





Profile Photo: Get a professional headshot—dress like you're ready for an interview and remember to smile. Need help? PortraitsForPatriots.org offers free photos.

Banner Photo: Choose or create a banner that reflects your professional goals. Use tools like Canva to design a custom banner or Google "LinkedIn Banner images".

Headline: Highlight who you are and what you're aiming for. Focus on your current and future career—not just your military background.

About Section: Tell your story: who you are, what you're passionate about, and your next steps. Keep it personal, clear, and avoid military jargon.

Activity: Don't just set up your profile—engage! Share, comment, and connect regularly to increase your visibility.

Experience: Translate your military roles into terms civilian employers understand. Be clear, specific, and include measurable achievements. Add media if relevant.

Education: List your degrees, certifications, and training. If your GPA is 3.0+, be sure to include it.

Licenses & Certifications: Showcase certifications like HRM, IT, PMP, or Lean Six Sigma to boost your marketability.

Skills: Fill out all relevant skills and highlight key ones at the top. Recruiters use skills to search for candidates—don't skip this!

Recommendations: Give and ask for recommendations from your military peers and supervisors. These build your credibility with civilian employers.