



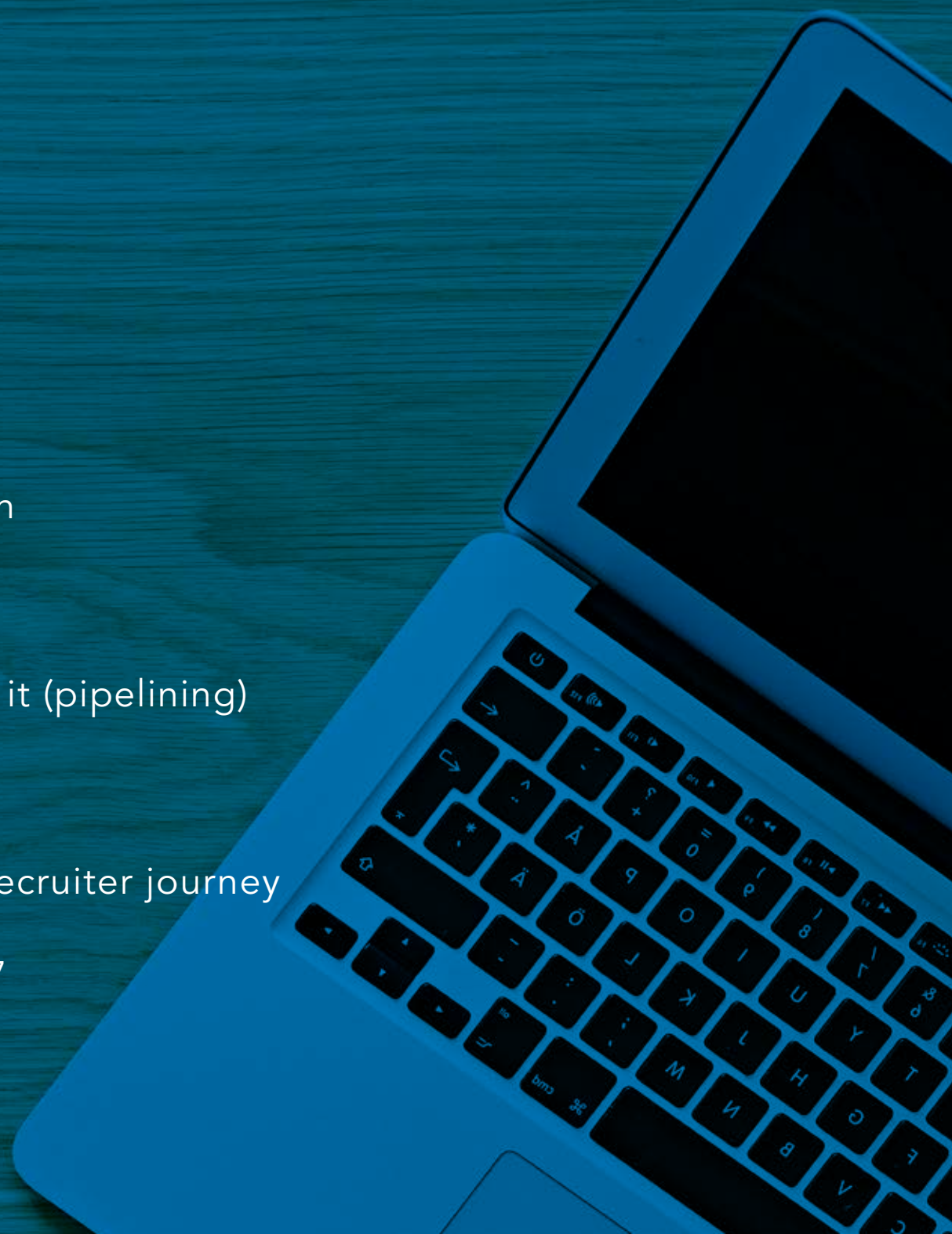
Work Smarter, Not Harder:

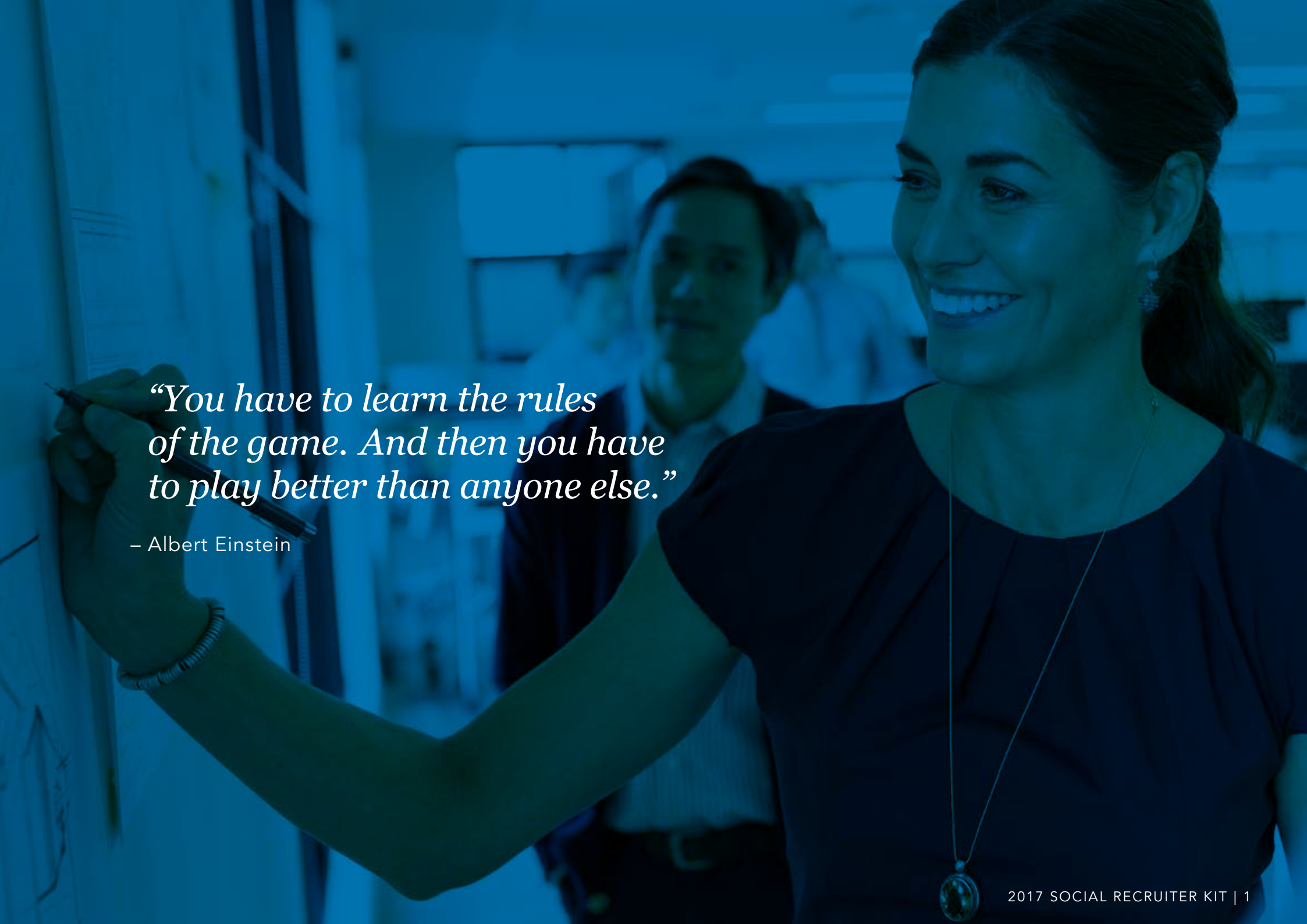
Your 2017 Social Recruiter Kit

LinkedIn  Talent Solutions

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A woman with dark hair tied back, wearing a dark top and a necklace, is smiling and writing on a whiteboard with a pen. In the background, a man in a suit is looking towards her. The entire image has a blue tint.

*“You have to learn the rules
of the game. And then you have
to play better than anyone else.”*

– Albert Einstein

Why it's important to be ahead of the game

The world of recruiting has evolved dramatically in the last two decades; 85% of quality hires now come predominantly from social professional networks and internet job boards and the gap between hiring volume and budgets has widened.

So in an ever-changing game, with limited time and resources, it's about **working smarter, not harder** as a social recruiter. To stay ahead of the competition, it's time to optimise the sources that return both the best **quality** and **quantity** of candidates.

We want to empower you to attract and recruit the best possible talent into your business.

To help you achieve your hiring goals, we're going to haul you through your paces and get you 100% recruiter fit for 2017. You'll learn how to **play the social recruiter game better** than everyone else and maximise your use of LinkedIn Recruiter tools for the ultimate competitive edge.



LINKEDIN RECRUITER HAS THOUSANDS OF FEATURES DESIGNED TO MAKE YOUR LIFE EASIER. MANY RECRUITERS ONLY USE A HANDFUL OF THESE TOOLS, MEANING THEY DON'T GET AS MUCH OUT OF THE PLATFORM AS THEY COULD.

USE THE LEARNING CENTRE TO MASTER RECRUITING ON LINKEDIN

What does it take to be top of your game as a social recruiter?

Your LinkedIn Recruiter Index (LRI) measures how effective you are at building your 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

Find out where you're performing best with Recruiter, improvement areas and how you compare to peers. Request your LRI report today through your Relationship Manager or Customer Success Manager and identify which of the above areas you could improve to achieve an awesome LRI of 80+.



TOP RECRUITERS ARE 60%
MORE ENGAGED WITH
LINKEDIN'S RECRUITING
TOOLS THAN AVERAGE ONES
AND ARE MORE NETWORKED
AS WELL – WITH 20%
MORE PROFESSIONAL
CONNECTIONS.

How can I use LinkedIn Recruiter to be ahead of the game?

Now you know what it takes to be a modern recruiter and you want to get better at LinkedIn. Where do you start?

Well, this 'self-service' social recruiter kit will help you go to battle in the war for talent, by offering you the know-how, insider tips and understanding of LinkedIn's Recruiter, Jobs and Branding Solutions. You will:

- **Target the right talent:** Find, attract and recruit quality active and passive candidates.
- **Build a strong talent pipeline** to ensure you have an active pool of candidates available for volume roles or specialist positions.

This guide includes how-tos, information and 'hacks' to leverage LinkedIn Talent Solutions to your best advantage.

Top talent acquisition teams get ROI from recruiting tools



MORE ENGAGED WITH
LINKEDIN RECRUITING TOOLS



2.5x

MORE IMPACTED HIRES

Source: LinkedIn data (January 2015)



PART 1

STRENGTHEN YOUR SEARCH

The bottom line is this: the more optimised your search for quality candidates, the wider the talent pool of relevant candidates will be.

You'll get far better results with LinkedIn Recruiter when you master Boolean search techniques and uncover top talent through clever use of LinkedIn data.

Understand your talent pools

Set effective search strategies

One thing that top recruiters have in common is the ability to analyse and understand talent pools. Yet, LinkedIn data shows that only 1/3 of recruiters say they have access to the tools they need to do this well. With search insights, you can now gain a deeper understanding of the talent market and quickly identify and prioritise the best talent pools to recruit from.

Manage hiring manager expectations

If you have ever dealt with a challenging hiring manager, you are not alone - according to a LinkedIn survey, 82% of recruiters share that their hiring managers can sometimes have unrealistic expectations. Search insights can help you summarise candidate market data to educate your hiring managers about the realities of any given talent pool. These insights will help you and your hiring manager determine, for example, whether you should expand your search to new markets or adjust the compensation or title.

Build rapport with candidates

Search insights can also help strengthen your relationship with candidates by enabling you to advise them on current market dynamics. For example, you can share data with candidates to help them understand what experience they will need for a given role, which job markets are most competitive, or who the top employers are for a given talent pool. These insights help you act as a trusted advisor.

SEARCH INSIGHTS:

- Help you determine supply and demand for a particular type of talent in a specific area.
- Help you determine the best places to look for top talent outside your main location.
- Show you the location, background and interests of target candidates.
- Help you inform the messaging you use while recruiting.
- Provide a great foundation to engage hiring managers around critical segments.

Start using SEARCH INSIGHTS in LinkedIn Recruiter today by clicking on the bar chart icon from your search results page.

**WATCH THE SEARCH INSIGHTS
VIDEO TUTORIAL**

LinkedIn Recruiter Hack 1

Search for your next hire

Here are some quick tips for your next hire search:

- Spend time brainstorming the **right words to include in a search**: Start with a review of the specific job responsibilities, along with the skills the ideal candidate will have. Think about other job titles used for the role.
- Think about how you can revise your search string. Are you grouping terms with parentheses? Are you using quotes to enclose terms?

All these techniques will help you find the right candidates for that hard-to-fill role or critical hires.





PART 2: BETTER TARGETING

Did you know that one in every three professionals on the planet is on LinkedIn?

Now with over 400 million members globally, the better you target professionals on the platform, the better chance you'll have to source, attract, retain and place talent in a globally competitive market.

So how do you target and attract the best talent globally?

To target top talent, you need to build an arsenal of recruitment strategies and LinkedIn Recruiter can help you do this.

You need to ask these questions of your targeted hires:

- Where do they live?
- What did they study?
- What are their interests?
- What are their previous industries and organisations
- Who do they know and network with?
- What's the best tailored message to get them interested in your job?

If your competition knows the answers to these questions and you're left in the dark, they're going to be racing ahead to the finish line in the social recruiter game.

Hit your target with InMail

InMail offers you a chance to communicate one on one with the very best (and harder-to-reach through traditional channels) candidates in your market – in a way that's likely to garner a response.

InMail provides you with access to a member that goes above and beyond a normal email. You have more information about the member from a trusted source and you can contact candidates without needing their immediate contact information.



CONTACT ANYONE ON LINKEDIN WITH
INMAIL, AND ENJOY A RESPONSE RATE
3x THAT OF AVERAGE EMAIL.

How to craft effective InMails

So how do you write an InMail that drives a response and piques the candidate's interest? How do you make sure the message doesn't get sidelined into the 'read later' box or, worse, discarded and ignored?

- **Personalise the message** to establish a connection and build trust.
- **Give them the hook first** – that is, get to the point in the first line or two. You want immediate impact – tell them how great the company or role is (and why) straightaway.
- **Pay attention** to their background, experience and interests, listen well and focus on their goals. The last thing you want is to be the boring person at the party that only talks about themselves. Focus on the prospect and what they can gain from talking to you.
- **Break down analytics** of accepted, declined and no response. If a high number of recipients have been in their role for less than a year, you need to be more strategic and considered about who you are contacting.
- **Be patient** and **ask to continue the dialogue.**
- **Text counter'** (its green, then turns amber, and then red when its too long) to help the recruiter ensure their message meets the ideal length? This is because >60% of linkedin users are on mobile these days.
- **The inbox** has been revamped to efficiently work between messages, add tags or change status' based on new information.
- **Creating inmail** templates for your talent pools is a great practice to get into to save you time down the track.



PEOPLE WHO FOLLOW YOUR COMPANY ON LINKEDIN ARE 80% MORE LIKELY TO RESPOND TO AN INMAIL MESSAGE FROM A PERSON AT YOUR COMPANY THAN SOMEONE WHO IS NOT.

HERE'S A REMINDER ABOUT SOME COOL INMAIL FEATURES AT YOUR DISPOSAL:

- You have information about the prospect at your fingertips, which allows you to personalise your message.
- You can create templates so you have a library of messages to re-use and rework.
- You can add attachments to InMails so you can send additional marketing material and create a more engaging, dynamic message.
- You can send individual or 'one-to-many' messages.
- You can use the Relationship filter function to filter for 2nd degree connections.
- If you use 20 credits in one month, your remaining 130 credits will roll over to the next month and the messages have a 90-day rollover period.
- You can track the status of the prospects you've messaged by keeping them organised in Projects.

LinkedIn Recruiter Hack 2

Get mobile

About 51% of unique visits on LinkedIn come from mobile devices.

This means there's a pretty strong chance the person you messaged this morning will open it on a small handheld device on their way to work. Make sure your InMails are concise, catchy and customised for mobile.

Let your job find your rock star

LinkedIn is a social network not a job board, so your job posts are going to be seen by both active and passive candidates. Also, people aren't just looking for 'jobs' these days – they want to make a difference, they want to work at a company with a great culture and an inspiring vision, and they want to feel fulfilled by the work they do.

The more you can create irresistible job descriptions and target job posts to specific candidates, the more you can focus on the art of strategic recruiting while the best talent comes directly to you.

How do Job Posts work?

Instead of sitting on a site waiting to be found by active job seekers, Job Posts on LinkedIn are distributed to relevant prospects through automatic matching algorithms and via professional communities sharing those posts throughout their network. Our members see personalised job listings when they visit their home page, an employee profile or Career Pages.



- All 400 million LinkedIn members can see your job.
- On average, each paid job gets 500+ views and 50+ applications.¹

How to write an irresistible job description

People want to love where they work. You need to tell a story about the company and why they are going to love it, and you also need to make a strong impact. You definitely want to filter out those candidates who aren't the right cultural fit: it saves you and your client time and money.

For your employer brand

- Paint a picture with vivid details and loads of corporate personality.
- Don't embellish the perks. Balance the good with the bad for credibility.
- Link to engaging content, and remember that content from your LinkedIn Career Page gets included automatically on your LinkedIn job descriptions.

For impact

- Passive candidates are 120% more likely to want to make an impact.
- Tell your prospects why they matter, what they'll work on and what they'll learn.
- Be specific and honest. Don't just regurgitate platitudes from last year's description.

- Over 50% of all applicants discover jobs through recommendations delivered through email and the 'Jobs You May Be Interested In' module on LinkedIn. These recommendations help passive and active talent find opportunities based on information in their LinkedIn profiles.¹

LinkedIn Recruiter Hack 3

Save the creativity for the description, NOT the title

Passive candidates who see the job via LinkedIn's matching techniques account for 50% of job applications on the LinkedIn platform.

If your title is too creative, the algorithms will have a more difficult time picking it up and distributing it to the right people.

Sponsored Jobs can also be a great way to connect with candidates about hard-to-fill roles. You'll typically attract 30–50% more applicants by sponsoring a job on LinkedIn.

Here's how it works:

1. Choose how much you want to pay per click.
2. See your job appear at the top of LinkedIn's personalised recommendations.
3. Increase or decrease the amount you want to spend on each job at any time.

Need more help with Jobs? For more tips and job description Dos and Don'ts check out: [7 Tricks for an Irresistible Job Description](#) and for more information about jobs, head over [here](#).

PART 3:

TALENT WHEN YOU NEED IT (PIPELINING)

Did you know that one in every three professionals on the planet is on LinkedIn?

A highly engaged talent community is fundamental to support your ongoing hiring requirements and ensures you have a pipeline of relevant talent, when you need it.

This is where **LinkedIn Talent Pipeline** comes into play. Pipelining helps you aggregate, track, contact and nurture talent leads so that when you're ready to hire, you have qualified candidates ready and waiting to jump.

Manage prospects with LinkedIn Talent Pipeline

How do you manage and nurture your candidates within LinkedIn Recruiter?

- **Save your searches** to retain your Boolean strings and filter selections. Recruiter will continue to run in the background and notify you of any new candidates.
- **Use tags to make candidates easily searchable:**
Start with a broad search and create a pipeline folder for that search (for example, all computer science students @ University of Sydney). Then create folders for more specific criteria (for example, cloud computing AND Computer Science @ University of Sydney).
- **Accelerate pre-screening with Inside Opinion:**
LinkedIn Recruiter tells you who the candidate is connected to at your company. Try reaching out to your colleague for a genuine take on cultural fit.
- **Use Smart To-do lists to keep the conversations going:**
Tag reminders to specific candidates, projects and team members to stay connected and deliver on follow-up promises.
- **Use 'Update Me' to keep track of a member's profile:**
LinkedIn Recruiter will alert you if changes are made so that you can monitor their career progress.
- **Leverage LinkedIn Projects for pipelining** Stay on track with LinkedIn projects instead of maintaining records manually. Save potential candidates profiles in relevant folders using LinkedIn projects.





LinkedIn Recruiter Hack 4

LinkedIn Talent Pipeline filters

Use **filters** to search for people who worked at a specific company or attended a particular university, for example. Gain important insights from the search results and perform batch actions by selecting a set of leads. Identify similarities between your prospects and send a customised message to those candidates based on their common interests.

6 tips to create a better talent pipeline

1. PRIORITISE WHERE YOU PIPELINE

Focus on skills your business repeatedly recruits for and on roles that are hard to fill. This will increase your chances of filling these roles quickly, reducing cost per hire and time to fill.

2. GET HIRING MANAGER COMMITMENT

The best pipelines are built in partnership with hiring managers. Get buy-in by explaining the benefits of pipelining in terms they can understand – instead of talking ‘time to hire’, use metrics such as ‘getting x people to sales productivity y weeks earlier’.

3. PERSONALISE YOUR MESSAGE

Have a real reason to message someone – for example, an article that reminded you of a conversation or a work anniversary congratulations. Encourage your recruiters to brand themselves and personalise their messages.

4. STAY VISIBLE AND ACCESSIBLE

Rather than direct targeting, stay top of mind by using indirect channels like LinkedIn status updates and Twitter. Post articles about your company and industry to keep them interested.

5. EMBRACE A CULTURE OF NETWORKING

Encourage your team to get out of the office to attend industry events. Set up a referral system for passive candidates even when jobs aren't available.

6. MEASURE PROGRESS

Create a pipelining strategy that pulls in talent from multiple channels like Job Applications, Employee Referral Programs and Direct Sourcing. Measure which ones produce the most hires over time.

Need more tips and know-how? For those who want more guidance, check out the recommended learning tracks on LinkedIn's Learning Centre. If you're an **admin or responsible for the admin tasks** for your team, try the **Recruiter Administration** track and learn how to manage contract settings and interpret usage reports.



PART 4:

BE CANDIDATE FIRST

*“People don’t buy what you do,
they buy why you do it.”*

– Simon Sinek, *Start With Why*

Become a candidate-first organisation

Brand loyalty is declining, candidates are thinking more and more like consumers, and the power base has well and truly shifted to the candidate.

Did you know that almost 4 in 10 professionals are researching new jobs and networking every month and 57% of the decision process is completed prior to interaction with your business?²

In this context, your talent and employer brand are crucial to engaging with your target audience.

So how do you improve your talent brand and be candidate-centric?

Listen to your candidates, create an unforgettable candidate experience and strengthen your relationships with talent by building a **remarkable employer brand**.



“We defined what we wanted our candidates to know and feel at each step of the candidate experience.”

Jill (Riopelle) Macri, Global Head of Recruiting, Airbnb

Employer brand: *The unique and differentiating promise a business makes to its employees and potential candidates.*

Talent brand: *The highly social, totally public version of your employer brand incorporating what talent thinks, feels and shares about your company as a place to work. A significant asset for both hiring and retaining great talent and promoting your corporate image to the market.*

75% of global Talent Acquisition Leaders say their talent brand has a significant impact on their ability to hire great talent.²



BUILD



ENGAGE



RECRUIT



Build

First impressions really do count, so the first step is to set the foundation of your talent brand to make it appealing and accessible.

Here are some ways to build a brilliant talent brand:

- **Create a standout Profile.** Craft a killer opening, use rich media like videos, highlight your experience and certifications, and make your updates interactive. Use Who's Viewed Your Profile, Who's Viewed Your Updates and network statistics to measure your efforts – and encourage your employees to do the same.
- **Showcase your talent brand with Career Pages.** Use Career Pages to engage candidates with relevant, compelling, personalised content and videos, images, banners and employee spotlights to demonstrate company culture.
- **Make your Company Page stand out.** Your free Company Page is your home base on LinkedIn, so make it dynamic and interesting with visuals, rich media and videos. Embed the 'Follow' button to grow your followers, use targeted status updates to engage your audience and widen the reach of your posts with Sponsored Updates. Monitor your status update and Company Page engagement, Follower demographics and Follower benchmarking using Company Page Analytics.
- **Be social:** Cross-promote your Company Page in LinkedIn Groups and on other social platforms like Facebook or Twitter.

6 STEPS TO ACTIVATE YOUR EMPLOYER BRAND

— 1. —
PINPOINT
YOUR RECRUITING
BUSINESS OBJECTIVE.

— 2. —
SET SHORT
AND LONG-TERM
GOALS.

— 3. —
IDENTIFY YOUR
EMPLOYER BRAND PROMISE,
CULTURE, YOUR STORY.

— 4. —
BUILD PERSONAS OF
YOUR CANDIDATES.

— 5. —
ACTIVATE THE
RIGHT COMMUNICATION
CHANNEL.

— 6. —
TRACK AND MEASURE
ENGAGEMENT
AND SUCCESS.



SUPERSTAR COMPANIES
BUILDING A TALENT BRAND
AT SCALE ON LINKEDIN

- Starbucks created a series of videos on talent brand topics – [‘What it’s like to be a Starbucks Partner’](#).
- Australia’s leading online fashion retailer THE ICONIC grew its followers by 400% from 500 to 16,000 (and growing) using LinkedIn Talent Solutions. The company shared relevant content from THE ICONIC Career Page and increased its Talent Brand Index from 4% to 25%.³



LinkedIn Recruiter Hack 5

*Use LinkedIn Talent
Brand Index
to measure your talent
brand performance*

The Talent Brand Index allows you to understand how well you're reaching and engaging professionals with your talent brand on LinkedIn. It's based on the billions of interactions that take place on our platform each year. Use it to educate your leadership and justify investment in your talent brand.

Engage

Once you have your audience hooked and they know what you're all about, the next step is to **engage** that audience with incredible content and useful information. Why should they be interested in you? What makes you different to your competitor? What are their pain points and how can you delight and inspire them?



IF THEY LEFT THEIR JOBS, 69% OF APPLICANTS DON'T KNOW WHERE THEY WOULD CONSIDER APPLYING AND CONTENT GENERATES SIX TIMES MORE ENGAGEMENT THAN JOBS.

Make sure your talent brand is top of mind with impressive, relevant content on LinkedIn and shared throughout all your social networks:

- **Create your content stream:** Use your company's updates to showcase your expertise and establish your brand as a thought leader.
- **Demonstrate value:** Focus on thought leadership and industry trends when you're posting content. Share a wide array of content with your followers including insightful articles, company news and more.
- **Post frequently:** On average, companies that post 20 times per month reach at least 60% of their audience. Stick to a regular posting schedule so followers can rely on you to keep them informed and up to date.

You can use these types of content for better brand engagement:

- Targeted Status Updates and Sponsored Updates on your Company Page.
- Employee long-form posts (LinkedIn Pulse).
- Career Pages content (only available with LinkedIn Recruiter).



LinkedIn Recruiter Hack 6

Make your employees brand champions

You'll have far more engagement and reach if your employees push company updates to their own networks.

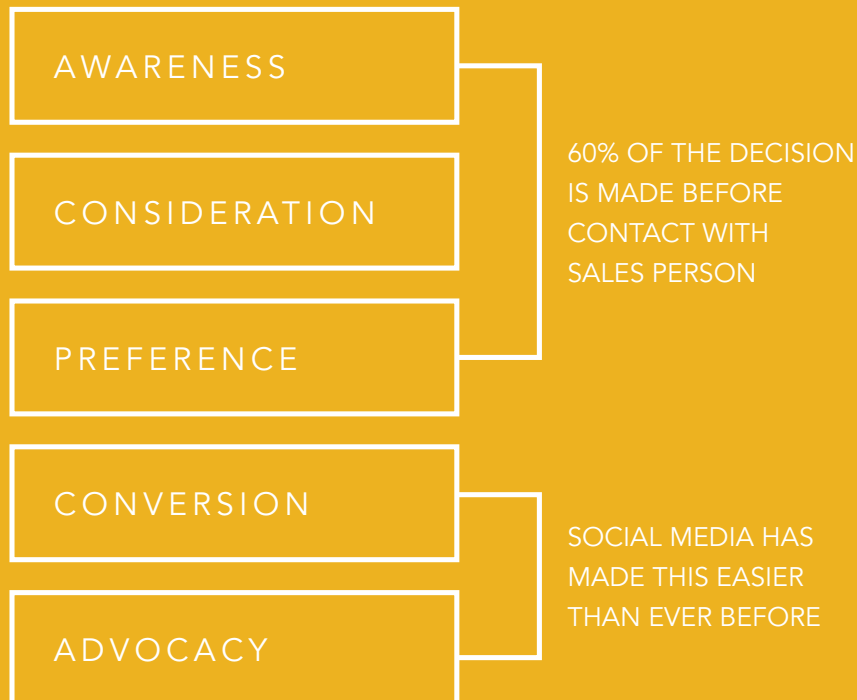
HOW DID ATLISSIAN ENGAGE CANDIDATES AND SHOWCASE ITS AWESOME COMPANY CULTURE? BY CREATING CLEVER VIDEO AND CREATIVE CONTENT AND LEVERAGING CHANNELS LIKE INMAIL AND SPONSORED UPDATES TO CUT THROUGH THE CLUTTER AND BUILD THEIR TALENT BRAND.

Recruit

The final step is to convert and recruit: this is when you engage with leads, make placements and hire staff.

When you're in the midst of the recruitment process, think about how you can nail the right candidate and match them to the right role by taking the following steps:

- Demonstrate the company culture.
- Describe the company's vision.
- Describe the projects candidates will work on.
- Leveraging hiring managers and colleagues in similar roles to share insights on a peer level.
- Describe 'a day in the life of' an existing employee.
- Ask employees to help sell your vision, be your brand champions and describe what it's like to work at the company.
- Help candidates understand the good and the bad and see if it's the right fit.
- Be genuine and authentic.
- Be helpful – how can we help you make the best decision?





PART 5:

CONTINUE YOUR SOCIAL RECRUITER JOURNEY

To continue your social recruiter journey, make sure you take full advantage of all LinkedIn's resources and educational materials for superstar results.

Customer Success Centre and LinkedIn Learning Centre

LinkedIn has a wealth of resources for you to use: be sure to explore the course catalogue, download the tip sheets listed in your participant materials and register for a course or two at the Customer Success Centre. You can also access a range of tips, tricks, tools and know-how at the Learning Centre, access from the top right-hand corner when you log in to Recruiter.

Certify your expertise in LinkedIn Recruiter

Want to be another step ahead of all your competitors? The LinkedIn Certified Professional Recruiter certification demonstrates that you're an expert in candidate recruitment using LinkedIn Recruiter. Certification validates your skills in finding, engaging and managing talent effectively, and demonstrates your proficiency in LinkedIn Recruiter. Your participant materials provide you with the steps to follow to prepare for the exam.



A group of people in a meeting, overlaid with a red tint. The image shows several individuals, including a woman with glasses in the foreground, looking towards the left. The text is overlaid on the left side of the image.

PART 6:

WHAT'S COMING IN 2017

1. New LinkedIn Career Pages

Your talent pool has never been richer.:

Give every candidate an authentic view into your culture with employee-created content, company videos and photos, and tailored messaging that you curate and easily manage.

Share your unique company story:

Give every candidate an authentic view into your culture with employee-created content, company videos and photos, and tailored messaging that you curate and easily manage.

Attract the best talent to your organisation:

Show candidates personalised job recommendations, let them discover employees like them, and share insights about your workplace so they can self-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 against competitors.



FIND OUT MORE ABOUT THE NEW
LINKEDIN CAREER PAGES

2. Open Talent

- **Your talent pool has never been richer.**

LinkedIn is giving you access to new, quality talent pools that you couldn't directly reach before.

This pool of 'Open talent' is not only engaged and qualified, they're actually more interested in hearing from you -- they respond 2-4x more often than the average member

- **Open Candidates**

A new feature in LinkedIn Recruiter that makes it easier to connect candidates with recruiters by privately signalling they are open to new job opportunities. Candidates can specify the types of companies and roles they are most interested in. A win/win for candidates and recruiters with a direct impact on speed of hire

There are plenty of candidates who start applying to jobs, but many don't finish-one estimate suggests that as many as 74% drop off after they arrive at your career site.

FIND OUT MORE ABOUT
OPEN CANDIDATES

2. Apply Starters

There are plenty of candidates who start applying to jobs, but many don't finish-one estimate suggests that as many as 74% drop off after they arrive at your career site.

We're now giving candidates the option to share their profile when they start applying to your job, which will double or potentially triple the number of candidates in your applicant pool. You can only get access to these candidates on LinkedIn, because it's the only site on the web that knows who the candidates are before they even start applying.

Put these tips into action

For more tips, training and insider know-how, head to the [Customer Success Centre](#). You can also access a range of tips, tricks, tools and know-how at the Learning Centre, access from the top right-hand corner when you log in to Recruiter.

Sources

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2. LinkedIn Global Talent Trends 2015, <https://business.linkedin.com/talent-solutions/resources/recruiting-tips/talent-trends-global>
3. Talent Brand Index provides brands a means to measure the strength of their brand as an employer. Measure your talent brand strength with a free and reliable index, calculated from billions of professional interactions taking place on LinkedIn. Compare Reach, the number of people familiar with you as an employer, with Engagement, the number of people who proactively show an interest in your brand.

Further reading

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LinkedIn Essentials: The Modern Recruiter's Guide, https://business.linkedin.com/talent-solutions/resources/recruiting-tips/the-modern-recruiters-guide?trk=tlc_TI_mc

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