



ConvergenceCoaching, LLC LinkedIn Recruiting Features

There are many ways to use LinkedIn in your recruiting efforts for free (without posting a job opening on LinkedIn or having to use LinkedIn's paid recruiting functions):

- **First, sign up for a LinkedIn account!**
- **Send updates to your contacts on open positions** they might be interested in or could refer to someone in their network. Link them to your web site or other career site for the job posting and specific details, including who to contact at your firm.
- **Search candidates by target title, company, city, and so on.** Simply type keywords in the search bar to pull up candidates who meet your criteria (i.e. Tax Director Atlanta.) Further narrow your search for "People" versus "Companies" or "Groups" along the top of the page. LinkedIn will show you a list of people on LinkedIn with those keywords in their profile.
 - **Organize your results** by using the "Filter People by" check boxes on the right-hand side of the screen. You can sort by: Relevance (based on keywords, location, company and industry), and Relationship (the warmest way in is to someone who is a 1st or 2nd degree connection.)
 - **Click on a person's name to view their profile** where you can also choose to send the individual a message or add them as a connection. You can also see what you have in common in the Highlights section.
 - **Check to see who in your firm is connected with this individual** and consider having them reach out to the candidate on the firm's behalf. Be sure to pay an employee referral bonus if you successfully land the candidate.
 - **Clicking the "Create search alert"** option lets you save a search and receive new results again at a chosen time interval.
- **Track candidates in a pipeline (simple excel sheet can work) and assign an owner to each.** The owner should develop a plan and "warm way in" to learn more about the candidate and assess their interest in working for you.
- **Conduct reference checks** by seeing who the candidate is connected to in your network (or someone else in the firm.) Reach out to the shared connection to let them know that you are considering this person for a position at your firm and ask if they would be willing to be a reference.

Search Tips:

Type of Search	How to Do It	Example
Exact phrase needed	Put the phrase in quotation marks	"Tax Director"
Exclude particular term	Type that term with a NOT immediately before it	Director NOT Contractor
Include just one of two or more terms	Separate those terms with the upper-case word OR	CEO OR President
Search for profiles which include two terms	Separate those terms with the upper-case word AND	Manager AND Director (although the search will also recognize Manager Director)



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LinkedIn Recruiting Features

Complex search

Use a combination of operators
(like OR) with parentheses

“Audit Partner” OR (Director
AND Audit)

LinkedIn has other recruiting features available for an extra fee:

- **Post a job.** The cost to post a position is on a pay for performance model. You define an average budget you want to spend per day and based on performance, LinkedIn will charge up to 1.3 times the budget at a maximum on any day.
 - At the top of the page, go to “Jobs”, then choose “Post a Job”
 - Fill in the requested information
 - Take advantage of the industry, job function and skill options, which will influence which job searches your position will show up in.
 - Specify which e-mail address will receive the applications or if you will direct them to a web site of your choice to fill out an application.
 - Resumes from LinkedIn applicants will display their work history, references from colleagues, and a list of potential references in your network.
- **Promote your LinkedIn job post.** Once you post a job, it will be searchable by the entire LinkedIn user base. LinkedIn says their smart targeting puts the job listing “in front of active and passive candidates with the right experience.” LinkedIn offers other promotion options for an additional cost via their talent solutions and advertising options.

Upgrade your account by paying for additional recruiting tools that LinkedIn offers, including, more search results and additional ways to refine results, expanded profile views, unlimited reference searches, the ability to directly contact candidates and their past employers and colleagues outside of your network via InMail messages, and new tools to help you organize your activities. **For more information, visit www.linkedin.com.**