

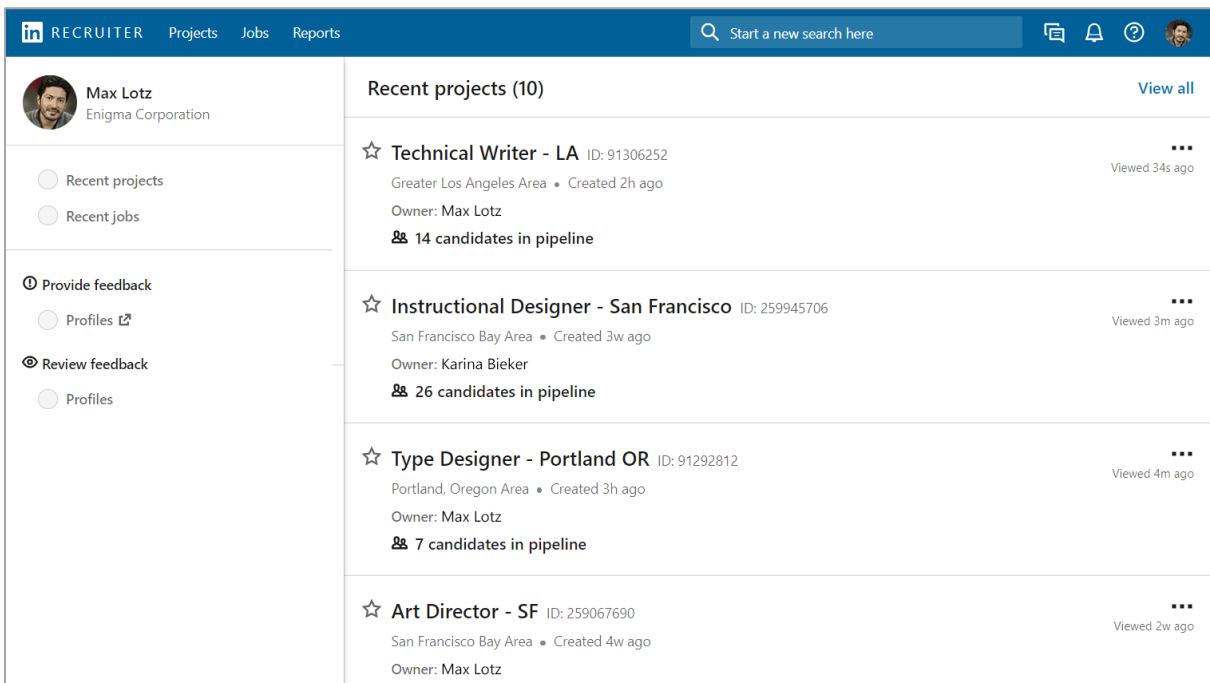
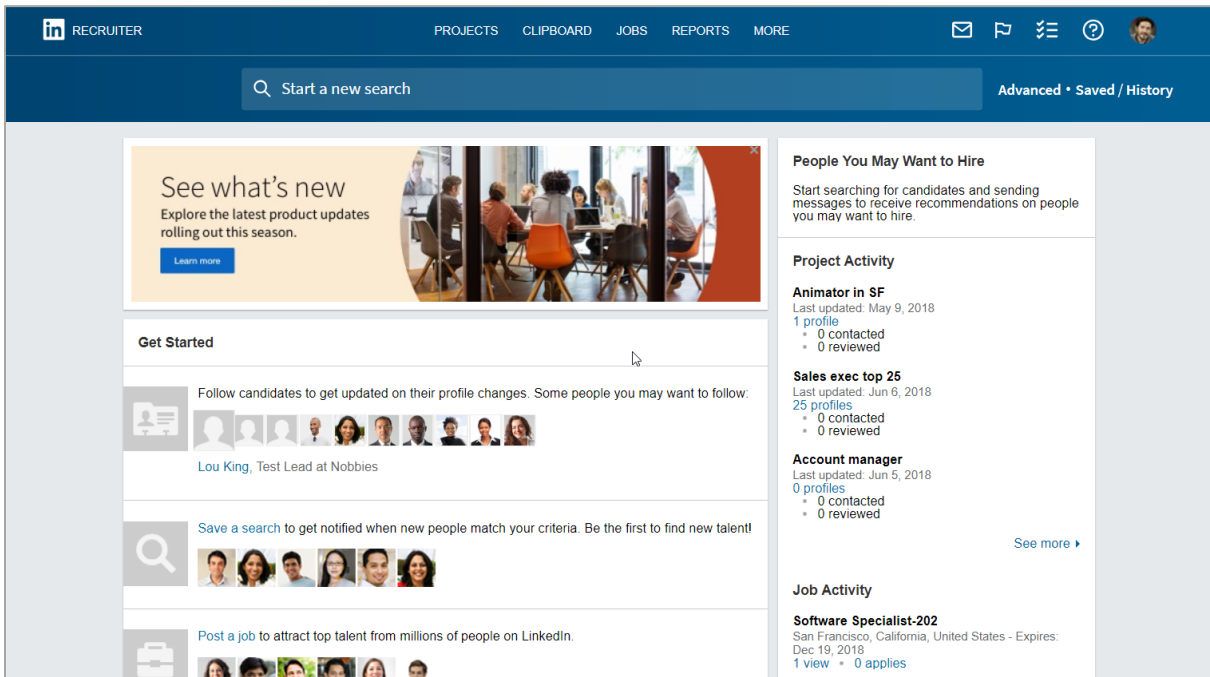
Prioritize Warm Leads with Spotlights

Spotlights help you prioritize candidates who are more likely to engage with you and your organization, based on relationship and activity insights from LinkedIn. On average, prospects in your spotlights are 64% more likely to respond to an InMail message.

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.



Legacy Recruiter and Jobs Experience

Working with Spotlights

Select **spotlights** from the top of your search results.

Access additional **spotlights** using the dropdown.

The screenshot shows the LinkedIn Recruiter interface. At the top, there's a navigation bar with 'RECRUITER' and tabs for 'PROJECTS', 'CLIPBOARD', 'JOBS', 'REPORTS', and 'MORE'. A search bar with 'Start a new search' is on the left, and 'Advanced • Saved / History' is on the right. Below the navigation bar, there's a summary row with four statistics: '141,856 total candidates', '27,517 are more likely to respond', '17,715 open to new opportunities', and '14,130 engaged with your Talent Brand'. A dropdown arrow is on the right of this row. Below the summary row, there's a section for '141,856 candidates' with a 'View search insights' button. The main content area shows a candidate profile for Hollis Lamb, a Sales Professional in the San Francisco Bay Area. The profile includes a photo, name, title, location, and a list of work experiences: 'Sales Development Representative at Aconex 2016 – Present', 'Account Manager at Lyrus 2014 – 2016', and 'Business Account Executive at Comcast Business 2013 – 2014'. There's also a 'More' link and a 'Save to a project' button. On the left side, there's a sidebar with 'Search history and alerts', 'Showing results for', 'Custom filters', 'Job titles' (with 'Sales Representative' and 'Account Manager' selected), and 'Locations' (with 'San Francisco Bay Area' selected).

1. Are more likely to respond

More likely to respond to you based on your messaging history and candidate engagement

Speed up your time to hire with a spotlight on candidates who are most likely to respond to you. Recruiter generates this list based on candidate data and insights on where you've seen success before, helping you to maximize your pool of qualified talent and prioritize your outreach for better response rates. Results in this spotlight are uniquely tailored to you and your organization, helping you identify talent that is best matched for you.

2. Open to new opportunities

Currently interested in hearing from recruiters about new opportunities

Discover candidates who have privately shared within the last 90 days that they are open to hearing from recruiters about new opportunities. Learn more about their specific career interests by placing your cursor over the “Open to new opportunities” icon on their profile summary.

Tip: Open candidates are twice as likely to respond to an InMail.¹

¹ 2016 LinkedIn data

Did you know?

Save a spotlight search alert.

If you save a search with a spotlight open, you can get saved search alerts specifically for that spotlight. For example, by saving a search with the Talent Brand spotlight open, you'll be automatically notified as new candidates interact with your talent brand.

3. Engaged with your Talent Brand

Are following your company or have publicly engaged with updates or job posts

View candidates who have taken a public action such as liking, sharing, or commenting on company posts across your Talent Brand, including your Company Page, Company Updates, job posts, and Sponsored Updates. This spotlight is handy for targeting prospects that are already aware of your brand and are interested in the work you do.

Tip: Developing your Talent Brand can provide a 2x InMail acceptance rate.²

4. Past applicants

Have previously applied or started to apply to your company via a LinkedIn job post

View applicants you have collected via LinkedIn Jobs as well as 'Apply Starters' – applicants who have started the application process and shared their full LinkedIn profile with you. Filtering for past applicants allows you to target silver-medalist candidates who didn't quite make it across the finish line for a past role, but may fit the open positions you have now. LinkedIn Referrals customers can also integrate applicants from their Applicant Tracking System (functionality may vary by ATS).

You can also access Apply Starters, candidates who started applying to a job but dropped off before completion.

Tip: Apply starters are 4x more likely to respond to an InMail.³

² LinkedIn 2015 [Why and How People Change Jobs Report](#). ³ 2016 LinkedIn data

New Recruiter and Jobs Experience

Working with Spotlights

Select **Spotlights** from the left rail.

The screenshot shows the LinkedIn Recruiter interface for a 'Senior Recruiter SF Bay Area'. The left rail contains a 'Spotlights' section with four options: 'Open to new opportunities (837,949)', 'Past applicants (46)', 'Have company connections (619,584)', and 'Engaged with talent brand (210,701)'. The 'Spotlights' option is highlighted with an orange box and a red dot. The main content area shows a search results list with two candidates: Rowan Sims and Chase Atkins. The search bar at the top indicates '8,966,336 Recruiter search' results.

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3. Have company connections

Are 1st-degree connections of employees at your company

Focusing on candidates who are connected to people in your company will help you fast-track your search. Employees can validate your assumptions about a candidate's appropriateness for the position, and they can also help get your outreach in front of the best talent.

Tip: The #1 way people find a new job is through someone they know.³

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