

Your LinkedIn Recruiter Index (LRI) measures how effective users are at building their professional brand, finding and engaging candidates and managing a qualified talent pipeline. It's a single metric that provides guidelines and benchmarking for optimum Recruiter usage and success.

1. BUILD: Your presence on LinkedIn with a complete profile
2. FIND: Efficiently identifying qualified candidates using search and research tools
3. ENGAGE: Engaging candidates with personalised conversations
4. MANAGE: Collaborating and organising your work to maximise team effectiveness and efficiency

Here's a quick guide to your LinkedIn Recruiter Index performance:

0- 40 > too low

40 and 60 > is average

60 and 80 > above average (60+ should be your goal each month)

80+ > you're a rockstar

Request your LRI report today and identify which of the following you could improve to achieve rockstar status.

> Request your LRI Report <[link to LRI report request form](#)>

Are you a recruiter?

Are you a Talent Acquisition
Manager or Leader?

Are you a recruiter?

Find out where you're performing best with Recruiter, improvement areas and how you compare to peers.

If you're below 60 in one or more of the following sections, follow the learning recommendations below.

Want to be best-in-class in 2017? Get started today with the [LinkedIn Recruiter Certification course](#).

<p>BUILD: Your professional brand <i>LinkedIn profile quality and completeness</i></p> <p>Recommended Learning:</p> <ul style="list-style-type: none"> • 6 Steps to Building Your Recruiter Brand on LinkedIn [tip sheet eBook] • 5 tips for picking the right LinkedIn profile picture [blog] <p><i>Top Tip:</i></p> <ul style="list-style-type: none"> • <i>Engage your audience with useful content. Share interesting articles and leverage LinkedIn's publishing platform to publish long - form blog posts on your profile. This is a great way to start voicing your opinion and sharing advice with your network.</i> 	<p>FIND: Qualified, quality candidates <i>Quantity of profiles searched for and viewed plus efficient usage of LinkedIn Recruiter</i></p> <p>Recommended Learning:</p> <ul style="list-style-type: none"> • Find Candidates Open to New Opportunities [tip sheet] • Get Started with Recruiter in 60 Minutes [Beginner] • Recruiter Certification Curriculum [Intermediate/Advanced] <p><i>Top Tips:</i></p> <ul style="list-style-type: none"> • <i>Build your partnership with hiring managers by sharing your 'Project Overview' to show how many candidates are at each pipeline stage. Use 'hiring manager seats' to send batches of profiles for one-click feedback.</i> • <i>Finding it hard to find that perfect match? Try expanding your search by incorporating alternative keywords and job titles in search.</i>
<p>ENGAGE: How you score on Recruiter outreach <i>The number & response rate of engaged members via InMail</i></p> <p>Recommended Learning:</p> <ul style="list-style-type: none"> • Planning your InMail strategy [tip sheet] • Writing effective InMails [eBook] <p><i>Top Tip:</i></p>	<p>MANAGE: How efficient you are in talent pipelining <i>The number of LinkedIn Recruiter searches and profiles saved for pipelining</i></p> <p>Recommended Learning:</p> <ul style="list-style-type: none"> • Increase Efficiency with Projects [tip sheet] • Search Smarter with Talent Pipeline [tip sheet] <p><i>Top Tips:</i></p>

- *Let the recipient know what caught your eye about their profile. Personalisation drives relevance and engagement.*

- *Projects are a great collaboration tool. Share project folders with individuals or your broader team.*
- *Rather than hounding talent through traditional channels, stay top-of-mind by using indirect channels like LinkedIn status updates and Twitter. Post articles about your company and industry to keep them engaged.*

Are you a Talent Acquisition Manager or Leader?

Measure team performance, identify team strengths and opportunities for improvement. **If you are managing multiple teams**, compare internal teams and benchmark performance in support recruiting and business goals.

More importantly, **how does improved LRI performance impact your bottom line?** Research conducted in the last few months shows users with very high LRI (i.e. greater than 80) deliver greater value to their organisation, including:

- **71% higher InMail acceptance rate**
- Talent pools were seen to increase by **13 x qualified candidates**
- impacted **3 x more hires** through InMail

> To request your LRI overview report, please contact your Customer Success Manager or request **here**. [<link to LRI report request form>](#)