

Promotional Strategies for Vets Hired events.



How Vets Hired promotes virtual fairs.

<https://vetshired.us/wp-content/uploads/2024/10/Military-Virtual-Career-Fairs-media-kit-UPDATED.pdf>

- Post your event on Eventbrite 30 days in advance.
- Post your event in LinkedIn Events 30 days in advance.
- Vets Hired will pay for Ads on Facebook.
- Promote the flyer in your LinkedIn network.
- Connect with veterans in LinkedIn – type (transitioning veterans) then your location in the LinkedIn search box, make a connection request and then invite them to the events.
- Connect with Veterans (Open to work) on LinkedIn as well.
- Connect with LVER & DVOP representatives on LinkedIn in your region, apply the same strategy you applied for (transitioning veterans).
- Create an X or Twitter account and network with veterans.
- Connect with LVER and DVOP reps at your local career centers, add their contact information to the Excel spreadsheet, ask them to share your flyer and then connect with the Business Services department, have access to hundreds if not thousands of vet-friendly employers, ask them to forward the employer email invitation and registration form to their network of employers!

- After a company registers for the fair, ask them for the URLs to 4-6 jobs, I will pay my team to post their jobs in the Applicant Tracking System, and invite the applicants to meet the employers at the Fair in their breakout rooms.
- Vets Hired will share the employer jobs with my Recruiter, he will source for Veterans who are Open to Work and qualified for each position, this will be an expense or you can do this service yourself.