

LinkedIn Recruiter
Connect & Hand-on Day
"12th December 2024"

#LinkedInrecruitconnect

LinkedIn Team



Kunal Malhotra
Regional Business Head
(Vietnam & Korea)



Rapeeporn P. (Oun)
Account Executive
Manager (Thailand)



Doris Tang (Duong)
Enterprise Lead (Vietnam)

Agenda

- 1 Rock Your Profile
- 2 Live – DEMO working session with LinkedIn Recruiter
- 3 Q/A

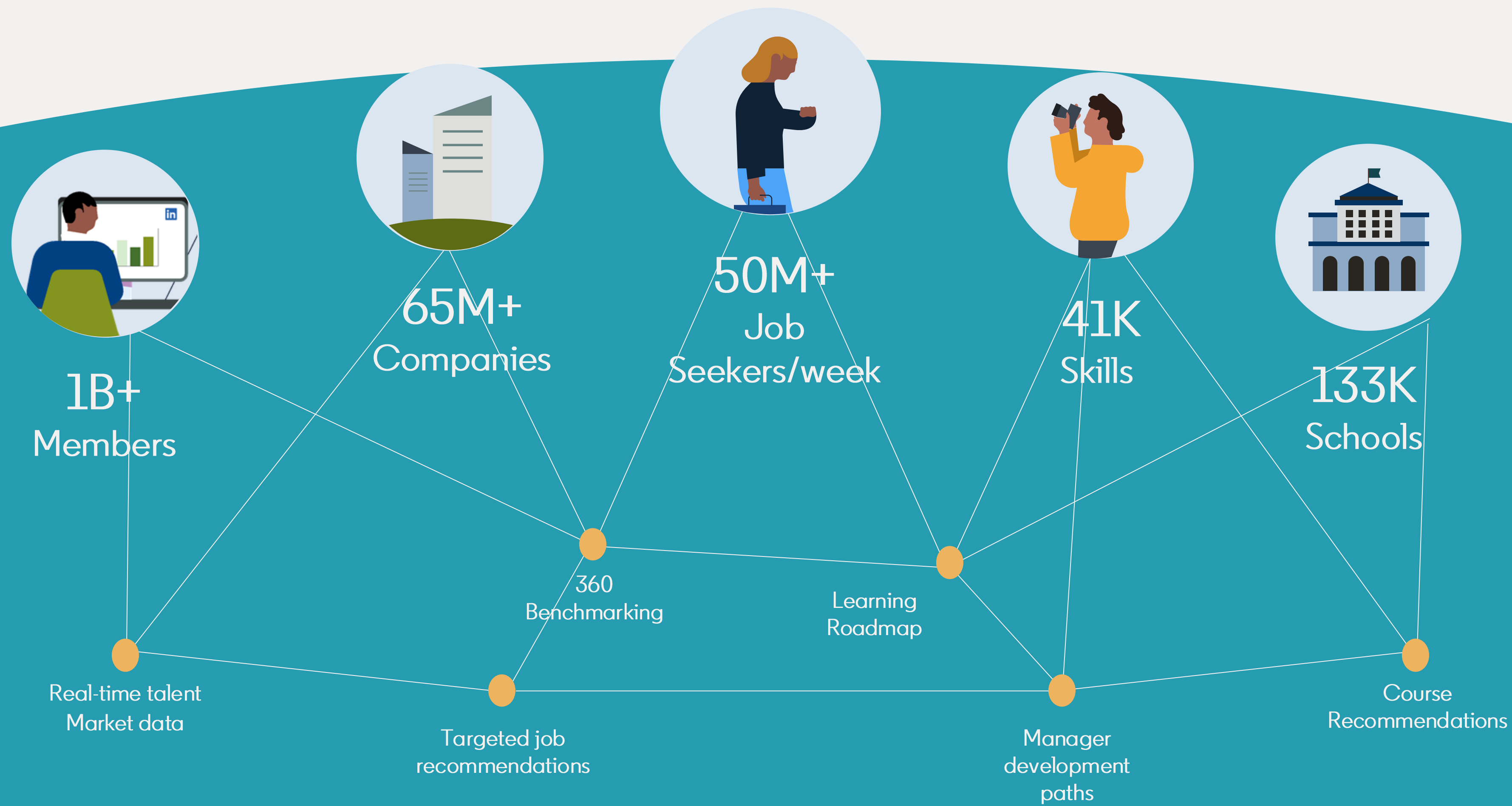


Kahoot

Power of community

Millions of members come to the LinkedIn community every day to make connections, find jobs, and build the knowledge the need to transform their careers.

More than 78% of our members are outside the US (April 2023)



Vietnam Talent Pool in Vietnam



- 5.7 millions member
- 940,000 are open to work
- 228,000 talents changes job last year
- 12,000 job posts year to date
- 452,000 talents work in sales
- 309,000 talents work in IT and Engineering

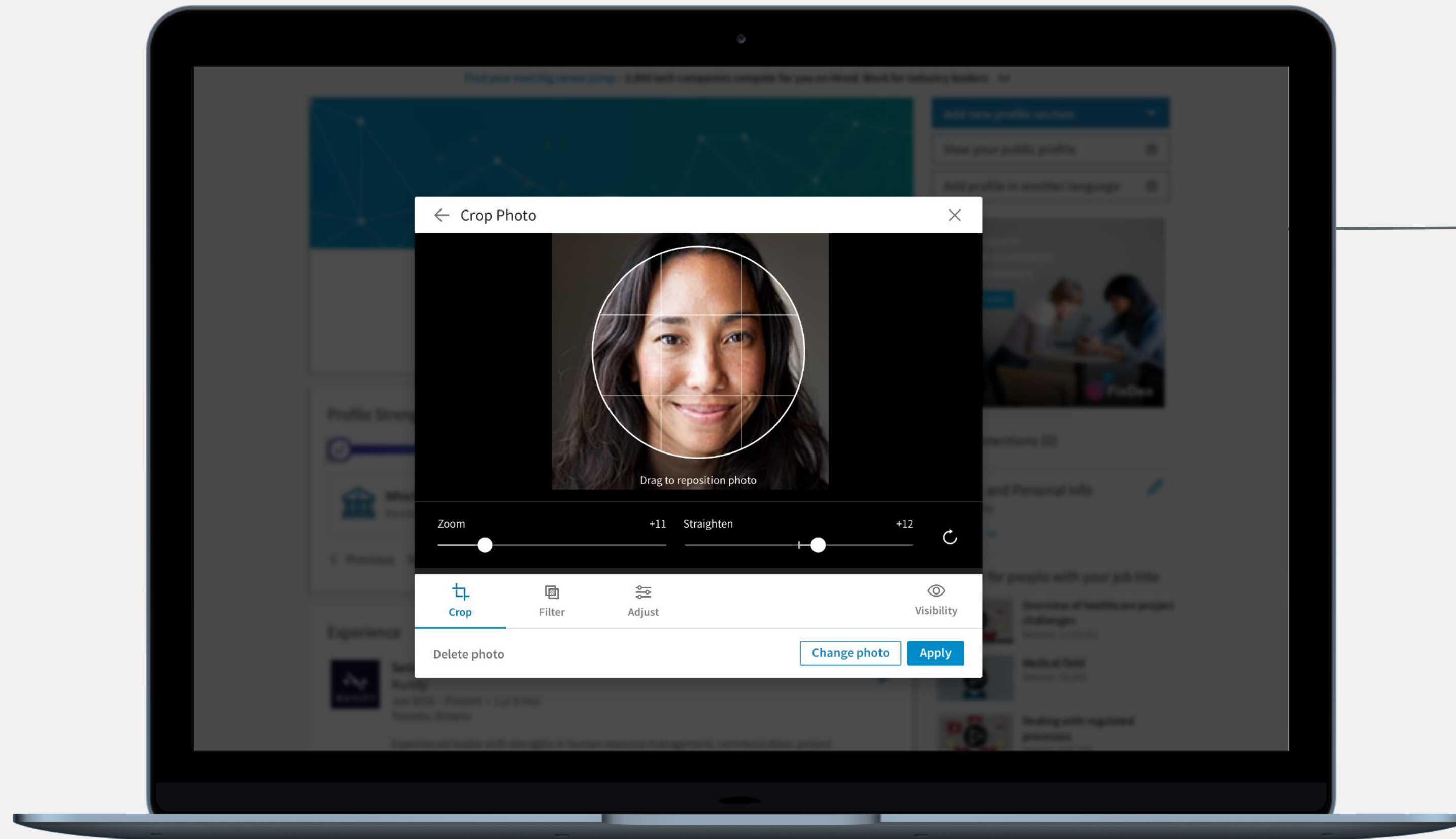
Rock Your Profile

Your Profile – Your personal brand on LinkedIn

Why Personal Branding on LinkedIn?

- Expand Your Network
- Showcase Your Expertise
- Increase Job Opportunities





STEP 1

Add a photo and banner image

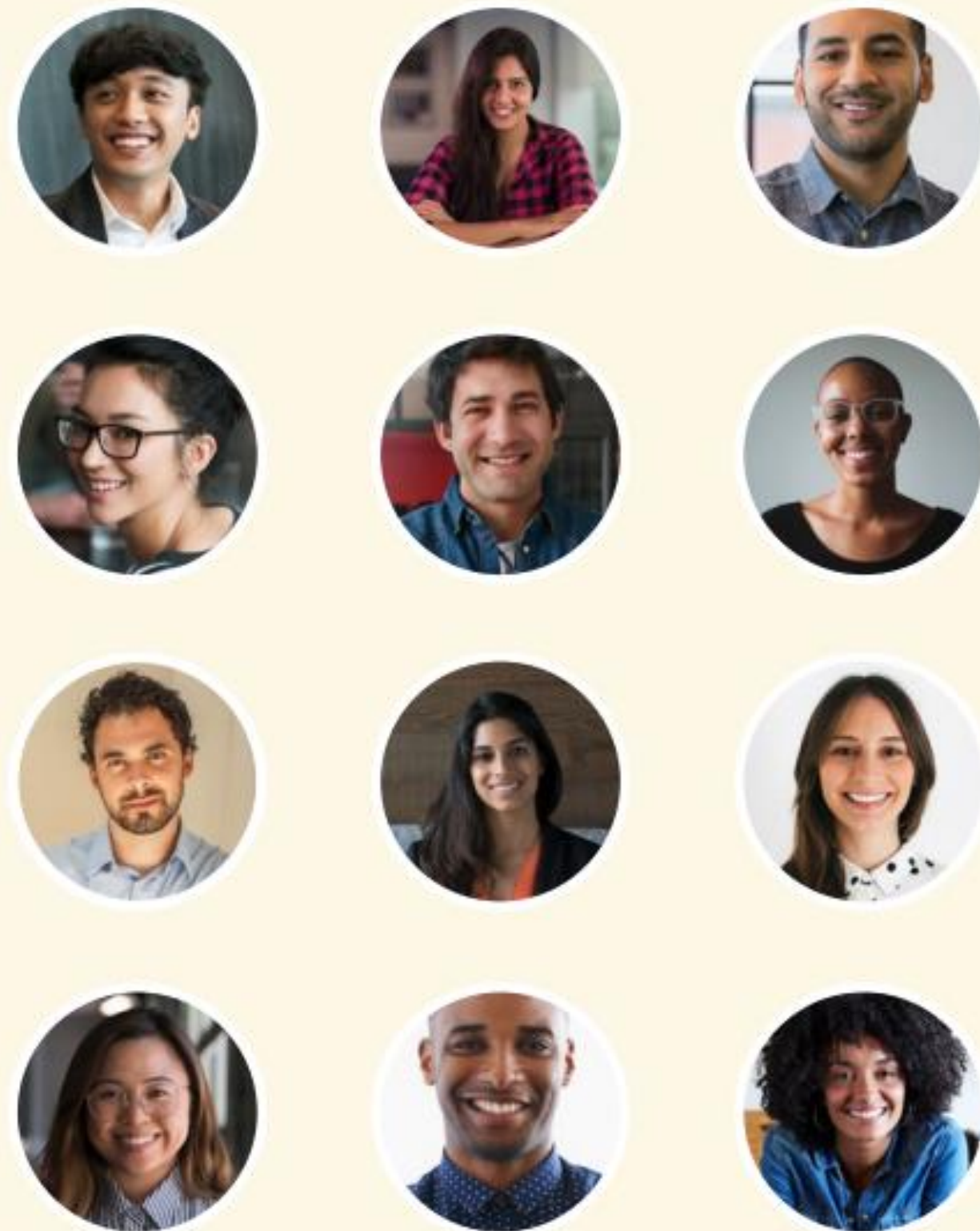
Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages

Twelve profile pictures done right



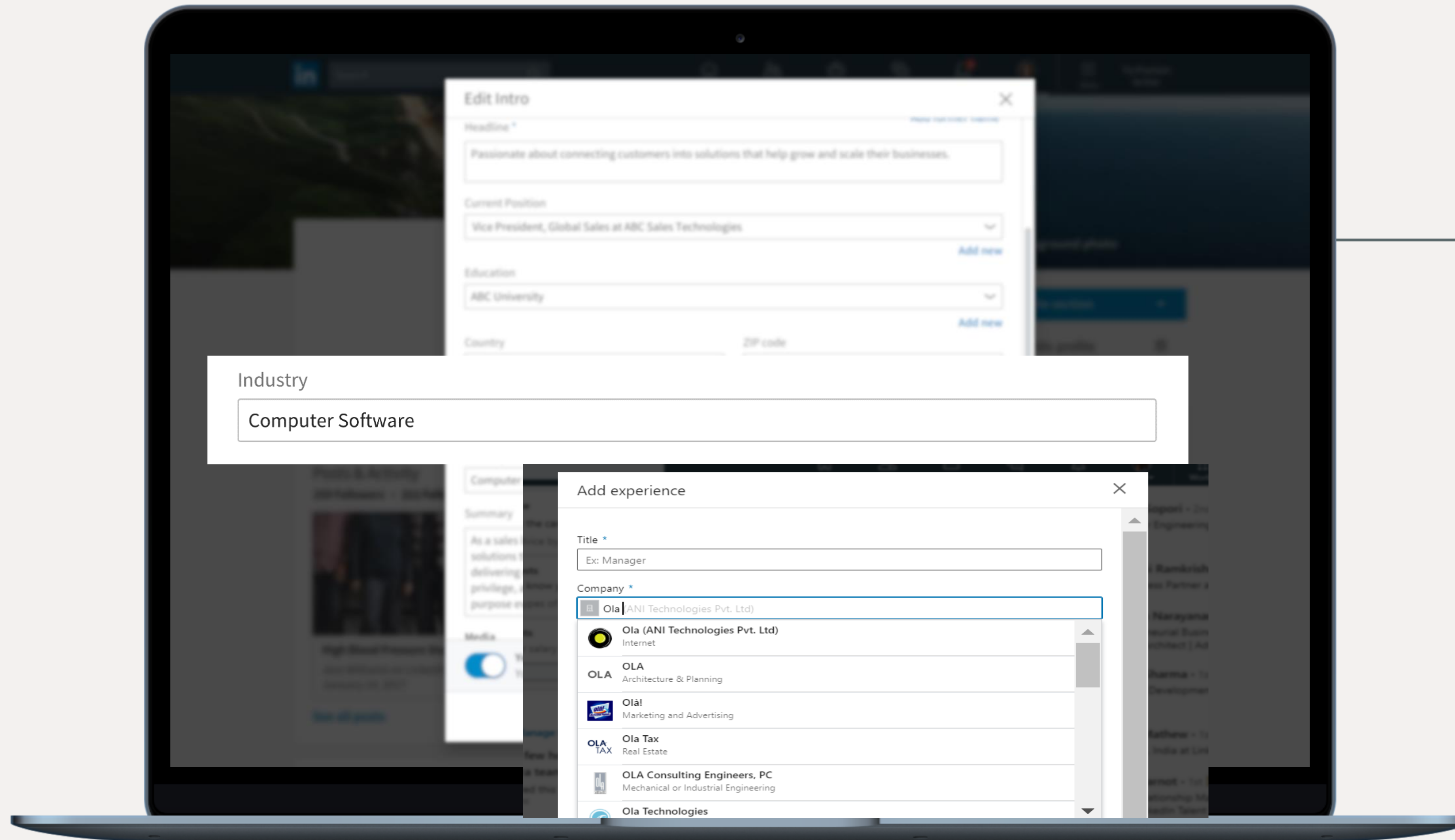
Members want to **engage** with someone they like and can **trust**.

Great smiles and strong character.

Facial expressions that are **captivating**.

Good **lightning** and **simple backgrounds**.

Looking friendly can make people more likely to approach you.

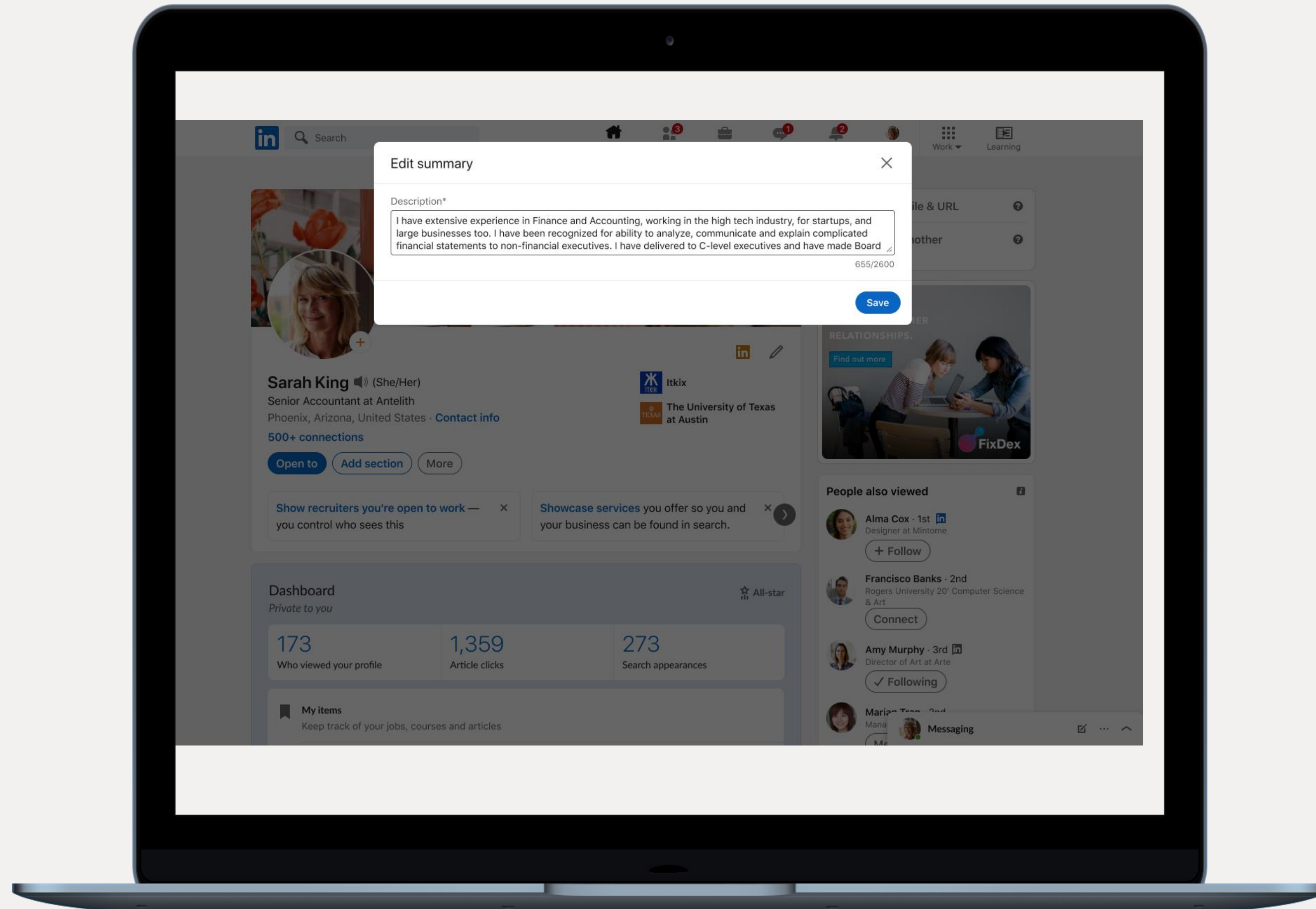


STEP 2

Add your industry & Company

Members with industry information receive up to **9x** more Profile views

More than **300K** people search by industry on LinkedIn every week.



STEP 3

Draft a Powerful Headline & Compelling Summary

Think of your profile summary as your **“elevator pitch”**.

Introduction to you:

- Concise and show motivation
- Speaks to your mission
- Highlight key skills and your experience
- Feature relevant industry/job role words
- Focus on career accomplishments and aspirations

+40 words



- **Culture Specialist**
Jul 2022 - Present · 10 mos
Bengaluru, Karnataka, India

Weaving culture one strand at a time, through intentional and focused effort in Diversity, Equity, Inclusion & Belongingness; organisational behaviour; people experience; organisational and leadership development.

Skills: People Development · Organizational Culture · Diversity & Inclusion · Cultural Sensitivity · Leadership Development
- **Chief of Staff to CHRO**
Apr 2022 - Present · 1 yr 1 mo
Bengaluru, Karnataka, India

Supporting the Office of the CHRO in building, implementing, and seeking buy-in for strategic and org-wide talent interventions and programs

Skills: Organizational Culture · Stakeholder Management
- **Talent Partner for the Business vertical**
Jun 2020 - Jun 2022 · 2 yrs 1 mo
Bangalore Urban, Karnataka, India

Managing the entire employee lifecycle - onboarding and assimilation, culture building, org design, employee experience and evangelism, performance management, contract management, leadership development, and manpower planning - for over 400 team members in the Business vertical (Charging Infrastructure, Customer Service, Vehicle Service, Customer Experience, Marketing, Sales)

Skills: Organizational Design · Strategic Human Resource Planning · Performance Management · Employee Experience · People Development · Stakeholder Management
- **Talent Management Specialist**
Apr 2019 - Apr 2021 · 2 yrs 1 mo
Bengaluru Area, India

Designing programs, frameworks, and interventions to support intentional culture building, new employee orientation, leadership development, competency development, and OD interventions. Program manager for MANTIS - Ather's Graduate Engineering Trainee program.

Skills: People Development

STEP 4

Detail your work experience

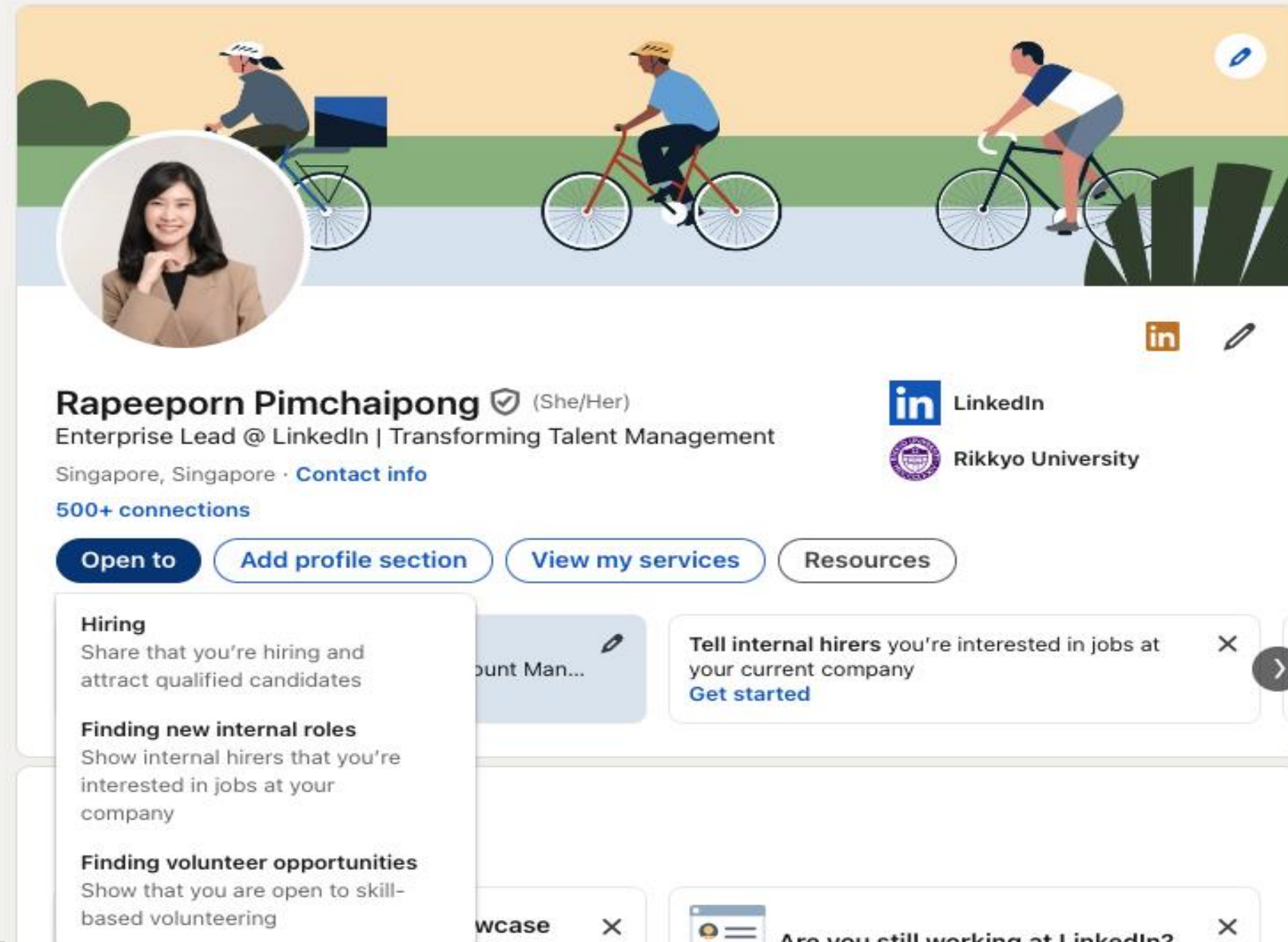
Member with up-to-date positions receive up to:

5x more connection requests

8x more profile views

10x more messages





STEP 5

Add #hiring on your profile

You can remove the #Hiring photo frame from your LinkedIn profile at any time by deleting the job post from your profile.

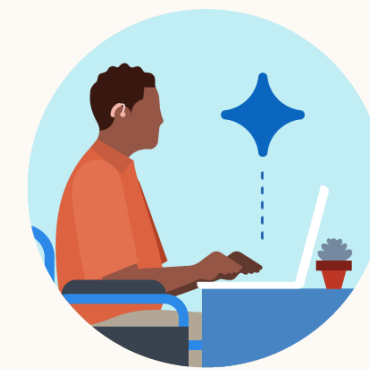
LinkedIn Recruiter New Features

Unlock the potential of your AI-ready organization with LinkedIn.

Our product roadmap is designed to help you stay ahead in the age of AI.



AI-powered Productivity
We're helping you hire more efficiently.



Skill Proficiency
We're helping your learners develop skills more effectively.

LinkedIn Hiring Solutions

Find qualified candidates, faster with new AI-powered capabilities built directly into Recruiter and Jobs.

Faster sourcing

with AI-Assisted Search and Projects in Recruiter

Enhanced candidate engagement

with AI-Assisted Messaging and

Automated Follow-Ups in Recruiter

Better matching

with AI-Assisted Job Targeting for Job Wrapping and

AI-Assisted Job Posting

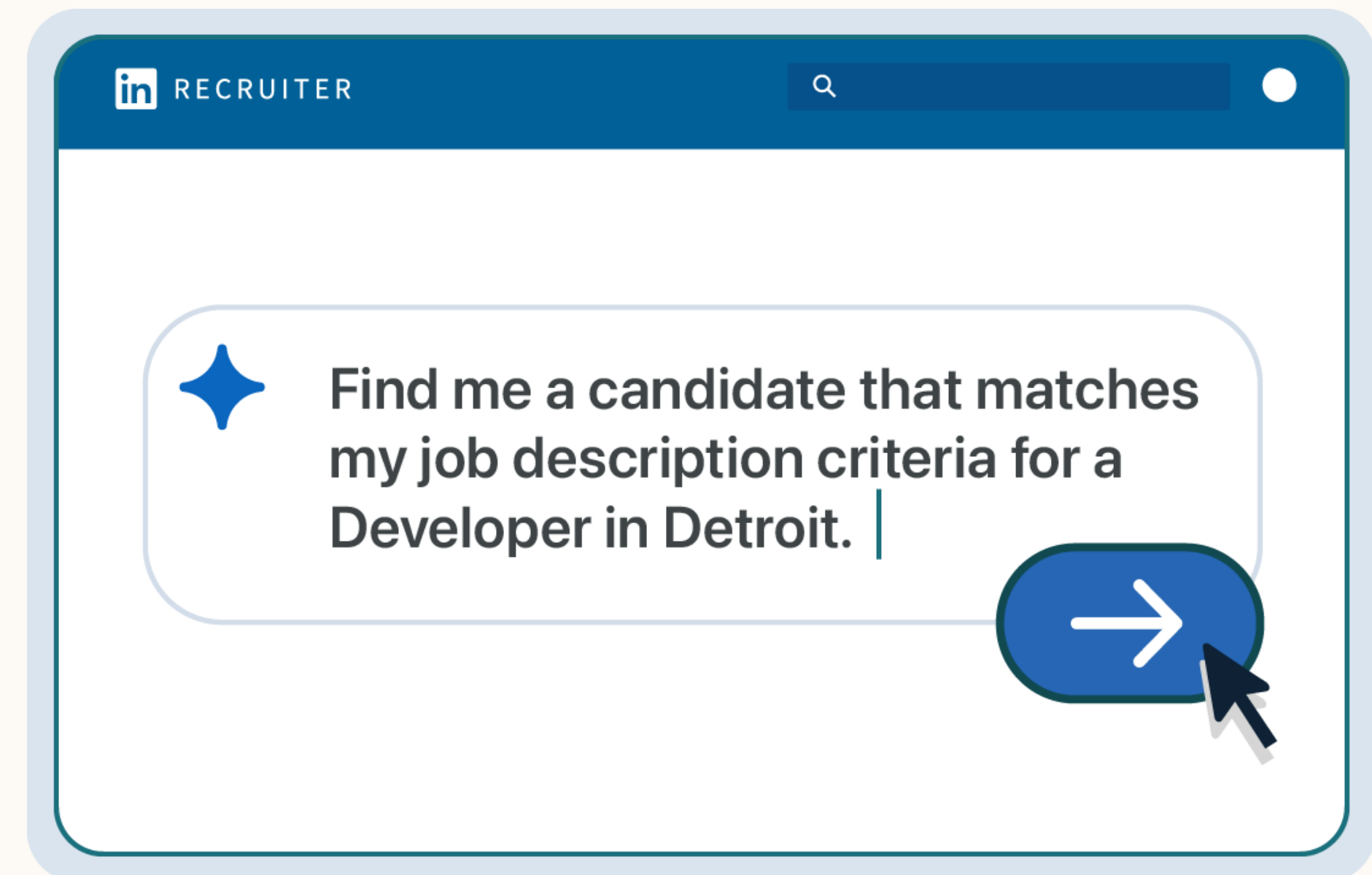
COMING SOON

LinkedIn Hiring Solutions

Faster sourcing

Simplify and accelerate candidate discovery and leverage AI-supported search suggestions to uncover even more qualified talent.

AI-Assisted Search and Projects in Recruiter



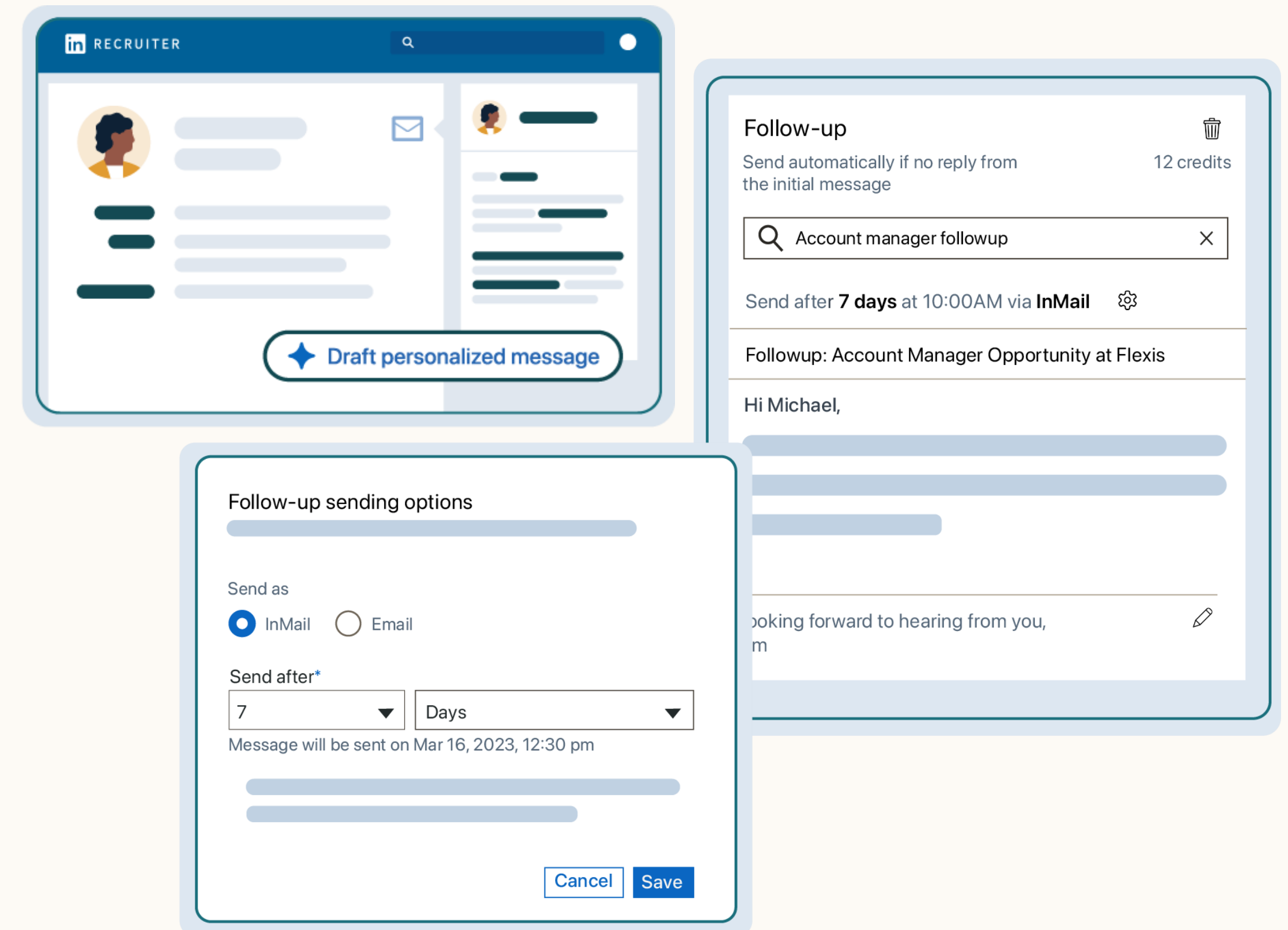
LinkedIn Hiring Solutions

Enhanced candidate engagement

Draft highly personalized InMails in one click – saving time and boosting engagement.

Easily schedule messages in advance and set up personalized follow-ups.

**AI-Assisted Messaging
Automated Follow-Ups in Recruiter**

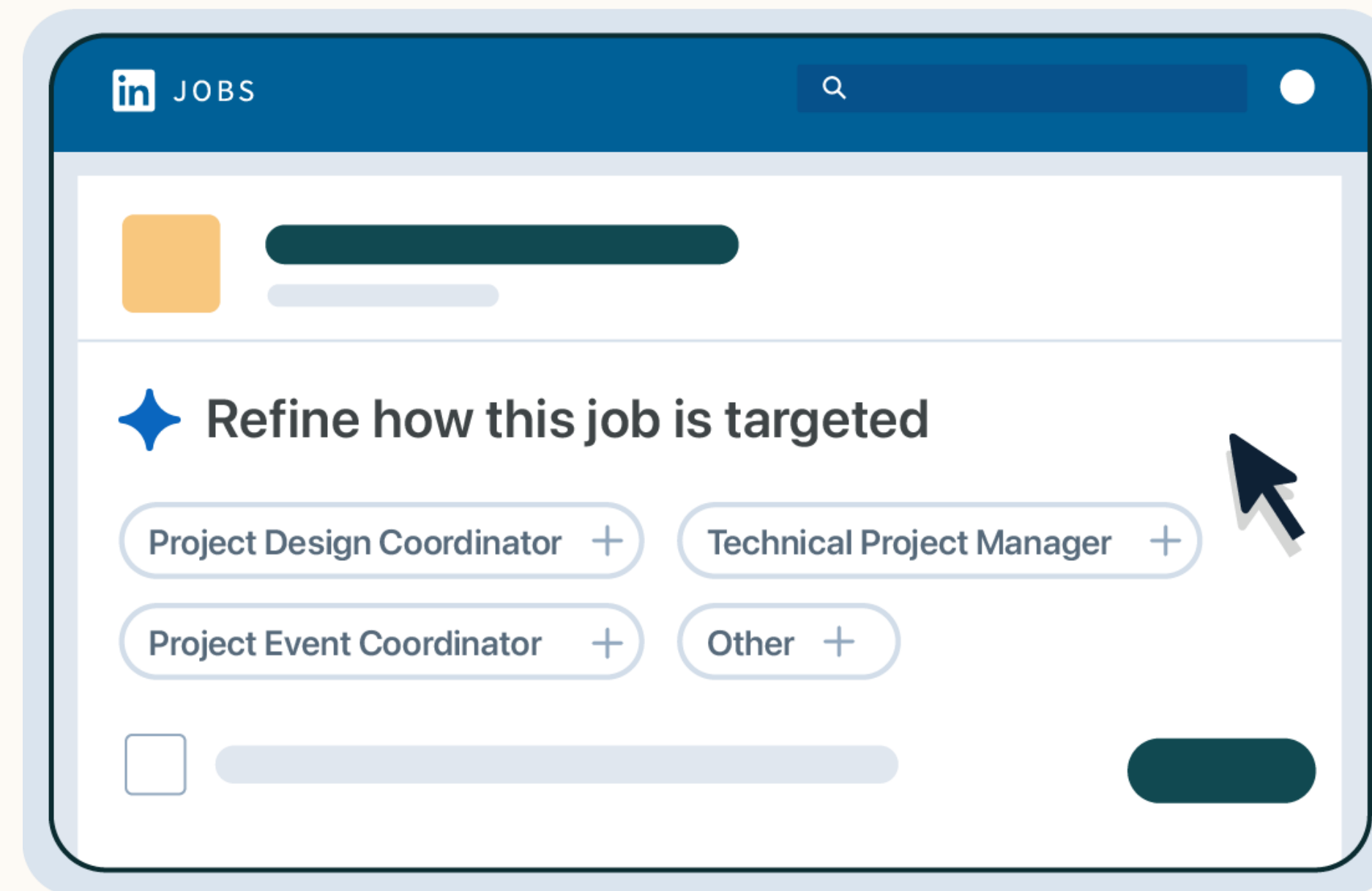


LinkedIn Hiring Solutions

Better matching

Refine your job targeting with insights-backed, AI-assisted recommendations.

**AI-Assisted Job Targeting
for Job Wrapping and AI-Assisted Job Posting**

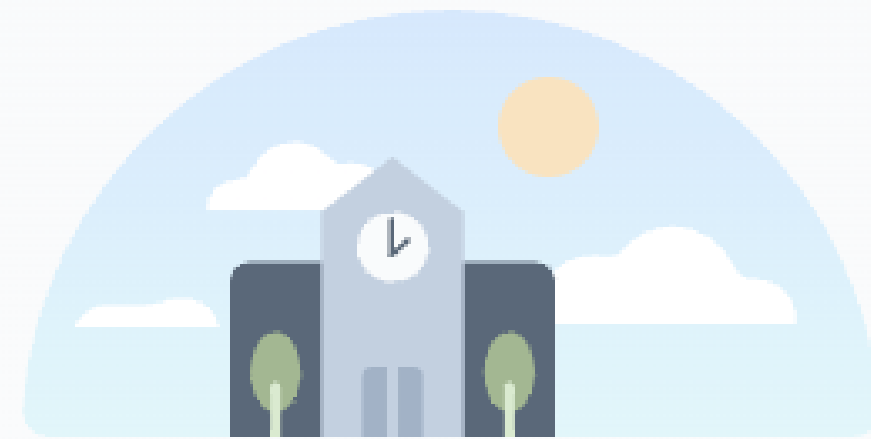


LinkedIn Recruiter walkthrough

"Let's Recruit"



Step 1: Define clear candidate criteria






Good afternoon, Doris

I want to search for software engineer with 3 year experience in banking, based in Vietnam|

90/2,000



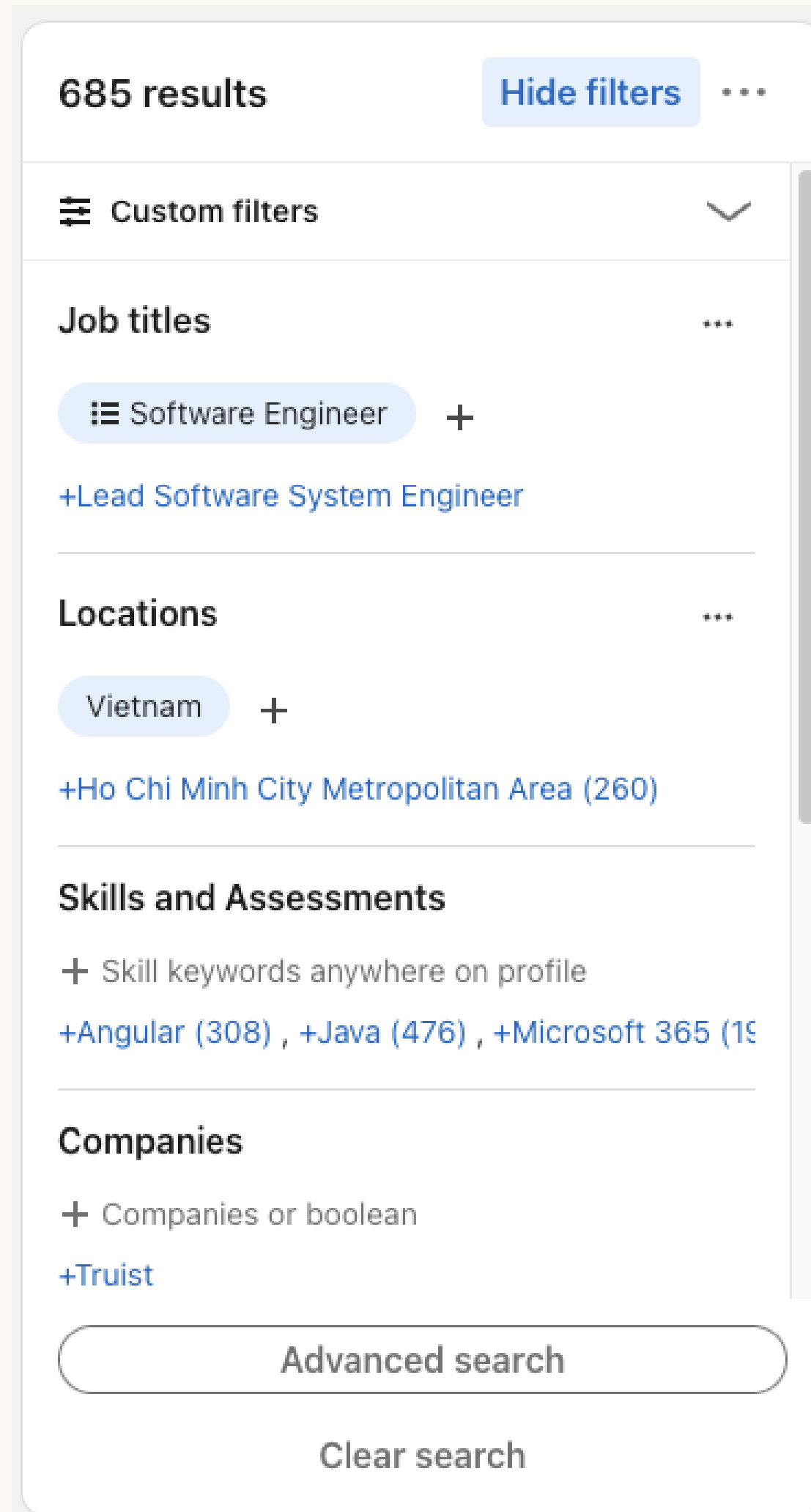
Actions

- 
Start a new AI-assisted search prompted with "I want to search for software engineer with 3 year experience in banking, based in Vietnam"
- 
Create a new AI-assisted project prompted with "I want to search for software engineer with 3 year experience in banking, based in Vietnam"
- 
Start a keyword search for I want to search for software engineer with 3 year experience in banking, based in Vietnam

- Define clear criteria for the ideal candidate, including skills, experience, and cultural fit.
- Select Start an new AI-assisted search to go to results page or
- Select Create a new AI-assisted project to create a new project

Step 2: Narrow down or widen search criteria

- Use 40 advance search filter to narrow down your talent pool
- Master advanced search techniques on job boards and professional networking sites to identify candidates with specific skill sets and experience.



The image shows a screenshot of the LinkedIn search filters sidebar. At the top, it displays '685 results' and a 'Hide filters' button. Below this, there are several filter categories: 'Custom filters', 'Job titles', 'Locations', 'Skills and Assessments', and 'Companies'. Each category has a plus sign and a list of selected and available options.

685 results [Hide filters](#) ...

Custom filters ▾

Job titles ...

☰ Software Engineer +

[+Lead Software System Engineer](#)

Locations ...

Vietnam +

[+Ho Chi Minh City Metropolitan Area \(260\)](#)

Skills and Assessments

+ Skill keywords anywhere on profile

[+Angular \(308\)](#) , [+Java \(476\)](#) , [+Microsoft 365 \(15\)](#)

Companies


+ Companies or boolean




[+Truist](#)


[Advanced search](#)

[Clear search](#)


Step 3: Identify active candidate with Search Spotlight

Technical Recruiters - FY22 
 New York, New York, United States

Private    +99 [Show me stats](#)

Overview **Talent Pool** Pipeline Job post Talent Insights  Project settings

[120K+ Recruiter search](#) [100 Applicants](#) [Recommended matches](#) [Post a job](#) + Add a candidate [Hidden from results](#)

 Clear search

Facet title
+ Facet hint text

Facet title
+ Facet hint text





Facet title
+ Facet hint text

Facet title
+ Facet hint text

Facet title
+ Facet hint text

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+ Facet hint text

Facet title
+ Facet hint text


Spotlights    

3k
Open to work





2.1k
Active talent

8
Rediscovered candidates

4
Internal candidates

2.6k
Interested in your company 

250 RESULTS Sort by: Relevance ▾ 1-25 >

 **Firstname Lastname** · 1st Applicant [Save to pipeline](#)  [Reject](#)  

Senior Talent Acquisition Professional
Oak Park, Illinois, United States
Human Resources

Experience 9+ years of experience as a Recruiter
 Lead Recruiter at Flexis · 2020-Present
 Senior Recruiter at Flexis · 2017-2020
 Show all (5)

Tags [Label](#) [Label](#) [Label](#) [Label](#) [Label](#)

Skills Match 5/10 Skills
[Technical Recruiting](#) [Applicant Tracking Systems](#) [Training](#)
 Show all (7)

Interest Likely to be interested
[Open to work](#) [30 Connections](#)

Activity Added to project 3 months ago
[Applied to 3 jobs](#) [3 messages](#) [In 2 projects](#)

Application [Resume](#) [2/3 preferred qualification](#)

Applied on Feb 22, 2022

Reach out to candidates who are most likely engage with you as they're showing promising signals

- Open to work
- Active talents
- Interested in your company

Step 4: Craft personalised, AI-assisted Inmail

Compose Message

To 1/250,635 InMail Credits

Send **immediately** via InMail

Your skills are in demand, David

B *I*

Review and edit AI draft for accuracy. [Clear](#)

Hi {first name},

Good day! I am from LinkedIn, and your profile and background really stood out.

We have an exciting full-time opportunity at LinkedIn for a Senior Software Specialist. Your experience as a Senior Software Specialist at {company name} may be relevant for this role.

Our common connections brought me to your profile, and I thought it may be beneficial for us to connect.

I look forward to the possibility of discussing this role in detail when you have some time next week.

Best regards,
Doris

- We leverage the data that our customers and members have chosen to share with us on our platform, and use AI to draft personalized outreach messages
- AI-assisted inmail helps to increase response rate by 49% and 10% faster
- Bulk AI-Assisted Messages is currently available in English

Step 5: Save hours with automated Follow-up

Initial message

A template name 2 messages

Send **immediately** via InMail

Account manager _ 3/24/2022


Hi {firstName},

I hope this InMail finds you well. I found your LinkedIn profile and noticed your extensive experience with {Project.JobTitle}.

I'm reaching out to you because I'm currently staffing contract opportunities for a client in New York and I think you might be interested in some of our positions.

Are you free sometime this week to talk?

Looking forward to hearing from you,
Tim

Follow-up  12 credits

Send automatically if no reply from the initial message

Send after **7 days** at 10:00AM via InMail

Followup: Account Manager Opportunity at Flexis

Hi {firstName},

Just following up about {Project.JobTitle}, and seeing if you'd be interested. Again, we think it'd be great fit. I just wanted put this back up at the top of your inbox in case you missed it.

P.S. Here's an article from our CEO about where we're headed this year.

Looking forward to hearing from you,
Tim

- Build better relationship with ideal candidates. A follow-up can make a candidate feel valued and be the factor that leads them to accept your message rather than somebody else's
- Ensure that your follow-ups are sent at optimal times, between three and 28 days later, and at the candidate's time zone

Recruiter Learning Hubs

- [Tutorial videos](#) (English)
- [Tutorial](#) (Vietnamese)

Thank you!

Feedback 12th December 2024



Scan the QR to give us a feedback
#LinkedInrecruitconnect