

# Career Page Essentials



**Janica Ribeiro**

Customer Success Manager

# Today's agenda

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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

# Candidates want to know more about your company

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**66%**

**Culture & Values**

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**54%**

**Perks & Benefits**

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**50%**

**Mission & Vision**

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<sup>1</sup> 2016 Global Talent Trends Report

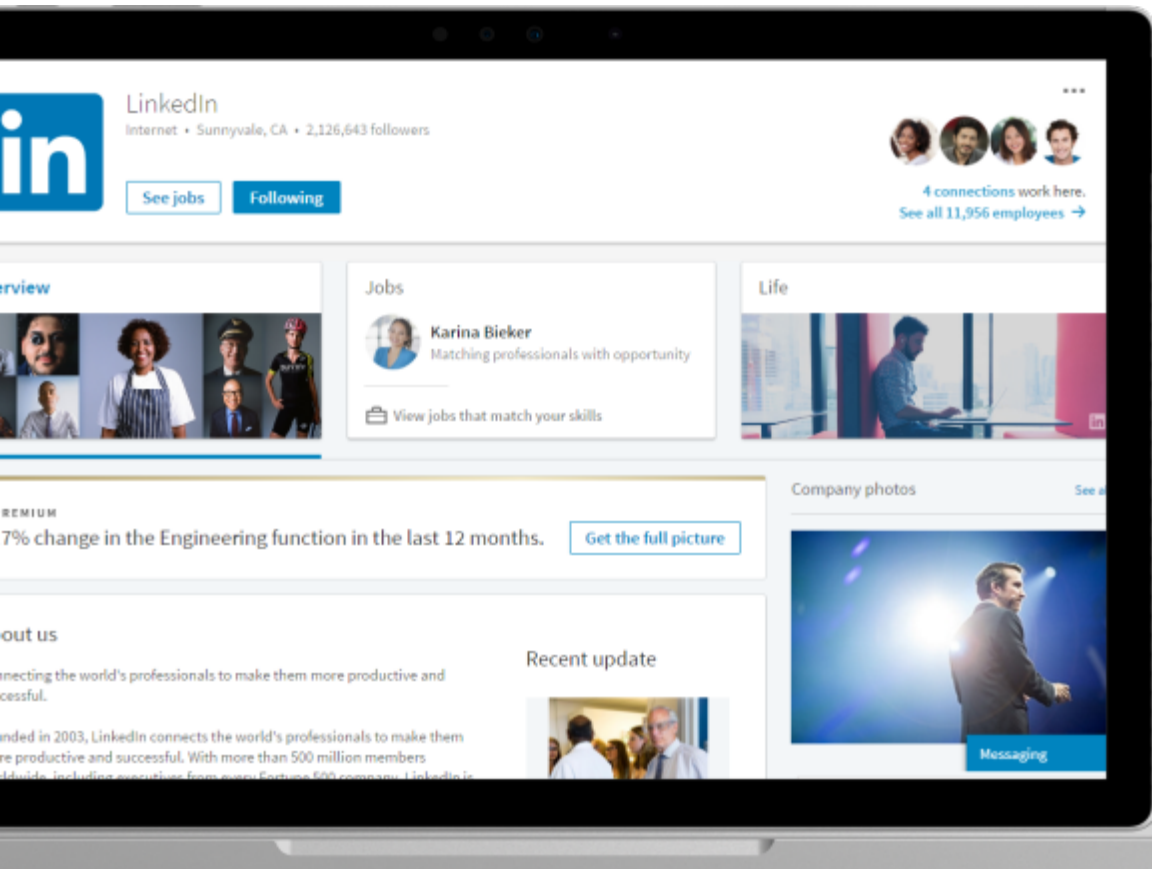
<sup>2</sup> Member survey: "How and why people change jobs" – March 2015, 10.5k members



## Advice From Candidates

What you should share  
about your company

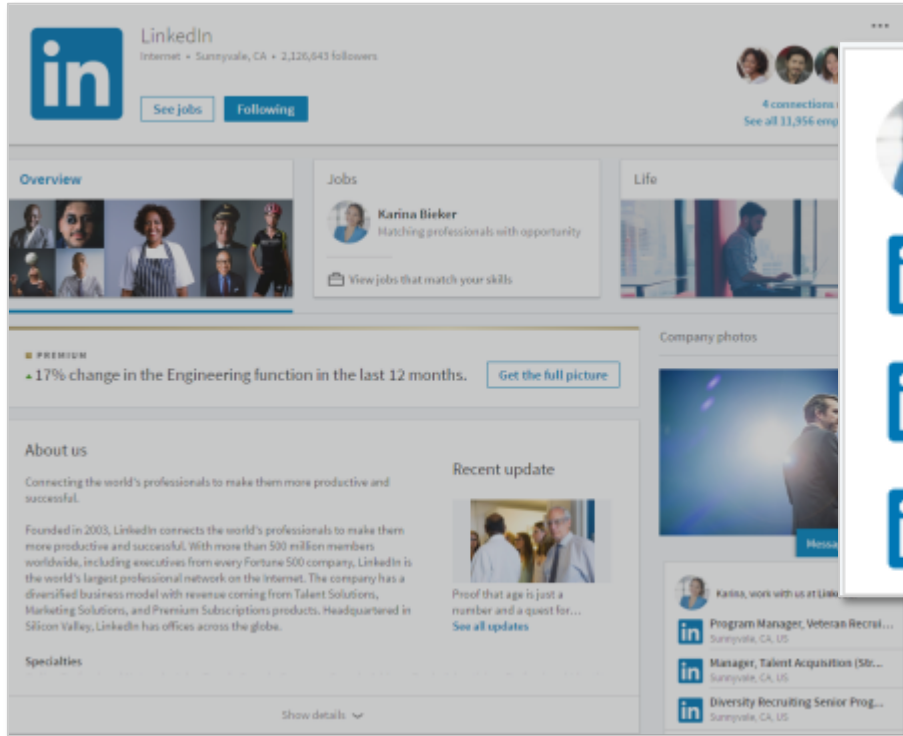
- *“Give a real picture of the company’s working environment, not the usual made-in-heaven company profile.”*
- *“I would like to hear the positive and negatives from real professional staff members – not the marketing gloss from the CEO or marketing office. Real people. Real jobs.”*
- *“Share what makes 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.”*
- *“Be honest – What’s your turnover rate? Why is this position available (expansions or firing/quitting)? Why did the person in this position leave?”*



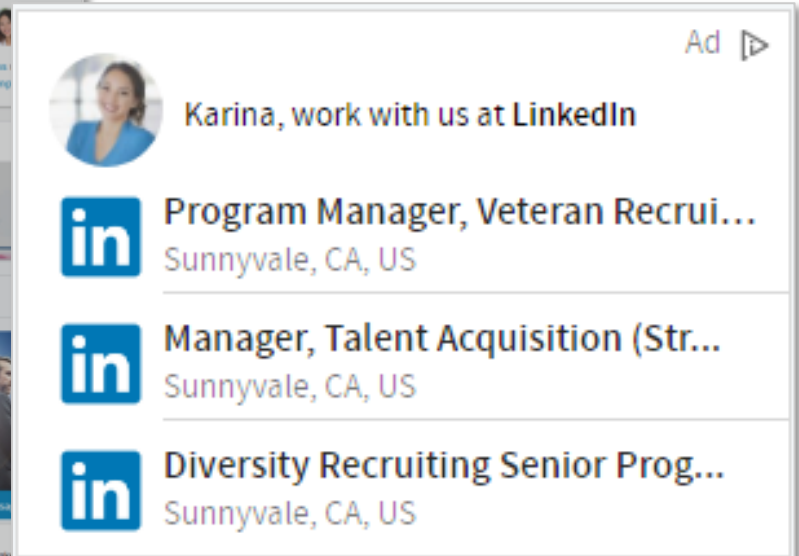
## Authentic Stories Drive Results

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

# Traffic driving ads




The screenshot shows the LinkedIn company page for LinkedIn. The header includes the LinkedIn logo, the name "LinkedIn", and the location "Internet • Sunnyvale, CA" with "2,126,643 followers". Below the header are buttons for "See jobs" and "Following". The main content area is divided into sections: "Overview" with a collage of people, "Jobs" featuring a job listing for "Karina Bieker" with the description "Matching professionals with opportunity" and a "View jobs that match your skills" button, and "Life" with a photo of a person working. There is also a "PREMIUM" badge indicating a "17% change in the Engineering function in the last 12 months" with a "Get the full picture" button. The "About us" section describes LinkedIn's mission and history. A "Recent update" section shows a photo of people and the text "Proof that age is just a number and a quest for..." with a "See all updates" link. The "Company photos" section shows a photo of a person. At the bottom, there are three job listings: "Program Manager, Veteran Recruit...", "Manager, Talent Acquisition (Str...", and "Diversity Recruiting Senior Prog...".



This block is a close-up of the job listings from the LinkedIn page. It features a profile picture of Karina Bieker and the text "Karina, work with us at LinkedIn" with an "Ad" icon. Below this are three job listings, each with the LinkedIn logo, the job title, and the location "Sunnyvale, CA, US":

- Program Manager, Veteran Recruit...** Sunnyvale, CA, US
- Manager, Talent Acquisition (Str...** Sunnyvale, CA, US
- Diversity Recruiting Senior Prog...** Sunnyvale, CA, US

# Give your LinkedIn Job Ads a makeover



**Program Manager, Veteran Recruiting**  
LinkedIn · Sunnyvale, CA, US  
Posted 4 days ago · 270 views  
4 connections work here

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


### 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

### Contact the job poster




**Dominique B**  
Connect[IN]g  
San Francisco, CA  
PREMIUM  
[Send InMail](#)



**LinkedIn**  
Internet · 2,126,665 followers

[Following](#)



### About us

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 400 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the internet. The company has a diversified business model with revenue coming from Talent Solutions, Marketing Solutions and Premium Subscriptions products. Headquartered in Silicon Valley, LinkedIn has offices across the globe.

[See more](#)

[See more](#)

# Demonstration





# 5 Key steps to awesome Career Pages

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## 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