LinkedIn Certified Professional – Recruiter

Exam Preparation Curriculum

Use this curriculum to sharpen your skills and as a starting point towards preparing for the *LinkedIn Certified Professional—Recruiter* exam. Depending on your past training and on-the-job experience, you may choose to complete all the courses in the curriculum or just those you deem necessary, but it is important to note that practice and application of concepts within the tool is also essential for success on the exam.

You can take courses in the order recommended here or you can choose to review one or more curriculum sections in any order. Tip sheets are reading materials that you can complete at your own pace. Timings to complete tip sheets are estimates.

Recommended Curriculum Sequence

Overview of LinkedIn Recruiter

Explore LinkedIn Recruiter ....Self-paced Tutorial.............. 22 min

Work smarter and reduce time-to-hire using the recommended daily workflow in LinkedIn Recruiter. Access the entire LinkedIn network to view full profiles and contact members beyond your first-degree connections; apply a simple workflow to help you efficiently search the network, organize your work, contact prospects, collaborate with your team, and post jobs; and leverage best practices such as saving searches and tracking interactions on prospect profiles to save time and stay organized.

Find and Identify Talent

Learn the Functions of Boolean Search ....Self-paced Tutorial............... 14 min

Learn to use the Boolean modifiers and search logic supported in LinkedIn Recruiter to create properly constructed search queries.

Use Boolean Logic ....Tip Sheet............................ 2 min

Learn how to correctly use Boolean logic and modifiers to build a search string to obtain results more closely related to the types of profiles you need to find.

Search Logic ....Tip Sheet............................ 2 min

Learn how to correctly order sets of search terms in a Boolean search string to obtain results more closely related to the types of profiles you need to find.

Use Filtering Techniques to Search ....Self-paced Tutorial.............. 17 min

Learn how to use Advanced search filters to refine your search results and then apply Spotlights to prioritize your results by candidates who are more likely to engage with you. Find out how you can leverage features like Find more people like, Similar profiles, and People Also viewed, to find new prospects with similar characteristics to your best candidates or rock star employees and learn how you can take advantage of LinkedIn's intelligent suggestions to help you better target your results.

Prioritize Warm Leads with Spotlights ....Tip Sheet............................ 2 min

Learn how to use Spotlights to help you prioritize candidates who are more likely to engage with you and your organization, based on relationship and activity insights from LinkedIn.

Five Levels of Identifying Talent ....Tip Sheet............................ 2 min

Learn how to gain a competitive advantage by using the Five Levels of Identifying Talent techniques to strengthen your search skills.

Advanced Search Filters ....Self-paced Tutorial.............. 23 min

Learn to use some of the most powerful but under-utilized advanced search filters in Recruiter. Get ideas for combining different filters to yield targeted search results, learn how to effectively use some commonly misunderstood search filters, review some time-saving tips to help speed up your searches and work more efficiently in Recruiter.

Manage Custom Filters ....Tip Sheet............................ 2 min

Learn how to use a combination of refinement filters in a search and save those filters as a Custom Filter to apply to your other searches.

Save Time with Search Alerts ....Tip Sheet............................ 2 min

Learn how to be more efficient with your sourcing by saving searches and using search alerts.

Engagement

Build Your Brand on LinkedIn.com..Self-paced Tutorial.............. 11 min

Learn why a strong personal brand is important for successful recruiting efforts, define the key components of a compelling personal profile and learn ways to enhance your personal brand beyond your profile.

Send InMail Messages in LinkedIn Recruiter............................Self-paced Tutorial............... 16 min

Learn the features and benefits of using InMail to send messages in Recruiter. Get step-by-step instructions for sending 1-to-1 and 1-to-many messages, learn best practices for personalizing these messages to prospects, review tips for managing your communications with prospects from your inbox.

Determine Your InMail Strategy ....Tip Sheet............................ 2 min

Review best practices to use when sending an InMail message.

Review InMail Analytics ....Self-paced Tutorial.............. 5 min

Learn how to find and interpret InMail analytics.

Pipelining Talent

Start Recruiting Proactively..Self-paced Tutorial.............. 5 min

Learn the value of talent pipelining, how you can benefit from this process in the long term, and the benefits of using LinkedIn Recruiter to build and manage a pipeline of talent.

Manage Profile Activity ....Self-paced Tutorial ....7 min

Get a guided in-product tour of the information you have access to and the actions you can take from prospect profiles. Learn how to use the information you and your teammates add to profiles to track and manage potential candidates through the pipeline, increase team collaboration, reduce duplication of efforts, and ultimately work more effectively.

Track Profile Activity ....Tip Sheet ....2 min

Explore the information you have access to and the actions you can take from a prospect's profile to help you work more effectively, increase team collaboration, and reduce duplication of efforts.

Add a Prospect and Link to a Profile ....Tip Sheet............................2 min

Learn how to manually create a new prospect in Recruiter and associate the information you enter with that person's LinkedIn profile.

Import a Spreadsheet ....Tip Sheet............................2 min

Learn how to import a spreadsheet of contact information into Recruiter.

Import Resumes via Recruiter ....Tip Sheet............................2 min

Learn how to upload multiple resumes to Recruiter in a single import.

Leverage Your Pipeline of Talent..Self-paced Tutorial ....10 min

Learn how to save yourself and your team from reinventing the wheel for every position, reduce your time to hire, prevent the loss of strong candidates, and even strengthen your relationship with your hiring managers by building and managing a pipeline of talent for those hard-to-fill roles and requisitions for which you regularly recruit. Gain insights into how you can use pipelining analytics to assess your pipelining activities.

Jobs

Post Your Jobs on LinkedIn ....Self-paced Tutorial ....20 min

Learn how to manage jobs in LinkedIn Recruiter and practice creating a job from scratch, sharing a job with your network, and closing a job.

Interpret the Job Analytics Report..Tip Sheet............................2 min

Learn how to review and interpret your Job Analytics.

Organization, Collaboration, and Efficiency

Get Organized and Collaborate with Projects ....Self-paced Tutorial..............15 min

Organize your work and collaborate with your team members using Projects in LinkedIn Recruiter. This course will navigate through each of the tabs within a project and will review ways that you can reduce duplication of effort among your team.

Increase Efficiency with Projects..Tip Sheet ....2 min

Learn how to get organized and increase your efficiency using Projects.

Measure Your Recruiting Effectiveness ....Self-paced Tutorial..............9 min

Learn how to read and interpret the Recruiter Usage report to assess your overall performance metrics, see how your recruiting efforts are translating into results, and identify areas for improvement.

Interpret the Recruiter Usage Report...Tip Sheet .... 2 min

Review how to read and interpret the Recruiter Usage report.

Request Profile Reviews ....Self-paced Tutorial .... 11 min

Share profiles with hiring managers and members on your team to calibrate your search, narrow your candidate list or as a way to track candidates through the interview process. At the end of this course, you'll also learn how to set up profile sharing settings in the administrative dashboard.

Check Your Knowledge

Advanced Knowledge Check..Knowledge Check .... 90 min

Get ready for The LinkedIn Certified Professional—Recruiter certification! If you are preparing to take the certification exam, this assessment is for you. You have experience in advanced recruiting strategies, interpreting data and analytics, building a pipeline, collaborating with your team and working with hiring managers. This assessment is very representative of the type and difficulty level of question on the certification exam, however is not meant to be a direct predictor of success. Your results will provide feedback on learning opportunities and areas for improvement and study before you register for the exam.