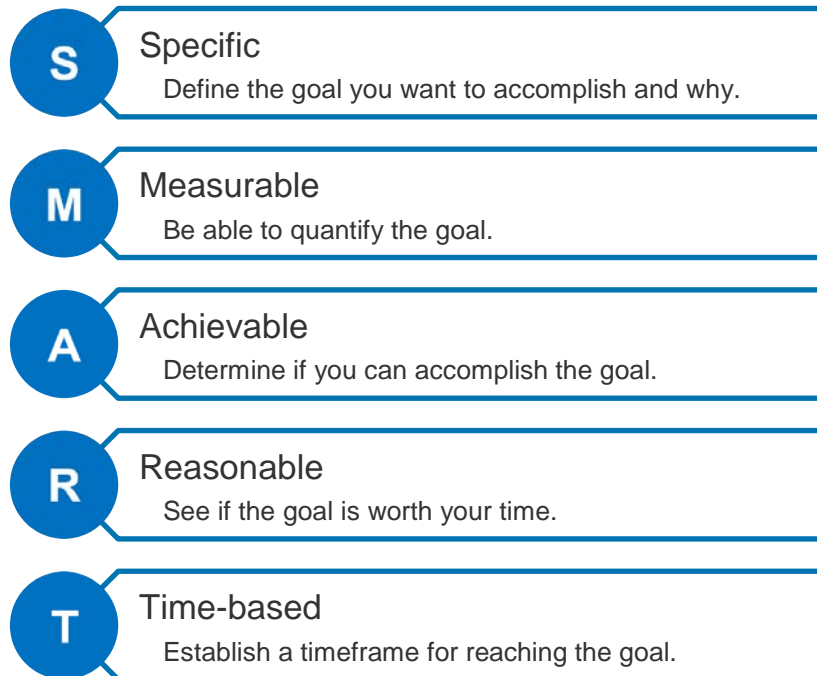# Set Your Recruiting Goals

When it comes to recruitment, you can't afford to stand still. You need to keep up with the latest trends, keep an eye on your competitors, and develop effective strategies for making the best hires. And to get real results, you also need to put time aside to set periodic **recruiting goals**. Establishing targeted goals will help inform and drive your strategies and keep you at the top of your game.

Any time that you set goals, you want to make sure that they're **SMART**. That means ensuring that each one is:

S Specific
Define the goal you want to accomplish and why.

M Measurable
Be able to quantify the goal.

A Achievable
Determine if you can accomplish the goal.

R Reasonable
See if the goal is worth your time.

T Time-based
Establish a timeframe for reaching the goal.

Setting and communicating specific goals will focus your team's efforts and allow them to efficiently find more success with LinkedIn Recruiter. Below is an example at how you can transform a broad goal into a SMART Goal.

Broad Goal: Team sources more Systems Engineers from LinkedIn

Shifting to a SMART Goal:

- **Specific**: Team builds a pipeline of 50 Systems Engineers in LinkedIn Recruiter
- **Measurable:** We will track our progress by the number profiles we save, the number of accepted InMails we receive, and our average InMail acceptance rate.
- **Attainable:** We will build a foundation first by incorporating the LinkedIn Recruiter Best Practice Workflow into our strategy.
- **Relevant:** Building a pipeline of Systems Engineers will allow us to be more efficient when future positions open, ensure a better candidate experience, and help us delight hiring managers by decreasing time to fill and increasing candidate fit.
- **Time-Based:** We will build our pipeline of 50 Systems Engineers by the end of the year.

New SMART Goal: Our team will build a pipeline of 50 Systems Engineers in LinkedIn Recruiter by the end of the year by following the Recruiter Best Practice Workflow, allowing us to be more efficient when future positions open, ensure a better candidate experience, and help us delight hiring managers by decreasing time to fill and increasing candidate fit.

Specific LinkedIn Targets (by the end of the year):

- Profiles viewed equal to or greater than number of InMails Sent
- Increase InMail Acceptance Rates by 10%
- Increase InMails sent to Engaged Candidates by 30%
- Save at least 200 Profiles to Projects
- At least 100 InMails Accepted (approximately 33 per month)
- At least 50 candidates in "Interested / Keeping Warm" status

Creating SMART Goals and Aligning to Scorecard:

At LinkedIn we believe that anything worth doing is worth tracking and celebrating. A data-driven approach will make it easier for you, as a manager, to have productive interactions with your direct reports. Consider how data can help shift a conversation:

Recruiter Conversation Without Data:	Recruiter Conversation with Data
✖ Unfocused	✓ **Focused** around standardized recruiter competencies
✖ Subjective	✓ **Grounded** in a shared view of skill gaps (fact-based)
✖ Lacks transparency	✓ **Transparent** with record for both report and manager
✖ Inconsistent	✓ **Consistent** because tracked
✖ Unclear impact	✓ **Measurable** correlation between development & results

The specific metrics you decide to track should align with your company's and teams' specific goals. The information below will help you:

1. Assess where your team's current state
2. Set SMART team goals
3. Align Success Metrics / Scorecard to team goals

Assess Current State

1. Partner with your company's Dashboard Administrator to pull a LinkedIn Recruiter Usage Report.

2. Review the key metrics outlined above to determine how your team is currently driving value from LinkedIn Recruiter.

3. Schedule time to review the current state with your team. Think of the Recruiter Usage Report as a starting point and use the data to have an informed conversation. See below for example questions you can use to gather more information.
   - How often should our team be logging in to Recruiter make a difference?
     - Should this goal be different per team member depending on their role?
   - Should our team be searching more?
     - What's efficient?
   - How many InMail messages are too many?
     - Why or why aren't our team's InMail messages being accepted?
   - Is our team viewing profiles before we are sending InMail, allowing us to personalize our messages?
   - Is our team prioritizing Spotlight candidates (including candidates that are already engaged with our brand)?
   - Is our team working together and collaborating on LinkedIn Recruiter?
     - Why or why not?
   - Is our team letting the platform do some of the work for us?
     - Are we using Saved Searches, Search Insights, Statuses in Projects, etc.?
   - How is our team building a pipeline of talent for the future?
   - Is our team using Projects to track the status of candidates through our recruiting pipeline?
     - Is our team collaborating by adding information to profiles, including Notes, Tags, and Statuses?

A Template for creating SMART goals:

Create at least one SMART Goal for your Team.

Broad Goal:

Shifting to a SMART Goal:

Specific	
Measurable	
Attainable	
Relevant	
Time-Based	

New SMART Goal & Specific Targets: