## Linked in Talent Solutions

# Pipeline Builder Landing Page Specifications Search less and hire more



### Pipeline Builder Page Tips

### Write a headline (required)

Choose something that is brief but engaging and action oriented. Ex: "Join our Engineering Team" or "We're hiring data ninjas like you."

### Write your body paragraph (required)

Include details on the type of person you're looking for and what the role and your company offers. Use the Highlights section to include bullet points that make text easier to skim.

See complete specs <u>here</u>.





#### Upload a banner image

### Identify a recruiter or hiring manager for the "Share contact info with" module<sup>1</sup>

Let candidates know who is managing the hiring process. Please note that this is not a clickable section for the candidate.

### Add rich media and an accompanying headline (required)

Use images, video, or slides to advertise your brand and culture.

### Identify up to three employees to highlight in Employee showcase.

Include people whose backgrounds are relevant for the target audience. At least two employees must be featured for the module to show.<sup>2</sup>

<sup>1</sup>This contact must be associated with your company via their LinkedIn profile and privacy settings.

<sup>2</sup> Optional modules can be turned on or off using the blue toggle button.

### Specs to create Pipeline Builder Page

### Specs to create Pipeline Builder Page content

#### Headline

Text limit of 50 characters.

To create bulleted lists in the Highlights modules, use hyphens (-) in place of bullets.



in COMPANY PROFILE

+ Add employee

Company description

Show About us module from Company Page. If you want t

#### About the company

At Flexis, we're a unique collection of engineers, prosame passion: enrich the world with music to make i the shower, people with good and terrible voices, mus we do.



Back	More - Preview Save Create
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<u>~</u>	
Click here to upload image from computer Recommended size: 1536px (width) by 768px (height)	
b function (Required)	
	Recruiter Visible
	Let candiates know who to share contact info with.
	Share contact info with
Add a highlight (e.g. Roles)	+ Add recruiter
- Add an item Add an item	
ne% :- Add an item :	Featured Media (Required)
Add a highlight (e.g. Perks) - Add an item	Use either photos or video to provide more context for this career opportunity. Office photos
- Add an item - Add an item	or job function related video is recommended. Add a headline
	Click here to upload image from
	<b>computer</b> Minimum size: 732px (width) by 412px (height)
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Add employee + Add employee	
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to update the copy, <b>edit in Overview</b>	
duct managers, designers, marketers and top sellers with the t a better place. We're music first and put the people (singers in usicians, and artists) at the center of our purpose and everything	
Read more $\sim$	

#### Banner image

Recommended size is 1536 pixels wide by 768 pixels high. However, the image is cropped depending on the device and screen/browser size, so recommend avoiding images where text or a specific part of the image needs to be exactly positioned.

- Vertically, the middle <sup>1</sup>/<sub>3</sub> (approximately) on desktop and the middle <sup>2</sup>/<sub>3</sub> (approximately) on mobile will be shown.
- Horizontally, as much of the image as possible will be shown and anchored on the left side.

### Add rich media

- Featured media: Headlines are required and have a 50 character limit
- Image: Recommended size of 732 pixels wide by 412 pixels high
- YouTube video: Copy and paste the video URL into the textbox. Push Enter to embed the video.
- SlideShare presentation: Copy and paste URL into the textbox. Push Enter to embed the video.