



EXPERT CAREER ADVICE

Q: What role can social media play in the transition of military personnel, either as a resource, job search function or a career choice?

A: Military professionals ignore the use of social media at their own peril. The basic tenets of job search remain the same. However, it is now imperative to apply old school techniques with new school technologies. The reality is that, according to the popular recruiting website Jobvite, over 92 percent of employers used social media to make a hiring decision.

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