

Get ready for your new Career Pages



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

Catch candidates' attention in a visual way.

Use high quality imagery to convey your company culture in a positive way. On your new Career Pages, you can make your **top image** a photo or a video. Start collecting photos that showcase your employees, office, and more, and post them all in the new **“Company Photos”** gallery. [Get exact specs.](#)

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

Get your employees involved.

Encourage your employees to share what it's like to work at your company — from snapshots of the office and interactions with colleagues, to company and industry news. You'll be able to select employee posts to showcase on your Career Pages as “Employee Perspectives.”

Now is a great time to ask your employees to take photos and write posts, so that you'll have ample content to choose from to tell your unique company story.

Get your employees publishing now by sharing this link: [linkedin.com/pulse/article/new](https://www.linkedin.com/pulse/article/new)

Complete your current Career Page.

All of your content will be moved to the new Career Pages 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.

Revisit your targeting.

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

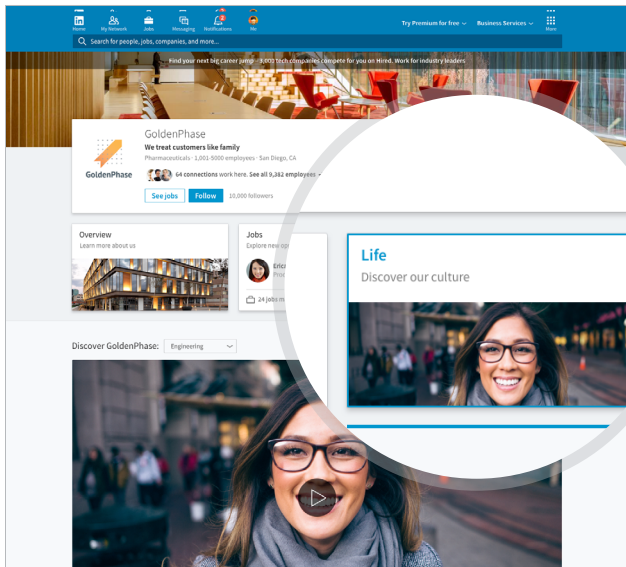
Widen your target audience to a minimum of 1M members to avoid missing relevant candidates.

Two new tabs to know about.

The new Career Pages will debut two tabs: Life and Jobs.

The "Life" tab

Share what life at your company looks like through content, photos, and videos. Which photos or videos can help you tell an authentic, visual story? What are the benefits, philanthropic work, awards and recognition that you want candidates to know about?



The "Jobs" tab

LinkedIn members will see personalized job recommendations and a feed of your open roles. Here, a candidate can gain insight into your employees — their education, previous companies, skills, and what they have in common. This inspires candidates to better assess their fit.

