

instantimpact[•]

MAKE THE MOST OF LinkedIn[®] FOR YOUR HIRING

For HR, People and Recruitment Teams looking to attract the
right talent through LinkedIn

Brought to you by Instant Impact



im WHY DID WE CREATE THIS GUIDE?

There are over 30 million company pages on LinkedIn, and if your company's page doesn't stand out, you are missing opportunities to get your content in front of the audience that matters to your business.

By following a few easy steps to optimise your company page on LinkedIn, you can attract the best possible candidates and keep your current employees engaged, two of the most important tasks that HR and Recruitment teams are dealing with currently.

Here at Instant Impact we're reinventing outdated agency and RPO models by taking a truly people-focused approach to hiring. We work as part of your team to transform your hiring, saving you time, frustration and wasted money.

[Instant-impact.com](https://instant-impact.com)



Created in partnership with Antony Whetham
Account Director at LinkedIn

im WHAT THIS GUIDE COVERS?

- How Strong is Your Employer Brand?
 - What is an EVP?
 - 5 Ways to Improve Your Employer Brand
- Writing a Job Description
- Creating a Job Advert
- Screening candidates
- Getting Employees Involved
- Use a Mix of Media
 - 5 Types of Posts You Should Share on Your LinkedIn Page



**A strong
employer brand
can reduce
recruiting costs
by up to 43%**

[LinkedIn Talent Solutions](#)

in HOW STRONG IS YOUR EMPLOYER BRAND?

Every company has a reputation - a way in which it is perceived - and this reputation is known as your brand. **A company's brand goes beyond the products and services that the company sells** and contributes directly towards the bottom line, even though it is so much more than simply the products or services the company sells. Think about this, Coca Cola's brand is valued at \$87,6 billion!

Companies also have a second brand, known as your employer brand and it lives and breathes in the minds and hearts of your former, current and future employees.

A positive employer brand is critical. Without it, hiring and retaining the best employees becomes challenging. Everything from salary and benefits to advancement opportunities to weekly happy hours, the culture of an organisation and the treatment of its employees contributes to employer brand. These important elements now, more than ever need to be included in your company's hiring messaging to ensure you attract the best candidates.

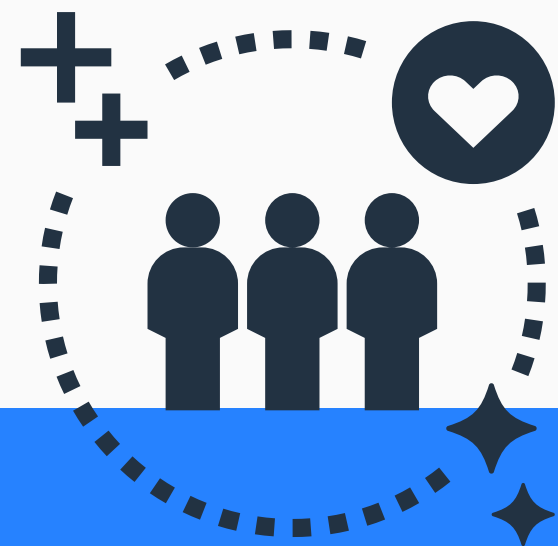


im WHAT IS AN EMPLOYER VALUE PROPOSITION (EVP)?

Employer brand encompasses the branding and marketing of the entire employment experience. Employer brand forms part of a company's employee value proposition (EVP) and it is essentially what the company communicates to potential and current employees as its identity.

We know that it is becoming more vital than ever to recruit and retain the right talent, and this isn't possible without a strong employer brand.

"Companies with positive employer brands can get up to twice as many applications as companies with negative brands. Considering that HR managers are finding it more difficult to hire the talent they need due to skills gaps, this is a huge difference in how efficient a recruiter or talent manager can be."



im 5 WAYS TO IMPROVE EMPLOYER BRAND



Have a company video

Tell your company story through engaging, rich content. Video is an excellent way to showcase your workspaces, diverse employees and culture. Ensure that these content pieces are easy to find on your digital platforms.



Brag about your Glassdoor rating

Glassdoor is built on increasing workplace transparency, and tells job seekers a lot about your employer brand if you invest in your Glassdoor profile. Ensure that you encourage employees to submit reviews of your company anonymously, and brag about your favorable rating online.



Make your values & mission clear

Your company values and mission are the lifeblood of your business. They help you employ your employees, build a sense of purpose and attract the right candidates who are aligned and passionate about what your company stands for.



State why your employer brand is important to you

Potential employees want to hear from within an organisation why they should work for them. Having a reputable employer brand helps companies attract the right candidates, reduces hiring costs and improves retention.



Include employee testimonials

Employee testimonials are a great way to leverage the trust that applicants have in regular employees to celebrate positives of working for your company. Ensure testimonials are on your website and LinkedIn in company pages.



Writing a job description



im HOW TO WRITE A GOOD JOB DESCRIPTION

➔ **What is a job description?**

➔ **How does it differ from a job advert?**

➔ **What should a job description include?**

Before tackling the actual writing of the job description, it helps to know what differentiates a job description from a job ad. They are fairly similar, but a distinction should always be made between them.

The job description is on the whole used for internal purposes and describes the responsibilities of the role itself. Outlining these is one of the first steps in a company's recruitment process.

The job advert however is different because it is external. It should be used to sell the vacancy to potential candidates.

For tips on how to create a job advert that is effective and attracts candidates...go to the next page!



"An unclear, vague or confusing job advert can not only impede the progress of finding the best talent, it can also reflect poorly on your company brand"

Creating an effective job advert



im 9 TIPS FOR WRITING JOB ADVERTS THAT ATTRACT CANDIDATES



Keep it concise

According to LinkedIn's behavioural data -

Job posts with 150 words or less got candidates to apply 17.8% more frequently than job posts with 450 to 600 words.

It is important to remember that many candidates use their mobile phones to view jobs so short descriptions work better!



Check the tone and language

A LinkedIn study showed that:

Candidates shown an extremely casual job description were 4x more likely to dislike the employer and 2x–4x less likely to apply.

It is important to demonstrate your company culture but do so in a professional and polite way.

im 9 TIPS FOR WRITING JOB ADVERTS THAT ATTRACT CANDIDATES



The key information for candidates

The first information that candidates will be looking to find out is the details of the job, the requirements of the role and the salary.

Make sure this information is front and centre.

We always advise where possible to add salary to the advert. Not only will it help potential applicants determine if the role is the right level, but it can help level the playing field with DE&I too.



Information about your company should not be the focus of the job post

Candidates do want to find out about the company itself and its culture but most people will look at the website or LinkedIn company page for this type of information.

Definitely include some info about company culture and values but the job post should mainly focus on the role itself.



Ensure your company is a fair and inclusive place to work where people feel 100% comfortable to be themselves

Get Instant Impact's Diversity and Inclusion Handbook
[VIEW NOW](#)



9 TIPS FOR WRITING JOB ADVERTS THAT ATTRACT CANDIDATES



Role requirements

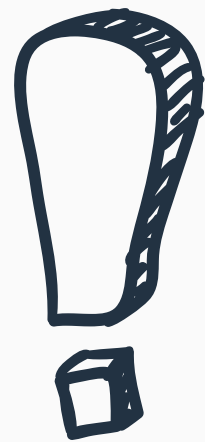
When it comes to the requirements that you include in the job ad it is important to only add requirements that are really relevant and essential to the role otherwise you could put candidates off applying.

Recognise those that are 'nice to have' vs 'must haves' and only include the 'must haves' on the job advert.



The importance of job titles

Job titles are important because they're what candidates search for when looking for a job. For example, whilst Chief Happiness Officer might mean a lot to your business internally, externally it has little meaning and will make it hard for candidates to find the role. Stick to relevant job titles that are common place in the market for advertising purposes and that are easy to search for.



Research shows that women are unlikely to apply for a position unless they meet 100 percent of the requirements, while men will apply if they meet 60 percent of the requirements.

im 9 TIPS FOR WRITING JOB ADVERTS THAT ATTRACT CANDIDATES



Remove barriers by using gender neutral words

Men applied to jobs they viewed 13% more frequently than women*

There is strong evidence that certain words can influence the likelihood of people from different genders applying so it is essential that the language you have chosen isn't unintentionally putting certain candidates off and that it can be understood by everyone. There are debiasing tools online to review your Job Description. E.g. [Gender Decoder Tool](#)



Do job posts early in the week

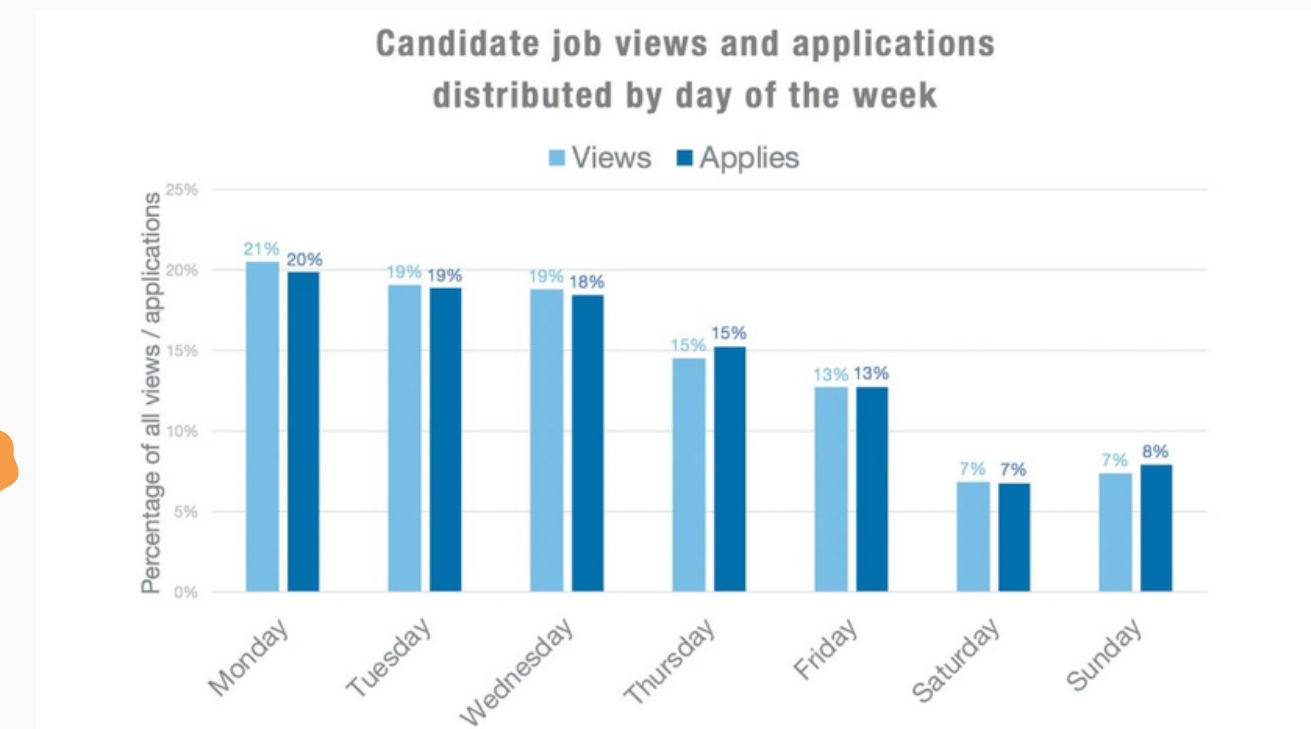
Candidates view and apply most often on Mondays. Most applications occur on Monday, Tuesday, or Wednesday, with just 15% coming in over the weekend according to LinkedIn.



Include performance goals if you can

When LinkedIn posted sample job posts, many candidates said that they found it very helpful to see clear metrics that they should be hitting after the first year.

Get stakeholders to create these realistic, and measurable goals.



*LinkedIn Talent Solutions analysed about 4.5 million jobs posted in 2016 and 2017 in the United States and the United Kingdom. Gender was inferred by name.



"Jobs that display salary information are 66% more likely to get a hire on LinkedIn while receiving the same amount of applications as those without salary."





SCREENING CANDIDATES



im SCREENING CANDIDATES

1

Step 1: Take a step back and assess

If someone has left the role and you are looking for a replacement, it is common for companies to go back to the old job description and / or try to find a carbon copy of the person that left.

However, it is much more helpful to step back and ask the following:

- Where are there gaps in our team's knowledge
- What skillset do we need
- Do we really need X number of years experience*
- What would success in this role actually look like?

2

Step 2: Make the most out of LinkedIn Recruiter

- Create a project for each role. This will enable you to reach out to multiple candidates at once and LinkedIn will provide candidate recommendations based on similar profiles
- When using the Talent Pool search function, search for similar / equivalent job titles to broaden your search
- Use the keywords filter also to search for job titles

*When it comes to job requirements there is often an over reliance on experience when in reality it is not predictive of future success.

im SCREENING CANDIDATES

2 Step 2 continued: Make the most out of LinkedIn Recruiter

- If you come across or know of a candidate with an 'ideal' profile you can create a 'search by ideal candidate'. LinkedIn then uses an algorithm and provides a list of results of candidates with similar profiles

3 Screening candidates for interview

Now that you have a shortlist of candidates, it is worth assessing the screening and interview process.

CVs are one of the least predictive methods of assessment but are one of the most vulnerable to unconscious bias. Some businesses use specific skills-based questions to support or even replace CVs.

- Online testing - there are a huge range of businesses providing online testing from Cognitive Ability Tests and psychometrics to verbal and numerical reasoning.

Consider adding in **work sample tests** to allow candidates to provide a snapshot into how they'd perform in the role. These ask candidates to answer 3-5 questions about how they'd approach certain workplace situations in 250 words or less. Screening on work sample tests has been demonstrated to be 4x more predictive of in-role performance than CVs.

CELEBRATE NEW HIRES



CELEBRATE NEW HIRES

"New employees who feel appreciated and are excited about their work will ramp up faster in their role, they are more likely to plug into the culture and will be more eager start participating in a significant way"



im WAYS TO ENGAGE WITH A NEW HIRE

1

Give them Kudos with LinkedIn Team Moments

Celebrate a teammate at your organisation by welcoming them to the team with a Kudos via your company page. The recognition displays as an update on your page that all follower and visitors can see, adding a personal aspect to your company.

3

Celebrate an occasion

There are various options within the "celebrate an occasion" feature on LinkedIn. You can create posts that;

- Welcomes someone new to your team
- Celebrates the start of a new project or milestone
- Celebrates work anniversaries
- Sharing a job update

2

Share the news online

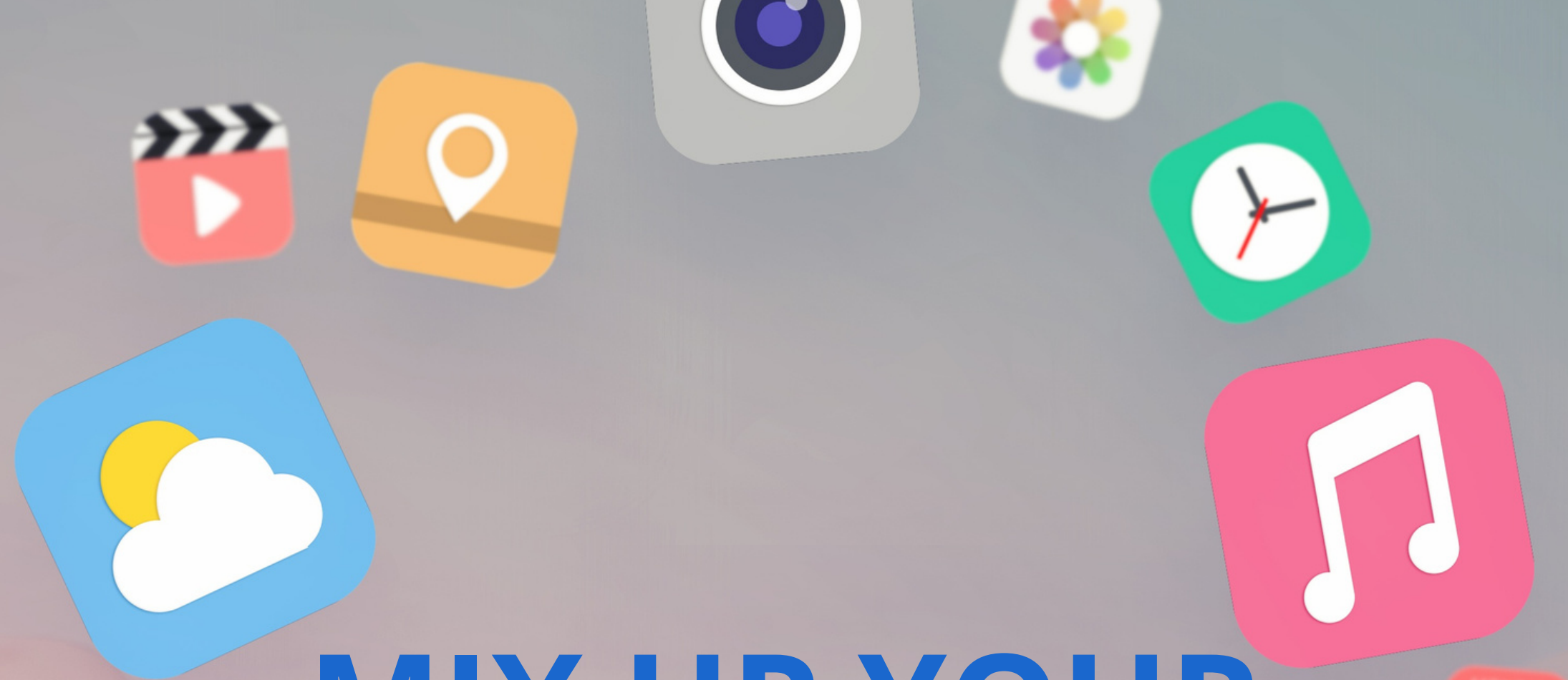
An easy and effective way to make new employees feel special is to share the news on your company's LinkedIn page and other social pages welcoming them to your company.

4

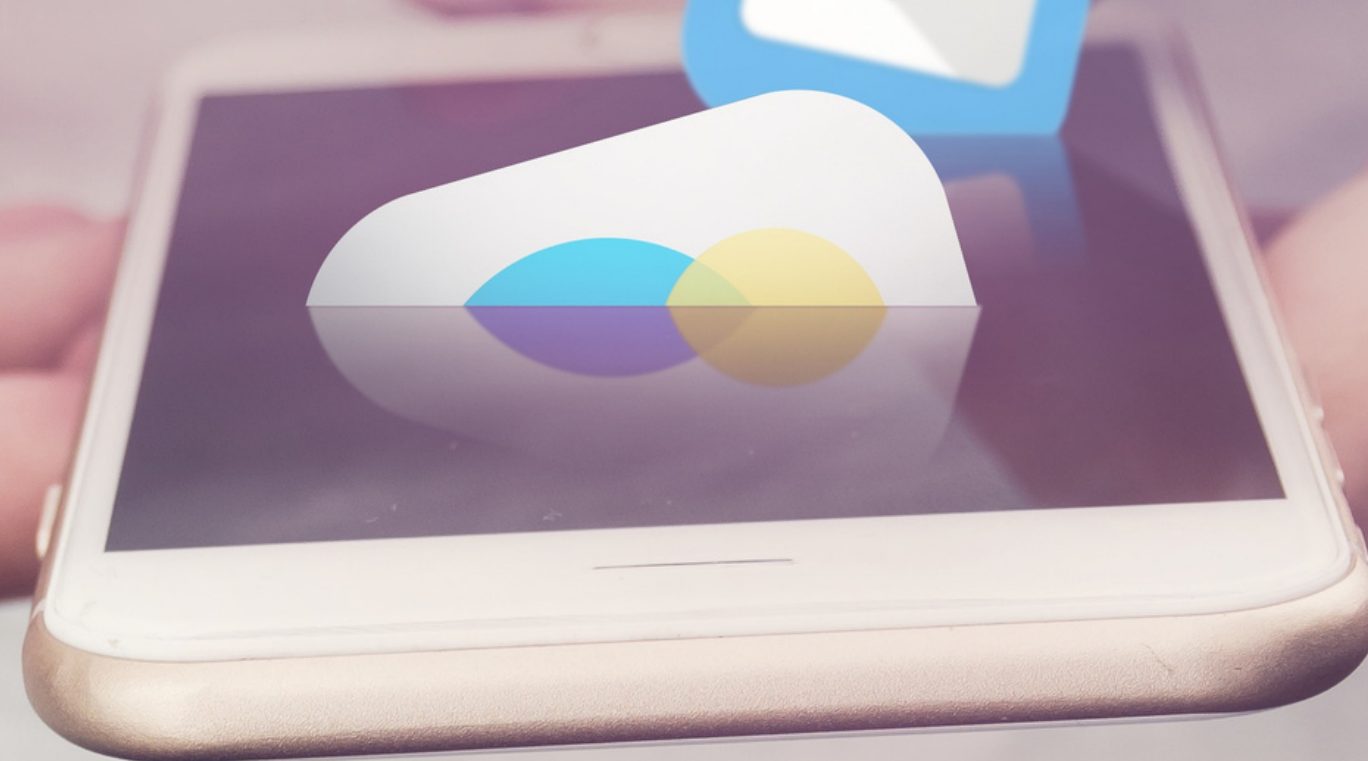
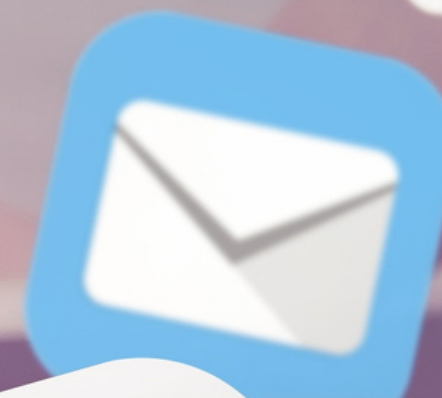
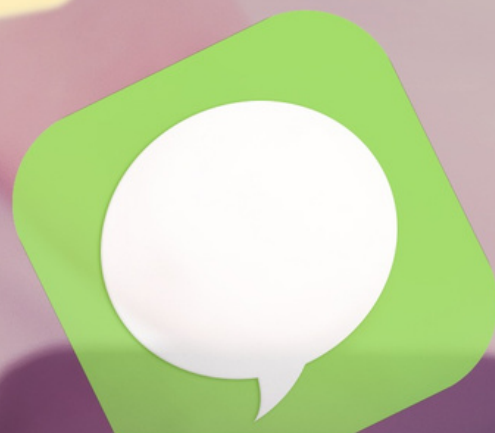
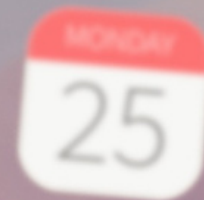
Encourage engagement on LinkedIn Teammates

Encourage employees to keep up to date with what their colleagues are sharing and posting on LinkedIn, and to comment, congratulate and like those posts.

- LinkedIn Teammates is a great tool to encourage engagement between colleagues and increases the reach of your company posts, therefore an easy way to grow your network.



MIX UP YOUR MEDIA



im USE A MIX OF MEDIA

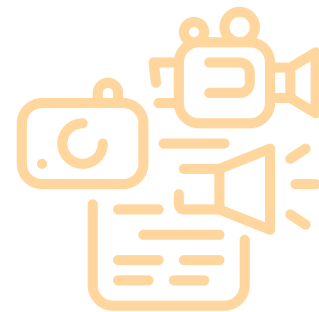
LinkedIn can massively help your company **increase the visibility of your EVP**, your company brand, service offerings and products. Ensure that you are sharing a variety of different types of media to keep your audience - and prospective employees - engaged.

Blog posts

Expand your reach, build brand awareness, grow engagement and drive traffic to your website through posting engaging blog posts. This is the best way to showcase your expertise and to connect with the right audience you are hoping to attract.

Industry News and Research

By sharing content related to your industry, you will establish your company as a thought leader.



Quick tips & Infographics

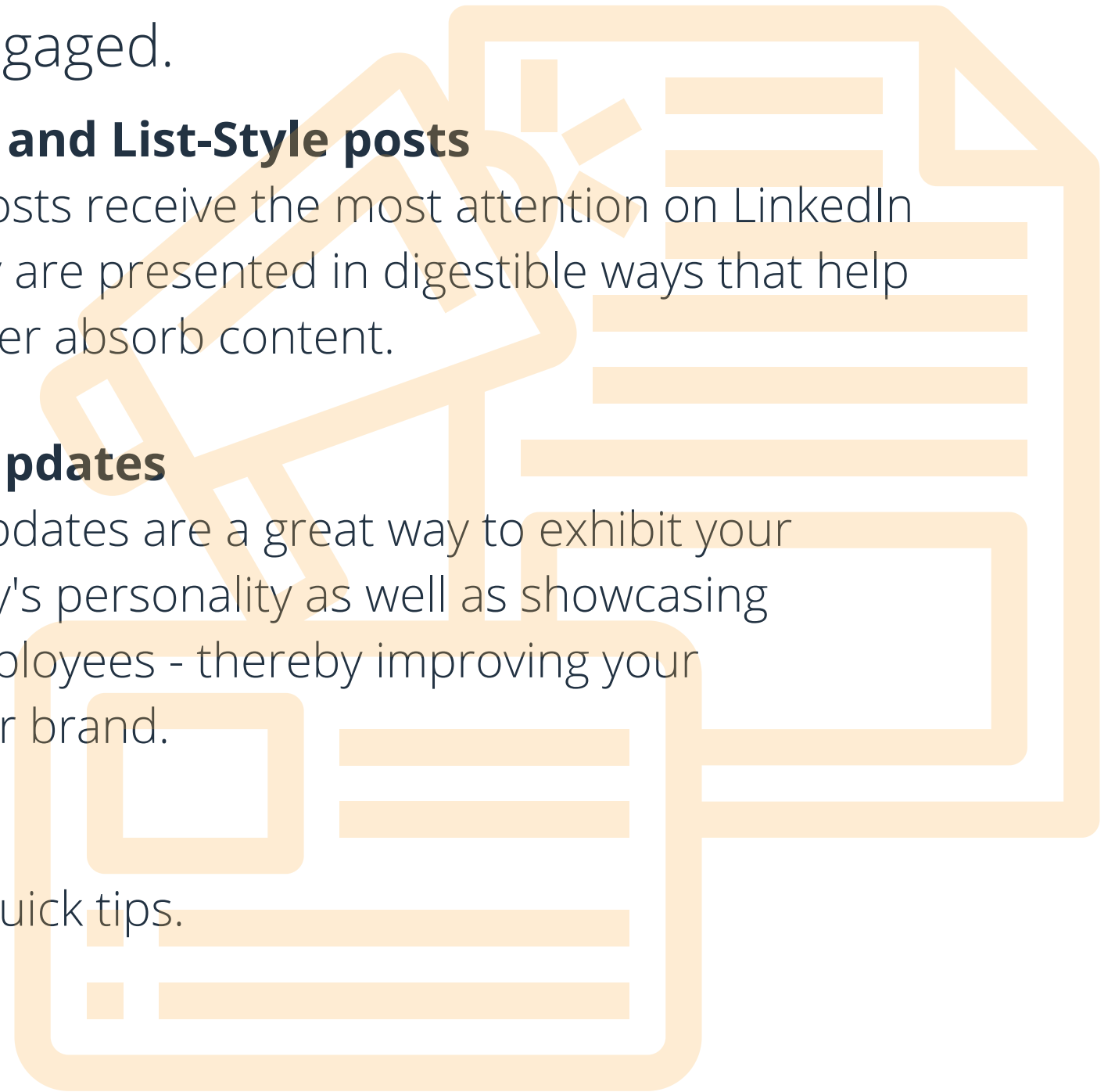
Show your expertise in an area with quick tips. They encourage people to follow your company.

How-To and List-Style posts

These posts receive the most attention on LinkedIn and they are presented in digestible ways that help the reader absorb content.

Photo Updates

Photo updates are a great way to exhibit your company's personality as well as showcasing your employees - thereby improving your employer brand.





5 TYPES OF POSTS YOU SHOULD SHARE ON YOUR LINKEDIN PAGE



Video is 5x more likely than other types of content to start a conversation

Video is a great way to showcase your wonderful team. It will give your company a personality and make your brand more human.

Potential candidates will also be able to picture themselves working as part of your team.



Images featuring statistics

Share statistics that showcase your achievements as a company or features of your company that are important to you for example employee satisfaction and diversity statistics.



Celebrating company wins and milestones

Celebrate company wins and show gratitude to followers, clients and your team for helping you achieve your goals.

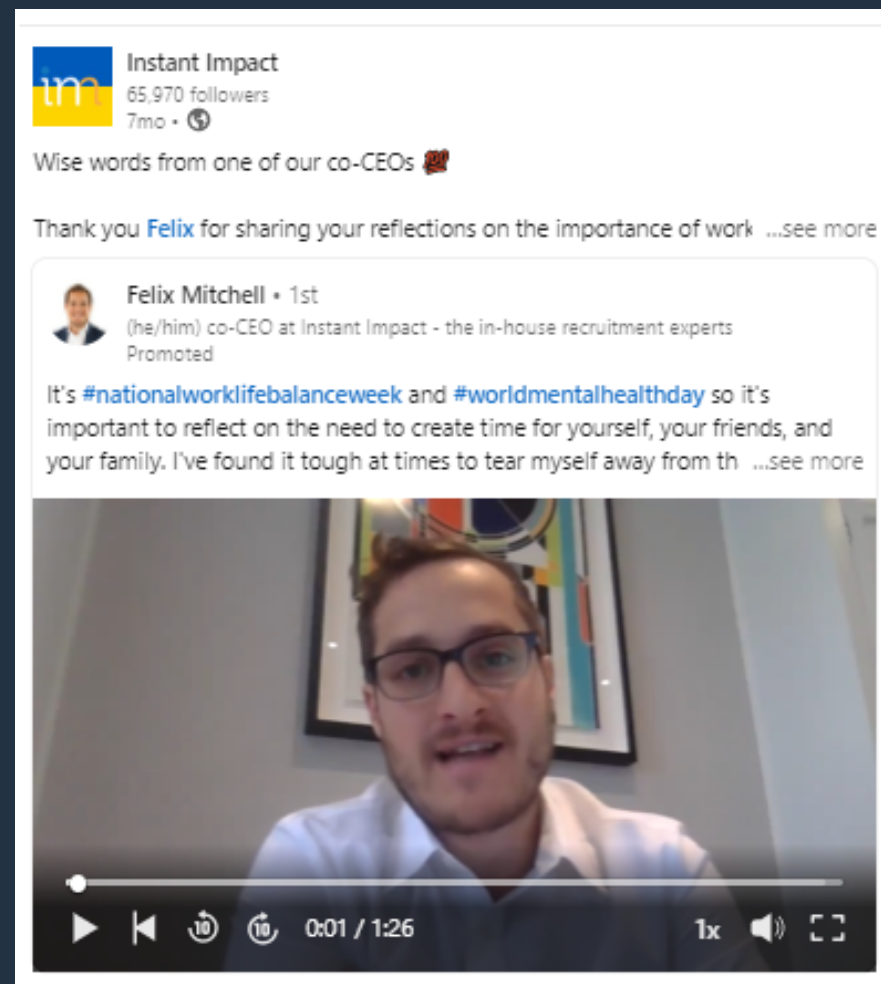
At Instant Impact, one of our company values is **Enjoy Winning** - it is particularly important to us to celebrate one another's wins - it helps to build rapport amongst the team whilst also demonstrating to future candidates that we recognise achievements publicly. This is becoming increasingly important with remote working. It means that everyone's hard work is noticed regardless of whether they're 50 or 5,000 miles away.

im 5 TYPES OF POSTS YOU SHOULD SHARE ON YOUR LINKEDIN PAGE



Highlighting company leaders

Make sure to humanise your brand and give your audience the opportunity to take a peek inside your company culture while simultaneously highlighting your best employees as thought leaders.



Promote content

You may already be using LinkedIn to share and promote content produced by your marketing team.

If not though, make sure you do! Not only is this beneficial for brand awareness and lead generation, it will also be of interest to future employees who want to learn more about the company.



ABOUT INSTANT IMPACT

Recruitment has a bad rep: it's expensive, time consuming and sometimes you just don't know who to trust. At Instant Impact, we're reinventing outdated recruitment and RPO models by **taking a truly people-focused approach**. We work as part of your team to transform your hiring, saving you time, frustration and wasted money.

No hidden costs or annoying surprises, finally a team you can trust.

If you think you're ready to speak with one of our founders to find out more, Rob and Felix are here to help - no strings attached.

[Give them a call](#)

Find out more at www.instant-impact.com

