

**Platform essentials LinkedIn**

**Paul Ince** 00:08

Hello, and welcome to our series of videos on using social media for recruitment and retention purposes where we're shining a light on all those nuances that different platforms have, so you can use them more effectively. In this video, we're focusing on the professional network, LinkedIn, we'll be looking at the ways LinkedIn is seen as being a very different type of social media network. And why in reality is very similar to the others. So let's get started. Originally launched in 2003, LinkedIn has strengthened its foothold as a popular professional networking platform over the last few years. What distinguishes LinkedIn is its focus on facilitating professional connections, sharing industry insights, and discovering career opportunities, making it an essential tool for social care organisations bracing for the challenges of recruitment. Now, of course, you could do all these things on any network, there's no reason why LinkedIn content has to be different. Remember, it's all about appearing relevant to your audience, whoever they are. But I'd say the awesome differences between LinkedIn and other social platforms we're discussing, primarily that's in the type of people you're likely to see using it. As a platform that tends to focus on working life, it will come as no surprise to learn that the vast majority of users are of working age. So far, so good. According to LinkedIn data, the majority are between 25 and 34 years old. That's a lot of people. And it sounds promising if you're looking to recruit people in that age bracket. What it doesn't tell you is the type of people in that age bracket. Most of them were what we used to call white collar professionals, people in offices, managers, senior leaders, data also shows that users of LinkedIn tend to have a higher category of personal wealth, which backs up the idea that they're likely to be in more senior positions. So what does this mean for you recruiting into the care sector? Well, what we found is that LinkedIn is a decent fit for senior level roles such as care home manager, finance director, CEO, someone who is perhaps less likely to be conducting frontline care duties. We don't seem to see many frontline or ancillary staff with an active presence. That's not to say you won't find them there. But we're trying to make the best use of our limited time. So let's work with what we have. If you're looking to recruit into senior roles, then being present on LinkedIn is going to be helpful for all sorts of reasons. One advantage to working with a kind of subset of your target candidates is that the type of posts you put out there can be more focused on talking to those type of people, it's less likely that people are on LinkedIn looking for a care solution for themselves or a loved one. So it wouldn't be the worst move to just be posting content that focuses on your recruitment needs. There are plenty of features on LinkedIn, as some are very specific to the platform. So let's go and have a look at it. Starting with the process of setting up profiles and pages. Just like Facebook, every user of LinkedIn has an account with a personal profile. It's then these profiles that become administrators of company pages, which we'll come on to later. So here's LinkedIn. And this is how it appears when somebody first joins LinkedIn and opens it up on their newsfeed you can see we have the newsfeed in the centre here. And this is quite a busy screen. But I'll give you a quick whistlestop tour of what it looks like. So this here is the newsfeed This is where all of the information that people will see appears. And this is really what you were trying to get into when you're advertising your positions or your colleagues are talking from their LinkedIn profiles. On the top left, we have the search capability, the search box, this is how you would search for maybe job roles, or people who have specific job titles if you're looking to see who's available. Or you might have somebody's name that you want to connect with. That's where you search it from. On the left, we've got a quick link to, in this case, my profile and the pages that are managing. And there's a section for LinkedIn news where LinkedIn put some news articles on that. So you can see it's quite busy. Your navigation here is at the top of that the different things that you can look at. Let's have a look at a profile. Now this is my profile. I'm by no means saying that this is the ideal profile to have but if I show you mine and take you on a tour, then you can see exactly what it is. So for everyone who's using LinkedIn, you have a profile picture where We can choose and we can edit that and we can upload pictures, we can zoom in or out, we can change the rotation of it. We can even apply some filters. The cover photo is available for everybody, again, exactly the same concept as what we've seen on Facebook. So it's a good piece of real estate. You can see in this example, here, I've actually used a graphic and put in some words, your colleagues could all have a branded cover photo, if you want them to have that. Or they can choose their own, it's quite nice if all of your people who are using LinkedIn all have something quite similar to represent your organisation, but it's absolutely not essential. And again, we click on the pencil icon, and we can upload a new photo if we wanted to. Then we have someone's name. So this is a place where you would really put in someone's real name, people can put in alternative names as well. And we can edit all of this information by clicking on the pencil icon, you can see how to put in someone's first name, last name, and the additional names that they may have pronouns. And then this headline, which is the bit that goes underneath the name, this is where by default, it will put in the current job title, and the name of the organisation to which they belong. And that's fine. However, there's an opportunity to really sell what it is that an individual does. So in my case, I'm putting in here, helping organisations map content to their customer journey. That's fine, I'm looking at articulating what it is that I'm trying to do. But your colleagues could come up with a form of words about what it is that they do, perhaps their role. And what they believe, really, this is another good way of giving somebody visions and values the location that they're in, and then somebody can put in their contact information as well if they wanted to. Now the next thing that I would just point out to you have as an individual, some analytics these days in some places to highlight some of the posts. But the things that you want to really focus on as an individual, if you're looking to use LinkedIn is this experience section here, because this is what an individual gets to shout about themselves read, it's an opportunity for them to sell themselves. So if you are using LinkedIn to perhaps scout for potential recruits, again, maybe some senior leaders, you will be able to search for certain job roles. And this is where you get a flavour for what it is that they're about and what their experience is. So I would expect to see in a senior leaders experience section some information about what it is that they do, and perhaps their core achievements in that role. Now, not everybody goes through that, that level of detail. So you might just see a list of roles over time. But because it goes in reverse chronological order, you will be able to see someone's career history quite easily. From this point onwards, perhaps they'll put in their university or college courses, any certifications, these are all additional sections that you can add in yourself. And if they've been given any recommendations, you can see that here, as well. So we'll leave that as that for now. But that is something that, as a recruiter I would be looking at on someone's profile. So if you're a recruiting manager, and you want to attract people to connect with you, you need to make sure that you are effectively selling the organisation in your profile so that when someone looks at who it is, that is the recruiting manager for a role, then you know, they can feel like you are a good person to connect with. Your company page is your shop window to your organisation. It's a place that your potential candidates will check out as part of their application process. So we want to get this looking great. You'll need at least one member of staff acting as the page administrator. And I advise at least two people performing this role. So when we access a company page, as they're called on LinkedIn, this is what we see. Surprise, surprise, you're seeing a profile picture, you're seeing a cover photo. It's a good idea to make those consistent. As we've said before, we've got the organization's name and the bio information so what it is that they're about, and you can see there are spaces to put in. Once more information about what your organisation is, the services it offers. What you believe the visions and values company size, where you're located, and so on. It also has this very interesting thing called commitment. So from a recruitment perspective, I think this is a good thing to fill out. When you set up the page, it will prompt you to do this, there are lots of different choices, but pick the commitments that reflects those visions and values. So here I've selected ones for career growth and learning, telling our potential candidates that we're going to invest in them, and help them develop their career with us because we want people sticking around. And we're also offering a good work life balance. So we are offering paid maternity leave childcare support, and accompany wellness days, some of these you can select from a list. Now if you've got multiple locations, you can add those multiple locations and they will display here. So hopefully you can see from this that somebody who's interested in a particular job at your organisation is going to investigate your organisation perhaps by looking at the LinkedIn page. So you want to make sure that all of that is there. So now let me show you where you can edit the page. Once you've set it up. As an admin, I can click on edit page. And it will take you to all the different elements you've already set up, which you can now edit. So I can edit the description of the company page, if I want to, I can change the company size, I can add a phone number, and so on. I can click on the workplace module to show if I wanted to say this particular company accepts hybrid roles or remote working, we can do that, obviously, you will decide whether or not that's relevant. And in the commitment section, these are where the commitments are. And you can stipulate those visions and values and some of the elements of what you can bring to their career development as part of it. So we've got one here called career growth and learning. And I just selected that from the list. And you do that by clicking on Add commitment. Here, you've got all the different categories that you can choose, I can choose, for example, environmental sustainability, and I can add a description as to what our sustainability policy is. Depending on which of those you select, it will give you served options. So I can make a company pledge in the case of environmental sustainability. And you can see just a bit further up the page where the work life balance option is, it's give me an option to add a perk or a benefit. So I can say, for example, we've got paid maternity leave as one of the benefits or perks. Once I've made those edits, I can click on Save. And then that will update the page. They'll also be able to see any posts that have been made there. So think about the type of content you're going to produce. And fairly uniquely to LinkedIn. It will list any jobs that your organisation has here. And you can see that if they're interested in your organisation, then they can create a job alert so that when you next post a job for your organisation, anyone who's created a job alert can get notified through LinkedIn that there's a new role at your organisation, we'll have a look at how to do that in a moment. Any of your team members that are linked to your organisation will be listed here. That means that they can search for perhaps senior managers or people of interest that they might want to connect with and communicate with. Let's just take a quick look as an admin. There'll be various hints and tips on the screen to help you set this page up. So you might want to invite your connection. So that's anybody that you're connected to on LinkedIn, you can send them an invitation to follow your page. You can follow other pages from this page. And obviously you can post things as well. If we were going to post, we click on the Start a post. And we can add in information here. We can add some emojis we can add a picture, we can create an event. Very handy if you're doing a recruitment event, we can celebrate an occasion. We can share that with hiring. You can add polls and we can add a document. Let's just have a look at this share that your hiring situation here. So you can see here we can add a job title and we can choose where that is. So we'll say that's on site where it is you'll see it's picked up there. We'll say this is yes, this is full time. You can choose to write with AI however, it's probably not going to give you all of the details that you need to put in the job description. So I would write my own so you can see here, we've got some questions that you can add as well. So I'm very quickly going to just add in some information. Now for time, I'm not really putting any information in here. But I want to add a screening question. I can say. For example, do you have a driver's licence? So I'll say, yes. And we've added the how many years of healthcare experience do you have? So they're mandatory questions. So very quickly, pinch this from the Skills for Care website. I'll click on next. And then you can see here, it's added in this we're hiring. So actually, I'm just going to take this out, we'll click on Post. And that is now listed as one of our jobs. I was going to suggest that you pay to advertise your role to more people, it will give you a justification for that you can decide whether or not you want to do that or not, I'm going to say not now. And then I'm going to click Save. And the job is now listed. Now from here, and this is getting into some detail. But from here, you would be able to see any applicants that have applied. And this is what it would look like for the person who comes across this job. Now this job will be pushed out to people on the platform for whom LinkedIn thinks it would be a good fit. And if someone clicks easy apply, then it fills out all of the details for them. So it can be a great way to recruit. And then this is how it would appear for a member of LinkedIn. Now, you'll also want to make sure that there's more than one admin on a LinkedIn page. So to do that, you'd go into your settings, click on Manage admins. And then you can click on this Add admin button here. And search for one of your connections on LinkedIn to invite to be a member a do have to be a first connection. So somebody's directly connected to you on LinkedIn, in order to invite them to be an administrator on the LinkedIn page. And it's always advisable to have more than one admin, on a company page, just in case somebody leaves or somebody isn't able to respond to messages or deal with things. But find someone that you're connected to decide what role they are, I'd probably select Super Admin, and click on Save. And they will be invited to age. What sorts of content works well on LinkedIn, let's start with the obvious posts about positions you have any positions you have should be posted on LinkedIn. We saw that how selecting to tell LinkedIn you're hiring starts a process of defining a role. LinkedIn will push that roll out to people who it thinks should apply. And in theory, just the process of this should mean you get applications, you're only allowed one free roll anymore, and you're going to need to pay LinkedIn to have that listed. It's quite reasonable. And I think if you have lots of positions available, it makes sense to pay and have them listed rather than try and choose between them. But as before, you might want to think about whether you want to be paying for a frontline staff position on their posts on LinkedIn, it can be long, only the first few lines of text will be shown. So make that first couple really stand out and get people to click see more. Video is increasingly important to us. Still not that many companies really use video well, so there's a great opportunity here to be better than more organisations. Use video you've created elsewhere. If you've got a company video, you can bang that on. Even better. If you have current team members talking about their role use that for advertising that role on the post graphics to a great and they will help you stand out. But my favourite and the favourite of users, it seems, is the PDF carousel post. You'll need to create graphics and turn them into a PDF first before uploading that PDF to your post. But these posts increase what we call dwell time. That's the length of time a user dwells on your content. It's a big factor in the algorithm. Those creators who increase their dwell time tend to get better results. So maybe think about creating a PDF of all the rolls with a page per roll showing detail or perhaps a document with reasons why a career with you is so rewarding. Or even maybe an explain about The role itself, it just has to be over multiple pages to increase the time it takes to get through it. You could put pages and pages on the PDF, but people will eventually lose interest, so maybe keep it to below 10. Unfortunately, more people will follow individuals than your company page. This just means that we need to utilise our quarantine to help spread the word. For those staff who are actively using LinkedIn, you might want to consider getting them together, or brief them on how they can share the messages you put out. Now they can just simply see your message and share it. But as a page admin, you'll be able to notify those LinkedIn members who have linked themselves to your company, by going into the company post. And choosing notify employees not will send them a notification of a suggestion to share, they won't be able to do that for every post, because LinkedIn limits the number of times you can do it. So just pick the best ones. When they decide to share it, they can just repost it, or they can share it with their own thoughts. And it's this last option that they need to select because sharing content performs better when a user has added something to it. And it's a good opportunity for them to affirm what you're saying, if it's about position, they can add how much they love working in the team, and how they encourage people to apply. They can even tag a friend, so they get a bit of a nudge. Your senior team should be all over this and support the recruitment process. So if you work with your CEO, or MD, help them build a personal brand on LinkedIn. It's a modern way to promote that organisation. But you know, that's an entirely different module. The analytics section on a LinkedIn company page is fairly straightforward. You'll see statistics on numbers of visitors to your page, the visitor demographics by job function, industry, company size and more, which can be a good way of understanding the level of people that you need to talk to. You can check followers of the page are best performing content, and you can compare yourself to competitors, if you wish. Because users of LinkedIn all list their job title and career history, a unique opportunity lies ahead of you to actively find and pursue those people you think would be a great fit for your team. The search box at the top of LinkedIn allows you to search for people and organisations, even jobs. Let's say you're recruiting for a care home Manager, you can type this in the search field and see how many people match that. Once you have a list. The next challenge is to use filters to narrow down the field. You can search on things like location, level of experience. If you've got a premium LinkedIn account, you'll have slightly more filter options, but only a few more. Remember, when we went through what a good profile looks like earlier in this video, well now's the time to put that into practice. Use this knowledge to see who you feel is worth approaching. How you then make the approach is of course up to you. You could send them a message through LinkedIn, or find that email address from their contact info. You could also make a connection request and invite them to connect with you. Right, there's a lot of information there. LinkedIn is a detailed and mature platform with many features directly related to recruitment. But it's not just a recruitment site. So make sure you're still talking like a human still shown what a great place your organisation is. And don't forget to put a few things out there that are more lighthearted. Thanks for watching.