



Turn industry insights into action

Tips for putting LinkedIn's Industry Reports to work for you.

WE
ARE
TALENT

Our LinkedIn Industry Reports provide the country-specific data you need to access, engage and recruit professionals in your industry. Key talent indicators give unique insights into where they are, what they think and how they act. But what comes next? How do you turn this insight into action?

We've put together our top tips to help you access and engage the talent you need using the data we provide.



ACCESS

Where can you find the talent you're looking for? How open are they to new opportunities? These tips can help you take advantage of key talent indicators for accessibility.

Anticipate industry growth

A growing industry means candidates are not just up for grabs. You'll need to work more actively to find, attract and win the right talent. Is employment in your industry contracting? Then talent is probably willing to move location for a good career opportunity.

Reach beyond your borders

Identify where opportunity lies. Consider places that may not currently be a priority in your recruiting strategy. Think beyond your immediate geographic area to other cities, regions and countries.

Look to other industries

Experience is often transferable. Industry flows provide insight into where professionals get started, where they end up, and what attracts them. Take advantage of this to approach candidates in sectors that offer an easy transition to your industry.

Identify top students and graduates

Know the leading sources of graduates in your industry and tailor your employer brand messaging to them. Be present and visible wherever they are, online and on campus.

Target job switchers

Talent is always on the move. Are the professionals in your industry switching jobs more frequently than average in your country? Then you might want to focus more on desired skills and less on industry experience.

LinkedIn Industry Reports

Find local data and insights for your industry in your country.

Our Industry Reports provide the key talent indicators you need to build an effective recruiting strategy.

IT

Retail

Other industries



ENGAGE

What are industry professionals looking for in a job? Who are they following and why are they discussing? These tips can help you use key talent indicators to engage and build relationships with candidates.

Look beyond top skills

List the right skills in your job descriptions and searches. If you're only looking for people with the most sought-after skills in the industry, you'll have stiff competition. Search for candidates with similar profiles and relevant skills that weren't in your first search might pop up.

Perform more powerful searches with [LinkedIn Recruiter](#)

Keep up with your industry

Connecting with relevant people and sharing relevant content makes you more visible. Do your research.

- Know the top influencers in your industry, join their discussions and invite them to events
- Share content that is relevant to topics of interest in your industry
- Join the most popular groups in your industry and take part in the conversation

Discover the benefits of [Sponsored Updates](#), [LinkedIn Blog](#) & [LinkedIn Groups](#)

Make it a group effort

Every employee is a potential ambassador. Empower them. Give them content and encourage them to share. No one knows what it's like to work at your company like they do – and there's no more authentic voice than theirs.

Empower your employees to spread the word in social media with [LinkedIn Elevate](#)

Golden rules of social networking

However you reach out and whatever you share, never lose sight of the big picture:

- Always stay true to your company values
- Speak in a voice that's real and authentic
- Keep your focus on the candidate
- Be sure your contribution is relevant



RECRUIT

From access and engagement to recruitment, LinkedIn has the tools to support your recruiting every step of the way.

LinkedIn for recruitment professionals

[Recruiter](#)

Discover the tool that has transformed recruiting.

[Job Slots](#)

Automatically recommend the right jobs to the right candidates.

[Career Pages](#)

Build your employer brand to attract and engage top candidates.

[Work With Us ads](#)

Use your employees' profiles to maximize your recruiting impact.

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