

# Get ready for your new Career Pages



Make your brand shine and help candidates and clients connect with your jobs and company. Here are a few simple things you can do to prepare for the new Career Pages experience.

## Complete your current Career Pages.

All of your content will be moved to the new experience. To get a head start, review and edit your page content now and fill in any gaps.

For each section, prepare the copy (300-500 characters), images, or a video — where applicable.

## Catch candidates' and clients' attention in a visual way.

On your new Career Pages, you can make the first image people see either a photo or a video. Use high quality imagery to convey your company in a positive way. [Get exact specs.](#)

Your company website or social media pages are excellent place to find quality images.

## Think about your target audiences.

If you've set up multiple versions of your page for different target audiences, it's time to re-evaluate your criteria. Your targeting for each page will also migrate to the new experience. Targeting by geography or language is a great place to begin.

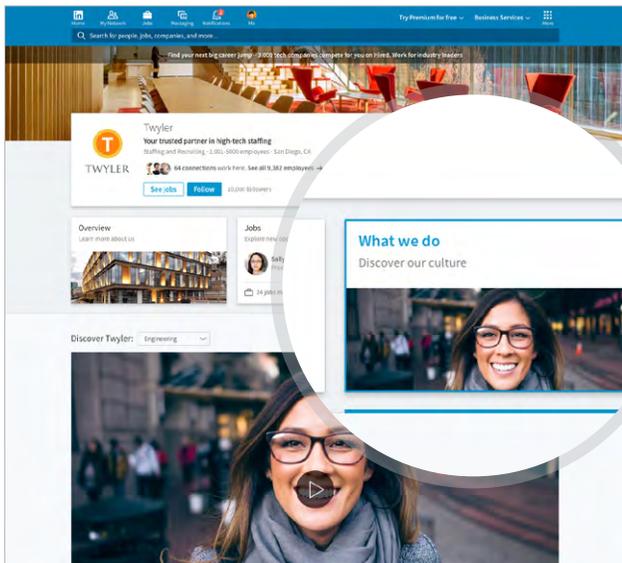
Widen your target audience to a minimum of 1M members to avoid missing relevant candidates and clients.

## Two new tabs to know about.

The new Career Pages will debut two tabs: **What we do** and **Jobs**.

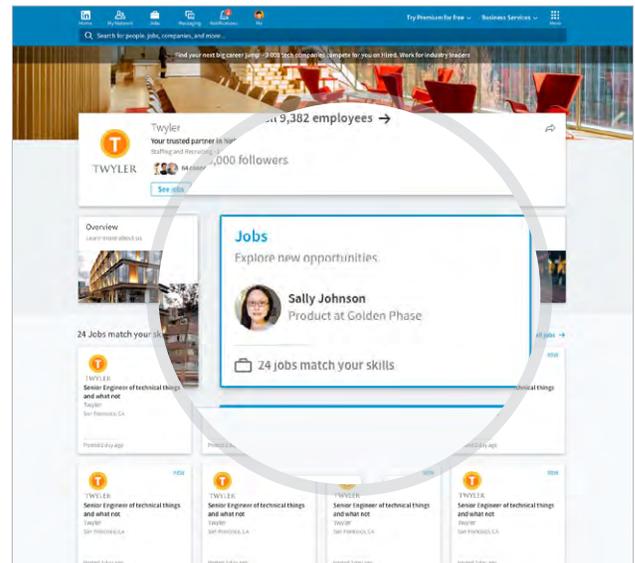
### The “What we do” tab

Showcase your expertise and satisfied client quotes. Which photos or videos can help you tell an authentic, visual story? What are benefits of working with your firm that you want your prospective clients to know about?



### The “Jobs” tab

LinkedIn members will see personalized job recommendations and a feed of your open postings, leading to more candidate engagement with your listings across clients.



For more information about [building your Career Pages](#), reach out to your LinkedIn representative with any questions.