

# WIOA PARTNERS' MEETING

September 25 – September 26, 2018

Hot Springs Convention Center

Hot Springs, Arkansas



# Veterans' Recruitment

- Every year, nearly 250,000 service members transition from military to civilian life.
- They join thousands of other veterans across the nation who are looking to advance their careers outside of the military environment.
- Veterans are a desirable demographic for companies of varying sizes and industries, and it takes a special mindset and knowledge to recruit them.

# 5 Tips for Attracting Veterans

1. Sell the Why of using the AJC
2. Go Where the Veterans Are
3. Use Online Tools
4. Train your partners/staff on reading veteran resumes
5. Make it known that you want to assist veterans

# 5 Tips for Attracting Veterans



# Why Use Social Media to Hire Vet?

- **Simple:** Because the new generation of vets are on Social Media. And when we say “new” we don’t necessarily mean “young”: the VA found that over [40% of veterans who use their Facebook pages are older than 45](#), prompting the [VA to invest millions each year](#) into reaching this target audience.
- Social media use among veterans has risen so much recently that it has been credited [for bettering established veteran organizations](#), and even blamed for [overshadowing more traditional veteran networking organizations](#).
- Like the VA, the private sector is also taking note of veterans’ active online engagement, and employers are using creative hiring strategies—including social recruiting, branding, and job distribution—to attract this vast, and often untapped, talent pool.

# Why Use Social Media to Hire Vets, cont.?

## 1. Use Social Media to Listen & Learn About Veterans

- One positive look at the wide use of social networking among veterans is in appreciating the way it is giving this group—a *face*, a *voice*, and a *name*.
- Open social networks gives a tremendous opportunity to learn about veterans.

# Why Use Social Media to Hire Vets, cont.?

- Follow veteran-focused hashtags, such as [#vets](#), [#veterans](#), [#MilitaryMonday](#), [#SOV](#) (SOV – Support Our Veterans), and [#MilFam](#) (Military Family). Join veteran groups on LinkedIn and Facebook.
- You will pick up on the pace and vocabulary of the exchange and have the pulse on what matters most to vets, their families, and supporters in real time.
- Learn what they care about, so they can care about you.

# Why Use Social Media to Hire Vets, cont.?

## 2. Distribute Veteran-Targeted Job Posts and Tweets

- Hashtag all your job tweets
- with #vets #veterans #jobs and other relevant hashtags so that the jobs are visible via these veteran-focused searches..

# Why Use Social Media to Hire Vets, cont.?



CSX Careers @CSXCareers · 11m

#SkilledTrade #Job in #Atlanta, GA:  
Intermodal Service Worker at CSX  
[bit.ly/1Jjqkkg](https://bit.ly/1Jjqkkg) #CSXJobs #Veterans



# Why Use Social Media to Hire Vets, cont.?

## 3. Build An Veteran-Committed Brand

- Your message must be consistent across all AJC and social media, echoing commitment to serve veterans' and military spouses through marketing and job distribution channels.
- However, beyond carrying a consistent message, you must convey a message—we are here to serve those how have served.
- If our agency can successfully help these individuals, you can be sure they will spread the word to their friends and colleagues.
- Veterans have a kinship and team spirit from the military that continues into their civilian life. They love connecting with and sharing resources with other veterans.

# Questions?

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Jobs For Veterans State Grant (JVSG)

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