

6 Steps to Building Your Recruiter Brand on LinkedIn

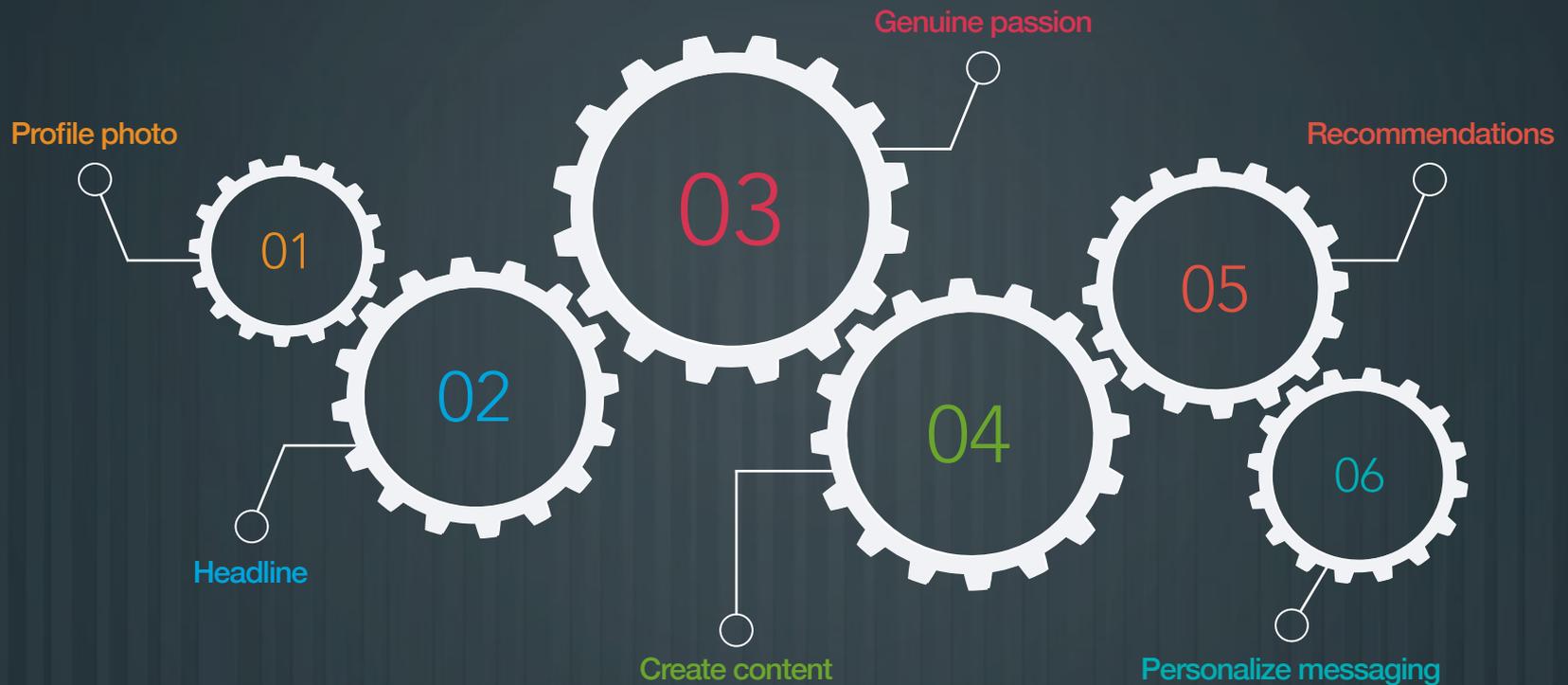


Table of contents

- 03 Introduction: Why your recruiter brand matters
- 04 Step 1: Choose a high-quality headshot
- 08 Step 2: Write a descriptive headline
- 11 Step 3: Show genuine passion
- 15 Step 4: Create and share content
- 19 Step 5: Show candidates you rock
- 23 Step 6: Personalize your messaging
- 26 Final thoughts
- 29 About us





Why your recruiter brand matters

Everyone has a personal brand. As a talent acquisition professional, a great personal brand can make the difference between attracting and losing top talent. If you're not actively communicating your values, achievements, and personality in a way that prospects can easily see, you're losing candidates to recruiters who are.

Consider this — before candidates call or message you back, they're going to look you up. Likely, they'll land on your LinkedIn profile. If you look like every other recruiter out there... well, you're out of luck.

The next **6 steps** outline the key areas you should invest in to boost your personal brand on LinkedIn. Devoting time to building your personal brand will increase your response and referral rates and help you recruit better talent.



Choose a high-quality headshot

Choose a profile picture that stands out

When people visit your LinkedIn profile, the first thing they look at is your picture.

In fact, just having a picture makes your profile 14x more likely to be viewed by others. Make sure your headshot is professional, as well as approachable and friendly.

Having a professional photographer take your headshot is ideal. On average, this could cost \$200-\$400. Consider getting your whole team on board and having your company pay for it.



If a professional headshot isn't possible, use these tips to pick a strong photo:

1 Choose a photo that looks like you

You want people to be able to recognize you from your LinkedIn picture, so make sure it's up to date.

2 Make sure your face takes up at least 60% of the frame

Crop the picture from the top of your shoulder to just above your head so that your face fills the frame.

3 Choose the right expression

As a recruiter, you want to appear warm and friendly. Don't forget to smile with your eyes.

4 Wear what you'd wear to work

Wear clothes that match the level of dressiness at your office — don't be over or under dressed. Solid colors tend to do best on camera.

5 Choose a background that isn't distracting

You want to be the focal point of your picture, so keep the background simple.

Here are 3 examples of recruiters whose LinkedIn profile pictures stand out:

Jared, **Carolyn**, and **Meghan** all seem friendly, likable, and trustworthy, all of which are crucial to getting prospects to engage with you. The images are in focus, have interesting backgrounds, and good lighting.



Jared Thornton

Sr. Technical Recruiter at
TopTech Ventures
Greater Los Angeles Area



Carolyn Shuster

Director, Corporate
Recruitment at Hilton
Worldwide
Washington D.C.



Meghan Faith

Global Business
Operations Recruiter
at Google
San Francisco Bay Area

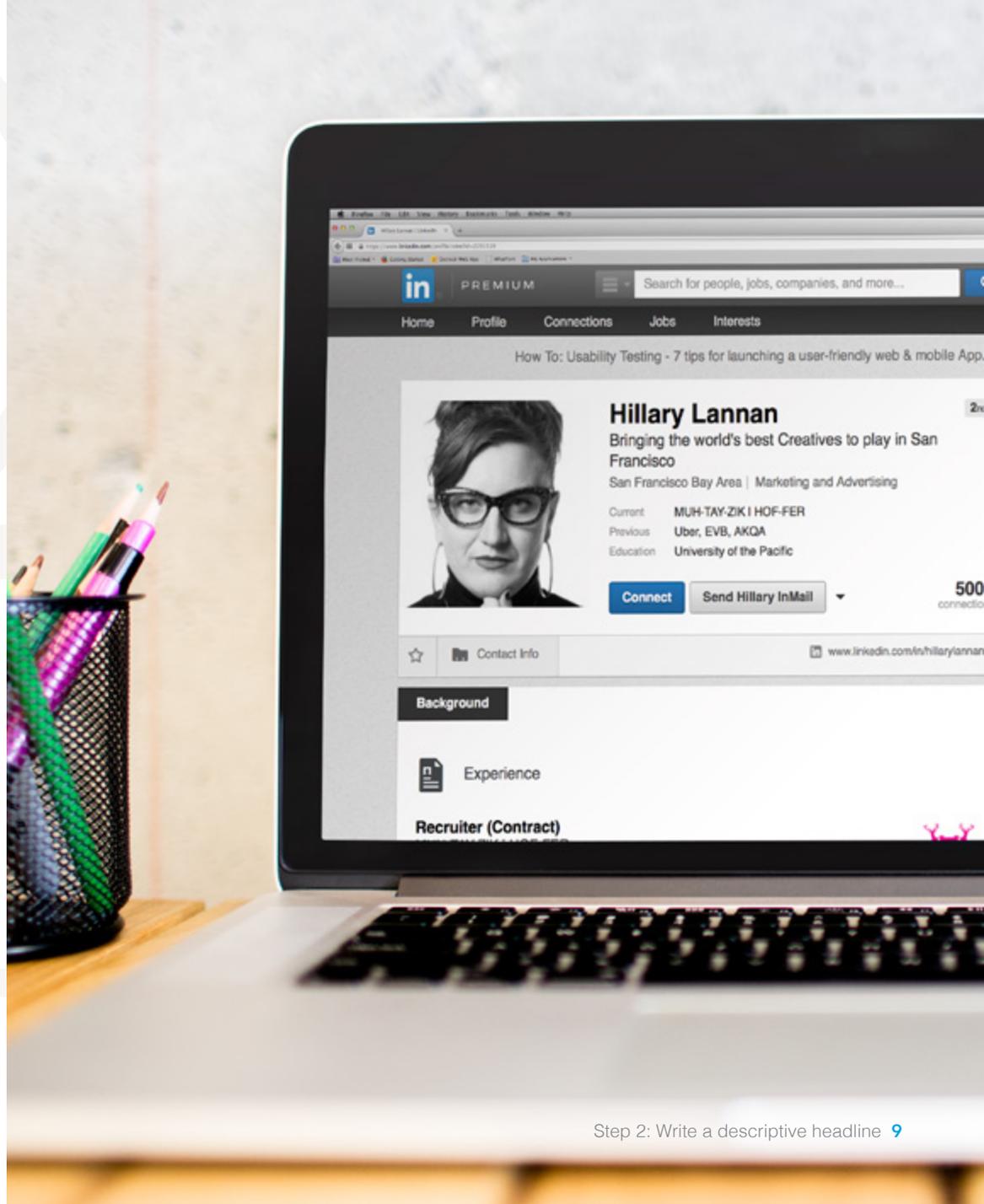


Write a descriptive headline

Your headline is your mission statement

The headline is the text right under your name. Most people use this space to list their job title. However, does a job title really encapsulate the impact you have at your company?

Next to your profile picture, your headline is the first impression you make on people. Start thinking of your headline as your opportunity to share the difference and impact you strive to make as a professional. This needs to be your short and catchy mission statement.





Here are 3 examples of recruiters whose headlines stand out:

Each of these recruiters takes a different approach with their headline, all of which are effective. **Adrian** uses his headline to underline the opportunities he is creating, **Jill** calls out the promise of her company, and **Amybeth** highlights her talents as a recruiter. Use these as inspiration and think about your unique impact and mission.



Adrian Frost

Connecting data brains with data sets that create economic opportunity around the world

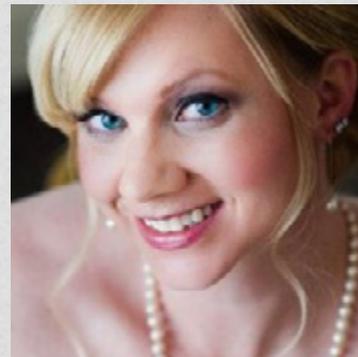
San Francisco Bay Area



Jill Riopelle

It's only the beginning @ Airbnb

San Francisco Bay Area



Amybeth Quinn

@ResearchGoddess and Unicorn Wrangler at Hewlett-Packard

Greater Seattle Area



Show genuine passion

Use your summary to showcase your passion

The profile summary is your chance to paint a picture of who you are and what you aspire to in your career.

However, when most people get to this section they default to clichés like: “*Seasoned professional with 20 years of experience.*” and “*A track record of responsibility and delivering on time.*” Text like this doesn’t say anything original or insightful about you.

Instead, use your summary to list your goals, passions, accomplishments, and your mission as a recruiter. In other words, tell people why they should connect with you and why you’re special.

Make it about you

Many recruiters use their summary to rave about their company and forget that it needs to tell a story about them. Use this space to establish your own brand.

Tell a story

Help potential candidates to get to know you by sharing why you are passionate about what you do and what your goals are.

Write in the first person

Writing in the third person isn’t necessarily wrong, but it can sound impersonal. There’s no need to be overly formal. Be yourself!

Summaries that stand out:

Great summaries are authentic and free of clichés, drawing the reader in and inspiring them to learn more and connect with you. Let's check out a couple of great examples from **John Fleischauer**, Talent Attraction Manager at Halogen Software, and **Nick Tran**, Military Recruitment Program Manager at Cameron. While each are different in their approach, note how their summaries genuinely reflect who they are. That's what you want.



John Fleischauer

Recruitment & Talent Branding Magician @HalogenSoftware

Ottawa, Canada Area | Computer Software



Summary

I am a number of things. Most notably, I am big and tall; hence my handle - bigtalljohn.

I know what you're probably thinking...just another recruiter. In fairness, your assumption isn't totally wrong. It's up to me to show I'm different.

I am one of the lucky ones...

I fell completely backwards into the talent acquisition realm 10 years ago and never looked back. Although I collect a pay check, the way I see it, I don't really have a "job."

If you feel that I can provide you with value, I encourage you to connect with me, follow me, add me to your circles etc.

I accept all invites to connect and do my best to respond to all messages within 24 hours.



Nick Tran

Connecting Top Veteran Talent with Cameron's Unlimited Opportunities

Houston, Texas Area | Human Resources



Summary

The spark that ignited my path as a leader was formed during 12 incredible years of military service that spanned through half a dozen countries and countless friendships bonded and immortalized through sweat, blood and tears.

The secret I've found to becoming a successful leader is the ability to understand that the most valuable asset of any team, or organization, lies directly in it's People. To truly inspire people in such a way for them to willingly WANT to follow you, you must lead from the Front and learn to balance your loyalty equally to the organization and to your people.

With a foundation built on strong core values and a leadership philosophy focused on people, I naturally gravitated towards Human Resources when my career shifted to the civilian sector.

During my 15 years as a Corporate Recruiting and HR professional, I've had a lot of amazing opportunities to grow and learn to transform my failures into accomplishments, but the one accomplishment that stands out uniquely for me was when I had the honor of being one of the contributing authors for the Recruiting for Dummies book that was published in 2001.

Armed with my military background and professional corporate recruiting experience, I have placed myself on the front lines of the Talent Acquisition Battlefield to spearhead several Military Veteran and Diversity Candidate Recruiting programs.

Organizations all over the world are competing to hire the Crème de la Crème within a limited workforce. The Art of Talent Acquisition is ever evolving and as we grow as a collective professional community, we must embrace every advantage and leave no stone unturned to find and attract the best talent in the market if we are to thrive in this arena.

With that being said, please accept my invitation to professionally connect with me so that I may learn from you, and perhaps by sharing some of my own life experiences and lessons learned, I may be able to enhance, and transcend your career.

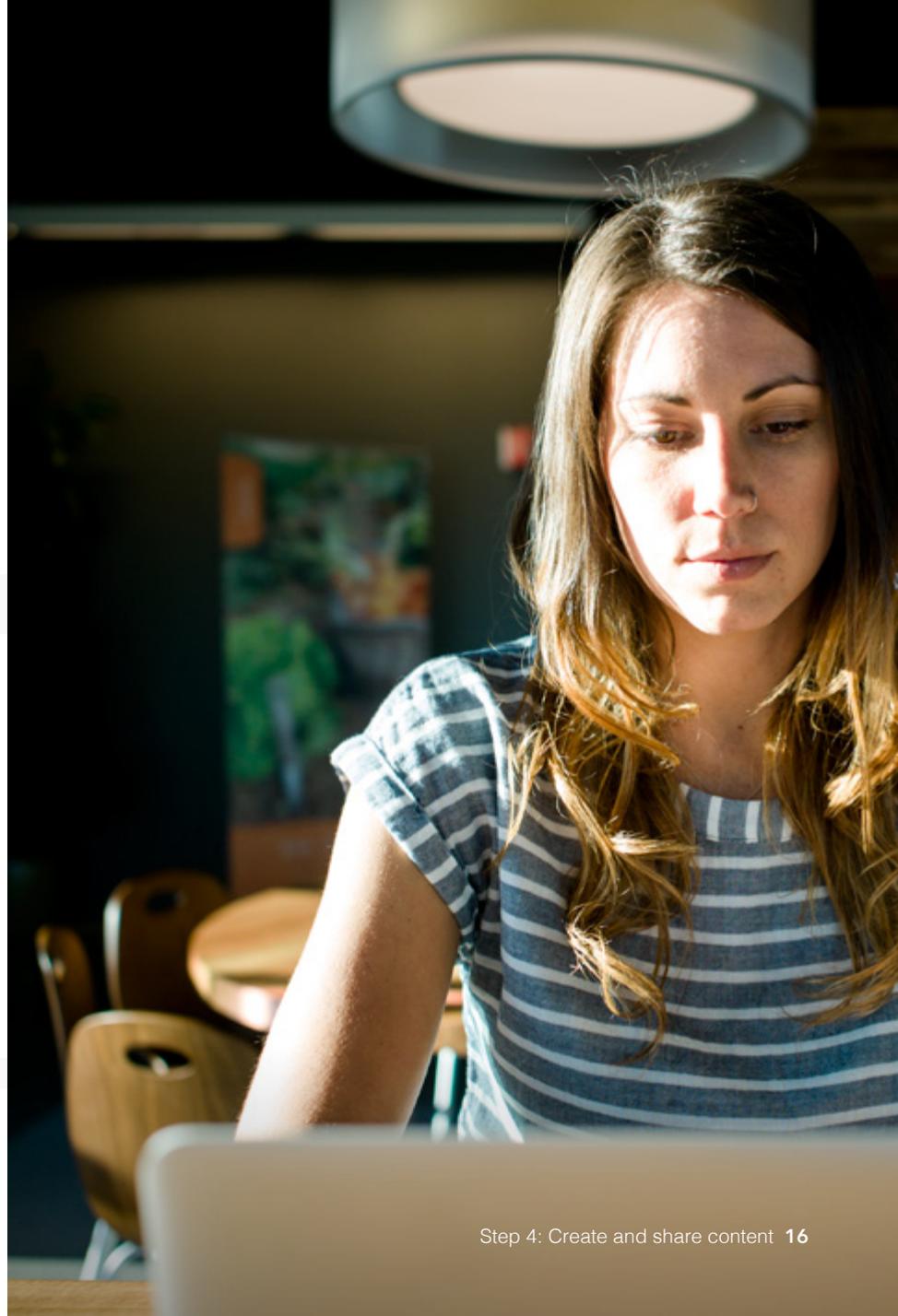


Create and share content

Engage your audience with useful content

Your LinkedIn profile isn't just a resume — it allows you to have a two-way dialogue with your network. A great way to start this conversation is by sharing content that you create or that you find interesting and relevant.

If you're regularly sharing useful information, soon your prospects and fellow recruiters will see you as an expert in the field.



Create content

LinkedIn's publishing platform allows you to publish long - form blog posts on your profile and is a great way to start voicing your opinion and sharing advice with your network. You can build your own follower base and follow other LinkedIn members.

Tip: Write about things that excite you and don't feel pressured to post something every single week. Keep in mind that publishing on a regular cadence is better than posting a lot in the span of a few days and then going quiet for months.

Learn more about LinkedIn's publishing platform [here](#).

Examples of great content

The same **Nick** and **John** use LinkedIn's publishing platform to show deep knowledge of their respective fields and also share useful advice with their network. By adding value for their readers and providing a voice of authority in their areas of expertise, they're boosting their personal brands.

Posts

Published by Nick See more >



Why I became a Veteran
November 12, 2014



Veterans: So you want that job? Help Me to Help...
July 18, 2014



Veterans: How Approachable is your LinkedIn...
June 3, 2014

Posts

Published by John See more >



Hitting professional puberty.
October 27, 2014



Is face paint the key to on-boarding success?
October 20, 2014



How to not suck at your job in 3 simple steps.
September 16, 2014

Share content

Sharing content is less time-consuming than creating it, which means you can do it more often. Send relevant articles to candidates via InMail or email to keep conversations going. Or, use status updates to share interesting stories, news, and inspiration. Remember that status updates that include links or images get higher engagement rates.



Miki Furnish via [Carhartt](#)

Seriously... is there anything better than McConaughey wearing a [Carhartt](#) coat?



How a Carhartt jacket went from blue-collar uniform to hipsterwear to Interstellar

[theguardian.com](#) • Morwenna Ferrier: In Christopher Nolan's new film, Interstellar, the only thing to get more screentime that Matthew McConaughey is his sand-coloured Carhartt jacket. But its appearance is no accident...

Like (9) • Comment (2) • Share • 4d ago

Miki, Manager of Corporate Talent Acquisition at Carhartt, keeps things light and funny with her status update sharing an article on how Carhartt never goes out of style.



Show candidates you rock

Let candidates know you're a star

Show candidates that you're successful at what you do and that they'll be in good hands working with you. Build your credibility by displaying positive feedback from previous hires and colleagues on your profile.

Get LinkedIn recommendations

The best recommendations come from candidates who have had positive experiences working with you and can write an authentic review.

Reach out to a few and, if it's been a while, help jog their memory by including your notes on their recruitment process.



Example LinkedIn recommendation

Mily's recommendation from a recent hire showcases her passion and willingness to go the extra mile for her candidates. After reading this glowing recommendation, who wouldn't want to work with Mily?



Mily Jain

Global Staffing Business Partner, gTech Ads at Google

San Francisco Bay Area | Information Technology and Services

Recommendations

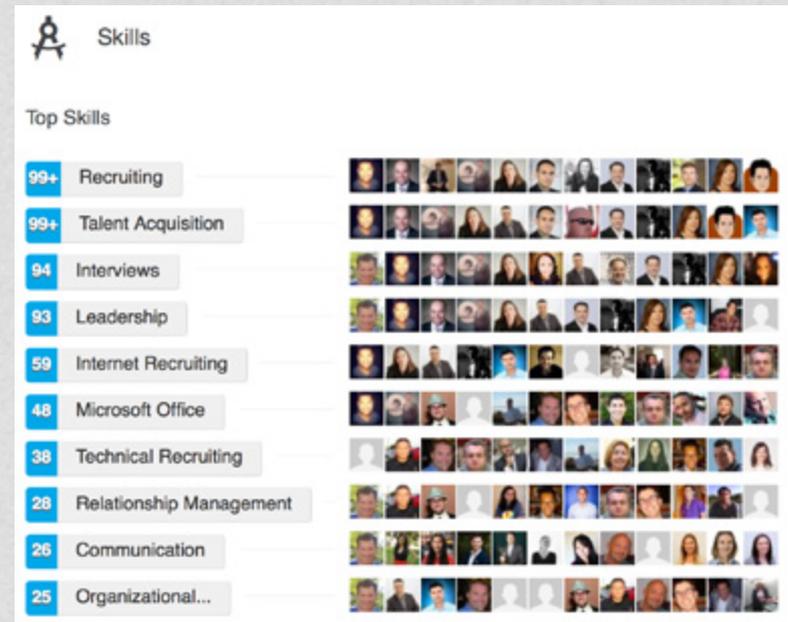
Mily Jain recruited me for my current position at Google. In the recruitment process, she went absolutely above and beyond in every way, making the experience a journey of discovery — rather than a conventional recruitment process.

Mily worked closely with me at every step of the Google hiring journey — from the phone screen to the onsite interview to the actual moving transition from Texas to California. Throughout the experience, she clarified what and why each step was occurring, gave me rapid, useful feedback on any questions I had, and infused all her communication with genuine care that instilled great confidence in me about my abilities and Google as a good fit for me.

I have been through many academic and job selection processes, and Google was — hands down — the very best experience. Mily Jain is directly and wholly responsible for this achievement. Because of this, Mily represents to me the very best of how to recruit in a Googley way: a dual excellence of rigorous, insightful capacity to find talent for Google and the ability to be a caring companion to the potential hire through the selection process.

Get endorsed on LinkedIn

Once you've filled out the skills section on your LinkedIn profile, your connections have the opportunity to endorse you for those skills. These endorsements confirm your specific talents and can help you establish your personal brand.



The screenshot shows the 'Skills' section of a LinkedIn profile. At the top, there is a gear icon and the word 'Skills'. Below this, the 'Top Skills' are listed in a vertical column. Each skill is represented by a blue box with a white number indicating the number of endorsements, followed by the skill name. To the right of each skill is a horizontal row of small profile pictures representing the people who endorsed that skill.

Endorsement Count	Skill Name
99+	Recruiting
99+	Talent Acquisition
94	Interviews
93	Leadership
59	Internet Recruiting
48	Microsoft Office
38	Technical Recruiting
28	Relationship Management
26	Communication
25	Organizational...

Tip: Not all endorsements are created equal. For example, an endorsement for interviewing is more impactful than one for using Microsoft Office. Make sure to add the most appropriate skills to your profile.



Personalize your messaging

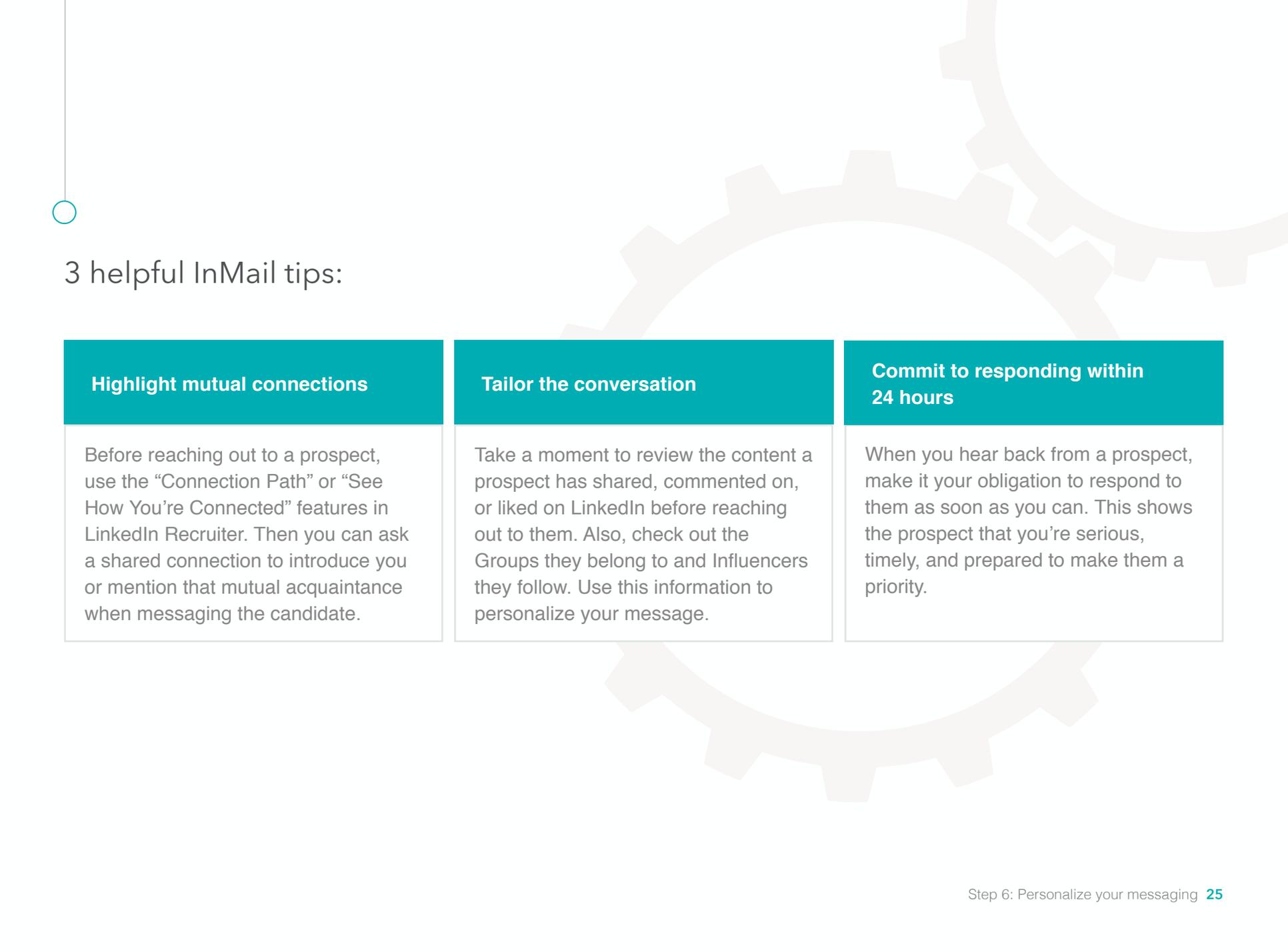
Personalize messages and respond quickly

Did you know that personalized InMails receive 37% higher response rates and increase the likelihood of a hire?

If you want to be seen as a thoughtful recruiter who has done your research, you have to take some time to write a personal message.

Think about your favorite people to work with. Most likely, they respond to you in a timely manner and make you feel valued. To build your personal brand as a recruiter, you need to make prospects and candidates feel the same way.





3 helpful InMail tips:

Highlight mutual connections

Before reaching out to a prospect, use the “Connection Path” or “See How You’re Connected” features in LinkedIn Recruiter. Then you can ask a shared connection to introduce you or mention that mutual acquaintance when messaging the candidate.

Tailor the conversation

Take a moment to review the content a prospect has shared, commented on, or liked on LinkedIn before reaching out to them. Also, check out the Groups they belong to and Influencers they follow. Use this information to personalize your message.

Commit to responding within 24 hours

When you hear back from a prospect, make it your obligation to respond to them as soon as you can. This shows the prospect that you’re serious, timely, and prepared to make them a priority.

Final thoughts



May the brand be with you

We hope this eBook has helped you appreciate how investing time to develop your personal brand on LinkedIn can help you take your recruiting game to the next level.

To summarize, here are 5 key takeaways:

- 01 **Polish up your profile** – Make a great first impression with an up-to-date, professional, and friendly LinkedIn profile picture.
- 02 **Show genuine passion** – Use your headline and summary to showcase your mission, enthusiasm, and accomplishments.
- 03 **Share useful content** – Publish and post interesting content to engage your network and establish yourself as an expert in your field.
- 04 **Personalize your message** – Tailor your communications with prospects and respond to them in a timely manner.
- 05 **Be you** – Last but not least, don't pretend to be something you're not. Let your personality shine through your LinkedIn profile.

About the authors

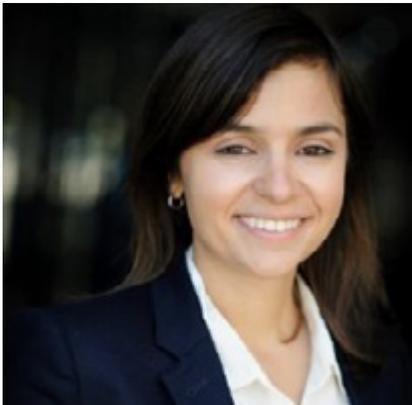


Lydia Abbot

Content Marketing Associate at LinkedIn Talent Solutions

Lydia is passionate about creating insightful content that can help Talent Acquisition professionals succeed and find the talent they need.

[LinkedIn](#) | [Twitter](#)



Maria Ignatova

Content Marketing Manager at LinkedIn Talent Solutions

Maria works to create and deliver empowering content to Talent Acquisition professionals. She also manages the Talent blog at [Talent.linkedin.com/blog](https://www.linkedin.com/blog)

[LinkedIn](#) | [Twitter](#)

About us

Contact the LinkedIn Talent Solutions Team at recruiter-brand@linkedin.com

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 332 million members worldwide including executives from every Fortune 500 company, LinkedIn is the world's largest professional network.

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations of all sizes find, engage, and attract the best talent. We're committed to giving our members the best possible hiring experience.

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