

智能招聘体验

新版企业招聘帐号 实践指南

畅享全新智能招聘体验



领英智能招聘体验，打造领英企业招聘帐号和领英职位的一体化界面，进一步简化您的工作。

迅速、无缝、智能。招聘优秀人才，从未如此便捷。

这份指南将帮助您全面了解新功能和产品优化，包括如何利用人才搜索结果和职位申请者建立一体化人才库、如何在备注中标记团队成员等。

指南目录

- 04 创建新项目并开始搜索
- 08 在同一界面管理人才搜索列表和职位申请人
- 10 聚焦更有效的搜索
- 15 智能匹配推荐
- 17 团队合作更简便
- 22 管理职位更高效
- 27 通过改进的pipeline报告发现关键洞察

招聘体验三大优化

智能招聘体验旨在帮助团队获得更智能的人才搜索结果，更便捷地开展协作，通过领英企业招聘帐号完成更多工作。



效率更高

我们打造了全新无缝的工作流程，为您简化日常招聘工作。现在，您可以通过一体化人才库，查看职位功能和人才搜索结果中的所有候选人，还可在全新滑入式界面中查看候选人档案，减少在不同页面之间来回切换，从而看到更多信息、实现更多操作、更快找到优秀人才。

协作更顺

在智能招聘体验中，沟通功能变得更为精简、集中，从而使团队协作更为便捷。您的团队将能保持认识一致，顺利开展招聘流程。

效果更好

在智能招聘体验中，一切都是超前考虑。在企业招聘帐号项目当中，职位管理和人才搜索同时进行，两个渠道互通有无，大大提高了企业招聘帐号的候选人质量。

2019 年将陆续推出新功能:

职位功能、人才搜索和人才吸引页面会实现更多整合，同时也会推出更加智能的功能，例如：基于您的偏好主动推送候选人。这些新功能都将为您减轻繁琐工作，让您腾出时间，专心建立优秀的团队。



创建新项目、 发布职位， 并开始搜索

在领英智能招聘体验中，创建新项目、搜索优秀人才等操作全面升级，更智能、更直观。下面我们为您介绍具体操作。

新手上路：创建新的项目并发布职位

场景：准备开始招聘一个新岗位，需要搜索候选人并发布一个职位

The screenshot shows two panels from the LinkedIn Recruiter interface. The left panel, titled 'Fill in your project details', contains a form with the following fields: 'Project name*' (Name (required)), 'Project description' (Optional), 'Job title' (Project Manager), 'Location' (Guangdong, China), 'Seniority' (Associate), and 'Company hiring for' (LinkedIn). Below these is the 'Set project visibility*' section with radio buttons for 'Private' (selected) and 'Public'. The right panel, titled 'Get customized talent insights', shows statistics: 3,497,347 with a specific job title, 12,047 in a specific location, and 8,557 meet your requirements. At the bottom right, there are buttons for 'Cancel', 'Add a job post' (highlighted with a red box), and 'Create project'.

1. 在创建新项目时，先输入项目名称和描述，同时输入职位头衔、工作地点和职位级别、招聘公司等详细信息，此时可以看到该职位的人才库概况，接下来，选择项目的公开范围。

2. 输入完成后在底部点击职位发布

The screenshot shows two panels from the LinkedIn Recruiter interface. The left panel, titled 'Step 1: What job do you want to post?', contains a form with the following fields: 'Company*' (LinkedIn), 'Job title*' (Project Manager), 'Remote in*' (Guangdong, China), 'Job function (Select up to 3)*' (Project Management, Information Technology), 'Employment type*' (Full-time), 'Company industry (Select up to 3)*' (Internet), and 'Seniority level*' (Associate). The right panel, titled 'Job description*', contains a text area for 'job description', a section for 'Add skill keywords', and a section for 'How would you like to receive your applicants?' with radio buttons for 'Recommended' (selected) and 'Direct applicants to an external site to apply'. The bottom panel shows the 'Talent pool' view for 'demo110' with '2 Applicants' and a search bar.

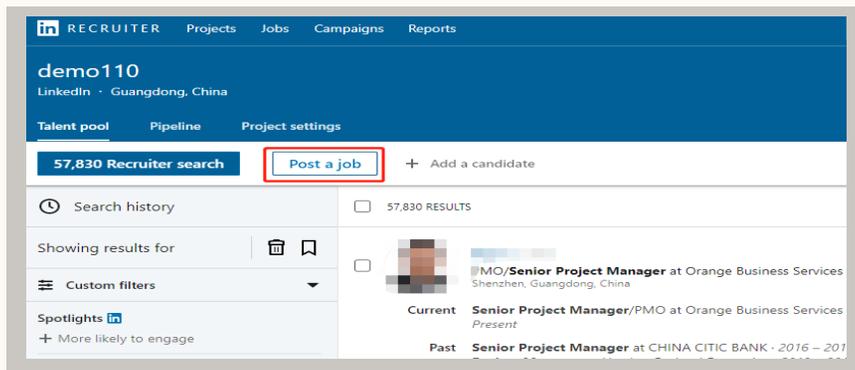
3. 进入职位发布设置，填写相关职位信息，包括公司、职位、职级、行业、技能、职位描述等相关信息。增加职位筛选问题和补充选项。

4. 点击完成后，在人才库中，您将看到“搜索”和“申请者”页面。在申请者列表中查看所有申请该职位的申请人信息，在搜索中系统根据项目创建条件自动生成搜索条件并展示搜索结果

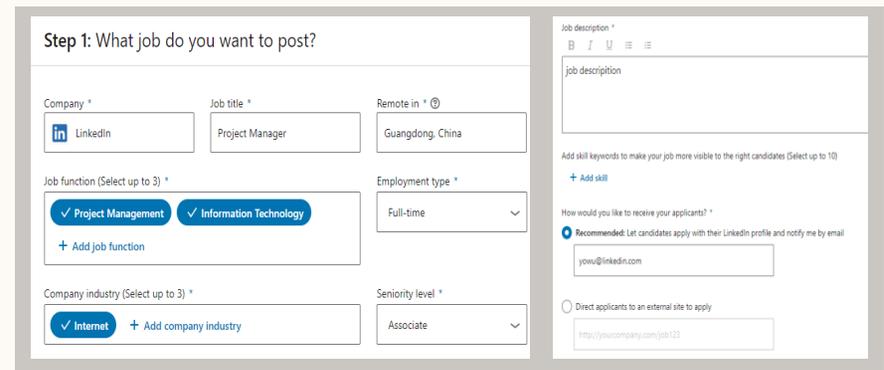
在已经创建的项目中发布职位

将一个职位发布到项目中之后，您就可以在项目的人才库中同时查看人才搜索结果和职位申请者，然后将任一来源的候选人添加到一体化选拔流程。

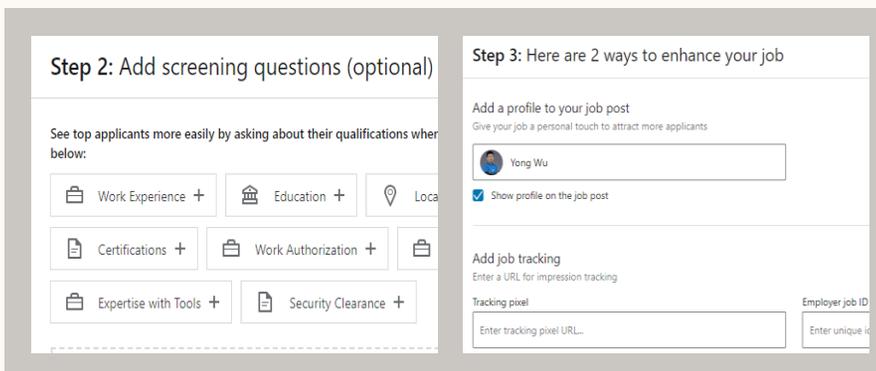
如果该职位有更多申请者，都将显示在“申请者”分页。这些申请者和搜索结果中的候选人一样，都可以添加到选拔流程。



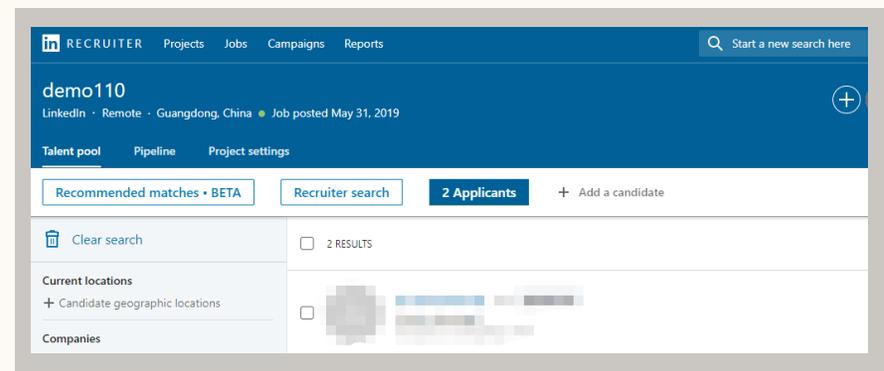
1. 前往项目，并在项目中点击发布职位。



2. 进入职位发布设置，填写相关职位信息，包括公司、职位、职级、行业、技能、职位描述等相关信息。



3. 增加职位筛选问题和补充选项。

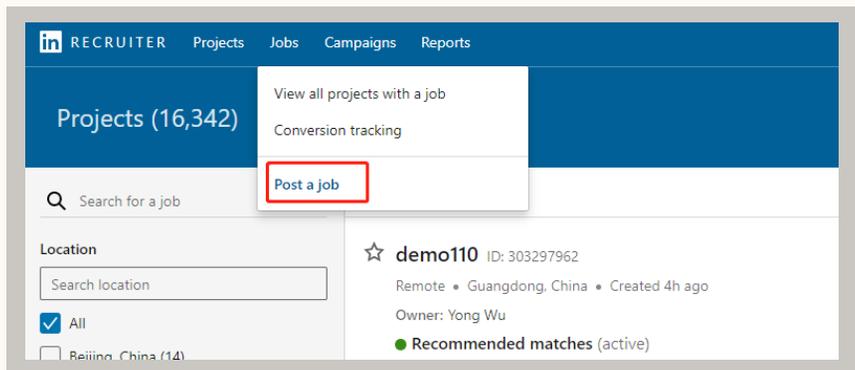


4. 前往已添加职位的项目。在人才库中，您将看到“申请者”页面。

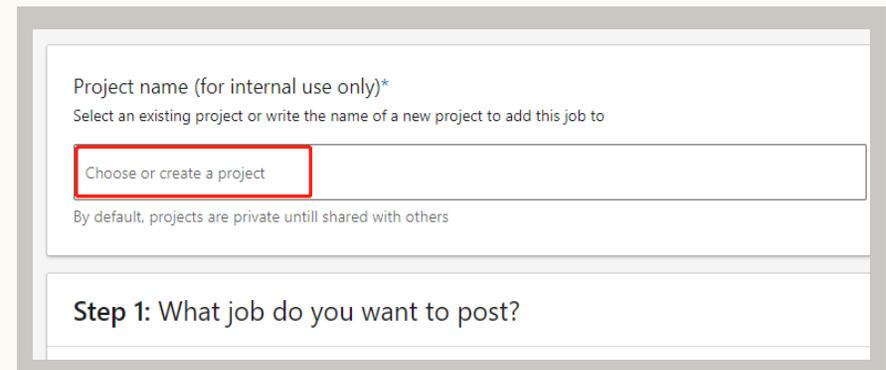
发布职位并关联到搜索项目中

将一个职位发布到项目中之后，您就可以在项目的人才库中同时查看人才搜索结果和职位申请者，然后将任一来源的候选人添加到一体化选拔流程。

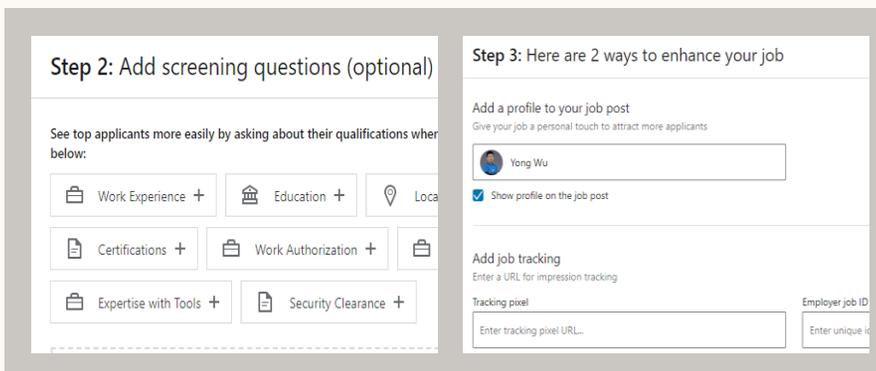
如果该职位有更多申请者，都将显示在“申请者”分页。这些申请者和搜索结果中的候选人一样，都可以添加到选拔流程。



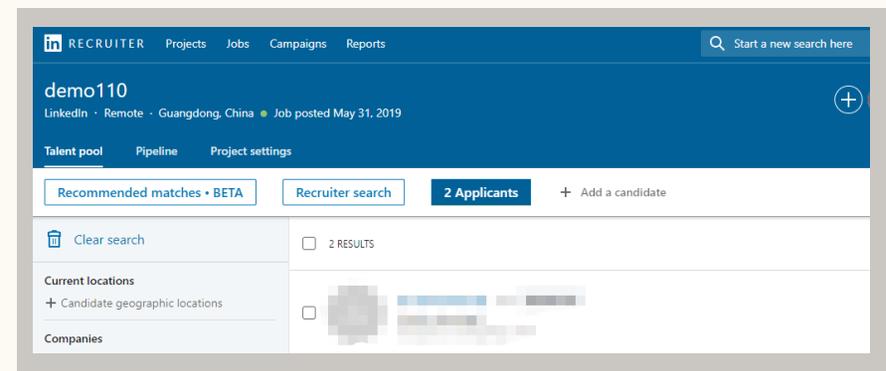
1. 前往项目，并在项目中点击发布职位。



2. 进入职位发布设置，填写相关职位信息，包括公司、职位、职级、行业、技能、职位描述等相关信息。



3. 增加职位筛选问题和补充选项。



4. 前往已添加职位的项目。在人才库中，您将看到“申请者”页面。

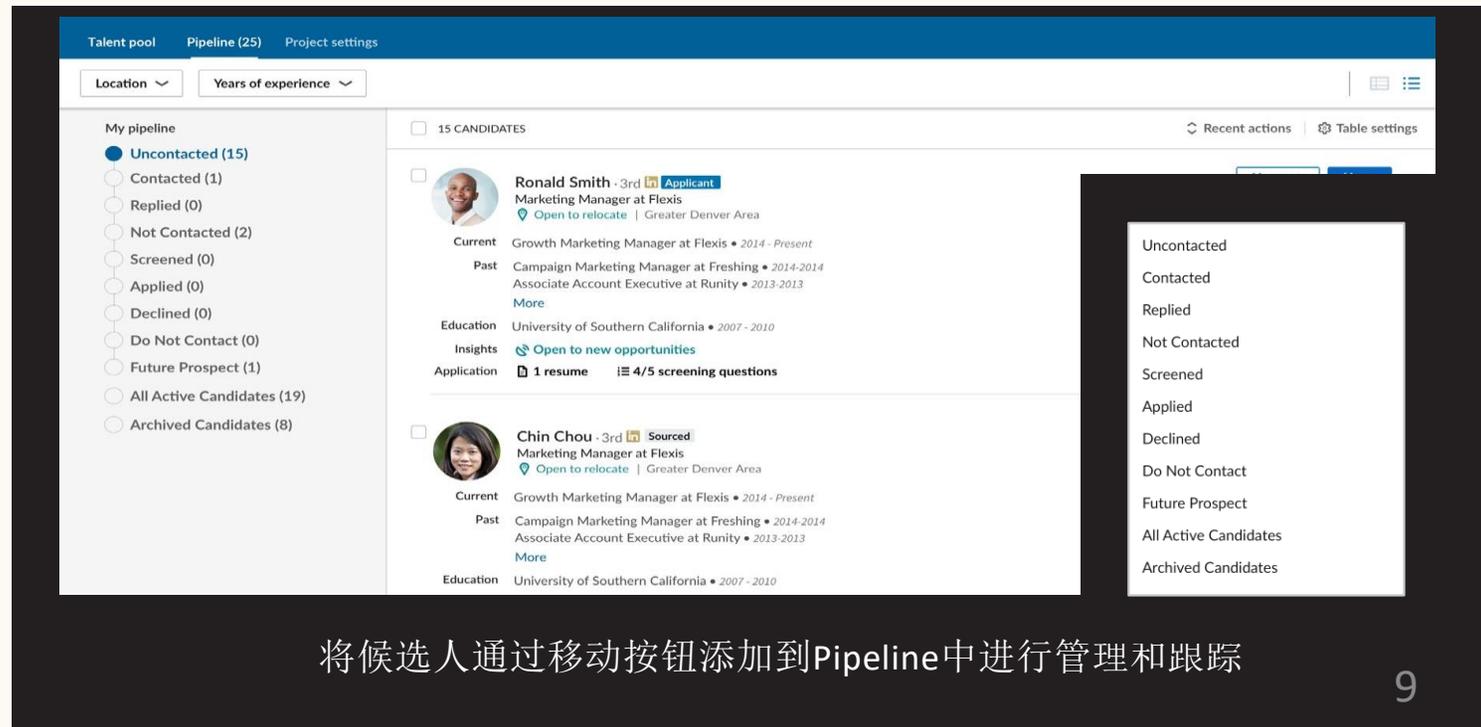
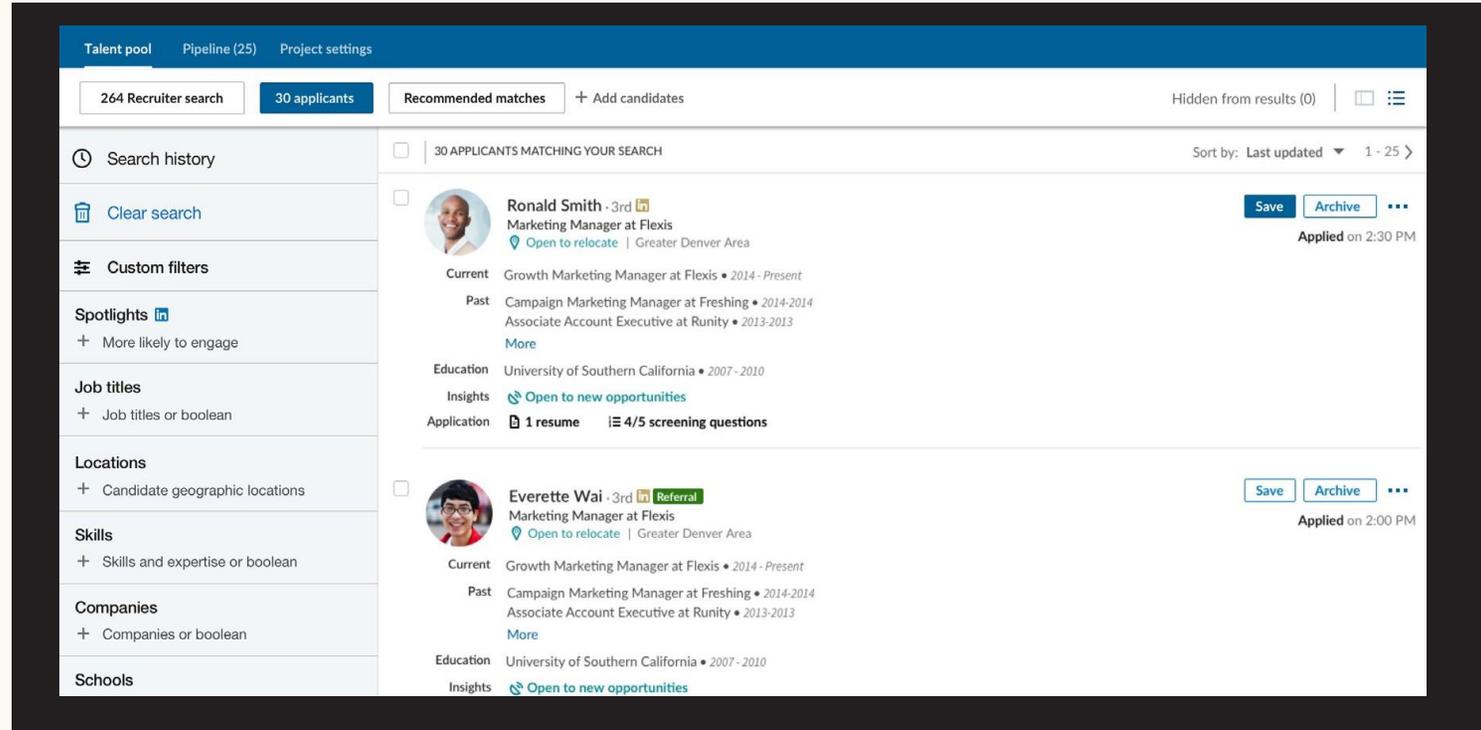


在同一界面管理人才搜索列表和职位申请人

项目和职位发布的集成

项目和职位发布的集成后，在talent pool中能统一查看搜索结果和申请人列表

从Talent Pool中，我们可以挑选候选人进入“Pipeline”，并跟踪他们在招聘过程中的状态。



将候选人通过移动按钮添加到Pipeline中进行管理和跟踪



聚焦更有效的
搜索

创建新项目并开始搜索

筛选最有可能互动的候选人

旧版中的人才聚焦功能位于搜索页面的顶部中央，现在已移到筛选版块左上角的“企业招聘帐号洞察”一栏。

你可以用这个功能进一步细化搜索，重点聚焦愿意考虑新机会、曾经申请过职位、在公司中有认识的人、在领英上与您的雇主品牌有过互动的候选人。

Account Manager

LinkedIn · Greater Denver Area

Talent pool

Pipeline

Project settings

 Search history

 Clear search

Recruiter insights

[Open to new opportunities \(647\)](#)

Past applicants (0)

Have company connections (4,991)

Engaged with talent brand (4,334)

Job titles

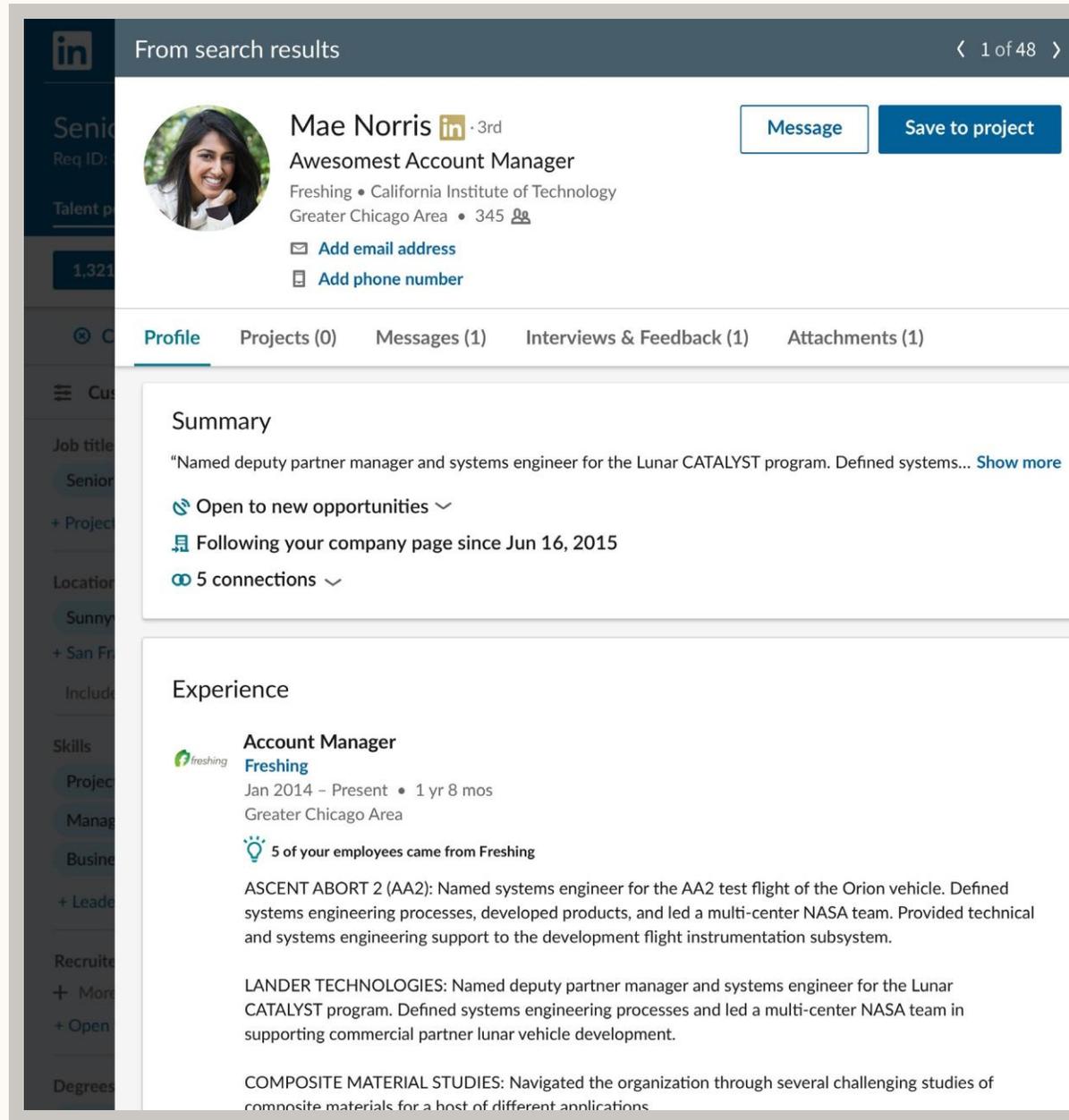
+ Job titles or boolean

滑入式候选人档案视图

现在您已经获得一些搜索结果。点击一位候选人，便可在同一窗口中看到其职业档案滑入式视图。有了这个全新的档案视图，您可在搜索结果中直接查看候选人档案，无需打开新页面。

在滑入式视图中，点击右上角的箭头，即可轻松浏览搜索结果中的其他候选人档案。

在这个全新的候选人档案视图中，您还可以更轻松地获取候选人的关键信息，如共同好友、外部链接（推特、个人网站、作品集）和技能认可数量等。您无需在企业招聘帐号和领英主站之间来回切换，便可收集需要的全部信息。



The screenshot shows a LinkedIn profile view for Mae Norris, an Account Manager at Freshing. The profile is displayed in a 'sliding view' format, allowing users to view the candidate's information without opening a new page. The profile includes a profile picture, name, title, location, and contact options. The 'Summary' section highlights her role as a deputy partner manager and systems engineer for the Lunar CATALYST program. The 'Experience' section lists her current role at Freshing and previous roles at ASCENT ABORT 2 (AA2) and LANDER TECHNOLOGIES.

From search results < 1 of 48 >

 Mae Norris  · 3rd

Awesomest Account Manager

Freshing • California Institute of Technology
Greater Chicago Area • 345 

 Add email address
 Add phone number

[Message](#) [Save to project](#)

[Profile](#) [Projects \(0\)](#) [Messages \(1\)](#) [Interviews & Feedback \(1\)](#) [Attachments \(1\)](#)

Summary

"Named deputy partner manager and systems engineer for the Lunar CATALYST program. Defined systems... [Show more](#)

 Open to new opportunities 

 Following your company page since Jun 16, 2015

 5 connections 

Experience

 **Account Manager**
Freshing
Jan 2014 – Present • 1 yr 8 mos
Greater Chicago Area

 5 of your employees came from Freshing

ASCENT ABORT 2 (AA2): Named systems engineer for the AA2 test flight of the Orion vehicle. Defined systems engineering processes, developed products, and led a multi-center NASA team. Provided technical and systems engineering support to the development flight instrumentation subsystem.

LANDER TECHNOLOGIES: Named deputy partner manager and systems engineer for the Lunar CATALYST program. Defined systems engineering processes and led a multi-center NASA team in supporting commercial partner lunar vehicle development.

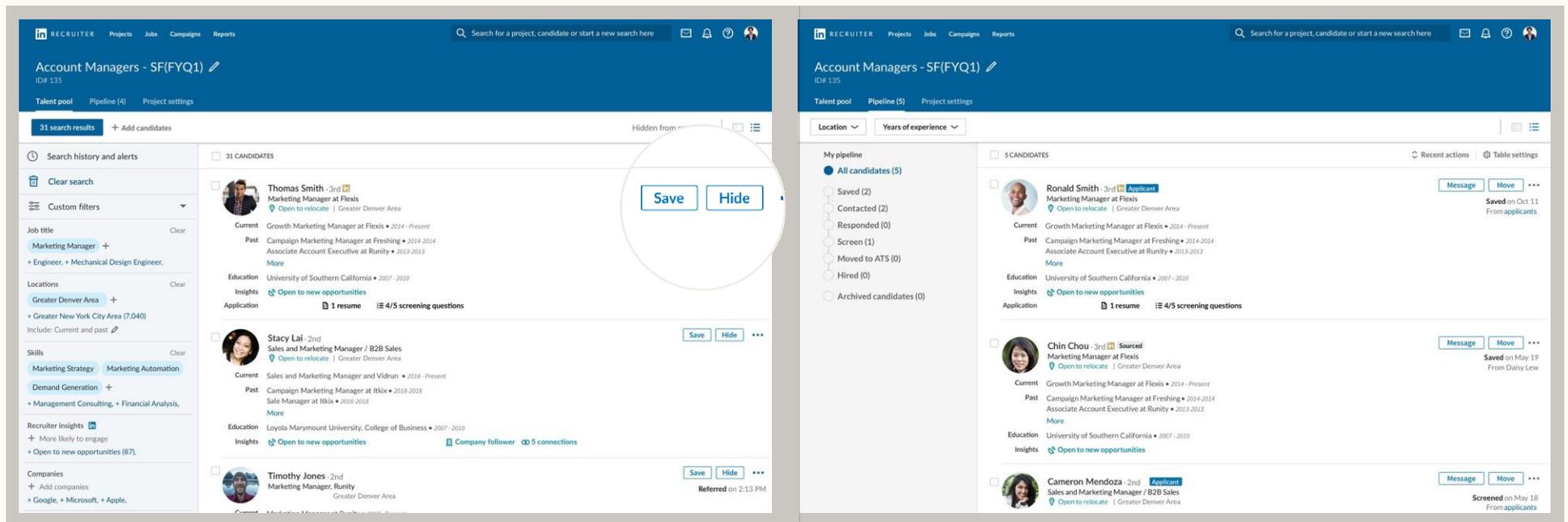
COMPOSITE MATERIAL STUDIES: Navigated the organization through several challenging studies of composite materials for a host of different applications.



建立一体化 选拔流程

将候选人保存至选拔流程，并安排在不同阶段

选拔流程功能全新设计，帮助您更轻松、有效地管理候选人。



1. 点击“保存”按钮，将候选人保存到选拔流程。

2. 将候选人保存至选拔流程后，点击“移动”按钮，可将候选人移到各个不同阶段。



智能匹配推荐

智能推荐匹配

现在职位发布后会出现推荐匹配列表，LinkedIn智能判断这些人是该职位的合适人选。

在今年稍迟的时间，没有附带职位发布的项目，也会有推荐匹配列表

The screenshot displays the LinkedIn Talent Pool interface for a job posting. At the top, there are tabs for 'Talent pool', 'Pipeline (23)', and 'Project settings'. Below these, there are three buttons: '31 Recruiter search', '0 applicants', and '25 Recommended matches', along with a '+ Add candidates' link. A summary bar indicates '2 SELECTED' candidates. The main content area lists three recommended candidates, each with a profile picture, name, title, location, and a list of work experiences and education.

Talent pool | Pipeline (23) | Project settings

31 Recruiter search | 0 applicants | 25 Recommended matches | + Add candidates

2 SELECTED

 **Antonio Arnold**  · 3rd
Sr. Mechanical Engineer
Nashville, Tennessee • Design

Current Mechanical Engineer at Sphero • Jan 2017 - Present

Past Mechanical Engineer at SEAKR • Sep 2015 - Jul 2015
Systems Architect at Gelfrand Partners Architects • Sep 2015 - Jul 2015
Show more experience (3)

Education DePaul University • 2008 - 2018
Southern Illinois University, Carbondale • 1987 - 1991

Activity  In 1 project

 **Glen Martinez**  · 3rd
Sr. Mechanical Engineer
Nashville, Tennessee • Design

Current Mechanical Engineer at Sphero • Jan 2017 - Present

Past Mechanical Engineer at SEAKR • Sep 2015 - Jul 2015
Systems Architect at Gelfrand Partners Architects • Sep 2015 - Jul 2015
Show more experience (3)

Education DePaul University • 2008 - 2018
Southern Illinois University, Carbondale • 1987 - 1991

 **Chin Chou**  · 3rd
Mechanical Engineer at Beats, Inc.
 Open to relocate | Nashville, Tennessee • Construction and Planning

Current Junior Designer at Studio GSA Architects • Jan 2017 - Present

Past Junior Designer at KTG Architects • Sep 2015 - Jul 2015
Documentation Specialist at iotstudio • Sep 2015 - Jul 2015
More (3)

Education Columbia University • Sep 2015 - Jul 2015
Indus Valley School of Art & Architecture • Sep 2015 - Jul 2015

Contact chin.chou@gmail.com



团队合作
更简便

提供和查看 候选人反馈

您可以直接在新界面首页回应候选人反馈请求。在首页左侧，您将看到“提供候选人反馈”按钮，以及“查看候选人反馈”按钮。

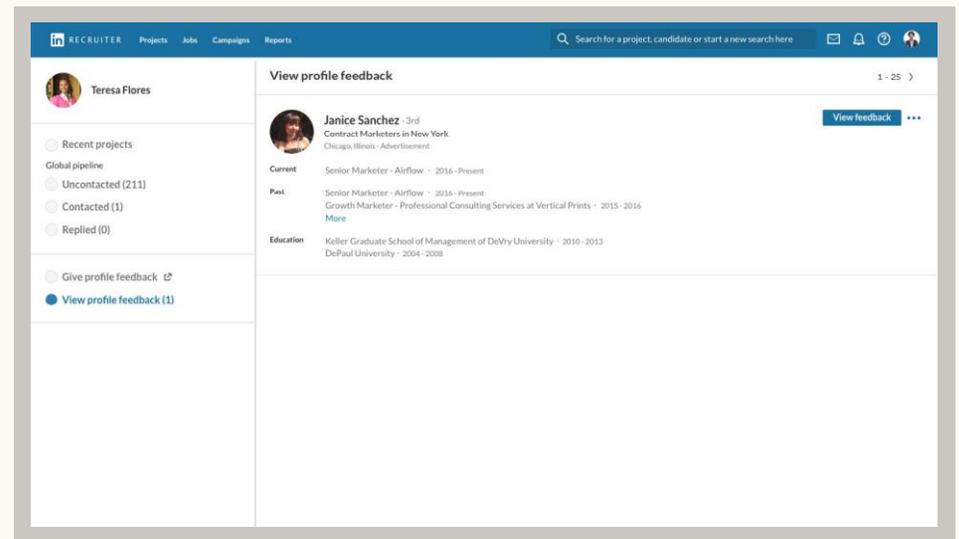
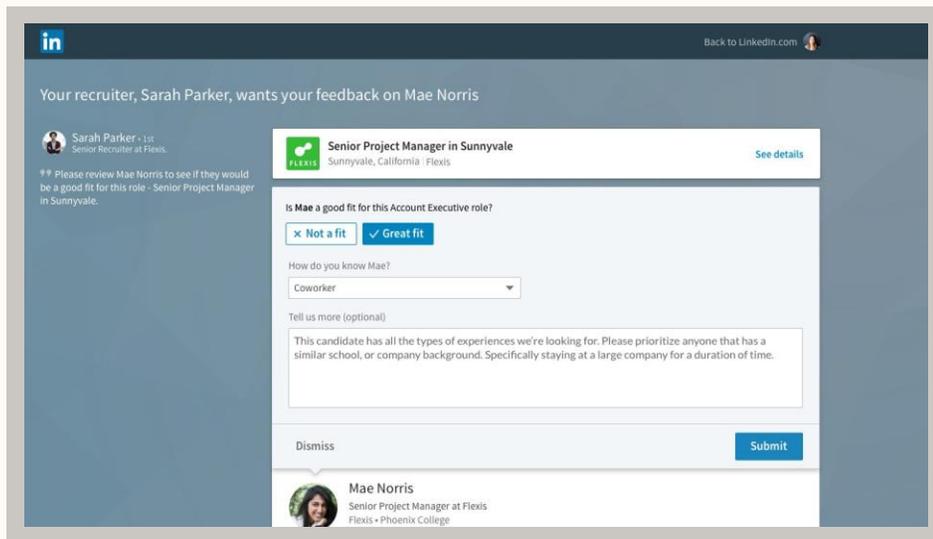
The screenshot displays the LinkedIn Recruiter interface. At the top, there is a navigation bar with the LinkedIn logo, the word "RECRUITER", and tabs for "Projects", "Jobs", "Campaigns", and "Reports". A search bar on the right contains the text "Search for a project".

Below the navigation bar, the user profile for "Teresa Flores" is shown, including a profile picture and the name. To the right of the profile is a "Recent projects" section with a "View all" link. This section lists several job postings:

- Contract Marketers in New York** (ID: 12345): Created 28d ago, Owner: James Smith, 24 candidates.
- Senior Project Managers in New York** (ID: 12345): Senior Project Manager · New York City · Created 28d ago, Owner: James Smith, Job post (Open): 24 applicants (3 NEW), 40 candidates.
- Senior Project Managers in San Francisco Bay Area** (ID: 12345): Senior Project Manager · New York City · Created 28d ago, Owner: James Smith, Job post (Open): 24 applicants (3 NEW), Landing page (active): 124 leads (5 NEW), 40 candidates.
- Sales Contractor in Vancouver** (ID: 12345): Associate Salesmen · Vancouver · Created 28d ago, Owner: James Smith, Job post (Open): 24 applicants (3 NEW), 32 candidates.
- UX Designer in Calgary** (ID: 12345): UX Designer · Calgary, Alberta · Created 28d ago, Owner: James Smith, Job post (Open): 24 applicants (3 NEW), 32 candidates.
- UX Designer in San Francisco** (ID: 12345): UX Designer · Calgary, Alberta · Created 28d ago, Owner: James Smith, Job post (Open): 24 applicants (3 NEW), 32 candidates.

On the left side of the interface, under the "Recent projects" heading, there is a "Global pipeline" section with three radio buttons: "Uncontacted (211)", "Contacted (1)", and "Replied (0)". Below this, there are two more radio buttons: "Give profile feedback" and "View profile feedback".

提供和查看候选人反馈 (续)



选择“提供候选人反馈”，即可看到团队成员请求反馈的所有候选人。点击候选人档案顶端的按钮提示，即可提供反馈。

点击“查看候选人反馈”，即可查看根据您提交的请求所完成的反馈。

查看团队成员与候选人的消息历史

点击申请者的职业档案之后，可在档案视图内打开“消息”分页，查看该候选人与您或团队成员的消息历史。团队成员需将对话设为可见，您才可以看到。点击一条消息，即可在页面右上角查看完整内容。



Mae Norris · 3rd

Awesomest Account Manager

Freshing • California Institute of Technology
Greater Chicago Area • 345

Add email address

Add phone number

● Active in 1 project

TPM_ENG_SF_Q1 2014 Interview (Onsite Interview) • Awaiting scorecards (2d ago)

Profile Project (3) **Message (3)** Interviews & Feedback (1) Attachment (1)

Messages No email*

Onsite interview with Acme (4) James Smith • Jan 12 2018
from James Smith and Carolyn Lao Interested Hi Mae, I'll check with the team and figure out a time that works...

Opportunity with Acme (3) James Smith • Jan 8 2018
from Carolyn Lao Interested Hi Mae, I'll check with the team and figure out a time that works...

Opportunity with Acme (2) James Smith • Nov 2 2017
from Carolyn Lao Not Interested Hi Mae, I'll check with the team and figure out a time that works...

Onsite interview with Acme

carolynlao@acme.com

Carolyn Lao • 11:21 am
Onsite interview with Acme

Hi Mae,

We'd love to bring you onsite to talk with the team at ACME, I've cc'ed our coordinator James Smith. He will have follow up instructions on how to set-up a time with us! Looking forward to meeting you in person, and feel free to e-mail both of us if you have any questions.

James Smith • 2:13pm
"Hi Carolyn,

I'll be helping us set up the best time for ACME and you to come onsite, can you provide me three 2 hour time slots that you can come onsite? Preferably within the next two weeks."

Jan 10

Mae Norris • 2:20 pm
"Hi James,

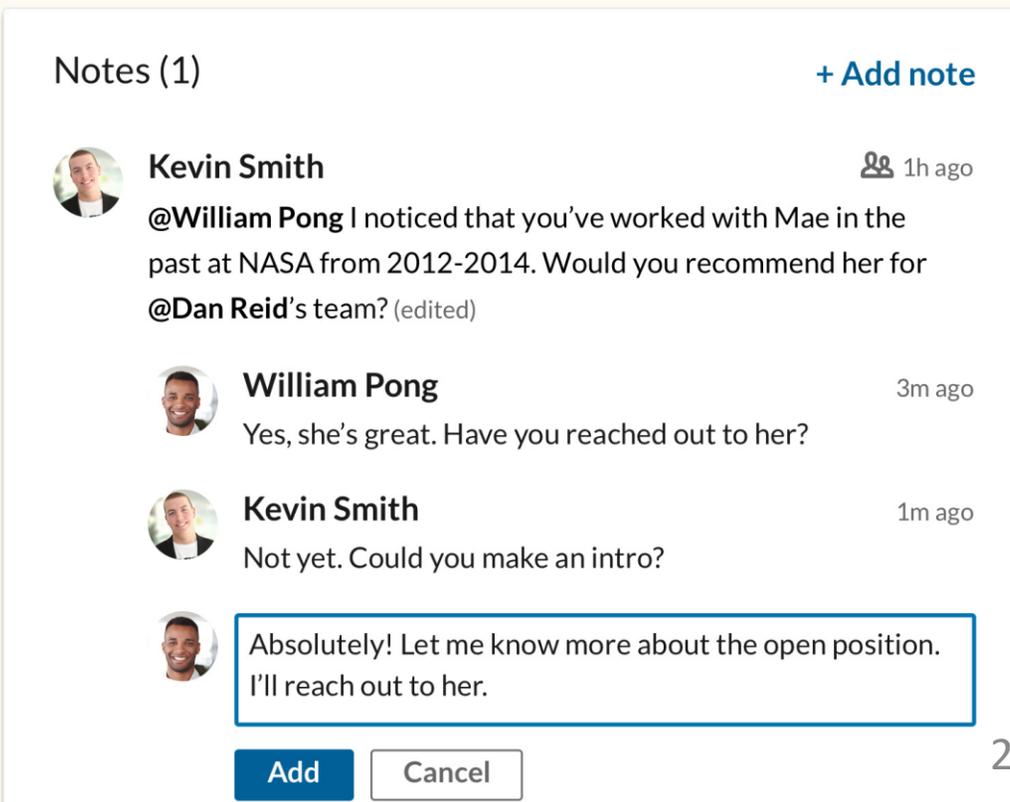
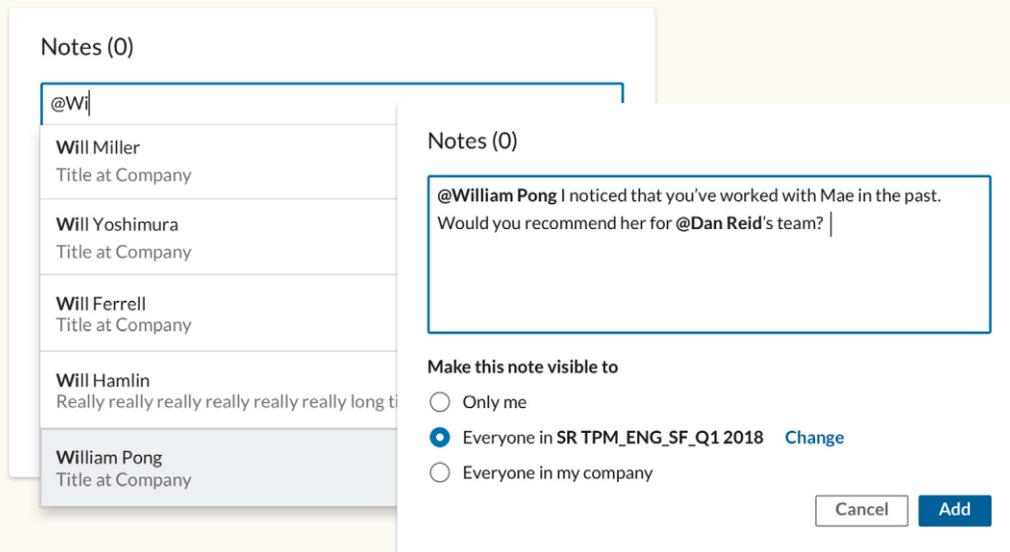
20

Thanks for helping set this up! I'm free Weds / Jan

回复备注并标记团队成员

现在，您可以直接回复团队成员在候选人档案添加的备注，更便捷地就某位候选人进行沟通。如果团队成员创建职业档案备注时将可见范围设为“仅自己”，您将无法看到备注。要回复候选人档案备注，只需在备注下方的“回复”文本框输入文字。

要在备注中标记团队成员，只需输入“@”，然后输入对方姓名。您可以从下拉菜单中选择姓名。写完备注并点击“添加”后，备注便会发布，被标记的人将收到邮件通知。





管理职位
更高效

远程员工招聘

让候选人知道你的职位是可以远程工作的

Step 1: What job do you want to post?

Company *

Job title *

Location* ?

Job function (Select up to 3) *

Role is remote in

1. 点击location

Step 1: What job do you want to post?

Company *

Job title *

Role is remote in * ?

Job function (Select up to 3) *

Role is remote in

2. 选择“Role is remote in.”

Step 1: What job do you want to post?

Company *

Job title *

Remote in* ?

3. 输入需员工远程工作的地点

增加筛选问题

可以将筛选问题添加到在LinkedIn上手动发布的职位中。这些筛选问题通过让候选人评估他们是否适合担任某个角色，缩小了人才库的范围。可以根据最符合要求的人对申请者库进行排序。可供筛选的问题包括：

- 多年的功能性工作经验
- 教育水平
- 通勤意愿
- 工作授权状态
- 签证状态
- 许可证/证书
- 语言能力

Step 2: Add screening questions (optional)

See top applicants easier by asking about their qualifications when they apply. Add screening questions below:

Work Experience ✓

Education ✓

Location +

Work Authorization +

Language ✓

Visa Status +

Certifications +

Expertise with Tools +

Applicants will be asked these questions as part of their application:

How many years of experience do you have?
This job prefers years minimum.
Qualification type Required Preferred ↑ ↓ 🗑

Have you completed the following level of education:
This job requires a 'yes' answer.

增加筛选问题

当添加一个问题时，可以选择该资格是必需的还是首选的。

在发布工作之前，还可以选择是否自动对不符合您所需资格的申请人采取行动

- 对于如何处理这些申请人，您有两个选择：自动存档所有不符合所有要求资格的候选人。
- 自动拒绝不符合所有要求资格的候选人。

在这种情况下，不符合要求资格的候选人将进入pipeline的存档阶段，七天后，他们将收到一条拒绝消息。在“人才库”的“申请人”选项卡中，可以根据申请人的工作资格对其进行排序。

Applicants will be asked these questions as part of their application:

How many years of experience do you have?

This job prefers years minimum.

Qualification type Required Preferred ↑ ↓ 🗑️

Have you completed the following level of education:

This job requires a 'yes' answer.

Qualification type Required Preferred ↑ ↓ 🗑️

Are you legally authorized to work in the United States?

This job requires a 'yes' answer.

Qualification type Required Preferred ↑ ↓ 🗑️

快速发送拒信

您可以在职位对应的人才库中快速拒绝不合适的申请者。

如何拒绝申请者：

1. 进入“人才库”分页。
2. 点击要拒绝的申请者旁边的“拒绝”按钮，发送拒信。
3. 选择拒绝该申请者的理由。拒绝理由有助于我们了解您为何拒绝了这名申请者，以便我们今后为您的职位找到更高质量的候选人。
4. 您可以选择是否开启发送拒信功能。若关闭此功能，候选人被拒绝后，会被移至选拔流程的“已存档”阶段。
5. 开启发送拒信功能之后，可以使用拒信模板，也可以专门写一封拒信，发送给候选人。
6. 点击“拒绝”之后，该候选人将被移至选拔流程的“已存档”阶段，并会收到拒信邮件。拒信无法回复，也不占用您的 InMail 额度。

Record why you rejected Timothy

Select a rejection reason

🔒 Rejection reasons will not be shared with the applicant

Send rejection message

On

Hi Timothy,

Thank you for your interest in the Software Engineer position at Flexis in Denver. Unfortunately, Flexis did not select your application to move forward in the hiring process.

Regards,
Flexis

 Preview

 The message is sent by LinkedIn. Your identity won't be shown.

Cancel

 **Reject and send message**

Select a rejection reason

Candidate did not meet basic qualifications

Candidate is ineligible to work in location

More qualified candidate selected

Candidate withdrew

Candidate not considered/ reason not specified

Other

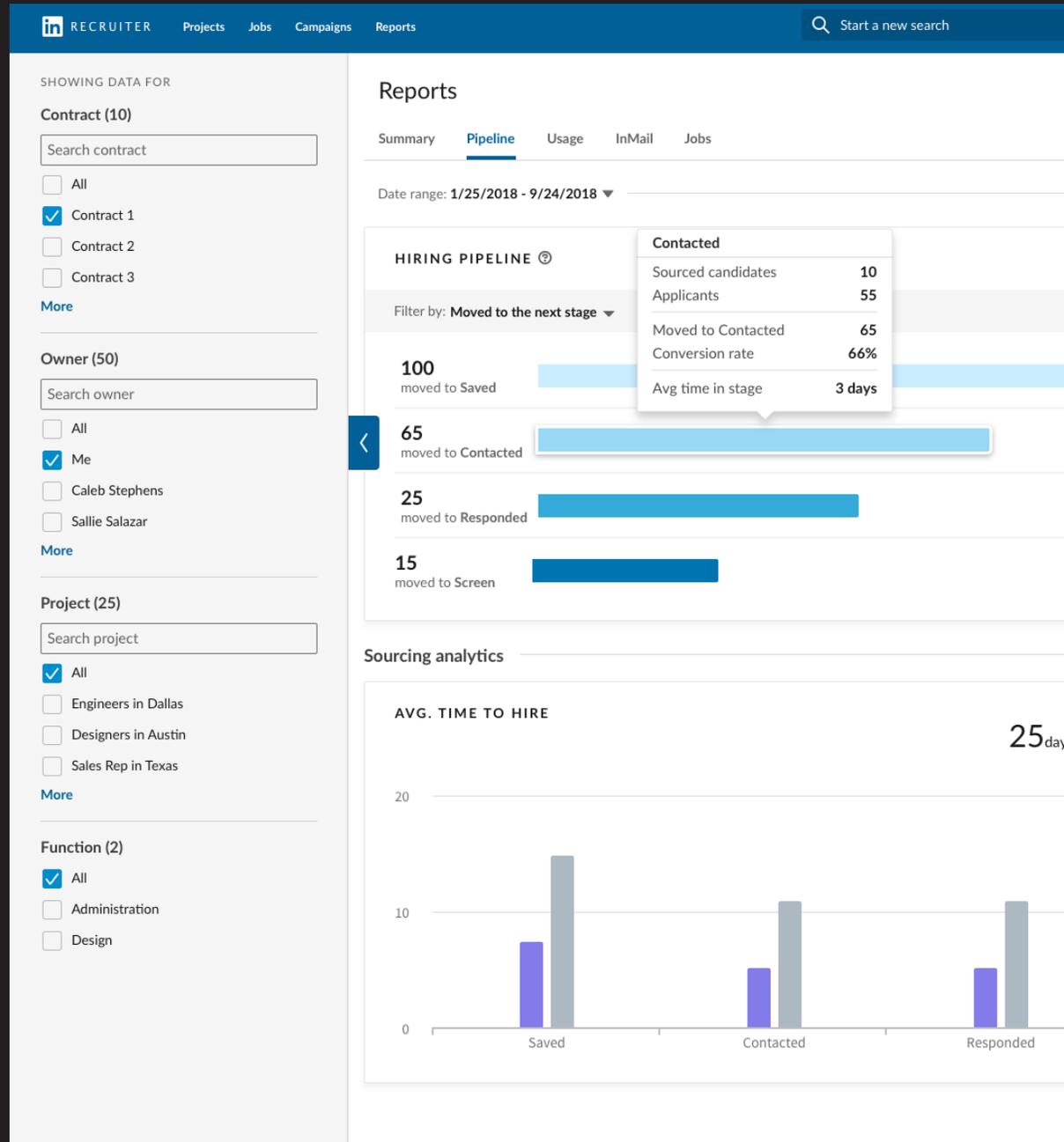


通过改进的pipeline 报告发现关键洞察

Pipeline报告

新的强大的Pipeline报告能跟踪端到端的招聘流程，并确定趋势和瓶颈。通过销售漏斗报告，深入了解候选人如何通过招聘渠道。

- 了解候选人在给定时间段内是如何通过各种渠道阶段的。
- Pipeline各种状态之间的详细转换率
- 查看候选人在每个阶段花费的平均时间
- 查看每个招聘渠道有多少应聘者（例如：搜索与工作）以及平均寻源时间



我们助您一臂之力

我们制作了大量资源，帮助您适应全新体验，为您解答疑问，提供更多支持。

资源

您可以进一步了解新功能，查看常见问题解答，获取所需的全部资源，充分挖掘智能招聘体验。

[智能招聘体验专题网站](#)

[如欲探索即将上线的最新功能，获得常见问题解答，敬请访问智能招聘体验专题网站。](#)

[企业招聘版帮助中心](#)

[仍未找到答案？请随时通过企业招聘帐号帮助中心提交问题。](#)

[领英客服团队](#)

[我们的客服团队竭诚为您服务。请随时通过企业招聘帐号帮助中心提交问题。](#)

一对一指导

如果您有更多疑问，请联系您的领英客户团队。