

# Determine Your InMail Strategy

When sourcing for talent on a social network, consider that the talent you're reaching out to may not be immediately seeking new opportunities. As such, approach talent with the mindset of starting a conversation. In the event the recipient isn't open to a new opportunity, they may know someone who is. It's important that your message is carefully crafted to encourage a response, regardless of whether the position is right for them. A networking opportunity today could lead to multiple opportunities in the future.

## Select a Path

LinkedIn's rolling out a [new Recruiter and Jobs experience](#) to customers in 2019. This transition will happen over several months.

*Click the image that matches your Recruiter home screen to access learning for your current experience.*

RECRUITER PROJECTS CLIPBOARD JOBS REPORTS MORE

Start a new search Advanced • Saved / History

See what's new  
Explore the latest product updates rolling out this season.  
[Learn more](#)

Get Started

Follow candidates to get updated on their profile changes. Some people you may want to follow:

Lou King, Test Lead at Nobbies

Save a search to get notified when new people match your criteria. Be the first to find new talent!

Post a job to attract top talent from millions of people on LinkedIn.

People You May Want to Hire  
Start searching for candidates and sending messages to receive recommendations on people you may want to hire.

Project Activity

Animator in SF  
Last updated: May 9, 2018  
1 profile  
• 0 contacted  
• 0 reviewed

Sales exec top 25  
Last updated: Jun 6, 2018  
25 profiles  
• 0 contacted  
• 0 reviewed

Account manager  
Last updated: Jun 5, 2018  
0 profiles  
• 0 contacted  
• 0 reviewed

Job Activity

Software Specialist-202  
San Francisco, California, United States - Expires: Dec 19, 2018  
1 view • 0 applies

RECRUITER Projects Jobs Reports Start a new search here

Max Lotz  
Enigma Corporation

Recent projects

Recent jobs

Provide feedback  
Profiles

Review feedback  
Profiles

Recent projects (10) [View all](#)

☆ Technical Writer - LA ID: 91306252  
Greater Los Angeles Area • Created 2h ago  
Owner: Max Lotz  
14 candidates in pipeline

☆ Instructional Designer - San Francisco ID: 259945706  
San Francisco Bay Area • Created 3w ago  
Owner: Karina Bieker  
26 candidates in pipeline

☆ Type Designer - Portland OR ID: 91292812  
Portland, Oregon Area • Created 3h ago  
Owner: Max Lotz  
7 candidates in pipeline

☆ Art Director - SF ID: 259067690  
San Francisco Bay Area • Created 4w ago  
Owner: Max Lotz

# Legacy Recruiter and Jobs Experience

Minimize the message window to review profile details and create a more personalized message.

Keep your subject short and inviting.

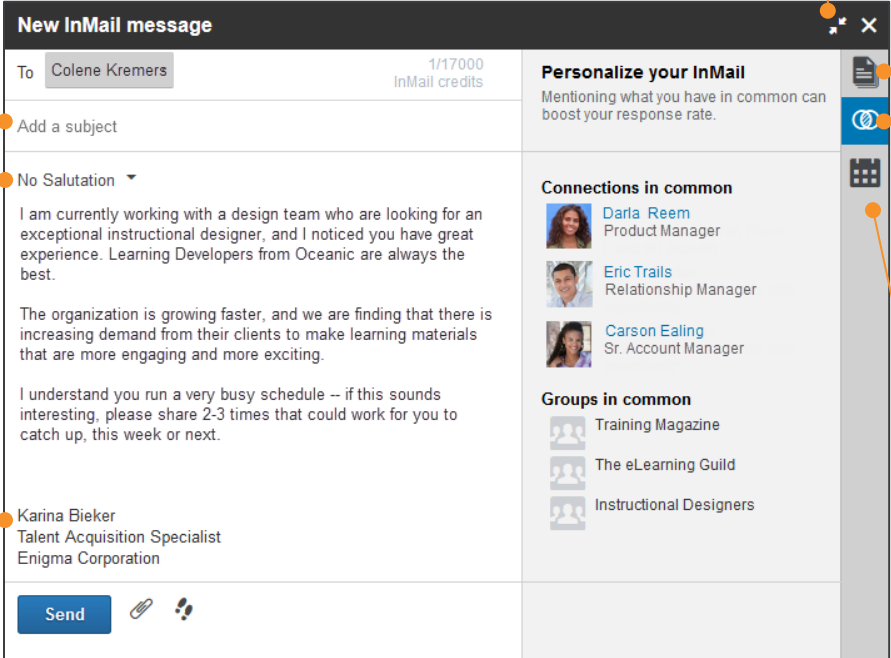
Select a salutation appropriate for the person you are contacting.

Customize your signature for all your messages.

Choose a template that you or your team have created.

See who and what you have in common. Use this information to personalize and customize your message.

Share your availability and save time when scheduling meetings with busy candidates.



The screenshot shows a 'New InMail message' window. The 'To' field is filled with 'Colene Kremers' and '1/17000 InMail credits'. The subject line is 'Add a subject'. The salutation is 'No Salutation'. The message body contains three paragraphs of text. The signature is 'Karina Bieker, Talent Acquisition Specialist, Enigma Corporation'. The right sidebar shows 'Personalize your InMail' with a tip, 'Connections in common' (Darla Reem, Eric Trails, Carson Ealing), and 'Groups in common' (Training Magazine, The eLearning Guild, Instructional Designers). A 'Send' button is at the bottom left.

## Implement Best Practices

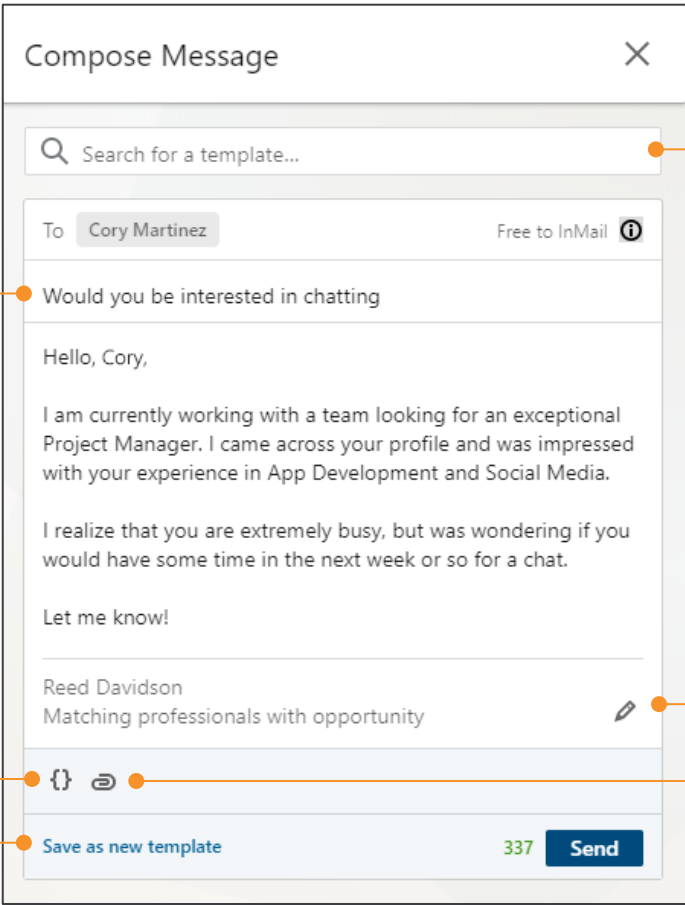
Save candidates to a project before you reach out for better tracking of those you've contacted and to prevent duplication of efforts within your team. When you compose an InMail message:

- Consider your first message to be a conversation starter.
- Be brief and to the point.
- Adopt a conversational, enthusiastic tone.
- Focus on finding out candidate availability and interest in a new opportunity.
- Use the filters in Recruiter to customize your message or template to reflect something about the recipient's experience.
- Avoid sharing the job description or requesting a resume in your first message.
- Don't be afraid to ask for referrals if the recipient isn't interested or available to make a move.

## InMail versus Email

You have two options for communicating with talent via Recruiter: InMail and email. If you use InMail, you can track your response rates and measure the effectiveness of your communications. If you have member email addresses, you can choose to send email, however, you will not be able to track their responses.

# New Recruiter and Jobs Experience



The screenshot shows the 'Compose Message' window in LinkedIn Recruiter. The recipient is Cory Martinez. The subject line is 'Would you be interested in chatting'. The message body contains a personalized introduction from Reed Davidson, a Project Manager, who is reaching out to Cory based on his profile and experience in App Development and Social Media. Reed asks if Cory has time for a chat in the next week or so. The signature block includes Reed's name and title, 'Matching professionals with opportunity'. The interface includes a search bar for templates, a 'Save as new template' button, and a 'Send' button with a character count of 337.

Annotations:

- Keep your subject short and inviting.
- Choose a template that you or your team have created.
- Insert a variable (firstName, lastName, or fullName).
- Save the current message as a template for future use.
- Customize your signature for all your messages.
- Attach a file to your message.

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