How to find candidates while you sleep

8 tactics to automate hiring and maximize your time
Automate your hiring process with these 8 tactics

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The idea of automating hiring, a job that’s hands-on and complicated, may seem like a stretch. But it turns out that automating recruitment doesn’t have to be all that scary.

More and more companies are starting to understand that there are ways to optimize the hiring process. While it’s different for each company, adding just a few automation tactics to your hiring process can have a massive impact on your business. In fact, 41% of HR managers say not fully automating manual processes has led to lower productivity.¹

In our latest guide, we’re breaking down how automation can help you solve some of your biggest hiring hurdles – from reducing time-to-hire to increasing the quality of hires – to help you increase productivity and manage efficiency. By giving your team more time in the day, you’ll get better people in the door.

¹ “12 Revealing Stats On How Recruiters Feel About AI.” Ideal, February 2019
Steps toward recruitment automation

Companies who enable recruiting automation have been shown to reduce their time-to-hire by up to 15 percent.² Find a way to cut back with these 8 tactics.

1. **Develop your employer brand:** Build a strong brand and candidates will want to learn more

2. **Create a candidate persona:** Outline the most integral skills for your ideal hire with your hiring team

3. **Spice up those job descriptions:** Use keywords so automation tools can match qualified candidates

4. **Plug into a curated talent community:** Secure candidate information before you even have an open role

5. **Introduce recruitment tools:** Excite candidates with your outreach so they respond to open roles faster

6. **3 steps to a killer employee referral program:** Build a strong culture so employees will want to refer peers

7. **Infuse artificial intelligence into the process:** Use new technology to reduce the time you interact with candidates during initial interview stages

8. **Use scheduled communication to your advantage:** Integrate a scheduling tool to cut back on direct communication with candidates

²“A How-To Guide For Showing The Business Value Of Your Recruiting.” Ideal
Before you hire

We know it’s never easy sourcing quality candidates, especially with so much on your plate. In order to automate candidate outreach and increase engagement, start simple. After all, recruitment automation doesn’t have to be complicated.

The first steps? Develop and nurture an employer brand and candidate personas, and input specifics into automation tools that’ll analyze candidate skills and match them to your next open role. In this section, you’ll get step-by-step instructions on how to automate recruiting using:

Employer brand | Candidate personas | Job descriptions

52% of Talent Acquisition leaders say the hardest part of recruitment is screening candidates from a large applicant pool.³

³ “Resume Screening: A How-To Guide for Recruiters.” Ideal
Tactic One:

Automate your employer brand in 2 steps

72% of recruiting leaders agree that your employer brand has a significant impact on hiring. Build a strong employer brand, to give potential candidates a peek into the day-to-day life of a current employee, enticing them to learn more or follow for updates.

1. **Tell your story:** Potential candidates need to like what they see before applying. Reach them online with a prominent social feed, company profile and manifesto, and contact information.

2. **Raise awareness with the help of LinkedIn:** LinkedIn Career Pages are a great place to start communicating what your organization stands for. This LinkedIn tool helps raise awareness, drives interest in your company, and helps you build a pipeline of candidates for open roles. Optimize the page so candidates start coming to you.

8 employer brand tips when you’re on a budget

Get the guide from Ed Nathanson

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4 “The Ultimate List of Employer Brand Statistics.” LinkedIn
Tactic Two:

Create a candidate persona

Bring a sense of focus to your hiring from the get-go by creating a candidate persona for your open roles. Connecting with your hiring team and stakeholders ahead of time will cut down on seeing resumes from candidates who aren’t qualified.

- **Must-haves:** Outline the most integral hard and soft skills your ideal hire will have, without shooting for the stars (be realistic).

- **Nice-to-haves:** Non-negotiable hard and soft skills are different from nice-to-haves, which could make a candidate stand out.

- **Dealbreakers:** Identify and align qualities and traits that would disqualify a potential candidate.

Find your perfect match

Download our step-by-step guide to crafting a perfect persona.
Tactic Three:
Optimize job descriptions in 4 steps

To automate the process of attracting candidates, you’ll need to set up your job description to do more heavy lifting for you. Then you’ll have more time to screen for the best fit.

1. **Incorporate applicable keywords**: If you want a specific type of candidate, you’re going to have to get specific with your job description by using SEO-optimized keywords.

2. **Avoid gimmicky job titles**: Your job title matters. Be clear and concise, and try to avoid jargon like “ninja” or “wrangler” so your job appears in general searches.

3. **Include company perks**: Give candidates a sense of company culture by sharing details that might pique their interest, like a company softball league, catered lunches, or 401(k) matching.

4. **Use a template**: And adjust it to your specific needs. To help, we created job description templates for 139 of the most common roles.

How LinkedIn can help:
LinkedIn Jobs will automatically populate your job description so you can spend time on other things you love about your job.
Sourcing new hires

We know sourcing candidates takes time, especially since you’re likely sourcing multiple roles simultaneously. In the past, this part of the process has been extremely manual since it requires extensive research. Streamline this task with automation tactics like developing an employee referral program or building a talent community, so a pipeline of qualified talent is ready when you are.

In this section, you’ll get step-by-step instructions on how to automate recruiting using:

- Talent community
- Recruitment marketing
- Employee referral program

Recruiters can spend more than 13 hours per week sourcing for a single role.⁵

⁵ "3 Major Benefits From AI in Sourcing," Ideal, February 2018
Tactic Four:

Curate a talent community

Did you know you can build a talent community through your application process? Build a place to capture candidates’ information so you’re a step ahead when it comes time to hire.

1. **Collect applicant data:** Let candidates submit their information on a rolling basis by creating a form fill on your website. When a new role opens up, you may already have a pipeline of candidates with the right experience.

   Pro Tip: Use your brand voice and tone to pull in candidates who might already be interested in your company. For example, one agency uses a job fill form with the title “Keep me in mind.”

2. **Create targeted ads with the help of LinkedIn:** Another LinkedIn product that might be helpful in capturing new candidate data is LinkedIn’s Pipeline Builder, which allows you to automatically target candidates who fit your needs for hard-to-fill roles.
Tactic Five:
Introduce recruitment marketing tools

Recruitment marketing helps you get candidates into your hiring pipelines. One of the best marketing tools you can use in recruiting is to widely spread the word about your company and its perks. Here’s how:

- **Publish sponsored content:** If your team creates compelling content, LinkedIn’s newsfeed is the perfect place to share it. Just choose which piece of content to promote, identify your audience, and set a budget. Members who fit your candidate persona will see it in their newsfeed.

- **Create Recruitment Ads:** Members spend more time viewing profiles than anything else on LinkedIn. Work with Us Ads showcase your open jobs right on your employees’ profiles, keeping your company top of mind for potential applicants. Want more? Here are 7 essential recruitment marketing tools to get started.

“How to Build a Talent Community,” Recruiting.com
Tactic Six: Create an employee referral program

A byproduct of building a strong employee brand is the potential for employee referrals. When employees are happy, they’re more likely to refer friends, aka pre-vetted candidates.

**Inspire employee referrals:** In this hiring method, an existing employee refers someone they know for an open position. The employee often gets an incentive, and you get a candidate delivered by a trusted source – reducing your time and cost to hire.

**Why it’s important:** It takes a company 29 days to hire a candidate who was referred by an employee, compared to 55 days for most other methods.

**How to achieve it:** Design a user-friendly referral program that can be adopted by everyone at your workplace. Promote the program – and incentives – every chance you get. Make it an essential part of onboarding and manager training.

Ask for more diverse referrals
Learn how 3 companies increased diversity by just asking employees

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“5 Reasons Employee Referrals Are the Best Way to Hire.” LinkedIn, 2015
Screening & interviewing every hire

Manually screening resumes is still the most time-consuming part of recruiting, especially when 75% to 88% of the resumes received for a role are from unqualified candidates. Discover ways to use new tools, like artificial intelligence, and tricks to automate steps, like streamlining applicant status updates.

In this section, you’ll get step-by-step instructions to automate recruiting using:

Artificial intelligence | Scheduling tools

Screening resumes is estimated to take up to 23 hours per hire. **23 hrs**
Tactic Seven:

Infuse AI into the process

AI can crawl hundreds of sites so you don’t ever have to scroll through search results or look at profiles. For example, most jobs receive around 250 candidates, which means it takes 500 minutes for a recruiter to scan every resume; AI can do it all in two seconds.10

1. **Enable real-time skill assessment**: Ideal for anyone trying to hire engineers or software candidates. Send out a templated or custom coding test in various programming languages to test a candidate’s skills ahead of that first interview.

2. **Assess soft skills using games**: Screening for soft skills can be extremely tricky. New tools on the market are actually providing soft skill assessments in an interactive game setting, so you can learn about a candidate’s ambition or empathy in an informal way.

3. **Conduct on-demand video interviews**: Screen dozens of candidates in record time with an on-demand video interview tool. You’ll get a streamlined way to view dozens of potential candidate responses quickly, without the scheduling headaches.

4. **Incorporate chatbots**: Chatbots can handle basic candidate questions, be programmed based on your needs, and will quickly learn the nuances of your organization to improve candidate experience.

10 “3 Advantages of Using AI for Resume Screening” CVVIZ, August 2018
Tactic Eight:

Use scheduled communications

Scheduling rounds of interviews while managing multiple open roles and candidates can be exhausting. Automate initial interviews so you keep candidates happy and informed while getting a bit more time back in your day to focus on finding the best fit.

- **Integrate a scheduling tool:** The back-and-forth of scheduling is time-consuming, but LinkedIn’s Scheduler in Recruiter can help. Cut back on your direct communication with potential candidates by using an automation tool that allows you to schedule through InMail via LinkedIn Recruiter.
Bonus: Recruitment automation tips

With only so many hours in your day dedicated to hiring, we know it’s not easy. That’s why we’re here to help you kickstart the automation process. One of the best places to start is by building out your employer brand.

In this bonus section, Ed Nathanson of Red Pill Talent shares 8 ways to turn your employer brand into an automatic recruiting tool that can work 24 hours a day – giving you more time to make more great hires.
8 ways to automate your employer brand

Ed Nathanson’s tips for a cost-effective employer brand.

1. Establish success metrics
   Set benchmarks for your team to work toward. Create goals for:
   • Rate of quality applicants: # of applicants screened / # of applicants
   • Response rate: messages candidates responded to / messages sent
   • Career site traffic: # of career page visitors
   • Referral rate: # of referrals / month

2. Know your target audience
   Interview top employees to engage high performers.
   • What do they look for in a job?
   • Why did they join the company?
   • What apprehensions did they have about joining the company?

3. Develop a storytelling content plan
   Determine what content will resonate with your audience.
   • Hone in on why you do what you do
   • Identify high-engagement social channels
   • Plan a content strategy cadence

4. Leverage your brand ambassadors
   Have your employees help get the word out.
   • Encourage employees to share work-related social content
   • Engage your employees’ candidate networks
   • Take employee feedback to heart
Sell a strong culture, not just products.

- Find speaking events for your employees
- Make hiring and culture part of the conversation
- Enter contests that celebrate work culture

Streamline your application process & convey your company’s identity.

- Make sure it takes less than 5 clicks to submit an application
- Use relatable language and avoid jargon

Lean on affordable, indispensable tech to support your employer brand efforts.

- Hootsuite and Buffer to monitor social channels
- Canva and Desygner to create graphics
- iMovie to make videos

Elevate the candidate experience

Personalize the hiring journey at every step.

- Write thank-you notes after interviews
- Send a welcome email before someone starts
- Create a new-hire desk package (shirt, notebook, mug, etc.)

Now you’re set to develop an effective employer brand

Learn more about how LinkedIn can help you automate your hiring process today
Sweet dreams.

Sweet hiring solutions while you sleep.

Ready to find candidates while you sleep? We’re here to help. Founded in 2003, LinkedIn connects the world’s professionals to make them more productive and successful. With 610+ million members worldwide, including 75% of the US workforce, LinkedIn is the world’s largest professional network.

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’s data and insights.

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

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Learn more about LinkedIn Jobs »

Attract
Showcase your company culture and spotlight jobs with targeted ads.

Career Pages »
Recruitment Ads »
Pipeline Builder »