

HIRE MARKET SELL LEARN

Small business **Big ambitions**

Hiring Playbook for SMBs



It doesn't cost you anything to think big – nor reach beyond the supposed constraints of size and resources. Don't limit your ambitions.

You're closer than you think



Introduction

When it comes to hiring, smaller players aren't always top-of-mind. What you may lack in visibility, you make up for in agility, innovation and spirit.

At LinkedIn, we know that the #1 way people find out about new jobs is from someone they know.* In fact, 66% say they knew about their company before they learned about the opportunity to work there.**

Everything you do is amplified by the power of social media. LinkedIn lets you level the playing field with larger, better-known competitors. It's efficient, targeted and connected. It allows your audience to grow organically, and engage by digital word-of-mouth. So when the time comes to search, advertise and hire, you're already a familiar face.



**Explore our Ultimate Hiring Toolbox
to get started**

*LinkedIn, Job Switcher Survey, 2016

**LinkedIn, Talent Trends, 2016

In this book:

- 04** Why LinkedIn?
- 05** Create your hiring game plan
- 07** Establish your presence
- 09** Search for candidates
- 13** Advertise your jobs
- 15** Screen, interview, hire
- 17** Hiring checklist
- 19** BONUS: A. Recruiter Next Generation
- 20** BONUS: B. The Next Generation of LinkedIn Career Pages

Why LinkedIn?

LinkedIn is the world's largest online community of professionals with more than 400 million members. Businesses of all sizes tap into the power of the LinkedIn network for hiring, sales and marketing.

For hiring, LinkedIn's unique benefit is the access we give you to passive candidates – working professionals who aren't actively looking for a new job. No other platform offers such a rich pool of passive talent.

As an SMB, you can take advantage of LinkedIn to:



BUILD YOUR EMPLOYER BRAND

Use **Career Pages** to show potential candidates why your company is a great place to work.



ATTRACT JOB CANDIDATES

Create **Job Posts** that get your new job post seen by the right candidates.



FIND THE BEST MATCH

Find and connect with even those hard-to-find candidates using **the next generation of LinkedIn Recruiter**.



LEVERAGE SOCIAL NETWORKS

Place **“Work With Us” Ads** right on your employees' LinkedIn profiles.

The background is a solid teal color with a subtle, repeating pattern of hexagons that have a 3D effect, appearing to be slightly raised or recessed.

Create your **hiring game plan**

Things to think about in advance

Create your hiring game plan

RESEARCH YOUR ROLES

When looking to fill an unfamiliar role, be sure you do your homework. Use LinkedIn search to scope out people who already hold this type of position. Look at the skills, experience and education they bring to the role. Then, use this intelligence to build your job description.



A little extra time spent on your [job descriptions](#) pays off in the long run. You'll get better matches – and the candidates will do a lot of the work for you through self-selection.

SIZE UP THE MARKET

Run a preliminary LinkedIn search to get a feel for the availability of candidates that fit your criteria. Knowing whether there are 100 or 10,000 profiles that meet your needs can shape your recruiting strategy.



LinkedIn Talent Pool Reports assess the supply and demand for a particular type of talent in a specific country or region. These reports [help to identify](#) where to look for specific talent, and what messaging to use to attract them.

DEVELOP A CLEAR EMPLOYEE VALUE PROPOSITION

Think about what's important to your company. Is it culture, mission, working environment, or perhaps a sense of identity? Present this idea clearly in your Job Posts and on your Career Pages. It will help both you and potential candidates to assess a fit early on.



Do some research on your own employer brand. What do candidates find when they Google your company? What subjects have employees buzzing? Does your messaging match what others say?

PREPARE TO BE PROACTIVE

The power of social recruiting is that it takes you beyond the old post-and-pray method. LinkedIn Recruiter gives you powerful filters to proactively seek out and identify potential candidates – whether or not they're actively looking for a job.

Establish your **presence**

Getting started with LinkedIn

Establish your presence

SHOWCASE YOUR COMPANY

Your Company Page acts as an information hub for potential hires to learn about your company. Small businesses are less restricted by formalised processes. You have the freedom to inject an authentic company personality into your pages, making them more relatable to your audience. Use this to your advantage.

CREATE A PROFILE THAT ATTRACTS TALENT

Small businesses don't always have dedicated HR professionals. Whoever is responsible for hiring needs to have a personal profile that shines. Provide a glimpse into your company's values and culture by creating a rich personal profile — with a friendly profile picture, rich-media content and engaging updates.

CONNECT WITH TALENT

Find and connect with colleagues, friends, and fellow alumni on LinkedIn to maximise your personal network. This will help boost the chance of finding a candidate through people you know.



Get your content seen by more than just your followers. Use [Sponsored Updates](#) to target a wide audience of potential candidates.



Make it inspiring. The more you can show about who you are and what your company does, the easier it is for candidates to engage with you. It also helps candidates decide whether or not your company fits them.



Expand your network by [joining relevant LinkedIn Groups](#) and engaging in channel discussions. Work with your team to cover more Groups and be more active.

Search for **candidates**

Find active *and passive* talent on LinkedIn

1. DIVE INTO YOUR NETWORK



Search on LinkedIn

After identifying the specific skills and experience necessary for a role, conduct a free people search. Be sure to use specific keywords.

[Start your search now](#)



Narrow your results

Use LinkedIn search filters like location, industry, and current company to hone in on your target candidates.

[Learn how](#)



Save searches for automatic updates

Save your searches and filters to get notifications when new results come in. This can be helpful when hiring for the same role on an ongoing basis.

[Watch our tutorial](#)



Keep track of potential candidates

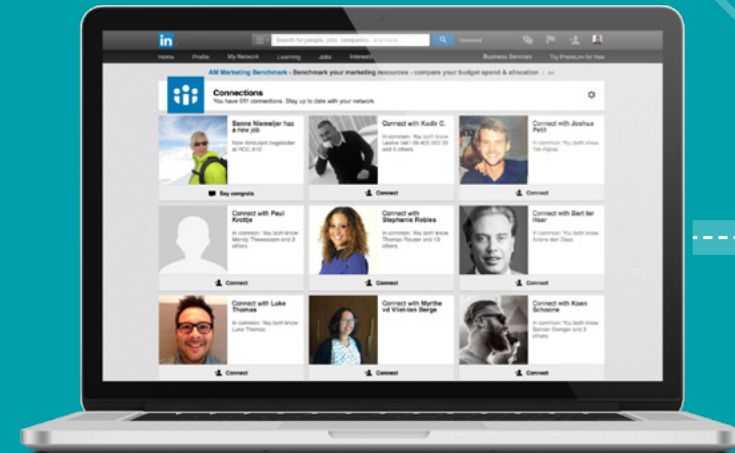
Use LinkedIn Contacts to organise and tag LinkedIn members who fit your hiring criteria.

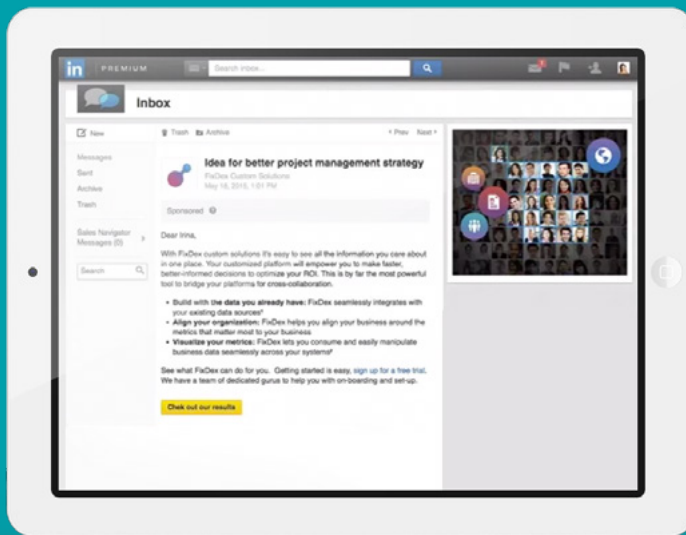
[How to tag your contacts](#)



Find people with similar skills

Use the 'People Similar To' section on your ideal hire's profile page to quickly identify other members who are a close match with your top candidate's attributes.





2. MAKE CONTACT EFFECTIVELY



Get a warm introduction

Identify potential candidates on LinkedIn, then leverage your network and get introduced through mutual connections.



Show you're being selective

When you make contact, use sections of their profile like Skills and Expertise to identify and highlight the specific skills that make them an appealing candidate.



Engage in LinkedIn Groups

Identify active members ***in your Groups*** who fit your hiring criteria, and start a conversation by commenting on their posts or reaching out to them directly.

3. EXPAND TO THE NEXT GENERATION OF LINKEDIN RECRUITER



Access to the entire LinkedIn network

If you don't find the right candidates through your personal and company networks, broaden your focus and tap into our entire network with LinkedIn Recruiter.



Access additional filters

LinkedIn Recruiter offers more filter options, like function and seniority level.



Create and manage your shortlist

Hiring for multiple roles? Use the Projects tool to build a list of top candidates for each of your open positions.



View full candidate profiles

Use LinkedIn Recruiter to get an expanded look into profiles of candidates outside your network. View their work experience, skills, expertise and connections.

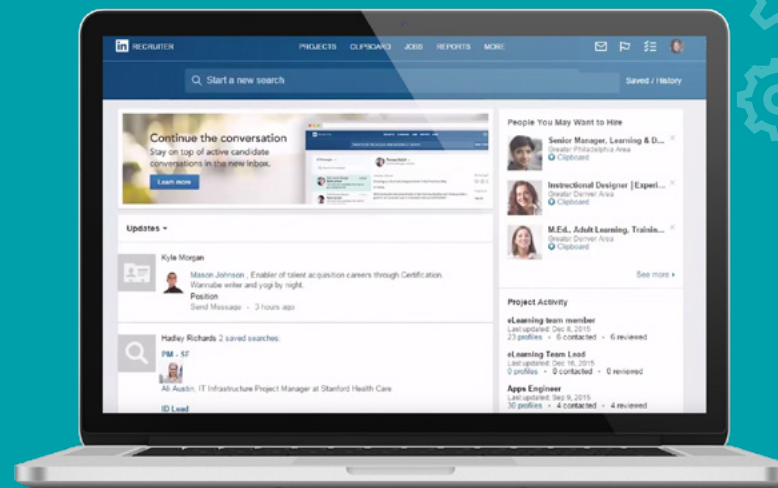


Message outside your network

With Recruiter, you can message any candidate on LinkedIn using InMail. On average, InMail gets a response rate 3x higher than email. If you don't get a response to your InMail within seven days, you'll receive another InMail credit for free.

Less searching. More hiring.

Get started with the next generation of Recruiter.



GET STARTED

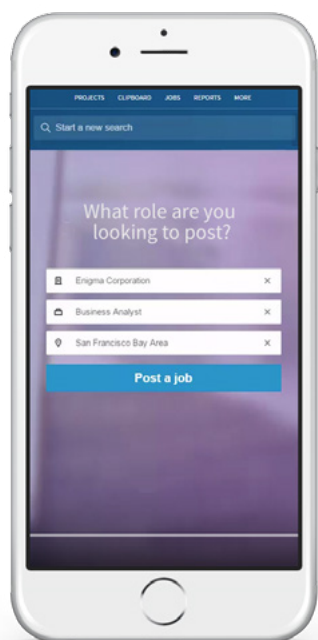
Advertise **your jobs**

Post and target your new role(s) on LinkedIn

Advertise your jobs

POST IN LINKEDIN JOBS

Advertise your open position to the LinkedIn talent pool with a Job Post. Using your job description, LinkedIn actively displays your job to LinkedIn members who best match your hiring criteria, driving high-quality and relevant applicants.



It's always good to be creative and keep it interesting, but be sure to pepper your job titles and descriptions with the keywords candidates will be looking for.

REACH OUT TO AUTOMATIC MATCHES

After posting a job, you can view up to 50 Profile Matches for that particular position. Although these members have not applied to your job, you can contact them directly using the five InMail credits that are included with a LinkedIn Job Post.



Take advantage of candidates' profile information to personalise your approach. Let them know what caught your eye and mention any mutual connections you share.

Screen, interview, **hire**

Choose between candidates on LinkedIn

Screen, interview, hire

DO YOUR HOMEWORK

Reach out to mutual connections, such as alumni or former employees, to assess a candidate's strengths.



To view someone else's connections list:

1. Go to a connection's profile and click the number of their connections in the top section. This will take you to the Connections box on their profile.
2. You can click one of these links if it's displayed:
 - **All** to see all visible connections.
 - **Shared** to see connections in common.
 - **New** to see connections added to that person's network within the last 24 hours, or since you last signed in to your account.
 - **Next** in the bottom right of the Connections box, to see the next page of results.
3. Click a name to view that profile.

SCHEDULE YOUR FOLLOW-UP

Reaching out to candidates throughout the interview process can make all the difference in converting an interested candidate into a hire. Use LinkedIn Contacts to set reminders to follow up with candidates one day, one week, or one month down the road.



Use the 'Relationship' section of a candidate's LinkedIn profile to make notes and set reminders.

MANAGE YOUR CANDIDATE PIPELINE

Keep tabs on your quality candidates during the interview process. Use LinkedIn Recruiter to track notes, messages, and activity history for every candidate.

The background is a solid teal color with a subtle, repeating pattern of hexagons that have a 3D effect, appearing to be slightly raised or recessed.

Hiring checklist

Your daily, weekly and monthly to-do lists

Hiring checklist

DAILY CHECKLIST



- ☐ Check saved search results and identify interesting new candidates
- ☐ Organise new and existing candidates with Contacts and LinkedIn Recruiter
- ☐ Respond to any alerts and reminders that you have set to follow up with candidates
- ☐ Respond to any candidate InMail messages or job applications you receive from candidates.

WEEKLY CHECKLIST



- ☐ Create and iterate on advanced searches to surface top candidates you may not have noticed before
- ☐ Save new searches to receive automated alerts when new candidates surface
- ☐ Connect with existing candidates to create a quality interview/hiring experience
- ☐ Promote career opportunities to followers of your Company Page.

MONTHLY CHECKLIST



- ☐ Evaluate upcoming hiring needs with your team
- ☐ Post open positions as the need arises using LinkedIn Jobs
- ☐ Stay in touch with existing and potential candidates using Contacts and LinkedIn Recruiter
- ☐ Communicate open positions to employees and encourage them to share with their LinkedIn networks.

BONUS

A. The Next Generation of LinkedIn Recruiter

The new LinkedIn Recruiter platform significantly improves upon searches, and has been redesigned to empower you to move from search to hire in less time.

GUIDED SEARCH BAR

The new search bar makes it easy to begin looking for candidates by guiding you through three search fields (role, location, relevant skills). Learn more about [using the guided search bar](#).

SMART SUGGESTIONS

The new search results page will be filled with the search criteria you entered and also provides suggestions for additional related search terms. Learn more about [filtering your search results using smart suggestions](#).

[Watch the video](#)

SPOTLIGHTS

Spotlights allow you to zero-in on those particular candidates who have engaged with your company, or may be more likely to engage. Learn more about [what type of spotlights are available to you](#).

BONUS

B. The Next Generation of LinkedIn Career Pages

[Watch the video](#)

TELL YOUR UNIQUE COMPANY STORY

Give every candidate a peek into your culture with content created by your employees, company videos and photos, and tailored messaging that's easy to manage.

DRIVE THE BEST TALENT TO YOUR ORGANISATION

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

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. You can also assess page trends and viewership, and benchmark these against your competitors.

INCREASE TRAFFIC TO YOUR CAREER PAGES

Bring in even more talent with targeted recruitment ads that compliment your Career Pages. Ads will drive candidates to your Career Pages, LinkedIn Jobs, and career website.



Read other playbooks in our small business series:



Marketing Playbook for SMBs



Sales Playbook for SMBs



Learning Playbook for SMBs

What next?

Questions? To find out more about LinkedIn Talent Solutions, or talk to a LinkedIn representative at any time, visit talent.linkedin.com.