

Hiring Checklist

Products covered:

- Personal Profile
- LinkedIn Groups
- Recruiter Lite
- LinkedIn Jobs
- LinkedIn Contacts

Create your hiring game plan

- Getting Started
- Intermediate
- Advanced

☐ ● Develop a clear employee value proposition

Before you begin hiring, think about what's important to your company. Is it culture, mission, working environment, or a sense of regional identity? This will help both you and potential candidates to assess a fit early.

☐ ● Research your role

When looking to fill an unfamiliar role, make sure you do your homework. Use LinkedIn search to scope out people who already hold this type of position. Use this intel to build your job description.

☐ ● Size up the market

Run a preliminary LinkedIn search to get a feel for the availability of candidates fitting your criteria. Knowing whether there are 100 or 10,000 profiles that meet your needs can shape your recruiting strategy.

☐ ● Know when to engage with the experts

You may not have the time to dedicate to finding your next hire, and that's okay. Instead, consider working with a recruiting agency.

☐ ● Consider developing entry-level talent

Hiring experienced people can help guarantee a quality team, but developing your entry-level hires could yield better results. Use LinkedIn search filters to explore both options and take note of local talent that might come from a nearby university.

Establish your company presence

☐ ● Create a profile that attracts talent

When searching for talent on LinkedIn, you're providing candidates a glimpse into your company. Add a professional photo, descriptive headline, and summary of your work experience to create a profile that represents your brand's values and culture.

☐ ● Connect with talent

Find and connect with colleagues, friends, and fellow alumni on LinkedIn to maximize your personal network and increase the chances of finding a candidate through people you know.

☐ ● Learn from LinkedIn Groups

Find groups relevant to the role you're filling to learn more about the specific skills and experience that make an ideal candidate.

☐ ● **Make it easy for talent to find you**

The Company Page is foundational to building a talent brand on LinkedIn and acts as an information hub for potential hires to learn about your company. Creating a page is easy: just add a company logo, banner image, and description to get started.

☐ ● **Leverage your team**

Extend the reach of your searches and job posts on LinkedIn – access employee networks by encouraging them to add their current position at your company to their profiles. They'll then appear directly on your Company Page.

Build your pipeline

☐ ● **Search on LinkedIn**

After identifying the specific skills and experience necessary for a role, conduct a free people search. Be sure to use specific keywords – e.g., 'HTML' for a developer proficient in HTML. Also try different combinations, as members can use different phrases or emphasize different skills.

☐ ● **Narrow down your results**

Use LinkedIn search filters like location, industry, and current company to hone in on your target candidates. Access additional filters such as function, years of experience, and seniority level with Premium search.

☐ ● **Save your searches for automatic updates**

Save the searches and filters you've built to find the ideal candidate, and get notifications when new results come in. This can be particularly effective when hiring for the same role on an ongoing basis.


☐ ● **Engage in LinkedIn Groups**

Identify active members in target groups who fit your hiring criteria, and start a conversation by commenting on their posts or reaching out to them directly.


☐ ● **Make use of the LinkedIn algorithm**

Quickly identify LinkedIn members that closely match your top candidate attributes using the "People Similar To" section on an ideal hire's profile page.


☐ ● **Access your 3rd degree network**

If you're unable to find qualified candidates through your personal and company networks, broaden your focus and tap into your 3rd degree network with Recruiter Lite. 


☐ ● **View full candidate profiles**

With Recruiter Lite, get an expanded look into profiles of candidates outside your network. View their work experience, skills and expertise, and connections to see if they'd be a good fit for the role. 

☐ ● **Keep track of potential candidates**

Stay organized by tagging LinkedIn members who fit your hiring criteria using LinkedIn Contacts. Hiring for multiple roles? Use Recruiter Lite Projects to build a list of top candidates for each of your open positions. 

☐ ● **Post a job on LinkedIn Jobs**

Advertise your open position to the LinkedIn talent pool with a job post. Using your job description, LinkedIn actively displays your job to LinkedIn members who best match your hiring criteria, driving high-quality, relevant applicants. 

Contact candidates


☐ ● **Get a warm introduction**

After identifying potential candidates on LinkedIn, leverage your network and get introduced through mutual connections.


☐ ● **Show you're being selective**

On LinkedIn, professionals can see who's viewing their profile. Use this to your advantage and sell the job on your LinkedIn profile, or reach out and highlight the specific skills that make them an appealing candidate.

☐ ● **Message candidates outside your network**

With Recruiter Lite, you can message any potential candidate on LinkedIn using InMail. On average, the response rate on InMail messages is 3x higher than email. Plus, LinkedIn guarantees a response within seven days of an InMail being sent, or it's credited back to your account. 

☐ ● **Reach out to profile matches**


If you post a job, LinkedIn Jobs will instantly search the network for up to 24 members who best match your requirements. Although these members haven't applied to your job, you can contact them directly using the 5 InMail credits included with a LinkedIn job post. 

Screen, interview, hire

☐ ● **Do your homework**

Reach out to mutual connections and shared networks, such as alumni or former employees, to assess a candidate's strengths.

☐ ● **Manage your candidate pipeline**

Keep tabs on your quality candidates during the interview process. Use Recruiter Lite to track notes, messages, and activity history for every candidate. 

☐ ● **Schedule your follow-up**

Reaching out to candidates throughout the interview process can make all the difference in converting an interested candidate into a hire. Use LinkedIn Contacts to set reminders to follow up with candidates one day, one week, or one month down the road.