

Career Page Essentials



Jeremy Ho

Customer Success Manager

Today's agenda

Maximize your recruiting efforts with LinkedIn Career Pages

Gain insights from candidates – what should you share about your company?

Maximize the features of your career page to build an authentic story

Target and engage potential candidates and clients

Candidates want to know more about your company



66%

Culture & Values



54%

Perks & Benefits



50%

Mission & Vision

¹ 2016 Global Talent Trends Report

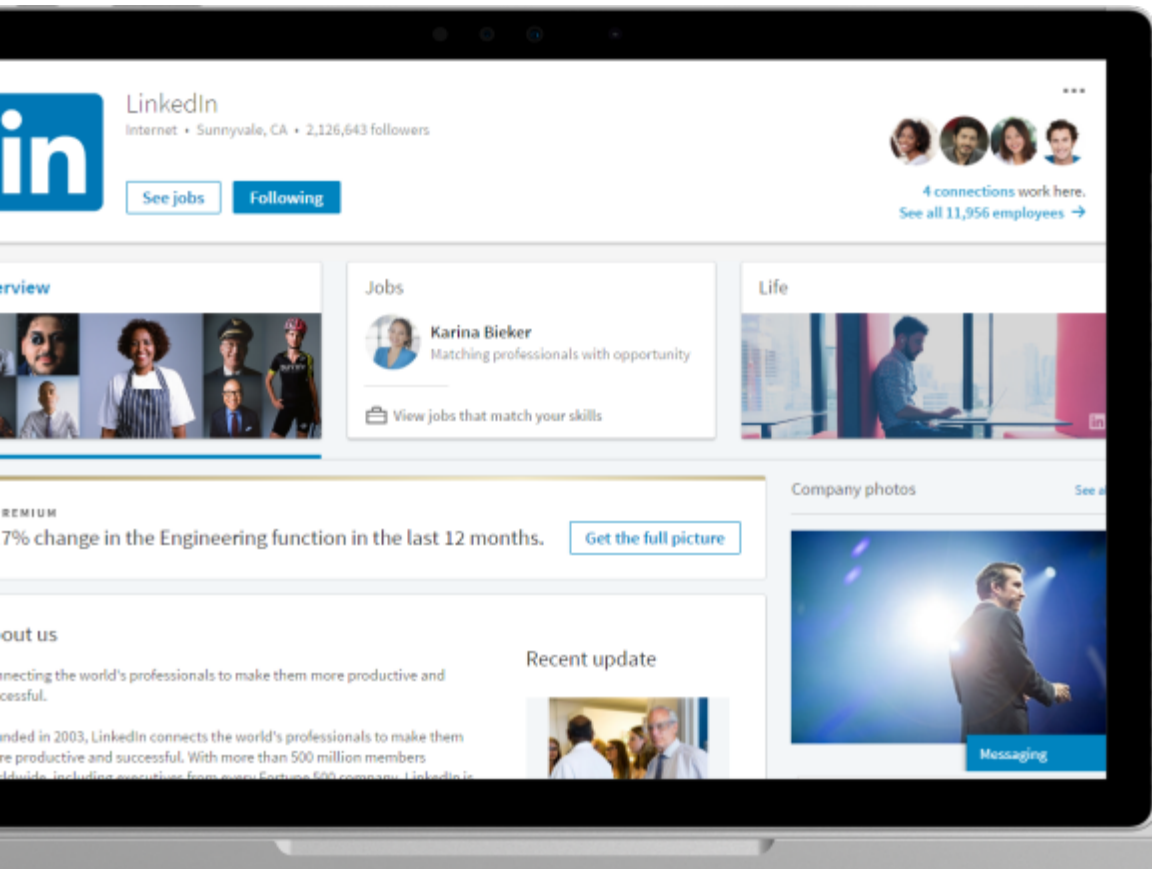
² Member survey: "How and why people change jobs" – March 2015, 10.5k members



Advice From Candidates

What you should share
about your company

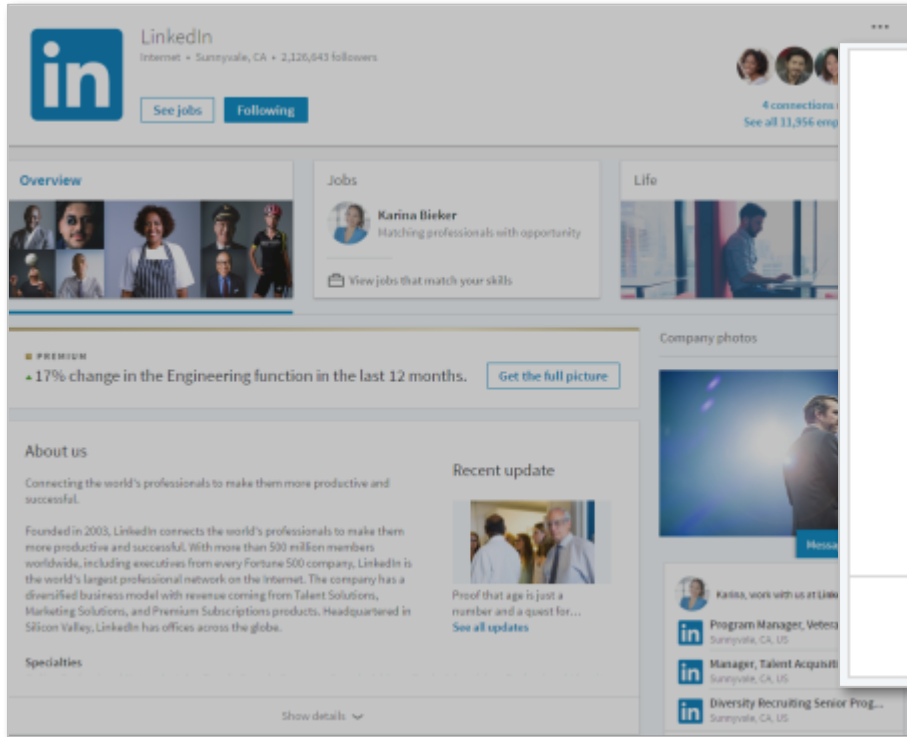
- *“Give a real picture of the company’s working environment, not the usual made-in-heaven company profile.”*
- *“I would like to hear the positive and negatives from real professional staff members – not the marketing gloss from the CEO or marketing office. Real people. Real jobs.”*
- *“Share what makes the company different from its competitors and why a potential candidate should apply for the position.”*
- *“Information about the strategy/vision and ambitions of the company – not just the headlines, but HOW they will achieve their ambitions/vision.”*




Authentic Stories Drive Results



- Reach the right talent or prospect
- Share your authentic story
- Drive quality applicants
- Measure impact

Traffic driving ads



Ad 


Karina, picture yourself at LinkedIn



Customer Success Manager
San Francisco, CA, US

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Give your LinkedIn Job Ads a makeover



Program Manager, Veteran Recruiting
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Job description

Veteran Recruiting Program Manager


LinkedIn was built to help professionals achieve more in their careers, and every day millions of people use our products to make connections, discover opportunities and gain insights. Our global reach means we get to make a direct impact on the world's workforce in ways no other company can. We're much more than a digital resume - we transform lives through innovative products and technology. Searching for your dream job? At LinkedIn, we strive to help our employees find passion and purpose. Join us in changing the way the world works.

VISION

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About us

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Demonstration



5 Key steps to awesome Career Pages



Add Rich Media

Catch candidate's attention visually



Involve Employees

Get your employees involved.



Gather Content

Document your strategy and begin building content



Plan Your Targeting

Joining forces to drive positive change



Build Your Pages

Building a robust partner ecosystem

Linked in