



You've posted a job. Now what?!

TIPS AND TRICKS FOR YOUR HIRING SUCCESS.



Your path to a successful hire

Hi! I'm Jason, a recruiter at LinkedIn. I've been in your shoes and know it can be unsettling just waiting to hear back from potential candidates. So, while LinkedIn is working behind the scenes to get your job in front of the right people with the right skills, there's more you can be doing.

That's why I'm here to help. In this guide, I'll walk you through a few ways to create stellar job posts and engage quality candidates. I've also added a few insider tips I've learned over the years to help you get the right candidate for your open role.

Let's get started!



In this guide:



[Write great job descriptions](#)

Job post best practices

Non-biased language to drive diversity



[Build your brand on LinkedIn](#)

LinkedIn Company Page

LinkedIn Career Pages

Best-in-class LinkedIn Career Pages

8 tips to create a strong talent brand on social



[Start effective outreach](#)

LinkedIn messages that work harder

Checklist: messaging best practices



Job post best practices

Your job description is your first connection with potential candidates. If well written, it can captivate professionals and position your company as a great place to work – and even urge them to apply. You may want to revisit your new job post with the following tips in mind.

Data Analyst
San Francisco, CA, US
Posted 2 weeks ago · 489 views

[Save](#) [Apply on company website](#)

Job description

Job Description

Our Data and Analytics team is focused on creating competitive advantages for Flexis and our customers through novel data infrastructure, metrics, insights, and data services. We're a small but rapidly growing data science and engineering team that builds and leverages state-of-the-art analytics systems.

Ideal candidates will use their passion for big data and analytics to provide insights to the business covering a range of topics. They will be responsible for conducting both recurring and ad hoc analysis for business users.

Responsibilities

- Understand the day-to-day issues that our business faces, which can be better understood with data
- Compile and analyze data related to business issues
- Develop clear visualizations to convey complicated data in a straightforward fashion
- Transform data from one source or format to another, and import it into our product
- Gain an understanding of our product, products that customers may bring their data from, and the industry, to adjust and assure the quality of data

Qualifications

- Bachelor's or Master's degree in Statistics or Applied Mathematics or equivalent experience
- 1 – 2 years' Data Analysis experience
- Proficient in SQL

Perks

- Potential perks go here
- Fully paid health and dental
- 15 paid days off
- 401(k) plan

Seniority Level
Not Applicable

Industry
Computer Software, Internet

Employment Type
Full-time

Job Functions
Engineering, Information Technology

[See less](#) ^

Don't use jargon in your title like “Data Ninja.” Use well-known titles to give candidates a clear picture of the role.

Use a robust description to introduce your company in a way that reflects your unique company culture. What's it like to work there? What are some company values, perks, or things an outsider might not know? A bare description doesn't convey what makes your company a great place to work and could even work against you.

Bulletize responsibilities and qualifications rather than using paragraph form to make them easier to scan and digest quickly.

Concise goals are key. Many great candidates will avoid positions with unclear goals. Highlight only the most important goals and prioritize them into four to six bullets.

Consider a benefits section to strike a balance between promoting your business objectives and your employee perks.



As a LinkedIn employee, I always mention our free online learning courses. Your company probably has some great perks, too!

Use non-biased language to drive diversity

Job listings with gender-neutral wording get 42% more responses. However, nearly 70% of job ads contain gender-biased wording, according to a study by [ZipRecruiter](#). Here's a list of words to use in your job post to help attract a more diverse pool of candidates.

AVOID MALE-BIAS WORDS

- ✗ Strong
- ✗ Competitive
- ✗ Assertive
- ✗ Ninja
- ✗ Decisive
- ✗ Leader
- ✗ Self-reliant
- ✗ Chairman

AVOID FEMALE-BIAS WORDS

- ✗ Concerned
- ✗ Nurturing
- ✗ Polite
- ✗ Sensitive
- ✗ Honest
- ✗ Loyal
- ✗ Empathetic
- ✗ Dependable

INSTEAD, CHOOSE WORDS LIKE

- ✓ Exceptional
- ✓ Motivated
- ✓ Go-getter
- ✓ Chairperson

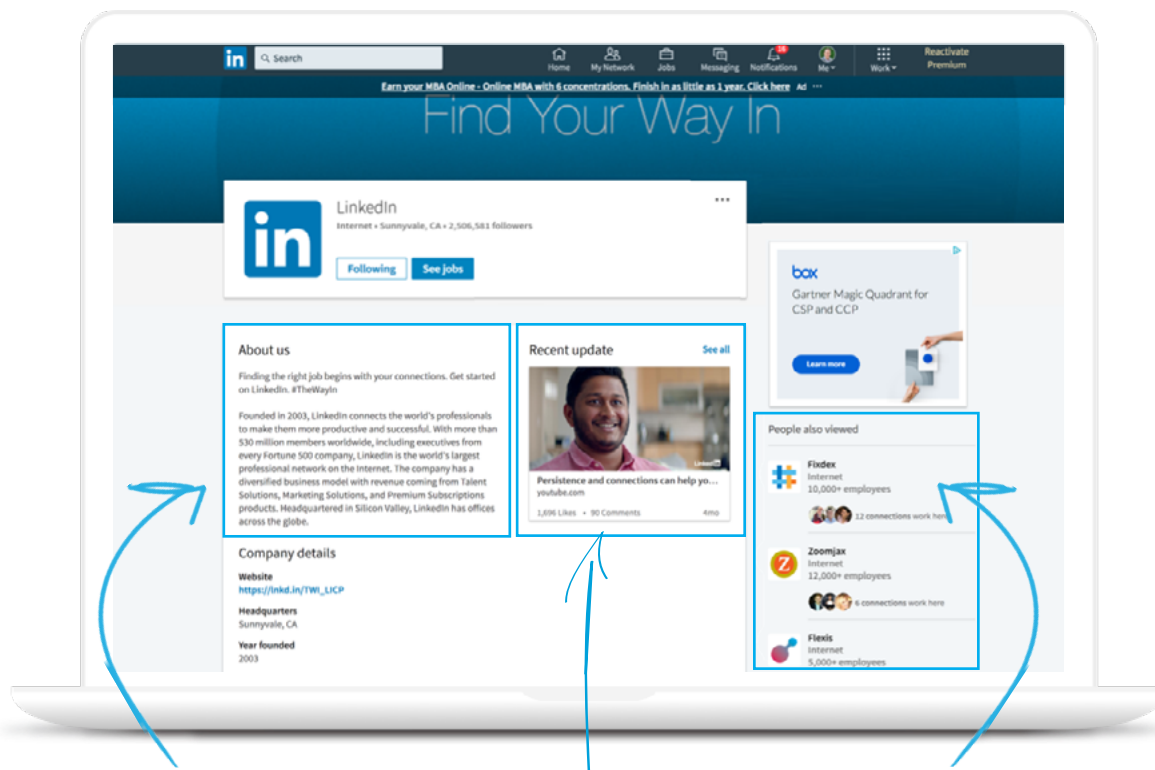
INSTEAD, CHOOSE WORDS LIKE

- ✓ Professional
- ✓ Courteous
- ✓ Customer-oriented
- ✓ Responsible
- ✓ Quality

Build your brand on LinkedIn

Now that you've got some tips on how to best write job posts, it's time focus on your brand and culture. A candidate's positive perception of your company can make the difference when pursuing your top pick. A Company Page is your free way to give an overview and updates of your company.

COMPANY PAGE



Provide a company
overview

Engage followers
with updates

Share jobs

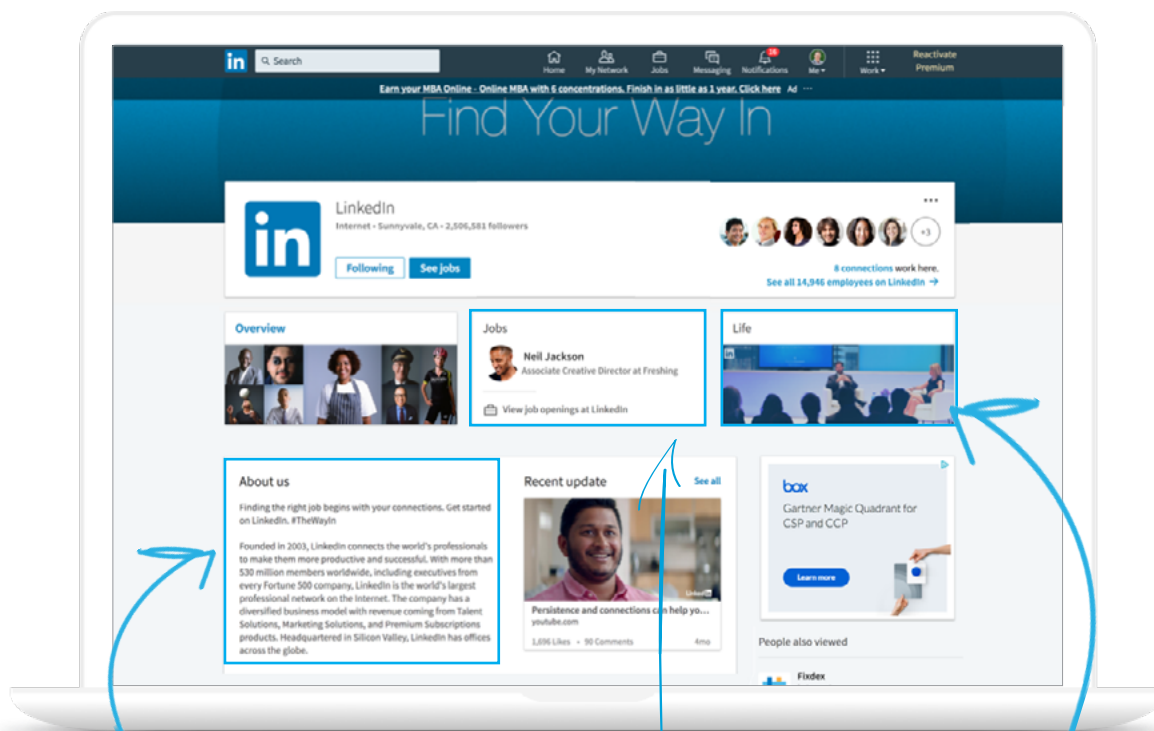


I try to share
updates once a
week. Feeling
stumped? Trying
mixing it up!
Add press releases,
company events, or
even a Q&A.

Build your brand on LinkedIn

In addition to your Company Page, a Career Pages' paid subscription allows you to tell a more authentic and customized story of your company. Attract the best talent by putting your company culture and job opportunities in the spotlight.

CAREER PAGES



Tell a more complete company story by creating an authentic view into your culture with employee-generated content, company videos, and photos

Personalize job recommendations based on your viewer

Tailor your page's messaging to engage different types of candidates



Target candidate's who are interested in specific functions like sales, engineering, and finance quickly with a custom 'Life' page.

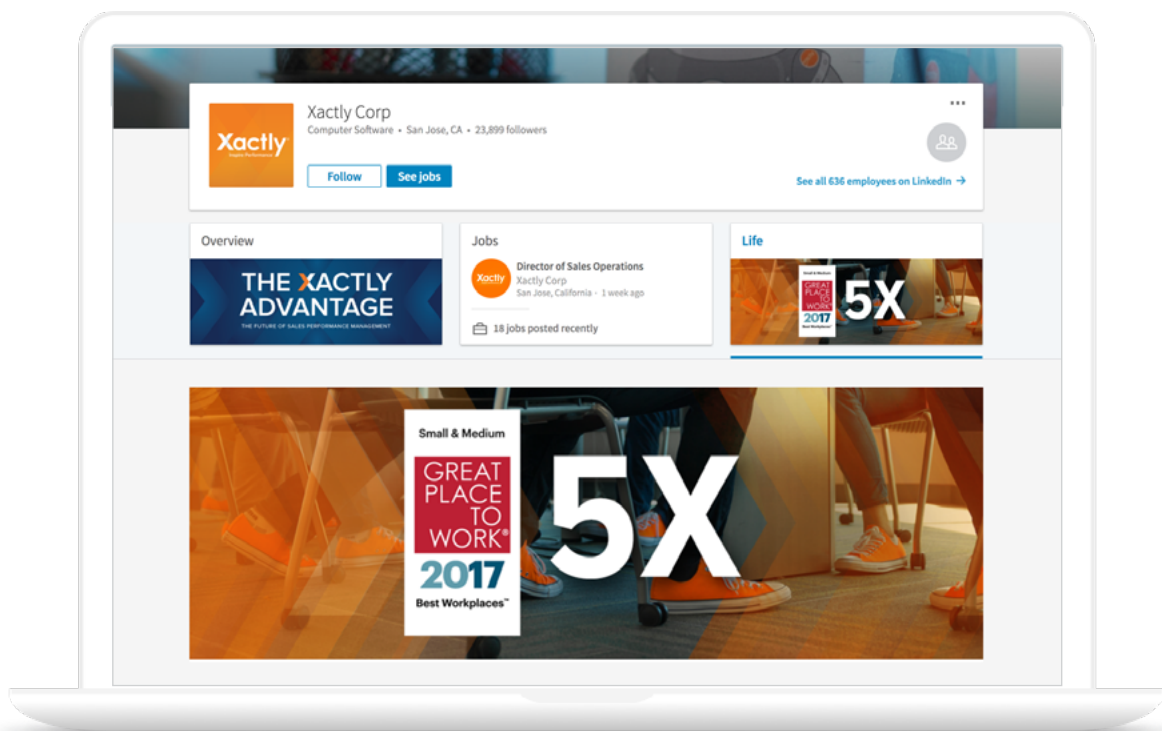
Best-in-class LinkedIn Career Pages

According to a [LinkedIn survey](#), companies with strong employer brands see a **cost per hire that's 2x lower** and a **28% lower turnover rate**. Here are two examples of LinkedIn Career Pages that stand out.

XACTLY

Tech is a challenging category to compete in for great talent. Xactly grabs candidates' attention straight away with a bold "5X" headline, highlighting their multiple "best place to work" awards.

The company uses video featuring employees to bring its award-winning culture to life in a way text just can't do.

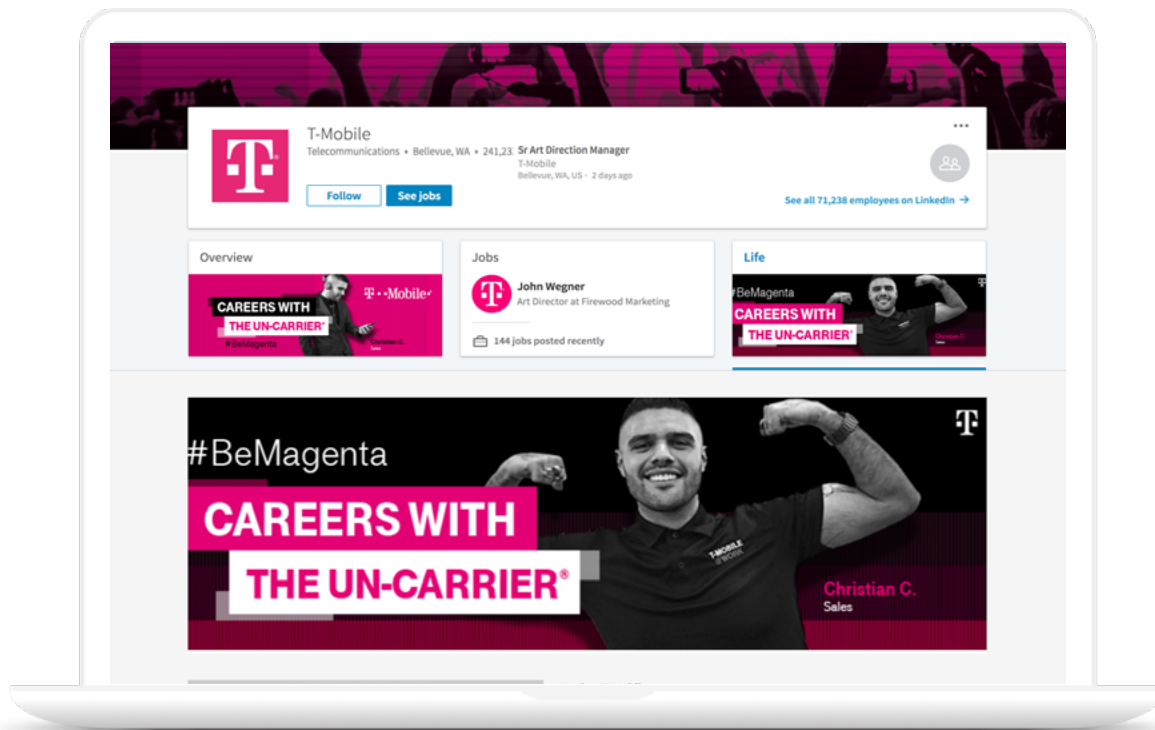


Best-in-class LinkedIn Career Pages

T-MOBILE

The mobile industry is hypercompetitive, whether it's the race for new customers or new talent. T-Mobile uses their Career Pages to stand out from their peers as the “un-carrier.”

Making great use of their brand colors, T-Mobile grabs attention while featuring a real employee front and center. Integration of their hashtag (#bemagenta) encourages candidates to engage with the company on social media and extends the reach of their recruiting message.



Try to showcase what makes your company different. Maybe you have some amazing benefits or an engaged leadership team?

8 tips to create a strong talent brand on social

Now that you've created your Company Page and Career Pages, it's time to broadcast your message to the world. Tapping into social networks can be a powerful tool to reach qualified candidates and nurture your talent pool until you're ready to hire. Here are a few guidelines to help promote (and protect) your talent brand on social media:

- 1 Make your culture shine**
It's never just about the jobs. Focus on your people – their stories and emotions.
- 2 Target your message**
The more relevant your message is to a particular audience, the greater its impact will be.
- 3 Stay energetic**
Connect with and follow other companies you admire and use their feeds for inspiration.
- 4 Look in the mirror**
Make sure that what you do (and don't do) is what you'd like employees to emulate.
- 5 Be visual**
Bold and colorful images, graphics, charts, and videos can bring your brand to life.
- 6 Inform your leadership**
Use data to gain support, ease concerns, and help explain your choice of platforms.
- 7 Don't bite off more than you can chew**
Show that your efforts are scalable and sustainable on one platform before incorporating another.
- 8 Ask employees to spread the word**
Encourage employees to use their social networks to help bring in new talent.

LinkedIn messages that work harder

Now that you've got job posts and Career Pages down, it's time to reach out to candidates who look like they're a good fit. The best way is to message them directly through LinkedIn Jobs. Response rates for messages sent on LinkedIn are three times higher than email.

You can message anyone who applies to your job post. LinkedIn also provides recommended candidates who we've matched to your role, and you can reach out to those you are interested in.

BONUS:

If you have a subscription to [LinkedIn Recruiter](#) you'll receive a supply of InMails, LinkedIn's messaging platform, that allows you to send messages to anyone - even members outside of your network - who look like a great fit for your open role.



Christine Witt

Director of Talent Acquisition



Are you ready to try something new?

Hi Kim,

Your former colleague at Flexis pointed me to your profile, and thought we should connect. By way of introduction, I am a senior executive recruiter in the technology practice at KTR Partners.

We recently launched a search for an Industrial Design Manager for one of our large clients' Design Production Groups. This individual will lead a globally distributed team of senior design leaders to define the vision and design strategy for mobile, PC, hybrid, and enterprise devices.

As the leader of the Industrial Design team, this individual will play a key role in the evolution of the company. Based on your background, I thought this role could be an interesting fit for you or, if not, for someone you might highly recommend. Either way, it would be great to connect, because I lead many senior design searches for our firm each year.

Would it be possible to find a few minutes for a call?
Thanks in advance.

Christine Witt

Messaging best practices

Recruiters are turning to messaging on LinkedIn as their primary method of outreach due to its strong response rates and access to the largest online professional network. Here are some quick tips to increase your chances to hear back:



Time it right

Send your message between 9 am and 10 am, which is shown to get the highest response rates.



Personalize each message

Connect with candidates by referencing commonalities (like fellow college or company alumni). Or reference something chosen from their LinkedIn profile if you don't have anything in common.



Craft smart subject lines

Just like an email, a good subject line improves your chances that a message will be opened. The best subject lines are those that intrigue and call out commonalities where appropriate, such as “[Shared connection] suggested I reach out” or “Hello from a fellow [college] grad.”

Avoid boring subject lines or those that give the person a reason to delete it, such as “You’re probably happy at [current company], but...” or “Career opportunity at [company name].”



Make the role feel aspirational

The top reason employees leave their current positions is for career advancement opportunities, as shown by our research. So your message should not only describe the open position, it should also share where the position could lead.



Reflect your company brand

The first thing an interested candidate will do is check out your Company Page or LinkedIn profile. So before you click “send” on that message, make sure both are engaging and tell the story you want to convey. Search the internet to see what employees are saying about your company and what it’s like to work there, and add those values on your Company Page.



I save my most
successful
messages as
templates for
later use!

CONCLUSION

Build on your success

So there you have it. Feel energized? I hope this guide—and my tips—will help you connect with the right candidates. Here's a quick recap:

- ✓ Use concise, jargon-free language in your job post that truly conveys your role
- ✓ Create or update your Company Page to give candidates a better sense of what it's like to work for your company
- ✓ Reach out to qualified applicants with a personalized message and concise subject line for a higher response rate



LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations of all sizes find, attract, and engage with the best talent. Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With 540+ million members worldwide, LinkedIn is the world's largest professional network.

Have a question? That's what we're here for.
Talk with a hiring strategist

1-855-655-5653

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