

Report on
LinkedIn: Tool for Recruiting-
Features, Methods, and Instructions

For Learning Purposes

Intern Coordinator

CUNY: CIS Department
395 Hudson st., NY 10014

By:

G. James Mitchell

Student at City College of Technology CUNY

Major Emphasis Professional & Technical Writing

This report provides details and instructions to inform the reader on what LinkedIn is, and how it can be used as a recruiting tool. Instructions on profile set up and initiating methods conclude the main discussion of this report.

Contents

- Abstract** iii
- Introduction**..... 1
- LinkedIn** 1
 - The Profile* 1
 - Activity 2
 - Advantages and Tips 3
- Features and Their Effect** 4
 - Account Settings 4
 - Notifications..... 5
 - My Network 5
 - Marketing..... 6
- Set-Up and Utilizing**..... 7
 - Follow the prompts..... 7
 - Maximize 7
 - Virtualize 8
 - Post and Comment 8
- Conclusion** 8
- Information Sources**..... 9

Abstract

LinkedIn is an online software and publicly owned company that offers a platform where professionals and employers can exchange content and applicable news to enhance users' careers. It boasts to be “the world's largest professional network with more than 530 million users in more than 200 countries and territories worldwide. LinkedIn began in co-founder Reid Hoffman's living room in 2002 and was officially launched on May 5, 2003. Jeff Weiner is the CEO of the company,” (LinkedIn.com, 2017). This application has diverse features that enable users to locate and apply for job opportunities while building a network of resources. Organizations and individuals alike sign up and are provided with a web page that includes a collection of details that describes their individual brand. Users then connect with other members to exchange information pertinent to them.

After describing the usability, this report offers instructions on getting started with the tool. Fundamental methods are described and initial activity is suggested to reach the optimum experience.

Report on LinkedIn: Tool for Recruiting- Features, Methods, and Instructions

Introduction

Many know LinkedIn as a professional networking site, but more than that it “has become a very powerful business oriented search engine” (Prodromou, 2012, p. 2). The site offers a wide variety of features, of which the most popular are geared towards career development, communication, and recruiting (Nikolaou, 2014, p.1).

The purpose of this report is to provide the reader a grasp on what LinkedIn is, features that make it an effective recruiting tool, and instructions on how to initiate a profile. A study by faculty at National Chengchi University in Taiwan, examined which behaviors by job seekers on LinkedIn influenced recruiters to represent them to employers (2015, p. 517). Their report provided the guiding structure to the content here. The three parts of this report discuss: (1) the components valuable to recruiting and their relations within the application; (2) features, and their effects on recruiting efforts; (3) instructions on set-up and utilizing the tool.

LinkedIn

The Profile is the core component for users on LinkedIn. This is the webpage that lists personal details, career summary, and credentials. The content one establishes in their profile is the “self-presentation” recruiters use to qualify a job seeker for recommendations, see figure 1 (Chiang J. K.-H., and H. Suen,

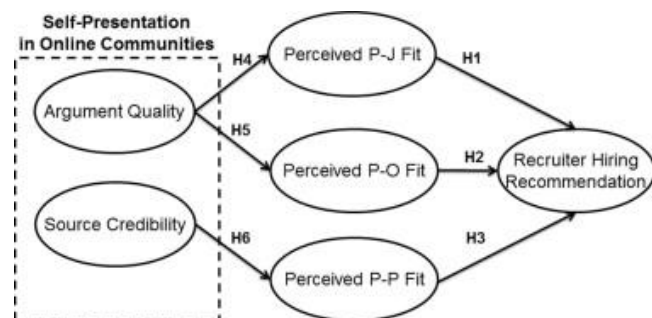


Figure 1 - A conceptual model of job seekers' self-presentation and recruiters' hiring recommendations in online communities. Key: P-J = Person – Job, P – O = Person – Organization, P – P = Person – Person Source: Chiang J. K.-H., and H. Suen, 2015, p. 518

2015, p. 517). When a person searches for a contact, group, or job seeker, key terms are used to match

content pulled from a user’s profile. Users may personalize their profile with a picture, name, and headline stating reasons for membership and activity. The career status and profession is listed above a place for a chronological employment history. Skills and endorsements make up the lower part of the page. Recommendations and Interests follow at the bottom. These fields allow the opportunity to focus key accomplishments that will “grab people’s attention” who are searching for skilled professionals (Elad, 2014, p. 47-49).

Activity

Users can engage in numerous ways to exchange conversational text, images, videos, and information. This is done through “connections” users approve within their experience. Users can connect with people, based on personal relations or using a measure of 1st, 2nd, and 3rd degrees of separation within a

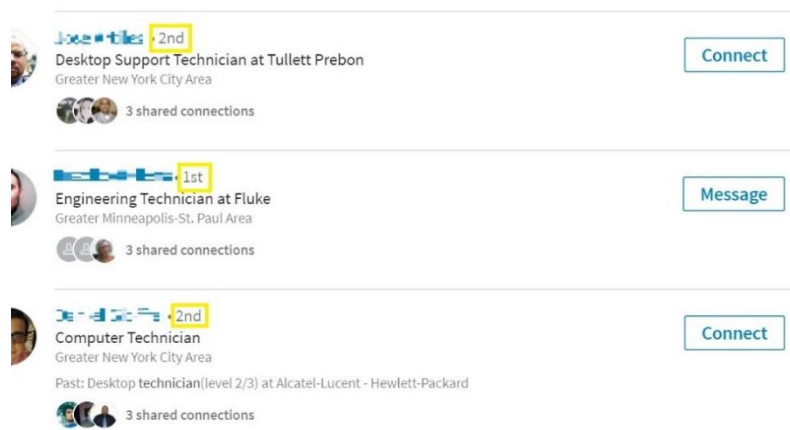


Figure 2 - Examples of users with connections within 2 degrees. Notice 1st degree connections can be directly messaged.

network, see figure 2. The larger one’s network the lower degree of separation one will have to others. Furthermore, groups and affiliations are created to focus similar users to more specialized exchanges.

From a user’s home page a person can make posts that act as a general broadcast for the public, unless otherwise specified through settings. This can be synced to a Twitter account to broadcast over both platforms. Other users then are invited to respond to the post with

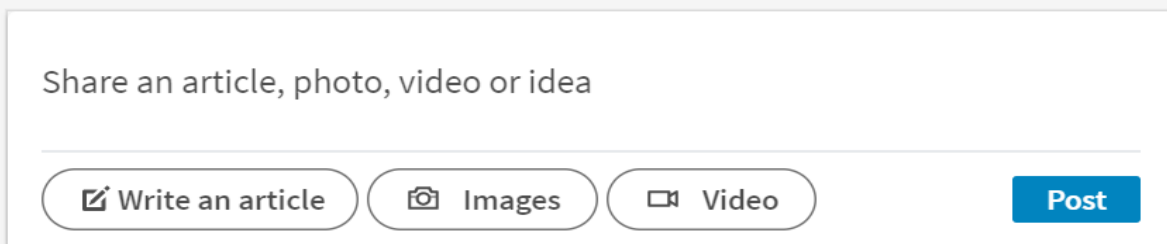


Figure 3 - This field appears on a user’s home page to publish content.



Figure 4 - Example of a user feed viewed from the home page.

field. By searching key-words, LinkedIn generates a list of profiles that include those key words in their credentials. When referencing affiliations for skill sets and availability, one can go to that group and initiate conversations.

Advantages and Tips

Possibly one of the most valuable dimensions of LinkedIn is its mobility (“Talent Search,” 2016, p.1). With the market being competitive, and social circles becoming less active through phone calls, recruiters can reach prospective candidates by the messaging feature. Candidates preferring these notifications, will

comments or short acknowledgements called “likes”. The application has a messenger system that exchanges private text for more personal conversations.

Larger organizations use the platform to market news, articles, and content they have published.

One can post a link that appears on the update feed of users’ home page. As content is created and commented on, relationships are made stronger with discussion (Putre, 2016, p.2).

LinkedIn boasts topics such as training, employment blogs, job openings, and event news. This content creates a rich environment for recruiters to use as a resource for “demographic information and business intelligence” (Prodromou, 2012, p. 1).

Recruiters can read user-entered interests and contributions that have been made in a specific

receive the message through the mobile app. Messaging unfamiliar candidates has been found to be more effective than cold calls, but on certain profiles a mobile number may appear due to that user's preferences (Steckerl, 2013, p. 328).

Features and Their Effect

There are several essential features users need to grasp to navigate and utilize this tool. These are accessed through the dashboard on the home page. This is the landing page users will operate from after logging in.



Figure 5 - Showing the toolbar existing at the top of each page while logged in.

Looking to the far right of the top toolbar on the page, there is a button with a profile picture and title “Me”. By clicking this button the application will provide a view of the profile page, access to account settings, and the option to sign out.

Account Settings

Signing out is suggested after each session for security reasons. By clicking “account settings” one will access another menu where basic info may be customized. This is where users may edit contact info, notification and communication preferences, or close the account if needed. Privacy settings, which includes security and account blocking features, can be adjusted to suit user needs and personal preference. There is a separate page (or tab) with settings to tailor communication between the service and personal devices. To filter notifications, email preferences, and message alerts refer to this feature.

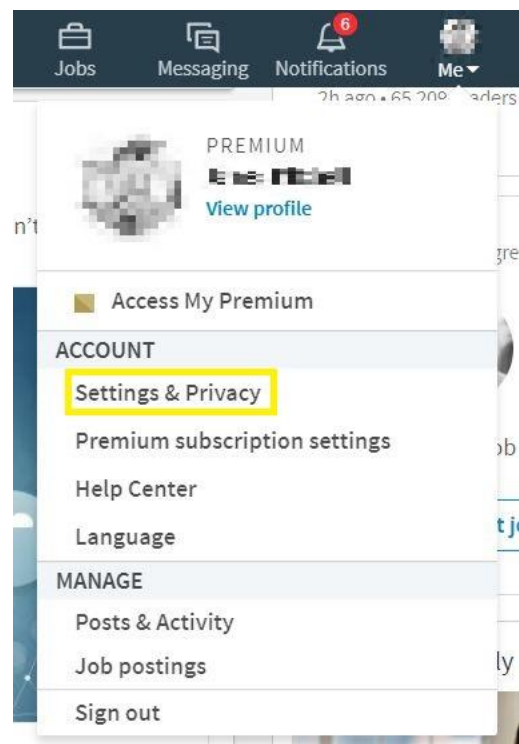


Figure 6 - Image of menu under “Me” button, with options for “account settings” and “sign out.”

Notifications

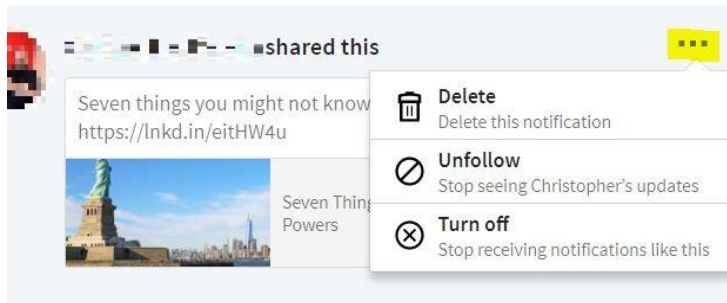


Figure 7 - Shows the “Notifications” tab and the menu to change preferences on those notifications.

The “notifications” tab provides a view of activity from user connections. Each notification has a small menu users may use to react to that notification. Use this feature to unfollow or stop notifications from that connection.

My Network

The “my network” tab provides a view of invitations and “people you may know” using the application. To view connections and find a contact within a user’s network click the

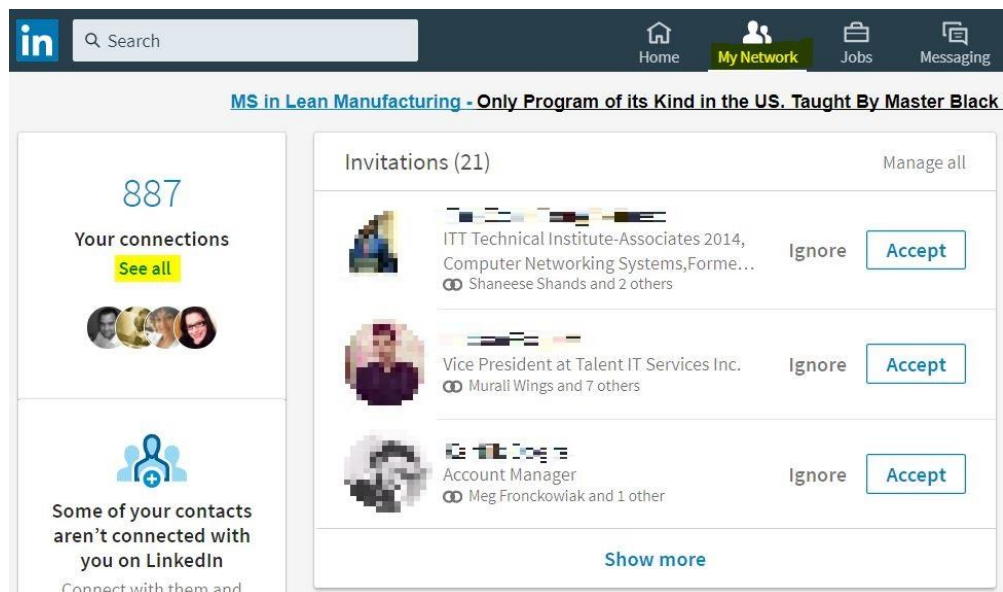


Figure 8 - The “My Network” tab shows invitations and includes access to current connections.

“see all” button and use the search bar on the next page. By clicking on another’s profile one may read posts and content they have uploaded to the platform. Users may also use the search field in the top toolbar to find key words within three categories: People, Jobs, and Posts. When searching for people LinkedIn offers a variety of filters to focus the search string. This is very helpful for recruiters who are looking for qualified job seekers. By applying filters, results can be narrowed to those profiles that relate most to the target qualifications. A recruiter can then send a short message to the contact and invite a

connection to further relations. This is often where a link to the job will be provided for the candidate to follow. According to Fertig “Linked in isn’t everything, but it’s at the core of today’s recruiting,” (2014, p. 1). Best

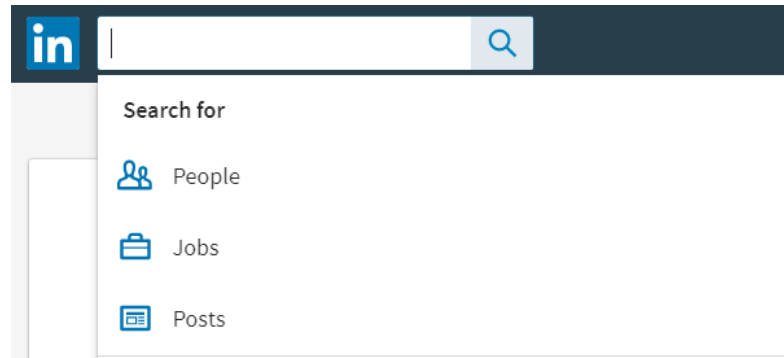


Figure 9 - Examples of categories one can apply key-words to.

practice is for recruiters to have their own company site hosting information on available job openings, and market content through the LinkedIn platform including a “link back to your jobs and career sections” (Steckerl, 2013, p.320). There are many methods to market jobs on LinkedIn, but this report will focus on effective and no cost capabilities.

Marketing

Obvious marketing methods are to reach out to current connections and contacts by matching key terms. More creative ways are to watch behaviors of key players in an industry, and approach them when the opportunity arises. For example, veteran recruiter Mary Truslow observes public discussion boards, in industry groups, to find contributions of job seekers that present “a combination of knowledge and communication skills” (Fertig, 2016, p.2). Due to the channel being a place for ongoing professional exchanges, the creative recruiter has a wealth of opportunity to identify candidates that practice what they preach. Groups are a prime way to market a job for a skillset to a group of qualified individuals (Steckerl, 2013, p. 329). Being a member of a group, enables a user to post to that group’s page and contact members within it.

Above all, developing a culture integrating current employees and prospective candidates, has the most effective impact on successfully networking quality talent. Recruiters should “optimize the recruiting process for mobile to connect with job seekers at every touch point.” (Eddy, 2014, p.1). The LinkedIn mobile app allows users to contribute to discussions and build culture with easy and convenient access. Often job seekers are looking at the company’s social media to determine if it’s a fit for them (Alexander

et al, 2017, p. 5). So a recruiter that has engaged a community, or contributed to a job seekers content has already left a positive impression with that contact. It should also be noted, recruiters that actively contribute to groups capitalize on “value and help prevent some difficult situations” (Steckerl, 2013, p. 329).

Set-Up and Utilizing

Follow the prompts to complete personal details, preferences, and to add content. Grow the number of connections by inviting personal contacts. If using MS Outlook, there’s an option to sync accounts and invite contacts to connect on LinkedIn (Steckerl, 2013, p329).
 Tip: more connections means more opportunity, but quality connections are more important than quantity. (Elad, 2014, p. 110)

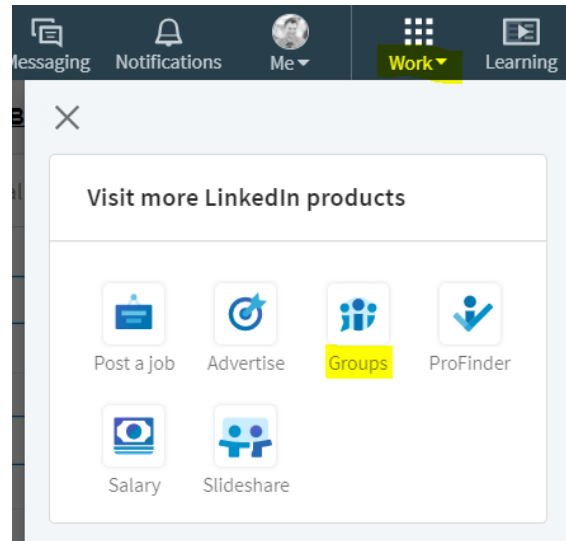


Figure 10 - Find access to “Groups” in the “Work” menu all the way to the right of the toolbar.

Find groups and businesses matching personal interests and professional affiliations. These will contribute to news feeds, and provide targeted conversations to start commenting on. The accumulated content will increase one’s credibility when others visit the profile.

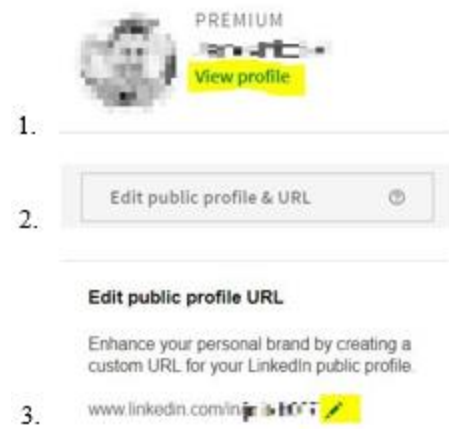


Figure 11 - Steps to edit the personal URL.

Maximize your experience by using the customizations available. First, visit the settings page and personalize notifications, communication, and security to fit your personal style. Sync twitter accounts to broaden marketed audiences. There is an option to upload additional documents that can help support accreditation such as certifications, degrees, or resumes.

Tip: Edit the URL where the user’s profile is found by clicking view profile.

Virtualize

To engage your online presence, build your network and share content by following businesses, services, and acquaintances encountered in the “real world.” Use the search field to find and develop a network by connecting with the community. This content will offer opportunities to engage a more genuine network that is more likely to respond to personal activity. Capitalize on opportunities to network with co-workers, references, and friends that share goals and interests. Accept invitations from other successful professionals. They can leave opportunities in their wake, or offer relevant industry content. Use personal judgement to decide who will be helpful in individual career development.

Post and Comment

Regularly update connections with posts and comments. Offer creative, but professional, expressions through LinkedIn and engage what others are expressing. Participation begets participation and builds personal reputation as contributing community member. Share personal and team successes to add positive morale to groups and affiliations. Adding culture will be the greatest edge at attracting connections that develop a more sophisticated career.

Conclusion

To conclude, the report has covered the value of LinkedIn as a tool in recruiting and professional networking. Several of the application’s features were explained and connected to their effect in recruiting individuals in career development. Effective methods were detailed on how using these features increases professional online presence. Finally, basic instructions were delivered on how one can set-up and start taking advantage of these methods.

Information Sources

Alexander, E. C., Mader, D., & Mader, F. H. (2017). Using Social Media During the Hiring Process: A Comparison Between Recruiters and Job Seekers.

Chiang J. K.-H., and H. Suen, Self-presentation and hiring recommendations in online communities: Lessons from LinkedIn, In *Computers in Human Behavior*, Volume 48, 2015, Pages 516-524, ISSN 0747-5632, <https://doi.org/10.1016/j.chb.2015.02.017>

Eddy, N. "10 Ways Social Media Affects Recruiting, Job-Seeking Processes." Eweek, 24 Oct. 2014, p. 1. EBSCOhost, citytech.ezproxy.cuny.edu:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=99087913&site=ehost-live&scope=site.

Elad, J. (2014). *LinkedIn For Dummies*. Somerset: Wiley

Fertig, Arnie (July 2013) "6 Ways Recruiters Use LinkedIn to Headhunt"
<https://money.usnews.com/money/blogs/outside-voices-careers/2013/07/16/6-ways-recruiters-use-linkedin-to-headhunt>. Accessed on 11/11/2017

<https://press.linkedin.com/about-linkedin>. Accessed on 12/10/2017

Nikolaou, Ioannis. "Social Networking Web Sites in Job Search and Employee Recruitment." *International Journal of Selection & Assessment*, vol. 22, no. 2, June 2014, pp. 179-189. EBSCOhost, doi:10.1111/ijsa.12067.

Prodromou, T. (2012). *Ultimate Guide to Linked in for Business*. Irvine: Entrepreneur Press.

Putre, Laura. "Dell's Secrets for Social Media Recruiting." *Industry Week/IW*, vol. 265, no. 2, Mar. 2016, p. 28. EBSCOhost, citytech.ezproxy.cuny.edu:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=113989707&site=ehost-live&scope=site.

"Talent search." *HRMagazine*, Apr. 2016, p. 26. General OneFile, go.galegroup.com/ps/i.do?p=ITOF&sw=w&u=cuny_nytc&v=2.1&id=GALE%7CA450903282&it=r&asid=b83391960db4b375dd5b4d8716775e8d. Accessed 4 Nov. 2017.

Steckerl, S. (2013). *Talent Sourcing & Recruitment Handbook*. Stamford: WEDDLE's.