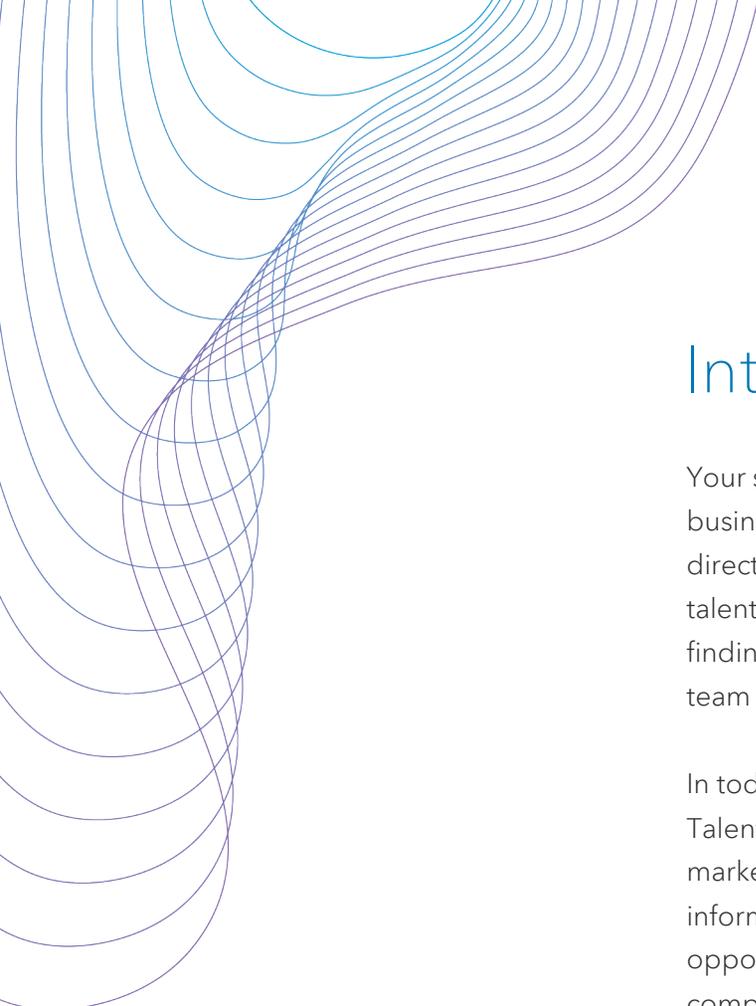




The Small Business Guide to Modern Recruiting on LinkedIn



Introduction

Your success as a small to mid-sized business (SMB) and as a hiring manager is directly linked to your ability to hire great talent. No matter how hectic your day is, finding great people to fuel your growing team is always top of mind.

In today's world, you don't just pick talent. Talent picks you. In the candidate marketplace, talent has greater access to information, more paths to explore job opportunities, and they benefit from fierce competition for skilled hires.

Companies around the world are feeling the strain – 38% report talent shortages in 2015¹ and less than 1 in 5 employees² plan to stay with their current employer in the long-term. On top this, the gig economy and rise of the Millennial workforce are

re-writing the rules of employment.

These changes require a new approach to talent acquisition. What got you here today will not take you where you want to be in the future. You need to understand how professionals make career decisions, and find opportunities to engage them throughout their candidate journey.

But don't worry, we're here to help. This guide covers how you can find quality candidates, build relationships with them, and move them closer to the Holy Grail – becoming engaged hires. It also outlines how LinkedIn helps you find, prioritize, and engage the right talent at the right time.

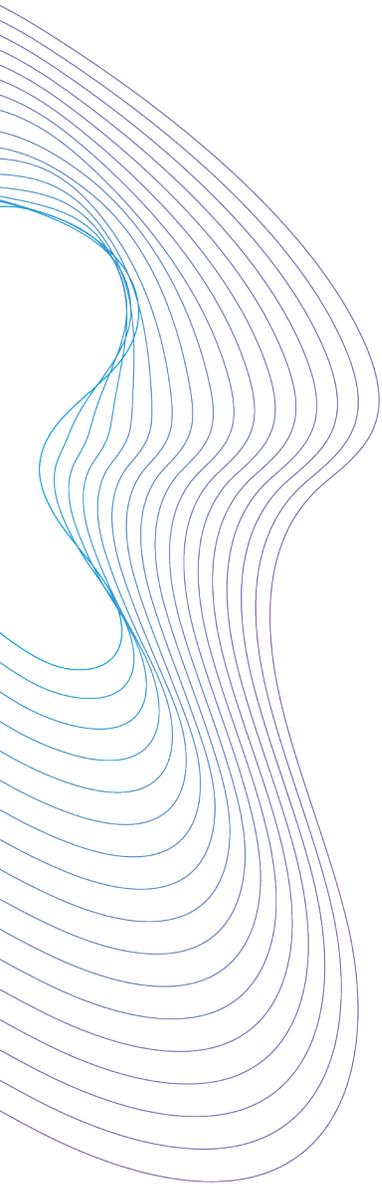
Let's get started.

¹ [ManPowerGroup 2015 Talent Shortage Survey](#)

² PwC study "[Millennials at work Reshaping the workplace](#)"

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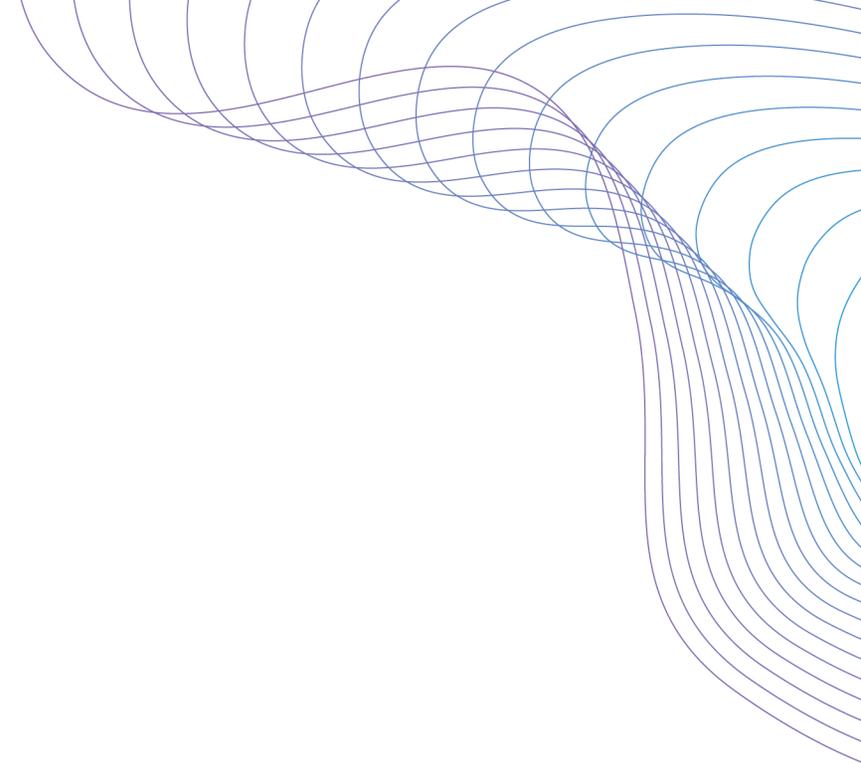
Why LinkedIn?

LinkedIn is where 414+ million professionals from around the world come to connect, stay informed, and get hired. It's the largest and fastest-growing social network for professionals.

Every day, billions of interactions take place on the platform. Members update their professional profiles with new skills, recommendations, education and work experiences. They also build relationships with companies by connecting to employees, engaging with content, and following Company Pages.

LinkedIn has engineered a suite of robust hiring tools called LinkedIn Talent Solutions. LinkedIn Talent Solutions helps growing businesses like yours make sense of candidate interactions. It can support you in finding the candidates you need, building and maintaining relationships, and converting those relationships into long-lasting hires which can take your company from a small to enterprise-sized business.





The Candidate Journey

The stages of the candidate journey

People move through the candidate journey at their own pace. Some learn about an organization quickly, develop an affinity after one interaction, and apply to an open job within weeks. Others linger in certain stages of the journey for long periods of time. For example, some candidates can stay in the “attraction” stage for months or even years before considering a career move.

But you’ve got jobs to fill. Fortunately, there are concrete steps you can take to help move candidates through the stages faster. If you stay top of mind, nurture relationships with candidates, and use LinkedIn insights to identify talent who consider you as their next employer, you’ll be set up for recruiting success.

STAGES



Discovery

The candidate is open to new opportunities and beginning to discover what makes your company unique.

“I wonder what this company is all about ...”



Attraction

The candidate is forming opinions and associations with your company. In other words, building a relationship with your brand.

“There’s something about this company that stands out ...”



Application

The candidate has decided to spend the time and energy to apply to your open role.

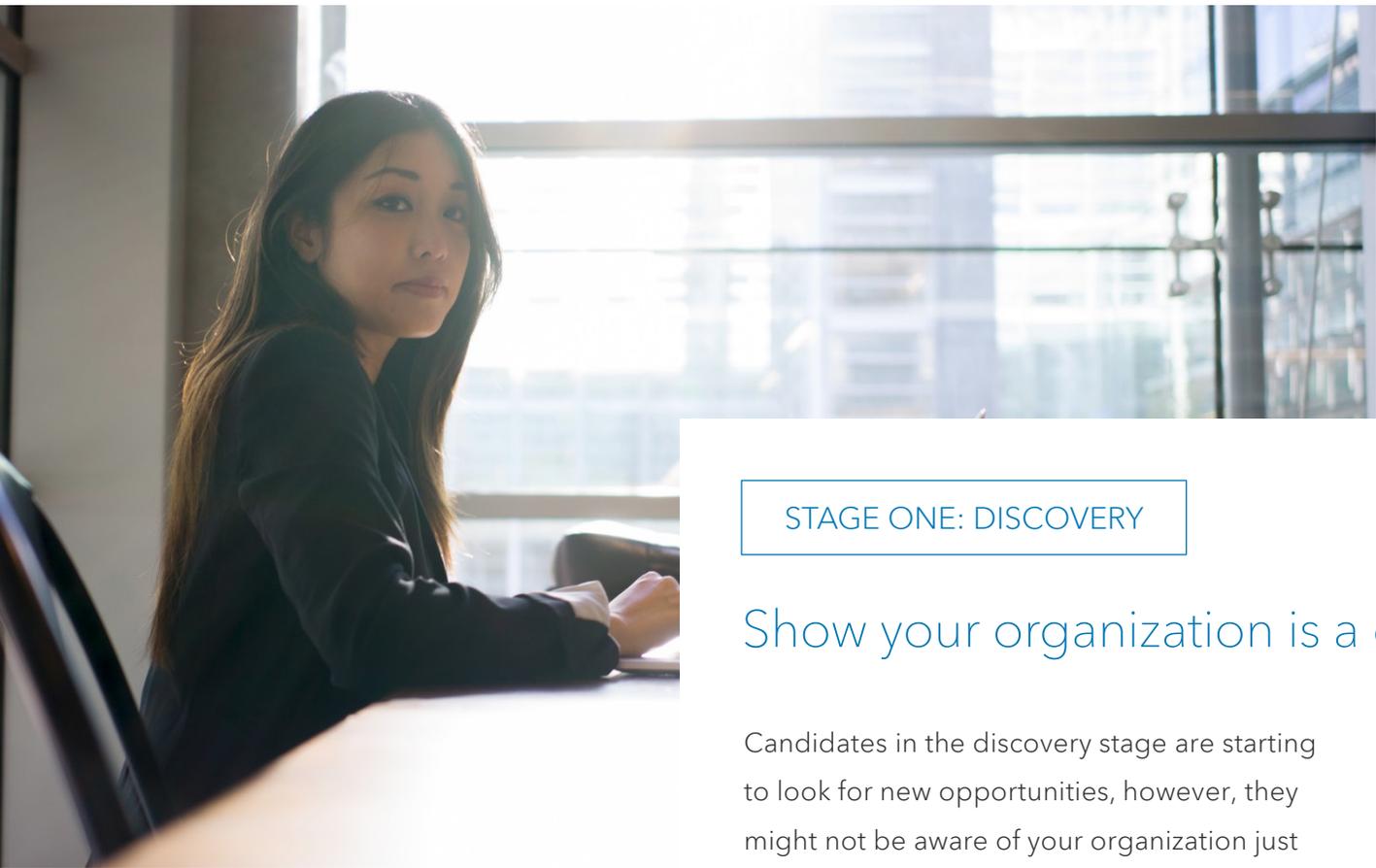
“I think I could like working here ...”



Engagement

Keep new hires happy and engaged as employees, fueling your talent brand and referral efforts.

“I can see growing my career with this company.”



STAGE ONE: DISCOVERY

Show your organization is a great place to work

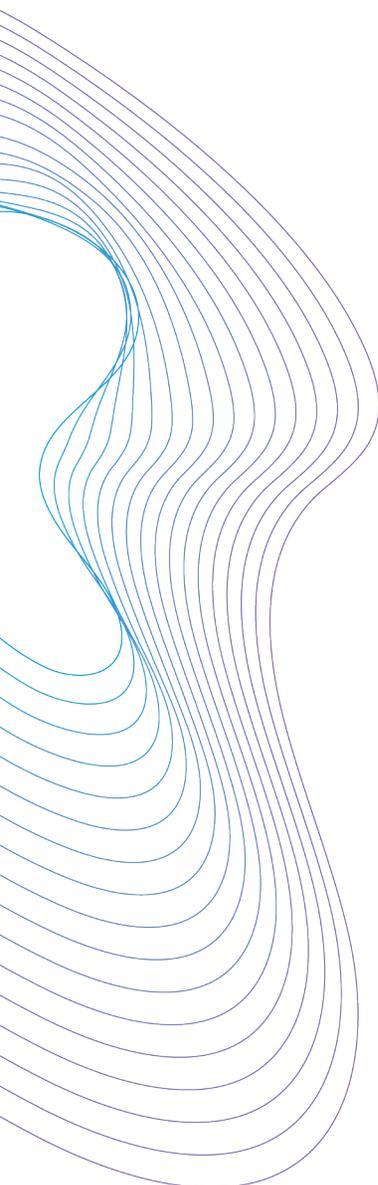
Candidates in the discovery stage are starting to look for new opportunities, however, they might not be aware of your organization just yet (especially if you're an emerging small business).

By investing in your professional and employer brands, you can raise awareness about your company which will open doors for employment discussions down the road. If you build trust and affinity with potential

candidates, they can picture you as their next employer.

Branding has real bottom-line impact too; organizations with strong employer brands spend less on hiring and have better employee retention.

Make yourself and your company known. Your personal brand matters because you're a representative of your organization, so let's start with you.



Step one

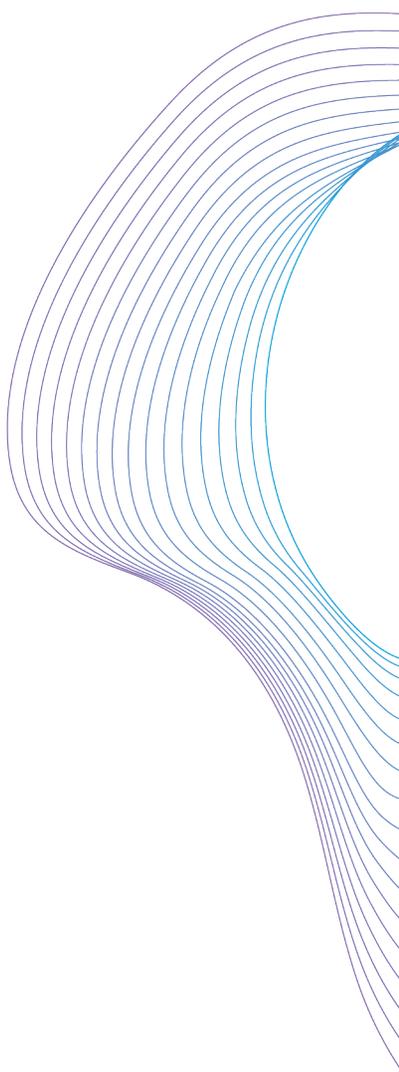
Make your profile more authentic

Your LinkedIn profile reflects who you are professionally. Visiting profiles is the #1 activity on LinkedIn, which means your profile is often the first thing candidates see. It's also usually a first stop for prospective candidates who want to learn about your organization.

That's why you have to nail it.

It comes down to authenticity. By communicating your values, experiences, goals, and personality in an authentic way, you'll set the stage for strong relationships with candidates.

If you can't, you'll lose talent to recruiters who can.



The anatomy of a well-branded recruiting profile

Engaging, friendly picture
that invites people to connect with you



Paige Eklund

Finding great talent to fuel our team



Connect

500+ connections

 www.linkedin.com/peklund/

 Contact Info

Descriptive headline
that goes beyond your title

Posts

Published by Paige



Making interviews fun for both sides

May 5, 2016



8 Tips for writing excellent lists of professional tips

April 29, 2016



There is only 1 recipe for success, and it's no secret

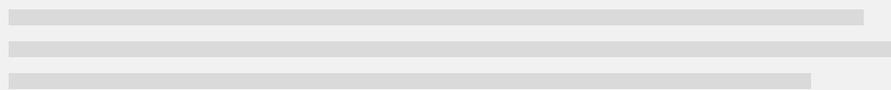
March 18, 2016

Show your expertise
by publishing long-form posts

Showcase your company
culture with rich media

Background

Summary



4 tips for a more authentic LinkedIn profile

1

Choose your best photo. Profiles with photos are 14x more likely to be viewed. Four things you should do:

- Choose a photo that looks like you
- Make your face at least 60% of the picture
- Wear your normal work clothes
- Smile



Paige Eklund



Profile metrics to watch:

(available in your LinkedIn account)

- Who's viewed your profile
- Who's engaged with your updates
- Who's viewed and engaged with your published posts
- How you rank for profile views at your company
- Follower statistics

2

Write a bolder headline. While your picture is your visual hook, your headline is your written hook. Rather than defaulting to your standard title, use your headline to share what makes you unique. Don't be afraid to get creative: Headlines can be great conversation-starters with candidates.



Paige Eklund

Finding great talent to fuel our team



3 stellar recruiter headlines:

"Helping lawyers make their way to the best law firm in the Bay"
[Lauren Barton](#), Lateral Recruiting Coordinator at Fenwick & West

"Fairy job mother"
[Annie Wenzel](#), Director of Recruiting at Swing Talent, Inc.

"Bringing the world's best Creatives to play in San Francisco"
[Hillary Lannen](#), Director of Recruiting at MUH-TAY-ZIK | HOF-FER

Want to learn more?

[5 Ways to Make Your LinkedIn Headline Stand Out](#)

[6 Steps to Building Your Recruiter Brand](#)

4 tips for a more authentic LinkedIn profile

3

Over-invest in your profile summary. Your summary is the place to showcase your career story, your recruiting passion, and your reasons for working at your company. By sharing who you are and what your company offers, talent will be more likely to engage with you.

Not sure what to write? Four questions to guide you:

- ① What do you do professionally?
- ② Why do you do what you do?
- ③ What's unique about you or your company that you can offer candidates?
- ④ What do you want candidates to do after reading your summary?

HINT: Inviting them to connect and start a dialogue is a great way to wrap up your summary.

4

Be a thought leader by sharing and publishing content. Curating existing content can be less time-intensive than creating original content. Use [SlideShare](#) and [LinkedIn Pulse](#) to discover quality content quickly, and use status updates to share with your network.

When you've got something to say, writing posts is a great way to show your thought leadership and expertise to candidates and other professionals. LinkedIn is one of the fastest-growing publishing platforms in the world.

Posts

Published by Paige



Making interviews fun for both sides

May 5, 2016



8 Tips for writing excellent lists of professional tips

April 29, 2016



There is only 1 recipe for success, and it's no secret

March 18, 2016

Why publish on LinkedIn?

Publishing on LinkedIn is a great way to build your professional brand. The more quality and relevant posts you publish, the more people you'll reach and the stronger your brand will become. Writing about your organization's culture and accomplishments can help you build your personal and employer brands at the same time.

3M

posts/to date

making LinkedIn one of the fastest growing platforms for professional publishing in the world.

230M

members

can publish professional content on LinkedIn, right now.

The average post reaches professionals in

21

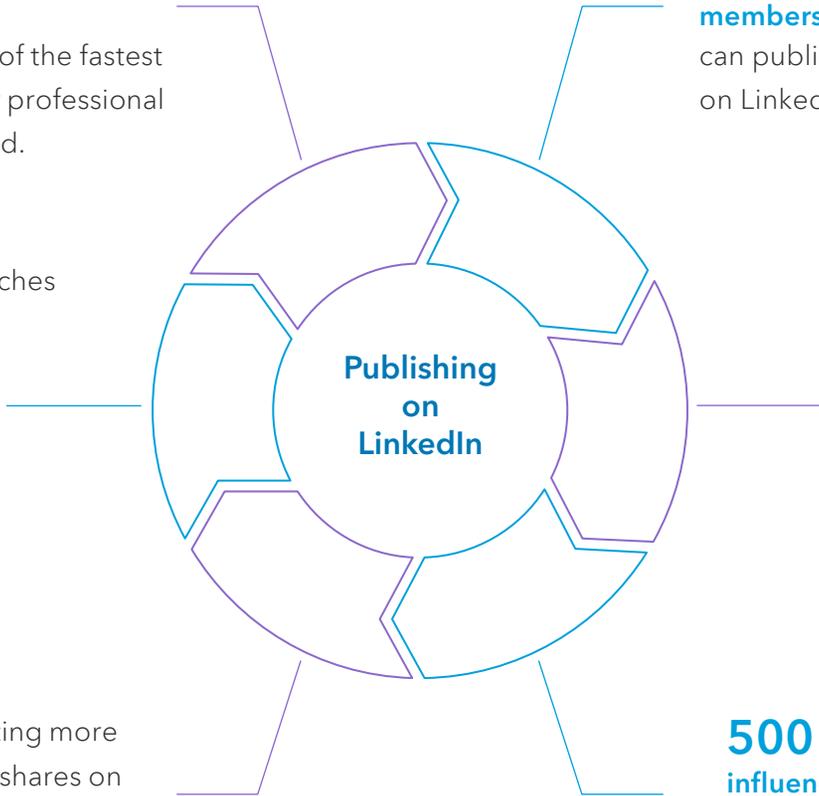
industries

across

9

countries

**Publishing
on
LinkedIn**



150K+

posts/week

Professionals are publishing content everyday on topics from real estate to construction, to education and law.

Members are generating more likes, comments, and shares on their posts than ever before.

Traffic per post is up

150%

500

influencers

Talent acquisition leaders like [J.T. O'Donnell](#), [Liz Ryan](#), [Ed Nathanson](#) and [Lou Adler](#) are all using LinkedIn to share what they know.



3 steps to publishing success

1

Get inspired. See [why other LinkedIn members publish](#) on LinkedIn. Download the Pulse app for [Android](#) or [iOS](#) to stay on top of talent acquisition news while you're on the go.

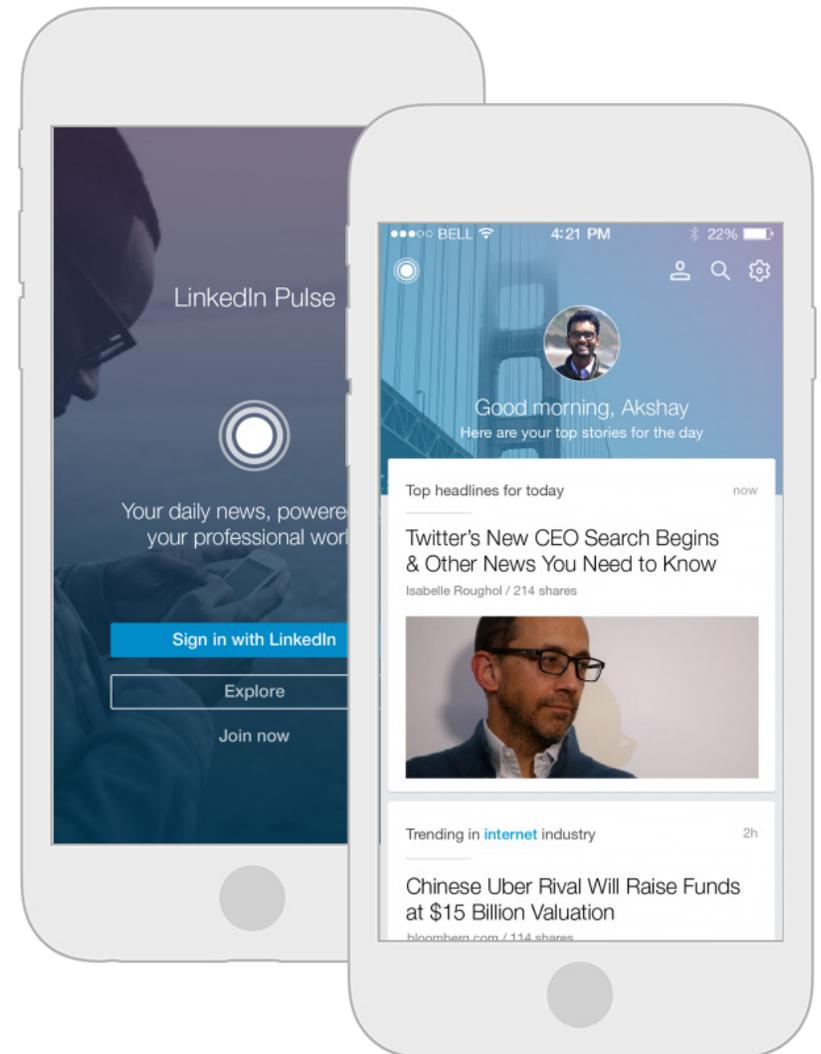
2

Write. Everyone has their own writing process. Do what works for you, but remember these four tips:

- ① Write what you know about and/or are passionate about.
- ② Write with your candidate audience in mind.
- ③ Get feedback on your draft from at least one other person.
- ④ Proofread, proofread, and proofread again.

3

Publish. [Visit here](#) or click "Publish a post" on your desktop homepage to go live.



Step two

Set up your Company Page and Career Page to stand out

Just as your profile helps talent learn about you, your LinkedIn [Company Page](#) helps candidates learn about your business, brand, and job opportunities. But before candidates want to know about your jobs, they want to know about your purpose, products and culture. This is the place to tell your authentic story.

What to post on your Company page:

- **Photos or videos of your company culture.** Candidates want to see what makes you unique, so they can determine if they'd be a good fit. Share what life as an employee looks like through rich, engaging media.

- **Moments of inspiration.** Your company is likely driven by a mission or vision. If you post content that relates to your what you stand for, like industry news or motivational quotes, it will inspire others to engage and join you.
- **Tips and insights.** While your company page is about sharing information about your organization, think about how you can serve your audience. Share blog posts or articles that starts thoughtful discussions, answers their questions or solves problems they may have.

The anatomy of a successful LinkedIn Career Page

The LinkedIn [Career Page](#) is a premium extension of your [Company Page](#). It lets you target your messaging and job posts to candidates with specific attributes like location, industry and function.

Novella & Co. 10,902 followers [Follow](#)

Novella & Co.

Hang Your Coat Up, Stay Awhile
Make Your Mark at Novella

Work at Novella & Co.

[Find Your Place Here >](#)
[Hear What People Are Saying >](#)
[See What We Have To Offer >](#)

Jobs at Novella & Co.

- [Regional Sales Manager](#)
Portland – OR – US
- [Director of IT](#)
Seattle – WA – US
- [Email Marketing Manager](#)
Seattle – WA – US
- [Customer Service Representative](#)
Phoenix – AZ – US
- [Store Manager](#)
San Diego – CA – US

[See more jobs at Novella >](#)

What Novella employees are saying...

Recent Updates

Create Your Own Career Path

Bold, memorable visuals
with lively colors

Multiple page versions

highly targeted to
visiting talent

Feature jobs
most relevant to
your visitors

Focus on employees

through videos and
quotes that emphasize
your culture



Both your Company Page and Career Page allow you to build followers. Followers are people virtually raising their hands to stay connected to your organization.

Your followers are so important. Why?

79% of your followers are interested in a job at your organization.

62% more likely to respond to your InMail message.

40% more likely to apply to a job with your organization.

61% more likely to share information about your organization.

4 steps to gaining quality followers

1

Add a free Follow button to your site. Make it easy for people who visit your website to follow your Company Page by embedding a free Follow button.

2

Go social. Cross-promote your Company Page in LinkedIn Groups and on other social platforms such as Twitter and Facebook.

3

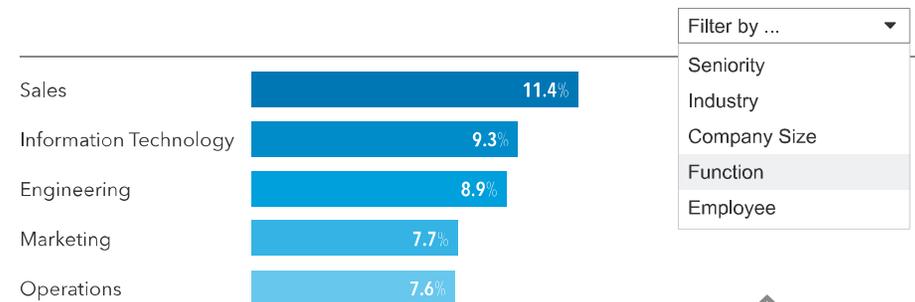
Have employees spread the word. Ask your team to include your Company Page on their LinkedIn profiles and in all candidate communications. They can even embed a Follow button in their email signatures.

4

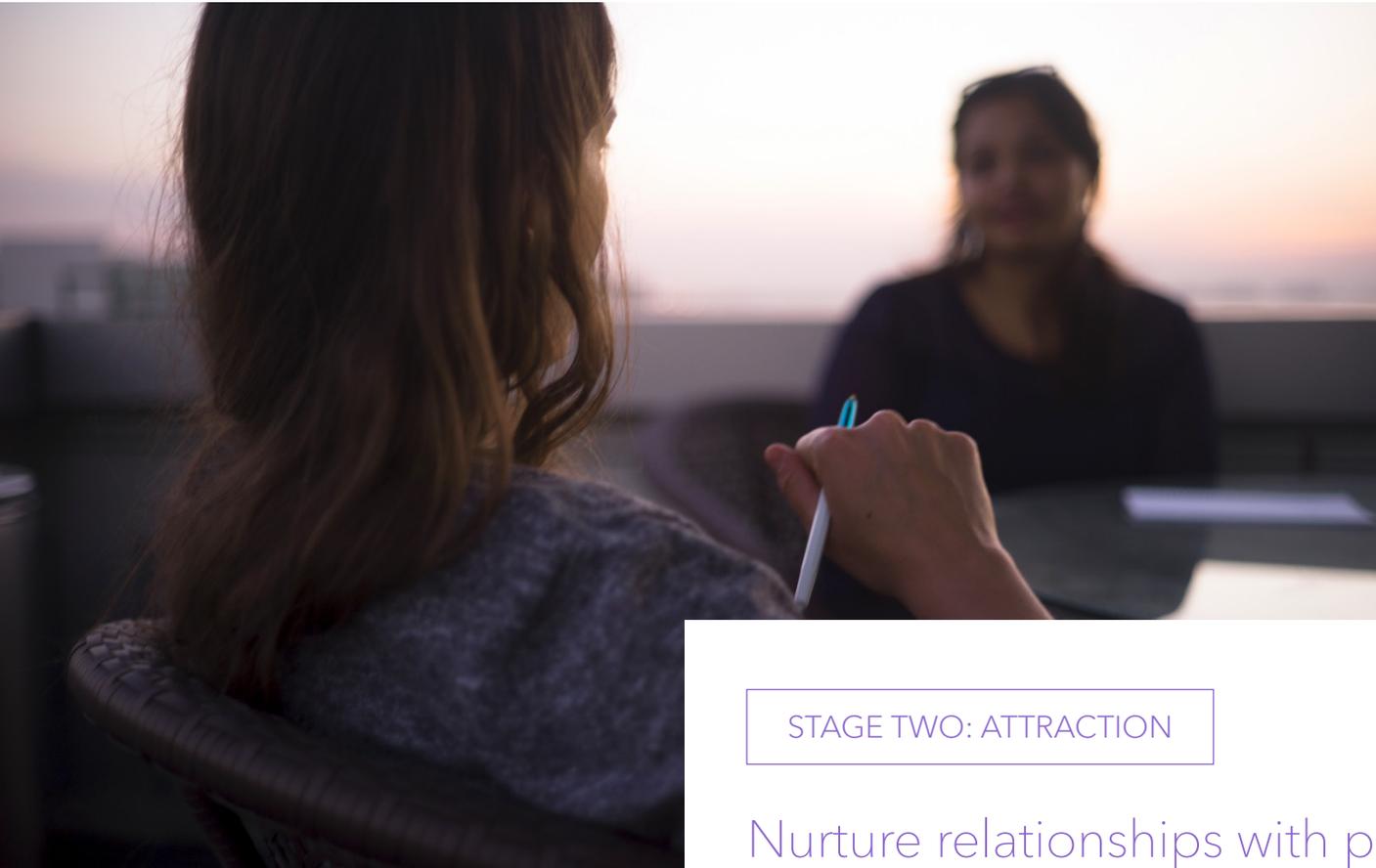
Track your progress. Use the Analytics tab on your Company Page to explore your brand's reach, member engagement, and follower demographics. Use this information to determine whether you're attracting the right talent and how to better engage this audience.

For more information on adding a Follow button, visit developer.linkedin.com/plugins

See follower demographics using LinkedIn Company Page analytics



You can analyze your follower demographics by function, seniority, industry, company size, and even how many of your followers are current employees.

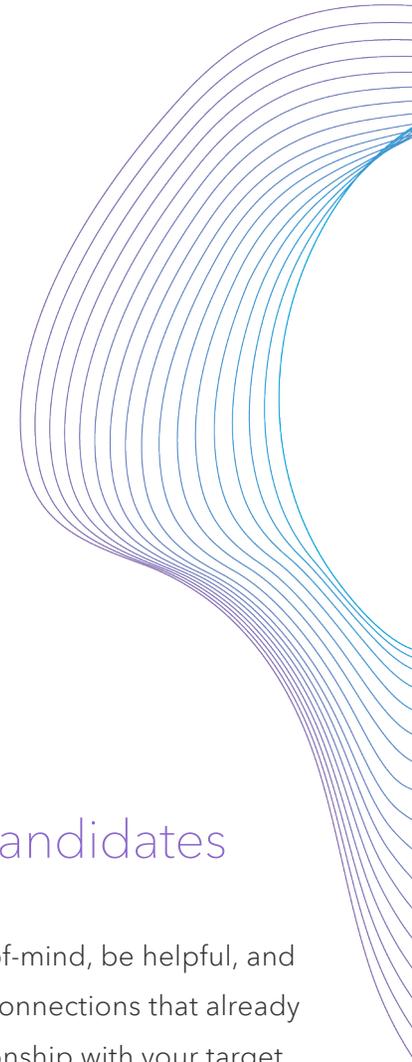


STAGE TWO: ATTRACTION

Nurture relationships with prospective candidates

Once your target candidates are aware of you as an employer, it's time for you to nurture those budding relationships and move candidates along their journey to becoming your next hires.

To do this, stay top-of-mind, be helpful, and harness the mutual connections that already have a trusted relationship with your target talent: your employees.



Step one

Reach candidates with Status Updates and Sponsored Updates

Candidates are busy, and with so much happening on LinkedIn every day, it's important to get your best content in front of the right talent to have the biggest impact.

Status Updates are the perfect tool to:

- **Show you're a strategic partner.** By hooking candidates with valuable content that helps them in their careers, they'll be more likely to rely on you for guidance and job leads.



Status updates containing links can have up to 45% higher follower engagement than updates without links.

- **Make you visible and accessible.** Status updates are a non-invasive way to stay top of mind. Be patient: it may take a while to get a potential candidate on board. Win their attention and loyalty now; hire them later.
- **Extend your reach.** The more likes, comments and shares your content receives, the more broadly it reaches throughout the LinkedIn network. Take advantage of your employees' established relationships with talent by making it easy for them to share your content.

3 tips for winning Status Updates

1

Post often. Start with one post per week, and work up to one post a weekday. Posting consistently keeps your page fresh and gives your followers something to read, comment and share with their networks. Quality rules over quantity, so only increase your frequency if your quality stays strong.

Consider building an editorial calendar to plan your posts and ensure your content mix is relevant to every type of candidate you want to engage.

2

Be responsive. Always reply to comments and questions on your updates. Consider connecting and/or engaging with people who share and like your updates too. Remember, these social actions signal interest in your organization, so don't leave anyone hanging.

3

Value quality over quantity. Your Career Page helps you pipeline prospective talent, so always post content that reflects your brand and attracts the people you're looking to hire.

5 ideas for engaging Status Updates

- Press articles showcasing your company's milestones
- Photos that capture how your employees have fun on the job
- SlideShare that sums up your company culture and values
- Celebrations of your employees' successes
- Open job opportunities

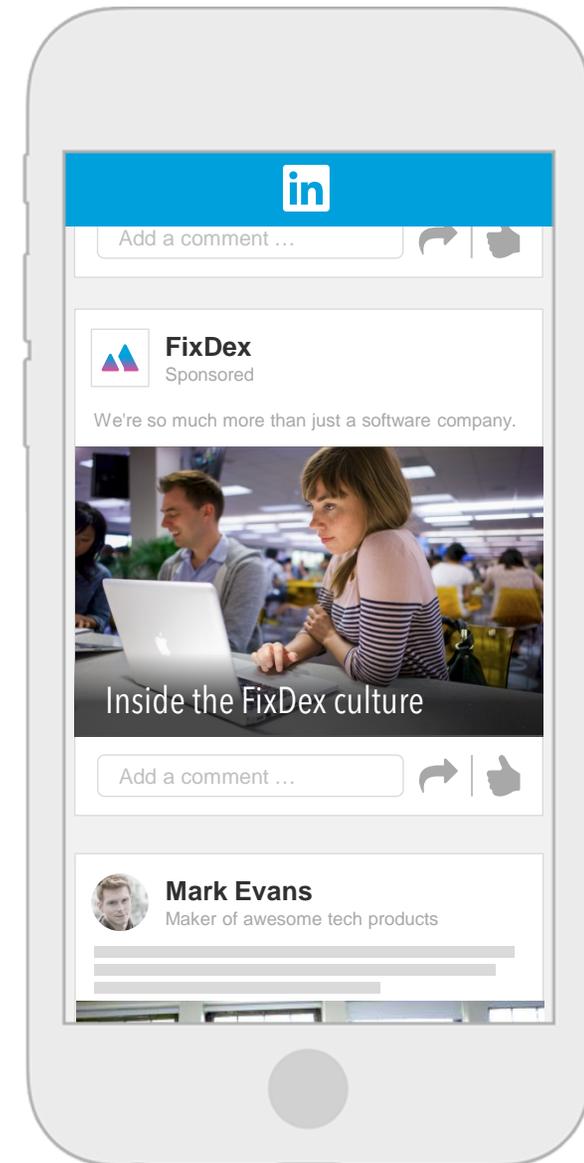
Engage the candidates you're looking for with Sponsored Updates

Reach beyond your followers to LinkedIn's 414+ million members with [Sponsored Updates](#), which puts your content straight into any member's feed. Target updates by job title, industry, seniority, field of study, and skills to nurture the relationships most valuable to you.

For example, if your organization is hosting an engineering hackathon, sponsor an update to engineering majors at nearby universities, spreading the news beyond your followers.

Sponsored Updates are the best way to share information with the people who will care.

Sponsored updates target the talent you want to reach across all their devices.



Know what's working

Sponsored Updates are data-rich. Each one comes with its own dashboard showing impressions, clicks, interactions, the number of new followers acquired, and the engagement rate.

Pro tip: Use these insights to understand what content resonates with your target candidates. Then, sponsor more content like it. Every interaction with your brand builds the relationship.

These analytics help you control cost and show the overall effectiveness of a post. Below are a few key definitions.

- **Impressions:** The number of times your update is seen. Each time an update displays in the newsfeed, it counts as one impression.
- **Engagement:** The number of clicks, likes, shares, and comments on your update, as well as the number of followers acquired, divided by impressions.



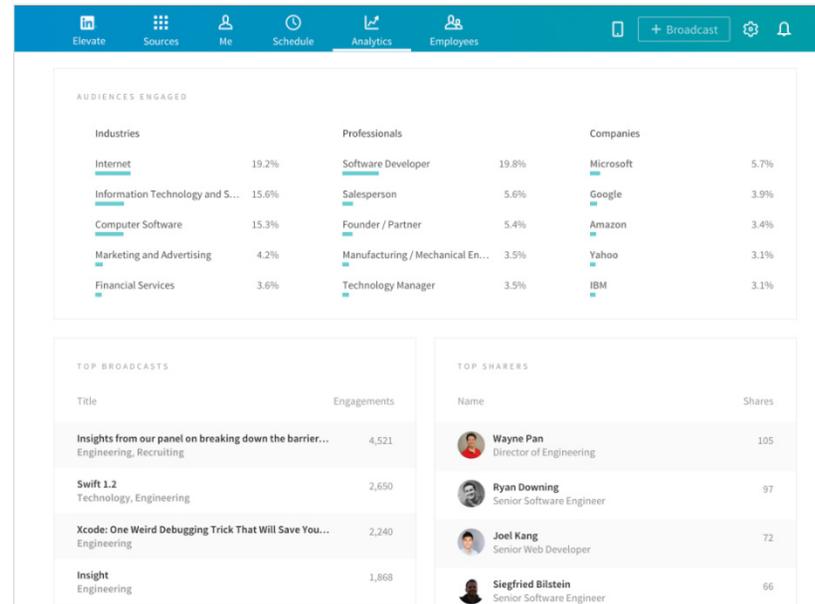
By sponsoring this update to a wider audience, this organization attracted 136 new followers.

$$\text{Engagement} = \frac{(\text{Clicks} + \text{Likes} + \text{Shares} + \text{Comments} + \text{Followers acquired})}{\text{Impressions}}$$

Step two

Make it easy for employees to share content with LinkedIn Elevate

Your employees are already connected to a diverse, qualified pool of candidates. On average, a company's employees have 10 times as many connections as a company has followers. With LinkedIn Elevate, employees get a steady stream of quality content to share across LinkedIn, Twitter, and Facebook – helping to influence all of the potential hires in their networks.



You can easily measure Elevate's impact. You can see who your most social employees are, track engagement over time and learn what content types drives job views, Company Page followers, and hires.

On average, Elevate users:
 Share **4x** more than before
 Drive **40%** more followers
 Drive **3x** more job views

People are
3X more likely to believe employees over CEOs when it comes to talking about an organization's work environment.

Companies with socially engaged employees are
58% more likely to attract top talent and 20% more likely to retain that talent.¹

[Learn more about LinkedIn Elevate](#)

¹ [2014 Altimeter/LinkedIn Study](#)

Step three

Target your employees' connections with Recruitment Ads

People who view your employees' profiles are connected to them in some way - mutual connections, groups, etc. Therefore, they are more likely to be familiar with your organization and more open to your opportunities. Capture the attention of these individuals by placing [recruitment ads](#) alongside your employees' profiles. Here are four good options.



Work With Us

Display a targeted set of job openings



Picture Yourself

Invite candidates to see themselves working at your company



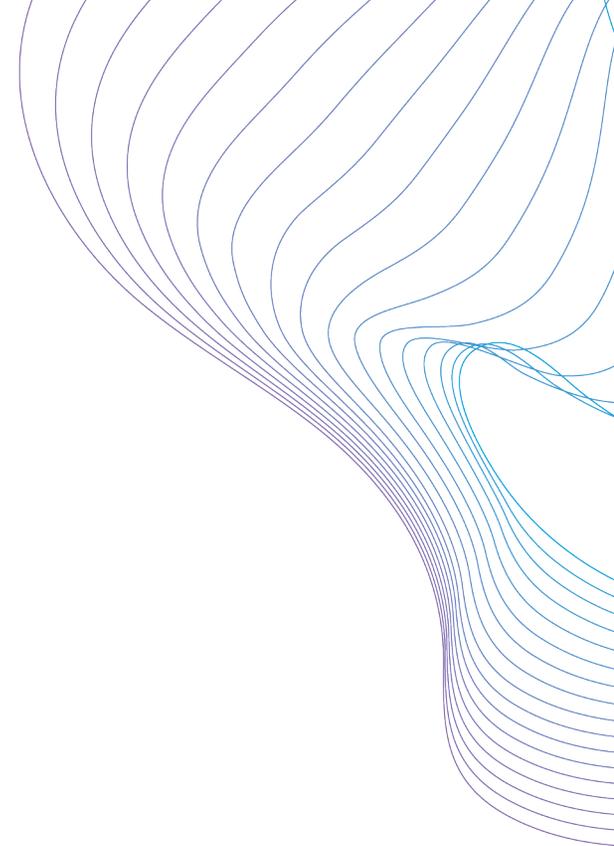
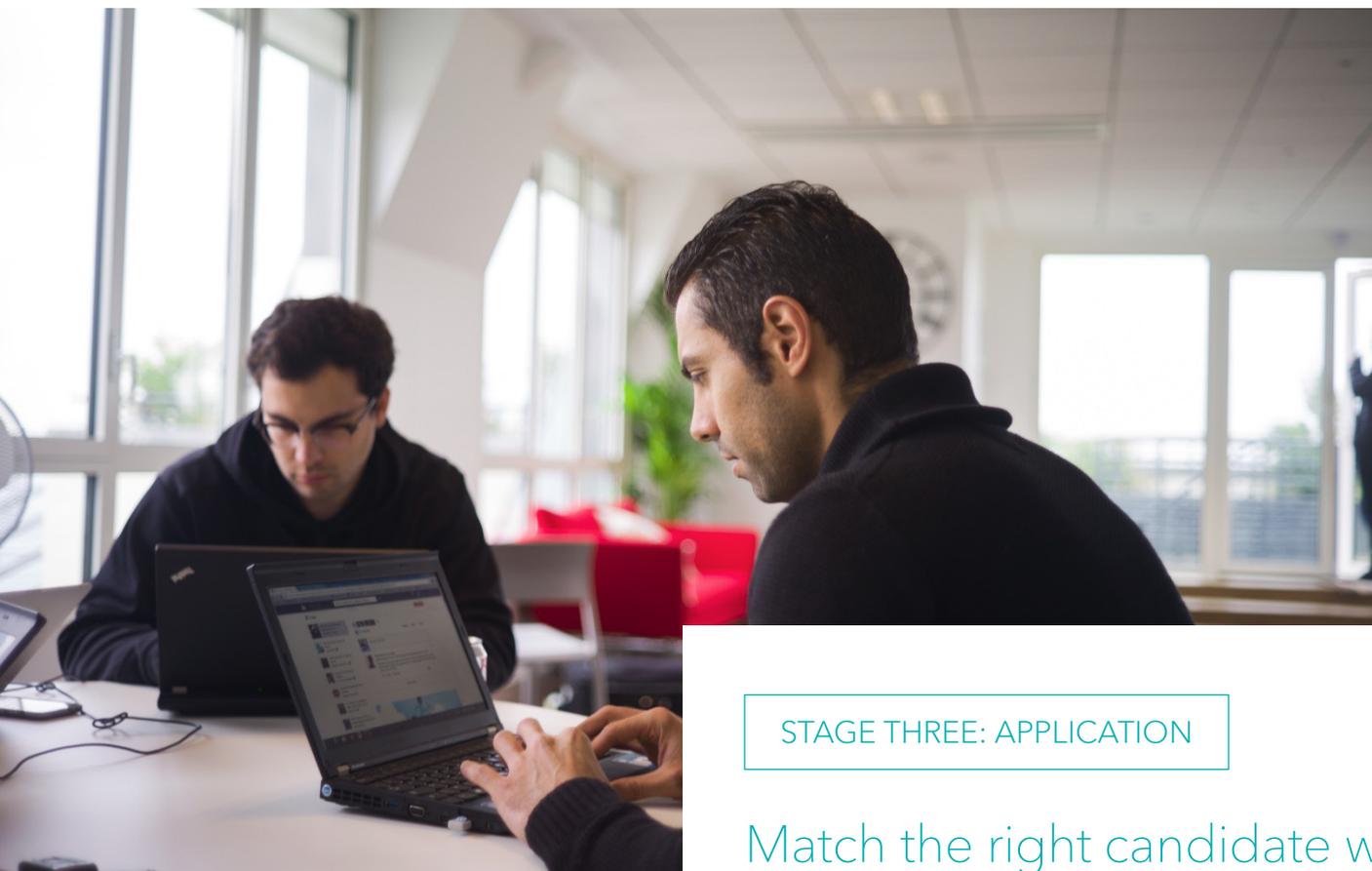
Follow Us

Encourage viewers to follow your Company Page and stay informed



Internal Hiring

Advertise open roles to your own employees

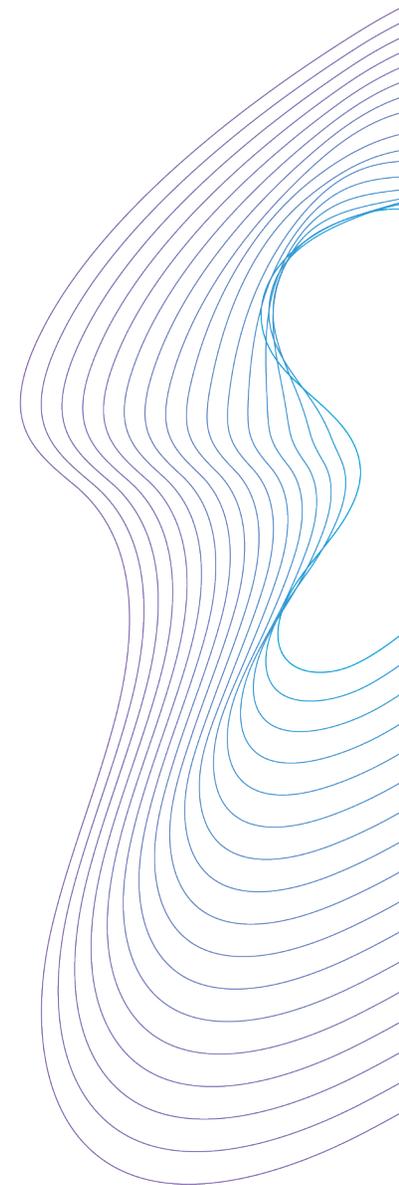
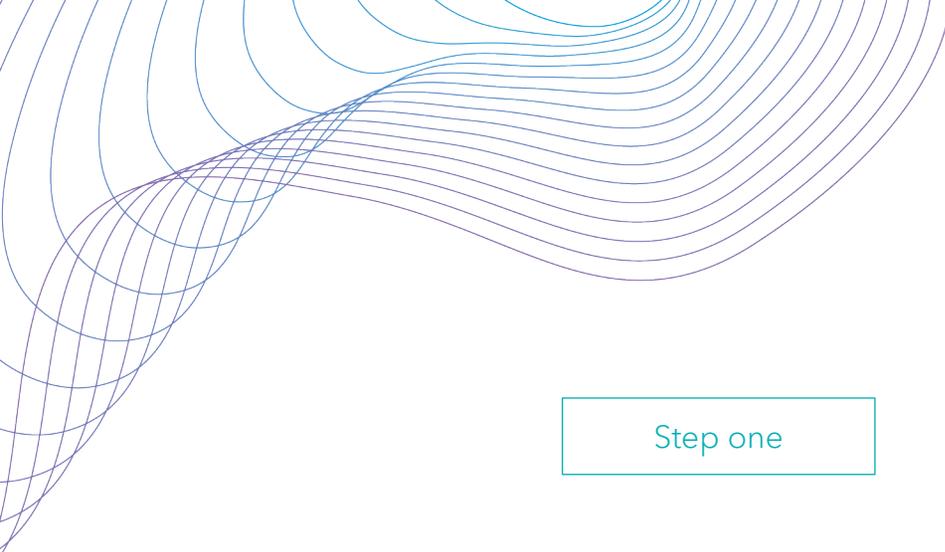


STAGE THREE: APPLICATION

Match the right candidate with the right opportunity

At this point, candidates are familiar with your brand and have developed an interest in your organization. You've laid the groundwork for them to apply to your job, you just have to motivate them to take action.

The keys to success at this stage are writing job descriptions that get the right talent to apply, and sending intriguing InMails that start career conversations.



Step one

Post Jobs that excite the right candidates

A successful [job post](#) has a tall order to fill. It must communicate job qualifications and required skills. It also needs to convey your company culture, delight readers, stand out from the competition, and persuade candidates to apply. Ultimately, it should attract the right candidates and deter the wrong ones.

On LinkedIn, your job posts reach far beyond those looking for a new opportunity. We use our unique profile insights to place your job in front of qualified talent throughout their candidate journey.

5 steps to an apply-worthy job description

Your job description only has a few moments to make a big impression. Follow these 5 guidelines to make it count.

- 1 Use a search-friendly job title rather than a creative one.** Make sure your job title is easily discoverable, and save your creativity for the description. People are much more likely to search for a “Sales Manager” than a “Revenue Ninja.”
- 2 Get smart on the latest research.** There is so much research on what candidates want in a job today, so don’t be afraid to use it. For example, [LinkedIn Talent Trends 2015](#) found that professionals in the UK value work/life balance more than professionals in other parts of the world.
- 3 Be personal and specific.** Beyond skills and experiences, think about the type of person you’re looking to attract (personality traits, interests, values, etc).
- 4 Emphasize what’s in it for the candidate.** The job description is for candidates. Rather than outline your laundry list of needs, sell them on how they will have impact and career growth.
- 5 Get creative.** Keep your job posts unique by seeking out inspiration in unexpected places. L’Oreal noticed the popularity of emojis and decided to ask candidates to describe their dream job using only emojis.

Want more job tips? Check out [7 Tips to an Irresistible Job Description](#)

The power of a LinkedIn Job Post

- Fuel your posts with LinkedIn insights.** Based on profiles of talent similar to who you're looking for, LinkedIn automatically recommends skills and education requirements. Consider including these free tips in your Job Post.

Did you know?

Once your Job Post goes live, LinkedIn suggests up to 50 professionals who match your search.

Job Function Accounting

Employment type Full Time

Seniority level Mid-Senior Level

Skills

High level understating of US GAAP
Experience with revenue recognition in the biotech industry

Education

You can add certifications here too

Key responsibilities

We recommend 4-6 bullet points

How would you like people to apply?
Let candidates apply with their LinkedIn profile and notify me by email

recruiter@universaltech.com

Direct applicants to an external site to apply

http://yourcompany.com/job123

Want to add a personal touch?

Show my profile on the job post

 Paige Eklund
Finding great talent to fuel our team!



Recommended skills

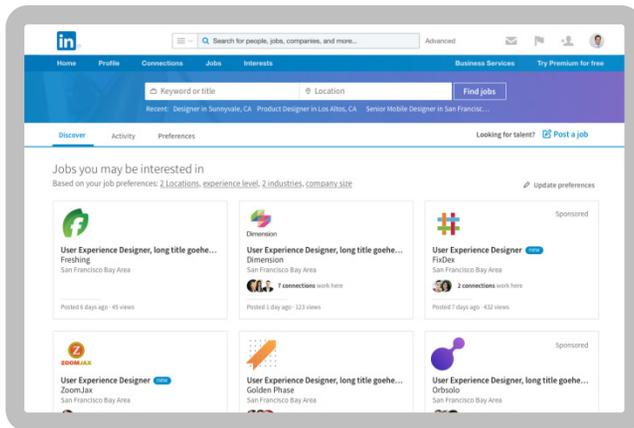
We suggest adding at least 5 relevant skills so we can match your job with the right candidate.

- + Accounts payable
- + Accounts receivable
- + Payroll
- + Financial statements
- + Journal entries
- + Fixed assets
- + Bank reconciliation
- + Invoicing
- + US GAAP

The power of a LinkedIn Job Post

2. Engage the right talent, automatically. You want your job to reach the right candidates, not just those actively looking. That's why we automatically advertise your openings to relevant professionals based on the qualifications you're looking for.

Your target talent may see your LinkedIn Job Post at multiple touch points—as they browse their newsfeeds, view profiles or check email.



The majority of LinkedIn job views come from our recommendations module called “Jobs You May Be Interested In,” not from active job searches.

3. Highlight your culture and employees. When candidates self-select for culture fit before applying, it saves time for everyone. They want to know, “What is it like to work there? Whom do I know who works there? Who might my future coworkers be?”

How LinkedIn Job Posts help you answer their questions:

- **Show your culture** by seamlessly integrating your Career Page content
- **Encourage referrals** by highlighting people the candidate already knows at your organization
- **Reveal future colleagues** by showing profiles of employees already in that role

Have a lot of open jobs to fill?

Job Slots are essentially recurring Job Posts. Rather than posting a single job post at a time, Job Slots give you the flexibility to advertise multiple roles as you need.

73% of professionals are waiting for the right job to find them.

¹ [Talent Trends 2015](#)

Your Career Page followers are

81%

more likely to respond to your InMails than non-followers.

Talent who shares a former employer with you are

27%

more likely to respond.

Talent who shares a LinkedIn group with you are

21%

more likely to respond.



Step two

Write InMails that hook candidates

InMail allows you to send direct messages to anyone on LinkedIn. But eliciting a response takes skill. The key to getting a response is to have a personalized message, but that can be difficult when you're strapped for time.

70% of talent on LinkedIn are passive candidates.¹ They are not actively searching for a job, but would be open to a new opportunity if they felt it was the right fit.

Take advantage of LinkedIn's insights to identify the talent most likely to respond to you. Consider your Career Page followers and employees' connections. Look at people who share your LinkedIn Groups, schools and past employers.

(LinkedIn Recruiter makes it easy to find talent most likely to be receptive to your outreach, but more on that later.)

¹ [Talent Trends 2015](#)

9 golden rules of InMail

- 1 **Review profile.** Let the recipient know what on their profile caught your eye. Personalization is flattering.
- 2 **Grab attention.** Mention mutual connections. LinkedIn suggests them for you.
- 3 **Show you are selective.** Highlight what makes them appealing. Compliment them sincerely.
- 4 **Be conversational and brief.** Write as if you were speaking. Don't just paste the job description.
- 5 **Listen well.** Ask about goals and interest level in new opportunities.
- 6 **Focus on goals.** Think beyond the job and frame your message around what's in it for them.
- 7 **Leverage content.** Consider including useful information, such as a relevant whitepaper.
- 8 **Be patient.** Don't hound. Use status updates to stay visible while you wait for responses.
- 9 **Include a call to action.** Ask to continue the dialogue, not necessarily to apply right away.

A quick look: InMail vs. email

When it comes time to start a conversation with a star candidate, take a look at how InMail and email compare.

	InMail	Email
Instant message-style conversations that make it easy to build candidate relationships	✓	✗
Readily-available candidate information, including profile details and recruiting activity, helping you keep the conversation personalized	✓	✗
Templates and analytics that help you work smarter and save time	✓	✗



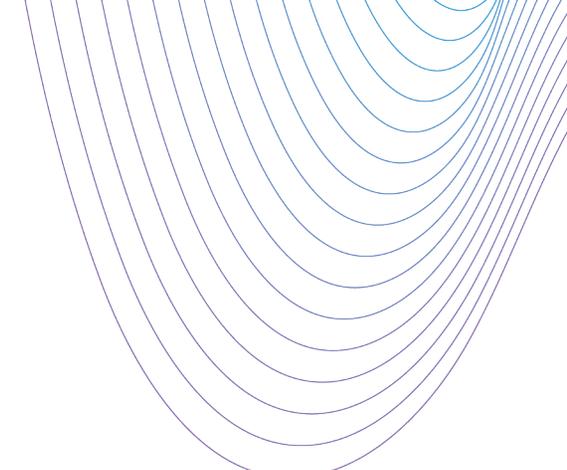
STAGE FOUR: ENGAGEMENT

Motivate and retain your new hires

Candidates applied, the interview process was smooth, the offer letter was accepted, and now you have an amazing new hire. Congrats!

But it doesn't stop here. Empowering your new employees to take on learning opportunities is a great way to keep them happy and satisfied with their career move.

Also, your engaged employees are your best recruiting resource. They embody your company values and can help attract people who are also good cultural fits. If you can make referring new talent easy for them, it's a win for you too.



64%

of in-house talent professionals are interested in increasing employee retention.¹



¹ LinkedIn data, 2015

Step one

Empower employees with new skills and growth opportunities

Fun perks and a great culture can lure talent through the door, but top hires usually need more incentive to stick around for the long term. Quality employees are eager to learn new skills, take on more responsibility, and progress in their careers.

The key to employee loyalty is engagement. Engaged employees have a strong sense of purpose. They believe in their work, their supervisors, and their organizations.

23%

of employees voluntarily leave their jobs due to lack of development and training¹

\$3,400 for every \$10,000

The cost in annual salary that disengaged employees can cost an organization²



Nearly 50% of active job seekers report feeling completely satisfied in their current roles.³

¹ National Research Business Institute

² [LinkedIn data, 2015](#)

³ [Talent Trends 2015](#)

4 ways to engage and retain employees with learning:

- **Make learning a priority.** Learning isn't a one-time event. Companies need to focus on creating a culture that encourages employees to make learning a daily habit.
- **Invest in professional development.** When employees believe you are invested in their careers, they become more invested in your organization.
- **Build leaders from within.** Support employees who aspire to be in leadership roles by investing in leadership and management training.
- **Provide guided career coaching.** Use online learning to help employees develop their goals and career paths, and provide supervisors with the coaching insights needed to mentor employees.

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What is Lynda.com?

[Lynda.com](#) strives to create economic opportunity for the global workforce through transformative learning. Develop skills with top-quality, expert-led online training, making your organization more productive and successful.

For over 20 years, Lynda.com has helped employees, students, leaders – anyone in any role – build software, creative, and business skills.

Want some help? Check out [Creating a Culture of Learning in 6 Steps](#).

Step two

Turbo-charge your employee referral program

In the early years when your company first started, employee referrals were likely your biggest source of hire. But as your company gets bigger, the harder it becomes to get employees to engage. Only 20% of recruiters say they're satisfied with the engagement in their referral programs.¹

Employees don't participate because referring candidates is hard. They have to know the open roles, remember who's in their networks, find the recruiter, write and send an email. Once they've made a referral, they're often left in the dark about their referral's status.

The organizations who crack the code on employee participation in referral programs will have a huge advantage. Referrals are consistently a cheaper, faster, and higher-quality source of hire.

To learn more, check out:

[7 Employee Referral Programs that Source Outstanding Hires.](#)

29 / 39 / 55

It takes 29 days to hire a referred candidate, 39 days to hire a candidate through a job post, and 55 days to hire a candidate through a career site.

77%

of talent leaders are interested in learning more about how to run an effective employee referral program.



¹ [LinkedIn data, 2015](#)

Make it easy for employees to refer great talent with LinkedIn Referrals

Your employees are connected to talented people, but asking them to spend their time and energy helping you recruit won't always work. For a referral program to be successful, it has to be simple and rewarding for participants.

LinkedIn Referrals does just that: It makes automatic referral recommendations to your employees. It searches their networks and finds quality leads for your open roles.

Employees like it because they can see where their referrals are in the recruiting process.



Connie McGregor
Marketing Specialist at Jones & Co.

Contacted
3/15/2016

Events Marketing Manager, Global Brand

3/2

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3/11

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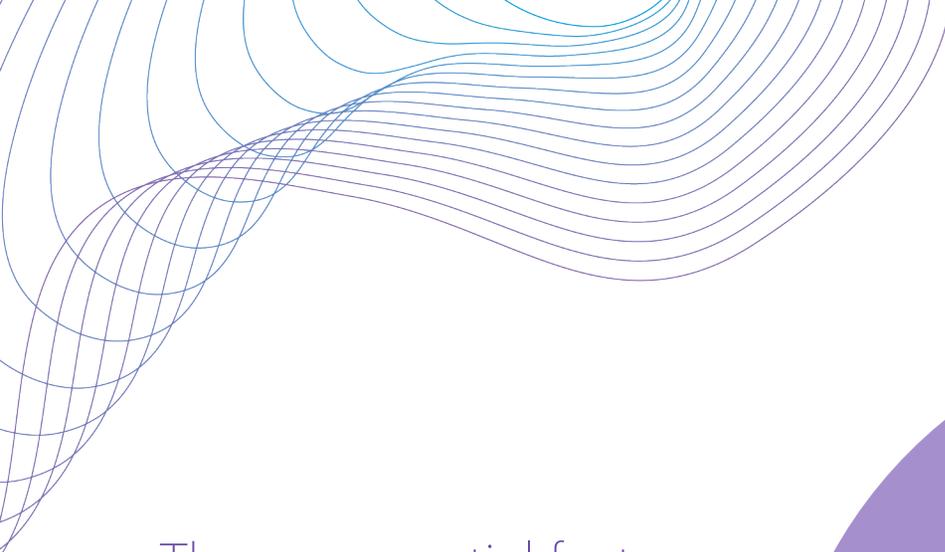
Applied
Interviewing
Offer Made
Hired

[Follow Up](#)

LinkedIn Referrals syncs with your existing recruiting tools so you can get your referred candidates into your applicant tracking system without learning new processes.

Here are a few of our ATS partners, and we are always adding more.

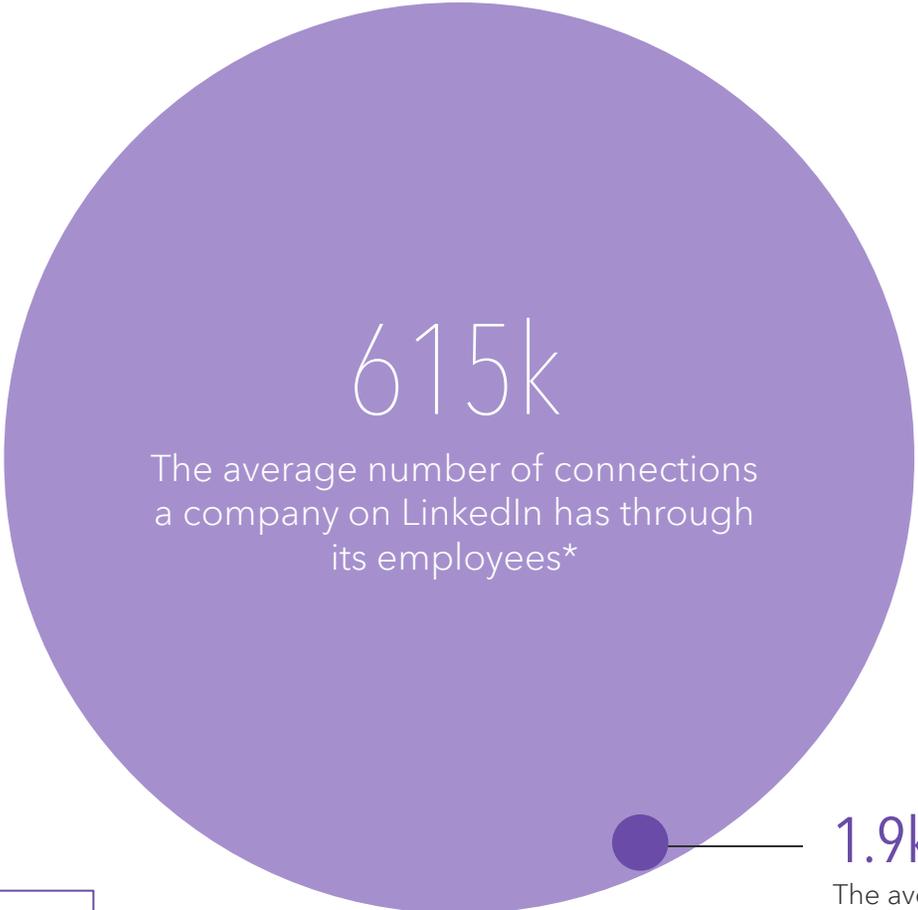




The exponential factor of your employees

The collective network size of your employees is around 300x bigger than your personal network.

[Explore how to get started with LinkedIn Referrals](#)



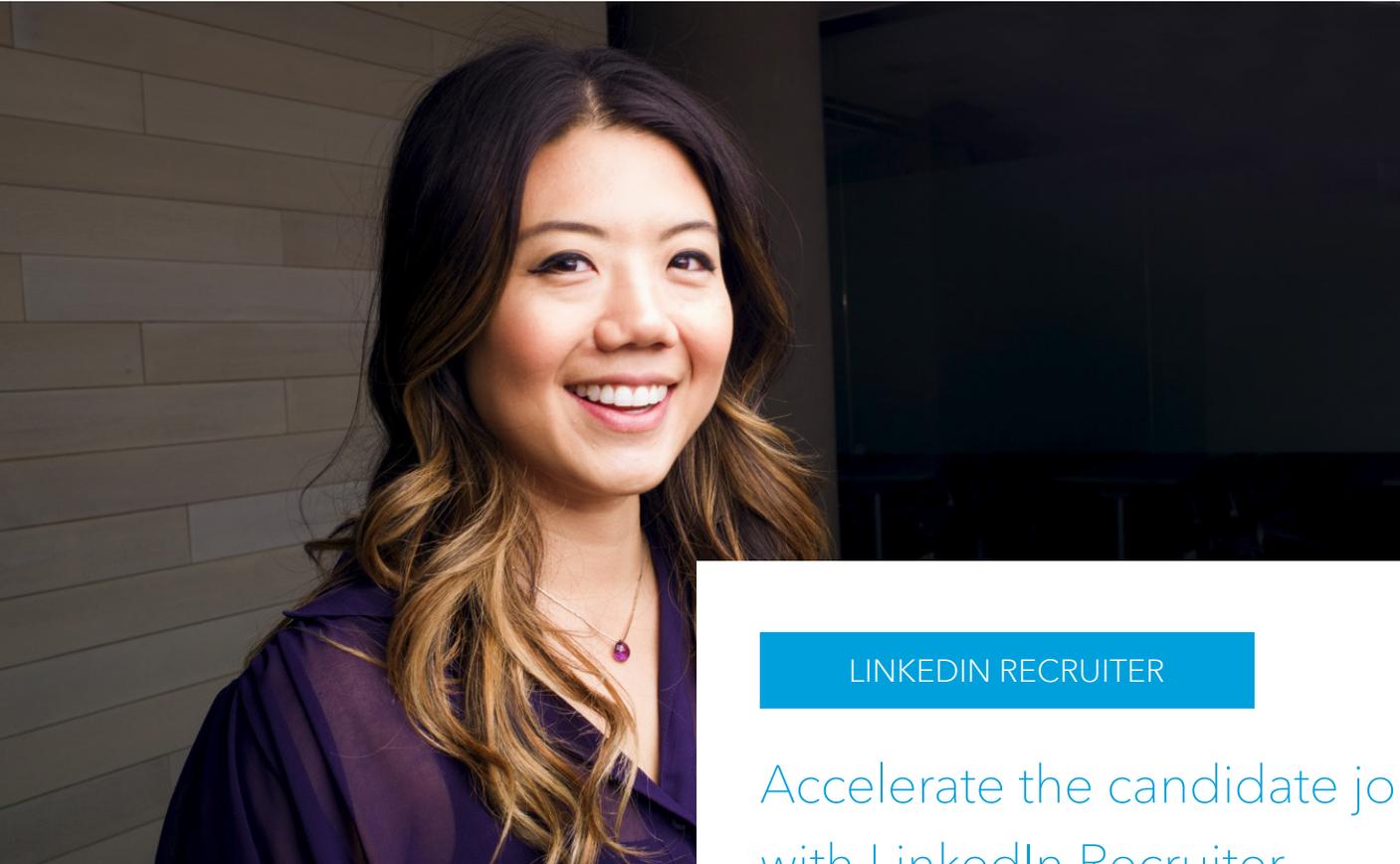
615k

The average number of connections a company on LinkedIn has through its employees*

1.9k

The average number of connections that *our very best* recruiters have on LinkedIn.

*Based on 3k+ talent professional leaders who attended Talent Connect 2015 in Anaheim, CA.



LINKEDIN RECRUITER

Accelerate the candidate journey with LinkedIn Recruiter

Today, the best recruiters source directly from a qualified pool of candidates with whom they already have a relationship. Why? Because those candidates tend to be easier and faster to recruit.

[LinkedIn Recruiter](#) is a powerful tool that helps you search 414+ million professionals

around the world, giving you actionable insights from the relationships you, your employees, and your organization have with talent.

The result? You're able to quickly find and engage the candidates most likely to be interested in your job opportunities.



Find great talent faster with our recommendation engine

Whether you know every skill required or just a few, Recruiter helps you build the best search to uncover the right candidates. As you type a job title and location into the search bar, Recruiter recommends skills you may want to add based on the role you're trying to fill.

Who are you looking to hire?

Architect

Seattle

Architectural Design



GO

TRENDING SKILLS FOR THIS TITLE

SketchUp

Architectural Design

Revit

ArchiCAD

Choose from the top trending skills for your job title within LinkedIn Recruiter.

Use your top performers to guide your search

Have you ever been asked to hire someone "just like Sarah from sales?" What about find someone who is "50% Devon from design and 50% Mario from marketing?" Sometimes, it's easier to describe who we're looking for.

Simply enter the name of your ideal candidate into the search bar, and LinkedIn Recruiter will build a search based on his or her profile data and identify similar talent.

The screenshot displays the LinkedIn Recruiter interface. At the top, the navigation bar includes 'Recruiter', 'Projects', 'Clipboard', 'Jobs', 'Reports', and 'More'. The main header area asks 'Who are you looking to hire?' and features a search bar with the names 'John Boley' and 'Lili Waugh Mahoney' entered. A dropdown menu shows search results for 'Lili Waugh Mahoney' (Associate Product Operations Manager at LinkedIn), 'Lilian Wang' (Product Ops & Research at LinkedIn), 'Lilia Martinez-Coburn' (VP Product at MedHelp), 'Lilian Loyola' (Human Resources Business Partner), and 'Liliana Kellett (Guiscardo)' (People Geek @ Culture Amp). The interface also includes sections for 'Updates', 'Follow candidates', 'Your saved searches', 'Post a job' (4 job slots remaining), 'People you may want to hire', and 'Project activity' (0 profiles, 0 contacted, 0 reviewed as of 08/08/2015).

Use smart suggestions to expand and refine your search results

Whether you're a rookie recruiter, seasoned sourcer, or a hiring manager, remembering every possible educational institution, past company, and skill is hard. LinkedIn Recruiter saves you time by surfacing terms you may not have thought of, helping to further refine your search.

Showing results for	9K total candidates	694 have company connections
Job title Architect +	9,650 total candidates	
Locations Greater Chicago Area +	 John Candidate Project Manager, Business Analytics at Your Company Current Past	
Skills Design research AutoCAD + Sustainable design Revit	 Susan Potential Project Manager, Business Analytics at Your Company Current Past	
Companies + Add companies FixDex		
Education Northwestern University + DePaul University UC Berkeley		
Keywords + Add keywords LEED certified		
View more ▾		



The anatomy of LinkedIn Spotlights

To help prioritize your outreach, LinkedIn Recruiter shines Spotlights on qualified talent. Spotlights are actionable insights that identify quality candidates, faster. They are based on different types of relationships and interactions on LinkedIn. You can easily filter results for candidates who are likely to engage.

Company connections

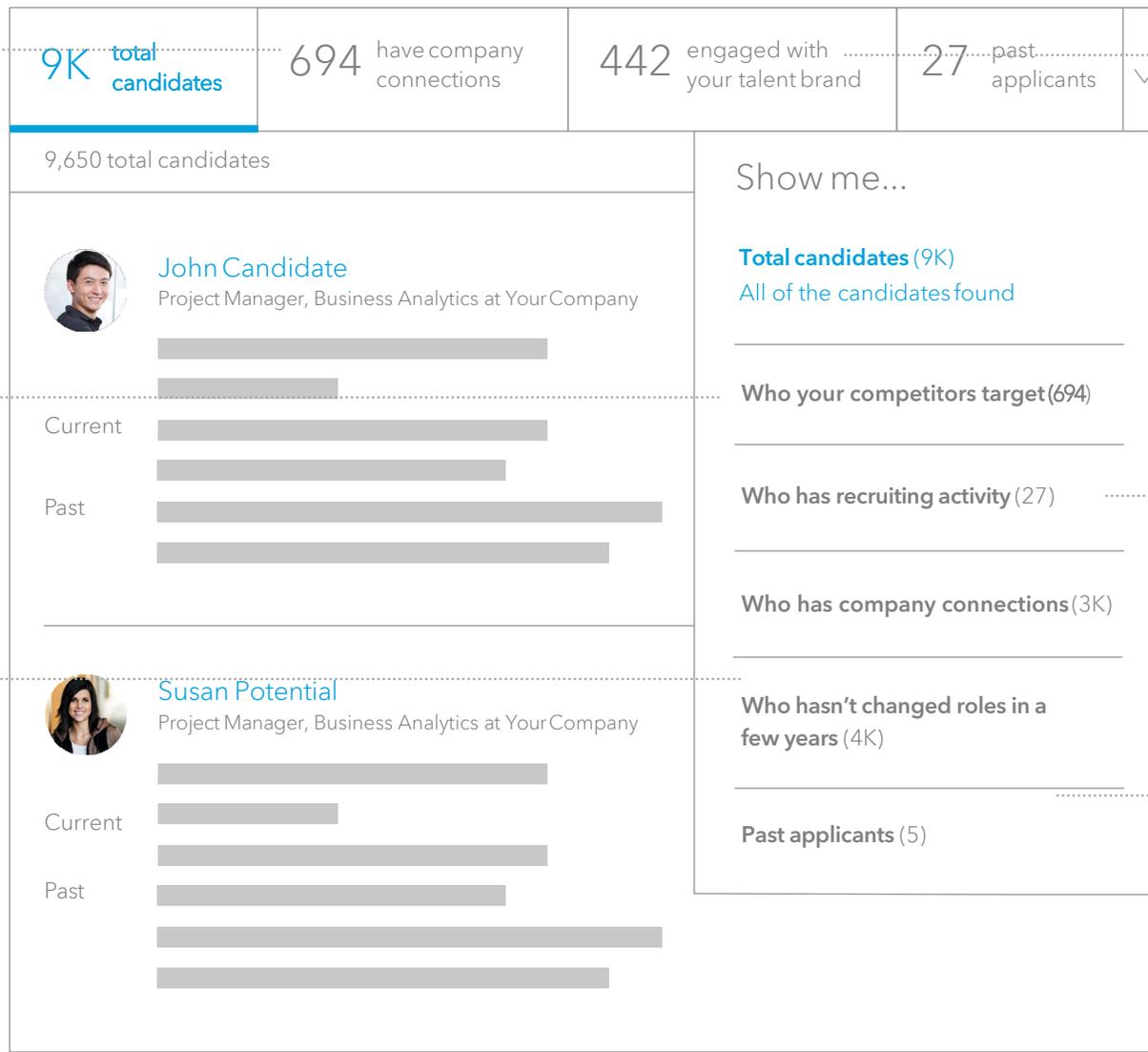
People who are connected with your employees

Competitor's talent pools

People your competitors target, including schools and companies

Potentially ready for a move

People who have been in their current role for 1-5 years



Engaged with your talent brand

People who have engaged with your Company Page, status updates, or Job Posts

Have recruiting activity

People who have been contacted or engaged by recruiters at your company

Past applicants

People who have applied to your company before



Identify and prioritize the candidates most likely to become your next hire

Company connections are
1.5x more likely
to accept your InMail

People who are engaged with your talent brand are
2x more likely
to accept your InMail

Candidates who appear in Spotlights are
2x to 3x more likely
To respond to your InMails than candidates who do not appear.

The Spotlights feature shows you talent connected to your organization through your employees, talent brand, or even applying to past roles. Remember all the work you did to gain Career Page followers? They will appear within the “Engaged with your talent brand” Spotlight along with people who have engaged with your Company Page updates or Job Posts.

Candidates featured in Spotlights are not only good fits for your job, they are also more likely to respond to your InMails, apply to your jobs, and accept your offer. Ultimately, it streamlines your sourcing experience so you can focus on the rest of your to-do list.

Where to start

We've covered a lot in this book, but you don't have to tackle everything at once. This chart will help you identify your most pressing talent needs and where to start.

If this sounds like you,	then you should focus on:	Check out:
<p>Your business and recruiting team are growing, and you have more requisitions you can fill. While you're no longer small and scrappy, you still have modest resources.</p> <p>You're brand is also gaining traction, and you want to extend it further.</p>	<p>Sourcing and posting jobs to pipeline and fill your steady flow of open roles. Target those high-priority roles to candidates meet the criteria.</p> <p>Using your Career Page build your brand to attract culture-fit candidates.</p>	<p>Recruiter › Jobs Slots › Recruitment ads › Career Page ›</p>
<p>You have a small team and a tight budget. You need a cost-effective way to recruit a low but steady volume of talent.</p> <p>Most people you recruit aren't aware of you as an employer. You also rely heavily on staffing agencies.</p>	<p>Take steps to be self-sufficient. Source for the future by building your talent pipeline. Start sharing what makes your company a great place to work by posting updates and behind-the-scenes looks at your culture.</p>	<p>Recruiter › Jobs › Career Page ›</p>
<p>Your HR generalist manages the recruiting needs, since your hiring volume is rather low. Since you hire sporadically, you prioritize posting jobs and then source for highly-skilled roles.</p>	<p>Using LinkedIn Jobs to post your open roles.</p> <p>Use Recruiter Lite, a streamlined version of Recruiter, to source as needed.</p>	<p>Jobs › Recruiter Lite ›</p>

Appendix



Want more? The LinkedIn Talent Blog has it.

The [LinkedIn Talent Blog](#) is one of the industry's hottest publications for a reason – it covers everything you need to know to be great at your job.

Here's a peek at what you'll find on the blog:

The latest research and trends

[Data Reveals How Candidates Want to be Recruited \[INFOGRAPHIC\]](#)

[Why Women Are Leaving Their Jobs \(Your First Guess Is Wrong\)](#)

Quick tips and tricks

[How to Assess a Resume \(in Less Than 6 Seconds\)](#)

[4 of the Biggest Problems Recruiters Face \(And How to Overcome Them\)](#)

Fascinating stories from your peers

[How Zumba Hires in 5 Easy Steps](#)

[How CloudLock Built Its Employer Brand: 5 Steps You Can Follow](#)

A reason to laugh

[12 Songs That Speak to Recruiters](#)

[9 Things Recruiters Are Sick of Hearing](#)



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About LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations of all sizes find, attract, and engage the best talent.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 414 million members worldwide, LinkedIn is the world's largest professional network.

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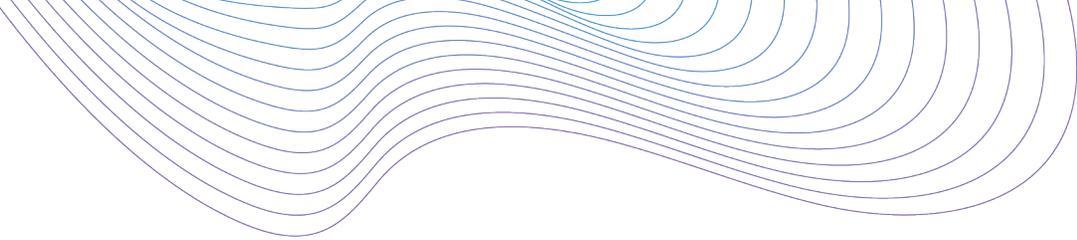
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