socialtalent

The Ninja's JUMBO Guide to LinkedIn

Part Two

LinkedIn and Your Recruitment Process

Hello, and welcome to **Part Two** of the **Sourcing Ninja's two part JUMBO Guide to LinkedIn**.

Over the course of these two eBooks, you'll find everything (and we mean EVERYTHING) you need to know about using LinkedIn as a recruiter. But in this part two we will focus on utilising LinkedIn as part of your recruitment process including; making your LinkedIn Company Page work for you, posting in LinkedIn Groups, best practice for sourcing on LinkedIn, and how to successfully engage with candidates via InMail.

ONE
Making Your LinkedIn Company Page Work for You

Fact

Your LinkedIn company page is one of the best assets you possess for attracting talent, promoting your employer brand and establishing your company as a great place to work – yet fewer and fewer companies are making the effort to utilise their company page and get the most out of it. Bare bios, infrequent updates, unused career sections – we're going to put a stop to all that.

Take advantage of LinkedIn's solid SEO strategy

Leverage the fact that LinkedIn has already established a solid SEO strategy and consistently ranks high on Google searches. Because LinkedIn is a very popular and trusted website, its company pages rank well in Google, which means your company page has a better chance of appearing in the results of potential candidates' and customers searches.

But in order to take full advantage of this fact, you need to put some work in first:

1. Make sure your LinkedIn company page is complete *(i.e. all sections are filled out)*

I can't stress this point enough. At the very least, your page should include basic information about your company including the industry you're in, a link to your website and the address of your headquarters. But try not to stop there. Make the effort to list the size of your company, your company type, when it was founded, the company's specialities, a header image, a company logo, and most importantly, a short, comprehensive description of what your company does.

2. Ensure to include SEO terms in both the company description and 'specialities' section.

Doing so is crucial to your searchablity. On their Company Page, LinkedIn has chosen to use SEO keywords like professional network and talent solutions to describe what they do, so that when people search for those keywords in Google, LinkedIn will appear in the search results. We have chosen to use keywords like "Recruitment Training", "Black Belt", "social recruiting", and "Boolean sourcing" to describe what we do, so that anyone searching for any of those terms in Google will be more likely to come across our LinkedIn page in their search results. It's a simple exercise that will yield massive results.

Unsure of which keywords to include? Think of your LinkedIn page as a second website to coincide along with your company website's SEO strategy – the keywords you wish your website to be found for, are the same keywords you should be using on your LinkedIn page.

3. Keep your company page frequently updated.

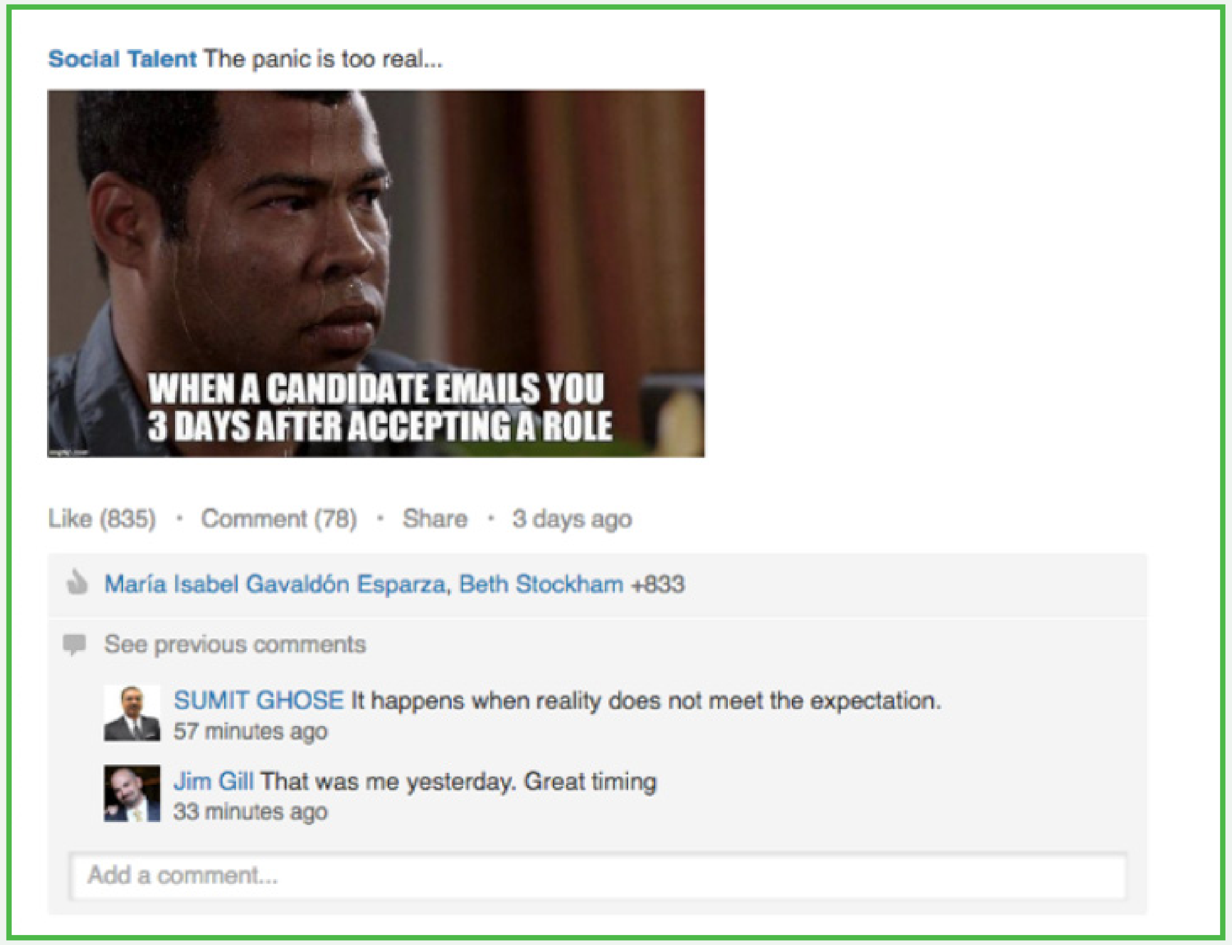
It's astounding how many organisations aren't leveraging content on their LinkedIn Company Pages, considering it's arguably the most critical marketing component of a Company Page! Posting daily content updates is not only the third most important factor when leveraging LinkedIn's strong SEO strategy, it is also the most effective way to organically attract new followers, directly engage with your target audience, drive word of mouth, and establish your company as an industry thought-leader.

Unsure about what to share? We've found each of the following to be both popular and engagement-driving subjects on the Social Talent Company Page:

1. Incorporate your target audience's pain points in your messaging

Company updates don't have to be all about you! Too many companies post content on LinkedIn that is of little value to users. When you post on LinkedIn next, think about how this post is going to benefit your audience. Is this content really helpful, informative and relevant to them?

The best way to think about this is focus on your customer pain points. What are their biggest challenges/frustrations? What does success look like to them? What does failure look like to them? Answering these questions will help you decide on the types of content you wish to push out on your LinkedIn company page. Users today expect authenticity, relevance and value from the LinkedIn accounts they follow. Knowing exactly what your customers want and need from you means you're far more likely to engage with them on an emotional level. Check the example below to see how we capture a recruiter's panic during the recruitment process.



2. Use rich media constantly

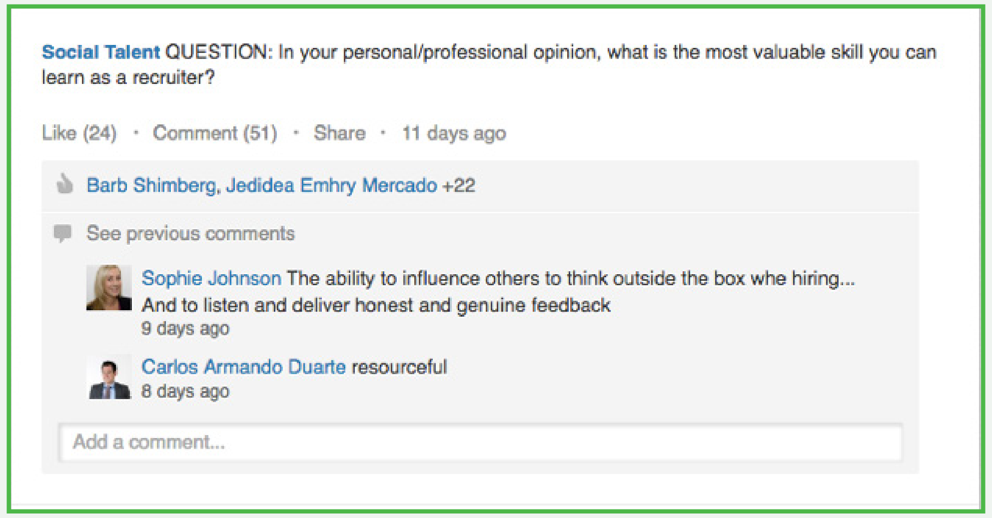
Today's world is visually-obsessed. Rich media like photos, podcasts, infographics and videos allow audiences to consume content more efficiently and satisfy their information needs. In a world where 55 % of users who view a page spend less than 15 seconds looking at it, capturing a user's attention is vital. More employers must learn to visually engage with their audience and this also applies to LinkedIn company updates.

The great thing about LinkedIn company pages is that they support all sorts of media, including YouTube & Vimeo videos, SlideShare presentations and URLs. Your LinkedIn company updates appear in user news feeds so it's important to post some eye-catching visuals to help your update stand out from the clutter. Check out Marketo's update where they share a cartoon targeted at their main audience, marketers.

3. Make a genuine effort to engage with your audience

With over 400 million users on LinkedIn today, it's safe to say a few of these would have some insights and have something to contribute! So why not ask them? Ask a relevant question on your company's LinkedIn page and see what sort of engagement you get. Your LinkedIn page should not be used for one-way communication, instead you should be fostering two-way communication as much as possible. More answers = more engagement. More engagement = more visibility in the news feeds. It's a no brainer.

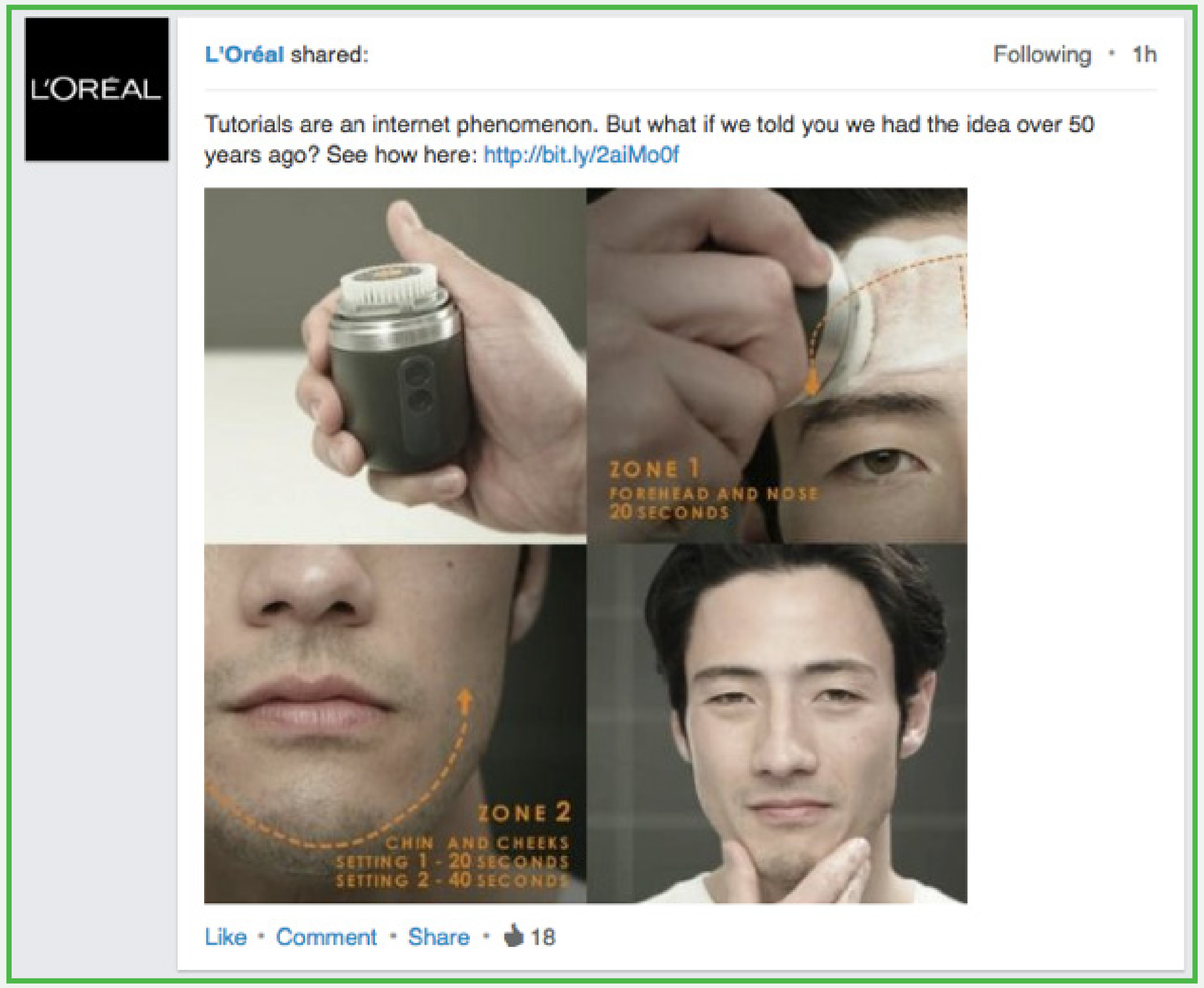
If you do get comments flooding in, make sure to keep the conversation going. Respond to people as much as you can. This will help foster a sense of community and will encourage your followers to engage with you on a continuous basis. You can also create a really good piece of content by pooling the best questions and comments.



4. Have a clear call-to-action

Your call-to-action (CTA) is essentially a link in your LinkedIn company update that urges candidates to click through. Company updates containing links can have up to 45 % higher follower engagement than updates without links. The links should direct users back the company website where you could be promoting a job ad, an employee spotlight video or a blog post for example.

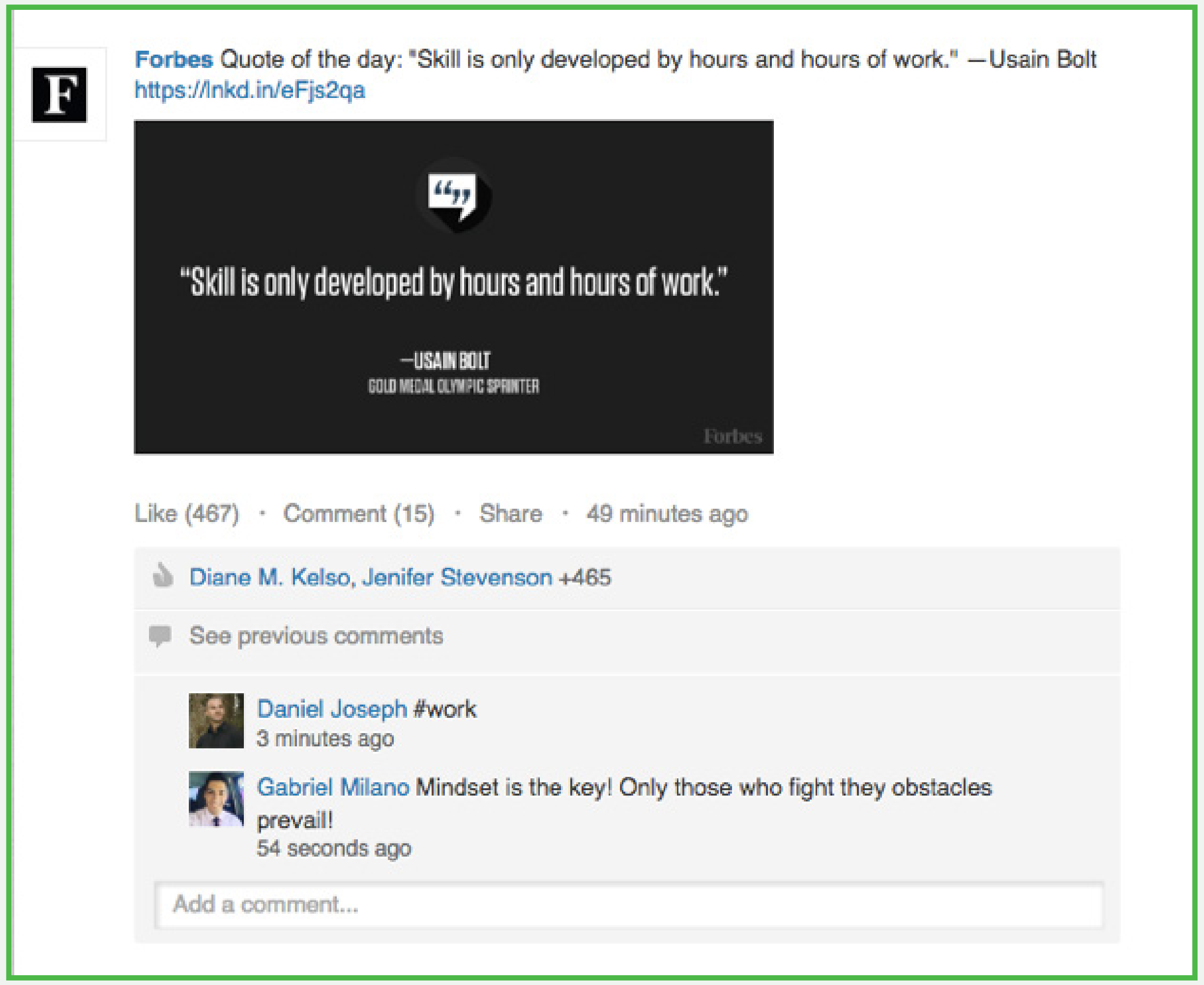
Whenever you copy a link to a status update, an image automatically appears with the link. This image does not always look optimised so our recommendation would be to upload your own image with the link so you can optimise the status update as you please (see below).



5. Keep it short

Does anybody scanning through the LinkedIn news feed actually want to read a status update that should be a long-form blog post? Of course not! You're posting a company update and that's exactly what it should be – an update i.e. easily consumable. While you should aim to keep your update as brief as possible, you should make sure that it is also high quality so it can be easily absorbed by users. If it is too long, LinkedIn introduce a 'more' button which users can click to see the rest of the status but this is something that you should avoid because it presents an obstacle for users to view the update.

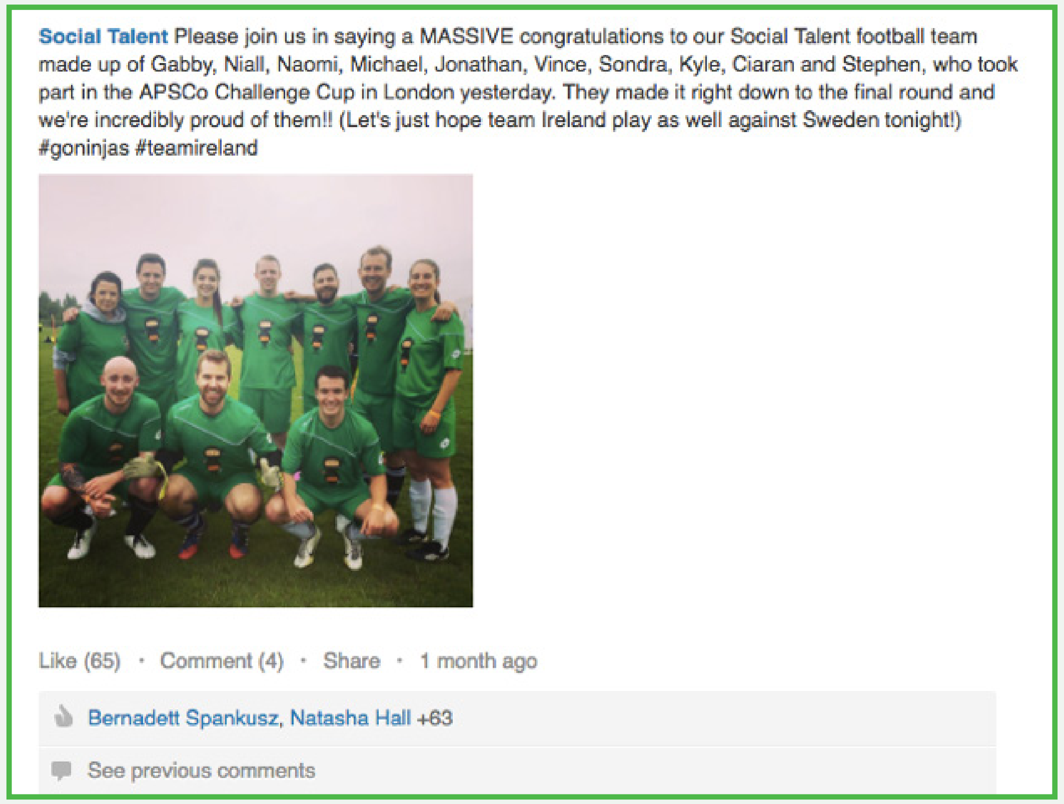
A good rule of thumb is to keep the status update under 140 characters which is the Twitter status character limit. This will help you keep your updates succinct and meaningful. Forbes nails this.



6. 'Behind the scenes' content

Professionals don't just want to see industry-related content on their LinkedIn news feeds every time they log in. Sometimes, it helps to steer away from the blog posts, the product updates and the event promotions which can get tiresome. Instead, posting 'behind-the-scenes' content helps you build a more genuine connection with followers. The reason for this is that users are thirsty for transparency and an inside look into how things are built and done within your company.

So what do we mean exactly by behind-the-scenes content? Well, it can be anything from team-building content showing how well your team work together, progress content such as company accomplishments to funny content. See the example below of a recent company update we posted about a football tournament we entered. Content like this is great way to humanise your brand and can show that you can have fun outside office hours! This content also typically triggers more engagement which is exactly what you need.

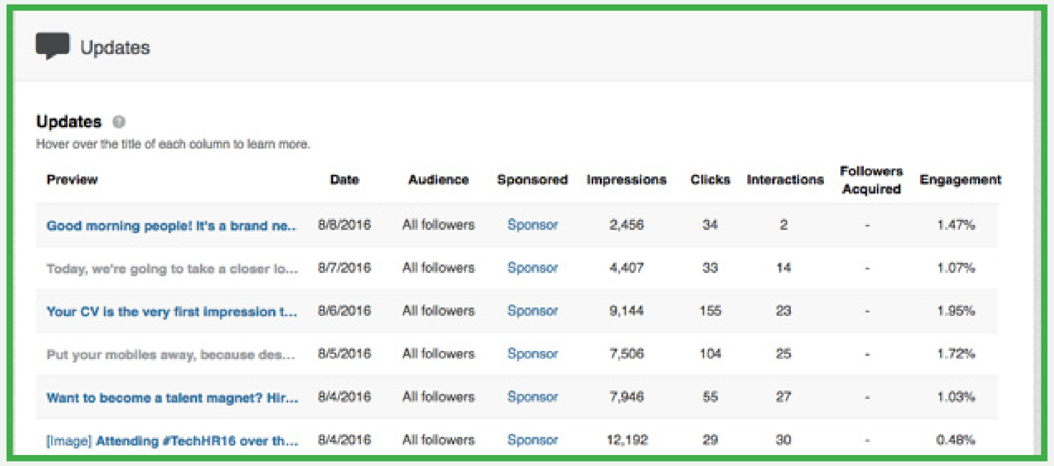


7. Test

It may be tempting to post blindingly on your LinkedIn company page, wait to see if you get engagement and make a decision on future updates. However, the best recruiters are much more proactive and are continually testing their initiatives, whether it be LinkedIn posting or something else. The reality is that some LinkedIn posts are going to work much better than others depending on your audience so you need to educate yourself on what your audience prefers.

The great thing about LinkedIn is that it provides metrics for each company page where you can view things like reach, engagement, follower vs visitor trends and follower vs visitor demographics. These metrics can help you understand why certain posts flop and others perform well which can help fine-tune your posting strategy. You may be a bit overwhelmed with all of this data once you see it so our recommendation would be to first focus on the engagement percentage for your update. This is derived from the the number of clicks and interactions of an update vs impressions of that update. Based on this, you can start writing updates (backed by data) that your audience will love!

With over 400 million users, LinkedIn represents a fantastic opportunity to engage with your target audience. However, you need to make a long-term commitment to your plan for LinkedIn which includes ongoing monitoring and analysis of company updates. Company updates are the only way you can foster meaningful conversation and engagement with your followers and target audience and doing this effectively (by following the techniques above) can increase candidate quantity and quality.



Updates

Updates

Hover over the title of each column to learn more.

Preview	Date	Audience	Sponsored	Impressions	Clicks	Interactions	Followers Acquired	Engagement
Good morning people! It's a brand ne..	8/8/2016	All followers	Sponsor	2,456	34	2	-	1.47%
Today, we're going to take a closer lo...	8/7/2016	All followers	Sponsor	4,407	33	14	-	1.07%
Your CV is the very first impression t...	8/6/2016	All followers	Sponsor	9,144	155	23	-	1.95%
Put your mobiles away, because des...	8/5/2016	All followers	Sponsor	7,506	104	25	-	1.72%
Want to become a talent magnet? Hir...	8/4/2016	All followers	Sponsor	7,946	55	27	-	1.03%
[Image] Attending #TechHR16 over th...	8/4/2016	All followers	Sponsor	12,192	29	30	-	0.48%

TWO
Posting in LinkedIn Groups

How often do you post in LinkedIn Groups – once a day, once a week, once a month, once in a blue moon?! If you're a recruiter, chances are that you're a member of a handful of recruitment-focused LinkedIn Groups, but the question is are you really getting the most out of them?

Here we'll break down the 12 rules you should follow for posting in LinkedIn Groups to help build your personal brand, build up your contacts and get answers to all of the burning questions you have!

Rule #1: Only post relevant content

It might seem like a no-brainer, but we still absolutely need to say it. Do not post countless job openings in irrelevant LinkedIn Groups! Remember that the people who are members of these groups are more than likely recruiters, and they don't need to read about your hard-to-fill positions. The general rule of thumb is that you should think of LinkedIn Groups as a community. Not a place for shameless promotion.

Rule #2: Know what category your posts fall into

It's important to note the variety of content you're posting into a group and whether or not it fits in with what that particular group is all about – e.g. is it really appropriate to post about in-house recruiting in the 'Official LinkedIn Group for Agency Recruiters'? Probably not. Unless it's very clear to see the link between what you're posting and the title of the group you're posting in, it's probably best to refrain. We guarantee that there's a group that your post will work in, it's just a case of taking the time to be organised and curating your own content, rather than opting for the 'spray and pray' method!

Rule #3: Quality over quantity

As much as you should be participating in different LinkedIn Groups, you really need to be aware of the post that's just one too many. Rather than posting an update and sharing it into a bunch of different groups, take a minute beforehand to actually click into each group and check to make sure that the last couple of posts haven't all been by you! If that is the case, but you've received good engagement on each of your previous posts (comments, likes, etc), go right ahead and post again. But if there has been zero engagement, it might be worth taking a little step back.

Rule #4: No-one likes a know-it-all

You should make it your business to engage with any posts when you feel that you have something to contribute to the conversation. If you know the answer to a question that someone has asked, or have enjoyed reading a blog post that's been shared, by all means, go ahead and comment on that post. Just make sure that you treat it as a two-way street. You don't want to be viewed as the person that always has to give their two cents, especially if you never ask for advice yourself. Remember that it's a two-way street and no one likes a know-it-all!

Rule #5: Keep it professional

Following on from Rule #4, it's really important to keep LinkedIn Groups as positive a place as possible. If you post something that is negative or quite controversial, the first thing that other members will most likely do is to click on your profile to see who you are and what organisation you work for. And whether you like it or not, you're representing that company, so behave accordingly. Otherwise, it won't be long until you find yourself blocked. So try to remember that if you don't have anything nice to say, don't say anything at all. It worked back in your playground days and it works here. So play nice, recruiters.

Rule #6: Less is more

Try to keep the posts that you share in LinkedIn Groups short and sweet whenever possible. No one has the time to read through long, essay-style updates, so make sure you keep it snappy.

Rule #7: Post at different times

Vary the times of the day that you post in LinkedIn Groups. Don't get stuck in a routine of sharing updates at 9:30 every morning before the craziness of screening candidates and client meetings sets in. Again, if you find that people are engaging with your posts and you've got a great rhythm going, stick with it! But if you're posting questions, or sharing blog posts and getting zero interaction, play around with the times of the day that you're posting at. Who's to say that a recruiter in New Zealand or the west coast of the USA won't appreciate what you're sharing just because you're a recruiter in the UK?! Experiment with posting at different times and see if you notice a change.

Rule #8: Ask yourself 'Is this valuable?'

Before you click on that 'Post' button, get into the habit of asking yourself the question 'Is this content actually valuable?'. Is whatever you're posting going to add value, be it the information you're sharing in a blog post, or the answer you're giving to a question, or the advice that you're asking other recruiters for? Are the other members in the group going to take something away from it or are you posting something just for the sake of it, not because it actually means something? If the answer is yes, go ahead and post. If there's any question or doubt in your mind, read over the content again and change it accordingly.

Rule #9: Comment on your comments

So you've done everything right… you've shared a short, snappy post in a relevant LinkedIn group and hallelujah – other recruiters are liking the update and posting their comments. Now, don't blow it! Make sure that you acknowledge the comments that are being posted on your updates. The people that engage with your posts are the people that you probably want to connect with, so thank them for their input and advice!

Rule #10: Respect the group guidelines

Always. Without exception.

THREE
Sourcing Candidates on LinkedIn

Abraham Lincoln, once said *"Give me six hours to chop down a tree and I will spend the first four sharpening the axe"*. Well, Abe sure did know what he was talking about because when it comes to sourcing, the very same principle applies! As tempting as it is to do a broad LinkedIn search to get the lay of the land for a position that you're recruiting for, it's far more beneficial to spend a bit of time 'sharpening your metaphorical axe', so that when it's time to run your search, you'll not only know exactly what it is that you're looking for, but you'll ultimately be saving yourself a lot of time and hassle in the long run.

Before you even think about starting your search on LinkedIn, there are seven things that you absolutely NEED to do. Whether you're an agency or in-house recruiter, we guarantee that if you set some time aside at the beginning of the process to mark these things off your checklist, you'll ultimately be doing yourself a huge favour.:

1. Talk to the client/hiring manager

The first thing that you need to do before you even think about opening LinkedIn in your browser is to sit down with the hiring manager/client and have a conversation to better understand the position that you're sourcing candidates for. Ask questions like 'What does the perfect candidate look like?', 'What do you want from a candidate in terms of skills?', 'What requirements are listed in the job description, but aren't necessarily deal-breakers?' It really doesn't matter if you've sourced for the same position a thousand times before – you should NEVER assume that you know what makes the perfect candidate without talking to the hiring manager or client first.

2. Study the job spec

After you've spoken with the client or hiring manager, it's important for you to really study the job spec and see how it matches up to the ad that's been created for the position. Make sure that all of the must-haves you've discussed are mirrored in the ad. For example, if you've discovered that it's not vital for the candidate to have a Masters, but it's listed in the requirements on the job ad, how's a potential candidate going to know that it's actually not a deal-breaker? Make any appropriate changes and don't forget to optimise the ad for SEO and include visual elements wherever possible.

3. Think about keywords

Create the skeleton/backbone of what you're looking for by taking a piece of paper or opening up a Word document and making a note of the keywords that are essential for conducting your LinkedIn search. You basically want to write down everything that's required for a candidate to be called for interview. This is essentially the base of the'Universal Search Method'. The keywords that you list should ideally be based on particular skills that you require a candidate to possess, as opposed to adjectives or broad terms relating to personality traits. For example, your list of keywords really shouldn't include terms like "enthusiastic" or phrases like "works well with others". It should contain terms like "digital marketing" or "graphic design", and so on.

Of course, the ideal candidate should possess qualities like being a "multi-tasker" and be able to "take the initiative", but these are the things that you can look into when you sort through the results of your search, as well as when you interview them over the phone or in person. To get the best results from your searches, you really need to prioritise skills when you're compiling your list of keywords.

4. Research synonyms

Ask yourself if there are other words to describe the keywords that you've made a note of. If the answer is no, there's a good chance that something is VERY wrong! Researching synonyms will no doubt take up a big chunk of the time you dedicate to prepping for your search, but trust us – it's time well spent. However, coming up with synonyms on your own can be challenging, so here are some tips to help you find them:

Check LinkedIn profiles

Look at people that are doing a similar job in competitor organisation to see how they've written their bios and what words they've used to describe their job title and/or skills. Similarly, you can find someone who is currently doing the job at the company you're hiring for to see what kind of phrasing is used in their profile.

Wikipedia

You can look up the definition of any term on Wikipedia. In defining the word that you're looking for, Wikipedia explains it in terms of other words, phrases and contexts that in turn, gives you synonyms. You can actually run your Wiki searches through Google, so if you're looking for synonyms of the word 'recruitment' for instance, just search 'wiki recruitment' and you'll find the specific Wikipedia article as well as suggested pages in the search results. From here you'll find that 'recruiting' is synonymous with the term 'hiring'. If you then read the Wikipedia article, you'll find a lot more keywords like this, which will give you plenty of synonym ideas.

Sourcehub

Another great way to find synonyms for your LinkedIn searches is to use our free tool, Sourcehub. All you have to do is enter the keywords for the candidate that you're looking to source, then enter multiple skills and a location into the Sourcehub engine. From here your own Boolean string is generated, which you can then use to search on LinkedIn, Indeed, Twitter, and so on. Before launching the search, you'll be given a list of pre-populated synonyms for your job title and skills, from which you can add to or take away from as you see fit.

The most important thing to remember when you're researching synonyms is that you should always adapt whatever you find back to your search for the ideal candidate. Just because you've found a great big list of synonyms doesn't mean that they are all relevant for your search!

5. Consider various job functions/seniority levels

Remember that not all job functions and levels are created equally. A director in a small company could easily match up to a manager in a large organisation, so it's very important for you to think carefully about how important job titles really are in your search for the perfect candidate. At the very least, you should try not to fixate on exact titles too much because job functions don't always mirror skillsets.

Furthermore, job titles that contain a term like 'executive' might mean one thing in the USA and something completely different in Ireland and the UK. Again, you simply need to go back to your conversation with the hiring manager or client about what the perfect candidate looks like. From here, you should think about seniority based on company size. It'd be a crying shame to discount a whole pool of potential candidates simply because of their job titles – they could have the exact skillset that you're looking for!

6. Follow LinkedIn company page/connect with client

A great tip is that you should follow the LinkedIn Company Page of the organisation that you're recruiting for and/or connect with the client/hiring manager before you start searching. That way, when you're sorting through your search results and come across people that are connected to the organisation or to the hiring manager directly, you need to DROP EVERYTHING! People like this need to be flagged for a number of reasons. Maybe the candidate has already worked with the organisation in some capacity. Maybe they're a personal friend of the client or hiring manager. Either way, it will stand to you to spend a couple of minutes connecting before you start searching so that you'll see mutual connections. Speaking of which, it's also worth asking the client/hiring manager if they have a particular list of names that they want you to refrain from contacting if they appear in your searches at the beginning of the process. Otherwise, you could potentially land yourself in hot water!

7. Check your own database!!

So you've got your keywords, your beautifully crafted list of synonyms, you've followed the company on LinkedIn…surely you're ready to search now, right? WRONG! Have you checked your own database? Imagine how bad it looks if you spend all of this time doing research and you contact a potential candidate on LinkedIn with your usual InMail intro, only to find that the person is already in your agency database, or even worse still – that you've met with them before! (Oh, the humanity…)

As effective as LinkedIn is for finding candidates, if you're an agency recruiter and you're not checking your database, something's just not right. From a candidate's perspective, there's nothing worse than seeing a position advertised by a recruitment agency that you know you have the skills for, but for some reason, they don't contact you despite the fact you're in their system.

In recruitment, cutting corners more often than not leads to bad hires. And as we all know, bad hires have an adverse effect on productivity and profitability for any organisation. So take it from us – it doesn't matter how short your turnaround time is for a placement; if you take the time to concentrate on these 7 things, when the time comes for you to run your LinkedIn search you'll get far more accurate results than you would from jumping in as soon as you get the job description. Try it out and let us know if you notice a difference in the quality of your LinkedIn search results!

5 Secrets of conducting an effective LinkedIn search

When you run a search on LinkedIn, what percentage of the results do you reach out to? We asked this question of the thousands of recruiters worldwide who took part in our 2016 Global Recruiting Survey, and found that, the average recruiter reaches out to just over one quarter (28 %) of the people they identify in their LinkedIn search results. Sound about right to you?

We then asked them, "what is your average response rate on LinkedIn?", or in other words, what percentage of people who you reach out to on LinkedIn actually come back to you. We found that the average LinkedIn response rate of a recruiter in 2016 is about 28 %. But just because a candidate responds to you on LinkedIn, doesn't mean they'll necessarily say yes to the opportunity you're offering. Some will decline to go any further in the process. So, we asked recruiters, "what percentage of candidates who do respond to you on LinkedIn, agree to go forward in the process"? 27 % was the average response.

We delved even further by asking, "what percentage of candidates you submit to the hiring manager are called for interview"? On average, our respondents told us that two-thirds (66 %) of the candidates they send forward actually get an interview. But that begs the question, how many candidates does the hiring manager want to have on their interview panel from which to make a hiring decision? The average we got back was 4.
But what does all of this mean? Well, all of these results help us to build a picture of what the average process a recruiter has to go through to make a hire, actually looks like. In other words, it allows us to visualise the average recruitment funnel in 2016.

The 2016 Recruitment Funnel

In order to make 1 hire, you told us the hiring manager needs to interview 4 people. But if just 66 % of the candidates you send forward to the hiring manager are selected for interview, to get 4 on the interview panel you have to submit 6 people to the hiring manager. But if just 27 % of the candidates you reach out agree to go forward in the process, to submit 6 people to the hiring manager, you need to speak to 22 people. To get 22 people talking to you, how many people do you have to reach out to? Well, if your average response rate on LinkedIn is 28 %, to get 22 people talking you need to reach out to 79 people. But if you're only reaching out to 28 % of your LinkedIn search results, that means you need to identify a whopping 282 people in a search!

So, to make one hire, you need to identify 282 per open vacancy… Does that look like an efficient funnel to you?!

Just look at the waste! This funnel shows us that 72 % of our search results are not relevant, which means that we view and discard circa 200 profiles per assignment. Quite significant when you consider we send between 30-60 seconds viewing each profile! It also shows us that 72 % of the candidates we contact never respond, meaning we just spammed 60 people. And if 73 % of the candidates who do respond to us say no, we just had 16 wasted conversations.

This is an EXTREMELY wasteful process! And one that can be avoided if you know how to plan and structure your searches properly.

In contrast to the above results, when we asked the same questions of the recruiters who had completed our Black Belt in Internet Recruitment course, they told us that they reach out to 95 % of the people they identify in their LinkedIn search results. Which means they must be conducting a very different search to that of the non-Sourcing Ninjas we surveyed. They apply our 5-step Universal Search Method to all of their searches:

1. Fully understand the requirements.

This might seem an obvious thing to you. "I have my job spec, I know what I'm looking for!" But you cannot produce a really accurate search and you cannot work well as a sourcer or as a recruiter without actually understanding the true needs.

Often we're given job specs that have either too much information or too little information, and perhaps the key information you need might be missing from that job spec or might be hidden in all the text and jargon. You need to understand from the person who makes the ultimate hiring decision, what they are actually looking for. So ideally you'll start your search be talking directly to him/her to get their opinion on what you really need. They might have listed 10 things in the job spec but really there's 4 core things that they actually want from the perfect candidate.

For example, they may have specified that they require the candidate to have a degree, but when you tease it out with them, you find out that a degree is just preferred as long as they have the experience or come from a list of top competitors.

You need to understand what is required, otherwise you'll go into this search with the wrong information and end up wasting precious time and resources.

2. Organise those requirements by listing everything the candidate needs to have in order to get an interview.

Remember: your job as a recruiter is not typically to make hiring decisions, but to produce a list of candidates the hiring manager wants to meet.

Now that we've established the core skills and requirements a candidate needs to have to get an interview, we can begin to build an effective Boolean search string by listing them out. For example, if we were looking to find a UI Developer we would list our requirements down as follows:

AND

UI

Developer

Javascript

Agile

"Object Oriented"

"Angular JS"

"Enterprise APPS"

We're listing each and every individual skill and parts of the job title including things that need to be grouped together as individual terms even though they have multiple words in the phrasing of them e.g. "enterprise apps". These are all separate and we list them down the page. By including a space between each word the space acts as the AND operator in your Boolean string.

3. Research and list synonyms

Step three involves researching and listing the synonyms of these requirements. So, now you need to look at your requirements and think of all the words/phrases that mean the same thing and list them alongside the original requirement. This is the part of your string that could take the longest to produce as often words can have many synonyms.

For example:

AND

(UI OR "front end" OR "user interface" OR UX)

(Developer OR dev OR programmer OR devops OR develop)

(Javascript OR "java script" OR jscript OR js OR jsf OR jsp)

(Agile OR dsdm OR scrum OR kanban OR bdd OR tdd)

("Object Oriented" OR java OR j2ee OR oop OR oo)

("Angular JS" OR angularjs OR angular)

("Enterprise APPS" OR "investment portal" OR dashboard)

Be sure to separate each synonym with OR.

You should now be starting to see a more complex search, yet all you've done is list the ANDs and ORs of your Boolean string.

4. Run your search.

Copy and paste your search into LinkedIn. Do not copy and paste it into the top search bar on LinkedIn. That's a big no-no, and a surefire way to get yourself crap results. ALWAYS start each and every search in the Advanced Search section of LinkedIn.

5. Remove unsuitable results.

Look at the results your search has brought back. Does anyone jump off the page at you that doesn't belong there? And if they do jump off the page at you, what are the words they've used in their profile that make them unsuitable? Are they too senior or too junior? Or have they used a keyword you seek but used it in combination with something else that doesn't quite work e.g. "java recruiter"?

Once you've identified the offending word or words, remove them using the NOT operator, as follows:

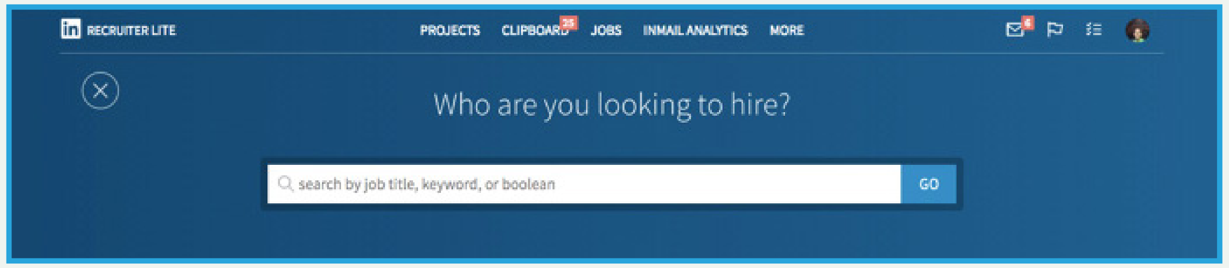
NOT senior NOT sr NOT snr NOT head

After going through each of these steps your search results should start to look much more accurate. You should be able to look at the first two pages of your LinkedIn search results and say "I think every one of these people looks interesting and worth contacting".

Yes, this method may take 10-20 minutes to do, but doing this research at the start of your search will make you much more effective in the long run. Right now you're only contacting 28 % of the people in your search results, after implementing our universal search method you should be contacting 95 % of your search results. More people, more accurate people, less time, more productivity.

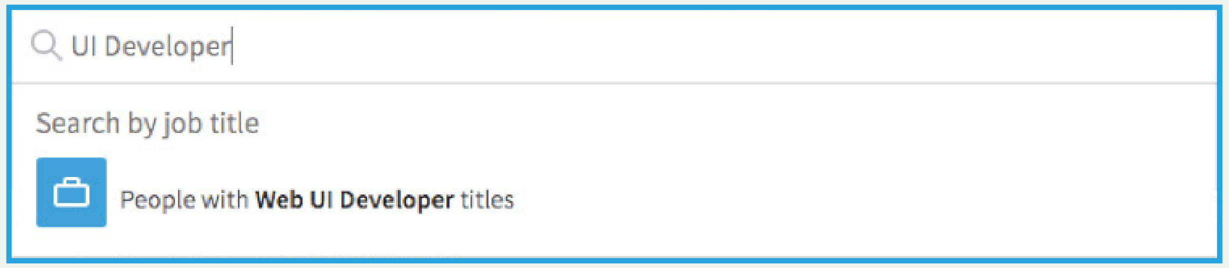
LinkedIn Recruiter Basic Search

When you sign into LinkedIn Recruiter this is what you see. Your search bar ready and waiting for you to do all your awesome sourcing. It's automated much of the work that goes into sourcing, but does it work?



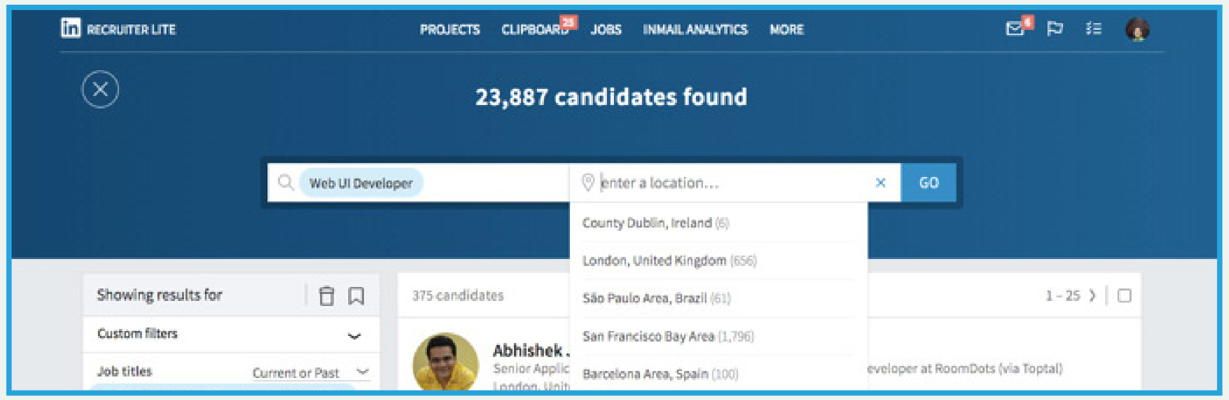
Step 1

Enter the title for the job you are sourcing.



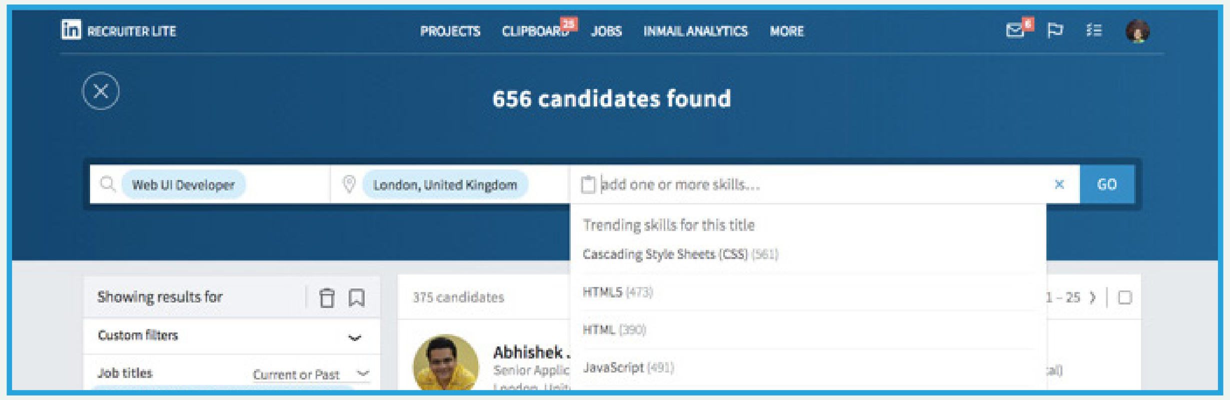
Step 2

Immediately LinkedIn begins to search and suggest potential candidates. Narrow down your search by including the location you want to focus on.



Step 3

Now that you have the location specific to your desired area you can start populating the next field with all the skills required for your ideal candidate.



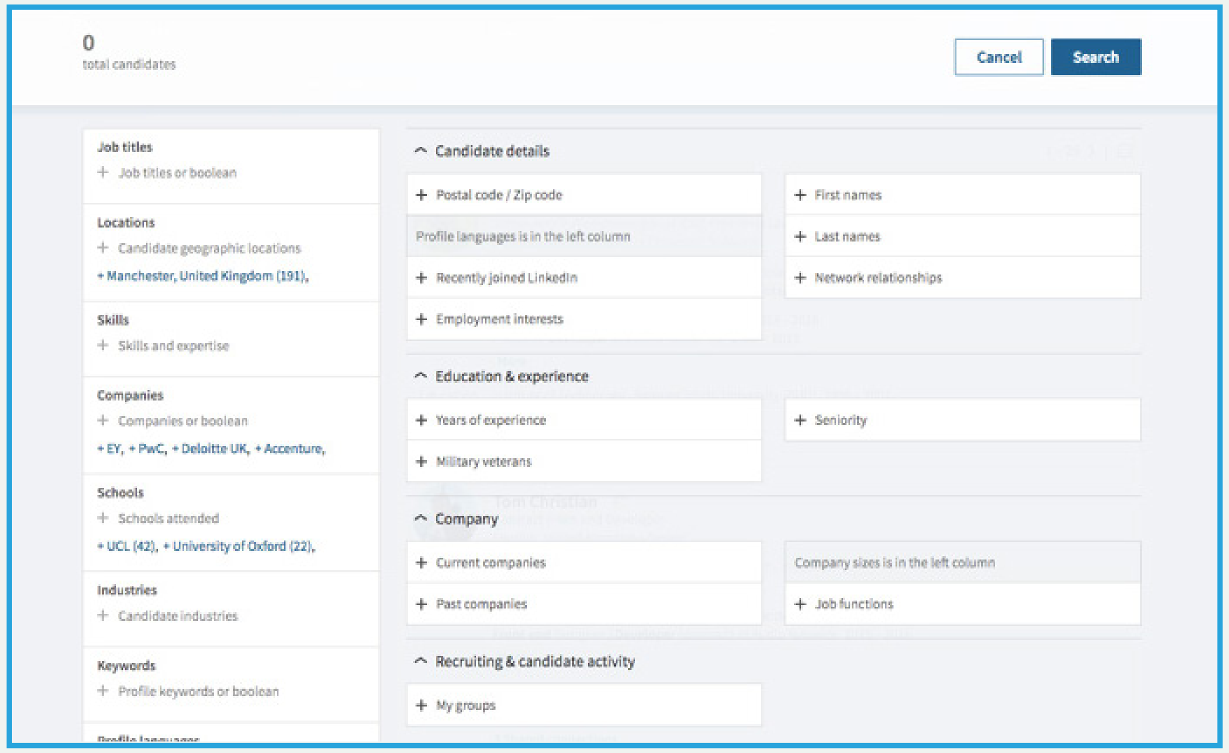
The candidates you see in your results, however, do not have all the skills that you requested – your skills search, unbeknownst to you, is an OR search, whereby you're looking for skill 1 OR skill 2 OR skills 3, rather than Skill 1 AND skill 2 AND skill 3.

This is critical for our search – we want perfect candidates who have all of what we need.

To do this, we must do away with the automated search bar that LinkedIn Recruiter has provided, and use Advanced Search.

LinkedIn Recruiter Advance Search

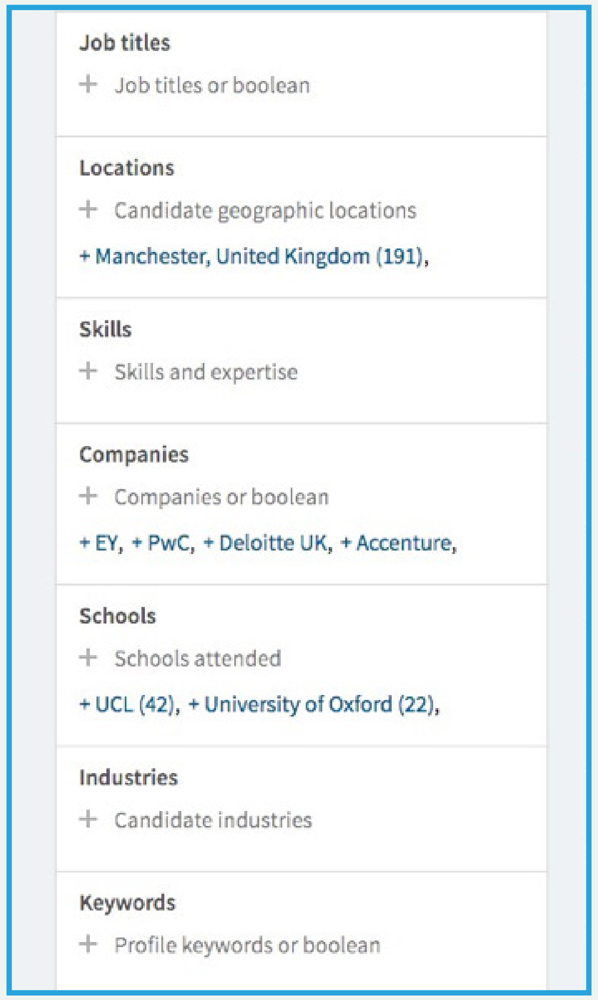
This is where the magic happens. However, the UI is confusing – nothing is a priority because everything is a priority. Where do I put my search?



In the Title Field, we can input Boolean search for job titles, search whether we want that to be their current or past title. So far so good. LinkedIn will tempt you to choose a pre-defined title, but we want to use Boolean search here and find perfect people.

Next, the clear majority of Recruiters use the "Skill" field to include what skills they want to find in their people – however, this is not effective. We cannot use Boolean to find multiple synonyms of the same skill, and instead our collection of skills end up being an OR search too. Our pool of candidates grows as we enter more skills, rather than shrinks. Remember, we want perfect people first.

By utilizing the 'Keywords' field, way down the bottom left, you can search the candidate's entire profile for certain words, and it accepts Boolean. For example, if you search this field for the keyword 'recruitment', it may appear in their job title, it may be in their employer name, it could be in their skills, it could be under subjects they completed in university, it might be in their reference quotes – literally anywhere on their profile. As such, performing a 'Keywords' field search is the broadest type of search you can conduct on LinkedIn, but more importantly, it gives us control over what we're searching using AND statements and synonyms.



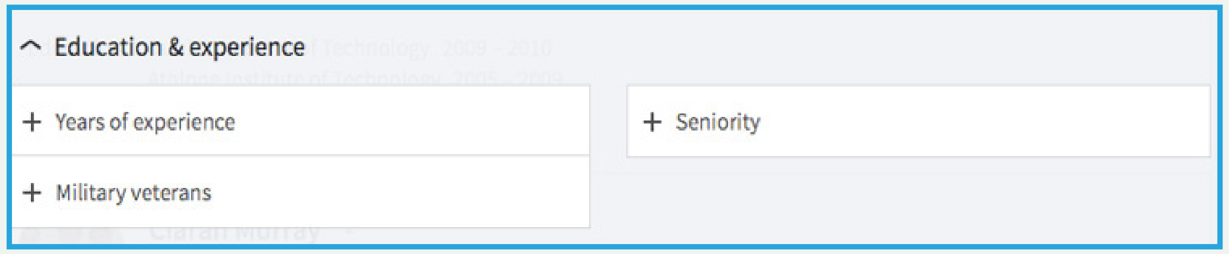
LinkedIn Recruiter Pro Tips

Don't Limit Your Searches

When it comes to successfully sourcing on LinkedIn it's as much about the search fields you don't use as the ones you do. You may unintentionally be excluding some amazing candidates from your search results.

Example: many people will use the 'Years of Experience' field to try and focus their search. However, when you press a hiring manager as to why they require x years of experience, sometimes, they can't tell you why.

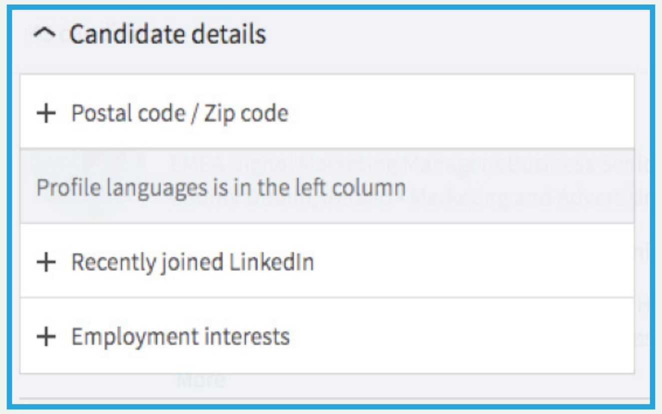
Press your hiring manager for a clear definition so you can optimize your search for the best results possible



Spot The Clues

When your search shows your results, pay attention to some telltale signs that could help you identify the best candidates.

Example: If a candidate has recently joined LinkedIn or recently updated their profile it could mean that they are preparing for job applications. This is a valuable insight into the mindset of your potential candidates that could help you make the best decision



Shine The Spotlight On Them

Spotlight is a great feature that allows you to make the most of your connections on LinkedIn and add some real value to your network. Spotlight highlights the profiles in your results that best suit your search based on more in-depth data than simple keyword search.

Example: Spotlight can vary depending how you wish to use it, here are some of the most common Spotlight examples

- Likely to Respond
- Open to New Opportunities
- Company connections
- Engaged with your talent Brand
- Your Industry Talent Pool
- Have Been In Their Role For A While
- Past Applicants

(This feature is not available on Recruiter Lite)

FOUR
Engaging with Candidates in LinkedIn

Ah, the InMail. The internet's most abused piece of communication. People have been squandering the opportunity InMails afford them since their day of inception by sending unsolicited, automated, and un-personalised messages that even the most polite person in the world wouldn't respond to. As a result, the humble InMail has gained itself a bit of a bad rep.

Here, we'll be showing you some techniques you can use to write successful InMails and how to turn an admittedly self-interested piece of communication into an irresistible opportunity for the candidate in 3 paragraphs. It's no mean feat, but it can be done!

1. Remember the goal of your InMail

The ultimate goal of your InMail is to start a conversation with your potential candidate. Nothing more, nothing less. You are not going to, nor should you aim to, seal the deal with one InMail. Your message should open a dialog between you and the candidate about their career path and career goals.

Getting a response is the only KPI you need here.

2. Use an attention grabbing subject line

"Job Opportunity", "We're Hiring", "New product manager role", "Career opportunity with ACME Ltd." Zzzzzzz… Sorry dosed off there in amongst the most boring, mundane and uninspiring InMail subject lines of all time! Where was I? Oh yes…

The subject line of your InMail is the very first impression a candidate will form of your message. If it fails to reel them in, you're toast. Any other carefully crafted, witty paragraphs beneath it will be null and void. So make it count.

The key here (as with the main body of your InMail) is personalisation. Your InMail needs to look like it was intended for one candidate and one candidate only. It needs to speak to them and compel them to click through. Intrigue them. The hook needs to grab their attention and get them interested. How do you get people interested? Answer: Be different! Don't do what everyone else does! Don't copy your colleague and certainly don't do what every other recruiter on the planet does.

- **"Sharon suggested I get in touch"** – mentioning a mutual connection. Referencing a former common employer in your InMail increases your chances of getting a response by 27%.
- **"Hello from a fellow dressage rider"** – acknowledging a common interest. By mentioning a common interest in your subject line, you tap into a passion that that person has and show you've actually done some research about them, which makes a candidate feel special and makes you stand out from other cold InMailers.
- **"LOVED your article on the Gender Pay Gap!**" – congratulating them on an achievement/piece of work. Again, this shows you have done your research and gives the candidates an ego boost that you enjoyed their article.

When formulating a subject line, ask yourself things like; how do I know this person? Why am I reaching out to them? Do I share a connection/group/location/hobby with them? And use the answer to shape your subject line.

Oh, and keep the whole thing to between 7-8 words. Most people will be reading their InMails on a mobile device. Anything longer than 7-8 words will be look like an essay to wade through.

3. Introduce yourself

If you saw a candidate at a job fair, you wouldn't just walk straight up to them and launch into your pitch, without introducing yourself, shaking hands and explaining who you are. Well, social norms apply to InMails too.

NEVER assume a candidate will click on over into your profile to discover who you are and what you do. People are busy. They have work to do and lives to lead. To them you are a stranger. So respect their time and their attention by writing a quick intro to your InMail that tells them who you are, what you do and why you wanted to get in touch with them specifically.

4. Keep it short and sweet

They say people are cash rich and time poor. Well, I don't know about that first part, but these days people are most definitely time poor! Particularly in demand candidates. That's why they're in demand after all! So if you've gotten them as far as opening your mail, don't waste their time with an InMail comparable to War & Peace.

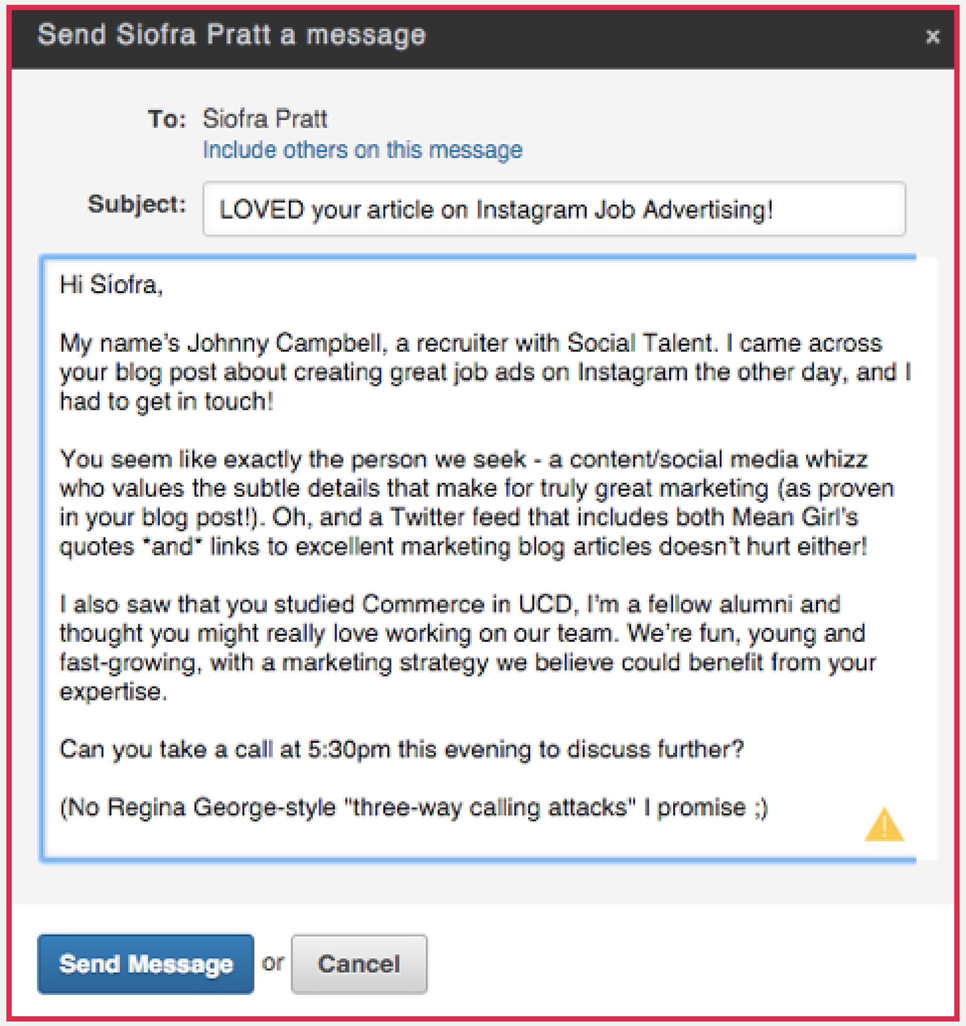
5. Make it highly personalised

Your candidates should feel like this message is being sent to them and them alone. It should feel in no way general. Research tells us that the best way to ensure a message is personalised is to include at least two unique things about the candidate in the message. And no, one of those is not their first name! By including at least two unique things about that candidate in your email, it shows you've done your research and that you are genuinely interested in them.

Read their profile. ALL OF IT. How often have you stopped reading a candidate's profile after scanning the Work Experience section? To find those unique talking points you need to make use of the little glimmers on a person's profile that give you a connection to them. Better still, if they happen to have a link to their Twitter account or some other form of social media, go and scan that for a while.

Make reference to the candidate's current employer, their current job title, their degree, an award they've won, or a blog post they've written. If you have any "uncommon commonalities" with them e.g. a love of the same sports team or a passion for Spanish cuisine, be sure to mention it. If you discover you both have a mutual connection, be sure to mention them too. Or if you see they like to tweet quotes from a particular film or TV show, acknowledge it. All of this shows the candidate that you care about them as a person and not just about how their skills can benefit your client or company.

Bottom line: the more personal the message, the more obliged the candidate will feel to reply. And after all, a reply is exactly what you're looking for.



6. Lead with them, not you

Notice that the entire first paragraph and most of the message in the example above is all about the recipient. In only one sentence out of 7 did I mention the company, and even then it was to convey the benefits of the team.

7. Show some personality

Displaying a tasteful sense of humour in your messages will always be welcome and it makes you look more personable, approachable and most importantly, human. Humour also sets the tone for a joyful working relationship in the future. Win-win. Check out the way I've included a relevant yet humourous nod to the candidate's Mean Girls obsession at the very end of the InMail above.

That said, you don't have to be funny in your InMails, especially if it doesn't come naturally to you. There's nothing worse than someone trying to be funny and just sounding insincere or idiotic as a result. If you're unsure whether or not to use a particular line or make a particular joke, ask someone to read it and sanity check it first.

8. The presumptive close

I know I keep saying it, but it's true, especially of the most sought after candidates. People are busy and sometimes, even with the best of intentions, people forget to reply.

The most common closing line for headhunt emails is: "Let me know if you're interested". This is NOT a good closing line. The aim of this InMail is to get a response, so you need to compel the person to reply to you, right now. Therefore, it's best to close with a time specific call to action. The call to action could be, "Can you take a call at 6:30pm this evening to discuss further?" or "I'm going to be near your office on Tuesday. Can you meet me for coffee at 12pm to discuss?". This invariably elicits a must faster and higher response rate as it puts the ball firmly in their court.

If you'd like to learn more about how to use LinkedIn and several other social networks more effectively as part of your recruiting efforts, check out our learning platform here.

Thank you.

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