

# Prepare for the launch of the New Recruiter & Jobs





# Prepare for the launch of the New Recruiter & Jobs

## In this guide

### **Implementation plan**

**03**

Determine when best to:

- Send out communications
- Provide recommended trainings

### **Launch-day preparation**

**06**

Tips on how to drive excitement for launch day.

### **Post-launch planning**

**08**

Prepare for the first 30 days of the migration with a sample calendar that can set your team up for success.

### **Troubleshooting**

**12**

Run into hiccups with the new migration? Learn how to best work with your LinkedIn Customer Success Manager to get the help you need.

### **Communication plan and email templates**

**15**

Check out sample communication templates for each stakeholder group, along with suggested dates to send out.

### **Resources**

**23**

List of all training resources available for your team to learn more about the new experience.

# Implementation plan





# Implementation plan

Prepare your team for the transition to the New Recruiter & Jobs. Our implementation plan provides a milestone map to ensure your company is ready for launch day. Customize a training plan for your organization from the personalized portal provided by your LinkedIn Customer Success Manager (CSM).



## Implementation timeline

Success milestones	60 days	50 days	30 days	14 days	Launch day	Post-launch
<b>Internal Champion training and action items</b>	<p>Your LinkedIn CSM will kick off preparation by sharing a personalized portal with training resources.</p> <p>Begin to review the training video modules and resource links available on the portal.</p>	<p>After you've gone through the training modules, schedule a call with your LinkedIn CSM to set up a training plan for your organization.</p>	<p>Your LinkedIn CSM will confirm the launch date for your company.</p> <p>Begin to share training materials and relevant information with all users. You can use the 30-day email templates located on of this guide.</p>	<p>Check in with your LinkedIn CSM for any additional support.</p>	<p>Send out tip sheets and training materials to your team.</p>	<p>Your LinkedIn CSM will send a follow-up message.</p>
<b>LinkedIn communication touch points</b>			<p>In-product notifications will begin*, alerting all users that the migration will happen soon.</p> <p>LinkedIn will also begin to send email communications* to users at your organization about the upcoming migration to the new Recruiter platform. *21 days</p>	<p>LinkedIn will send an email to all users at your company to help them prepare for the transition.</p>	<p>On launch day, LinkedIn will send an email to all users at your company notifying them of the transition.</p>	<p>A survey will be sent out to users at your company to gather feedback about their experience with the product so far.</p>
<b>Training schedule for your team</b>			<p>Use the training materials found on the online portal to prepare your company for the launch date.</p>		<p>In-product videos and onboarding guidance will show on the first instance users sign in to the new experience.</p> <p>Suggest printing out a one page overview for your team.</p>	<p>Check in to see how your team is doing. Reach out to your LinkedIn CSM if additional training is needed.</p>

# Launch-day preparation



## Launch-day preparation

Congratulations – you’re ready to launch! Here are a few tactical tips to prepare your company for the transition to the New Recruiter & Jobs.

1. Create an internal webpage with links to the LinkedIn resource websites, help center, training webinars, and videos
2. Print copies of the launch-day one-pager, provided in the online portal, and place them on your team members’ desk
3. Align with your key stakeholders for a launch-day plan
4. Utilize office hours with your LinkedIn Customer Success Manager

Bonus: Make it fun! Create a contest or celebrate with treats for the new transition.



Your LinkedIn CSM will be available during launch day to help answer any questions and to make sure the launch is a success for your team.



# Post-launch planning





## Post-launch planning

The following is a list of suggested activities that can help you stay on top of your team's transition to the New Recruiter & Jobs within the first 30 days. Please review and implement any ideas that may be applicable for your team. Thanks again for your partnership and support!

### Week 1:

- Review the launch-day preparation. Your LinkedIn CSM is also a great resource if you have additional questions.
- Run the LinkedIn Recruiter Usage Report to ensure team members are logging in and getting comfortable. Check in with the people who haven't logged in yet.
- Schedule weekly 30-minute office hours to reoccur for the first four weeks. These can be optional for your team to attend.
- Send a week one summary that spotlights top users. Include a reminder of the proper channels for feedback and questions.



### Weeks 2 and 3:

- Plan a meeting with the team.
  - \* Option 1: Schedule a sourcing party if it's applicable for your team. It can give everyone an opportunity to explore the New Recruiter & Jobs and collaborate together.
  - \* Option 2: Schedule a brief feedback and question session.
- Run the Recruiter usage report to check in on engagement, and reach out to the team members who you think could use some extra help.
- To encourage usage, consider implementing a contest or competition. Here are some suggestions:
  - \* Set goals (ex: create five projects, save 100 profiles, and send InMail messages to 50 candidates within 30 days). All team members who reach those goals get a prize.
  - \* Create an InMail competition with specific requirements (ex: the team member who gets the highest InMail response rate gets a prize, but they have to meet a minimum criteria of creating two projects, saving 100 profiles, and sending 50 InMail messages).
- Reach out to your LinkedIn CSM if you think your team is having trouble with the transition.

**Pro tip:** Use a recurring team meeting to cover any questions.



### Week 4:

- Talk to your LinkedIn CSM if you have any concerns about your team's lack of adoption, so they can help you form an ongoing engagement plan.
- Run a Recruiter Usage Report for the past 30 days and call out top users. If you've implemented any type of contest or competition, announce the winners and distribute prizes.
- Schedule or use an existing meeting to check in with your team about the transition.
- Send an appreciation email and remind them of the appropriate channel for ongoing questions and feedback.

# Troubleshooting



## Opting out

We understand that your company may need more time to adjust to the new interface. You'll have the option to revert back to the previous version of LinkedIn Recruiter for 30 days if you experience a number of specific product issues or find feature gaps that prohibit your team from performing daily job workflows. Opting out will allow your team a little more time before fully committing to the new platform.

### Plan of action

How does the opt-out work?

- Contact your LinkedIn CSM to describe in detail why your company needs to opt out of the new experience.
- Your LinkedIn CSM will coordinate the switch.
- Contact your LinkedIn CSM at any time to switch back to the new experience. After 30 days, however, your contract will be switched back to the new experience automatically. If, after 30 days, you feel you still need additional time on the old experience, you can contact your LinkedIn CSM to further extend your opt-out period.
- After the extended opt-out, your account will be migrated to the New Recruiter & Jobs, after which point you cannot revert to a previous iteration of Recruiter.



Above all, share any and all concerns with your LinkedIn CSM. We understand change can be hard, and we want to make this a smooth and successful transition. Your LinkedIn CSM can provide additional access to educational resources about the new features and functionality. It's important that everyone is aligned on a change-management plan when the opt-out period is over.

## Opt-out FAQ

### **Can my team opt in or opt out as needed?**

Yes, you can ask to opt in or opt out as many times as needed during the 30-day period, although it's not recommended.

### **Will we lose any data if we opt out?**

No, all data will be intact when opting out or opting in.

### **Can an opt-out be extended?**

Yes, but please consult with your LinkedIn CSM about extending your opt-out period.

## **Other troubleshooting**

If your team runs into issues with the new migration, your LinkedIn CSM is here to help. But you're recommended to encourage your team to use the following self-guided resources first:

- [Help center](#)
- [FAQ page](#)
- Online chat support

If further assistance is needed, reach out to the LinkedIn Customer Support team:

Email support: [LCSHelp@linkedin.com](mailto:LCSHelp@linkedin.com)

Phone support: 855-269-2218

Monday - Friday

5:30 am - 4:30 pm PDT

# Communication plan and email templates





# Communication plan and email templates

Communicating early and often is a part of any change-management strategy. To help you, we've created email templates to use at key communication touch points to notify your company about training and other relevant information.

Communication touch points occur 30 and 14 days before launch, as well as on launch day. LinkedIn will also send out email notifications to your entire organization to help supplement your communication efforts.

These templates can be customized based on the needs of your organization. Take the lead on tailoring the email messaging to fit your organization's communication style.







## 30 days

**Date:** 30 days before launch

**Stakeholder audience:** Recruiting leaders and managers

**Subject Line:** Coming soon: Updates to LinkedIn Recruiter & Jobs

Dear Leadership Team,

Later today, your teams will receive an email about an upcoming change to LinkedIn Recruiter and Jobs. Below is the content of that email. Please reinforce the timeline and upcoming changes with your teams, so they're prepared for our launch [insert date].

Internal resources are available here: [Link or attach any resources you are leveraging internally]

Closer to launch day, I'll share relevant training materials for you to send to your teams.

[Paste in Recruiter user email content]

Sincerely,

[Contact Information]



# 30 days

**Date:** 30 days before launch

**Stakeholder audience:** All LinkedIn Recruiter users

**Subject Line:** Coming soon: Updates to LinkedIn Recruiter

Dear [Employees],

We're excited to share that LinkedIn is updating Recruiter and Jobs. Within the next month, your Recruiter and Jobs accounts will be upgraded with a host of new features. No action is needed today, but if you're curious about the changes, [click here](#) for an overview of what you can expect.

### **What does this mean for me?**

Your Recruiter account will be updated on [[insert date]]. All of your existing data – including notes, messages, and tags – will be migrated to the new experience, so you won't lose any information on current and previous candidates.

### **How long will the migration take?**

The update will automatically take place on [[insert date]]. There will also be a number of additional features that will roll out in the coming months.

### **What if there are issues when I use the new version?**

If you experience an issue, please check the [LinkedIn Help Center](#) to see if your question has already been answered. If your issue isn't resolved, reach out to the LinkedIn Customer Support team at [LCSHelp@linkedin.com](mailto:LCSHelp@linkedin.com).

### **How do I provide feedback on the new version?**

Reach out to [LCSHelp@linkedin.com](mailto:LCSHelp@linkedin.com) with any product feedback you may have.

Sincerely,

[CONTACT INFORMATION]



## 14 days

**Date:** 14 days before launch

**Stakeholder audience:** All LinkedIn Recruiter users

**Subject Line:** Prepare for the New Recruiter & Jobs

Dear [Employees],

The New Recruiter & Jobs will go live on [insert date]. Follow these tips to prepare yourself:

1. **Sign up** for upcoming training webinars to learn about the new features. [Insert date for webinar or provide on-demand webinar link]
2. Use the training resources:
  - **Meet New Recruiter & Jobs**
  - **Learning Center**
  - Product guide [Download and link from the online portal]

Our team will be available to help answer any questions you may have. We highly recommend that you get ahead of the training and resources now, so you can hit the ground running when the update hits your dashboard.

Sincerely,

[CONTACT NAME]



## Launch day

**Date:** Launch day

**Stakeholder audience:** All LinkedIn Recruiter users

**Subject Line:** The New Recruiter & Jobs is here

Dear [Employees],

Today, you'll see an update to your LinkedIn Recruiter dashboard. This new transition includes over 15 new features to help you get more done and to work better with your team. Make sure to use the training resources to help you get acclimated to the new experience.

- [Learn what's new with the New Recruiter & Jobs](#)
- [Sign up for a webinar](#)
- [FAQ](#)

If you experience any technical issues, please reach out to [insert your company's technical support email]. We hope you enjoy the New Recruiter & Jobs.

Sincerely,

[CONTACT INFORMATION]



## Post-launch

**Date:** 14—30 days post-launch

**Stakeholder audience:** All LinkedIn Recruiter users

**Subject Line:** How's your new experience going?

Dear [Employees],

We're checking in to learn about your experience with the New Recruiter & Jobs.

You may receive a survey from LinkedIn about the new dashboard, and we encourage you to provide feedback to help us make improvements.

Please reach out to our team if you need any additional support and training with the new experience.

Thanks,

[CONTACT INFORMATION]



## Troubleshooting (if needed)

Only use this template if your organization moves forward with the opt-out process.

**Stakeholder audience:** All LinkedIn Recruiter users

**Subject Line:** LinkedIn Recruiter migration

Dear [Employees],

We understand that change can be difficult, and we've monitored the number of challenges associated with the transition to the New Recruiter & Jobs. Based on the level of disruption, we have decided to temporarily migrate back to the previous version of LinkedIn Recruiter for the next [Insert days] days.

We're committed to making sure our employees not only enjoy using the new tool, but also that LinkedIn Recruiter delivers value within your current workload. We'll migrate back to the older version on [Insert date] and all of your current data and projects will be saved and available for use.

In the meantime, we'll continue to work with LinkedIn to make sure our teams are adequately prepared for the transition to the New Recruiter & Jobs. You may still receive communication about training for the new experience, and we encourage you to get familiar with the changes in preparation for our future launch.

Thank you for patience and feedback throughout the process. We want to make the transition a success for you.

Best regards,

[CONTACT INFORMATION]

## Resources

### **Product guide**

A step-by-step guide that provides functional knowledge for day-to-day experience in the new dashboard.

### **FAQ**

Get the answers you need to common questions about the new experience.

### **Webinars**

For an overview of New Recruiter & Jobs, sign up for upcoming webinars.

### **Learning Center**

Dive into on-demand videos that provide a review of the changes within the New Recruiter & Jobs dashboard. The Learning Center provides 24-hour access to hundreds of topics. Options include self-guided training and live instructor-led webinars which are updated on a quarterly basis.

### **Product updates**

Stay up to date on upcoming product updates and new features based on our quarterly releases, where you can hear directly from our product teams.

Access a wealth of other resources through the online portal your LinkedIn Customer Success Manager provided during your initial training call. Then download and customize the online training resources for your team's specific needs to help with your transition to the New Recruiter & Jobs experience.