



Beyond the Job Post:

# Your Guide to Innovative Recruiting



## Introduction

Your success as a recruiter and a business is directly linked to your ability to hire great people. But today, being a rock-star talent professional means you have to go beyond traditional sourcing tactics like posting a job and praying that your purple unicorn will coming knocking on your door. So, how do you modernize your recruiting strategy to find *more* qualified candidates with *less* time and effort?

That's where LinkedIn comes in.

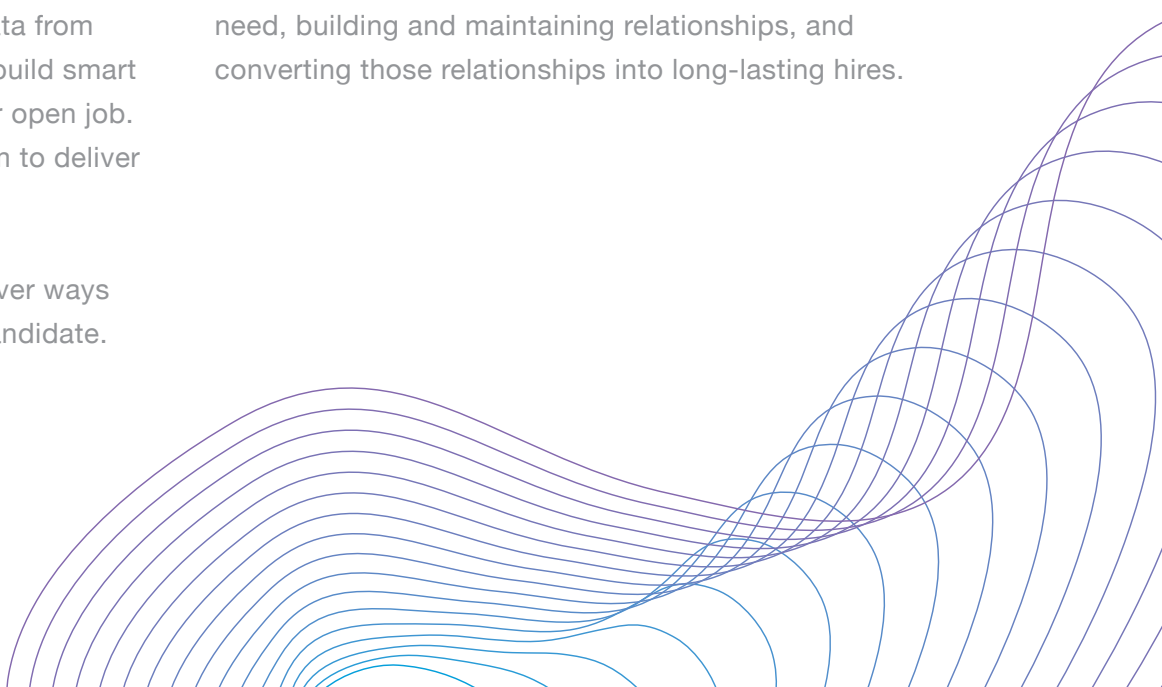
We work behind the scenes – using the data from candidates' behavior and work history to build smart algorithmic matches of their profile to your open job. The results are all available on our platform to deliver you the candidate you've been waiting for.

This ebook will cover some simple but clever ways to attract and narrow in on your perfect candidate.

### Why LinkedIn?

LinkedIn is where 460+ million professionals come to connect, stay informed, and get hired. It's the largest and fastest-growing social network for professionals. Every day, billions of interactions take place on the platform.

LinkedIn Talent Solutions is a suite of tools that helps you make sense of these interactions. It can support you in finding the candidates you need, building and maintaining relationships, and converting those relationships into long-lasting hires.





## BRAND

# Lay the groundwork for your brand

Before candidates can picture you as their next employer, they need to learn more about you and your organization to build trust and affinity. By investing in your professional and employer brand, you can open the door for employment discussions down the road. It has real bottom-line impact, too; organizations with strong employer brands spend less on hiring and have better employee retention.

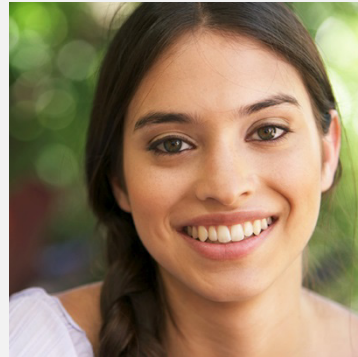
Visiting profiles is the #1 activity on LinkedIn, which means your profile is often the first thing candidates seek out during their job hunt. The initial step is to make sure you have an authentic, complete profile that includes an engaging picture, descriptive headline, rich media to showcase your company, and highlighted long-form posts you've published.





# The anatomy of a well-branded recruiting profile

**Engaging, friendly picture**  
that invites people to  
connect with you



**Paige Eklund**

Finding great talent to fuel our team

Connect

500+  
connections

 [www.linkedin.com/peklund/](http://www.linkedin.com/peklund/)

 Contact Info

**Descriptive headline**  
that goes beyond  
your title

## Posts

Published by Paige



**Making interviews fun for both sides**

May 5, 2016



**8 Tips for writing excellent lists of professional tips**

April 29, 2016



**There is only 1 recipe for success, and it's no secret**

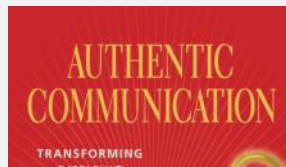
March 18, 2016

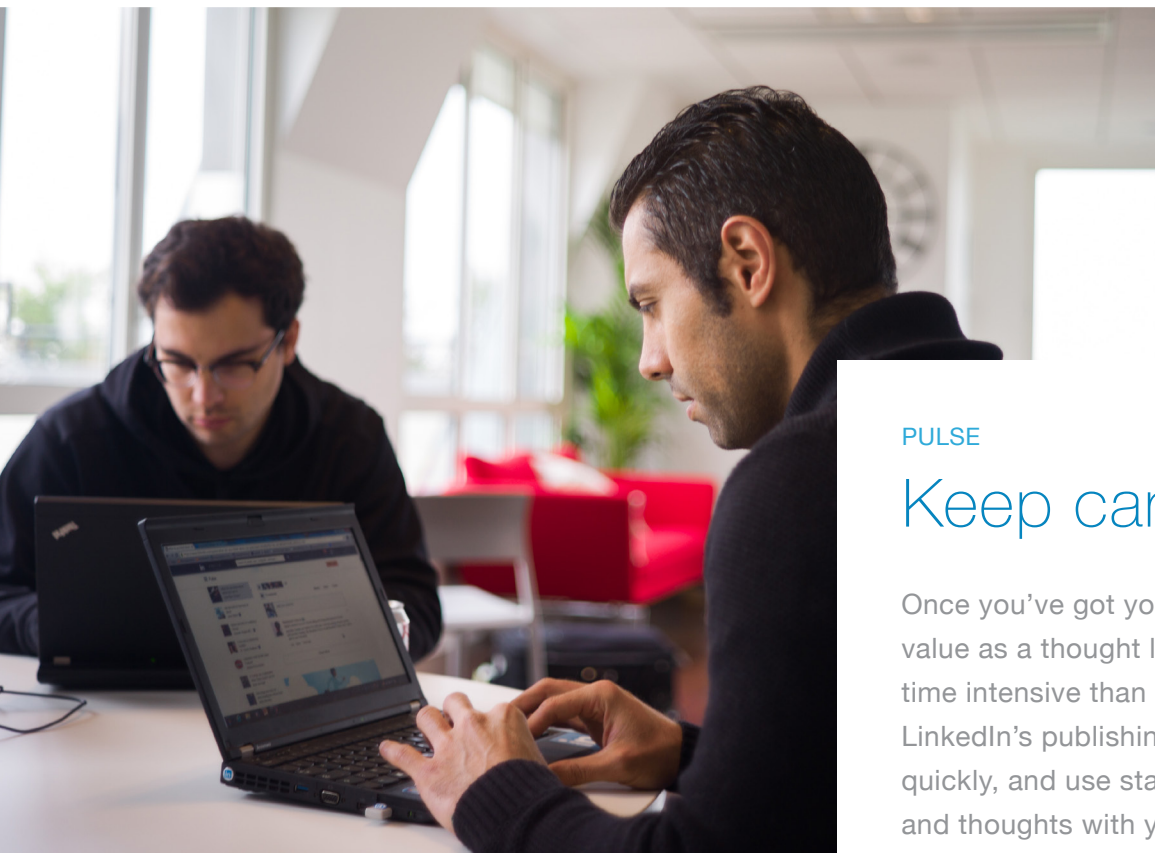
**Show your expertise**  
by publishing  
long-form posts

## Background

Summary

**Showcase your company**  
culture with rich media





#### PULSE

## Keep candidates interested

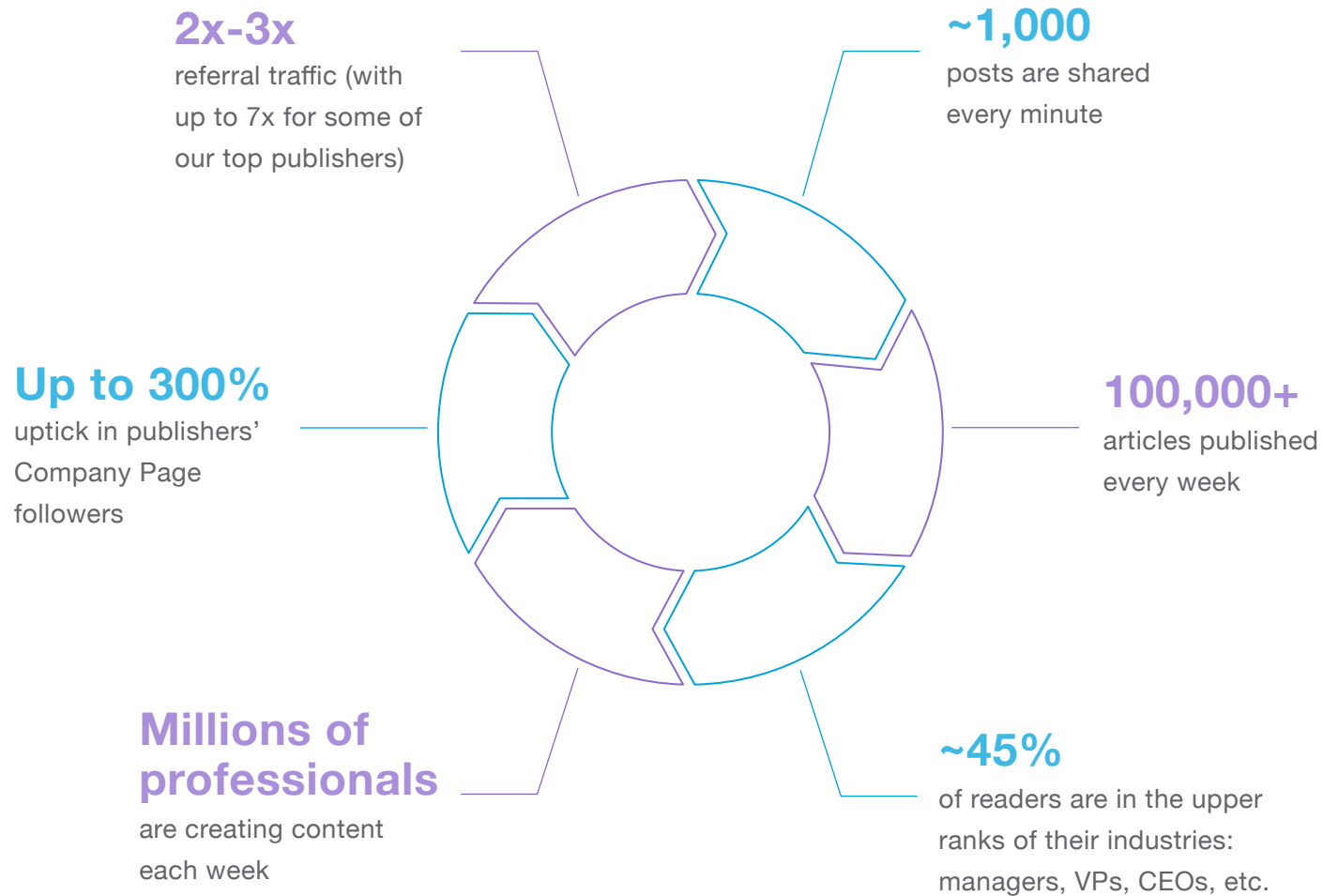
Once you've got your profile basics covered, it's time to bring value as a thought leader. Curating existing content can be less time intensive than creating original content. Use [SlideShare](#) and LinkedIn's publishing platform, [Pulse](#), to discover quality content quickly, and use status updates to share jobs, articles, photos, and thoughts with your network.

When you've got something to say, writing posts is a great way to share your expertise with candidates and other professionals.



# Why publish on LinkedIn?

The more quality and relevant posts you publish, the more people you'll reach and the stronger both your professional and employer brands will become.



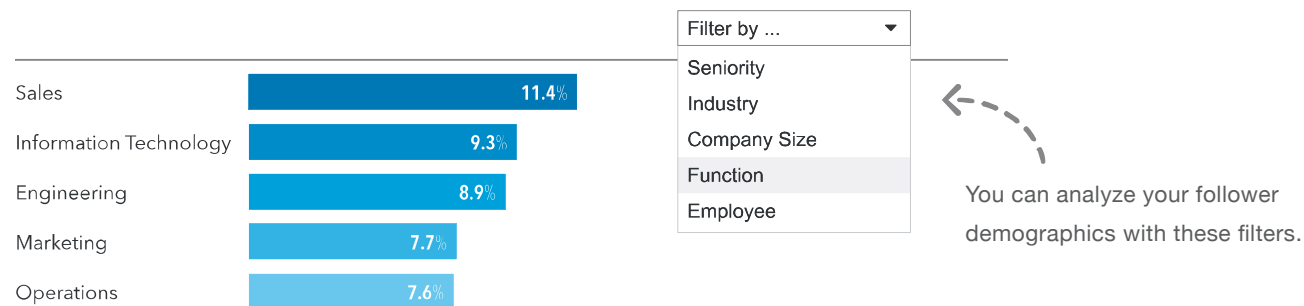
## COMPANY PAGE + CAREER PAGES

# Who's following you?

You likely already have a [Company Page](#) on LinkedIn (if you don't, you can set one up for free). Use the Analytics tab on your Company Page to explore your follower demographics by function, industry, seniority, and company size. You can also see how many of your followers are current employees. Use this information to determine whether you're attracting the right talent and how to better engage this audience – and then feature jobs most relevant to your visitors.

The next step is the premium [Career Pages](#) that lets you target your messaging and posted jobs to candidates based on things like location, industry, and function. These different page versions highly target specific groups of talent, such as engineers or sales.

### See follower demographics using LinkedIn Company Page analytics

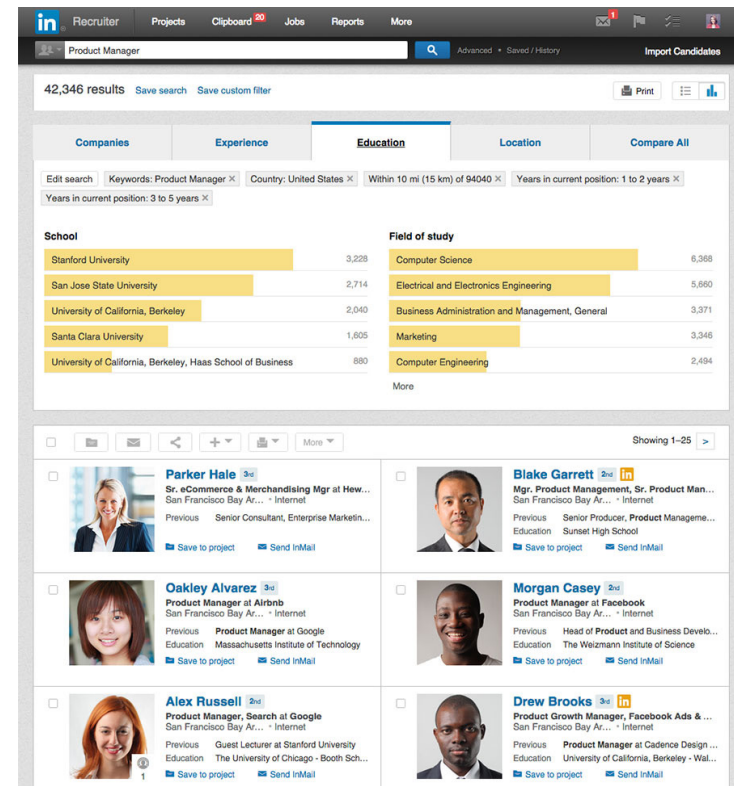


## SEARCH INSIGHTS

# Fuel your posts with insights

With your brand on the right track to attract the best talent, you're ready to post your jobs – but not just post and hope for the best. Use search insights in LinkedIn Recruiter to help you quickly prioritize and identify quality talent.

After you enter your search criteria, search insights will reveal the talent pool's current and past employers, years of experience, education, and location via intuitive, interactive bar charts.<sup>1</sup>



Toggle between tabs to see the data behind your search displayed in interactive bar charts.

<sup>1</sup>Prasad Gune, "New LinkedIn Recruiter Search Insights Surface Valuable Talent Pool Data," The Talent Blog, LinkedIn, August 26, 2015, <https://business.linkedin.com/talent-solutions/blog/2015/08/new-linkedin-recruiter-search-insights-surface-valuable-talent-pool-data>.



# 3 ways search insights can help you hire top talent

## 1. Set effective search strategies

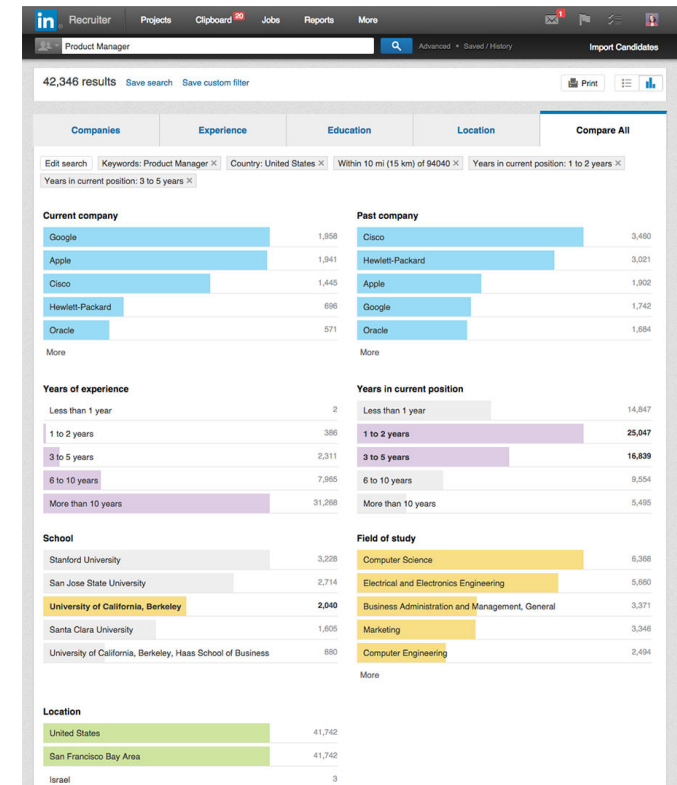
Top recruiters have the ability to analyze and understand talent pools,<sup>2</sup> yet only 1/3 of recruiters say they have the tools they need to do this well.<sup>3</sup> With search insights, you can get a deeper understanding of the talent market and identify the best talent pools to recruit from.

## 2. Manage hiring manager expectations

In a LinkedIn survey, 82% of recruiters said their hiring managers can have unrealistic expectations. Summarize market data to educate your hiring managers about the realities of any given talent pool. These insights will help you and your hiring manager determine, for example, whether you should expand your search to new markets or adjust the compensation or title.

## 3. Build rapport with candidates

Search insights can help you advise candidates on current market dynamics. For example, you can share data with candidates about what experience they'll need for a role, which job markets are most competitive, or who the top employers are in a certain pool.



<sup>2</sup> Robin Erickson, "High-Impact Talent Acquisition: The Big Reveal," *The Business of Talent*, Bersin, by Deloitte, September 17, 2014, <http://blog.bersin.com/high-impact-talent-acquisition-the-big-reveal/>.

<sup>3</sup> LinkedIn data

## OPEN TALENT

# Discover who's interested in something new

“Open talent” – a new category of talent who are cooler than “active” candidates, but warmer than “passive” ones – is easy to discover if you have the right tools.

Tap into this broader range of qualified candidates with three features that help connect recruiters and “open” LinkedIn members.

- **Apply Starters** enables you to reach the 75% of candidates who abandon applications
- **Contractor Targeting** allows you to refine your searches to candidates who have explicitly expressed interest in contract projects
- **Open Candidates** lets job seekers secretly signal that they're open to new opportunities

<sup>4</sup> [LinkedIn data, 2017](#)

<sup>5</sup> [LinkedIn data, 2017](#)

<sup>6</sup> [2016 Global Talent Trends Report](#)

2X

Candidates who say they're interested in contract work are nearly twice as likely to respond to recruiters – and 40% respond within the same day of receiving a message.<sup>4</sup>

4X

Candidates who abandon applications are often still interested in the role – and four times as likely to respond.<sup>5</sup>

90%

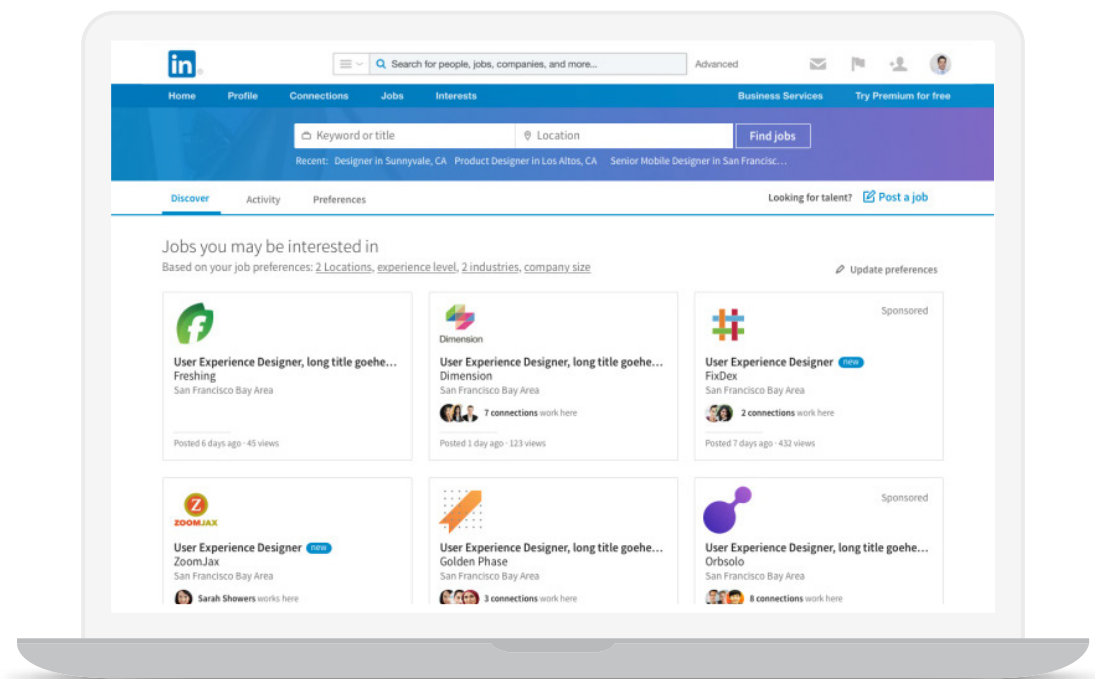
of global professionals are open to new opportunities.<sup>6</sup>



JOBS YOU MAY BE INTERESTED IN

## Engage the right talent, automatically

We know you want your job to reach the right candidates. That's why we automatically advertise your openings to relevant professionals based on the qualifications you're looking for. Your target talent may see your LinkedIn job post at multiple points – as they browse their newsfeeds, view profiles, or check email.



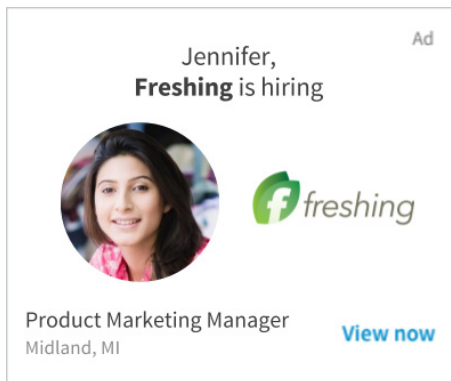
Most LinkedIn job views come from our recommendations module called “Jobs You May Be Interested In,” not from active job searches.



## TARGETED ADS

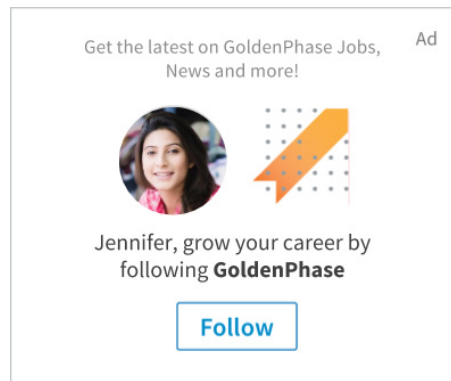
# Target your employees' connections with Recruitment Ads

Another way to reach candidates is through dynamic, targeted ads. The people who view your employees' profiles are usually connected to your employees, and therefore more likely to be familiar with your organization and more open to your opportunities. Capture the attention of this talent by placing ads alongside your employees' profiles. Here are three good options:



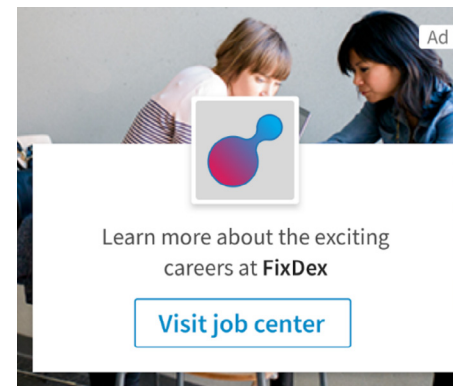
### Picture Yourself

Invite candidates to picture themselves working at your company



### Follow Us

Encourage viewers to follow your Company Page and stay informed



### Spotlight

Flexible ad format gives you complete control with a customizable background



# Summary

We know you're busy, so we created a checklist with a breakdown of all you need to know from this ebook.

	Product or feature	What it is	Why you should use it	More information
✓	<b>Your LinkedIn Profile</b>	An online resume with more personality. Often the first thing candidates seek out during their job hunt.	This is the foundation to building out your brand. Visiting profiles is the #1 activity on LinkedIn.	<a href="#">Customize your profile</a>
✓	<b>Pulse</b>	LinkedIn's publishing platform.	Shares your thought leadership with candidates and other professionals. Publishers have seen significant uptick in their Company Page following – up to 300%.	<a href="#">How to get started</a>
✓	<b>Company Follower Button</b>	A button on your company's website that links to your free LinkedIn Company Page.	79% of your followers are interested in a job at your company.	<a href="#">How to add a button</a>
✓	<b>LinkedIn Career Pages</b>	Where you share your company's authentic story and job openings.	Helps candidates learn about your company and serves up tailored job recommendations.	<a href="#">LinkedIn Career Pages page</a>
✓	<b>Search Insights</b>	A section in the Recruiter product that instantly transforms your candidate search results into visualized data to help you understand the markets you're recruiting in.	You can develop a strong hiring strategy and partner better with hiring managers by sharing these insights.	<a href="#">See search insights in action</a>
✓	<b>Open Talent + Contractor Targeting + Apply Starters</b>	Three features that help you find candidates open to new roles or contract roles, or who started filling out your job application, but didn't finish.	Connect with candidates who are open to new opportunities.	<a href="#">See how they work</a>
✓	<b>Recruitment Ads</b>	Dynamic ads that appear on employees' profiles, in the LinkedIn newsfeed, and throughout LinkedIn.	Reach passive and active talent on prime real estate while they're thinking of you.	<a href="#">Work With Us Ads page</a>





## About LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations of all sizes find, attract, and engage the best talent.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With 460+ million members worldwide, LinkedIn is the world's largest professional network

Give us a call at 1-855-655-5653

[Request a free demo](#)



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