

Search Like an Expert in LinkedIn Talent Insights

LinkedIn Talent Insights helps you answer tough talent questions with data-driven insights. Use these tips to get the best possible results from your searches.



1. Clearly define your search questions up front.

Before you start searching, write down a clear business question or hypothesis that you want to address. For example, “Who is my company competing with for Sales talent in San Francisco?” The more specific you are upfront, the easier it becomes to refine your results as you progress.

Skill	Clear
INCLUDE at least one of the following	
Product Development +	
Exclude And include	
Job Title	+
Location	Clear
INCLUDE at least one of the following	
Europe +	
Exclude	
Industry	+
Function	+

2. When it comes to search criteria, start wide.

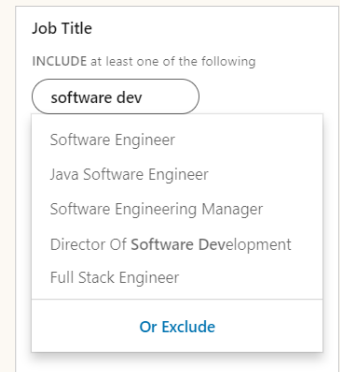
While it’s tempting to include all requirements at the start of a search, narrowing your dataset too early may result in missed insights. Starting wide allows you to see your talent pool in context and ensure that you’re focused on the right audience.

Some ways to start wide:

- Instead of starting with “Job title” specifically, use “Skill” or “Function” to see what job titles fall into your talent pool
- Instead of honing in on a specific city, start with the larger region and see how talent compares across multiple cities

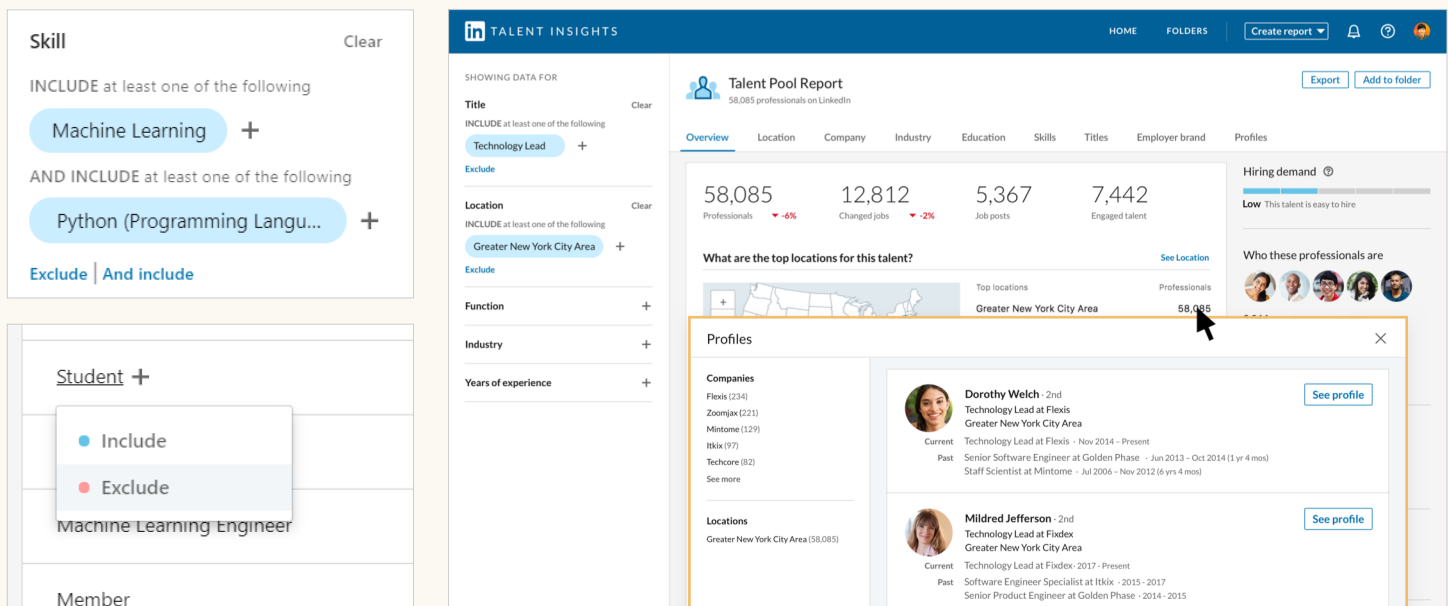
3. Not finding a specific job title/skill, or concerned you're missing out on talent in your search? Use search suggestions.

Using machine learning, we've taken job titles and skills self-reported by more than 630 million members in LinkedIn's professional community, and standardized the data to provide a simpler search experience. If you don't see the exact title or skill you're looking for, it likely falls under a different one. Use search suggestions showing standardized options related to the one you're looking for, to capture a wider talent pool.



4. Before diving into the insights, review profile drill-downs to validate that your search results are relevant. Fine tune your search filters if needed.

Click on any count in your search results to see details about the professionals. If your talent pool needs to be widened or narrowed, take a look under the "Titles" and "Skills" tabs to include or exclude terms.



5. Save time spent on searching, by saving your reports.

Customizing a search can be time consuming. Save your searches to pick up where you left off. If you need to organize your searches by project or objective for instance, set up folders. Here's how to [save reports and use folders](#).

For more tips and best practices, visit the LinkedIn Talent Insights resources website: lnkd.in/CorpLTIResources