



You've posted a job. Now what?!

Tips and
tricks for your
hiring success.

Your path to a successful hire

Congratulations on your new job post. Right now LinkedIn is working behind the scenes to get your job in front of the right people with the right skills and expertise you're looking for. Since you seem like the proactive type, here are some insider tips to ensure you get exactly who you want for your open role.

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Write great job descriptions

Your job description is your first connection with potential candidates. If well written, it can captivate professionals and position your company as a great place to work, and even urge them to apply. You may want to revisit your new job post with the following tips in mind.

JOB POST BEST PRACTICES

Flexis Data Analyst
San Francisco, CA US
Posted 2 weeks ago | 489 views

[Save](#) [Apply on company website](#)

Job Description
Our Data and Analytics team focuses on creating competitive advantage for Flexis and our customers through novel data infrastructure, metrics, insights, and data services. We're a small but rapidly growing data science and engineering team that builds and leverages state-of-the-art analytics systems.

Ideal candidates will use their passion for big data and analytics to provide insights to the business, covering a range of topics. They will be responsible for conducting both recurring and ad hoc analysis for business users.

Responsibilities

- Compile and analyze data related to business transactions
- Develop clear visualizations to convey complicated data in a straightforward fashion
- Transform data from one source or format to another, importing it into our product
- Gain an understanding of our product, our customers' data, and the industry to inform data adjustments and quality

Qualifications

- Bachelor's or Master's degree in statistics or applied mathematics or equivalent experience
- 3–5 years data analysis experience
- Proficient in SQL and database technologies

Perks

- Supportive and creative work environment
- Fully paid health and dental
- 15 paid days off
- 401(k) plan
- Snacks (of course)

[See less ^](#)

Don't use jargon in your title like "Data Ninja." Use well-known titles to give candidates a clear picture of the role.

Use a robust description to introduce your company in a way that reflects your unique company culture. What's it like to work there? What are some company values, perks, or things an outsider might not know? A bare description doesn't convey what makes your company a great place to work and could even work against you.

Bulletize responsibilities and qualifications rather than using paragraph form to make them easier to scan and digest quickly.

Concise responsibilities are key. Many great candidates will avoid positions with unclear goals. Highlight only the most important and prioritize them into four to six bullets.

Consider adding a benefits section to strike a balance between promoting your business objectives and your employee perks.



Write great job descriptions

NON-BIASED LANGUAGE TO DRIVE DIVERSITY

Job listings with gender-neutral wording get 42% more responses. However, nearly 70% of job ads contain gender-biased wording, according to a study by [ZipRecruiter](#). Here's a list of words to use in your job post to help attract a more diverse pool of candidates.

Avoid male-bias words

- ✗ Strong
- ✗ Competitive
- ✗ Assertive
- ✗ Ninja
- ✗ Decisive
- ✗ Leader
- ✗ Self-reliant
- ✗ Chairman

Instead, choose words like

- ✓ Exceptional
- ✓ Motivated
- ✓ Go-getter
- ✓ Chairperson

Avoid female-bias words

- ✗ Concerned
- ✗ Nurturing
- ✗ Polite
- ✗ Sensitive
- ✗ Honest
- ✗ Loyal
- ✗ Empathetic
- ✗ Dependable

Instead, choose words like

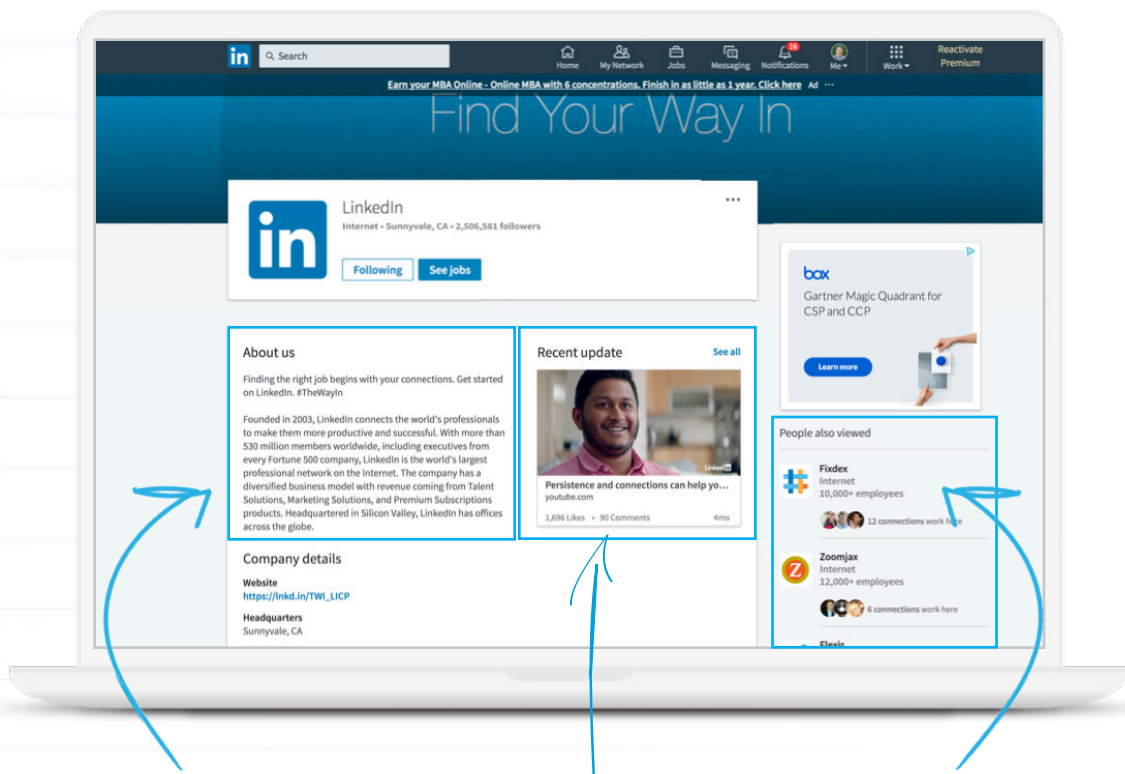
- ✓ Professional
- ✓ Courteous
- ✓ Customer-oriented
- ✓ Responsible
- ✓ Quality



Build your brand on LinkedIn

LINKEDIN COMPANY PAGE (FREE)

Now that you've got some tips on how to best write job posts, it's time to focus on your brand and culture. A candidate's positive perception of your company can make the difference when pursuing your top pick. A Company Page is your free way to give an overview and updates of your company.



Provide a company
overview

Engage followers
with updates

Share jobs



Build your brand on LinkedIn

LINKEDIN CAREER PAGES (PAID)

Create Career Pages to tell a more authentic and customized story of your company. Attract the best talent by putting your company culture and job opportunities in the spotlight.

Personalize job
recommendations
based on your viewer



Tell a more complete company story by allowing you to create an authentic view into your culture with employee-generated content, company videos, and photos

Tailor your page's messaging to engage different types of candidates



Build your brand on LinkedIn

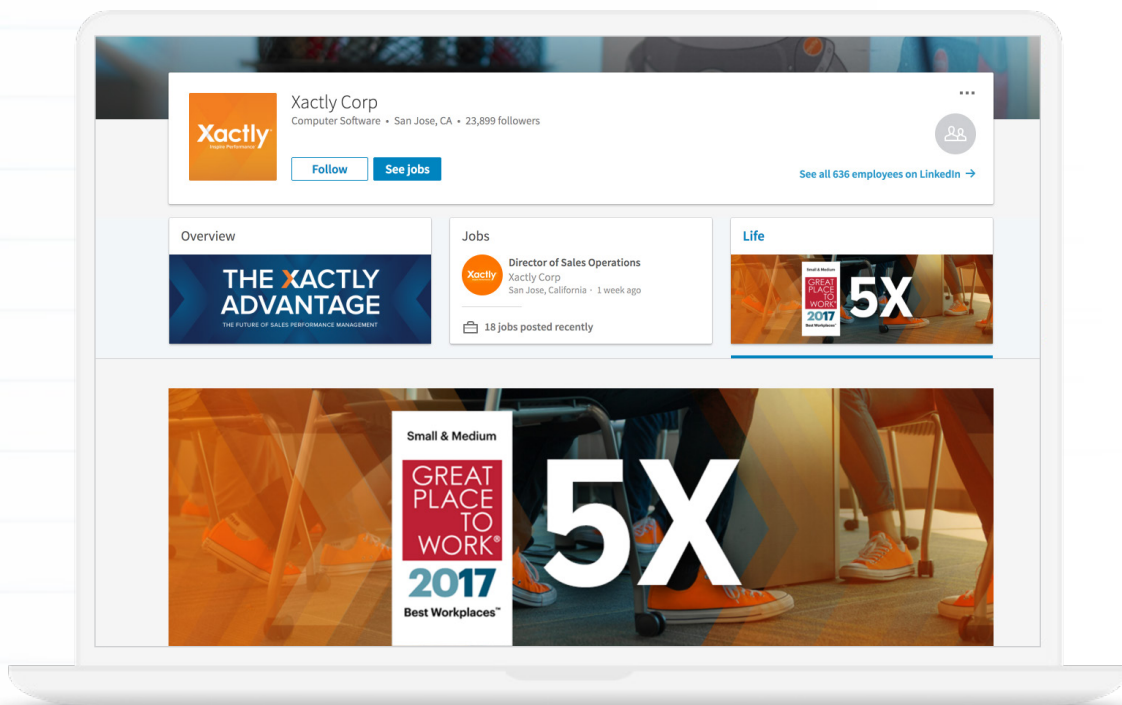
BEST-IN-CLASS LINKEDIN CAREER PAGES

According to a [LinkedIn survey](#), companies with strong employer brands see a **cost per hire that's 2x lower** and a **28% lower turnover rate**. Here are two examples of LinkedIn Career Pages that stand out.

Xactly

Tech is a challenging category to compete in for great talent. Xactly grabs candidates' attention straight away with a bold "5X" headline, highlighting their multiple "best place to work" awards.

The company uses video featuring employees to bring its award-winning culture to life in a way text just can't do.



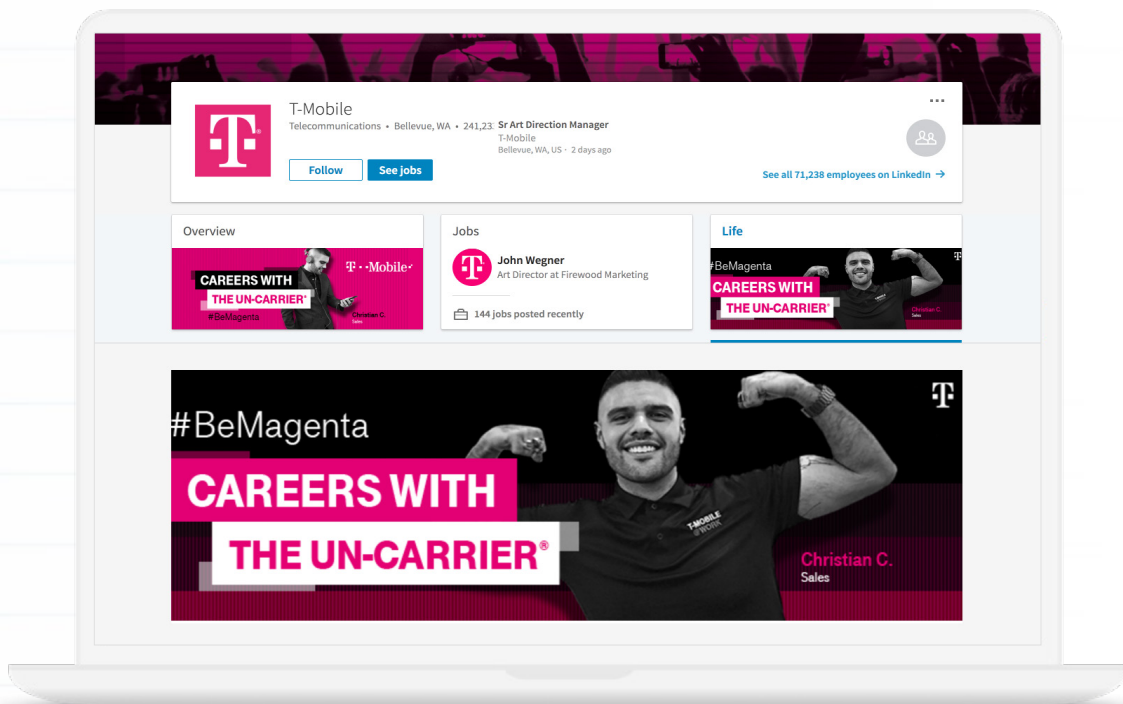


Build your brand on LinkedIn

T-Mobile

The mobile industry is hypercompetitive, whether it's the race for new customers or new talent. T-Mobile uses their Career Pages to stand out from their peers as the “un-carrier.”

Making great use of their brand colors, T-Mobile grabs attention while featuring a real employee front and center. Integration of their hashtag (#BeMagenta) encourages candidates to engage with the company on social media and extends the reach of their recruiting message.

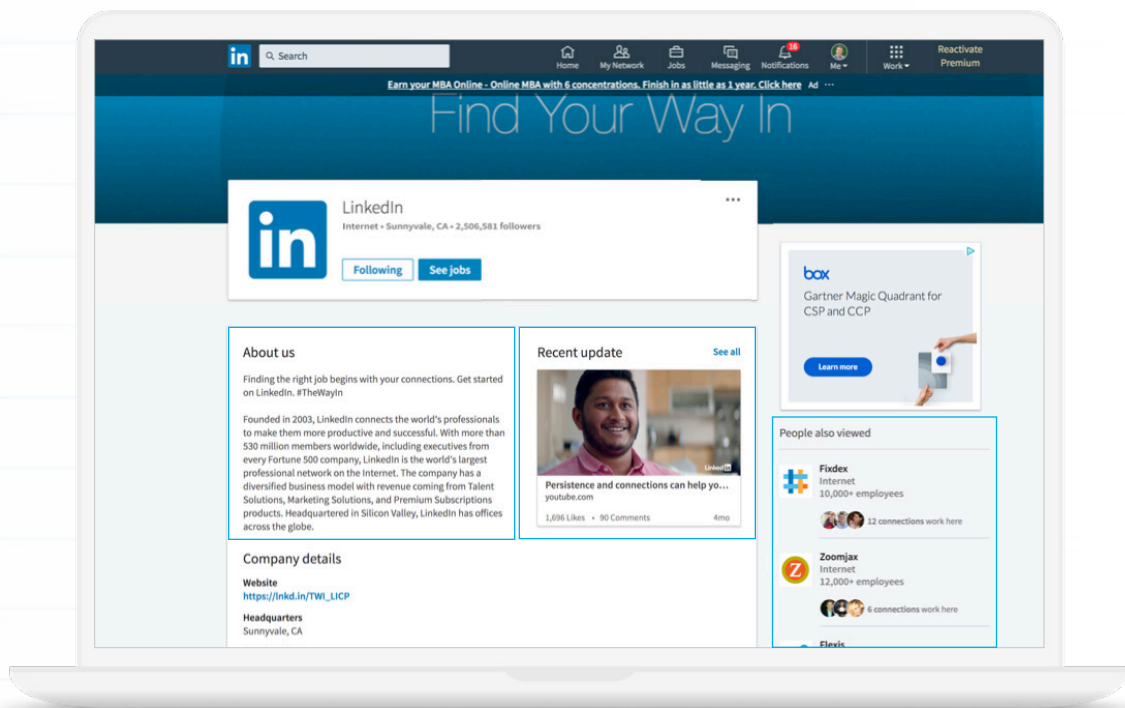




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Start effective outreach

INMAIL MESSAGES THAT WORK HARDER

Now that you've got job posts and Career Pages down, it's time to reach out to potential candidates who look like they'd fit. The best way is through InMail, LinkedIn's email platform. Response rates for InMail messages are three times higher than email.

You get a set amount with your job post subscription, or an unlimited amount if you have LinkedIn Recruiter, our powerful recruiting tool to find and engage with qualified candidates.



Christine Witt
Director of Talent Acquisition



Are you ready to try something new?

Hi Kim,

Your former colleague at Flexis pointed me to your profile, and thought we should connect. By way of introduction, I am a senior executive recruiter in the technology practice at KTR Partners.

We recently launched a search for an Industrial Design Manager for one of our large clients' Design Production Groups. This individual will lead a globally distributed team of senior design leaders to define the vision and design strategy for mobile, PC, hybrid, and enterprise devices.

As the leader of the Industrial Design team, this individual will play a key role in the evolution of the company. Based on your background, I thought this role could be an interesting fit for you or, if not, for someone you might highly recommend. Either way, it would be great to connect, because I lead many senior design searches for our firm each year.

Would it be possible to find a few minutes for a call?
Thanks in advance.



Build your brand on LinkedIn

8 TIPS TO CREATE A STRONG TALENT BRAND ON SOCIAL

Now that you've created your Company Page and Career Pages, it's time to broadcast your message to the world. Tapping into social networks can be a powerful way to reach qualified candidates and nurture your talent pool until you're ready to hire. Here are few guidelines to help promote (and protect) your talent brand on social media:

- 1 Make your culture shine**
It's never just about the jobs. Focus on your people – their stories and emotions.
- 2 Target your message**
The more relevant your message is to a particular audience, the greater its impact will be.
- 3 Stay energetic**
Connect with and follow other companies you admire, and use their feeds for inspiration.
- 4 Look in the mirror**
Make sure that what you do (and don't do) is what you'd like employees to emulate.
- 5 Be visual**
Bold and colorful images, graphics, charts, and videos can bring your brand to life.
- 6 Inform your leadership**
Use data to gain support, ease concerns, and help explain your choice of platforms.
- 7 Don't bite off more than you can chew**
Show that your efforts are scalable and sustainable on one platform before incorporating another.
- 8 Ask employees to spread the word**
With clear guidance and lots of encouragement, your people present an invaluable way to bring in new talent.



Start effective outreach

CHECKLIST: INMAIL BEST PRACTICES

Recruiters are turning to InMail as their primary method of outreach due to its strong response rates and access to the largest online professional network. Here are some quick tips to optimize this messaging platform for your needs:

✓ **Time it right**

Send your InMail between 9am and 10am, when it's shown to get the highest response rates.

Avoid boring subject lines or those that give the person a reason to delete it, such as "You're probably happy at [current company], but..." or "Career opportunity at [company name]."

✓ **Stick to weekdays**

InMail messages sent on the weekend are 16% less likely to get a response.

✓ **Make the role feel aspirational**

The top reason employees leave their current positions is for career advancement opportunities, as shown by our research. So your InMail should not only describe the open position, it should also share where the position could lead.

✓ **Customize each InMail**

Connect with recipients by referencing commonalities (like fellow college or company alumni) rather than blasting dozens of candidates with a generic message. Or reference something chosen from their LinkedIn profile if you don't have anything in common.

✓ **Reflect your company brand**

The first thing an interested candidate will do is check out your Company Page or LinkedIn profile. So before you click "send" on that InMail, make sure both are engaging and tell the story you want to convey. Search the internet to see what employees are saying about your company and what it's like to work there, and add those values on your Company Page.

✓ **Craft smart subject lines**

Just like an email, a good InMail subject line improves your chances that a message will be opened. The best subject lines are those that intrigue and call out commonalities where appropriate, such as "[Shared connection] suggested I reach out" or "Hello from a fellow [college] grad."

Build on your success

So there you have it. Feel energized? These tips will help you build on your own success to find the right candidate. Here's a quick recap to help your hiring efforts be as successful as possible:

- ✓ Optimize the language in your job post by using concise, jargon-free descriptions that truly convey your role
- ✓ Give your candidates a better sense of what it's like to work at your company by creating or updating your Company Page
- ✓ See who's looked at your job and reach out to those qualified candidates via InMail

We're here to help you with any hiring needs that come your way. LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations of all sizes find, attract, and engage with the best talent. Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With 530+ million members worldwide, LinkedIn is the world's largest professional network.

Have a question?

**That's what we're here for.
Talk with a hiring strategist.**

1-855-655-5653

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our Recruiting Solutions**



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