LEARN

Dashboard Administrator’s Toolkit for Success

Table of Contents

Welcome to the LEARN Program

LinkedIn Enterprise Agreement Recruitment eNablement

The LEARN Program is a holistic approach to LinkedIn engagement, empowering and elevating your talent acquisition team, from your TA Managers to your Dashboard Administrators to your individual users, to drive increased value from LinkedIn Recruiter.

Long-Term LEARN Goals

The LEARN Program is designed to empower your team to gain a competitive advantage with your TSEP investment. This program will enable your team to:

- ✓ Create a **sustainable framework** of continuous learning and accountability
- ✓ Empower a team of LinkedIn Coaches to **enable all current and future users**, ensuring long-term engagement
- ✓ Inspire TA managers to **motivate and nurture best-in-class teams**
- ✓ Align LinkedIn **administration strategies and settings** with team needs
- ✓ Join a community of users, admins, managers, and leaders for **best practice sharing** and additional learning opportunities
- ✓ Enable your team to be **flexible and nimble**, easily adjusting to your changing / growing business needs

Roles and Responsibilities

The table below provides you with an overview of each role and the time commitment estimated to achieve the learning objectives for each role.

Role	Learning Objectives	Time Commitment
Executive Sponsor	Ensure accountability and holistic program success	4 hours (over 13-week program)
Dashboard Administrators	Manage seats and self-service performance metrics	4 hours (over 3-week program)
TA Managers	Drive team engagement and performance	4 hours (over 3-week program)
Coach Program Lead	Enable Coach success and program logistics	1 hour per week (over 10-week program)
Coaches	Apply best practices in coaching others	1-3 hours per week (over 10-week program)

Dashboard Administrator

1. Complete pre-work, live webinar, and a Dashboard Administrator Assessment
2. Determine your team's strategy for customizing Recruiter features and settings to suit your business needs
3. Manage contract settings, seat holders, and job postings
4. Access and monitor performance data and success measurements

Mastering Recruiter Administration

As a Recruiter Dashboard Administrator, you are responsible for determining your team's strategy for customizing Recruiter features and settings to suit your business needs. You play a key role in driving the value your team sees from your company's Recruiter investment. There are three main pillars of administration that you will master through this program.

Seat Management

- Managing seats is easy and intuitive
- With a seat management strategy, you can easily add new users, reassign existing users and park seats while locating a replacement

Reporting

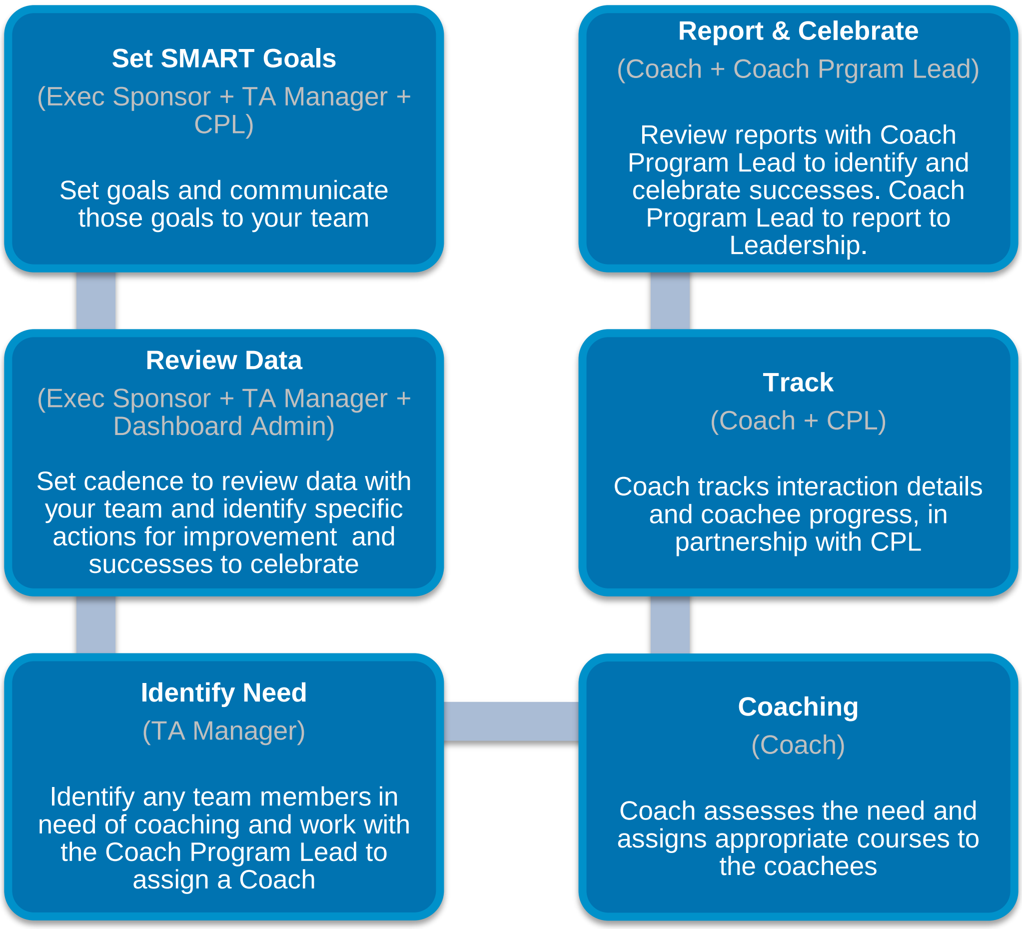
- Understand how the team is using Recruiter in their daily workflows with usage reporting
- Measure candidate engagement with InMail analytics
- Identify the benefits of using Recruiter across your talent acquisition organization

Dashboard Strategy

- Manage custom features and make recommendations for activating features that will allow your team to meet their goals
- Enable features that allow your team to maximize their ability to collaborate and work together efficiently

Your LEARN Process

The chart below outlines the recommended process you and your team can follow to ensure you are aligned on goals and tracking towards success.



You can also download this chart here.

Recruiter Usage Metrics

Below is a list of metrics we recommend you monitor on a regular cadence to check the progress of your team's coaching activities. Click here to download the list.

Unique Daily Logins
otal number of days this person has visited Recruiter in a certain time period.

Searches Performed
Search results viewed (manually and from alerts).

Profiles Viewed
Profiles viewed in a period.

Profiles Saved
New profiles saved to Projects in a period by this user.

InMails Sent
InMail conversations started.

InMail Acceptance Rate
Total InMails accepted over total sent during the time period.

InMails Response Rate
Total InMails accepted + declined over total sent during the reporting period.

Search Alerts
New search alerts created in a period.

Searches Saved
New searches saved in a period.

Recruiter Usage Reports

Below is the full list of terms and definitions used in the Recruiter Reports. Click here to download the list.

Unique Daily Logins - Total number of days this person has visited Recruiter in a certain time.

InMails Accepted - Total InMails that were sent and accepted during the time.

InMails Declined - Total InMails sent and declined during the time.

InMails Response Rate - Response rate for InMails sent during the reporting period.

InMails Sent - InMail conversations started.

Job Posts - Jobs posted or renewed in a period.

Jobs Open - Total open jobs during the period. This report will not include jobs that are open and closed on the same day.

Average Days Jobs Open - Weighted average number of days a job is open in a period.

New Status - Statuses added or changed to profiles in period.

New Tag - Tags added or changed to profiles in a period.

Period - Data reflects time a period chosen from the **Refine By** filter.

Profiles Saved - New profiles saved to Projects in a period by this user.

Profiles Viewed - Profiles viewed in a period.

Projects Open - New projects created in a period.

Projects Snapshot – Total open projects at end of a period that a particular user owns.

Saved Profiles Snapshot - Total profiles in open projects at the end of a period (limited to projects that this user owns).

Saved Searches Snapshot – Total saved searches at the end of a period (not limited to projects).

Saved Search Alerts Snapshot – Total saved search alerts at end of a period (not limited to projects).

Search Alerts - New search alerts created in a period.

Searches Performed - Search results viewed (manually and from alerts).

Searches Saved - New searches saved in a period.

Note: InMail metrics measure all messages in Recruiter, including messages to 1st-degree contacts that don't count against the InMail balance.

Coaching with Recruiter Metrics

Click here to view examples of how Recruiter Metrics is used to determine the effectiveness of Coaching.

Your Admin Checklist

An administrator has additional access rights for managing their team's setup of Recruiter and job postings. From the admin console you can:

- Manage seat holders
- Customize Talent Pipeline and Smart Project Filters
- Modify job postings
- Edit reporting

Hit the ground running with this handy checklist to make the most out of setting up Recruiter for your team.

Getting Set up

- [ ] Familiarize yourself with the features available on your dashboard.
- [ ] Collaborate with your team to determine the list of tags and statuses they will use for tracking potential candidates and building pipelines of talent.
- [ ] Activate Smart Project Filters to automatically manage your pipeline.
- [ ] Determine which Custom Fields your team would like to use and add/edit as appropriate.
- [ ] Set a reminder on your calendar to pull reports once a month. Make sure you pull at the same time each month, so you can compare month over month metrics.
- [ ] Meet with your Talent Acquisition Managers, Coach Program Lead, and Coaches quarterly to make sure that you're continuing to optimize the process.
- [ ] Ensure you understand the goals your team has set so you can highlight the key metrics you need to track when you pull and share reports.
- [ ] Determine the standard seat management process you will follow as members join or leave your team.

Set Your New Users Up for Success

- [ ] Confirm which dashboard the new should be assigned to (if you have multiple dashboards).
- [ ] Is the new user taking on a past user's role? Determine if they should inherit their seat from a previous user or receive a brand-new seat.
- [ ] Confirm the new employee adds their work email address as the primary email on their personal LinkedIn Account.
- [ ] Assign the new user a seat.

- Notify the user that the Recruiter license is assigned and confirm the new user has access to LinkedIn Recruiter.

- If the new user has inherited a seat, ensure they are aware of the work that was completed previously. Ask their manager to review any existing Projects with the team member.

- Make sure the Talent Acquisition Manager assigns a coach to the new user to get them up and running with their learning plan and that they understand their goals.

Maintenance

- Edit seat holder roles, descriptions and permissions as needed.

- Reassign or park seats as your team grows and changes.

- Reassign projects from removed seat holders to other seats.

- Grant other users the ability to add new profiles, edit profiles, tags, sources, and status information.

- Monitor your strategies for custom features and look for opportunities to continuously improve by interviewing your top recruiters to understand their workflow and ensure they are capitalizing on the features you've enabled.

- Monthly, pull Recruiter Usage Reports and share with your LEARN team: Talent Acquisition Manager, Program Lead (to share with Coaches), and Executive Sponsor

- Review your Job Wrapping process and ensure recruiters are tagging jobs.

Long Term success

- Keep an eye on aggregated data trends that you can use to report on longer term success.

- Look for areas of opportunity for improvement. If you see large dips in metric trends, call them out to your Talent Acquisition Managers.