



## Career Pages

Your company's story,  
personalized to  
every candidate



### Tell your unique company story

Let the right candidates find you by giving them a view into your culture and careers, right on LinkedIn. Showcase company videos, photos, and content written by your employees to share an authentic and inspiring message.



### Drive the best talent to your organization

Give candidates personalized job recommendations, let them discover employees like them, and share insights about your workplace so they can assess fit before they apply to your jobs.



### Measure the impact on your goals

Robust, in-product analytics let you track, improve and share the impact of your employer brand on your recruitment goals. Understand your page trends, who's viewing it and how you benchmark against competitors to ensure you're getting the most from your page.

# How it works



## Create

your LinkedIn Career Pages in a few easy steps. Bring your culture to life with images, videos, employee testimonials and more.



## Personalize

your messages and jobs to every career page visitor, automatically and effortlessly. Tailor your content based on visitors' location, function, and other criteria.



## Measure

your results with built-in analytics, make direct updates to optimize your page, and share out the impact with your teams.

## LinkedIn Career Pages include:

- Your company's story, personalized to different candidates\*
- Ads that will bring the most relevant people to your LinkedIn Career Pages\*
- Job recommendations tailored to candidates' LinkedIn profiles
- Analytics to understand page performance and how it's impacting your goals
- Rich content that will also appear on your job descriptions

\* Included in select packages



Employer brand is all about showing who we really are as an employer through precious moments at work and authentic stories of our people. The new LinkedIn Career Pages make us a better storyteller.



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