

## Recruiting and Hiring New Employees Using LinkedIn

LinkedIn is a professional social media tool used by job seekers and business. Most people consider LinkedIn the ultimate resource when recruiting new employees.

### Get Started

To be most effective in recruiting, you will need a personal profile with which to search for job seekers, and a company page to share information from your company.

### Participate

#### Status update

Post three to five (3-5) times per week with articles or news items related to your industry, thereby building brand recognition.

#### Connect

Invite a minimum of 500 connections to make LinkedIn function as a network. Make sure to personalize your invitations.

#### Groups

Join up to 50 groups: 10-20 career / industry related groups; 10 - 20 local or association network groups; 5-10 special interest groups. When posting your job openings, post them to the groups to which you belong. Participating in the discussions may create a relationship with potential candidates.

#### Companies

Create a company page. If you choose not to pay to post jobs on LinkedIn, you can share a link to your job postings on your website as a company status update and to industry groups of which you are a member.

#### Jobs

You can purchase a job posting on LinkedIn, OR you can post one as a status update. If you choose to purchase, LinkedIn will provide you a list of suggested candidates based on the information you enter.

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The Illinois workNet Center System, an American Job Center, is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers on this website may be reached by persons using TTY/TDD equipment by calling TTY (800) 526-0844 or 711.

Individuals can apply from LinkedIn directly or on your website.

#### Search

LinkedIn search algorithms calculate results based upon three key areas in a person's profile, including the Headline, Skills and Expertise, and Summary. Also, look for keywords in the experience sections.

When recruiting on LinkedIn, use 4-5 keywords in your initial search to narrow the results. The advanced search feature allows you to refine your results with parameters like geographic area, level of connection, previous company, job title, school language, current company, or school with your basic LinkedIn subscription.

### Illinois workNet

Find out about job search with other social media platforms by visiting:

<https://www.illinoisworknet.com/Connect/Pages/SocialMediaGuide.aspx>

For more resources on recruiting and hiring, visit:

<https://www.illinoisworknet.com/Jobs/Pages/Recruiting.aspx>