



How Recruiters Use It

LinkedIn: How Recruiters Use It

My Career Transitions

January 15, 2022

Who *Is* This Guy?

- Recruiter
 - 5 years corporate
 - 4 years in agency
 - Job-Hunt.org contributor
 - Job seeker ally
 - LinkedIn user since October 24, 2007
 - LinkedIn trainer since 2008
 - Twitter: @ed_han
 - LinkedIn: www.linkedin.com/en/edmhan
-

LinkedIn Statistics

Users

- 790M+ users as of January 14, 2022 ([source](#))

Importance of profile pictures

- 21 x as many profile views ([source](#))
- 36 x as many messages ([source](#))

Skill endorsements

- Profiles with 5+ skills receive 17 x profile views ([source](#))

Network size

- Number of connections for average user: 400 ([source](#))
-

LinkedIn Profile: Key Elements

- **Headline**
 - 220 characters, first 80ish appear on app
 - **About**
 - Keyword rich
 - **Experience**
 - Practices, processes, technologies
 - Devs: talk about technologies
-

LinkedIn Profile: All Star Status

- All Star profiles appear higher in search results, per LinkedIn
 - [Source](#)

 - How to achieve it
 - Name, Headline, About, Experience, School, Skills, Profile Photo
 - Current position (consulting, personal sabbatical)
-

LinkedIn and Your Email

- Primary email, not only

 - Use an email you will always have

 - Best practice for most users: free web mail
 - Not employer-provided
 - Not ISP-provided
-

LinkedIn InMails

- ❑ Available to holders of premium accounts
 - ❑ Arrive in both your LinkedIn Inbox and primary email address inbox
-

Vocabulary: Types of Recruiters

- External
 - aka: Agency, Headhunter
 - Earn commissions from placement

 - Internal
 - aka: Corporate, HR
 - Employed by hiring organization

 - Universal
 - Do not work for **you**
-


LinkedIn Accounts Used by Recruiters

- LinkedIn Basic
 - Same as you are probably using


 - LinkedIn Recruiter Lite
 - Souped up Professional account

 - LinkedIn Recruiter
 - Completely different platform
-


Recruiters & LinkedIn Basic

- Why: it's free
 - Primary contact vector: invitations to connect, messaging via social media
 - No  premium badge
-

Recruiters & Recruiter Lite

- Why: it's *relatively* inexpensive
 - Primary contact vector: InMails
 - Premium account  badge
-

Recruiters & LI Recruiter

- Why: most powerful platform
 - Primary contact vector: InMail templates
 - Premium account  badge
-

How Job Seekers Read a Job Description

- Do I want to work there?
 - Do I have the skills/qualifications?
 - Is this a brand I want to work for?
-

How Recruiters Read a Job Description

- Where is the work location?
 - How many qualified people are near? Too many/too few?

 - What keywords does the best match have?

 - Who should I poach from, if anyone?
-

How Recruiters Look For You: Basic, LinkedIn Recruiter Lite

- LinkedIn Search

 - Search Engine Search
 - George Boole's legacy: Boolean logic

 - Experience
-

How Recruiters Look For You: Boolean Algebra 1/3

□ George Boole

- 19th century British mathematician
- Created namesake Boolean algebra

□ Vocabulary

- Order of operations
 - Operators
-

How Recruiters Look For You: Boolean Algebra 2/3

□ Order of operations: **P**lease **E**xcuse
My **D**ear **A**unt **S**ally

□ Operators

■ AND

■ NOT

■ OR

■ ()

■ "" **not** ""

How Recruiters Look For You: Boolean Algebra 3/3

- Operators
 - AND: set of results that features both examples
 - NOT: set of results that features both examples
 - OR: set of results matching either of two criteria
 - (): yes these can be nested
 - "xyz": **Exactly** xyz

 - X-Ray: `site:www.linkedin.com/in`
-

Boolean Logic: How It Comes Together

- ❑ site:www.linkedin.com/in "project manager" AND amazon
 - ❑ site:www.linkedin.com/in "project manager" AND (amazon OR audible OR zappos)
 - ❑ site:www.linkedin.com/in "project manager" AND (alphabet OR amazon OR facebook OR google OR netflix) AND ("new york city metro" OR philadelphia)
-

How Recruiters Look For You: LinkedIn Recruiter, Simplified

□ LinkedIn Recruiter Search Options

Job titles

+ Job titles or boolean

Locations

+ Candidate geographic locations

Remote work

Open to remote work

Skills and Assessments

+ Skill keywords anywhere on profile

Companies

+ Companies or boolean

Schools

+ Schools attended

Year of graduation

+ Add graduation year range

Industries

+ Candidate industries

Keywords

+ Profile keywords or boolean

Employment type

+ May be open to these types of employment

Seniority

+ Levels of responsibility

Postal code / Zip code

+ Enter location or zip code

Degrees

+ Types of degrees

How Recruiters Look For You: LinkedIn Recruiter, 1/4

□ LinkedIn Recruiter Search Options

0 total candidates

^ Candidate details

- + Spoken languages

Postal code / Zip code is in the left column

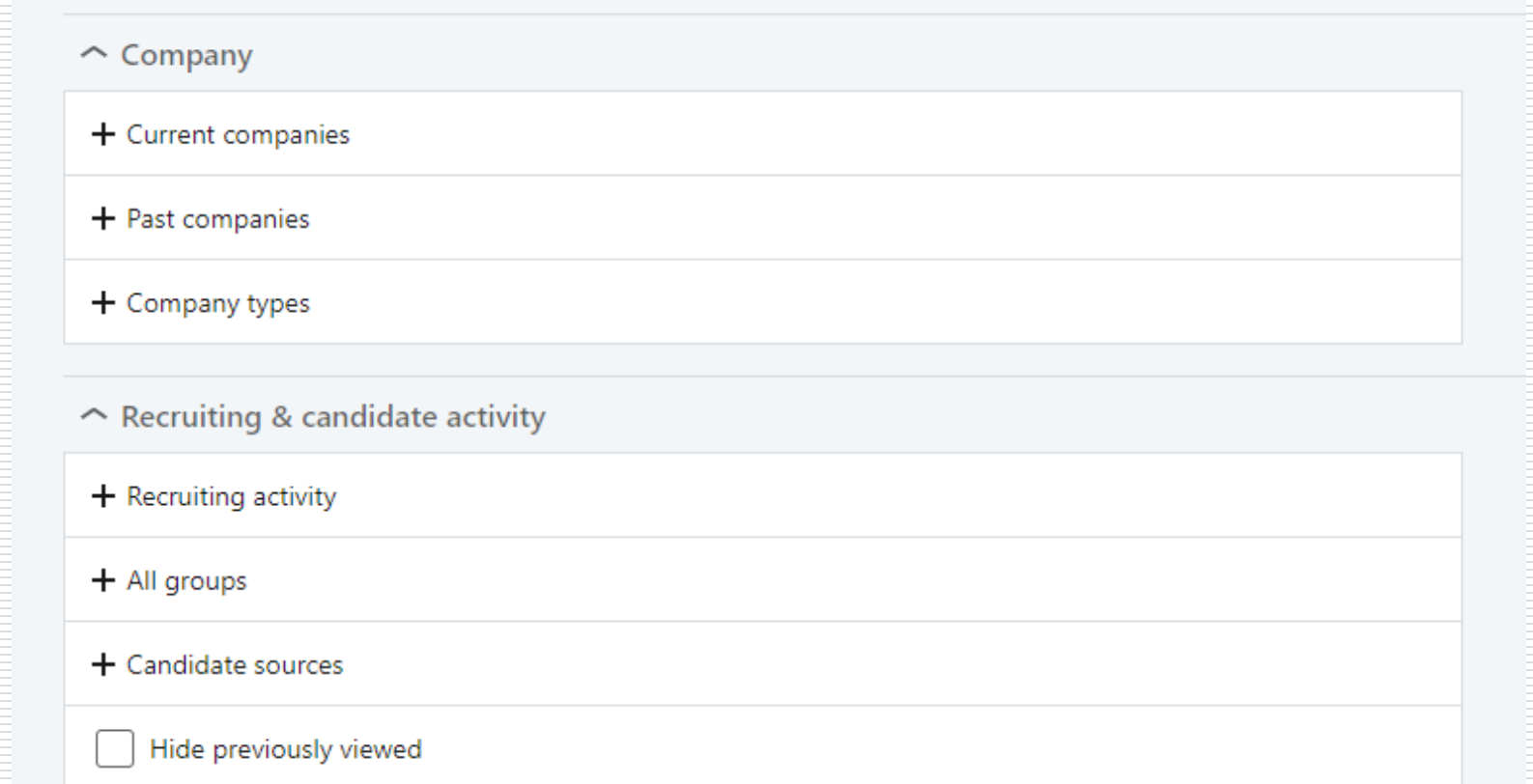
- + Profile languages
- + Recently joined LinkedIn

^ Education & experience

- + Years of experience
- + Years in current company
- + Years in current position
- + Military veterans

How Recruiters Look For You: LinkedIn Recruiter, 2/4

LinkedIn Recruiter Search Options

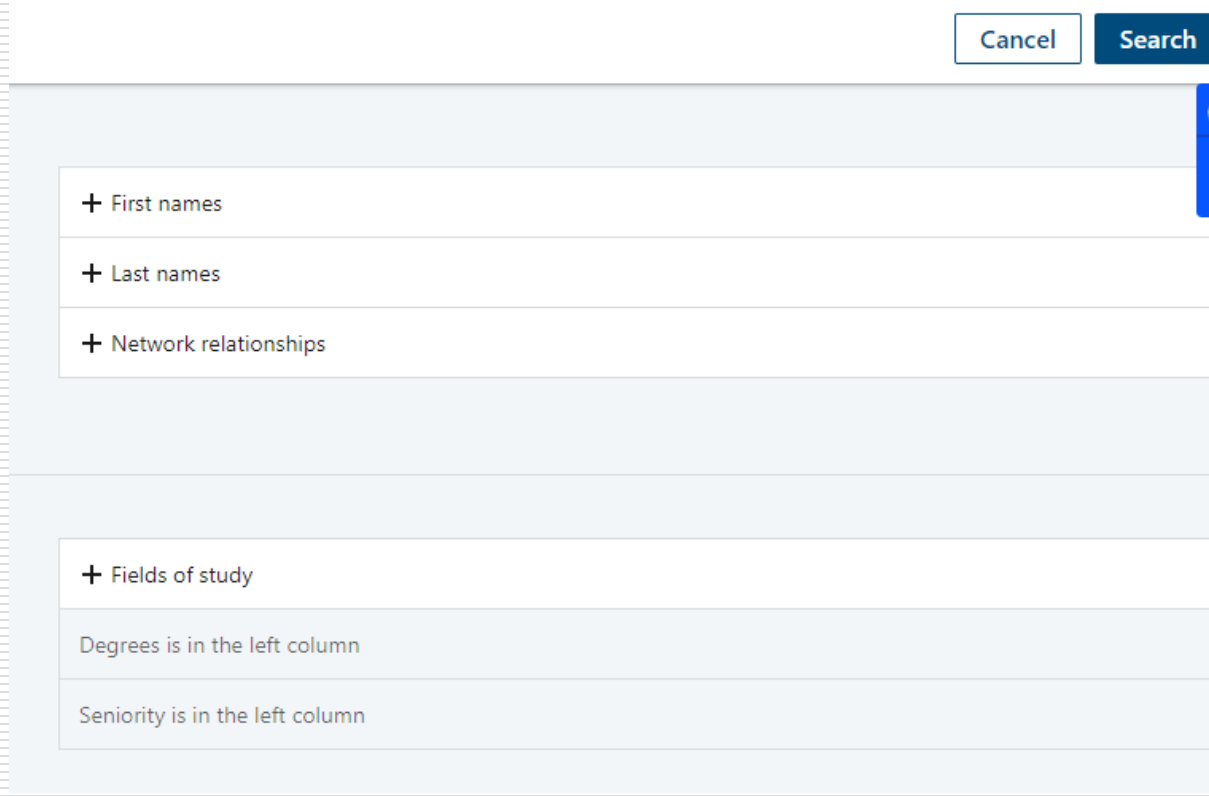


The image shows a screenshot of the LinkedIn Recruiter search interface. It features two main sections: 'Company' and 'Recruiting & candidate activity'. Each section has a list of expandable options, indicated by a plus sign (+). The 'Company' section includes 'Current companies', 'Past companies', and 'Company types'. The 'Recruiting & candidate activity' section includes 'Recruiting activity', 'All groups', 'Candidate sources', and a checkbox for 'Hide previously viewed'.

Section	Option
Company	+ Current companies
	+ Past companies
	+ Company types
Recruiting & candidate activity	+ Recruiting activity
	+ All groups
	+ Candidate sources
	<input type="checkbox"/> Hide previously viewed

How Recruiters Look For You: LinkedIn Recruiter, 3/4

□ LinkedIn Recruiter Search Options



The screenshot shows the LinkedIn Recruiter search options interface. At the top right, there are two buttons: "Cancel" and "Search". Below these buttons is a search bar with a magnifying glass icon. The search bar is divided into two sections. The first section contains three expandable options: "+ First names", "+ Last names", and "+ Network relationships". The second section contains one expandable option: "+ Fields of study". Below this option, there are two rows of text: "Degrees is in the left column" and "Seniority is in the left column".

Cancel Search

+ First names

+ Last names

+ Network relationships

+ Fields of study

Degrees is in the left column

Seniority is in the left column

How Recruiters Look For You: LinkedIn Recruiter, 4/4

□ LinkedIn Recruiter Search Options

+ Company sizes

+ Company followers

+ Job functions

+ Tags

+ Projects

+ Notes

How Recruiters Look For You: LinkedIn Recruiter...

How Recruiters Look For You: LinkedIn Recruiter...

Live demo!

How Recruiters Look For You: LinkedIn Recruiter...

- Live demo!
 - Tell me what you want me to search in chat!
-

Summary

- The kinds of recruiters out there
 - The resources recruiters use to find the talent
 - How all recruiters use LinkedIn
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In Conclusion

- Thank you!
 - www.linkedin.com/in/edmhan
 - @ed_han
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