

Get noticed on LinkedIn

Engage the talent you need
in today's public sector



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Why LinkedIn for the public sector?

For over 450 million professionals around the world, LinkedIn is more than just a place to search for jobs – it's where they build their professional brand, connect with peers and mentors, and learn from top influencers in their industry.

Much more than a social media channel, LinkedIn has become a reliable source of information for public and private organisations the world over. Public sector organisations globally are using LinkedIn's comprehensive labour-market data to make decisions, plan for the future and influence policy.

450
million members

7
million companies

5
million jobs

3
billion endorsements

27,000
schools

200,000
daily posts

The LinkedIn Economic Graph

LinkedIn's vision is to create economic opportunity for every member of the global workforce, and the LinkedIn Economic Graph aims to connect 8 million Australians and 450 million people globally with opportunity and to help individuals control their own economic destiny.

The benefits of LinkedIn for your organisation

In much the same way that you might already share information through your organisation's public website and social media channels, LinkedIn can be a fantastic resource to grow and connect with your community.



The benefits of LinkedIn for your organisation

Connect with your community

Building your organisation's presence on LinkedIn will give you a platform to share insightful content and comments with your community and industry to engage with sector experts and partner organisations.

Grow your employer brand

Your employer brand is the perception that people have about what it's like to work at your organisation – your values, working environment and what you stand for. Job hunters – especially millennials – care deeply about an organisation's working environment and values, and many will research a potential employer before applying for a job. Public sector organisations have great stories to tell; LinkedIn can help you showcase your contribution to the community and strengthen your employer brand.

A man with a short beard and short hair, wearing a blue long-sleeved sweater and olive green trousers, is sitting at a wooden desk. He is looking directly at the camera with a slight smile. The background is a blurred office space with bookshelves, a desk lamp, and various papers and photos pinned to the wall.

Attract talent

Organisations can use LinkedIn to attract talent. Showcasing authentic stories about the work you do and putting a human face to your organisation will help you attract the right candidates and develop a pipeline of talent to fill your next vacancy. Private sector employees are already using LinkedIn, making it a perfect place for you to attract a broader range of talent.

39%

of public sector employees rate being able to make an impact as important when choosing an employer

Source:

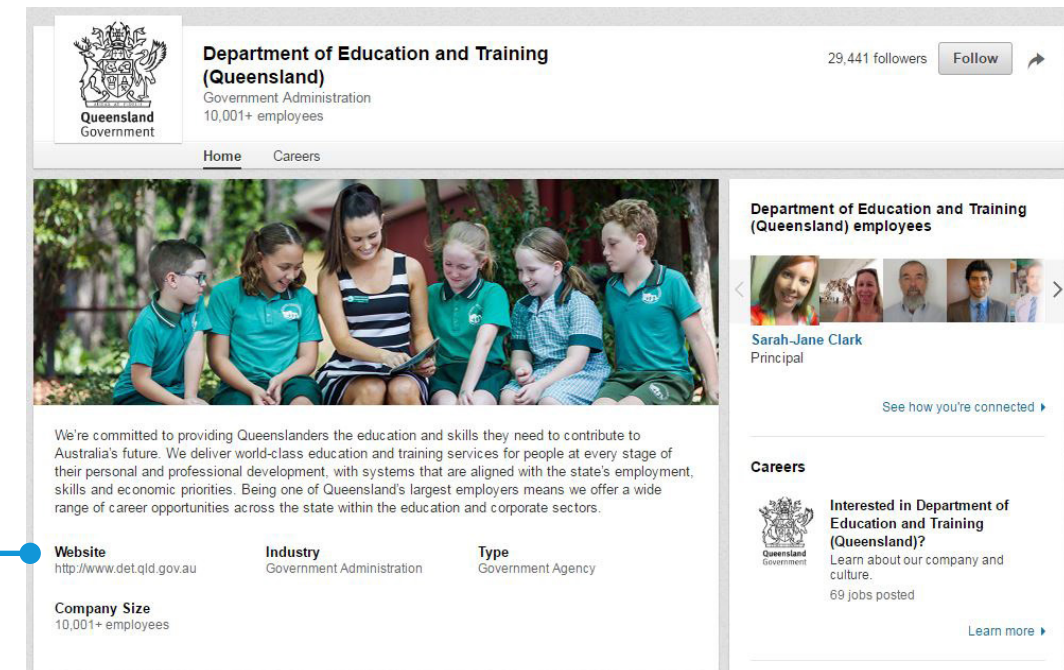
LinkedIn Talent in the Public Sector Report

Four quick steps to promote your organisation on LinkedIn

Step one: Manage your Company Page

Your Company Page is where you can share basic [information](#) – such as industry, size, location and website – as well as your values and mission.

To set up a Company Page, you need to be an official representative of the organisation; if your organisation already has a LinkedIn page, you may need to become an administrator to manage it.



Step two:

Describe your organisation

Fill in the 'About' section with information on what your organisation does, as well as your goals, values and core beliefs.

Include details about how many employees you have, your specialties and location(s), and links to an official website.

About us

Barwon Health is Victoria's largest regional health service. We provide high quality, safe, people-focused care to more than 500,000 people in Geelong and South Western Victoria.

Health services available through Barwon Health cover the full spectrum from emergency and acute to mental health, primary care, community services, aged care and subacute/rehabilitation. Barwon Health serves a geographically dispersed population through two major sites with 1,016 beds and over 21 sites stretching from Geelong down the coast to Torquay, Angelsea and Lorne.

Specialties

Acute healthcare, Aged care, Sub-acute healthcare, Community healthcare, Mental health, drugs & alcohol programs, Community rehabilitation, Inpatient rehabilitation

Headquarters

Geelong, Victoria

Company Size

5,001-10,000 employees

Website

<http://www.barwonhealth.org.au>

Industry

Hospital & Health Care

Founded

1998

Type

Government Agency

Recent update



We are not superheroes, we are people doing a superheroes'...

[see more](#)

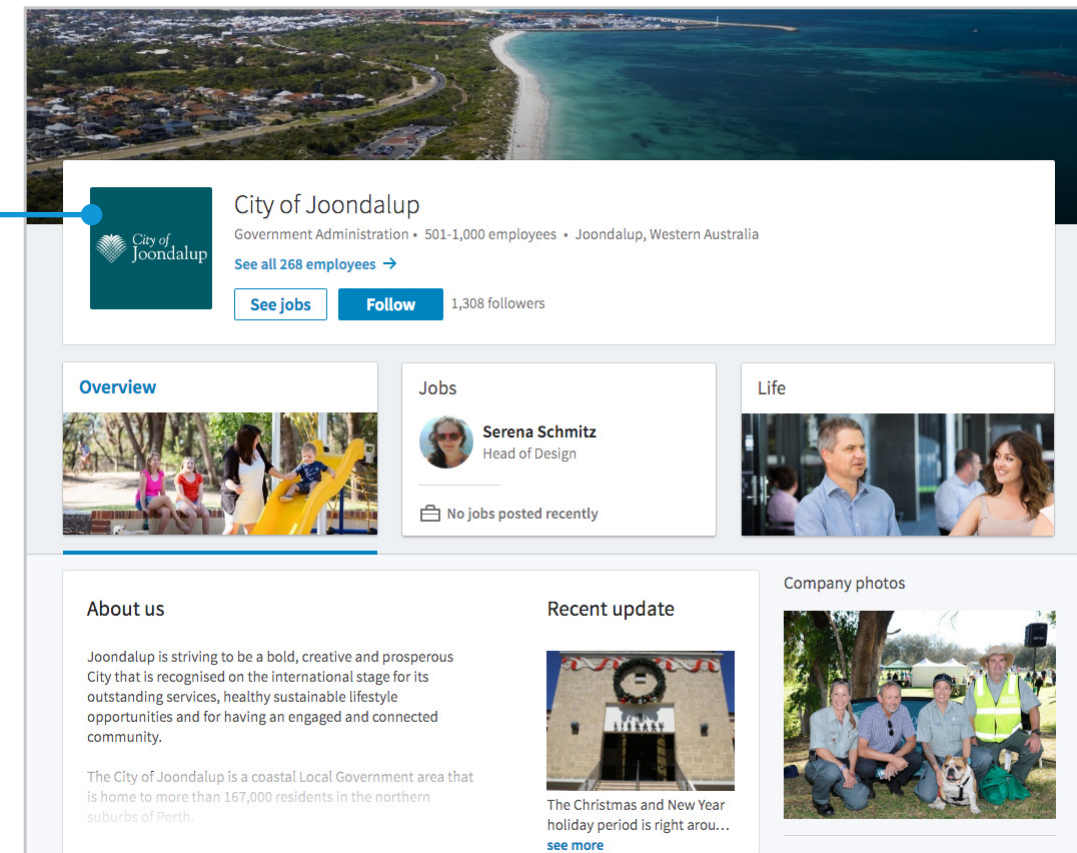
Hide details ^

Step three:

Add a banner and logo

Make sure you have access to the latest [logos](#) and any images, colours or designs that will bring your Company Page to life. Involve your marketing or communications team and use your branding guidelines to develop the page's look and feel.

When your employees add your organisation as their employer, your logo will appear on their profile, and it will also appear when people search for you – so it's important to use the official image.



Step four:

Grow your Company Page followers

As with any social network, it's important to grow your audience so that you can reach the right people. For example, if your employees follow your LinkedIn page, they will be more involved in the conversation, and their networks of industry colleagues will also see the content and updates they share, like or comment on.

Add a [LinkedIn follow button](#) alongside the other social media buttons on your organisation's website. You could also update your official email signatures to include a link to your page.



Top tip:

Increase followers with Sponsored Updates

LinkedIn Sponsored Updates can push your posts to a wider audience. Sponsored Updates will appear in the newsfeeds of people who don't follow your page, but who might find your content interesting. A range of targeting options allows you to make sure the right people see your content.

Grow your presence through your employee network

The success of any profile on LinkedIn depends on connecting with a network.

Luckily, your organisation already has access to a great network – your employees and their connections. One of the simplest ways to extend your page's reach is to encourage your employees to build their profiles and engage with updates on your Company Page.

When an employee lists your organisation as an employer, their profile is linked to your CompanyPage. Potential hires will look at your employees' LinkedIn profiles to get a feel for your culture and vision, so it's a great idea to make sure your [employees](#) are sharing your organisation's story.



Involving your employees

Get employees excited about building their professional presence online by hiring a photographer to take profile pictures. At the same time, you could have some workplace photographs taken to share what life in your organisation is really like.

Many of your staff members will already have profiles and networks, but if some are unsure about how to use LinkedIn, create best practice guidelines so they know what's expected of them. You could also incorporate LinkedIn training into your onboarding procedures, or include LinkedIn in your social media policy. This will make employees more comfortable using the platform.

To help your employees build a stunning profile on LinkedIn, [share this handy guide](#).

Top tips for a great headshot:

- Natural lighting.
- Square shape (200 x 200 pixels).
- Same background for all staff to maintain consistency.
- Smart casual dress, including a groomed overall appearance.
- Head-and-shoulders shot taken from the front.

Building your brand as an employer of choice

Your employer brand is essentially what people think you stand for – as an employer.

This might include how they see your culture, how much they believe you value your employees, and how they believe they would fit into your workplace. Sharing your mission and vision through LinkedIn will not only spread your message, it will help you attract talent to your organisation.

Showcasing your unique employer brand is made easier with a LinkedIn Career Page – a home for all the information a potential candidate would want to know about you. As well as listing available positions it can target the audiences you'd like to attract. If you want to expand your communications team, for example, a customised view for that function can let visitors see what your organisation is focused on in that area.

On your Career Page, you can host content created by your employees, like videos and photos showing their day-to-day activities, and feature the profiles of employees similar to the visitor. You have total control over the content shared, and how it's displayed. It's a great way to build your reputation as an employer of choice through the voice of your employees. On average, your employees have a network that is 10 times larger than your organisation's follower base, meaning the **content** they share has a much wider reach.

Top tip:

Analyse results

Track and measure the success of your Career Page using the Analytics Tab. This is divided into Updates, Followers and Visitors, and will quickly tell you how engaged your audience is with your posts.

Recent Updates

Office of Environment and Heritage (NSW) Bringing rare Australian native plant Banksia vincentia back from the brink: OEH's Dr David Bain from the Saving our Species team is working in partnership with Wollongong Botanic Gardens to protect the rare and threatened 'Banksia vincentia'. ABC News story here: <http://ow.ly/ZQhC306tEf4>



Bringing Banksia vincentia back from the brink
ow.ly • Dr David Bain has the responsibility of saving Australia's rarest banksia, Banksia vincentia.

Like (36) • Comment • Share • 4 days ago

👤 Linda Bell, Daniel Coulton +34

Keep the conversation going

We recommend updating your page a couple of times a week. Share organisational updates, white papers and stories about the work you do in the community and attract candidates who want to make a difference.

Be a thought leader

Publish items from your website's press section directly to LinkedIn, and share articles by or about your organisation and its employees to build your organisation's industry reputation. Make your page a must-visit destination for industry members by sharing status updates, photographs and articles. Any articles you post will be shared to your followers' newsfeeds, keeping you front and centre.



Manage your talent pipeline with LinkedIn

Post new job openings

When an employment opportunity arises, post the **job** straight to LinkedIn. Jobseekers will find the position through search and you will also receive a list of members who might be a great fit for the role for you to approach directly. Unlike traditional, passive job boards, LinkedIn **Job Slots** will promote the role directly to LinkedIn members who have the skills you're looking for – whether or not they're actively seeking a job. The ad will link to your Careers Page and link to the profiles of existing employees with similar profiles so that candidates can see firsthand the team they could join.

Department of Education and Training (Queensland) Job spotlight: Pack up your finance and business knowledge - paradise is calling! Tagai State College in Far North Queensland has a permanent AO6 Business Services Manager (locally known as Deputy BSM) position with the ideal candidate having strong financial knowledge of Oneschool and previous school experience. Apply by 24 November: <http://bit.ly/deputyBSM>

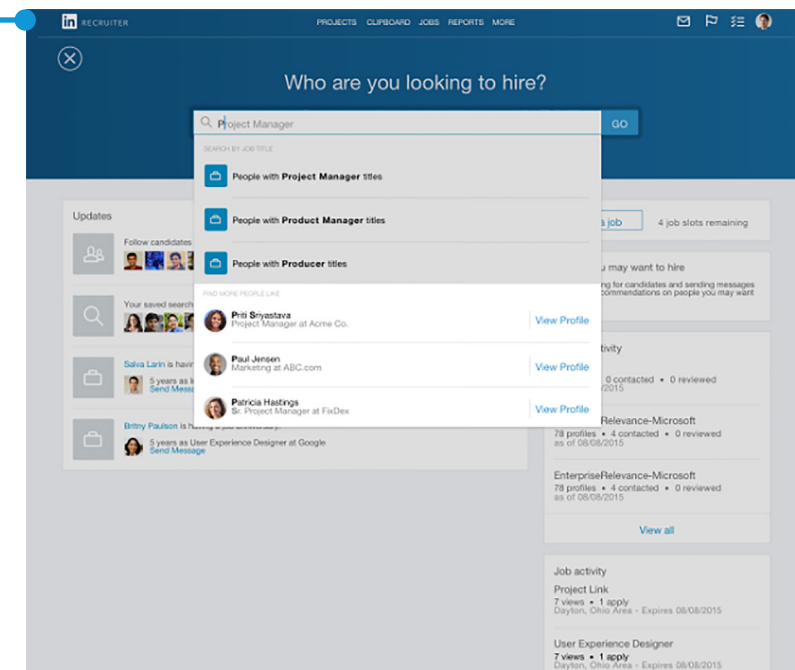


Like (35) • Comment • Share • 13 days ago

Reach 'passive' talent

As well as advertising open roles, the added benefit of **LinkedIn Talent Solutions** is the ability to reach out to candidates who might not otherwise have known about the opening. LinkedIn's Talent Trends report found that 87% of professionals are open to hearing about new job opportunities.

Part of the LinkedIn Talent Solutions product suite, **Recruiter** allows your organisation to reach out to the entire LinkedIn network. Quickly build a pipeline of talent with highly targeted search filters, and prioritise the candidates who are most likely to respond.



Search

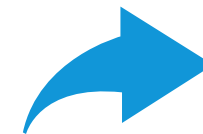
In a few clicks, the search function within Recruiter can help you identify groups of potential applicants. If you're looking for candidates with specific experience or niche skills, this targeting capability can help you narrow down your potential field and reach out to the right people.

InMail

With a high open and response rate, InMail is an effective way to contact potential candidates. Contact anyone on LinkedIn and start a conversation – you can grow your network, or even find your next hire.

Try LinkedIn's other solutions

LinkedIn has a wide range of products to help grow your employer brand, match your employees' networks to your job openings with Referrals, or attract passive candidates with Work With Us ads.



On average, jobs on
LinkedIn are forwarded
11 times.

Get started today: grow your reputation in the industry as a great place to work, and attract the best talent for your next job opening.



About LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organisations of all sizes find, attract and engage the best talent. Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 450 million members worldwide, LinkedIn is the world's largest professional network.

[Contact us](#) to get in touch with a LinkedIn Talent Solutions specialist.



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