

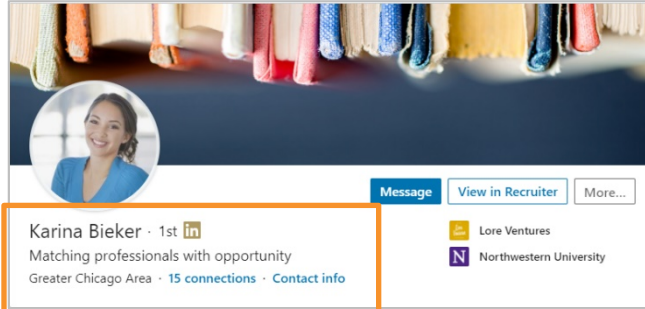
# Recruiter Essentials

## Checklist

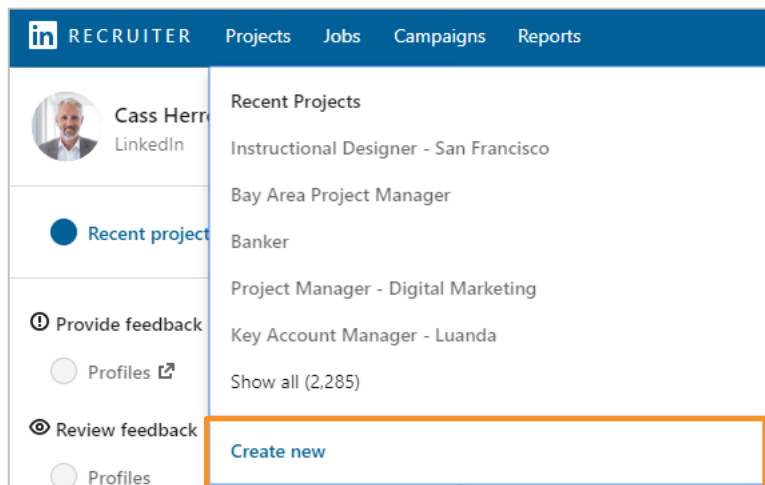
Use this checklist as a reminder of the steps you can take to start getting the most from your Recruiter license right away.

☐ **Build your LinkedIn profile.**

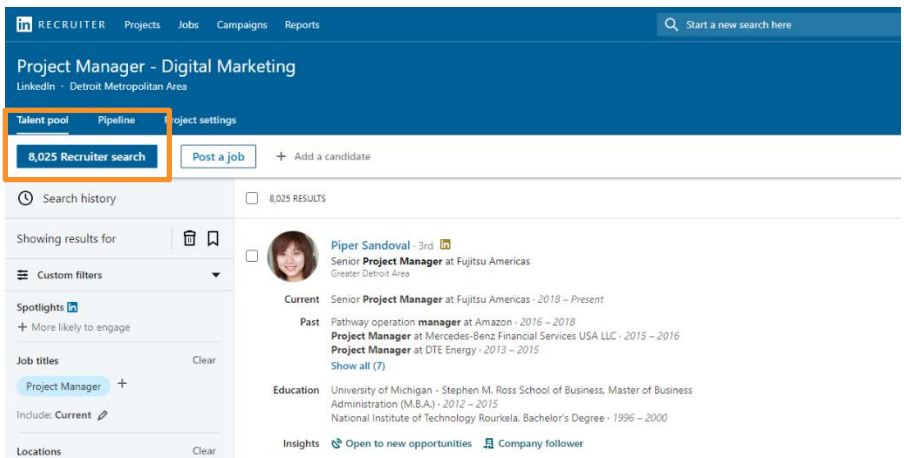
Look for opportunities to improve your LinkedIn profile. Make sure you use your real name and include a professional photo of yourself. Be sure your current company is listed, and craft your summary.



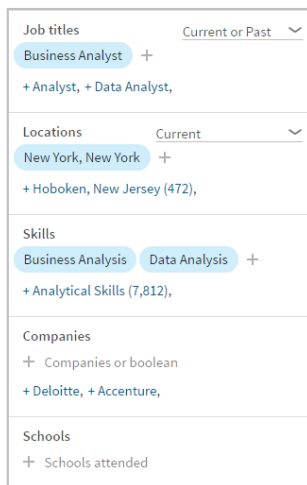
- ☐ **Create a project.** Within a project, you can easily pick up your search where you last left off or start a new search, post a job, and manage applicants. A project also helps you track the status of candidates moving through your recruiting process and you can share your projects with team members to enhance collaboration and reduce duplication of work when multiple people are sourcing for the same role.



- ☐ **Review your Talent Pool.** Once your project is created, Recruiter automatically runs an initial search within the Talent Pool tab of your project, based on the criteria you entered. This is the beauty of starting your workflow in Recruiter with creating a project.

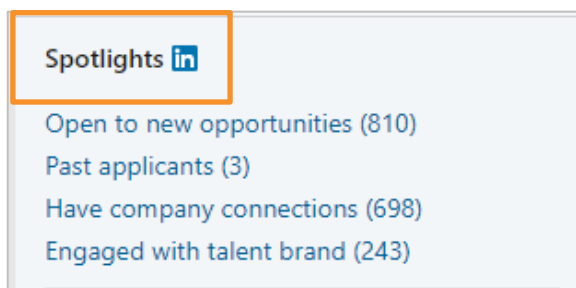


- **Refine your search with filters.** As you add or remove filters from your search, the suggestions will adjust in real time, to offer the most relevant terms.



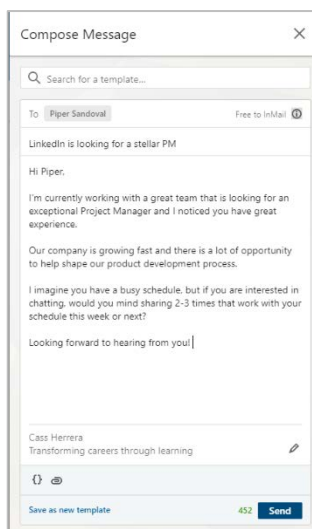
A screenshot of the LinkedIn search filters panel. It is organized into sections: Job titles (with 'Business Analyst' selected and '+ Analyst, + Data Analyst' as suggestions), Locations (with 'New York, New York' selected and '+ Hoboken, New Jersey (472)' as a suggestion), Skills (with 'Business Analysis' and 'Data Analysis' selected and '+ Analytical Skills (7,812)' as a suggestion), Companies (with '+ Companies or boolean' and '+ Deloitte, + Accenture' as suggestions), and Schools (with '+ Schools attended' and '+ University of Phoenix (40)' as suggestions).

- **Use Spotlights to focus on warm leads.** Warm leads are more likely to respond favorably to outreach from your company. You can view prospects that are past applicants, or who are already engaged with your talent brand (those who are followers, or who have liked or commented on your company, and are twice as likely to respond to your InMail as other prospects.)



A screenshot of the LinkedIn 'Spotlights' section. It features the 'Spotlights in' header and four categories of prospects: 'Open to new opportunities (810)', 'Past applicants (3)', 'Have company connections (698)', and 'Engaged with talent brand (243)'.


- **Send an InMail message.** InMail enables you to send a direct message to potential candidates – no contact information needed. It's the best way to contact and attract passive and in-between candidates. By using InMail, rather than email, you can use Recruiter's built in features to track your responses and measure the effectiveness of your communications.







A screenshot of the LinkedIn 'Compose Message' window. It shows a search bar for templates, a recipient field with 'Piper Sandoval' and a 'Free to InMail' status, and a message body. The message body includes a subject line 'LinkedIn is looking for a stellar PM', a greeting 'Hi Piper,', and a detailed message about a project manager role. At the bottom, there is a signature for 'Cass Herrera' with the tagline 'Transforming careers through learning', a 'Save as new template' button, a character count '452', and a 'Send' button.

- **Collaborate with your team.** Within Recruiter there are many ways you can collaborate with your team and prevent duplication of work. Everyone on your dashboard can see the activity performed on a profile. Tags and statuses can be added as you and your teammates connect with candidates. Projects and InMail templates can be shared with the team, and profiles can be shared with hiring managers and teammates.

From Instructional Designer - San Francisco



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In 6 active projects

**Instructional Designer - San Francisco** replied · Apr 30, 2019

**Business Analyst SF** uncontacted · May 23, 2019


**Senior Software Engineer** rejected · May 20, 2019


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- **Keep learning.** Be sure to visit the Learning Center for more resources localized in different languages that will help you make the most of your Recruiter license.

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