



The Staffing Firm's Guide to Modern Recruiting on LinkedIn



Introduction

Whether you're a five-person firm or an international recruitment agency, your success as a business is directly linked to your ability to place quality candidates, fast.

In today's world, you don't pick talent. Talent picks you. It's a candidate's marketplace, where people have greater access to information, more paths to explore job opportunities, and benefit from unprecedented competition for skilled hires. On top of this, the gig economy and rise of the Millennial workforce are re-writing the rules of employment as we know them.

These changes require a new approach to recruiting. We need to understand how professionals make career decisions and how to engage with them at each

stage of their candidate journey.

Candidates need a reason to partner with you over the competition, and this boils down to the experience they have with your firm. Every interaction you have with a candidate is an opportunity to differentiate your firm and showcase how you can help candidates land their dream job.

This guide covers how you can do just that, and as a result, move candidates closer to the Holy Grail—becoming successful placements. It also outlines how LinkedIn helps you find, prioritize, and engage the right candidates at the right time.

Let's get started.

Contents

The candidate journey	5
Discovery: Elevate your firm to be top-of-mind	7
Attraction: Nurture relationships with prospective candidates	18
Application: Match the right candidate with the right opportunity	25
Engagement: Ensure satisfaction between client and candidates	32
Accelerate: The candidate journey with LinkedIn	34
Where to start	40
Appendix	41

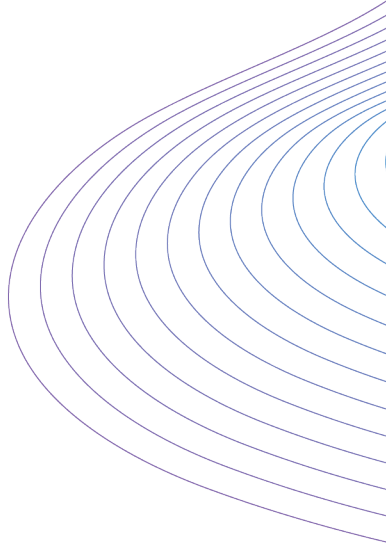


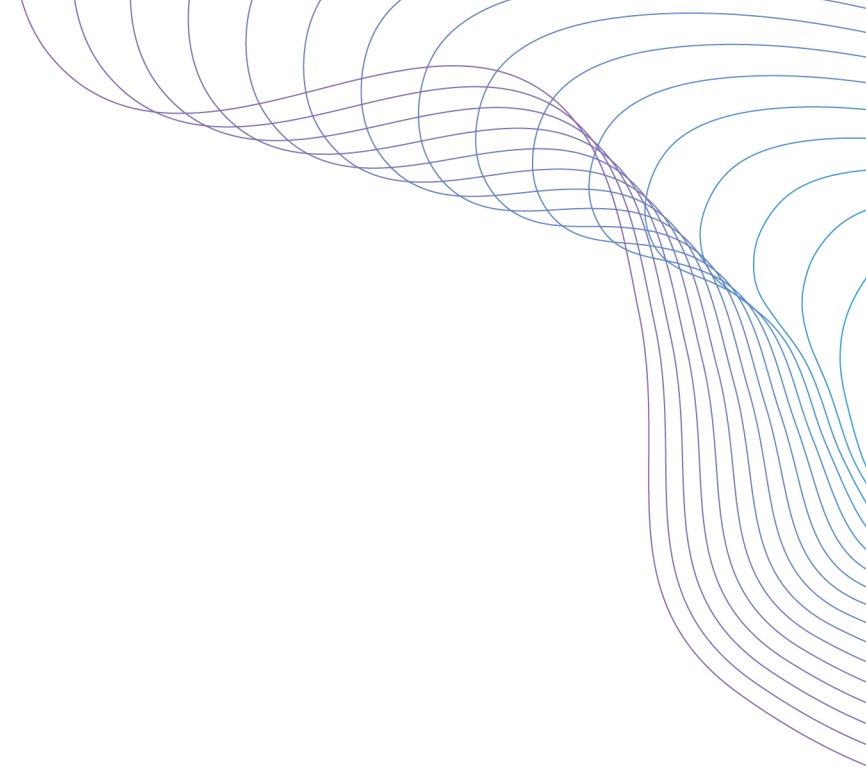
Why LinkedIn?

LinkedIn is where 414+ million professionals from around the world come to connect, stay informed, and get hired. It's the largest and fastest-growing social network for professionals.

Every day, billions of interactions take place on the platform. Members update their professional profiles with new skills, recommendations, education and work experiences. They also build relationships with companies by connecting to employees, engaging with content, and following Company Pages.

LinkedIn Talent Solutions is a suite of tools that helps you make sense of these interactions. It can support you in finding the candidates you need, building and maintaining relationships, and converting those relationships into successful placements for your clients or hires for your firm.





The Candidate Journey

The stages of the candidate journey

Candidates move through the journey at their own pace. Some learn about a job quickly, develop an affinity fast, and apply to a position within weeks. Others linger in the attraction stage for months before considering a career move.

But you have open reqs to fill. Fortunately, there are concrete steps you can take to move candidates through the stages faster. If you stay top of mind, nurture relationships with candidates, and use LinkedIn insights to identify people most likely to consider a career move, you'll be set up for recruiting success.

STAGES



Discovery

The candidate is open to new opportunities and beginning to discover what makes your firm unique.

"I wonder what this firm could offer me ..."



Attraction

The candidate is forming opinions and associations with your firm. In other words, building a relationship with your brand.

"There's something about this firm that stands out ..."



Application

The candidate has decided to spend the time and energy to apply to an open role.

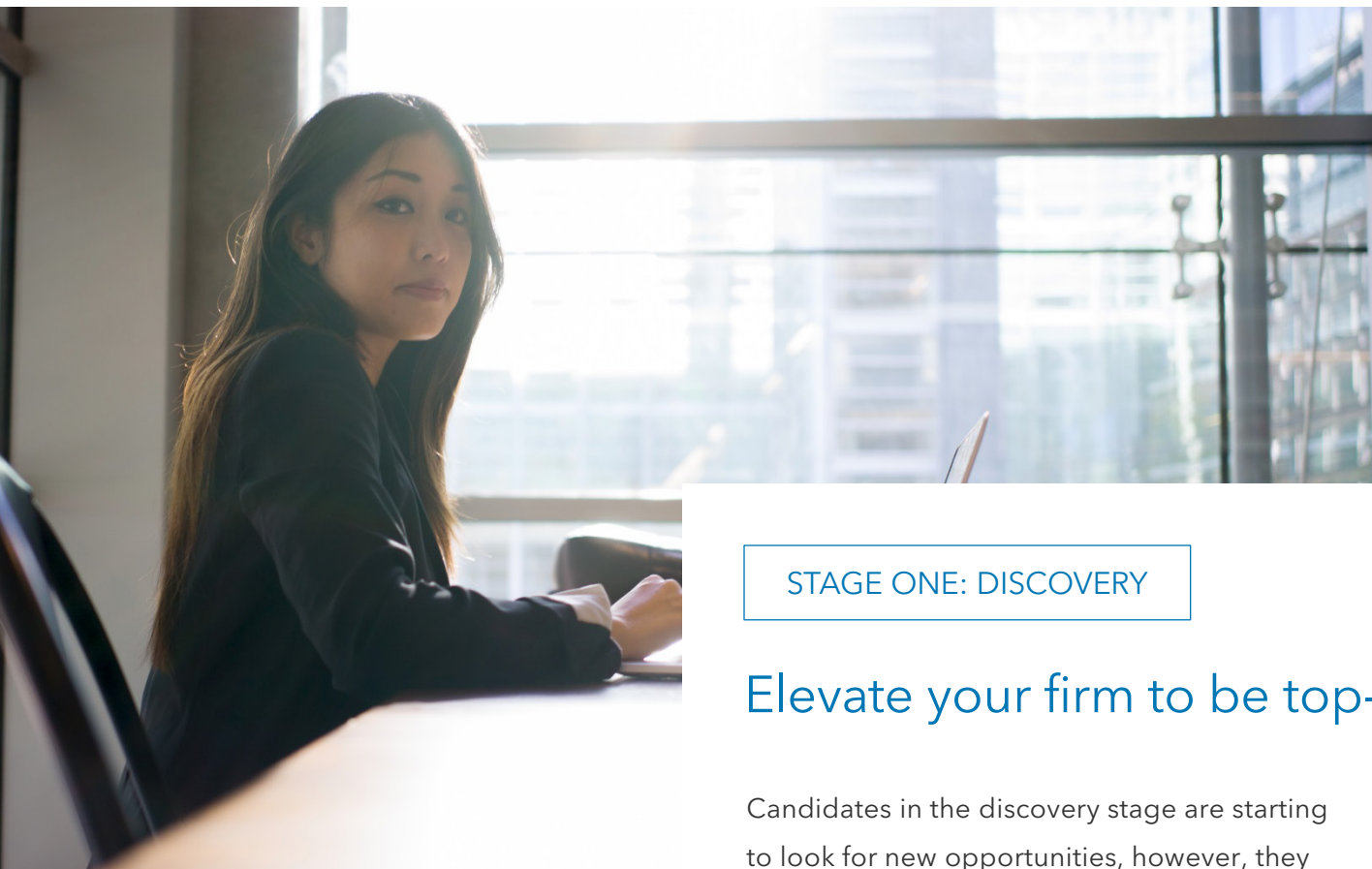
"I think this firm could help me find my dream job..."



Engagement

The candidate has been successfully placed and wants to remain a happy and engaged hire.

"I want to grow my career with this company."



STAGE ONE: DISCOVERY

Elevate your firm to be top-of-mind

Candidates in the discovery stage are starting to look for new opportunities, however, they might not be aware of your firm just yet. Before candidates can picture working with you on their next career move, they need to learn more about you, your firm, and start building trust and affinity.

Simply put, your brand is why people choose to do business with you – or don't. By investing

In your professional and company brands, you can raise awareness about your firm, which will open doors for candidates down the road. It has real bottom-line impact too; 72% of firms agree that their brand significantly impacts the growth of their business¹.

Make yourself and your company known. Your personal brand matters because you're a representative of your firm, so let's start with you.

¹ [Global Staffing Trends 2016](#), LinkedIn Corporation



Step one

Make your profile more authentic

Visiting profiles is the #1 activity on LinkedIn, which means your profile is often the first thing candidates see. It reflects who you are professionally and it's where clients and candidates go to research you and your firm.

That's why you have to nail it.

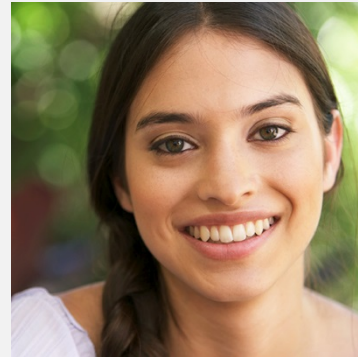
The more robust your profile, the easier it is for viewers to assess whether you can help them achieve their goals. Make it easy for someone to scan your profile in 60 seconds and feel like it's a no brainer: you're the ideal partner.

If you can't, you'll lose candidates to recruiters who can.



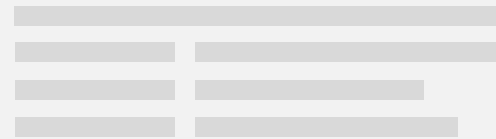
The anatomy of a well-branded recruiting profile

Engaging, friendly picture
that invites people to
connect with you



Paige Eklund

Finding talent and satisfying clients



Connect

500+
connections

 www.linkedin.com/peklund/

 Contact Info

Descriptive headline
that goes beyond your
title

Posts

Published by Paige



Making interviews fun for both sides

May 5, 2016



8 Tips for writing excellent lists of professional tips

April 29, 2016



There is only 1 recipe for success, and it's no secret

March 18, 2016

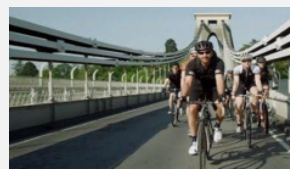
Show your expertise
by publishing
long-form posts

Background

Summary



Showcase your company
and what your firm offers
candidates with rich media



4 tips for a more authentic LinkedIn profile

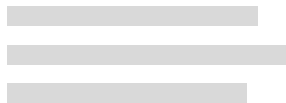
1

Choose your best photo. Profiles with photos are 14x more likely to be viewed. Four things you should do:

- ☐ Choose a photo that looks like you
- ☐ Make your face at least 60% of the picture
- ☐ Wear your normal work clothes
- ☐ Smile

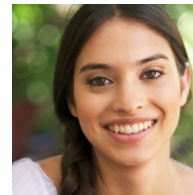


Paige Eklund



2

Write a bolder headline. While your picture is your visual hook, your headline is your written hook. Rather than defaulting to your standard title, use your headline to share what makes you unique. Don't be afraid to get creative: Headlines can be great conversation-starters with candidates.



Paige Eklund

Finding talent and satisfying clients



Profile metrics to watch:

- Who's viewed your profile
- Who's engaged with your updates
- Who's viewed and engaged with your published posts
- How you rank for profile views at your firm
- Follower statistics

[View your profile metrics](#)

Want to learn more?

[5 Ways to Make Your LinkedIn Headline Stand Out](#)

[6 Steps to Building Your Recruiter Brand](#)

4 tips for a more authentic LinkedIn profile

3

Over-invest in your summary. Aside from your picture, your summary is the most important part of your profile. It sums you up professionally, and it shows your true colors. By sharing who you are and what your firm offers, candidates will be more likely to engage with you about their career goals.

Not sure what to write? Four questions to guide you:

- What do you do professionally?
- Why do you do what you do?
- What's unique about you or your firm that you can offer candidates?
- What do you want candidates to do after reading your summary?

HINT: Inviting people to connect and start a dialogue is a great way to wrap up your summary.

4

Be a thought leader by sharing and publishing content.

Curating existing content can be less time-intensive than creating original content. Use [SlideShare](#) and [LinkedIn Pulse](#) to discover quality content quickly, and use status updates to share with your network.

When you've got something to say, writing long-form posts is a great way to show your thought leadership and expertise to candidates and other professionals. LinkedIn is one of the fastest-growing publishing platforms in the world.

Posts

Published by Paige



Making interviews fun for both sides

May 5, 2016



8 Tips for writing excellent lists of professional tips

April 29, 2016



There is only 1 recipe for success, and it's no secret

March 18, 2016

Why publish on LinkedIn?

Publishing on LinkedIn is a great way to build your professional brand. Consider sharing your point of view on an industry trend or relevant current event. The more quality and relevant posts you publish, the more people you'll reach and the stronger your brand will become.

3M

posts/to date

making LinkedIn one of the fastest growing platforms for professional publishing in the world.

The average post reaches professionals in

21

industries

across

9

countries

Members are generating more likes, comments, and shares on their posts than ever before.

Traffic per post is up

150%

230M

members

can publish professional content on LinkedIn, right now.

150K+

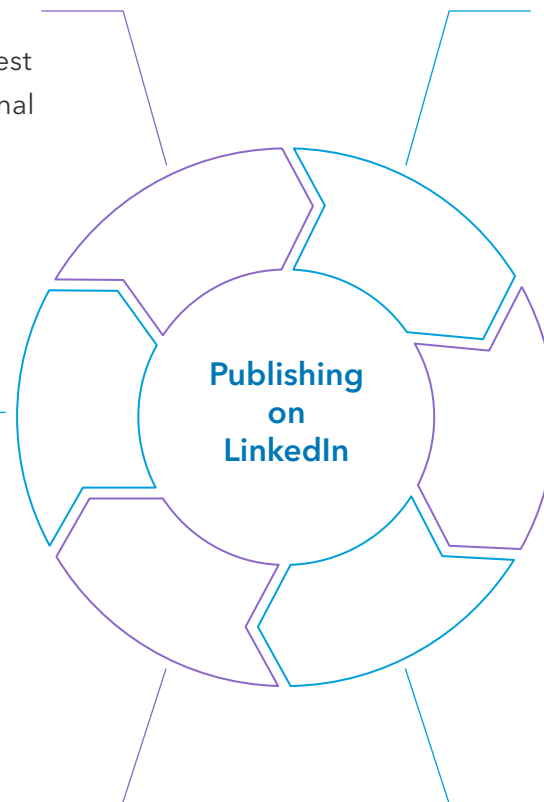
posts/week

Professionals are publishing content everyday on topics from real estate to construction, to education and law.

500

influencers

Recruitment leaders like [Alistair Cox](#), [James Caan](#), and [Lou Adler](#) are all using LinkedIn to share what they know.



3 steps to publishing success

1

Get inspired. See [why other LinkedIn members publish](#) on LinkedIn. Download the Pulse app for [Android](#) or [iOS](#) to stay on top of talent acquisition news while you're on the go.

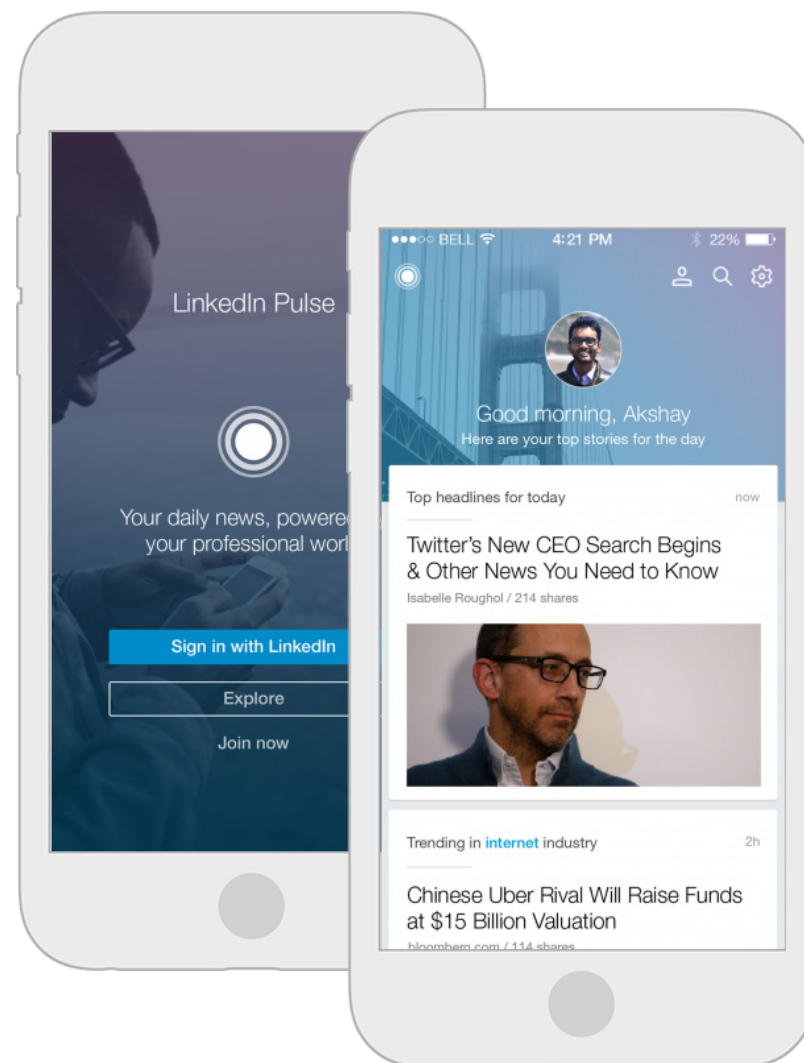
2

Write. Everyone has their own writing process. Do what works for you, but remember these four tips:

- Write what you know about and/or are passionate about.
- Write with your candidate audience in mind.
- Get feedback on your draft from at least one other person.
- Proofread, proofread, and proofread again.

3

Publish. [Visit here](#) or click "Publish a post" on your desktop homepage to go live.



Step two

Set up your Company Page and Career Page to stand out

Just as your profile helps candidates learn about you, your LinkedIn [Company Page](#) helps candidates learn more about your firm and what you can offer them. It lays the foundation of your firm's brand presence and as the center of everything you do on LinkedIn, it's important for yours to stand out.

Make sure it communicates:

- ☐ Your focus areas
- ☐ The type of clients with whom you work
- ☐ The opportunities you can deliver to candidates
- ☐ What candidates should expect by working with you

HINT: An all-star Company Page can also make your small staffing firm seem bigger. It levels the playing field and makes smaller firms look just as savvy and capable as a 5000-employee competitor.

The anatomy of a successful Career Page

The LinkedIn [Career Page](#) is a premium extension of your [Company Page](#). If your firm covers multiple industries, you're able to deliver personalized web experiences to each audience. Career Pages let you target your messaging and job posts to candidates with specific attributes like location, industry and function.

MANE Mane Contract Services 16,308 followers Follow

MANE
MARKET LEADERS
IN TECHNICAL RECRUITMENT
ENERGY

The Market Leading Provider of Energy Personnel
Helping clients achieve a competitive advantage by supplying exceptionally talent people

About Mane Contract Services

Jobs at Mane

- [Senior Geotechnical Engineer](#)
York – UK
- [Electronics Team Lead](#)
London – UK
- [Commissioning Engineer](#)
London – UK
- [Planner](#)
Kent – UK
- [Electrician](#)
Middlesex – UK

[See more jobs at Mane ›](#)

Recent Updates

[Plans for onshore wind project revealed](#)

[Be The Engineer of Your Career](#)

Bold, memorable visuals
with lively colors

Multiple page versions
highly targeted to
visiting talent

Dynamically feature jobs
most relevant to
your visitors

Post content
that reflects your brand
and attracts the right
candidates.



Both your Company Page and Career Page allow you to build followers. Followers are people virtually raising their hands to stay connected to your firm.

Your followers are so important. Why?

79% are interested in job opportunities.

95% more likely to respond to an InMail from one of your consultants.

61% more likely to share information about your organization.

2x more likely to recommend your firm to others.

LinkedIn data, 2015



4 steps to gaining quality followers

1

Add a free Follow button to your site. Make it easy for people who visit your website to follow your LinkedIn Company Page by embedding a [free Follow button](#).

2

Go social. Cross-promote your Company Page in [LinkedIn Groups](#) and on other social platforms such as Twitter and Facebook.

3

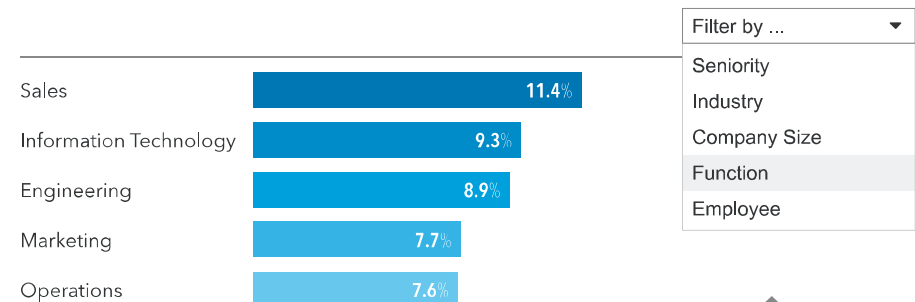
Have employees spread the word. Ask your team to include your Company Page on their LinkedIn profiles and in all candidate communications. They can even embed a Follow button in their email signatures.

4

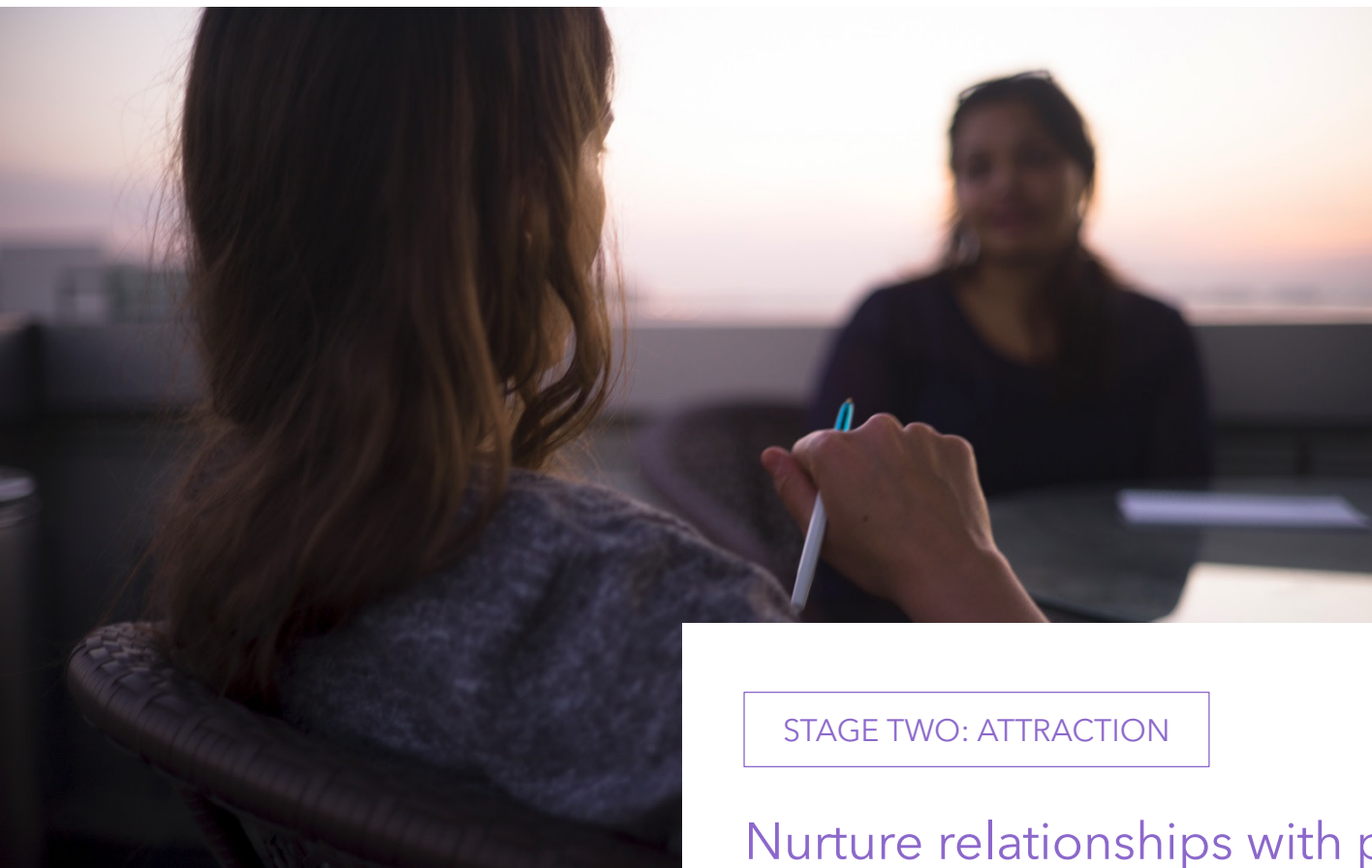
Track your progress. Use the [Analytics tab](#) on your Company Page to explore your follower demographics by function, industry, seniority, and company size. Use this information to determine whether you're attracting the right members and how to better engage this audience.

For more information on adding a Follow button, visit developer.linkedin.com/plugins

See follower demographics using LinkedIn Company Page analytics



You can analyze your follower demographics by function, seniority, industry, company size, and even how many of your followers are current employees.



STAGE TWO: ATTRACTION

Nurture relationships with prospective candidates

Now that your target candidates are aware of your recruitment firm, it's time for you to nurture those budding relationships and accelerate candidates along their journey to becoming your next placement.

To do this, stay top-of-mind, be helpful, and harness the mutual connections that already have a trusted relationship with your target talent: your employees.

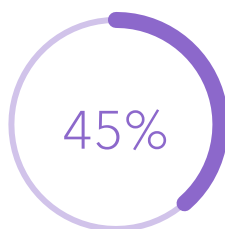
Step one

Reach candidates with Status Updates and Sponsored Updates

Candidates are busy, and with so much happening on LinkedIn every day, it's important to get your best content in front of the right talent to have the biggest impact.

Status Updates are the perfect tool to:

- **Show you're a strategic partner.** By hooking candidates with valuable content that shows you're an industry expert, they'll be more likely to rely on you for guidance.
- **Make you visible and accessible.** Status updates are a non-invasive way to stay top of mind. Be patient: it may take a while to get a potential candidate on board. Win their attention and loyalty now; make money later.
- **Extend your reach.** The more likes, comments and shares your content receives, the more broadly it reaches throughout the LinkedIn network. Take advantage of your employees' established relationships with candidates by making it easy for them to share your content.



Status updates containing links can have up to 45% higher follower engagement than updates without links.



3 tips for winning Status Updates

1

Post often. Start with one post per weekday and work up to 2-3 times per weekday. Posting consistently keeps your content fresh and gives your followers something to share with their networks. Quality rules over quantity, so only increase your frequency if your quality stays strong.

Consider building an editorial calendar to plan your posts and ensure your content mix is relevant to the talent segments you want to engage.

2

Be responsive. Always reply to comments and questions on your updates. Consider connecting and/or engaging with people who share and like your updates too. Remember, these social actions signal interest in your organization, so don't leave anyone hanging.

3

Value quality over quantity. Your Career Page helps you pipeline prospective talent, so always post content that reflects your brand and attracts the people you're looking to hire.

Find out more with [11 Ways Staffing Companies Should Use Status Updates](#)

Ideas for engaging Status Updates

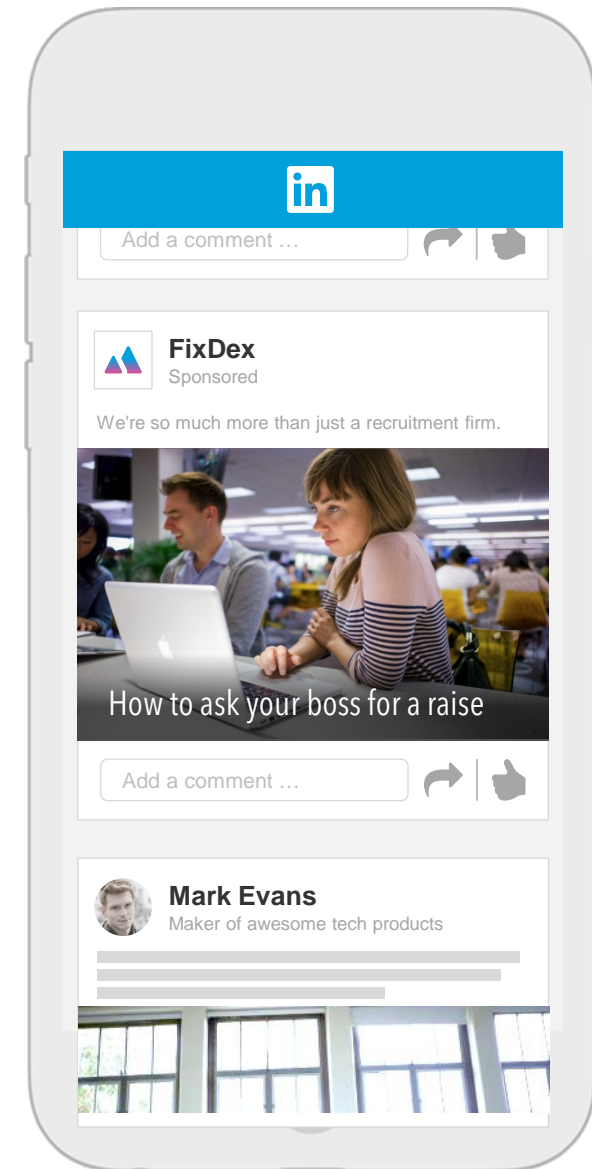
- Ask questions – Questions get 50% more engagement.
- Keep your posts quick and snappy – 50 characters or less is recommended for a status.
- Give your own opinion – Don't just join conversations, start them!
- Include rich media – Source relevant and engaging media to share; video gets 100% more likes and shares than other content.

Engage the candidates you're looking for with Sponsored Updates

Reach beyond your followers to LinkedIn's 414+ million members with Sponsored Updates, which put your content straight into the LinkedIn feed of any member on the site. Target updates by job title, industry, seniority, field of study, and skills, nurturing the relationships most valuable to you.

Sponsored Updates provide the perfect opportunity to increase awareness and elevate your brand with a high-quality audience. They are the best way to share information with the right candidates, at the right time.

Sponsored updates target the candidates you want to reach across all their devices.



Know what's working

Sponsored Updates are data-rich. Each one comes with its own dashboard showing impressions, clicks, interactions, the number of new followers acquired from the update, and the engagement percentage.

Pro tip: Use these insights to understand what content resonates with your target candidates. Then, sponsor more content like it. Every interaction with your brand builds the relationship.

These analytics help you control cost and show the overall effectiveness of a post. Below are a few key definitions.

- **Impressions:** The number of times your update is seen. Each time an update displays in the newsfeed, it counts as one impression.
- **Engagement:** The number of clicks to your update link, as well as likes/shares/comments/followers acquired, divided by impressions.

Organic ?

Targeted to: All Followers

265,484
impressions

795
clicks

693
interactions

0.56%
engagement

Gained from Sponsoring

► 3 campaigns

+108,568
impressions

+411
clicks

+137
interactions

+136
followers acquired

+0.63%
engagement

By sponsoring this update to a wider audience, this organization attracted 136 new followers.

$$\text{Engagement} = \frac{(\text{Clicks} + \text{Likes} + \text{Shares} + \text{Comments} + \text{Followers acquired})}{\text{Impressions}}$$

Step two

Encourage employees to be social champions

Recruitment professionals receive 10x the amount of profile visits on LinkedIn; that's a lot of eyes looking at your employees. Make the most of this traffic by encouraging them to share content that's relevant to their target audience. Encourage them to share content, join groups, and help spread your messages. Tee up an article of the week they can share and recommend [LinkedIn Pulse](#) channels and [Influencers](#) to follow. You can even build a library of pre-approved content and messages for them to easily share.

With LinkedIn Pulse, employees can access quality content to share across LinkedIn, Twitter, and Facebook – helping to influence all of the prospective candidates in their networks.

Your teams' personal brands will benefit from building out their profiles and growing their networks. It's a win-win: what's good for the firm is good for their own reputations.

People are

3X

more likely to believe employees over CEOs when it comes to talking about an organization.

Companies with socially engaged employees are

58%

more likely to attract top talent.¹

Learn more about [LinkedIn Pulse](#)

¹ [2014 Altimeter/LinkedIn Study](#)

Step three

Target your employees' connections with targeted ads

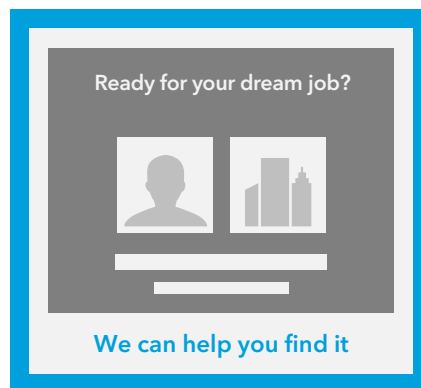
The people who view your employees' profiles are connected to your employees, and therefore more likely to be familiar with your firm and more open to any opportunities you have available.

Capture the attention of your next placement by putting [targeted ads](#) alongside your employees' profiles. You can use Ads to amplify your brand impact, expand your follower base, and spread the word about your firm's capabilities and open positions. Here are three good options:



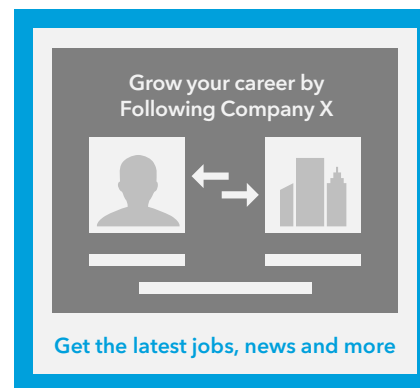
Employee Profile Ads

Display a targeted set of job openings



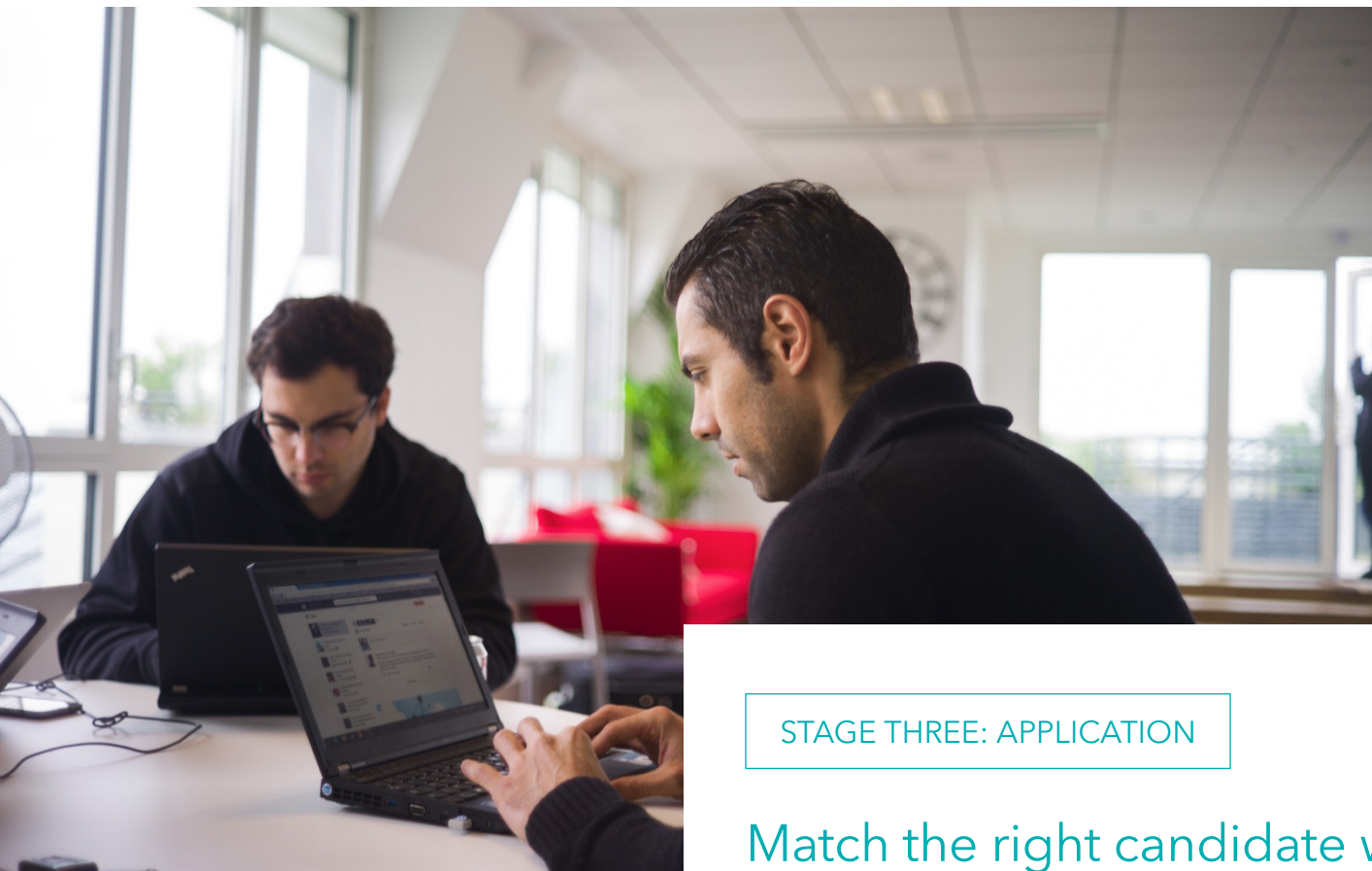
Picture Yourself

Invite candidates to picture themselves in a new role



Follow Us

Encourage viewers to follow your Company Page and stay informed



STAGE THREE: APPLICATION

Match the right candidate with the right opportunity

By now, candidates are aware of your brand and have developed an interest in your firm. You've laid the groundwork for them to apply to your job, you just have to motivate them to take action.

The keys to success at this stage are starting InMail conversations that get responses and writing job descriptions that inspire the right candidates to apply.

Your Career Page followers are almost

95%

more likely to respond
to your InMails than
non-followers.

Talent that share a former
employer with you are

27%

more likely to respond.

Talent that share a LinkedIn
Group with you are

21%

more likely to respond.



Step one

Write InMails that hook candidates

InMail allows you to send direct messages to anyone on LinkedIn. But eliciting a response takes skill. The key to getting a response is to have a personalized message, but that can be difficult when you're strapped for time.

70% of talent on LinkedIn are passive candidates.¹ They are not actively searching for a job but would be open to a new opportunity if they felt it was the right fit.

Take advantage of LinkedIn's insights to identify the talent most likely to respond to you. Consider your Career Page followers and employees' connections. Look at people who share your LinkedIn Groups, schools and past employers.

(LinkedIn Recruiter makes it easy to find talent most likely to be receptive to your outreach, but more on that later.)

¹ [Talent Trends 2015](#)

9 golden rules of InMail

- 1 **Review profile.** Let recipients know what on their profile caught your eye. Personalization is flattering.
- 2 **Grab attention.** Mention mutual connections. LinkedIn suggests them for you.
- 3 **Show you are selective.** Highlight what makes them appealing. Compliment them sincerely.
- 4 **Be conversational and brief.** Write as if you were speaking. Don't just paste the job description.
- 5 **Listen well.** Ask about goals and interest level in new opportunities.
- 6 **Focus on goals.** Think beyond the job and frame your message around what's in it for them.
- 7 **Leverage content.** Consider including useful information, such as a relevant whitepaper.
- 8 **Be patient.** Don't hound. Use status updates to stay visible while you wait for responses.
- 9 **Include a call to action.** Ask to continue the dialogue, not necessarily to apply right away.

A quick look: InMail vs. email

When it comes time to start a conversation with a star candidate, take a look at how InMail and email compare.

	InMail	Email
Instant message-style conversations that make it easy to build candidate relationships	✓	✗
Readily-available candidate information, including profile details and recruiting activity, helping you keep the conversation personalized	✓	✗
Templates and analytics that help you work smarter and save time.	✓	✗



Step two

Post Jobs that excite the right candidates

A successful [job post](#) has a tall order to fill. It must communicate job qualifications and required skills. It also needs to convey your client's company culture, stand out from the competition, and persuade candidates to apply. Ultimately, it should attract the right candidates and deter the wrong ones.

On LinkedIn, your opportunities reach far beyond those looking for a new job. We use our unique profile insights to help your open reqs reach and engage qualified talent throughout their candidate journey.

HINT: Over 40% of LinkedIn users will be using mobile to view your profile and your job posts, so bear this in mind when creating posts.

5 steps to an apply-worthy job description

Your job description only has a few moments to make a big impression. Follow these 5 guidelines to make it count.

- 1 Use a search-friendly job title rather than a creative one.** Make sure your job title is easily discoverable, and save your creativity for the description. People are much more likely to search for a “Sales Manager” than a “Revenue Ninja.”
- 2 Get smart on the latest research.** There is so much research on what candidates want in a job today, so use it. For example, [LinkedIn Talent Trends 2015](#) found that professionals in the UK value work/life balance more than professionals in other parts of the world.
- 3 Be personal and specific.** Beyond skills and experiences, think about the type of person you’re looking to attract (personality traits, interests, values, etc).
- 4 Emphasize what’s in it for the candidate.** The job description is for candidates. Rather than outline your laundry list of needs, sell them on how they will have impact and career growth.
- 5 Get creative.** Keep your job posts unique by seeking out inspiration in unexpected places.

Want more job tips?

Check out [7 Tips to an Irresistible Job Description](#).

The power of a LinkedIn Job Post

1. **Fuel your posts with LinkedIn insights.** Based on profiles of candidates similar to who you're looking for, LinkedIn recommends skills and education requirements for you to consider including in your job post which means you never need to build a job description from scratch again.

Did you know?

Once your Job Post goes live, LinkedIn suggests up to 50 professionals who match your search.

Job Function

Employment type

Seniority level

Accounting

Full Time

Mid-Senior Level

Skills

High level understating of US GAAP
Experience with revenue recognition in the biotech industry

Education

You can add certifications here too

Key responsibilities

We recommend 4-6 bullet points

How would you like people to apply?

Let candidates apply with their LinkedIn profile and notify me by email

☒

recruiter@universaltech.com


Direct applicants to an external site to apply

☐

http://yourcompany.com/job123

Want to add a personal touch?

☒ Show my profile on the job post

 Paige Eklund
Finding great talent to satisfy clients

Preview

Continue



Recommended skills

We suggest adding at least 5 relevant skills so we can match your job with the right candidate.

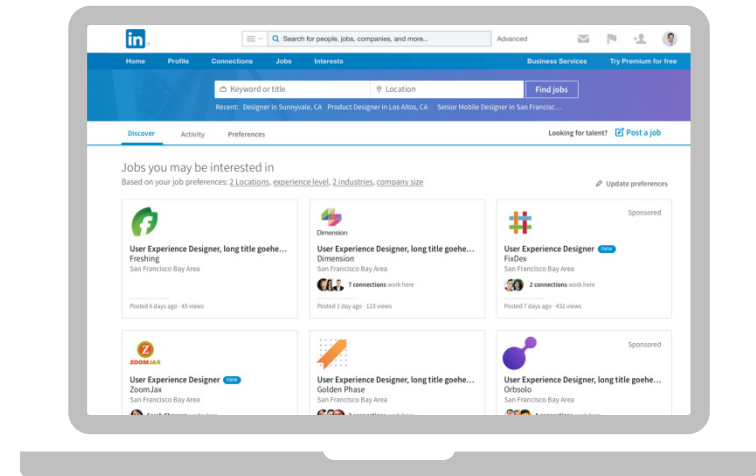
- + Accounts payable
- + Accounts receivable
- + Payroll
- + Financial statements
- + Journal entries
- + Fixed assets
- + Bank reconciliation
- + Invoicing
- + US GAAP

The power of a LinkedIn Job Post

2. Engage the right talent, automatically. You want your job to reach the right candidates, not just those actively looking. That's why we automatically advertise your openings to relevant professionals based on the qualifications you're looking for, so you get more relevant applicants.

LinkedIn positions your job to passive and active candidates using "Jobs you may be interested in". This appears on the home page, jobs page and via email meaning your job, company and name is repeatedly being put in front of your target audience.

73% of professionals are waiting for the right job to find them.



The majority of LinkedIn job views come from our recommendations module called "Jobs You May Be Interested In," not from active job searches.

Have a lot of open reqs to fill?

Job Slots are the right choice for you. They are essentially recurring Job Posts. Rather than posting a single job at a time, Job Slots give you the flexibility to advertise multiple roles as you need.

¹ [Talent Trends 2015](#)



STAGE FOUR: ENGAGEMENT

Ensure satisfaction between client and candidate

Congratulations – You’ve made the placement! But, your job isn’t over quite yet. In a candidate’s marketplace, it’s more important than ever to keep-in-touch with candidates that you’ve placed and clients you’ve worked with. Why? The candidate you place today, could become your client tomorrow.

The most important thing to remember in this stage is to stay in touch for the right reasons. You should be adding value to your candidates and clients by providing industry news, insights and career advice, and in return they will keep you top-of-mind for any future needs. It’s a win for everyone.

Step one

4 ways to stay in touch with clients and candidates

Maintaining a relationship with the people that you place is an important part of the candidate journey. It plays a big role in differentiating your firm and is a factor in why candidates would choose to work with you again, or refer you to a friend. The same goes for your clients.

- 1. Phone calls** – Bring it back to basics with a phone call at the 1, 3 and 6 month marks to ensure that a candidate is happy in a new role, and your client is satisfied with the placement. It's better to find out if there are any issues with the relationship early, so you can step in and ensure a smooth onboarding process.
- 2. InMails** – Sending a personalized InMail is the perfect way to check-in with clients and candidates and let them know you're thinking of them. If your candidates and clients believe you are invested in their careers and company, they will become more personally invested in your firm.
- 3. LinkedIn Company Page status updates** – An 'always on' channel, your Company Page allows you to deliver relevant content to target audiences. Keep clients and candidates engaged and your firm top-of-mind with industry insights, news, career advice and more.
- 4. Social Media** – Adding and following clients and candidates on social media is another 'always on' channel. It leaves the onus in their hands and they can choose when and where to engage with you. It may be a tweet or a picture one year from now that entices them to reach out about a new opportunity.



LINKEDIN RECRUITER

Accelerate the candidate journey with LinkedIn Recruiter

Today, the best recruiters source directly from a qualified pool of candidates with whom they already have a relationship. Why? Because those candidates tend to be easier and faster to recruit.

LinkedIn Recruiter and Recruiter Professional Services (RPS) - a version of LinkedIn Recruiter designed specifically for staffing firms - are powerful tools that help

You search 414+ million professionals around the world, giving you actionable insights from the relationships you, your employees, and your organization have with talent.

The result? You're able to quickly find and engage the candidates most likely to be interested in your job opportunities.



Find great talent faster with our recommendation engine

Whether you know every skill required or just a few, LinkedIn Recruiter and Recruiter Professional Services help you build the best search to uncover the right candidates. As you type a job title and location into the search bar, skills you may want to add based on the role you're trying to fill will be recommended to you.

Who are you looking to hire?

Architect

Seattle

Architectural Design



GO

TRENDING SKILLS FOR THIS TITLE

SketchUp

Architectural Design

Revit

ArchiCAD

Choose from the top trending skills for your job title within LinkedIn Recruiter or Recruiter Professional Services (RPS).

Use your client's top performers to guide your search

Have you ever been asked to hire someone "just like Sarah from sales?" What about find someone who is "50% Devon from design and 50% Mario from marketing?" Sometimes, it's easier to describe who we're looking for.

Simply enter the name of your ideal candidate into the search bar, and LinkedIn Recruiter or Recruiter Professional Services will build a search based on his or her profile data and identify similar talent.

The screenshot displays the LinkedIn Recruiter dashboard. At the top, the navigation bar includes 'Recruiter', 'Projects', 'Clipboard', 'Jobs', 'Reports', and 'More'. The main header area asks 'Who are you looking to hire?' and features a search bar with 'John Boley' and 'Lili Waugh Mahoney' entered. A dropdown menu shows a list of suggested candidates:

- Lili Waugh Mahoney**
Associate Product Operations Manager at LinkedIn
- Lilian Wang**
Product Ops & Research at LinkedIn
- Lilia Martinez-Coburn**
VP Product at MedHelp. I'm hiring! PM, Designers, Engineers
- Lilian Loyola**
Human Resources Business Partner
- Liliana Kellett (Guiscardo)**
People Geek @ Culture Amp

On the left sidebar, there are sections for 'Updates', 'Follow candidate', 'Your saved searches', and a job anniversary announcement for Salva Larin. The right sidebar contains a 'Post a job' button with '4 job slots remaining', a section for 'People you may want to hire' with instructions to start searching, and a 'Project activity' section showing a test for EnterpriseRelevance-Microsoft.

Use smart suggestions to expand and refine your search results

Whether you're a rookie recruiter or a seasoned consultant, remembering every possible educational institution, past company, and skill is hard. LinkedIn Recruiter and Recruiter Professional Services save you time by surfacing terms you may not have thought of, helping to further refine your search.

Showing results for

Job title

Architect +

Locations

Greater Chicago Area +

Skills

Design research AutoCAD +

Sustainable design Revit

Companies

+ Add companies FixDex

Education

Northwestern University +

DePaul University UC Berkeley

Keywords


+ Add keywords LEED certified

View more ▾

9K total candidates

694 have company connections

9,650 total candidates




John Candidate

Project Manager, Business Analytics at Your Company

Current

Past




Susan Potential

Project Manager, Business Analytics at Your Company

Current

Past



LinkedIn Recruiter // 37

The anatomy of LinkedIn Spotlights

To help prioritize your outreach, LinkedIn Recruiter and Recruiter Professional Services shine Spotlights on qualified candidates. Spotlights are actionable insights that identify quality candidates, faster. They are based on different types of relationships and interactions on LinkedIn. You can easily filter results for candidates who are likely to engage.

Company connections

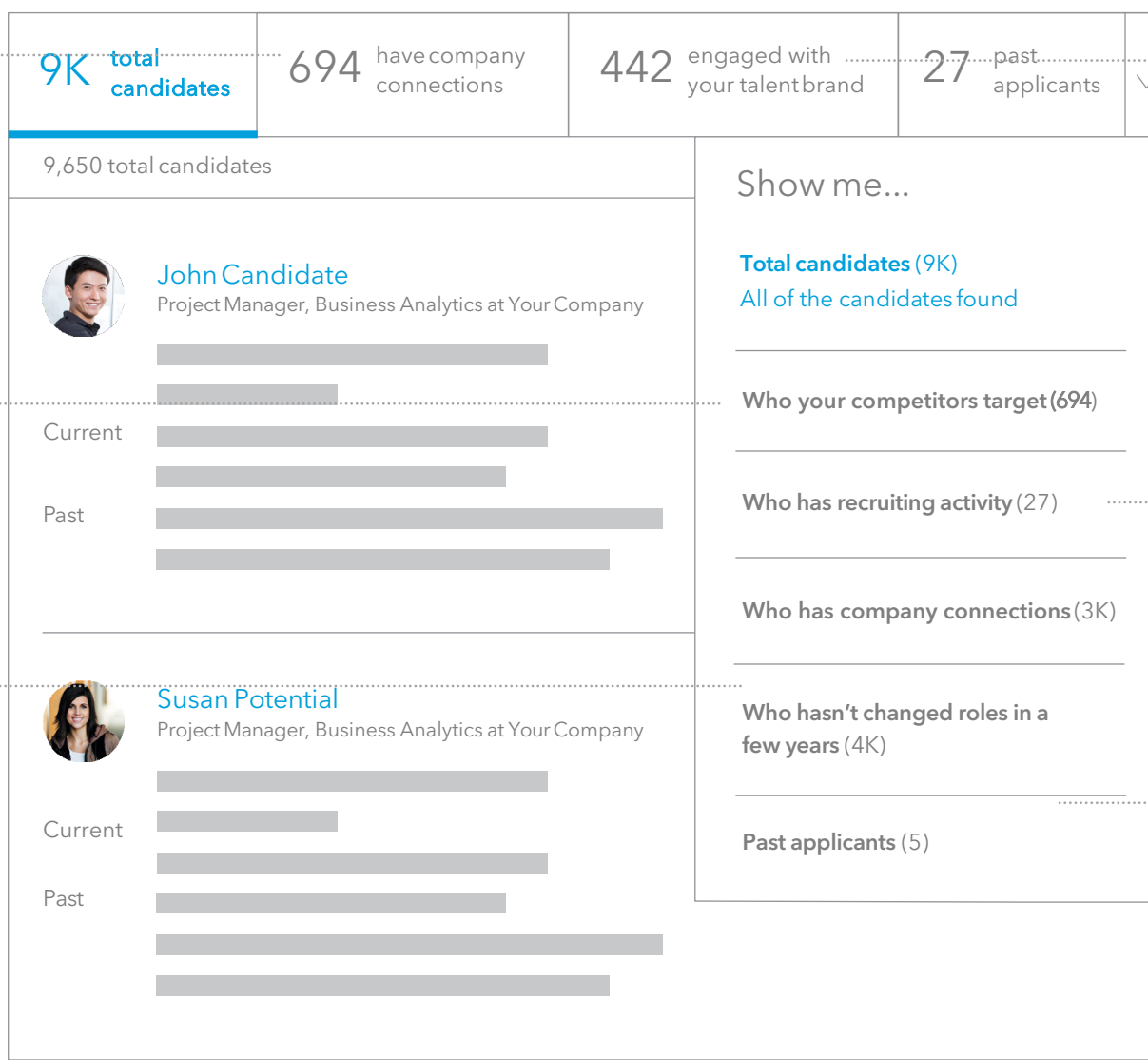
People who are connected with your employees

Competitor's talent pools

People your competitors target, including schools and companies

Potentially ready for a move

People who have been in their current role for 1-5 years



Show me...

Total candidates (9K)
All of the candidates found

Who your competitors target (694)

Who has recruiting activity (27)

Who has company connections (3K)

Who hasn't changed roles in a few years (4K)

Past applicants (5)

Engaged with your talent brand

People who have engaged with your Company Page, status updates, or Job Posts

Have recruiting activity

People who have been contacted or engaged by recruiters at your firm

Past applicants

People who have applied to your company before

Identify and prioritize the candidates most likely to become your next hire

Company connections are

1.5x more likely

to accept your InMail

People who are engaged with your talent brand are

2x more likely

to accept your InMail

Candidates who appear in Spotlights are

2x to 3x more likely

to respond to your InMails than candidates who do not appear.

The Spotlights feature shows you candidates connected to your organization through your employees, talent brand, or even applying to past roles. Remember all the work you did to gain Career Page followers? They will appear within the “Engaged with your talent brand” Spotlight along with people who have engaged with your Company Page updates or Job Posts.

Candidates featured in Spotlights are not only good fits for your job, they are also more likely to respond to your InMails, apply to your jobs, and accept your offer. Ultimately, it streamlines your sourcing experience so you can focus on the rest of your to-do list.



Where to start

We've covered a lot in this book, but you don't have to tackle everything at once. This chart will help you identify your most pressing recruiting needs and where to start.

If this sounds like you,	then you should focus on:	Check out:
<p>You're a sophisticated recruiting team competing for the highest-quality candidates.</p> <p>You already have a strong reputation as a staffing firm.</p>	<p>Using your Career Page to strengthen your firm's brand to nurture your reputation. Also, focus on activating your employees to share your opportunities and leveraging their networks with targeted ads to reach hard-to-find candidates.</p>	<p>Recruiter > Job Slots > Career Pages > Targeted ads ></p>
<p>You need to fill a lot of jobs quickly and you tend to use job boards to meet your recruiting needs.</p> <p>Most people you place aren't initially aware of you as a staffing firm.</p>	<p>Posting your job openings on LinkedIn to target the right talent with the right skills and experiences.</p> <p>Using your Career Page to build your firm's brand and advertise your open reqs.</p>	<p>Recruiter > Job Slots > Career Pages ></p>
<p>You have a small team and need a cost-effective way to recruit a low but steady volume of quality candidates.</p>	<p>Using LinkedIn Jobs to post your open reqs and Recruiter Professional Services to source as need.</p>	<p>Recruiter > Jobs Post ></p>

Appendix

Want more? The LinkedIn Talent Blog has it.

The [LinkedIn Talent Blog](#) is one of the industry's hottest publications for a reason – it covers everything you need to know to be great at your job.

Here's a peek at what you'll find on the blog:

The latest research and trends

[Data Reveals How Candidates Want to be Recruited \[INFOGRAPHIC\]](#)

[Why Your Staffing Firm Needs to Prioritize Branding \[INFOGRAPHIC\]](#)

Quick tips and tricks

[How to Assess a Resume \(in Less Than 6 Seconds\)](#)

[Staffing: How to Go From a Vendor to a Trusted Advisor](#)

A reason to laugh

[12 Songs That Speak to Recruiters](#)

[9 Things Recruiters Are Sick of Hearing](#)



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About LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations 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 414 million members worldwide, LinkedIn is the world's largest professional network.

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About the authors



[Alyssa Sittig](#)

Content Marketing Manager, LinkedIn



[Angela Dickinson](#)

Content Marketing Manager, LinkedIn



[Kate Reilly](#)

Marketing Consultant



[Ryan Batty](#)

Director of Marketing, LinkedIn



[Mark Menke](#)

Global Content Marketing Team Lead, LinkedIn



[Andrew Freed](#)

Senior Director of Global Marketing, LinkedIn



[Emi Hofmeister](#)

Senior Product Marketing Manager, LinkedIn

