



## Recruiting and Hiring New Employees Using LinkedIn

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

### Get Started

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

### Participate

#### Status Updates

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

#### Connections

Invite a minimum of 500 personal 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. Ask questions in groups to see who potential recruits might be.

#### Companies

Create a company page. If you choose not to pay to post jobs on LinkedIn, you can share a link to 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 it as a status update. If you choose to purchase, LinkedIn will provide you a list of suggested candidates based upon the information you enter. Individuals can apply from LinkedIn directly or link to your website.

#### Search

LinkedIn's search algorithms calculate results based upon three key areas in a person's profile: 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. With a basic subscription, the filters allow you to refine results with parameters like geographic area, level of connection, current company, connections of (someone you name), school, or job title. With a paid subscription, you can be alerted to new search results as they become available.

### Resources

Learn more about recruiting with other social media platforms by visiting this site:

<http://www.illinoisworknet.com/socialmedia>

For more resources on recruiting and hiring, visit:

<http://www.illinoisworknet.com/recruitandhire>