

# Getting ready for the new year

Why your 2017 recruitment strategy starts now



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Twice as many  
people changed  
jobs in January  
2016 compared  
to December 2015.<sup>1</sup>

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<sup>1</sup>LinkedIn Data

In the recruitment world, January is 'moving month' — with LinkedIn data revealing that more people change jobs in January than any other month.

When you consider that 83% of job changers land their new role within 60 days<sup>2</sup>, your 2017 hires are likely to be looking for roles in October and November. So by the time December rolls around, many job changers have already jumped ship or moved up the ranks.

With the growing influence of social media in the recruitment process, it's never been more important to improve your online presence and show candidates what it's truly like to join your organisation. And with the end of the year fast approaching, now is the time to do it.

In this guide, we'll show you what savvy recruiters are doing to optimise their recruitment efforts and attract the best talent for 2017.

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<sup>2</sup>LinkedIn data

## What's inside?

When time is of the essence, you need a clear strategy to ensure your recruitment drive is as efficient and productive as possible. These 4 simple steps are a good place to start:

# 01

Get your hiring managers on board

# 02

Get personal with LinkedIn pages and tools

# 03

Let your employees tell your story

# 04

Test your candidate journey



# 01



## Get your hiring managers on board

Your relationships with your hiring managers will determine the speed and effectiveness of your recruitment strategies, which is particularly crucial at this time of year.

By empowering your hiring managers with the right tools, you can make sure the perfect candidate has an excellent interview experience and ultimately says yes to your job offer.

# 01

## Working closely together

You can increase the likelihood of a fast and successful recruitment process by working closely with your hiring managers. For example, you may want to:

- **Align your priorities:** Find out what the business will be focusing on in the new year to help you identify candidates that are the right fit.
- **Set the action plan together:** Outline raw skills and personality requirements.
- **Tap their contacts:** Ask your hiring managers to refer star performers for consideration.
- **Prepare them for candidate engagement:** Ensure hiring managers tailor pitches to each individual's goals.
- **Educate them on your employer brand:** Make sure their LinkedIn profiles convey their excitement about working for your organisation.

## Nailing the job description

In your haste to get your jobs posted, don't just fall back into asking hiring managers the same old questions like:

- What do you want to pay?
- What are the major responsibilities?
- What kind of education does it require?
- What technology does the candidate need to be proficient in?

While these are all important, using the same, boring old job descriptions probably won't land your perfect candidate.

To make your job description stand out, try asking unconventional questions such as:

- What are three must-haves for the candidate?
- What three qualities would immediately get a person fired from this job and why?
- If you had to hire someone without any prior experience for this job, what kind of personality and aptitude would they need to quickly get themselves up to speed?



## Bonus tips

For more tips for a knockout hiring manager relationship, download our LinkedIn book, *Zen and the Art of Hiring Manager Maintenance*, [here](#).

Read more about nailing the perfect job description [here](#).

30%

of professionals use social professional networks to land their new job.<sup>3</sup>

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<sup>3</sup>Global Talent Trends Report 2016



A person wearing a green long-sleeved shirt is sitting at a table, writing in a notebook with a pen. In the foreground, there is a white coffee cup on a saucer and a tablet. The scene is lit with soft, natural light, suggesting an indoor setting like a cafe or office. The image is overlaid with semi-transparent blue and green circular shapes.

# 02

## Get personal with LinkedIn pages and tools

Your online presence is key to attracting and hiring great talent. And one of the best channels to build your employer brand is LinkedIn. With talent on the move it's time to 'get personal'.



# 02

## Help candidates get to know you

The biggest roadblock for candidates applying for a role is not knowing what it's like to work at a company. 60% of candidates want to know about the company culture and values.<sup>4</sup>

LinkedIn's Company Pages and Career Pages give you the perfect forum to show talent why they should work for you.

Your **Company Page** is your official presence on LinkedIn. It's where you communicate what your organisation does – showcasing what's great about your organisation to candidates and clients. Share content and imagery that's valuable to your audience, giving them a positive introduction to your employer brand.

Your **Career Page** is an extension of your Company Page and where your jobs and employer brand come to life.

Here, you and your employees can tell an authentic story about your company culture, what you're all about, and drive quality applicants to your jobs. It's a chance to give every candidate a view into your culture, with content created by your employees and leaders.

You'll also be able to build a personalised candidate experience so talent can discover job recommendations and stories of employees in similar roles. Measuring your employer brand impact is easy too, with robust in product analytics.

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<sup>4</sup> 2016 Talent Trends Report

# 02

## Make your employer brand shine

With the next generation of LinkedIn Career Pages, it's never been easier to leverage your employer brand to attract and hire the right talent.

A top-notch LinkedIn Career Page should be compelling, on-brand and up to date. In particular, it should:

- Tell your authentic company story using the new 'Life' tab. Give candidates a view into your culture with articles written by employees, and share engaging videos, posts and photos from your company.
- Display a compelling mission, values and vision statement
- Feature all 2017 job posts where candidates can easily find them (Request a demo of LinkedIn Jobs [here](#))
- Target your ideal candidates, and
- Align with your 2017 business objectives.

Start strengthening your employer brand and engaging with candidates. Learn more about the new LinkedIn Career Pages [here](#).

## Get more of the right candidates

With your Company Page and Career Page in order, let LinkedIn do the hard work and find people for you.

LinkedIn Recruiter can help you find the right talent faster with unlimited access to 450 million active and passive candidates, 20+ advanced search filters and 'smart suggestions' – in which you can add or remove keywords to improve your results and identify talent you may have otherwise not considered. Find out more [here](#).

LinkedIn Jobs will actively display your job to LinkedIn members who best match your hiring criteria. With smart targeting, it puts your listing in front of candidates with the right skills and experience – even if they're not actively job seeking. Find out more [here](#).



### Bonus tip

Use the dedicated 'Jobs' tab and give candidates personalised job recommendations, let them discover employees like them using the 'meet the team' section, and share insights about your workplace so they can assess fit before they apply.

Find out more [here](#).

# 10x

The average network size of a company's employees is 10x larger than the company's own network of followers.<sup>5</sup>

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<sup>5</sup>LinkedIn behavioural study, 2015

# 03



## Let your employees tell your story

There's no better way to magnify your employer brand than by tapping into the power of employee advocacy. Encouraging your employees to update their personal LinkedIn profiles is a perfect place to start.



# 03

## Leverage your employees' social networks

Engaged employees are the lifeblood of every successful business. They speak positively about your company to each other, to potential employees, and to your customers. They want to be part of your organisation and they're motivated to see it succeed.

In a digital marketplace, engaged employees can be an even bigger asset. Leveraging the power of their personal social networks, you can magnify your brand presence and enhance your reputation as an employer of choice.

Our research found that, on average, your employees have a network that is 10 times larger than your company's follower base. As a result, jobs shared by employees yield 30% more job applications.<sup>6</sup> There's also a 37% lower initial attrition rate<sup>7</sup> for hires impacted by employees.<sup>8</sup>

## It starts with LinkedIn

Every employee profile on LinkedIn is an opportunity to build brand interest among potential candidates as a desirable place to work. In fact, 1 in 4 candidates look at employee profiles after hearing about a new job.<sup>9</sup>

To maximise the impact of your recruitment strategy, you need to ensure your employee profiles amplify your employer brand.



### Bonus tip

Allow employees to share what life's really like at your organisation. Showcase articles and photos created by your employees – arguably your biggest advocates – along with engaging videos, photos and posts from your organisation.

Discover more about Next Generation LinkedIn Career Pages features [here](#).

<sup>6</sup> Calculated by comparing the number of applications per job for jobs shared by non-recruiter employees vs jobs not shared

<sup>7</sup> Initial attrition rate is calculated as employees leaving the company within six months of joining

<sup>8</sup> Hires impacted is Measured as Profile views, connections, inmails sent by the new hire 12 to 1 months prior to starting the job

<sup>9</sup> LinkedIn Talent Trends, 2016

# 03

## **Encourage employees to update their profiles**

Great profiles have a friendly yet professional photo and headline, a compelling summary, and an up-to-date experience section. They may also include rich media like SlideShares, photos and video that show what it's like to work at your company.

## **3 ideas to help employees build stellar LinkedIn profiles:**

- 1) Host a one-hour profile tutorial when onboarding new hires.
- 2) Organise a how-to session during lunch.
- 3) Run a contest based on the Profile Strength indicator located on every employee's profile. Perhaps throw a party for the team that gets everyone to the All-Star level first?

We'll give you more tips about employee profiles in 'The Recruiter's End of Year Toolkit'.

Read more on Employee Advocacy. Download our guide [here](#).

94%

of talent says being contacted by their prospective manager can make them accept a job offer faster.<sup>10</sup>

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<sup>10</sup> 2015 Talent Trends report

# 04



## Test your candidate journey

If you want quality candidates to accept your job offers, you need to test drive your candidate journey to make sure it strengthens your employer brand.



# 04

## **Put yourself in their shoes**

Today, there are multiple touch points on a prospective candidate's journey in which they learn about your employer brand and organisation – all of which can add up to a candidate either having a good experience, or a bad one.

You need to put yourself in the candidate's shoes and see the journey from their perspective – ensuring you are keeping them updated and engaged throughout the process.

## **Tips to improve the candidate journey**

1. Put your process everywhere.
2. Brand your emails, especially the automated ones.
3. Contact candidates frequently and put the onus on them to check in.
4. Ask this question every single time: "Is there anything you didn't get a chance to tell us today that you think we should know?"

## **The Airbnb story: Listen to and learn from candidates**

In its busy startup days, when it ran out of recruitment rooms, Airbnb discovered that people loved sitting out in the open, absorbing the exciting company culture. By listening to and learning from the candidates, Airbnb realised its biggest selling point was its fun and inclusive culture.

### **Want to hear more?**

Check out the Airbnb candidate journey [here](#).

# Additional Resources

Building a strong employer brand on LinkedIn starts with building a strong employer brand, period. Neither happens overnight. But if you invest in increasing your reach, engagement, job interest and new hire staying power, you'll be well on your way.

For more tips on how to define, promote and measure your employer brand, download our [Employer Brand Essentials](#).

## About LinkedIn Talent Solutions

Attract, recruit, and empower the best people for your business with LinkedIn. Get access to quality candidates – active and passive, external and internal – on the world's largest professional network of 450M+ candidates.

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