



**Attract Recruiters**

# Attract Recruiters

## An IMPORTANT Tool

- October, 2016
- 467 Million Users—2 added each second
- 92% of recruiters use social media to recruit
- 87% recruiters use LinkedIn
- 55% use Facebook
- 47% use Twitter



# Attract Recruiters

- Why Use it? Main tool of recruiters
  - 2017 survey - 94% of recruiters use LinkedIn to source candidates.
  - 2015 article - Most new hires don't come through the traditional application process
  - $\frac{3}{4}$  of new hires did NOT actively look or apply for a job in the previous three months
- • Need connection or be recruited.



# Attract Recruiters

## Before Creating Your Profile

- Be discovered...but for what job/occupation?
- Use Monster, CareerBuilder, Indeed, LinkedIn job postings – identify keywords being sought
- Identify role models – LI search for your title; who comes up?
- What do you need in your profile?



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## Create Your Profile (1 of 3)

- Go to [www.linkedin.com](http://www.linkedin.com)
- Create Profile
  - Premium user? Not initially
- Make your headline stand out.
- Default headline = job title and current company
- Make headline = specialty and keywords
- Keep headline to about 10 words



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## Create Your Profile (2 of 3)

- Use “summary” field for 5–6 of your best achievements
- Bullets Points = easy to read
- Add images or documents to your experience
- Create a full profile as possible-
- Quantify results
  - No: “managed a team of 10 people,”
  - Yes: “I was able to attract and hire top talent to round out my team, which then exceeded sales goals by 15 percent.”



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## Create Your Profile (3 of 3)

- Discussion: list only jobs relevant to current career goal?
- Add links to relevant sites/portfolio
- Ask past colleagues, managers, and associates to write you a recommendation.



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- Picture This
- Statistics – 17 X more likely to be viewed
- Recruiters spend ~ 1/5th of their time looking at the photo when reviewing LinkedIn profiles
  
- Take several pictures and choose the best
- Head or chest-above shot; smile;
- PhotoFeeler?
- Smile!





# Attract Recruiters

- This is KEY (keywords)
  - Tagline/Career Summary
  - Work History
  - Volunteer Activities
  - Education
  - Everywhere



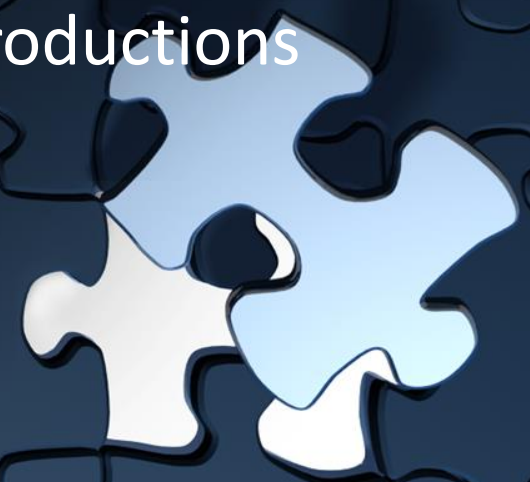
# Attract Recruiters

- Work History
- Use common, industry-accepted names (ONET)
- 1-2 bullet points about what you did
- Include dates
  
- CAR/STAR
- Challenge, Action, Results
- Bulleted accomplishments work best



# Attract Recruiters

- Skills & Endorsements
- Give and get recommendations and endorsements
- Build Your Network
- Connect to your contacts
- Review THEIR contacts and ask for introductions



# Attract Recruiters

- Work Samples -- Show off portfolio of accomplishments.
- Keep it Going
  - Update profile; put reminder in your calendar
    - Comment within groups
    - Ensure work history is accurate
    - Adding work products or blogging



# Attract Recruiters

- Professional Gallery
- Resume PDF? Can download resume from LI profile; make it easy for recruiters
- Include contact information; make it easy;



# Attract Recruiters

- Important Facts
- The more a keyword is used, the higher you'll appear in search results;
- If you have a certification – consider using it in title or name -- people search for that;
  - If you published, section for that;
  - Languages; if fluent in others;



# Attract Recruiters

- Using Groups
- Join up to 40 Groups
- Connect to people w/i a group
- Participate in discussions; builds credibility
- Jobs are often posted within groups for free
- Any member can begin/participate in discussions.



# Attract Recruiters

## Establish Thought Leadership

- Write articles on your topic of expertise
- Show recruiters you're an authority on your topic





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## Grow Your Network

- Personalize your invitation; don't use lazy introduction;
- Ask for introduction from someone in your network;
  - I send 1 email to both parties in the introduction
- In replying
  - Honest and courteous
  - Ready to give in order to get;



# Attract Recruiters

- Endorsements
- You are ranked based in part on your # endorsements;
- Ask for endorsements - say I'm trying to get found for XY skills; please endorse me;
- Recruiters often search for candidates by skills
- Can include 50 skills;
- Use keywords from your earlier research



# Attract Recruiters

- Know How Boolean Search Works
- Example: Recruiter wants a Financial Accountant with CPA designation who has experience in financial reporting.
- ("Financial Accountant") AND (CPA) AND ("Financial Reporting")
- Try for your occupation. Where do you end up in the search results?



# Attract Recruiters

- Complete profile = 40 X more likely to be contacted
- Add as many contacts as possible—which increases the chances that you'll be seen
- Key sections include: Education, Certifications, Languages, and Volunteer Activities.
- More info = more ways you can come up
- in someone's search.



# Attract Recruiters

## Common Mistakes

- Excluding summary job descriptions of past roles
- Not including role summaries and accomplishments
- The descriptions will naturally contain keywords
- Write about actions, impact and results.



# Attract Recruiters

- Common Mistakes
- Not editing the auto sub-header provided by LinkedIn;
- Not Creating a Personal URL;
- Not Making Your Profile Public

