

# Top 8 LinkedIn Myths Debunked



# Your decisions are only as good as the information you're working with

That's why it's so important to separate fact from fiction when choosing hiring tools for your company. The wrong choice can cost you time, money, and aggravation – and the candidate you wanted.

We've noticed that there are some persistent misconceptions out there about LinkedIn. So we've compiled a list of these misleading myths and countered them with demonstrable facts in order to set the record straight.

[So let's get to the debunking.](#)

## Myth #1

LinkedIn is really expensive.  
I can pay less on job boards.



## Fact

On a cost-per-candidate basis, LinkedIn is on the money, with flexible pricing and packages starting as low as \$5.00 a day – and you won't waste time (and money) sifting through unqualified candidates. Hiring for multiple roles? LinkedIn Job Slots lets you rotate an unlimited number of job posts during a 12-month period, making it a cost-effective solution.

Plus, with LinkedIn, you're not just posting a job; you're accessing a recruiting ecosystem to promote jobs, connect with candidates, and build your brand.

## Myth #2

I'll get more candidates from job boards

Businesses rank the quality of LinkedIn applicants 40% higher than applicants from job boards.

## Fact

Typical job boards might attract more applicants, but **more isn't better**. Better is better. LinkedIn matches your jobs to candidates using their skills, experiences, interests, and more, so the best candidates for your role – and your company – apply.

## Myth #3

LinkedIn is only for passive candidates



## Fact

It's true LinkedIn is a great way to network and reach people who aren't actively looking for a job. But the LinkedIn community is vibrant. And, with 90% of our members open to the right opportunity if it comes at the right time, and 20 million viewing jobs every week, it can be hard to parse out who's active and who's passive.

Tools like LinkedIn Recruiter allow you to filter your search by "Open Candidates," the ones with the highest likelihood of responding.

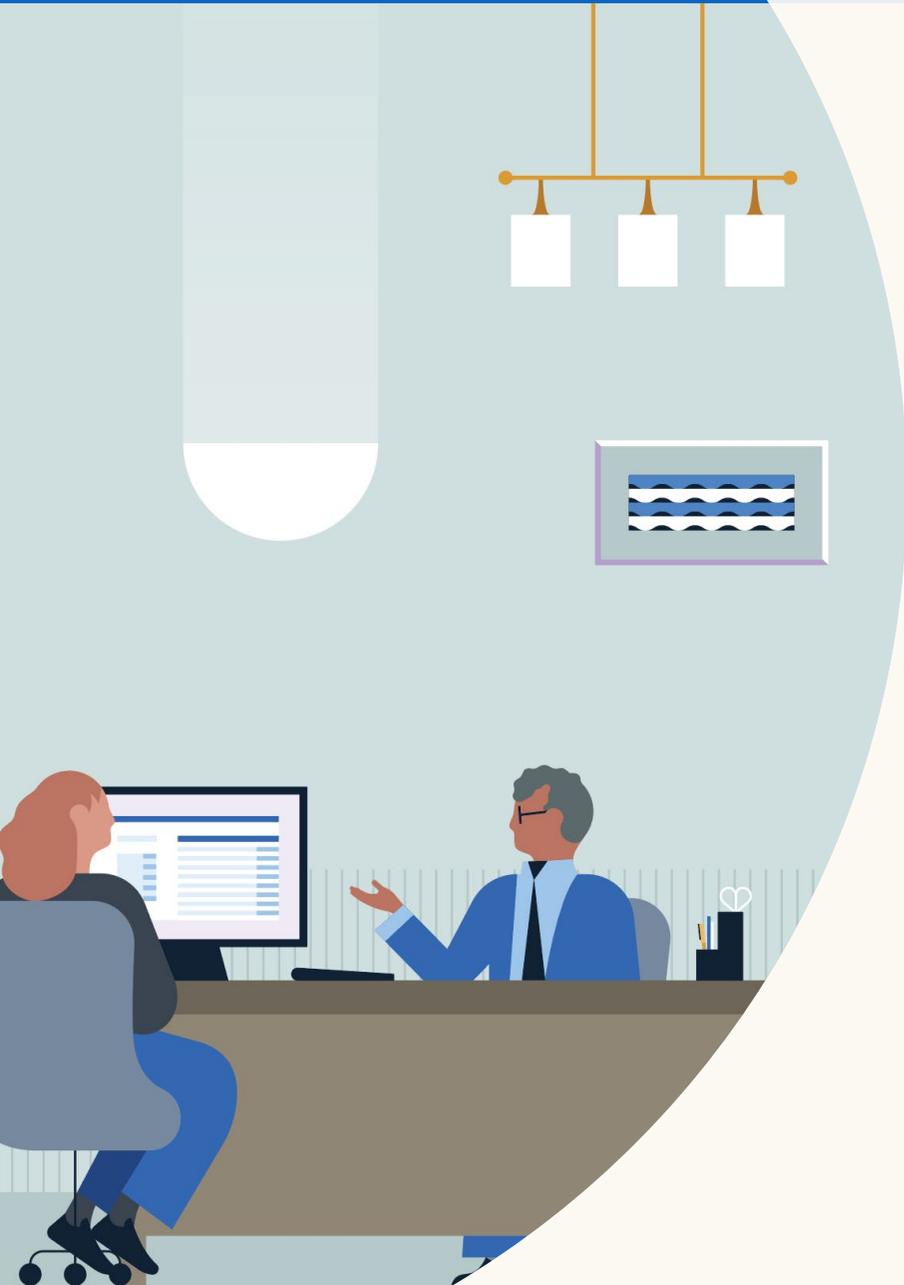
## Myth #4

LinkedIn is only for business professionals

## Fact

LinkedIn's vision is to create economic opportunity for every member of the global workforce. And by every member, we mean every member. That includes everyone from ranchers and CEOs to musical directors and salespeople.

While LinkedIn did start as a professional platform, as we've grown, our reach has grown as well. **More than 80 million skilled and hourly workers, 46 million students and recent graduates, and over 12 million professionals identified as contractors are on LinkedIn.**



## Myth #5

LinkedIn is only for big companies

87% of professionals are interested in joining a small business.

## Fact

LinkedIn is a platform that can help companies big and small connect with top candidates. We level the playing field for smaller companies who want an online presence. Your professional profile and free LinkedIn Company Page are a great way to build an audience and share content.

Plus, you don't need an annual contract and you can start posting jobs online with minimal effort. You'll get the power of a large network, access to our members, and analytics to help you be even more efficient when you're tight on resources.

## Myth #6

It takes lot of work and money to build a brand

## Fact

You don't need an entire marketing department to build an authentic voice. **In less than 20 minutes, you can get your LinkedIn Company Page up and running.** Give candidates insight into your company through rich content (think blog posts, group photos, company wins, and employee testimonials) with LinkedIn Career Pages.

You'll immediately bump up candidate engagement, educate candidates on what it's like to work with your team, and entice job seekers to explore relevant job opportunities within your company.



## Myth #7

Yeah, but LinkedIn isn't a strong tool for building my company's brand



## Fact

Simply put, LinkedIn's reach is huge. It gets 20 times more unique monthly users than its competitors. And LinkedIn reaches passive candidates – people who aren't actively looking for jobs – as well as active ones. This means that you're gaining awareness with more qualified candidates earlier in their consideration process.

Also, LinkedIn Career Pages lets you tailor content to candidates interested in specific roles, assess how your brand is tracking with in-product analytics, and measure those metrics against your competitors.

## Myth #8

I need to be a data scientist to be able to track ROI



## Fact

LinkedIn products have easy-to-use, real-time dashboards to help you measure how you're doing. Easily track your progress and engagement, including who's coming to your Company Page and Career Pages, growth in follower numbers, InMail response rates, applicant numbers, and more.

## Conclusion

# Getting what you need

Now that we've debunked these misconceptions about LinkedIn, we'd love to show you how LinkedIn Talent Solutions can help you tackle all of your hiring goals. The following products are a great place to start:

### **LinkedIn Jobs »**

Match your open role to the most relevant candidates that you can't find anywhere else.

### **LinkedIn Recruiter »**

Find, connect with, and manage the right talent throughout your team's hiring process.

### **LinkedIn Pipeline Builder »**

Build a personalized, targeted pipeline of talent already interested in your company.

### **LinkedIn Talent Media »**

Media (like Recruitment and Work With Us Ads) distribute jobs to a highly targeted audience.

### **LinkedIn Career Pages »**

Attract top candidates by putting your company culture and job opportunities in the spotlight.

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