

# Attract Talent with Your Job Posts

On LinkedIn, your jobs are served to members through personalized job recommendations known as **Jobs You May Be Interested In**. When you post a job on LinkedIn, there is an algorithm that matches your job to members whose profiles align with what you've posted, so even if they aren't actively seeking a new role, they may be enticed with an interesting opportunity they see.

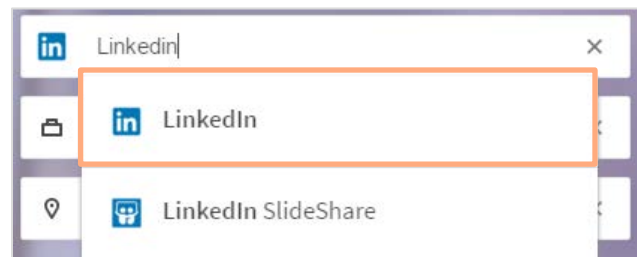
## 1. Post a Job

Place your cursor over **Jobs** and click **Post a Job**.



## 2. Company

Choose your company's name from the **Company** dropdown menu so the job is connected to your company page.



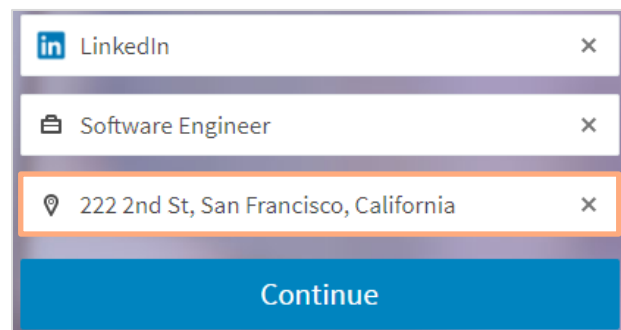
## 3. Job Title

Enter a **Job Title** for the position. Just start typing in the **Job Title** field and a list of suggested standardized titles will be displayed in a dropdown list. When you select one of these standard, specific job titles, your jobs will perform better in search results and the likelihood of the job appearing in **Jobs You May Be Interested In** for potential candidates is increased. As a best practice, choose one of the suggested titles. The system recognizes these positions and will provide better results.



## 4. Job Address or City

Type your **Job Address** or the **City** that accurately indicates where the job is located. The actual job location may differ from where the company is located. This will ensure you target the correct location and that your job appears on targeted LinkedIn profiles. When you share the full office address, potential candidates can easily calculate their commute time.



## 5. Already posted a similar job?

If you've previously posted a similar job you can save time by scrolling down and leveraging the pre-filled information. If you don't want to use the previous job, click **No thanks, clear my form**.



## 6. Job Function and Company Industry

Add up to three **Job Functions** and **Company Industries**. Choose the industry for the job role or your organization. If you're in a scenario where your job is for a niche role or has a unique title, choosing broader job functions can ensure your job is sitting in front of a wider range of individuals. If you find that you're not seeing the right people, you can change the **Job Function** and **Company Industry** to get different results.

The interface shows two selection boxes. The first is labeled "Job function (Select up to 3) \*" and contains a button labeled "Analyst X" and a text input field "Choose function...". The second is labeled "Company industry (Select up to 3) \*" and contains buttons labeled "Accounting X" and "Internet X", and a text input field "Choose an industry...".

## 7. Job Description

Your job description should serve as a conversation starter. It should catch the attention of candidates from the first couple of sentences. When top candidates view your job, you want them to be curious and feel compelled to contact you and find out more about the opportunity.

The interface is titled "Job Description \*" and includes a rich text editor with icons for bold (B), italic (I), underline (U), bulleted list, and numbered list. Below the editor is a text box with the instruction: "Add 4 to 6 bullets to describe the role, and help potential applicants learn what makes it a great opportunity."

## 8. Company Description

Describe what it's like to work for your organization. Paint a picture of your organization's culture. Your message should let candidates know your company is a great place to work. Use language that reflects the company culture. You can include quotes from current employees about what it's like to work at the company and why they enjoy their jobs so much. If the company has received awards or recognitions for its workplace programs, you should include that information as well.

The interface is titled "Company description" and contains a text box with the instruction: "Tell potential applicants what your company does and what it's like to work there."

## 9. Compensation

Provide a base salary and additional compensation information such as bonuses to your job.

Additionally, in the US, UK, and Canada, if members with the given job title at your company have shared their salary information with LinkedIn, LinkedIn will provide an estimated salary range for your job.

The estimated salary range will be:

- LinkedIn branded to ensure it does not appear to be endorsed by your company.
- Only visible to members who have shared their salary in the LinkedIn Salary product.

The interface is titled "Want to add compensation to your job?". It has two sections: "Base salary" and "Additional compensation". Each section has a dropdown for "USD", input fields for "min", "max", and "Per year", and a "Per year" dropdown. The "Additional compensation" section has a checked checkbox. At the bottom, it says "Base salary and additional compensation will be added together on your job."

If you choose to provide your own salary data, it'll override the LinkedIn salary estimate and display as employer-provided on your job.

### Want to add compensation to your job?

Show estimate from LinkedIn members for Software Engineer in San Francisco

Base salary	Total compensation
\$88,000/yr Range: \$75K to \$95K	\$105,000/yr Range: \$75K to \$95K

I'll provide my own

## 10. Applicant Routing

If you decide to route applicants externally from LinkedIn, be sure to link this job directly to the exact job on your site versus linking to a careers site. For every extra click and step required to apply online once a member leaves LinkedIn, 40-50% of applicants lose interest and don't follow through with applying. So if you do link externally, be sure it's directly to the job, and not to a site where they'll need to search to find the job. If you allow applications through LinkedIn, you can track applicants in one place.

### How would you like people to apply?

Let candidates apply with their LinkedIn profile and notify me by email (recommended)

Direct applicants to an external site to apply

## 11. Work Authorization

Save time by learning a candidate's work authorization status up front. If your company can't sponsor candidates from outside your country, you can easily add work authorization questions to jobs to screen international applications.

*Note: This feature is currently only available for jobs posted in the US and Canada.*

### How would you like people to apply?

Recommended: Let applicants apply with their LinkedIn profile and notify me by email

Select work authorization questions to ask when applicants apply

Are you legally authorized to work in the United States?


Will you now, or in the future, require sponsorship for employment visa status (e.g. H-1B visa status)?

Direct applicants to an external site to apply

## 12. Job Poster

Post this job as yourself or on behalf of a colleague in your organization. Showing the job poster's profile is a great way to encourage candidates to start a conversation and network into the role.

### Want to add a personal touch?

 Karina Bieker Matching professionals with opportunity

Show profile on the job post

## 13. Continue

Click **Continue** to target the right candidates for your job posting.

**Continue**

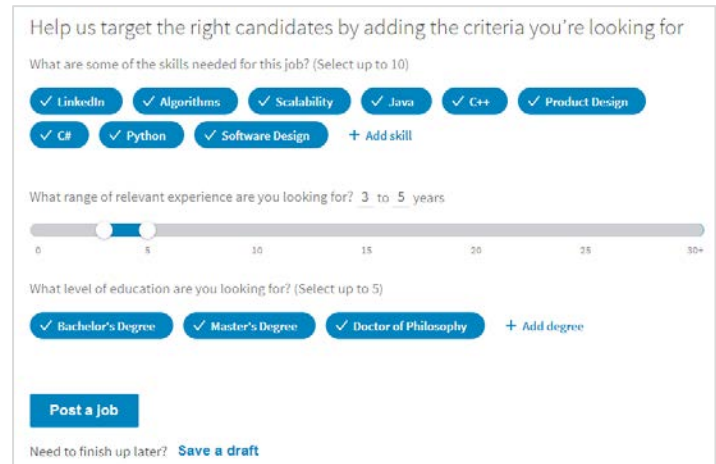
Need to finish up later? [Save a draft](#)

## 14. Targeting the Right Candidates

Skills, experience, and education are prepopulated from automated targeting. You can edit as much or as little of the automated targeting as you want based on your requirements.

A best practice when selecting skills is to make sure you prioritize and select only the must-haves. Skills help LinkedIn match your job to the right candidates. It's recommended you include at least 10 skills for the best performance.

Choose a range of experience and education level required for the job to customize the targeting.



Help us target the right candidates by adding the criteria you're looking for

What are some of the skills needed for this job? (Select up to 10)

✓ LinkedIn ✓ Algorithms ✓ Scalability ✓ Java ✓ C++ ✓ Product Design

✓ C# ✓ Python ✓ Software Design + Add skill

What range of relevant experience are you looking for? 3 to 5 years

0 5 10 15 20 25 30+

What level of education are you looking for? (Select up to 5)

✓ Bachelor's Degree ✓ Master's Degree ✓ Doctor of Philosophy + Add degree

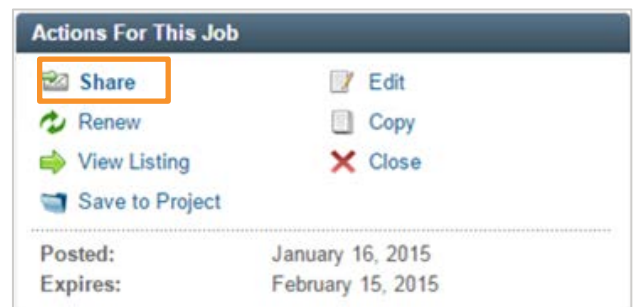
**Post a Job**

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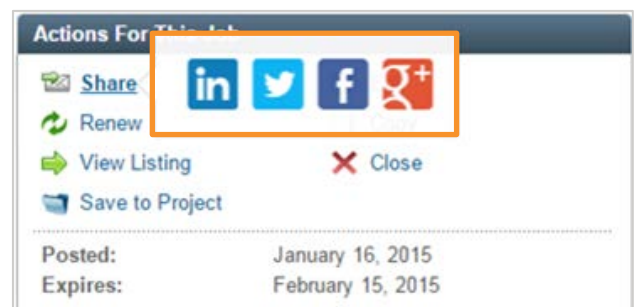
## Share Your Job

LinkedIn is a professional social networking site, not an active job board. After you post a job, don't just wait and hope that the right candidate sees it. Share your jobs with your network and, if you work with hiring managers, ask them to share it with their networks.

1. Go to the job posting and move your cursor over **Share** on the right side of the page.



2. You can share the post on **LinkedIn, Twitter, Facebook, and Google+.**



## Quick Tips

- Use your own network to maximize views.
- Update your LinkedIn status and tell your network about an open position with a link to the job.
- Extend the reach of your LinkedIn jobs by sharing them on social networks like Twitter, Facebook, and Google+.
- Write about an open position on a recruitment blog and add a direct link to the job.

Announcing your job in each of these places will increase its visibility and help you better locate the best candidates.