

A hand holding a blue card with text, surrounded by various business icons on other cards. The icons include a lightbulb, a laptop, a heart, a bar chart, a target, a handshake, and a magnifying glass.

# Recruiting for Small Business:

The Ultimate LinkedIn Guide

**LinkedIn**<sup>™</sup>

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# Every business starts small

Every business—even the most recognized brands in the world—starts small. No matter what your growth plans, the number one thing you can do to succeed is hire the right talent.

But being small is tough. Compared to bigger competitors, small businesses have tiny recruiting budgets and little or no name recognition, so it's hard to recruit top people. One person has a big impact on a small workforce too, so hiring mistakes hurt you. And if you're really small, one important hire can make or break the success of your company.

# LinkedIn levels the playing field

Luckily for you, size doesn't matter as much as you think, especially when it comes to social recruiting. You may have to learn some new technologies (read on), but social media as a recruiting tool is the ultimate equalizer.

## **LinkedIn: A key tool for small business recruiting**

As the world's largest professional\* network with over 300 million members, LinkedIn gives you access to the same pool of talent as bigger companies on one centralized platform. It gives you the ability to distinguish yourself as an employer of choice without a large staff or budget. LinkedIn has hiring solutions specifically for your size company, many of which are free or low cost.

\*Learn more about the **mindset differences between professional and personal networkers** (<http://linkd.in/1hko0mg>)

\*\*<http://press.linkedin.com/about>

# We're here to help

Chances are you wear more than one hat at work, or recruiting isn't your only job. That can be daunting, and that's why we wrote this book. This guide contains our most up-to-date tips and tricks for hiring talent with limited time and money. We've also included best practices from fellow small business professionals. Even if you don't sit in recruiting, these tips will help you make the most out of LinkedIn.

## Who this book is for:

If you work at a company with fewer than 500 employees and are involved in finding and hiring talent, then this book is for you. (Is your company bigger? Check out [LinkedIn Essentials: The Modern Recruiters Guide](#))

**Ready to start putting LinkedIn to work for your small business? Let's go!**



LinkedIn can help with more than just hiring. Check out our [Small Business Resource Center \(smallbusiness.linkedin.com\)](#) for tips on leveraging LinkedIn for marketing, sales, and more.

# Premium tools for Small Businesses

You can get a lot from LinkedIn—which we'll cover in this book—but thousands of small businesses use one of our premium sourcing tools, Recruiter Lite or LinkedIn Recruiter, to save time and money.

## Which is right for you?

**Recruiter Lite:** Consider this if you are an individual or small organization that has only sporadic or low volume hiring needs.

Recruiter Lite lets you:

- ✓ Expand your access to candidates by viewing the full profiles of 3rd degree connections
- ✓ Contact any candidate directly with 25 inMails/month
- ✓ Target candidates with 7 premium search filters
- ✓ **And more (<http://linkd.in/1oqw7Yc>)**

**LinkedIn Recruiter:** Consider this if you are growing or plan to have more frequent hiring needs.

LinkedIn Recruiter lets you:

- ✓ Expand your access to candidates by viewing the full profiles of any of LinkedIn's 300M professionals—even those not in your own network
- ✓ Contact any candidate with 50 inMails/month
- ✓ Precisely target candidates with 16+ search filters, including talent specific filters
- ✓ Work smarter with team collaboration tools
- ✓ Build a pipeline of warm candidates with Talent Pipeline
- ✓ **And more (<http://linkd.in/1eclJtw>)**



### Special note for LinkedIn Recruiter users

★ Indicates a tip for using LinkedIn Recruiter



Bookmark **[Inkd.in/productupdates](http://linkd.in/productupdates)** to stay informed on the latest updates and new features in LinkedIn Recruiter



# Everything starts with your story

How to make your profile and Company Page stand out

## 5 steps to a dazzling new profile

- 01 Craft a killer opening
- 02 Dress it up with rich media
- 03 Add certifications
- 04 Showcase your volunteer activities
- 05 Make your updates more interactive

\*Brad Mauney, **Five Simple Ways to Boost Your Professional Brand on LinkedIn** (<http://linkd.in/1fKrxuD>), (July 29, 2013)

\*\*Parker Barrile, **LinkedIn Further Mobilizes Candidates and Recruiters – Meet Mobile Work With Us and Recruiter Mobile** (<http://linkd.in/1iW7PQt>), (October 16, 2013)

# Your next great hire starts with you

Think about the organization you are helping to build and the reasons why you joined it—does your profile reflect your passion? If not, you're missing a huge opportunity to make you and your company stand out.

45 million profile views\* take place on LinkedIn every day—it is the #1 activity on the network.\*\* Your profile is often candidates' first interaction with your company so it should be inspiring. The more you can show about who you are and what your company does, the easier it is for candidates to engage with you and determine whether or not your company might be a great fit for them.



# 5 steps to a dazzling new profile

## 01 Craft a killer opening

Over-invest in your headline and summary. For a more approachable feel use the first person (“I...we”). Write like you want to hire, not like you want to be hired.

## 02 Dress it up with rich media

Showcase your work by uploading/linking to pictures, videos, blogs, SlideShare presentations, and websites.

## 03 Add certifications

Build credibility by sharing certifications or clearances you've attained.

## 04 Showcase your volunteer activities

Paint a complete picture by sharing volunteer work or causes you care about.

## 05 Make your updates more interactive

Engage with your network by mentioning connections and companies in LinkedIn updates. When they comment, respond in real-time.

# 4 Profiles That Inspire

Larry Hernandez of Zappos

**Inspired opening:** Self summary or employer brand ad for Zappos? Larry's summary is written to inspire candidates. Listing Zappos' core values helps candidates self-select, saving him and them time!

**Show vs. tell:** The Zappos Family Music Video demonstrates the company's adventurous culture more than a block of text ever could.

**Larry Hernandez** 2nd  
Recruiting Lead / Executive Recruiting / Tech Sourcing - "Sorcerer" at Zappos.com  
Las Vegas, Nevada | Staffing and Recruiting

Current Zappos Family of Companies  
Previous USAA, Accenture, Manpower  
Education Lindenwood University

[Connect](#) [Send Larry InMail](#) 500+ connections

[www.linkedin.com/in/larryhernandezrecruiter](http://www.linkedin.com/in/larryhernandezrecruiter) [Contact Info](#)

### Background

#### Summary

Thanks for stopping by. Have you ever wondered what it would be like to work at Zappos.com? What about what it's like to have a campus in Downtown Las Vegas?

Are you truly happy at work? Are you surrounded by people who are passionate, fun, and will do what ever it takes to help you succeed?

We try our hardest to hire fun loving people who are driven by more than a paycheck.

These are the ten core values that we live by at Zappos:

1. Deliver WOW Through Service
2. Embrace and Drive Change
3. Create Fun and A Little Weirdness
4. Be Adventurous, Creative, and Open-Minded
5. Pursue Growth and Learning
6. Build Open and Honest Relationships With Communication
7. Build a Positive Team and Family Spirit
8. Do More With Less
9. Be Passionate and Determined
10. Be Humble

Zappos Family Music Video

Win a trip to Vegas, baby! Refer A Software Engineer to Win.

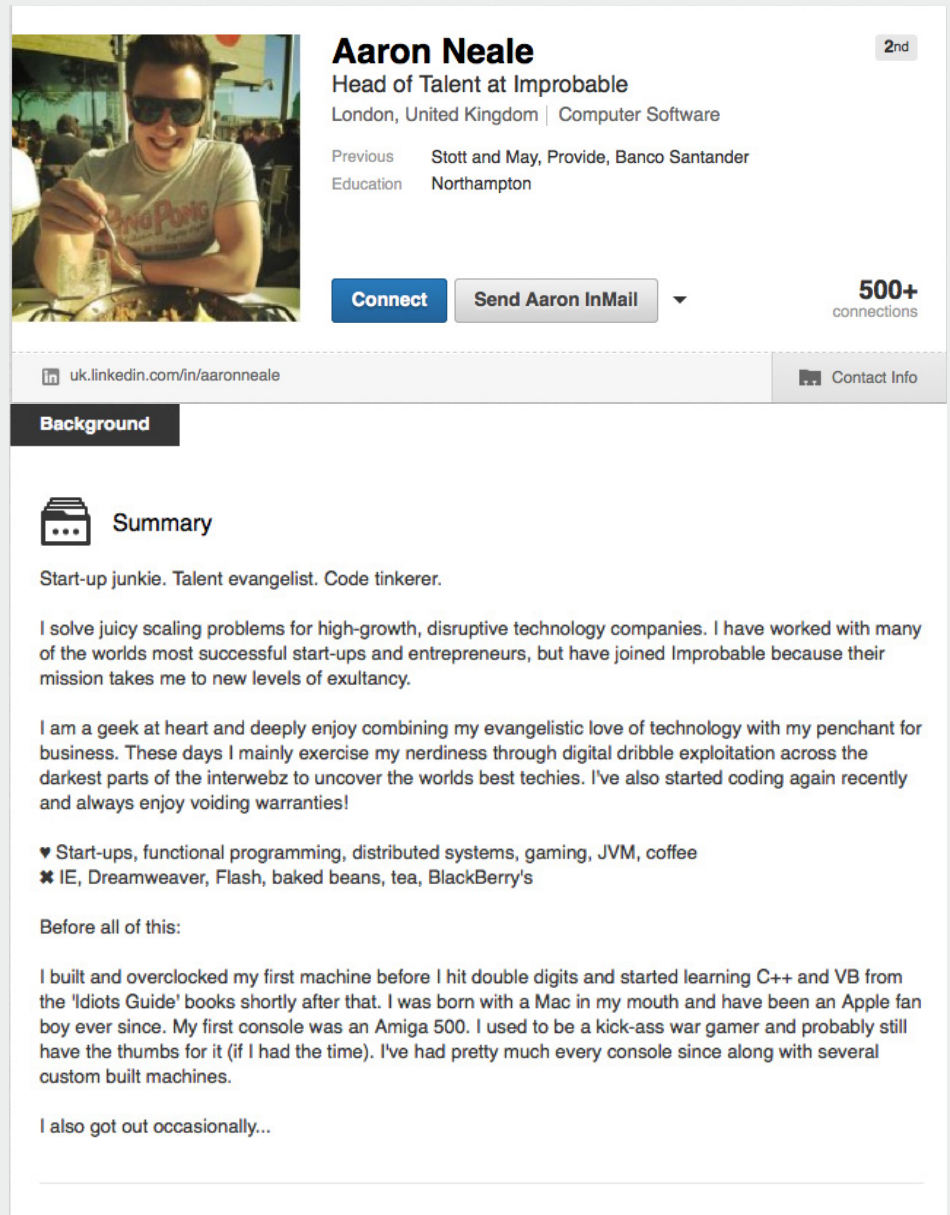
Follow Me on Twitter @RecruiterLarry

# 4 Profiles That Inspire

Aaron Neale of Improbable

**Know your audience:** Aaron establishes credibility with engineering candidates for Improbable, a UK based technology startup, by describing the first machine he built.

**Use their language:** Language like “enjoy voiding warranties!” shows tech talent he understands what makes them tick.



The image shows a screenshot of a LinkedIn profile for Aaron Neale. The profile includes a profile picture of a man wearing sunglasses and a t-shirt, sitting at a table with food. The name 'Aaron Neale' is prominently displayed, along with his title 'Head of Talent at Improbable' and location 'London, United Kingdom | Computer Software'. There are buttons for 'Connect' and 'Send Aaron InMail', and a badge indicating '500+ connections'. Below the profile information is a 'Background' section with a 'Summary' icon. The summary text describes him as a 'Start-up junkie, Talent evangelist, Code tinkerer.' and details his experience with scaling problems for high-growth companies. It also mentions his passion for technology and business, and lists his interests: 'Start-ups, functional programming, distributed systems, gaming, JVM, coffee' and 'IE, Dreamweaver, Flash, baked beans, tea, BlackBerry's'. The text concludes with 'Before all of this:' followed by a paragraph about his early interest in computers and gaming, and a final line 'I also got out occasionally...'

**Aaron Neale** 2nd  
Head of Talent at Improbable  
London, United Kingdom | Computer Software

Previous Stott and May, Provide, Banco Santander  
Education Northampton

[Connect](#) [Send Aaron InMail](#) 500+ connections

[uk.linkedin.com/in/aaronneale](https://uk.linkedin.com/in/aaronneale) [Contact Info](#)

### Background

#### Summary

Start-up junkie. Talent evangelist. Code tinkerer.

I solve juicy scaling problems for high-growth, disruptive technology companies. I have worked with many of the worlds most successful start-ups and entrepreneurs, but have joined Improbable because their mission takes me to new levels of exultancy.

I am a geek at heart and deeply enjoy combining my evangelistic love of technology with my penchant for business. These days I mainly exercise my nerdiness through digital dribble exploitation across the darkest parts of the interwebz to uncover the worlds best techies. I've also started coding again recently and always enjoy voiding warranties!

♥ Start-ups, functional programming, distributed systems, gaming, JVM, coffee  
✦ IE, Dreamweaver, Flash, baked beans, tea, BlackBerry's

Before all of this:

I built and overclocked my first machine before I hit double digits and started learning C++ and VB from the 'Idiots Guide' books shortly after that. I was born with a Mac in my mouth and have been an Apple fan boy ever since. My first console was an Amiga 500. I used to be a kick-ass war gamer and probably still have the thumbs for it (if I had the time). I've had pretty much every console since along with several custom built machines.

I also got out occasionally...

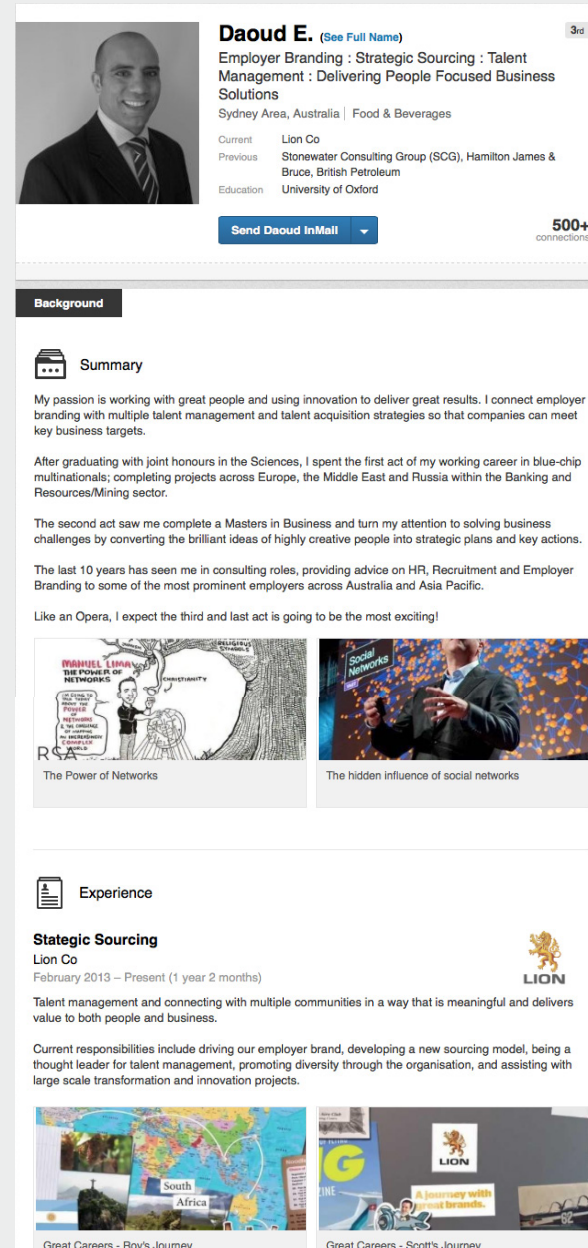
# 4 Profiles That Inspire

Daoud Edris of Lion Co

## Leverage rich media and video:

Under his current role, Daoud has videos, infographics, and presentations highlighting the culture and mission of Lion, a beverage and food company in Australia and New Zealand.

**Highlight individual employees:** Daoud posted two videos highlighting the career transformation of two Lion employees, Scott and Roy. The message: You can transform your career at Lion.



**Daoud E.** (See Full Name) 3rd  
Employer Branding : Strategic Sourcing : Talent Management : Delivering People Focused Business Solutions  
Sydney Area, Australia | Food & Beverages

Current **Lion Co**  
Previous **Stonewater Consulting Group (SCG), Hamilton James & Bruce, British Petroleum**  
Education **University of Oxford**

[Send Daoud InMail](#) 500+ connections

### Background

#### Summary


My passion is working with great people and using innovation to deliver great results. I connect employer branding with multiple talent management and talent acquisition strategies so that companies can meet key business targets.

After graduating with joint honours in the Sciences, I spent the first act of my working career in blue-chip multinationals; completing projects across Europe, the Middle East and Russia within the Banking and Resources/Mining sector.


The second act saw me complete a Masters in Business and turn my attention to solving business challenges by converting the brilliant ideas of highly creative people into strategic plans and key actions.

The last 10 years has seen me in consulting roles, providing advice on HR, Recruitment and Employer Branding to some of the most prominent employers across Australia and Asia Pacific.

Like an Opera, I expect the third and last act is going to be the most exciting!



The Power of Networks



The hidden influence of social networks


#### Experience

##### Strategic Sourcing


**Lion Co**  
February 2013 – Present (1 year 2 months)

Talent management and connecting with multiple communities in a way that is meaningful and delivers value to both people and business.

Current responsibilities include driving our employer brand, developing a new sourcing model, being a thought leader for talent management, promoting diversity through the organisation, and assisting with large scale transformation and innovation projects.



Great Careers - Roy's Journey



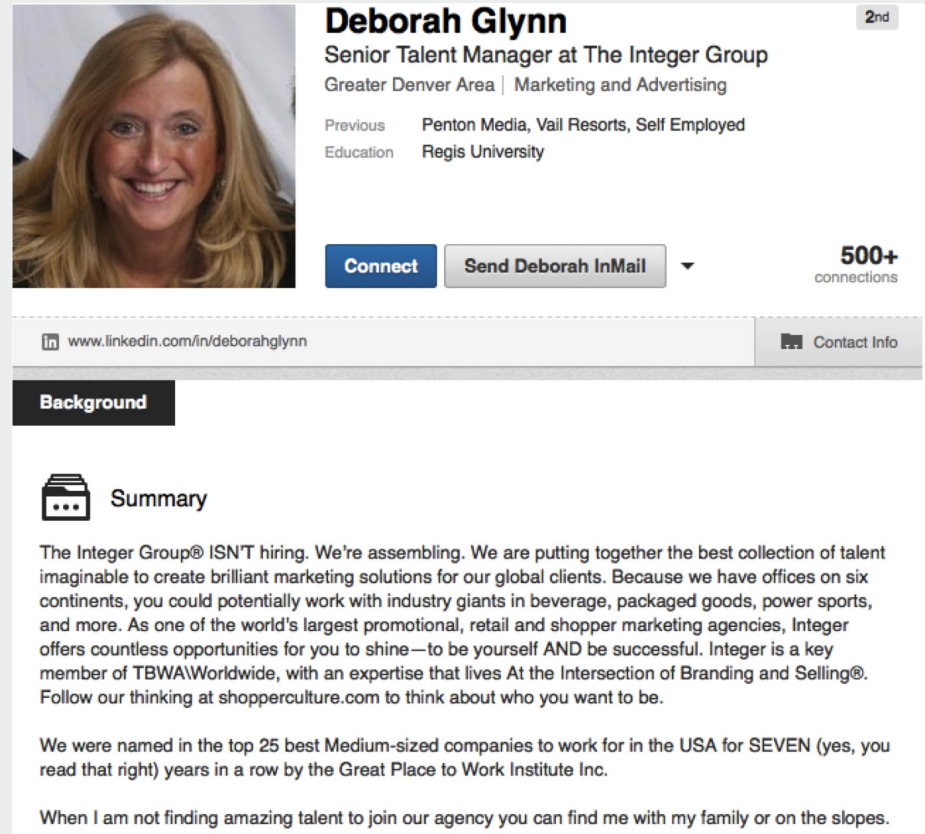
Great Careers - Scott's Journey

# 4 Profiles That Inspire

Deborah Glynn of  
The Integer Group

**Describes impact:** By talking about the industry giants employees will be working with, Deborah sends the message, “You’ll be at a medium-sized company, but your impact will be HUGE.”

**Links to blog:** Deborah refers candidates to Integer’s blog, *Shopper Culture*, to “think about who you want to be,” to keep them engaged beyond her profile. The blog itself is not just company updates, it’s engaging and chock-full of thought leadership.



**Deborah Glynn** 2nd  
Senior Talent Manager at The Integer Group  
Greater Denver Area | Marketing and Advertising

Previous Penton Media, Vail Resorts, Self Employed  
Education Regis University

[Connect](#) [Send Deborah InMail](#) 500+ connections

[www.linkedin.com/in/deborahglynn](https://www.linkedin.com/in/deborahglynn) [Contact Info](#)

### Background

#### Summary

The Integer Group® ISN'T hiring. We're assembling. We are putting together the best collection of talent imaginable to create brilliant marketing solutions for our global clients. Because we have offices on six continents, you could potentially work with industry giants in beverage, packaged goods, power sports, and more. As one of the world's largest promotional, retail and shopper marketing agencies, Integer offers countless opportunities for you to shine—to be yourself AND be successful. Integer is a key member of TBWA\Worldwide, with an expertise that lives At the Intersection of Branding and Selling®. Follow our thinking at [shopperculture.com](http://shopperculture.com) to think about who you want to be.

We were named in the top 25 best Medium-sized companies to work for in the USA for SEVEN (yes, you read that right) years in a row by the Great Place to Work Institute Inc.

When I am not finding amazing talent to join our agency you can find me with my family or on the slopes.

# Your Company Page is key

Here's how to make the most of it

While your profile is often the first impression candidates have of you, your Company Page is the the first impression they have of your company. Whether it's the culture, mission, or products your company offers, think about why YOU joined your organization. Does your Company Page reflect it?

More than 3 million organizations leverage their Company Page to make it easy for talent to find them and learn what they are all about.\* On average, 71% of your followers are interested in careers at your company.\*\* Showing your culture and opportunities is a scalable way to turn your followers into candidates and help you foster meaningful relationships.



**Did you know?** You can target any update to your followers for free based on geography, industry, title and more.

LinkedIn Company Pages are now optimized for mobile devices! 41% of LinkedIn's unique monthly visitors come through mobile.\*\*\*

\*<http://press.linkedin.com/about>

\*\*Sam Gager, **The Truth About Followers and Connections: Key Reasons to Cultivate Yours** (<http://linkd.in/1jwnYgt>), (January 15, 2013)

\*\*\*<http://press.linkedin.com/about>

Larger corporations are sometimes hamstrung by more formalized processes, and their approach can come off as generic or machine-like. Small businesses tend to have the freedom to inject authentic company personality into their pages—making them more relatable to audiences. Use this freedom to your advantage!

## 4 ways to amp up your Company Page

- 01 Use video and rich media.
- 02 Grow your followers.
- 03 Engage followers with targeted status updates.
- 04 Extend your reach by sponsoring content.

## 3 essential Company Page resources

- ✓ **Company Page resource list** (<http://linkd.in/1nqmC79>)  
How-to videos and guides, success stories, testimonials
- ✓ **Company Page playbook** (<http://linkd.in/1t9Znma>)  
5 steps to engaging followers on LinkedIn
- ✓ **Status update best practices** (<http://linkd.in/1eJ8czz>)  
10 tips

# Amp up your Company Page in 4 easy steps

Remember that your Company Page should reflect your overall brand and provide a unified experience for your audience—if you have any marketing pals in your company, be sure to get their input!

## 01 Use video and rich media.

Followers are twice as likely to amplify a post via likes, shares, and comments if it contains video. No videos? Try SlideShare, PDFs, images, and links.

## 02 Grow your followers

Embed “Follow” buttons in your website, candidate communications, and employee email signatures, and profiles.

Download at  
<http://linkd.in/1hg1dbX>

## 03 Engage followers with targeted status updates

Post interesting facts, expert tips, Top 10 lists, and questions to interact with key talent pools. Here you can play up your size, highlight your growth, and share your exciting vision for the future.

Need inspiration? Check out this [gallery of great status updates](http://slidesha.re/Pevxxf) (<http://slidesha.re/Pevxxf>)

## 04 Extend your reach by sponsoring content

Sponsored Updates let you target talent outside of your followers.

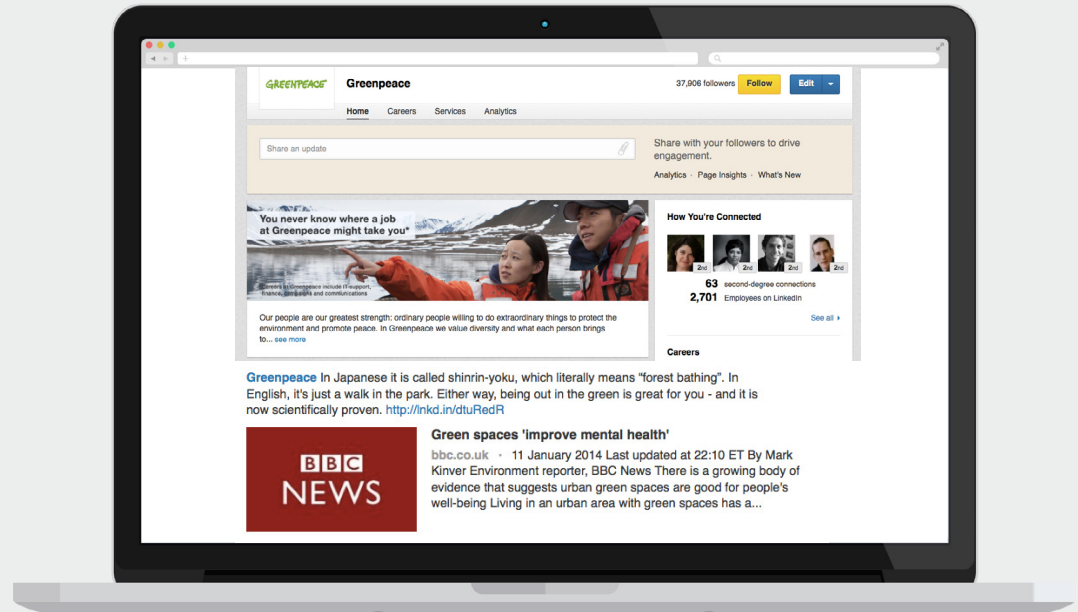
# 3 Company Pages We Love

Greenpeace

## Greenpeace shares industry news:

Don't make all of your updates about your company. Greenpeace knows that its followers are interested in the environment, so it shared this BBC article showing the link between green spaces and mental health.

A good mix of external AND company focused content will keep followers coming back for more.



**Greenpeace** In Japanese it is called shinrin-yoku, which literally means “forest bathing.” In English, it’s just a walk in the park. Either way, being out in the green is great for you - and it is now scientifically proven.



## Green spaces 'improve mental health'

**bbk.co.uk** 11 January 2014 Last updated 22:10 ET by Mark Kinver Environment reporter, BBC News There is a growing body of evidence that suggests urban green spaces are good for people's well-being Living in an urban area with green spaces has a...

Like (12)

Comment

Share

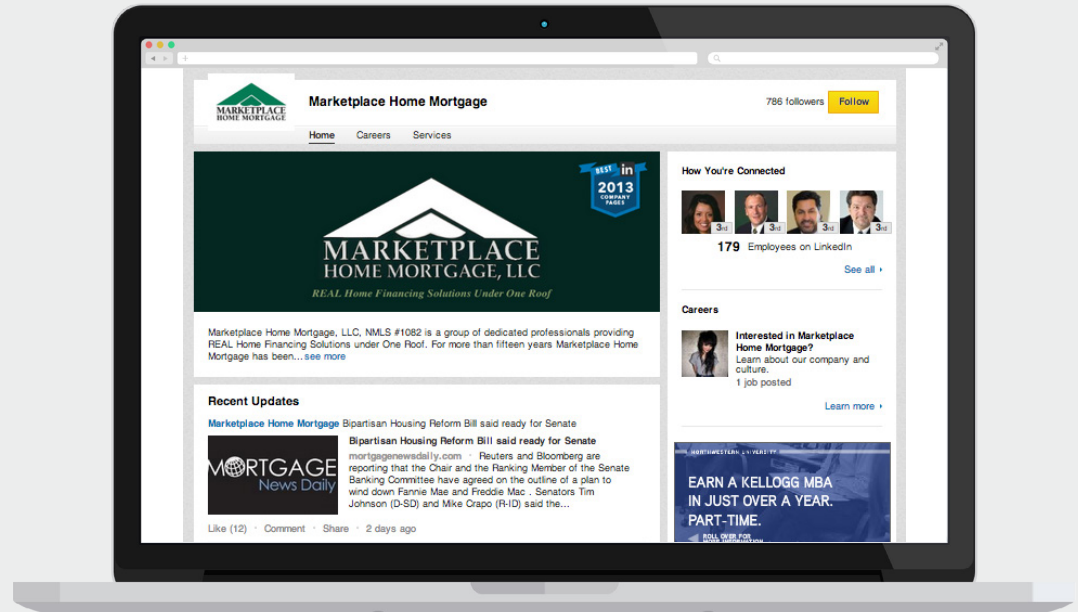
8 days ago



# 3 Company Pages We Love

## Marketplace Home Mortgage

Provide expert tips and insights: Marketplace Home Mortgage, a small mortgage solutions firm, shares quick tips and insights that are relevant for their home buyer audience. Post updates that spotlight your industry expertise.



**Marketplace Home Mortgage** Bipartisan Housing Reform bill said ready for Senate



**Bipartisan Housing Reform Bill said ready for Senate**

mortgagenewdaily.com Reuters and Bloomberg are reporting that the Chair and the Ranking Member of the Senate Banking Committee have agreed on the outline of a plan to wind down Fannie Mae and Freddie Mac . Senators Tim Johnson (D-SD) and Mike Crapo (R-ID) said the...

Like (12)

Comment

Share

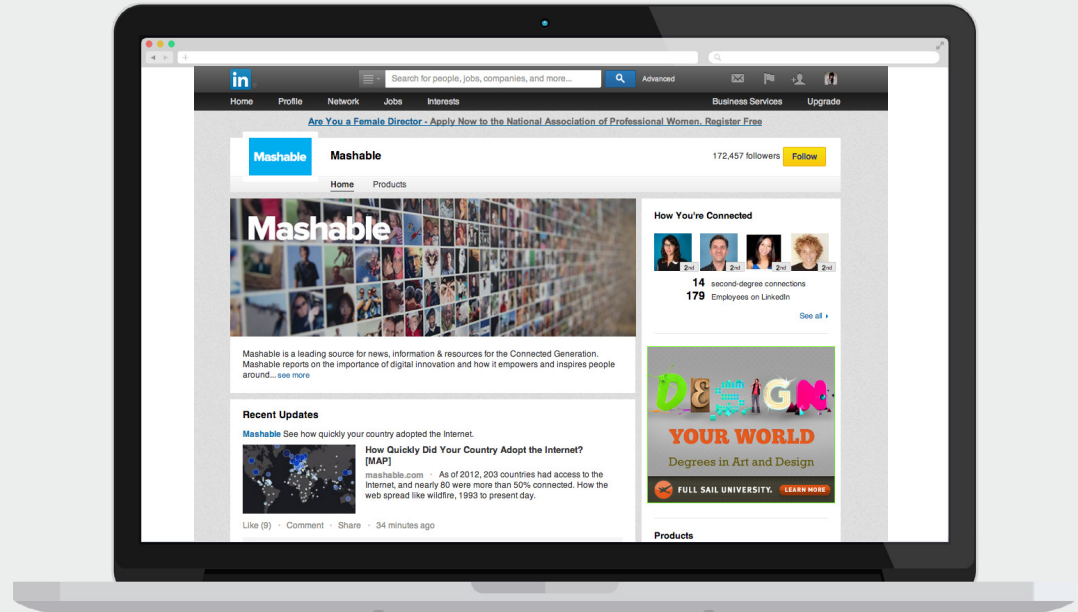
8 days ago

# 3 Company Pages We Love

Mashable

## Share snackable, valuable content:

Mashable, a British-American news website, hits the sweet spot by sharing content that is both high quality, and quick to consume. Keep your posts bite-sized to drive high engagement.



**Mashable** See how quickly your country adopted the internet



Like (12)

Comment

Share

8 days ago

## How Quickly Did Your Country Adopt the Internet? [MAP]

mashable.com

As of 2012, 203 countries had access to the Internet, and nearly 80 were more than 50% connected. How the web spread like wildfire, 1993 to present day.

# Profile and Company Page performance:

## Metrics that matter

If you can't measure it, you can't manage it. These free analytics tools will help you build your personal and employer brand more efficiently.

### Measure your profile power

#### 01 Who's viewed your profile

Are these increasing: profile views, how often you turn up in searches, endorsements?

#### 02 Who's viewed your updates

Are more people viewing, liking, sharing, and commenting on your content?

#### 03 Networks statistics

Is your network growing? By how much are you expanding your reach to 2nd and 3rd degree connections?

### Track your Company Page

#### 01 Status update engagement

See real-time engagement analytics directly under each post. Know which updates drive the most clicks, likes, comments, shares, and engagement.

#### 02 Company Page engagement

See engagement trends by type and time period.

#### 03 Follower demographics

Determine if you're attracting the right type of people.

#### 04 How you compare

Benchmark your follower growth against similar organizations and competitors.



# Sourcing for small businesses

5 steps

# Passive what?

## Why passive talent matters for small business

To fuel your business's growth, you need to engage the best talent, not only those actively looking. The reason is that the vast majority of professionals are passive candidates, they're not actively job seeking but would consider the life-changing role you have for them.

Passive candidates typically don't visit job boards or career sites or have current resumes—they are too busy excelling at their current company. Here's where your size can be a huge advantage. Passive candidates want to make a big impact, and they want challenging work. Compared to slower-moving corporate giants, you can offer them greater responsibility, flexibility, and/or access to leadership.

In this section, we'll cover need-to-know tricks for sourcing on LinkedIn—the world's largest source of passive candidates.

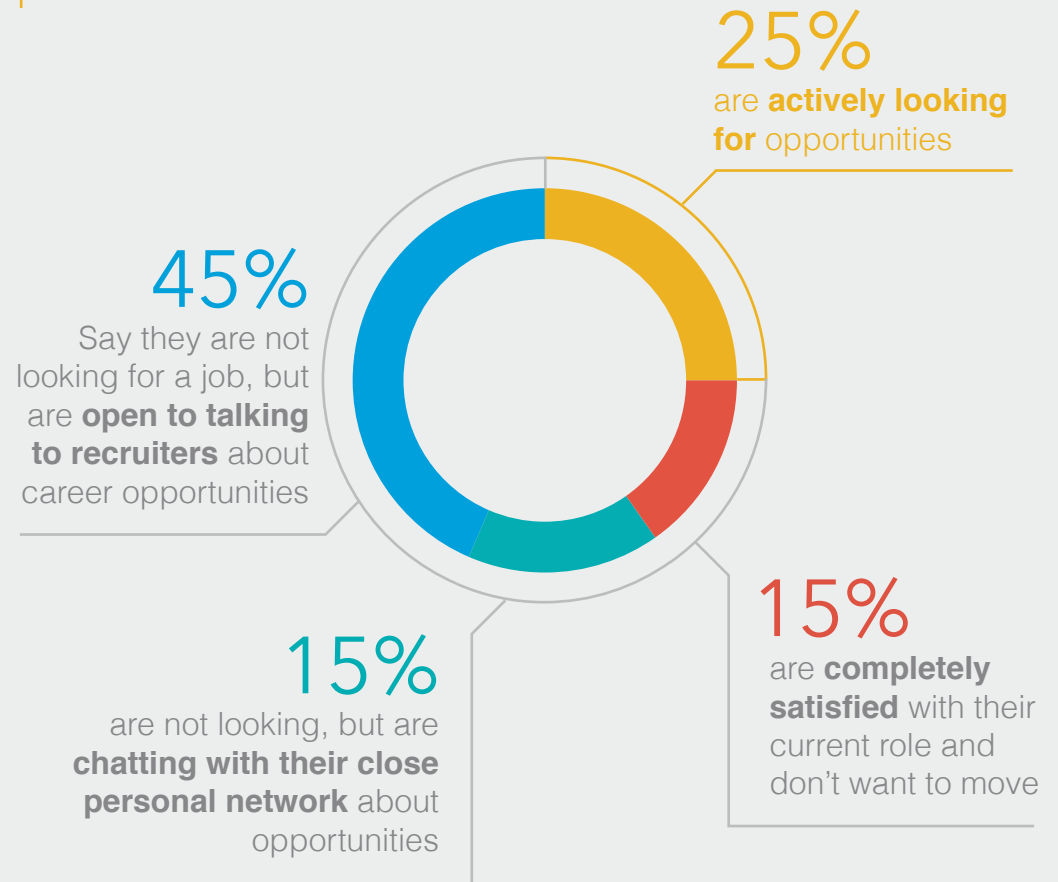
What motivates passive candidates to switch jobs? Check out the [infographic \(http://linkd.in/PeNWKa\)](http://linkd.in/PeNWKa).

\*Sam Gager, *What Motivates Professionals to Switch Jobs* (<http://linkd.in/PeNWKa>), (February 13, 2014).

Good news: Most professionals will consider a career change when approached.

| Passive candidates


| Active candidates



# 5 steps for smart sourcing

You now have access to more candidate information than ever before. Here's our recommended approach for zeroing in on the perfect candidate.

## 5 steps to sourcing like a pro on LinkedIn

- 01 Get smart on the talent pool
- 02 Master Boolean and other search techniques
- 03 Contact candidates directly with InMail
- 04 Build your bench with Talent Pipeline 
- 05 Measure your success

**Be a sourcing ninja and get certified!** Now you can showcase your LinkedIn Recruiter skills, and ensure that you are getting the most out of your LinkedIn investment.

Learn more at [certification.linkedin.com/](https://certification.linkedin.com/)

# 1. Get smart on the talent pool

Whether you're hiring 2 or 200 people, get a bird's-eye view of the talent pool before diving into your search. Knowing what you're dealing with helps you:

- ✓ **Prioritize your outreach.** Better understand the supply and demand for specific professional skill sets.
- ✓ **Set expectations with your hiring managers.** If you're working with a hiring manager and are asked to find a purple squirrel, you can back up your search outcome with data.

Here's how to get to know your talent pool:

**01 Run live searches in [LinkedIn Recruiter](#).**

You can uncover the size and dynamics of your addressable market for each set of criteria.



**02 Consult our free [Talent Pool Reports](#).**

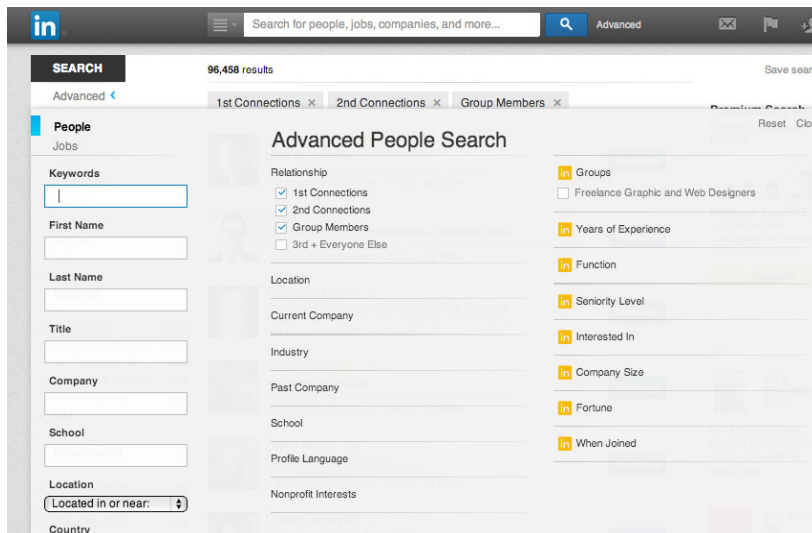
These insights—available for select regions and high demand professions—arm you with information on the supply and demand, location, background, and interests of your target candidates.

# 2. Calling all sourcing ninjas:

## Master Boolean search

Boolean searches allow you to combine words and phrases using the words AND, OR, and NOT, to limit, widen, or define your search. They are what most search engines use and they're your keys to better candidate searches.

### Advanced Search



Enter one or more terms in the Keywords, Title, Name, and Company fields in LinkedIn's advanced search engine and you'll get a list of profiles. But, to find the most relevant profiles, you'll need to use the following modifiers:

- ✓ **Quotation marks.** For an exact phrase, enclose it in quotation marks (e.g. "product manager"). QUOTES narrow your search.
- ✓ **NOT.** To exclude a particular term, type NOT before it (e.g. manager NOT director). Narrows search.
- ✓ **AND.** To get results that must include 2 or more terms in a list, use AND as a separator (e.g. programmer AND manager). Narrows search.
- ✓ **OR.** To include at least 1 term, separate 2 or more with OR (e.g. sales OR marketing). Great for common spellings or synonyms of a word. Broadens search.
- ✓ **Parentheses.** To do a complex search, combine terms using parentheses. For example, to find people who have "VP" in their profiles, or have both director AND division in their profiles, type: VP OR (director AND division). Narrows search.

**Go deeper:** To narrow your results further, use search facets such as location, industry, current company, experience and seniority level. And don't make these **3 common Boolean mistakes** (<http://linkd.in/1dKRe39!>)



# 4 ways to source beyond the search bar

If you are working with a hiring manager, follow these quick tips:

✓ **Set expectations together:** Save yourself headaches later by outlining the skills and personality requirements using sample profiles. Use data to set expectations: Talent Pool reports and LinkedIn Recruiter will help you size the talent pool so you can adjust job criteria if needed.



✓ **Gather feedback directly** with free “hiring manager seats” in Recruiter. You can send them batches of profiles and they can give one-click feedback—‘great’, ‘good’, or ‘not right for this role’—along with notes if they choose.



For more tips on working with hiring managers check out these **10 Tips for a Knockout Relationship** (<http://linkd.in/Pd4C4w>)

**01 Leverage your own network.** Connect to coworkers, classmates, and all of your professional contacts on LinkedIn to maximize your network and increase the chances of finding a candidate through people you know. Solicit referrals and cherry-pick from their networks.

**02 Join LinkedIn groups.** Scout candidates in a non-intrusive way by conversing with them in LinkedIn Groups. Stand out from bigger companies by being responsive and real.

**03 Engage your profile viewers.** Reach out to the people who view your profile—they often work in the right industry and share connections.

**04 Put every employee to work.** Pull up LinkedIn with fellow employees and ask them to refer star performers. Tapping your colleagues’ networks is particularly critical for small businesses without a household name.



*“One tactic that has worked well for us is profiling the hiring managers, putting the spotlight on why they love the company and the geographic area. It’s a more creative way to advertise.”*

Miki Furnish, Talent Acquisition Manager at Carhartt

# Opower activates referrals with 'Talent Tuesdays'

Opower is a 354 person software company that helps utility customers save on energy bills. Each week, the recruiting department hosts Talent Tuesday, in which Opower employees bring their laptops and fueled by free pizza and blaring iTunes, comb through their personal LinkedIn networks for friends and former colleagues matching Opower openings. If a referral ends up being hired, the referring employees receives \$1,000. Of the 165 jobs the company listed last year, only one was filled externally—and that was an executive level search.\*

\*Source: <http://nyti.ms/1hAQdd9>

# 3. Contact candidates directly with InMail

InMails allow you to you contact anyone on LinkedIn directly. But, eliciting a response takes sophistication and skill (that's right we're looking at you...). Here's where you can really set yourself apart from the big guys and give your InMails a more personal touch.

The key to getting an inMail response is to have a personalized message, but that can be difficult when you're strapped for time. Here's how to craft a personalized message that's still broad enough to elicit responses from multiple people. Especially for small businesses, the key is focusing on the right candidates—quality matters more than quantity!

On average, InMail response rates are 3x higher than email.\*

All InMails are response guaranteed. If you don't get a response in 7 days, you'll get credit for another inMail.

*“The InMail said, ‘We’re looking for great public speakers who have your background.’ I was flattered that someone saw my profile and took the time to write just to me. Turns out the message wasn’t sent ‘just to me,’ but it sure felt like it was.”*

- LinkedIn member

\*Personal Branding Checklist (<http://linkd.in/QCUIKI>)

## 9 golden rules of InMail

- 01 Review profile.** Let the recipient know what on their profile caught your eye. Personalization is flattering.
- 02 Grab attention.** Mention mutual connections. LinkedIn suggests them for you.
- 03 Show you are selective.** Highlight what makes them appealing. Compliment them sincerely.
- 04 Be conversational and brief.** Write as if you were speaking. DO NOT paste the job description.
- 05 Listen well.** Ask about goals and interest level in new opportunities.
- 06 Focus on goals,** not the job. Frame your message around what's in it for them.
- 07 Leverage content.** Consider including useful information such as a relevant whitepaper.
- 08 Be patient.** Don't hound. Use status updates to stay visible while you wait for responses.
- 09 Include a call to action.** Ask to continue the dialogue, not necessarily for them to apply off the bat.

# 4. Build your bench with LinkedIn Recruiter's Talent Pipeline ★

The holy grail of sourcing is building a stunning talent pipeline—a steady stream of warm candidates so you don't have to start from scratch with every new job opening. A healthy pipeline will slash your time to hire and improve quality of hire.

Instead of maintaining records manually, you can use talent pipeline in LinkedIn Recruiter to aggregate, track, contact, and nurture talent leads. The key is to prioritize: focus on skills you need repeatedly and hard-to-fill roles. Here are 6 pipelining tips for LinkedIn recruiter users:

For general pipelining tips, check out **12 Tips For a Stunning Talent Pipeline** (<http://linkd.in/1IIPkpx>).

- 01 Search and tag.** Use tags to make candidates easily searchable. Start with a broad search and create a pipeline folder for it, (e.g., all computer science students @ University of Washington). Then create folders for more specific criteria (e.g., cloud computing AND Computer Science @ University of Washington).
- 02 Accelerate pre-screening with inside opinion.** Recruiter tells you with whom the candidate is connected at your company—reach out to your colleague for a candid read on skills and culture fit.
- 03 Use smart-to-do lists to keep the conversation going.** Tag reminders to specific candidates, projects, and team members so you stay connected and deliver on follow-up promises.
- 04 Stay on track with projects.** Send actionable reports to your team to monitor and communicate the health of your pipelining projects.
- 05 Save searches** to retain your Boolean strings and filter selections. Recruiter will continue to run in the background and notify you of any new candidates—you don't have to do anything.
- 06 Use 'update me'** to keep track of a members' profile. Recruiter will alert you if changes are made so that you can monitor their career progress.

# Fueling your growth— how to recruit students on LinkedIn

The largest concentration of small business employees on LinkedIn are 25 years old, and just over 50% are 18-31.\* Younger candidates tend to be more entrepreneurial and attracted to smaller companies. Take advantage of this by doing some university recruiting. Plus, when you build relationships with students, you invest in the future of your company.

## Intel Leverages LinkedIn Groups to engage students

Intel's Student Lounge Group is a place where students can go for news and updates about the Intel College Recruiting Organization. There, they can connect with other students and find late-breaking job openings.

\*Source: <http://linkd.in/1hAS3uu>

Over 39 million students and recent graduates are on LinkedIn,\* making it our fastest growing demographic. Here are 7 tools to help you engage your company's next generation of leaders:

- 01** **New graduate jobs.** Post student jobs and internships **for free** on LinkedIn.
- 02** **Student talent pool reports.** Find out where students are concentrated, how to engage, and what makes them tick.
- 03** **Education search facets in LinkedIn Recruiter.** Target students based on geography, school, degree, field of study, graduation dates, Groups, and more. ★
- 04** **Targeted status updates.** Engage students, e.g. "Students, what do you care most about in a career?"
- 05** **LinkedIn University Pages.** Over 24K higher education outlets now have pages on LinkedIn. Deepen relationships with schools and stay informed.
- 06** **LinkedIn Alumni Tool.** Discover where alumni work and what they do. Filter with facets such as "What they studied" to find top candidates.
- 07** **LinkedIn CheckIn** (<http://linkd.in/1er9h9l>). Collect and organize candidate information at live events in seconds. ★

# 5. Measure your sourcing performance

Know your numbers. Here are the key sourcing metrics you should be measuring—in general and on LinkedIn.

## INDUSTRY Sourcing Metrics



Quality of hire



Source of hire



Time to hire



Cost per hire

## LINKEDIN RECRUITER Sourcing Metrics



Profiles viewed



Searches performed



InMails sent



InMail response rate

# Sophisticated sourcing on a tight budget: in-depth with TIM Group

When Lewis Turner joined TIM Group three years ago, the rapidly growing UK-based company was relying heavily on agencies to hire about 20 people per year. Lewis was simultaneously burdened with hundreds of unqualified resumes that poured in from job boards. As a one-man recruiting show, he had to devote time to other HR areas too, such as training. Strapped for time and resources, Lewis had to source smarter.

## What worked:

**1. Switching to a proactive sourcing strategy:** Lewis began transitioning TIM Group away from agencies and general job boards and took on the role of in-house headhunter. He started mapping and reaching out to talent using a combination of LinkedIn, Google+, Twitter, and for certain roles, Github. He started to invest half of his time nurturing contacts and growing his network via InMail, email, phone calls, and in-person meetings.

**2. Changing his InMail approach:** Lewis stopped including job specs in his InMails, and started listening to candidates more attentively. He'd write, "I'm looking to help my sales team with x. I'd love to understand what makes you happy at work—what gets you up in the morning. Because if we can offer that to you now, great. And if we can't, I'd like to know so we can pick up in the future when it makes sense."

**3. Involving his entire organization:** Lewis recognized that he couldn't shoulder sourcing entirely on his own. He saw his colleagues' LinkedIn profiles as a huge opportunity to advertise TIM Group to the world. To help encourage them to build up their LinkedIn identities, Lewis started with one team and used its success to demonstrate the win-win value to others in the company. He also provided sample language to help them take action.

**4. Maintaining TIM Group's presence at conferences and live events.** The company's leadership participates in speaking engagements on a consistent basis, showcasing thought leadership and the company's talent brand.

## RESULTS

Saved £50K for most recent five hires. 60% of hires now sourced through LinkedIn. Lewis is handling fewer but more qualified CVs for each position.

Lewis has seen a 3x increase in his InMail response rate with this new approach.

Over 80% of TIM Group employees have an active LinkedIn presence.

1/3 of TIM Groups's engineers are sourced through contacts made at conferences.

”

*“I make notes to follow up with my prospects at key times—six months into a candidates' new role, when the honeymoon is over, is a great time to reconnect. Mondays and the month of January are other natural dipping points when I like to strike.”*

Lewis Turner, Head of Talent Acquisition at TIM Group





# Beyond post and pray

The art and science of successful job listings



# 3 steps to success with LinkedIn jobs

Have you ever posted a job to a job board only to get inundated with hundreds of unqualified resumes? You're not alone, many small businesses struggle with the same burden.

## How do LinkedIn Jobs work?

Instead of sitting on a web page waiting to be found by active jobseekers, Jobs on LinkedIn are distributed to relevant potential candidates through automatic matching algorithms and via professional communities sharing them. Our members see personalized job listings when they visit their home page, an employee profile, or Career Pages.

## Need more help with Jobs?

**Create a Great Job Post** (<http://slidesha.re/1pVosN1>)

More information about jobs <http://lnkd.in/aboutjobs>

\*2012 average figures; individual results may vary

\*\*Dan Shapero, **Bringing the New Playbook of Marketing to Recruiting** (<http://linkd.in/ObJ5bs>), (October 11, 2012)

## The road to job success

- 01 Craft an irresistible job description.
- 02 Post and promote to just the right candidates.
- 03 Use real-time feedback to measure your performance.

- Over 277M LinkedIn members can see your Job.
- On average each paid job gets 500+ views and 50+ applications.\*
- Over 50% of all applicants discover jobs through recommendations\*\* delivered through email and the 'Jobs You May Be Interested In' module on LinkedIn. These recommendations help passive and active talent alike find opportunities based on information in their LinkedIn profiles.

# 1. Craft an irresistible job description

Here's your chance to stand out from bigger competitors whose job descriptions often suffer from a bad case of boring. Create stand-out descriptions to make it easy for candidates to assess if they have the skills and personality for the job. In doing so you'll get better-matched candidates and will save everyone time. Here are 4 tips for an irresistible job description:

Sponsored Jobs can be a good way to get more eyeballs on your hardest-to-fill roles. By sponsoring a job on LinkedIn, you typically get 30-50% more applicants.\*\* Here's how it works:

- 01 Identify your high priority jobs to sponsor
- 02 Choose how much you want to pay per click
- 03 See your job appear at the top of LinkedIn's personalized recommendations
- 04 Increase or decrease the amount you want to spend on each job at any time

Here are 4 tips for an irresistible job description:

- 01 **Save the creativity for the description, NOT the title.** 50% of job applications on our site come from passive candidates who see the job via our matchmaking techniques.\* If your title is overly creative, our matching algorithms will have a harder time picking it up and distributing it to the right people.
- 02 **Promote your talent brand.** Share specifics that make your company a great place to work. Consider linking to "a day in the life" video to better convey your culture.
- 03 **Highlight the position's impact.** Excite candidates with specific project examples.
- 04 **Give high-priority positions extra oomph.** Sponsor jobs for top placement with the right audience.

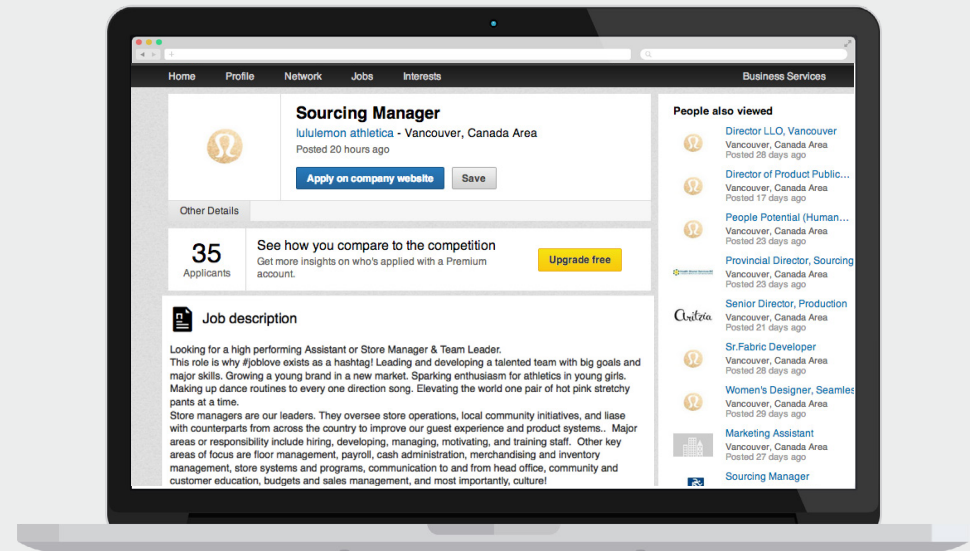
For more tips and job description Do's and Don'ts check out: **7 Tricks for an Irresistible Job Description** (<http://linkd.in/1jBtCxG>)

\*Dan Shapero, **Bringing the New Playbook of Marketing to Recruiting** (<http://linkd.in/Obj5bs>), (October 11, 2012)

\*\***Sponsored Jobs** (<http://linkd.in/1s3Yue9>)

# Lululemon shows how #joblove is done

Lululemon attracts candidates by highlighting the position's impact: "Growing a young brand in a big market" and "Sparking enthusiasm for athletics in young girls" elevates the role above day-to-day responsibilities.



## Job description

Looking for a high performing Assistant or Store Manager & Team Leader.

This role is why #joblove exists as a hashtag! Leading and developing a talented team with big goals and major skills. Growing a young brand in a new market. Sparking enthusiasm for athletics in young girls. Making up dance routines to every one direction song. Elevating the world one pair of hot pink stretchy pants at a time.

Store managers are our leaders. They oversee store operations, local community initiatives, and liaise with counterparts from across the country to improve our guest experience and product systems.. Major areas or responsibility include hiring, developing, managing, motivating, and training staff. Other key areas of focus are floor management, payroll, cash administration, merchandising and inventory management, store systems and programs, communication to and from head office, community and customer education, budgets and sales management, and most importantly, culture!

# Ubiwhere helps candidates visualize their future lives

Ubiwhere, a small Portuguese company competing for big talent, used a set of infographics on SlideShare to stand out from the pack.

The infographics included pictures of desks and colleagues, as well as beautiful views from the job location cities. Embed SlideShare infographics on your Career Page and link to them in job posts.



## WITH THESE PEOPLE



.....still not convinced?

# ·YOUR· HAPPINESS could start here

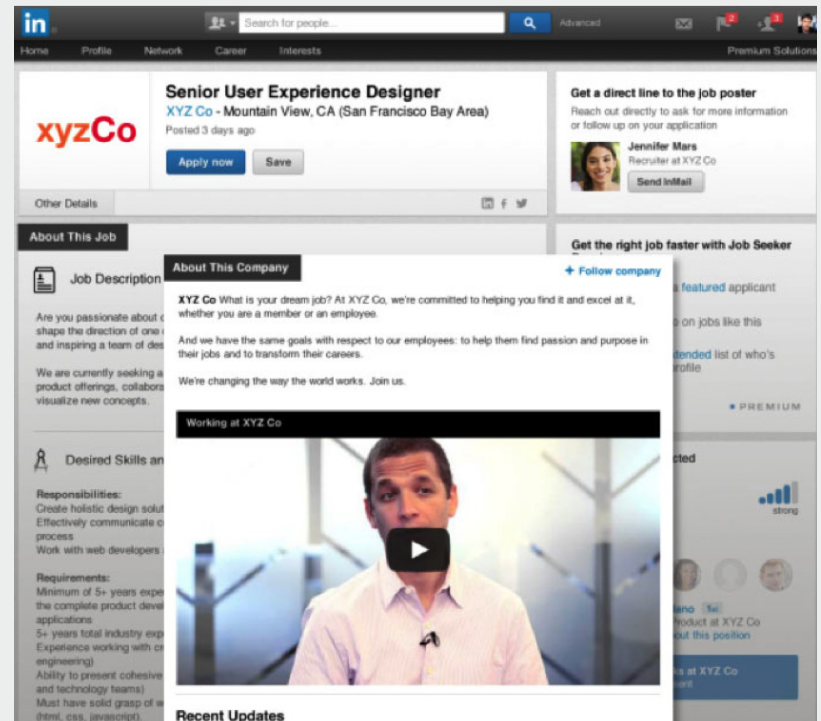


## 2. Post and promote your jobs to just the right candidates

### How to get more out of LinkedIn Jobs

When you post a job on LinkedIn, there are a few additional steps you can take to maximize your chances of finding the right hire:

- ✓ Follow up with top matches. When you post a job, we recommend 24 LinkedIn members who best match your requirements. Contact them directly via InMail to start the dialogue.
- ✓ Amplify your job. Broadcast the position on your personal LinkedIn feed, Company Page updates, LinkedIn Groups, and other social media.
- ✓ Target your outreach. Share your job post with members who fit the role based on industry, experience, location, etc.
- ✓ Generate a short list. If you accept applications on LinkedIn, use one-click filters to narrow your list.
- ✓ Promote your talent brand. When viewing jobs from your Career Pages, job seekers see your rich media (such as SlideShare presentations and videos) along with company updates.



### Did you know?

1. 7.5% of job posters on LinkedIn are managers, not professional recruiters.
2. 50% of job posters are at companies with fewer than 50 employees.

**What does this mean? You don't need to be a pro!** (Source: <http://slidesha.re/1pRik3D>)

## 2. Post and promote your jobs to just the right candidates

### Job Posts vs. Job Slots: What's the difference?

On LinkedIn, you can purchase either Job Posts or Job Slots. Confused? Job Slots are priced so that companies that usually have openings can post more flexibly and at a lower price. Job Posts cost more on a per-post basis, but are better for companies with less frequent hiring needs.

### Job Posts:

You can purchase a single post or a bundle of posts at a discounted price. All student jobs, including internships and entry level positions, are free.

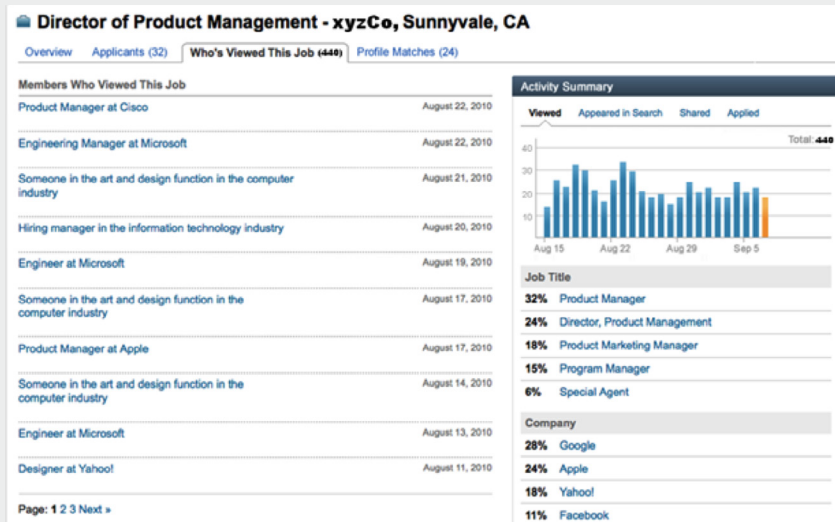
### Job Slots:

If you regularly have open positions, annual Job Slots make sense. In addition to lowering your cost over the course of a year, Job Slots let you:

- Manage your job posts via the LinkedIn Recruiter platform
- Change your job posting as often as you like and keep a position open for over 30 days
- Streamline posts with 3rd party job distributors and pull jobs from your careers site automatically
- Send applicants straight to your ATS and add a 3rd party tracking URL to your post

# 3. Use real-time feedback to measure and improve job post performance

The only way to know whether your Jobs activity is working is to measure it. Use applicant analytics to understand:



✓ **Who's interacting with your job?** You can see exactly which types of professionals are engaging with your jobs online. If they aren't your target audience, use this information to modify your job listing in real time.

✓ **How and when are they interacting with your job?** LinkedIn shows you how often your job has been viewed, applied to, searched for, and shared with others. Each metric includes an anonymous list of viewers with detailed data.

✓ **Who's viewed your profile once you've posted a job?** Once you've posted a job, members who view it may visit your profile to find out more about you or your company. This gives you a valuable list of interested candidates to whom you can reach out directly via InMail.



# Channel your inner marketer

Promoting your talent brand on LinkedIn



# 6 steps to a stronger talent brand on LinkedIn

By now you've polished your profiles, posted killer job descriptions, and built a stunning pipeline of talent. But are candidates excited? Your job becomes easier if you can leverage your talent brand to do some of the recruiting heavy lifting. To stand out from the brands and perks of your bigger competitors, share your passion, your vision, and your energy. 82% of talent acquisition leaders believe employer brand has a significant impact on ability to hire great talent,\* and top talent is 56% more likely to care about finding the right culture.

Strong brands enjoy higher response rates from candidates and yield cost savings of up to 50% per hire, as well as up to 28% lower turnover rate.\*\*

\*2013 Global Recruiting Trends survey (<http://slidesha.re/ObKsqP>)

\*\*Eda Gultekin, [What's the Value of Your Employment Brand?](http://lnkd.in/valueofEB) (<http://lnkd.in/valueofEB>), (December 1, 2011).

Want a more in-depth view? Download [The Employer Brand Playbook: 5 Steps to a Highly Social Talent Brand](http://linkd.in/1hkoB7y) (<http://linkd.in/1hkoB7y>)

- 01 Maximize your presence, involve your entire organization
- 02 Reach your employee's networks (automatically!)
- 03 Nurture talent by sharing content
- 04 Increase awareness with free tools
- 05 Brand at scale with LinkedIn Career Page
- 06 Measure your brand performance with Talent Brand Index

# 1. Maximize your presence, involve your entire organization

Don't go it alone—be sure to tap into these two critical groups:

- ✓ **Your employee base.** Your own employees are your most valuable assets when it comes to promoting your brand. Coach them to make the most of their profiles, and encourage them to add their current position at your company. Consider brown bag lunches to discuss profile ideas—there may be unwarranted anxiety about what to do and not do.

---

- ✓ **Your leadership.** Compared to larger companies, your employees have better access to leadership, so show that in the hiring process. Enlist the help of senior executives to help spread your messages and connect with candidates.

## 2. Reach your employees' network (automatically!)

People looking at the LinkedIn profiles of your employees often meet the criteria you're looking for in a candidate. Since they already know someone, they tend to be more open to a career discussion.

Work With Us Ads allow you to reach and influence the networks of your employees, a fertile ground for perspective candidates, by purchasing ad space on their profiles. These ads offer personalized, dynamic content that is 10x to 15x more engaging than the industry standard and they save you time by automatically turning your employees into brand ambassadors. Moreover, there is no creative work required. Choose from these 5 styles:

The image displays five distinct ad styles for Work With Us Ads, each shown in a grey-bordered box. Below each box is a vertical ellipsis and a title. The first three styles have descriptive text below their titles, while the last two do not.

- "Work With Us"**: The ad shows the text "Work with us at Company X" at the top, followed by three horizontal bars representing job listings, and "Apply Now" at the bottom.
- "Picture Yourself"**: The ad shows "Picture yourself at Company X" at the top, a central image of a person's silhouette next to a bar chart, and "View Jobs" at the bottom.
- "Follow Us"**: The ad shows "Grow your career by following Company X" at the top, a central image of a person's silhouette with a double-headed arrow pointing to a bar chart, and "Follow Company X" at the bottom.
- "Internal Hiring"**: The ad shows a central image of a person's profile card with a list of text below it, representing internal hiring opportunities.
- "Custom Ads"**: The ad is a simple square with the text "YOUR CREATIVE HERE" in large, bold, white letters.

# 3. Nurture talent by sharing content

## Reach key talent pools with Targeted Status Updates

Company Page followers have a strong interest in career opportunities, making targeted status updates a great, free way for interested professionals to engage with your talent brand.

## Tips for Targeted Status Updates

### Mix it up

Don't bombard your followers with links to job openings. Share relevant news, stories about your company, employee interviews from your blog, and more. Aim for 2-3 status updates per week to start.

### Have a plan

Sketch out what you'll say in advance and build a dialogue with your followers.

### Stay on brand

Remember the messaging you're trying to get across and think about how to incorporate it into your updates.



71% of company followers on LinkedIn are interested in career opportunities at companies they follow.\*

\*Sam Gager, *The Truth About Followers and Connections: Key Reasons to Cultivate Yours* (<http://bit.ly/1e9VGTD>), (January 15, 2013).

## 4. Increase awareness with free tools

Today's candidates expect a two-way conversation, with context and personalization.

These free LinkedIn tools will help you get there.

To download the “Follow” button and Company Insider widget go to <http://linkd.in/1hg1dbX>

### Grow your base with “Follow” buttons

Embed “Follow” buttons in these places to expand your audience and drive social interaction:

- Your website
- All candidate communications
- Email signatures and profiles

### Show talent who they know with Company Insider

Visitors to Disney's corporate careers site instantly see any employees in their LinkedIn network, providing a more welcoming path into the organization. A friendly face may be just the thing you need to drive applications.

### Hang out with target talent in LinkedIn Groups

Join industry groups and associations on LinkedIn and other social media. Be proactive and thoughtful, ask questions, offer advice, and share stories.



Embedding “Follow” buttons in smart places helped Unilever grow its LinkedIn follower base from 40k to 235k in just 10 months.\*

\*Leela Srinivasan, *Secrets of Employer Branding Leaders: Unilever* (<http://linkd.in/1hfj6a5>), (August 21, 2012).

# 5. Build your talent brand at scale with LinkedIn Career Pages

Career Pages are a place where you can showcase your talent brand and engage candidates with personalized, and relevant content. Use videos, banners, and employee spotlights to showcase your culture and what it means to work there.



## **Think visually.**

Use images to give a real-world glimpse into your organization.



## **Think digitally.**

Whatever you say, keep it brief. Attention spans are shorter online so be punchy and to the point.



## **Think video.**

You'll be able to engage candidates more deeply if they hear real people tell their own stories, so make video a core part of your strategy.



## **Think customized.**

Adapt your content to viewers based on their LinkedIn profiles. You can target your Career Pages based on a candidate's job function, industry, geography, and more.

# The anatomy of a successful Career Page

For more inspiration, visit our [gallery of best-in-class Career Pages \(http://slidesha.re/1k3pB7Z\)](http://slidesha.re/1k3pB7Z).

**Bold, memorable visuals**  
with lively colors

**Arresting copy**  
that grabs the reader

**Focus on employees**  
through videos  
and quotes that  
emphasize culture

**Custom Ads**  
with a branded look

The screenshot shows the top section of the Expedia Careers page. At the top left is the Expedia logo. To its right is the text "Expedia Careers". Further right, it says "36,894 followers" and a "Follow" button. Below this is a large hero image featuring a man with glasses, Steve, who is smiling and making a peace sign. The text "technology in the clouds, people down to earth." is overlaid on the right side of the image. Below the image, it says "steve, citizen of Expedia" and "applications welcome". At the bottom of the hero image is a purple banner with the text "Where will you go with Expedia? Connect with us to start today." Below the hero image are two columns: "PEOPLE AT EXPEDIA" with a "View all employees »" link and a carousel of employee profile cards, and "JOBS AT EXPEDIA" with a "See more jobs at Expedia »" link. At the bottom left is a "WORK AT EXPEDIA" section with a video thumbnail and text: "At Expedia, we have the freedom to be ourselves and let our personalities come out—and that's what San Francisco is all about. We are a quick moving company where anyone's idea can become the next new release. Every day offers a new...". At the bottom right is another video thumbnail with the text "speaking 5 languages, coding in 7, that's normal."

# Show, don't tell:

Use SlideShare to show off your company culture

Rather than just talking about company culture, HubSpot posted their companies culture code (“part manifesto, part employee handbook”) on SlideShare. Showing candidates what you are (and aren't) about helps them self-select and saves you time weeding out bad culture fits. <http://slidesha.re/1pNFqPb>





# 6. Measure your brand performance with Talent Brand Index

Talent Brand Index allows you to understand how well you're reaching and engaging professionals with your talent brand on LinkedIn. The index is based on the billions of interactions that take place on our platform each year. Use it to educate your leadership and justify investment in your talent brand.

*“Because we developed a Career Page content calendar and have a daily focus on growing our talent brand via LinkedIn through our Associates, our Talent Brand index and Career Page followers are rising daily!”*

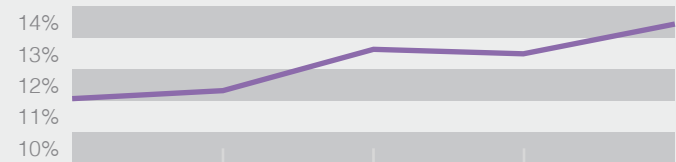
”



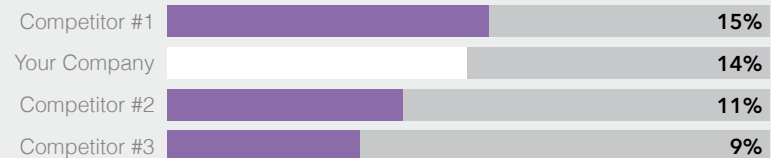
Miki Furnish, Talent Acquisition Manager at Carhartt

2 ways you can use the Talent Brand Index to measure the success of your branding effort:

### Over time



### Versus key peers



For more information on how the Talent Brand Index works [click here \(http://linkd.in/1gZdMh6\)](http://linkd.in/1gZdMh6). To learn more about your Talent Brand Index Score, [contact us \(http://linkd.in/1kr6N2l\)](http://linkd.in/1kr6N2l).

# How a small company won big talent with its employer brand

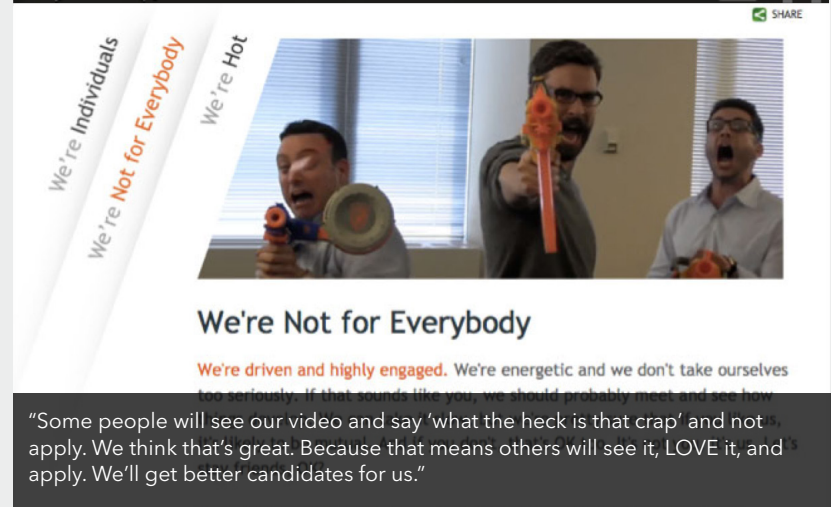
**The Challenges:** When Ed Nathanson joined Rapid7 as Head of Talent Acquisition, the company's hiring process was uncoordinated, recruiters had a "post and pray" mentality, relying heavily on legacy job boards for applicants, and there was no applicant tracking system in place. However, in a white-hot industry like software security, Ed had to meet an aggressive goal of making 100 high-caliber hires per year.

## What worked for Ed and team:

**01 Adopted a 'talent scout' recruiting model:** Ed first aligned his recruiters to business lines so that they lived and breathed the goals and preferences of their hiring managers. He then developed a sales-like bonus system based on the metrics most essential to a good hire: hiring source, employee referrals, seniority level of the requisition, and the objectives of their business line.

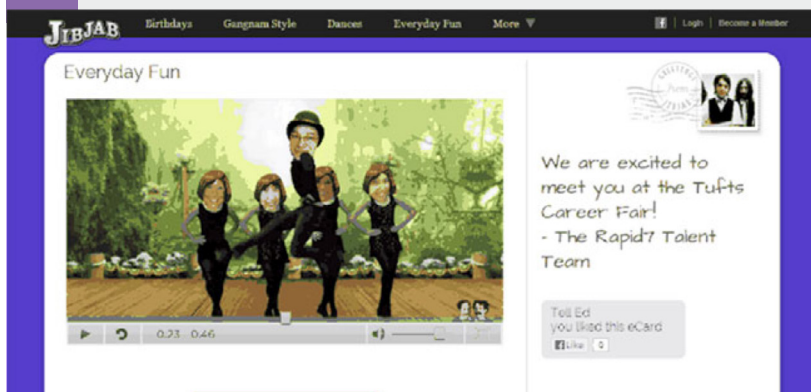


**02 Played up their scrappy personality:** The team developed edgy and authentic messages to reflect their uniquely scrappy culture. Then they created fun homemade videos that gave candidates a taste of life at the company. Rather than trying to be everything to everyone, the goal was to have candidates self-select for culture fit early in the process.



## What worked for Ed and team:

- 03 Leveraged media outreach:** Ed Partnered closely with his PR colleagues and leveraged Rapid7's spunky messaging to secure coverage in The Boston Globe, WIRED, CNBC, and CIO.



Not letting a limited recruiting budget get in their way, Rapid7 sent video cards like this one to stand out to students at university fairs.

## Results

- ✓ Ed far surpassed his 100-employee hiring goal, hiring 350+ employees.
- ✓ Achieved 493% LinkedIn follower growth in 2013.
- ✓ Reduced time to fill from 100+ to 54 days.
- ✓ Improved employee referrals from approximately 30% to 48%.
- ✓ Was voted a "Top Place to Work" in 2013, 2012 and 2011 by the Boston Globe.

# Appendix

# Summary Checklist

If you manage a team of talent acquisition professionals or just want a quick overview of this book, here are the must-knows:

## The Fundamentals

- Create a dazzling profile.** Be sure to craft a killer opening, use rich media, and certifications and volunteer activities, and make your updates interactive. Use Who's Viewed Your Profile, Who's Viewed Your Updates, and network statistics to measure your efforts, and encourage your employees to do so too.
- Amp up your company page.** Your free Company Page is your home base on LinkedIn, so make it engaging with rich media and videos. Grow your Followers by embedding the Follow button, engage them with targeted status updates, and extend the reach of your posts with Sponsored Content. Monitor your status updates and Company Page engagement, Follower demographics and Follower benchmarking using Company Page Analytics.

\***Personal Branding Checklist** (<http://linkd.in/QCUIKI>)

## Sourcing

- Get smart on talent pools.** Run live searches in LinkedIn Recruiter to uncover the size and dynamics of your addressable markets. Consult free Talent Pool Reports to get information on the location, background, and interests of your target candidates.
- Master Boolean and other search techniques.** Use AND, OR, NOT, parentheses and quotes to define, limit, and widen your searches in LinkedIn Recruiter. Don't forget to leverage LinkedIn Groups, your own network, and your employees' and hiring managers' networks.
- Contact candidates directly with InMail.** Contact anyone on LinkedIn with InMail, and enjoy a response rate 3x that of email on average.\* Be sure to grab your candidates' attention and show you're being selective. Be brief and conversational, listen well, focus on goals, and leverage content. Don't forget to be patient and ask to continue the dialogue.
- Manage prospects with Talent Pipeline.** Use Talent Pipeline in LinkedIn Recruiter to aggregate, track, contact, and nurture talent leads. Search and tag to make candidates easily searchable, use Inside Opinion to leverage employee connections, use Smart-To-Do lists to keep the conversations going, stay on track with Project Overview, save your searches so Recruiter sources automatically, and use Update Me to keep track of members' profiles.
- Measure your success.** Consider tracking quality of hire, source of hire, time to hire, and cost per hire. LinkedIn Recruiter metrics include Profiles viewed, searches performed, InMails sent, and InMail response rate.

## Jobs

- Create a stand-out job description.** Gives candidates what they need to assess if they have the skills and personality for the job. Use standard terms for the title, highlight the position's impact, and sponsor your most important jobs to get top placement.

---

- Post and promote to just the right audience.** Purchase Job posts and/or Job Slots depending on your opening frequency. Follow up with your best matches, broadcast the post on LinkedIn and other social media, and target your outreach to the most relevant members. Give your highest priority roles a boost by sponsoring them.

---

- Use real-time feedback to measure your performance.** Use Applicant Analytics to see which types of professionals are interacting with your jobs, how and when they are engaging with them, and who's viewed your profile once you've posted a job.

## Branding

- Maximize your presence.** Involve your entire organization. Partner with your leadership team and employee base to brand your company as a great place to work.

---

- Reach your employees' networks (automatically!).** Purchase 'Work with Us' ads on your employees' LinkedIn profiles—click-through rates are typically 20x the industry average.\*\* Choose from a number of styles or use your own creative. Send targeted status updates. Vary the content, develop a content calendar, and be engaging while staying on-brand.

---

- Nurture talent by sharing content.** Vary the content, be engaging and authentic.

---

- Increase awareness with free tools.** Use APIs and Groups to create a two-way conversation with candidates with less effort.

---

- Brand at scale with Career Pages.** Think visually. Think digitally. Think video. Think customized. Buy the ad space on your Company Page to drive traffic.

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- Measure your brand performance with Talent Brand Index (TBI).** See how well you're reaching and engaging professionals with your talent brand on LinkedIn by tracking your TBI score over time, against competitors, across geographies, and across functions.

# LinkedIn tools at a glance

	Strategic Sourcing	Job Targeting	Talent Brand Development
Free LinkedIn Tools	<p>Personal Profile</p> <p>Basic search</p> <p>Groups (<a href="http://linkd.in/1erqnnD">http://linkd.in/1erqnnD</a>)</p>	<p>Student jobs and internships (<a href="http://linkd.in/1eI5mAu">http://linkd.in/1eI5mAu</a>)</p>	<p>Personal Profile</p> <p>Company Page (<a href="http://linkd.in/1hhAMXV">http://linkd.in/1hhAMXV</a>)</p> <p>Targeted Status Updates (<a href="http://linkd.in/1eI6Z0W">http://linkd.in/1eI6Z0W</a>)</p> <p>APIs (<a href="http://linkd.in/1g7CJSb">http://linkd.in/1g7CJSb</a>)</p>
LinkedIn Talent Solutions	<p>Recruiter Lite (for individuals or organizations with low volume hiring needs) (<a href="http://linkd.in/1g8GYAC">http://linkd.in/1g8GYAC</a>)</p> <p>LinkedIn Recruiter (For more frequent hiring needs, teams, or growing) (<a href="http://linkd.in/QD8TQ5">http://linkd.in/QD8TQ5</a>)</p> <p>Talent Pipeline (a tool in LinkedIn Recruiter)</p>	<p>Job Postings (<a href="http://linkd.in/1mY3WOT">http://linkd.in/1mY3WOT</a>)</p> <p>Job Slots (<a href="http://linkd.in/1hBQTKN">http://linkd.in/1hBQTKN</a>)</p> <p>Sponsored Jobs (<a href="http://linkd.in/1h-BQTKN">http://linkd.in/1h-BQTKN</a>)</p>	<p>Career Pages (<a href="http://linkd.in/OE94sg">http://linkd.in/OE94sg</a>)</p> <p>Work with Us (<a href="http://linkd.in/1g8Kdl5">http://linkd.in/1g8Kdl5</a>)</p> <p>Video Ads</p> <p>Sponsored Groups</p>

# We feel your pain

## 10 common recruiting problems and how LinkedIn can help

Problem	LinkedIn Solution(s)
You don't have a budget to invest [more] in social recruiting.	Use a number of free LinkedIn tools including Profiles, Company Pages (Pg 7-19, 55), Targeted Status Updates (Pg 46), APIs (Pg 56), and Groups (Pg 25, 47, 56).
Your hiring managers sometimes make unrealistic talent requests.	Refer to Talent Pool Reports (Pg 23, 29) and conduct high-level LinkedIn Recruiter searches (Pg 22 - 33) to help set expectations.
You have a critical role that you need to fill FAST.	Sponsor your most pressing jobs to get to the top of the list (Pg 34 - 41).
You want to extend the reach of a key message.	Sponsor your best content (Pg 46, 50, 52 - 53) to reach non-Company Followers.
You keep notes on candidates manually and in several different systems.	Use Talent Pipeline (Pg 28) to aggregate, track and contact prospects.
Your LinkedIn Recruiter searches produce too many/ too few results.	Experiment with different Boolean search techniques (Pg 24) to broaden or narrow your results.
Your InMail response rate is low.	Stick to the 9 Golden Rules of InMail (Pg 27).
You need to ramp up new graduate recruiting or other specialty populations.	Use student-related tools such as CheckIn and University Pages (Pg 29).
You're not sure if your LinkedIn efforts are having an impact.	Set goals up front and measure your impact with Profile and Company Page analytics (Pg 19) Recruiter sourcing metrics (Pg 30) Jobs performance/Applicant Analytics (Pg 41) and Talent Brand Index (Pg 51).



# LinkedIn Hall of Fame

## People

Larry Hernandez

Aaron Neale

Daoud Edris

Deborah Glynn

Angela Farrelly

Sejal Patel

Jim Cochran

Amanda Smith

Miki Furnish

Stacy Donovan Zapar

Naveen Narayanan

## Companies

Zappos

Improbable

Lion Co.

The Integer Group

Unilever

Greenpeace

Marketplace

Mashable

Air New Zealand

Intel

Lululemon

Ubiwhere

Carhartt

Disney

Zappos

BP

Expedia

# Additional Resources

## Getting Started

**Personal Branding Checklist** (<http://bit.ly/1h7VpGH>)

**Global Recruiting Trends Survey** (<http://linkd.in/1gIW0P4>)

**Talent Trends 2014: What's on the Mind of the Professional Workforce** (<http://linkd.in/1lmdf89>)

## Sourcing

**Talent Pipelining Best Practices** (<http://linkd.in/1e9H7zD>)

**The Diversity Hiring Playbook** (<http://linkd.in/1omD8JA>)

**Your 3-Step Recruiting Team Makeover** (<http://linkd.in/1IAwFsD>)

## Jobs

**Create a Great Job Post** (<http://slideshare/1pVosN1>)

**7 Tricks to an Irresistible Job Description** (<http://linkd.in/1jxjjux>)

## Brand

**Talent Brand Index (TBI)** (<http://linkd.in/1gZdMh6>)

**The Employer Brand Playbook: 5 Steps to a Highly Social Talent Brand** (<http://linkd.in/1mlJ9yv>)

# About the authors



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Mckenzie is a Senior Marketing Manager at LinkedIn. Having hired for several small organizations, she works to help small businesses save time, money, and headaches, finding the talent they need to thrive.

 <http://linkd.in/1h5YC8l>



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Marketing Consultant

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 <http://linkd.in/1lu0mZ1>

# Questions?

Contact the LinkedIn Talent Solutions Team at [talent-trends@linkedin.com](mailto:talent-trends@linkedin.com)

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 300 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network.

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations of all sizes find, engage and attract the best talent. We are committed to giving our members the best possible hiring experience.

See more details on our solutions  
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