads, 3x5 cards, paper clips, rubber bands
- Letter-sized envelopes, thank-you cards, stamps
- Change for tolls and parking meters

Keep in mind that you need to involve your family in their plans and searches, to share your feelings and disappointments, and to ask for help. Doing so can mean the difference between success and failure. It is attitude, not aptitude that helps determine your altitude in life. A positive outlook and proper preparation will prove invaluable as you face this stressful and demanding challenge.

ADVERTISE WITH THE MEA

To find out more, or to see how cost-effective our advertising program can be for your firm, simply download our advertising rate card.

View more details:

<http://www.MarineEA.org/ads>

Download Advertising Rate Card:

<http://marineea.org/ads/2014advertisingprogram.pdf>

MEA 2017 Board Membership

Board Member	Name	eMail
Chair Emeritus	Len Ludovico	Chair_Emeritus@MarineEA.org
Chairman	Dan McLean	Chair@MarineEA.org
President	Dr. John Bridges	President@MarineEA.org
Vice President	Joshua Tuttle	VP@MarineEA.org
Secretary	Chris Albright	Secretary@MarineEA.org
Treasurer	Tim Murphy - Acting	Treas@MarineEA.org
General Counsel	Dave Jonas	GeneralCounsel@MarineEA.org
Executive Director	Tim Murphy	ExecDir@MarineEA.org

Members at Large	Name	eMail
Bethesda Breakfast	Hunter Hart	Bethesda_Breakfast@MarineEA.org
Chapter Development	Tim Murphy	Chapters@MarineEA.org
Henderson Hall Networking	Tim Kibben	HendersonHall_Luncheon@MarineEA.org
Henderson Hall TRS	Ed Yarnell	HendersonHall_TAP@MarineEA.org
Hot Jobs	Will Donaldson	Webmaster@MarineEA.org
Marine Seniors Representative	Frank Pulley	seniors@MarineEA.org
Newsletter	Vacant	Newsletter@MarineEA.org
Public Relations	Vacant	publicrelations@marineea.org
Résumé Assistance	Chuck Anderson	Resumes@MarineEA.org
Quantico Luncheon	Lester Niblock	Quantico_Luncheon@MarineEA.org
Quantico TRS	Ed Yarnell	Quantico_TAP@MarineEA.org
Webmaster	Will Donaldson	Webmaster@MarineEA.org
M4L Representative	Joshua Tuttle	m4l@marineea.org
Wounded Warrior Representative	Joshua Tuttle	WWR@MarineEA.org

Chapter Representatives	Name	eMail
Camp Pendleton Chapter President	Steve Fisher	pendletonchapter@marineea.org
New York City Chapter President	Vacant	newyorkchapter@marineea.org
Atlanta Chapter President	Vacant	atlantachapter@marineea.org
North East Ohio President	Vacant	NEOChapter@MarineEA.org
Camp LeJeune Chapter President	Vacant	lejeunchapter@marineea.org

Upcoming Events



September 18, 2017

**MEA Networking Luncheon
Henderson Hall**

August 18, 2017

**MEA Networking Luncheon
Quantico**

Camp Pendleton Chapter

The MEA Camp Pendleton Chapter meets the 3rd Wednesday of every month on Camp Pendleton

View a listing of events and job fair on the MEA Calendar

www.marineea.org

Corporate Gray Job Fairs

www.corporategray.com/jobfairs/

Job Zone Career Fairs

www.jobzoneonline.com/

Orion International

www.orioninternational.com/

DAV All Veterans Career Fairs

www.dav.org/