



How Recruiters Use It

LinkedIn: How Recruiters Use It

The Breakfast Club of New Jersey

August 14, 2021

Who *Is* This Guy?

- Recruiter
 - 4.5 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
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LinkedIn Statistics

Users

- 774M+ users as of August 2, 2021 ([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 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
-

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 InMails

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


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
-

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 Profile: Key Elements

□ Headline

- 220 characters, first 80ish appear on app

□ About

- Keyword rich

□ Experience

- Practices, processes, technologies
 - Devs: talk about technologies
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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

^ Company

+ Current companies

+ Past companies

+ Company types

^ Recruiting & candidate activity

+ Recruiting activity

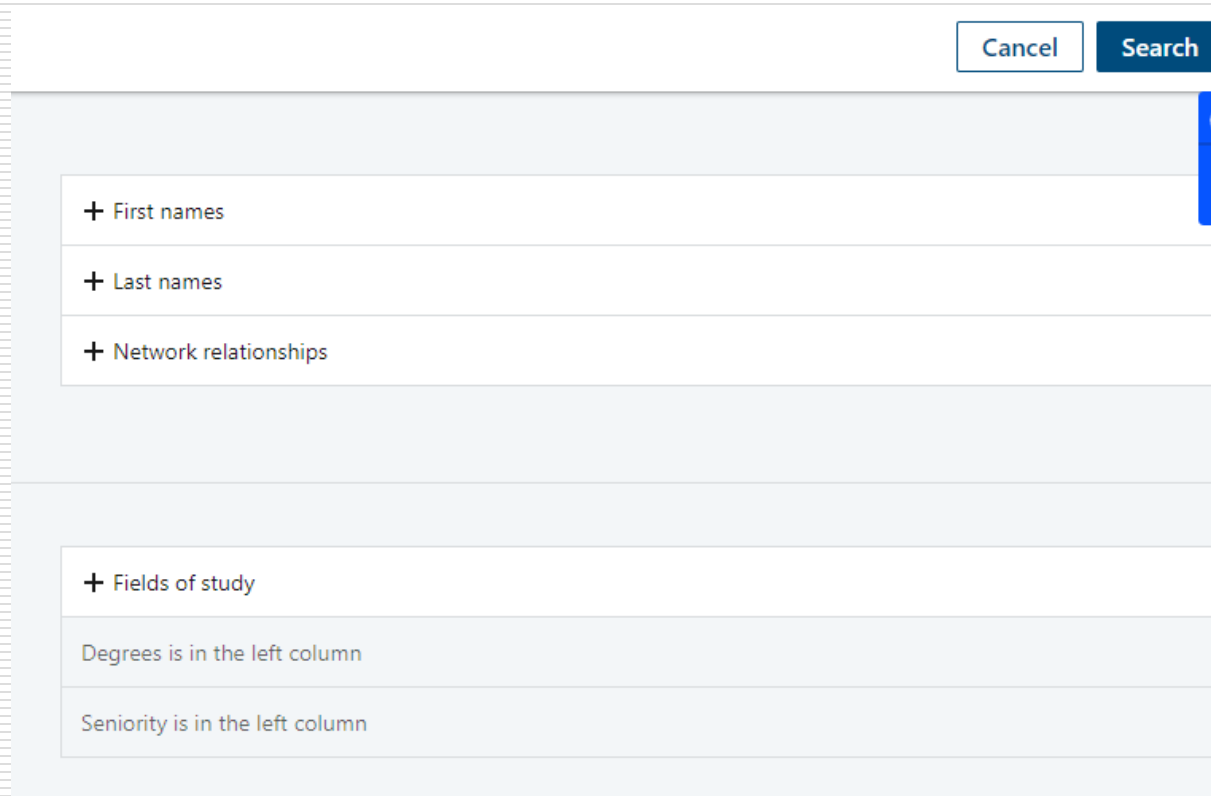
+ All groups

+ Candidate sources

☐ Hide previously viewed

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

❑ LinkedIn Recruiter Search Options

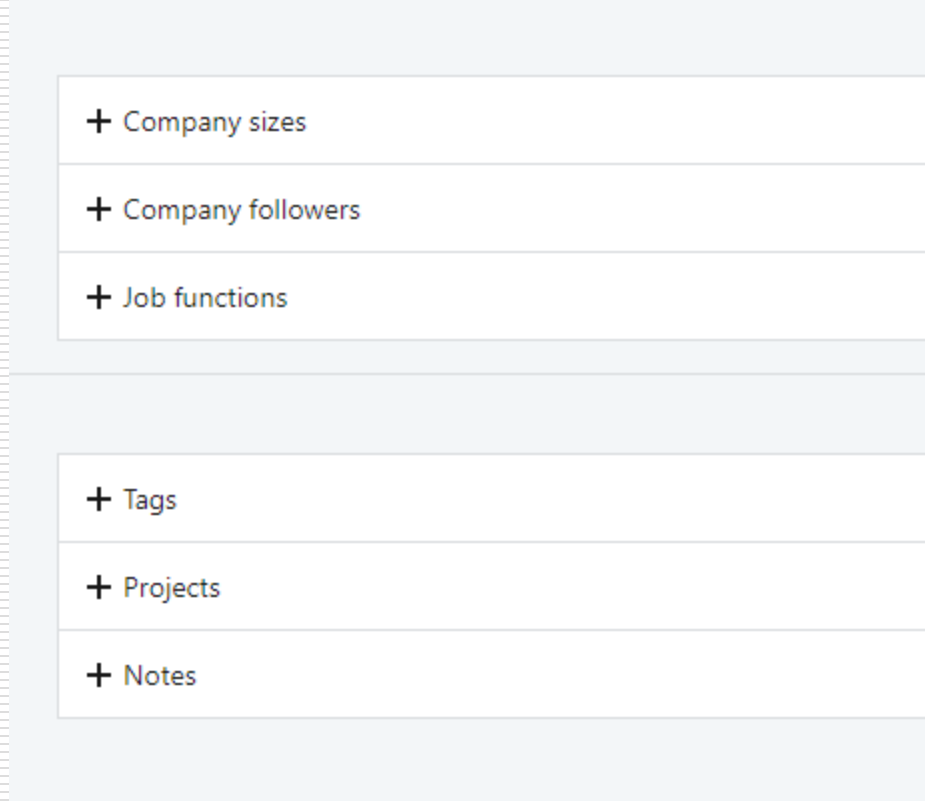


A screenshot of the LinkedIn Recruiter search interface. At the top right, there are two buttons: "Cancel" and "Search". Below these, the search filters are organized into two main sections. The first section contains three expandable filter categories, each with a plus icon and a label: "+ First names", "+ Last names", and "+ Network relationships". The second section contains three expandable filter categories, each with a plus icon and a label: "+ Fields of study", "Degrees is in the left column", and "Seniority is in the left column". A blue sidebar with a magnifying glass icon is visible on the right side of the interface.

Filter Category	Filter Label
First names	+ First names
	+ Last names
	+ Network relationships
Fields of study	+ 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



A screenshot of the LinkedIn Recruiter search interface. It shows two sections of filters. The first section contains three options: '+ Company sizes', '+ Company followers', and '+ Job functions'. The second section contains three options: '+ Tags', '+ Projects', and '+ Notes'. Each option is preceded by a plus sign and is displayed in a light blue box with a white background.

+ 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!
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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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