Leveraging LinkedIn: The Best Tool for the Job

UCF VARC Conference: Student Veteran Survival Kit

Javier Rodriguez, MBA 10/3/2013
Personal Bio

• Born and Raised in South Florida
• Moved to Central Florida 1992 (after Hurricane Andrew)
• Married with 4 kids (same woman, same marriage)
• Fluent in English & Español
Professional Background

• **Editor & Art Director:** Military Money Magazine for 7 years (2003-2010)
• Trusted content provider to Dept. of Defense (DoD) Financial Readiness program
• **Award-winning publication** Excellence in Financial Literacy Education (EIFLE) Award
• Founded G.I. Money Magazine and gimoney.com
Why am I here?

• Born in United States of America
• Appreciate our US Military Veterans and families through my actions
• Love Movies and Print Magazines
• Civilian who got an “F” in ROTC
• Started a military support website
G.I. Money Media

• Educational Print Magazine published 4x year
• Website: gimoney.com
• Digital Magazine
• Career-planning Workshops
Recognition

- Top 5% Most Viewed Profile: LinkedIn 2012 (Image)
- USAA: Military Blogger of the Month
- Resource of the Week: Army Wife Network Radio Show
- UCF Business Incubation Program
Javier, congratulations!

You have one of the top 5% most viewed LinkedIn profiles for 2012.

LinkedIn now has 200 million members. Thanks for playing a unique part in our community!

[Read More]
STOP: Do These 3 Things

1. Get / Use Your Personal Email for LinkedIn NOW
2. Accept Invitations to Connect from EVERYONE
3. Start Using LinkedIn as Your Personal Digital Rolodex
4 Action Steps

1. Encourage student veterans to create personal LinkedIn profiles
2. Create Company Page for your organization (or sub-org.)
3. Create Groups for your: org. (or sub-org.)
4. Promote interaction via: website, social media and print
The Problems

• Military-to-civilian Transition Programs are not enough
• Student Veteran Organizations (SVO) can’t reach or connect with majority of Student Veterans
• Student Veterans can’t or won’t connect with SVOs
Solution

• Leverage LinkedIn’s growing global professional membership to **empower student veterans** by managing their career success.
Pieces & Parts of:

1. Personal Profile
2. Company Pages
3. Groups
Etiquette & Strategy

• Accept ALL Invitations to Connect
• It’s a Numbers Game: **More is Better**
• **Goal:** 500+ direct Level 1 Contacts
• Don’t SPAM Groups
• Save your **personal nonsense** for Twitter and Facebook
New Group Research

Using Javier’s Network

• Currently “198” results for groups named or containing: UCF
• Currently “0” results for groups named:
  UCF, military / UCF, veteran
  UCF, student veteran / UCF, varc
  UCF, army, navy, air force, marine
New Group Names

• Words are “key” (keywords)
• Group name should include some:
  > organization name
  > relative terms
  > acronyms
Where to Find Groups

• Click on the Home > Interests > Groups dropdown button
• Overview of groups you are already a member
• Logo / icon links to the Group itself
• No. of Discussions and Jobs
Open vs. Closed Groups

- Pad lock indicates the group is closed (requires approval from moderator)
- If not approved a message will show up saying “membership pending approval”
- Groups you may be interested in...
- **TIP:** start as an “Open” group and moderate
Benefit of Groups

• **Empower** moderators to lend a voice
• Social Media experience
• **Engage** student veterans
• **Engage** faculty and leadership
• Promote Jobs & Internships for Free to help **employ** student veterans
LinkedIn Company Pages 1

- What is it?
- What is the benefit?
- Why should organizations have one?
- Groups vs. Orgs
- Promote Jobs & Internships for Free
- “Follow” function
LinkedIn Company Pages 2

Benefits for student veterans by creating a company page?

1. professional experience to interns
2. narrow down large orgs. (UCF)
3. external link to career page
4. address & location, hours, contact info.
5. connect people and “employees”
LinkedIn Company Pages 3

- Company Product & Services
- Follower Insights (engagement & demo.)
- Page Insights (views)
- Employee Insights (analyze traffic effectiveness)
- Internships and Jobs ($$$$
- Promote via LinkedIn Ads ($$$$

LinkedIn Global Membership

As of September 2013

• 238M+ Total Registered Members
• 84M+ USA
• 21M+ India
• 13M+ UK
• 13M+ Brazil
4 Action Steps

1. Get students to create LinkedIn profile (refer to Etiquette & Strategy slide)
2. Create Company Page for your organization (or sub-org.)
3. Create Groups for your: org. (or sub-org.)
4. Promote interaction via: website, social media and print
GI Money Magazine & Website

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