

LinkedIn Job Wrapping for TSEP Recruiters

Overview

As a part of your company’s Enterprise Agreement with LinkedIn, all your jobs are now highlighted in Premium Job Slots on the LinkedIn Network through a streamlined process called LinkedIn Job Wrapping!

LinkedIn Premium Job Slots

Premium job slots ensure your jobs are automatically recommended to qualified LinkedIn members through “Jobs You Might be Interested In,” mobile notifications, emails, and the LinkedIn feed. Job Slots are also visible to active candidates when they search for jobs on LinkedIn. Over 50% of job views come from qualified applicants who didn’t actively search for a job!

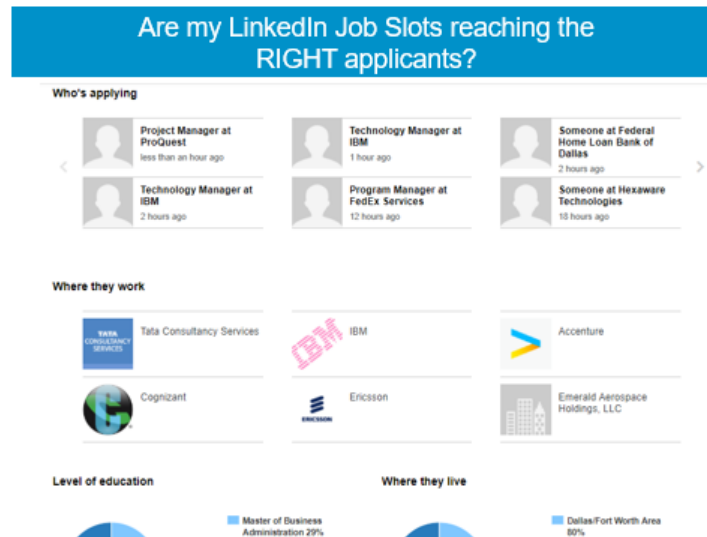
What is Job Wrapping?

Job Wrapping is a LinkedIn service that automatically posts jobs from your external career site into LinkedIn Job Slots. Once per day, any new, updated, and closed jobs from your career site will be posted to / updated on LinkedIn. No action is required on your part. However, you have the **option** to tie your LinkedIn Profile to your highest priority jobs with your personalized LinkedIn Job Wrapping Tag.

Benefits of Tagging Your Jobs

There are two main benefits to tagging your jobs.

1. You will have access to LinkedIn Job Performance, Applicant Metrics, Apply Starters, and more for any jobs you tag.



2. You will have the **option** to highlight your Profile on jobs you tag.

LinkedIn - Sunnyvale
Posted 5 days ago · 456 views

Save Easy Apply

Job description

LinkedIn was built to help professionals achieve more in their careers, and every day millions of people use our products to make connections, discover opportunities, and gain insights. Our global reach means we get to make a direct impact on the world's workforce in ways no other company can. We're much more than a digital resume – we transform lives through innovative products and technology.

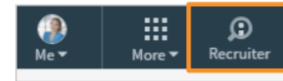
Searching for your dream job? At LinkedIn, we strive to help our employees

Contact the job poster

Accelerating Career Transformat...
Sunnyvale, California

Job Wrapping Instructions

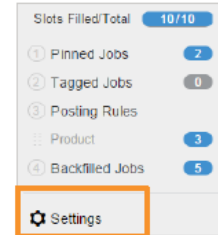
1. Sign in to [LinkedIn](#).
2. Click **Go to Recruiter**.



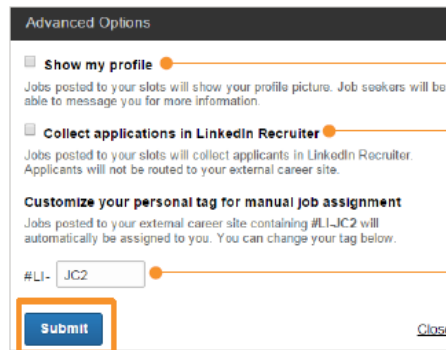
3. Place your cursor over **Jobs** and click **Job Wrapping**.



4. Click **Settings**.



5. Select your personal settings from the **Advanced options**.
 - **Show my profile and Collect applications in LinkedIn Recruiter** are set at the seat holder level.
6. Click **Submit**.



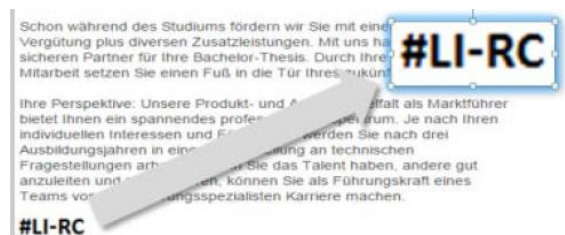
Check to have your profile picture displayed on your job posts.

Check to collect applications in LinkedIn Recruiter.

Recruiter automatically assigns you a unique personal tag in the format of #LI-[first initial, last initial] (e.g. #LI-JC). If multiple people have the same initials, Recruiter will append a number to the end of each tag (e.g. #LI-JC1). You can customize your personal tag here.

Tag Your Jobs

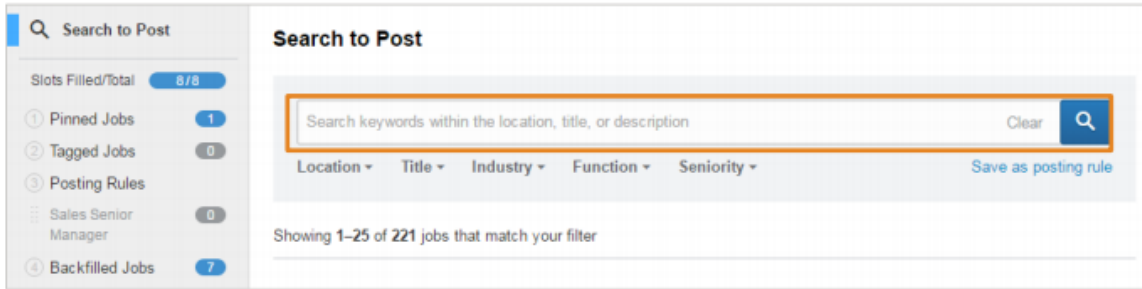
Add your personal tag to the bottom of job descriptions in your ATS to ensure they're tied to your Profile. Tagged jobs remain in your slots until they expire on your ATS or career site. Once you post a new job, please allow 24 hours for the job to be highlighted on LinkedIn. An administrator will hold all the jobs on LinkedIn that do not include a personalized hashtag.



Pin Your Jobs

Looking to tie yourself to a job that is already posted on LinkedIn? You can add your personal tag to the posting in your ATS and wait up to 24 hours for it to update (see above). You also have the option to manually “Pin the job” from the Job Wrapping menu in Recruiter. Pinning a job will immediately assign you the job and you will see it in the Manage Jobs drop down. To pin a job, first place your cursor over Jobs and then select Job Wrapping and then following the instructions below.

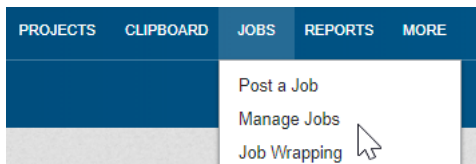
1. To Pin a job, locate the job by **entering search terms** in the search field. You can search by keyword, and you can narrow by location, title, industry, function or seniority.
2. Click the **Search** icon.



3. Locate the job in the search results, place your cursor over the job and then select **Pin this job**. A pinned job will remain pinned until you unpin it or the job is closed on your ATS.

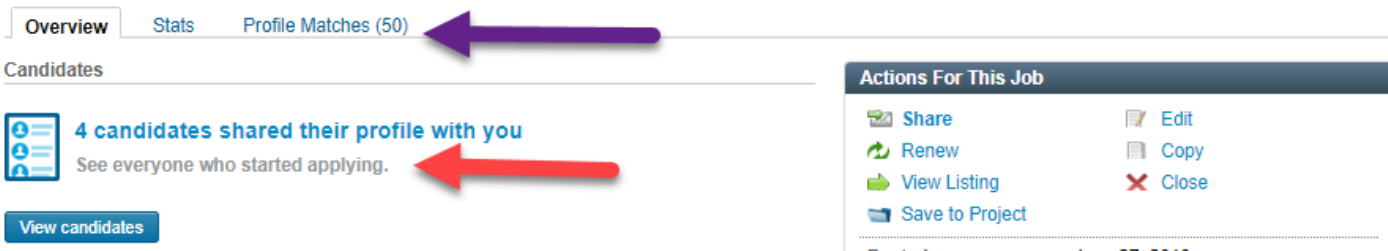


Once you have tagged or pinned a job, you will find the job in the Manage Jobs drop down menu.



Apply Starters and Profile Matches

From the Manage Jobs menu, you will see the jobs you have tagged or pinned. Click on the job titles to see members who have started but may not have finished their application for the role. **Sending an InMail to interesting applicants who may have started their application but have yet to finish is a great strategy**



re-engage applicants for hard to fill positions.

You are also able to see up to 50 member profiles that LinkedIn believes may be a match for the job position under the Profile Matches section.