

LinkedIn Talent Solutions

How to **recruit and hire** for a diverse talent pool

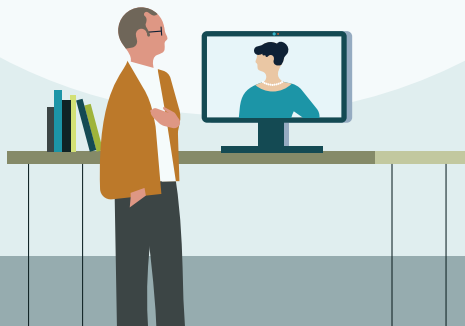


Table of contents

Introduction.....	3
Best practices for an inclusive recruiting process ...	4
How to write more inclusive job posts	6
How to tell your DIB story authentically	7
How to use LinkedIn to find diverse talent	9
Conclusion	11



Why diversity, inclusion, and belonging matter

Diversity, inclusion, and belonging (DIB) aren't just a trend — they're business imperatives that lead to progress and tangible results.

More diverse organizations tend to see higher profitability. Studies show a 36% profitability differential between the most and least ethnically and culturally diverse companies.¹ This can be partially attributed to the fact that a diverse workforce encourages innovation, increasing profitability and performance.

Diversity and inclusion are also priorities for new candidates. In fact, 39% have declined to work at an organization due to a lack of inclusion.²

The bottom line? **Creating a diverse and inclusive company is the right thing to do** — and positively impacts your business, your employees, and your community. In this ebook, you'll learn how to use LinkedIn to enhance your DIB strategy and take your organization to the next level.

1. Deloitte, [Waiter, is that inclusion in my soup?](#), 2013

2. McKinsey, [Understanding organizational barriers to a more inclusive workplace](#), 2020

3. Deloitte, [The diversity and inclusion revolution](#), 2018

Organizations with inclusive cultures are:



as likely to meet or exceed financial targets



more likely to be high performing



more likely to be innovative or agile



more likely to achieve better business outcomes³



Section 1

Best practices for an inclusive recruiting process

Change takes time and intentional action from business leaders and talent professionals. Use these five steps to shape your strategy.

1

Understand your current representation

Make sure all HR representatives know what representation data is available. Then, evaluate your current diversity status at every level. With these metrics, build your business case, identify opportunities for improvement, and track progress.

2

Make data-driven decisions

Use representation data to learn how your company's gender and racial diversity compares to the industry and your specific market. These benchmarks can help inform your recruiting goals and strategic initiatives.

3

Expand your network — and your talent pipeline

Explore candidates from new campuses and tap into different or parallel industries. Actively search in locations with greater gender, ethnic, or racial representation — especially if you're hiring for remote roles.



Section 1

Best practices for an inclusive recruiting process

4

Lead by example

Incorporating DIB is about changing behaviors and addressing institutionalized practices — and it's a responsibility shared by the whole company. Have your leadership team model **inclusive behaviors** from the top to inspire others to follow. If you need support, reach out to your HR department or diversity and inclusion leaders.

5

Help diverse candidates develop

Show that your company supports growth through career development pathways. During onboarding, new hires should receive what they need to perform their roles. Offer training on an ongoing basis to help employees build skills and competencies that are essential to upward mobility — and make sure employees have access to employee resource groups (ERGs).



How to write more inclusive job posts

Job posts may be a candidate's introduction to your organization. Use them to highlight your commitment to DIB and show people from all backgrounds that they can belong at your company.

Use inclusive language.

This free, online [Gender Decoder](#) tool can help you spot gender-coded language, while assistive writing tools like [Textio](#), [TapRecruit](#), and [Talvista](#) can suggest more neutral phrasing, such as “salesperson” instead of “salesman.” For considerations around race, some companies have also stopped using terms like “blacklist” and “whitelist.”⁴

Mention DIB up front.

In the United Kingdom, 56% of LinkedIn job posts that mention DIB only do so at the end.⁵ Considering that candidates spend an average of just 14 seconds deciding whether or not to apply,⁶ this approach reduces the likelihood of your DIB message being seen.

Go beyond the legalese.

DIB statements typically express that a company is committed to inclusive hiring, but few explain why it's important. Set your brand apart by authentically and thoughtfully discussing how diversity strengthens your organization and what you're doing to improve it.

4. CNN, [Twitter and JPMorgan are removing 'master,' 'slave' and 'blacklist' from their code](#), 2020

5. LinkedIn Talent Blog, [6 Stats That Will Change the Way You Write Job Posts](#), 2019

6. LinkedIn data, 2019



Section 3

How to tell your DIB story authentically

Practice what you preach.

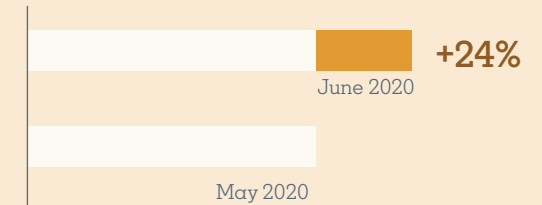
To attract and engage underrepresented candidates, you need to show them your commitment to diversity, inclusion, and belonging.

Build a DIB plan internally and put it into action before talking about your efforts externally. And even then, be transparent about what you're still working on. Candidates know that it's a journey, so set appropriate expectations.



Candidates want to know what you're doing to support DIB

Companies that posted about diversity in June 2020 saw a 24% increase in engagement.⁷



⁷ LinkedIn, [The Future of Recruiting: 6 Predictions on How COVID-19 Will Transform Hiring, 2020](#)

Section 3

How to tell your DIB story authentically

Tell your story on LinkedIn.

When candidates research your company on LinkedIn, use LinkedIn Career Pages to clearly communicate your DIB efforts.

- **Highlight diversity in leadership.** Show inclusion at all levels of your organization.
- **Showcase employee resource groups and testimonials.** Let diverse candidates hear from people like them.
- **Share thought leadership.** Emphasize why diversity is important to your team.

[Learn more about LinkedIn Career Pages >>](#)

Use LinkedIn Pipeline Builder to customize landing pages and deliver relevant information to specific audiences.

[Learn more about LinkedIn Pipeline Builder >>](#)



Section 4

How to use LinkedIn to find diverse talent

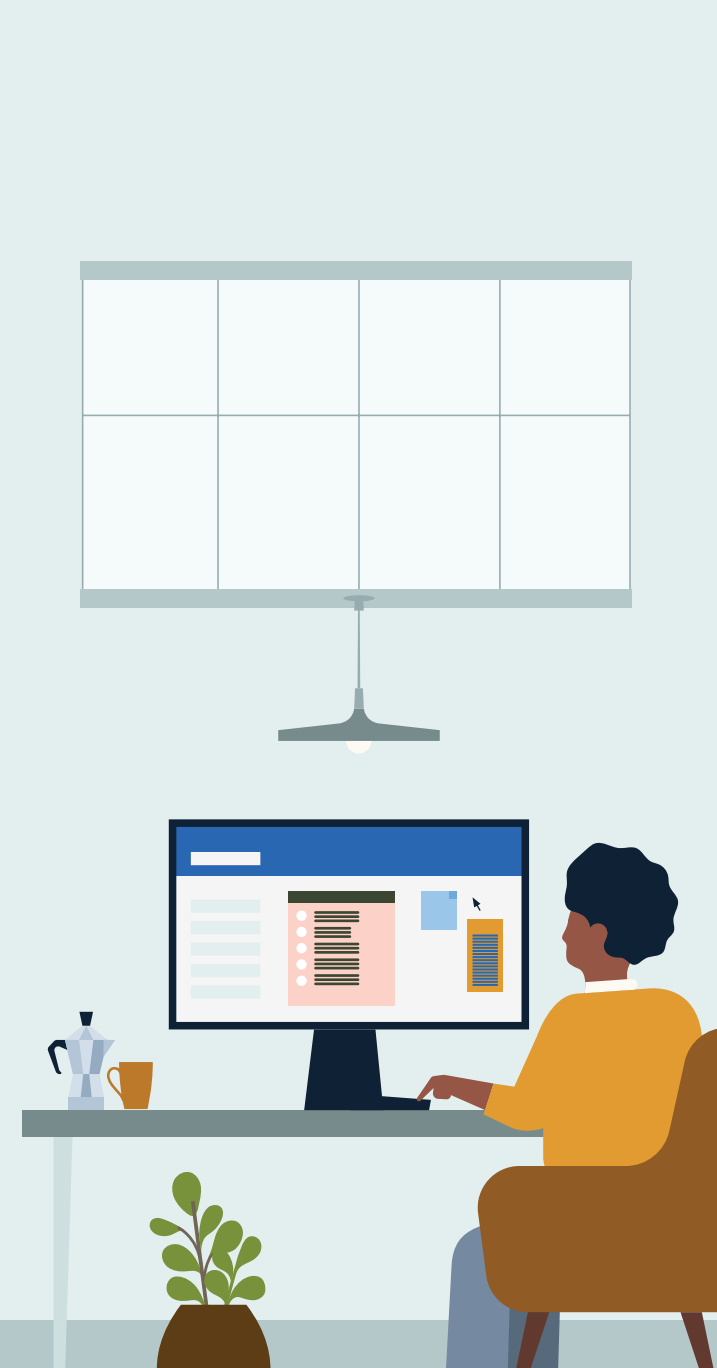
LinkedIn's profile data can help you build a more diverse talent pool. Here are three sourcing strategies you can use to hone in on underrepresented candidates.

1. Expand location search

Some areas have a larger population of diverse talent than others. The key is knowing where to look.

LinkedIn Talent Insights can help you identify new and more diverse talent pools. Use the Talent Pool Reports feature to find locations that have a large number of diverse candidates with the skills you need, then filter by location to tap into this talent pool.

[Learn more about LinkedIn Talent Insights >>](#)



Section 4

2. Search members by skills

Remember that a college degree isn't always required to do a job well. As often as possible, expand your searches beyond educational institutions and consider eliminating degree requirements to create more equitable and inclusive pathways to opportunity.

3. Search members of specific LinkedIn Groups

There are hundreds of LinkedIn Groups dedicated to helping underrepresented talent network, find resources, and discuss relevant topics — often with thousands of members. Searching for members of these groups with the skills you're looking for can help you find more diverse candidates.



LinkedIn Recruiter

LinkedIn Recruiter has over 20 search filters, making it easy to find and reach out to diverse candidates who could thrive at your company.

[Learn more about LinkedIn Recruiter >>](#)

Conclusion

Drive positive change, one step at a time

Moving the needle takes time. But by taking thoughtful, intentional steps, you can make your organization a more diverse and inclusive place to work.

Lead with empathy, be authentic in everything you do, and get employees involved whenever possible. Plus, find more tips and guidance on the [LinkedIn Talent Blog](#) and on our [Resource Hub](#).



Experience LinkedIn in action.

LinkedIn Talent Solutions offers a full range of hiring and recruiting solutions for every step in the process. We'll help you find and engage the right candidates, build your brand, and make even smarter talent decisions with LinkedIn data and insights.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With 706+ million members worldwide, including 75% of the US workforce, LinkedIn is the world's largest professional network.

[Request demo](#)

LinkedIn Talent Solutions

[Subscribe to our blog](#)



[Connect with us on LinkedIn](#)



[Follow us on Facebook](#)



[Follow us on Twitter](#)



Try LinkedIn tracking and recruiting products



Plan

Use data to inform difficult hiring and recruiting decisions.

[Talent Insights](#)



Find

Search, connect with, and manage your top candidates in one place.

[LinkedIn Recruiter](#)

[LinkedIn Scheduler](#)



Post

Post jobs to reach candidates you won't find anywhere else.

[LinkedIn Jobs](#)

[Learn more about LinkedIn Jobs](#)



Attract

Showcase your company culture and spotlight jobs with targeted ads.

[Career Pages](#)

[Work With Us Ads](#)