# Using Al-Assisted Search and Projects in LinkedIn Recruiter

search and projects in LinkedIn Recruiter.

Your guide to maximizing efficiency using Al in







**Linked in** Talent Solutions

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Created for

Recruiters

HR Professionals



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LinkedIn Recruiter

What is Al-Assisted Search and Projects?



#### What is Al-Assisted Search and Projects?

Al-Assisted Search and Projects is a Generative Al (GAI) feature that enables you to quickly create projects and candidate search just by stating what you need in your own words into a new prompt box and chat experience. You'll find this new chat box in your homepage, project creation, and search experience.

For example, use Al-Assisted Search to source candidates with your preferred criteria: "Find a Senior Product Manager in Singapore with 7 years of experience."

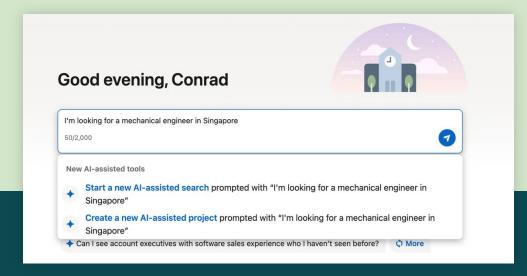
Al-Assisted Search sessions see an overall **+18% higher InMail acceptance rate** % when compared to search sessions with manual filter.



#### How it Works

When you start a search in your own words, Al-Assisted Search will analyze what you wrote and instantly populate the right search and project filters to match your criteria.

After your initial search results, Al-Assisted Search will also provide you with additional suggestions.



Al-Assisted Search and Projects enables recruiters searching for potential job candidates to provide a plain language input into the search tool in Linkedln Recruiter, which then gets translated via Al into a structured search to leverage Recruiter's existing search functionality and filters (e.g., title, industry, schools, companies, and location) to obtain search results.

For example, a prompt like "Find me Marketing Managers in Dublin with sales enablement experience" would create the following search filters: job title (Marketing Manager), location (Dublin, Ireland), and skills (sales enablement).

You can manually adjust the search filters or try different inputs to reach the desired outcomes. You also have ability to provide in-product feedback, via a thumbs up/down, when the results do not meet their expectations so the product can learn from this and improve over time.

Please note that this feature is optional. You are still able to initiate Search or create Projects without the use of Generative Al.

#### Why use Al-Assisted Search and Projects?

Al-Assisted Search and Projects uses GenAl, allowing you to easily leverage a conversational search interface to accelerate recruiting activities and find the right candidates, faster.



Eliminate the complexities of a traditional manual search; use your own words to state your hiring goals and conversational search will set up the right filters to match.



**Use** Al-supported suggestions to refine search parameters and uncover even more qualified talent.



Leverage the power of the LinkedIn's ecosystem, including LinkedIn Talent Insights, to enhance candidate search and discovery.

Al-Assisted Search and Projects will quickly find interested and qualified candidates, drawing on billions of data points from Linkedln's largest professional network.



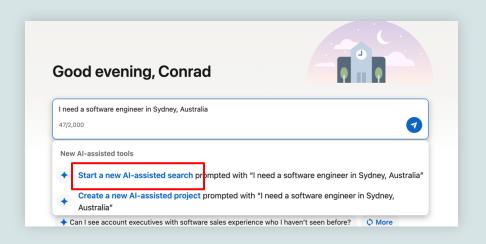
# **Using Al-Assisted Search**

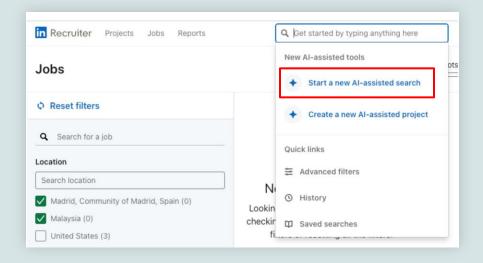
To get started with Al-Assisted Search in Recruiter, click the search bar on the Recruiter Home Page. Using your own words, type in the candidate you are looking for.

Next, select **Start a new Al-assisted search** from the drop-down menu.

You can also click the search bar on the upper right corner from the Projects, Jobs or Reports tab.

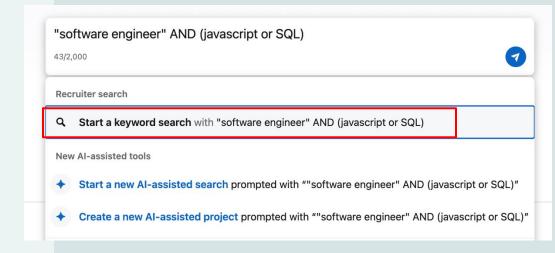
For example: "I need a software engineer in Sydney, Australia"





# Traditional Keyword or Boolean Searches

Hoping to run a Boolean search or traditional keyword searches instead? Don't worry -- you still can! Simply add your Boolean string or keywords to the open-text prompt box and you'll be given the option to "Start a keyword search".



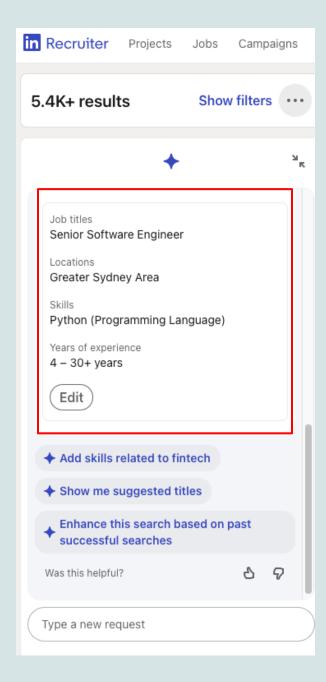
Pro Tip: If you select Start a new Al-assisted search, the platform will not interpret it as a keyword search and will instead take you into the conversational search experience.

## **Using Al-Assisted Search**

Pro Tip: You can find your ideal candidates faster by stating multiple preferred criteria such as job titles, locations, years of experience, skills, companies, industries, etc.

For example: "Find a senior software engineer in the fintech industry based in Sydney, Australia with 4 years of experience and Python programming skills"

Al-Assisted Search and Projects will create a series of filters based on your prompt. You can expand on or edit these filters by typing additional prompts within the Search. You can also manually adjust these filters by clicking on the Edit button within the Search.



## **Using Al-Assisted Search**

To fine-tune your search, you can manually add or remove criteria. For example:

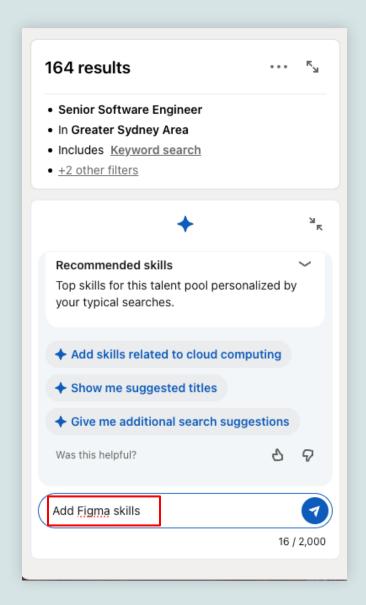
"Add Figma skills"

"Remove Rome, Italy location"

"Add recently open to work"

Pro Tip: You can use abstract facets such as: "engineering schools in the West Coast of Australia" or "HBCUs in the East Coast".

The abstract facet will save you time from having to look up each individual search and manually type them in



#### Search Filters

Here is a full list of Search filters that you **can** query:

- Job title
- Location
- Open to work
- Active talent candidates who are more likely to respond (looking for a job)
- Internal candidate
- Interested in company
- Company connections: candidates who know people at my company
- Skills and assessments
- Companies currently working for
- Schools
- Year of graduation
- Industries
- Seniority

- Who I've messaged
- Who I haven't messaged
- Candidates that aren't in any projects
- Spoken languages
- Network relationship: candidates I'm connected to, common connections with
- Years of experience
- Years in current company
- Years in current position
- Fields of study
- Degree
- Company size: works at small companies
- Past applicants

# Here is a list of search filters that **CAN'T** be added:

- Race
- Gender
- Nationality
- Sexuality
- Age

## **Using Recommendations**

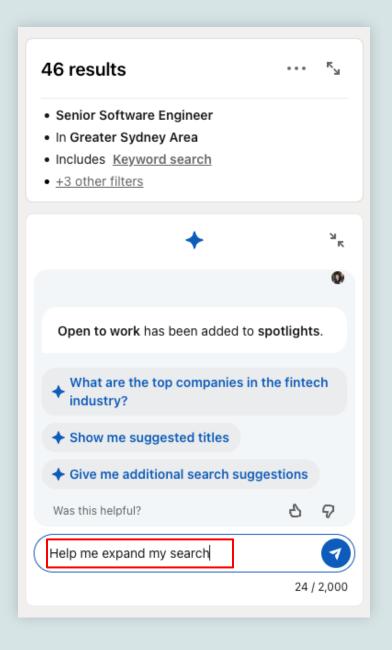
Ask for recommendations and insights from Al-Assisted Search in the chat.

#### For example:

"What are the top locations to hire Internet Security engineers from?"

"Which Business Development candidates are likely to change jobs?"

"Help me expand my search"



# **Using Recommendations**

Types of Recommendations they can ask for if you have:

	LinkedIn Recruiter Only	LinkedIn Recruiter and LinkedIn Talent Insights
Top & Recommended Companies	ightharpoons	$\checkmark$
Companies with Layoffs	$\checkmark$	$\checkmark$
Top & Recommended Skills	lacksquare	$\overline{\checkmark}$
Top & Recommended Titles	$\checkmark$	$\checkmark$
Top & Recommended Locations	$\checkmark$	$\checkmark$
Talent Competitors	X	$\checkmark$
Companies Your Company Hires From	X	$\overline{\checkmark}$
Top Skills at Your Company	X	$\checkmark$
Top Titles at Your Company	$\boxtimes$	$\overline{\checkmark}$
Top Locations at Your Company	X	$\checkmark$
Top Schools	X	$\overline{\checkmark}$

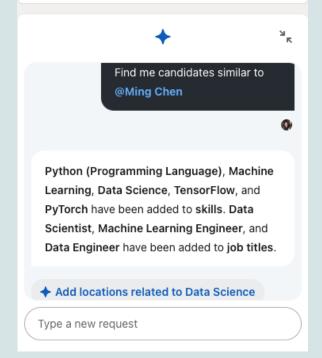
## Finding Similar Profiles

Use search to find a similar candidate by using the @ similar profiles

For example: Find me candidates similar to @ming chen

This will gather profile information from Ming Chen to create a search with similar job title, years of experience, industry, etc.

# 18 results • Data Scientist +2 others • Includes Keyword search • Knows Python (Programming Language) +4 others



# Use Job Descriptions to Power Al-Assisted Search

You can drop a job description into the search bar and Al will apply the information to search filters.

Just simply copy & paste and select start a new Al-Assisted Search.

#### Good morning, Alice Education: Bachelor's degree in Graphic Design, Interaction Design, or related field. Experience: Proven experience as a Product Designer with a strong portfolio showcasing design projects. Skills: Proficiency in design tools such as Adobe Creative Suite, Sketch, Figma, or similar. Bonus: Knowledge of front-end development principles. 3763/4000 New Al-assisted tools Start a new Al-assisted search with job description "Are you a creative thinker passionate about shaping exceptional user experiences? We seek a Product Designer to contribute to... Create a new Al-assisted project with job description "Are you a creative thinker passionate about shaping exceptional user experiences? We seek a Product Designer to contribute to... гееараск 👊

# Create or Modify Boolean with Al-Assisted Search

You can also ask Al-Assisted Search to write a Boolean for you and it will populate keywords with the Boolean string:

"Write a Boolean which consist of recommended skills for Java Developers"

"Add corporate purchasing OR AI" to keywords

Pro Tip: In the conversational search experience, you can modify your Boolean and receive recommendations on how to expand your talent pool

Write a boolean for marketing managers in new york



A search has been started based on your boolean string.

Job titles

Marketing Manager

Location

New York, Metropolitan Area

Keywords

("Marketing Campaign Management" OR "Customer Relationship Management" OR "Search Engine Optimization" OR "Marketing Strategy")

**Edit filters** 

Was this helpful?





Type a new request

## Why create an Al-Assisted Project?

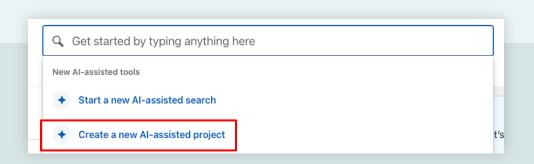
Al-Assisted Projects
 proactively serves up smart
 recommendations rather
 than relying on user prompts.
 Some of the smart
 recommendations it may
 provide: "here are
 skills/locations you should
 add", "here's a similar project
 you can copy from".

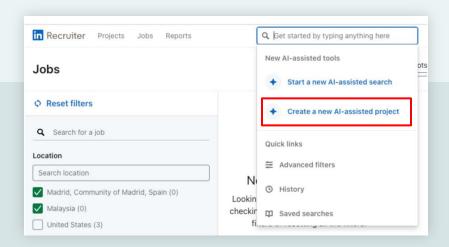
 Projects can be shared easily with one click to other collaborators you typically work with to fill requisitions.  A similar project can be created quickly by copying an existing one.

## **Creating a Project**

To get started with Al-Assisted Projects in Recruiter, click the search bar on the Recruiter Home Page. Using your own words, type in the candidate you are looking for and then select **Start a new Al-assisted project** from the drop-down menu.

You can also click the search bar on the upper right corner from the Projects, Jobs or Reports tab.





#### **Creating a Project**

Fill in your project criteria, note that some fields are pre-populated for you, based on your query.

You'll also start seeing in-product recommendations to optimize your search criteria on the right-hand side.

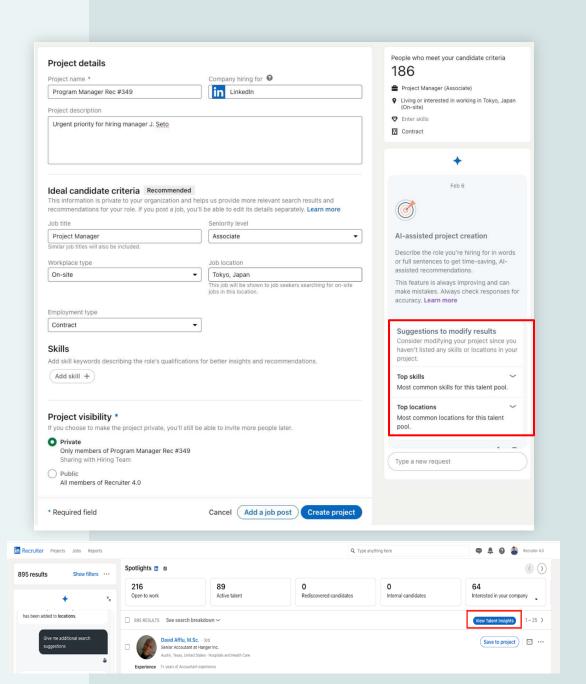
As you see results, you can also add/delete criteria by interacting with the chat interface.

#### For example:

"Make the project remote and full-time."

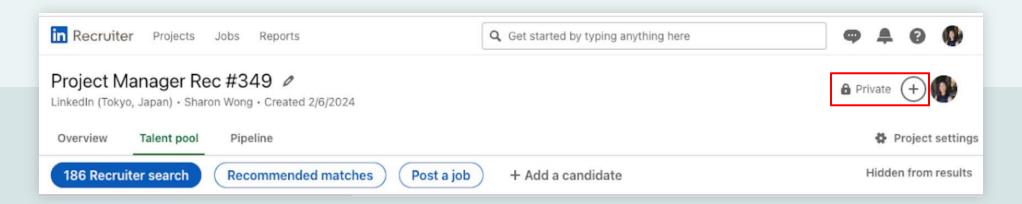
"Update the project name to Hiring Rec #298 and change the location to New York City"

If you have LinkedIn Recruiter & LinkedIn Talent Insights, you can dig further into surfaced insights by clicking on the blue "View Talent Insights" button at the top right of the Search within an existing Project.



## **Creating a Project**

After the project is created, you can share the project by clicking on the 1 in the upper right corner to add collaborators.



# Best Practices for Better Results



#### Query tips to find candidates efficiently:

Include multiple search facets in one prompt for a quicker match to your criteria:

- l'd like a senior program manager
- I'd like a senior part-time employee with program management, Asana software experience and at least 5 years of managing others based in France or Brazil

Be specific in your query if there's a chance for misinterpretation:

- l'd like an accountant based in London
- l'd like an accountant based in London, Ontario, Canada

Ask questions to create a project:

"Help me create a project for hiring QA Engineers in the Dublin area."

Use the recommendations that Al-Assisted Search and Projects provides for you since they're driven by LinkedIn's knowledge base and insights- And don't be shy to ask it for recommendations:

- What are the top companies for this talent?
- What are the top skills for this talent in my industry?
- Help me refine my search

## Query tips to find candidates efficiently:

Find candidates that are similar to the person that was in the role before, or someone you know, using @, instead of just the name

- Find me an account executive similar to @minglee
- Find me an account executive similar to Ming Lee

Get better results from a search prompt you just submitted by refining your original search rather than starting a new one. The tool will become more efficient as you interact with it.

- Keep building on your existing query
- Start a new search when you want to change directions

Use grouping categories for searches for expanding your search

- I'd like accountants from trade colleges in Canada
- I'd like accountants on the East Coast of the United States
- I'd like accountants from the big 10 accounting firms

4

# What Others are Saying: Customer Testimonials



#### Customers have benefited from Al-Assisted Search and Projects:

"I turn to AI-Assisted Search when I'm searching for new ideas and criteria to add to my candidate search in Recruiter. Particularly when I'm feeling stuck and my traditional approach isn't yielding the desired results, using AI generates new criteria that I may not have considered before. This allows me to see candidates that I may have missed during my manual search, ultimately helping me land on a more comprehensive talent pool."



Paul Gaubert,
Digital Recruiter,
Urban Linker

"I've been doing candidate searches one way for so many years that there's a certain sense of relief in being able to just use my own words and say 'Hey, I need to find XYZ' using Linkedin Recruiter."



Rachel Gold, Senior Recruiter, SAP Additional Resources for Extra Help





Additional Resources for Extra Help

# Links for Additional Al-assisted Search and Project content

- Customer Microsite
- General Al-Assisted Search and Projects in Help
- Al-Assisted Search and Projects In Help FAQ
- LinkedIn Talent Solutions AI Compliance FAQ

Explore the guide in different languages:

- Indonesia
- Korean

Stay tuned for more languages.

# 6 Key FAQs



#### Who can use this feature?

The feature is currently available in English only for LinkedIn Recruiter and LinkedIn Recruiter Professional Services. We are gradually making this experience available, and you might not have access to it at this time. For more precise timing, connect with your LinkedIn account team.

# How is LinkedIn using generative AI to create a new search?

Al-Assisted Search tries to understand your hiring intent (e.g., find a Public Relations Associate in Shanghai) and it breaks it down into the most relevant search filters (e.g. job title and location) for you to find the right people.

**Note:** Al-Assisted Search allows you to express your hiring intent in a more intuitive way, while the underlying search algorithm remains the same.

#### Does Al look for profiles written in other languages if my search prompt is in English?

We standardize profile titles, skills, schools across many languages, so if you're searching for titles, skills, and other facets, we will return matching profiles regardless of the profile language. For resume search, we currently only process and standardize resumes written in English.

#### What are the benefits of this feature?

With Al-Assisted Search and Projects, you can let LinkedIn know your hiring needs in your own words. It will automatically create and optimize a candidate search for you. As it learns the skills and experiences you're engaging with (and what you're not), it will provide you with smart suggestions to improve your search, allowing you to interact with search in a much more intuitive way. With Al-Assisted Search and Projects, you can accelerate your hiring efficiency and uncover new hiring strategies by expanding or narrowing your search results through smarter suggestions on search filters.

#### Do I have to use this feature?

Using this feature is optional. You are still able to initiate a search or create a project without using Al-Assisted Search and Projects.

#### **Questions about Search**

#### Here is a full list of Search filters that you can query:

- Job title
- Location
- Open to work
- Active talent candidates who are more likely to respond (looking for a job)
- Internal candidate
- Interested in company
- Company connections: candidates who know people at my company
- Skills and assessments
- Companies currently working for
- Schools
- Year of graduation
- Industries
- Seniority

- Who I've messaged
- Who I haven't messaged
- Candidates that aren't in any projects
- Spoken languages
- Network relationship (candidates I'm connected to or have common connections)
- Years of experience
- Years in current company
- Years in current position
- Fields of study
- Degree
- Company size (works at companies of a specific size)
- Past applicants

# Here is a list of search filters that you CAN'T use:

- Race
- Gender
- Nationality
- Sexuality
- Age

#### **Questions about Search**

What are some recommendations I can ask Al-Assisted Search and Projects?

You can ask for the following types of recommendations if you have LinkedIn Recruiter:

- Top titles for this talent
- Top companies for this talent
- Top skills for this talent
- · Candidate likely to change jobs
- Top Locations we hire this talent

You can ask for the following types of recommendations if you have LinkedIn Recruiter and LinkedIn Talent Insights:

- Companies my company hires from (Talent Competitors)
- Top skills for this talent at my company
- Top tech companies in [location]
- Companies with layoffs
- Top titles for this talent at my company
- Top skills for this talent at my company
- Schools my company hires

How many questions can I ask when engaging with Al-Assisted Search? Is there a limit to my questions?

At this moment, there is no limit to the total number of questions you can ask. However, within 1 minute, you can ask no more than 10 questions.

If I have LinkedIn Talent Insights, how can I learn more about surfaced insights?

While in an existing Project, you can click on the blue "View Talent Insights" button at the top right of the Search & follow the prompts.

Can I enter a search with Boolean string syntax?

You can enter your search criteria in natural language or Boolean syntax. Boolean strings will be translated into a combination of facets and keywords. If you want to perform a Boolean search without any Alassistance, Boolean strings can be entered directly into the **Keyword** facet.

Can I see my previous search results? If so, how do I see the previous search results in the Al-Assisted Search?

There are 2 ways to see the previous search results in Al-Assisted Search:

- Click the ...More icon at the top of the tool and select View search history.
- Click the Expand icon in the search summary to see search filters and keywords to manually adjust your search.

After a candidate comes up in the search, can I prompt Al-Assisted Search and Projects to message a candidate or save a candidate to pipeline?

No, we don't currently support navigation actions. However, you can message a candidate or add them to your pipeline from the candidate's profile card.

Can I ask
Al-Assisted Search and
Projects to make a change to
a project while I'm on the
Search page?

No, you need to update a project manually.

What can I do if Al-Assisted Search and Projects doesn't understand me?

If you believe Al-Assisted Search and Projects misunderstood or misinterpreted your question, you can rephrase or change your question. Additionally, you can click on the **Expand** icon at the top of the tool to expand the filter view and manually add or change your filters.

What should I do if the search response returns an error message? Or no candidates?

Al-Assisted Search and Projects will provide you with suggested prompts that can select, to help quide your search.

How can I make an advanced search?

If you want additional changes or refinements to your request, you can make an advanced search. Click the Expand icon at the top of the tool to expand the filter view and manually click Advanced search to see additional filters.

How can I clear my search?

To clear your search, click the ...More icon at the top of the tool and select Clear search. This will clear all filters so. You can enter a new search.

When should I use advanced search vs. clear search?

If you want additional changes or refinements to your original request, click the Expand icon at the top of the tool to expand the filter view, and click Advanced search to see additional filters.

However, if you want to start a completely new search, we recommend you clear your search or start a new search from the global search bar. To clear your search, click the ...More icon at the to of the tool and select Clear search.

When I ask Al-Assisted Search and Projects to search for candidates with specific experience, why does it add that experience to the "Skills and Assessments" filters rather than the "Keywords" field? Can I ask it to add them into "Keywords" instead?

When possible, Al-assisted search uses facets to construct your search since they give the most precise results. For skills, a faceted search will match many terms that match to a given skill (e.g. the terms "software product development", "software development", "software engineering", and "sw development" will all map to the Software Development skill). A faceted search also attempts to return only users who possess that skill whereas a keyword search returns users who have that term anywhere on their profile which can lead to irrelevant results.

Can I save an Al-Assisted Search and Projects prompt for future use, and would it give me the same search result every time?

We don't currently offer a way to save and re-use search requests. Because we are constantly evolving the capabilities of our systems, you may not always see the same search results from a given request.

Once you've created a search, you can save that search to a project to keep working within the same search across login sessions or to share that search with other users on the contract. To save your search, click the ...More icon at the top of the tool and select Save as new search.

Is Al-Assisted Search faster than searching with filters or Boolean strings?

Inputting a prompt in chat saves time so you don't have to spend time navigating and manually toggling filters. Just type what's on your mind into the Al-Assisted search tool to refine your search. I'm feeling stuck and running out of ideas to refine my search. What can I do?

Al-Assisted Search and Projects will provide you with suggested prompts that can guide your search. You can also ask it for suggestions by entering 'Help me expand my search.'

# Where can I find all chat history with AI?

You can scroll up within your search session to see past chats from your current session. Once the session ends, the history is no longer visible. If you are working within a project, your chat history within that project will be preserved across login sessions.

#### Can I turn AI off?

The new Al-Assisted Search and Projects experience is completely optional. You can continue to search using the old way, should you wish.

You also have the option to set the traditional keyword search as default in your product settings under 'Search'. If 'Enable Al-assisted search' is off, all searches will default to keyword and Al will be available as a secondary option.

This setting is only available on a seat level.

