

# **How the World's Largest Professional Network LinkedIn is Changing the World of HRM**

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## **Abstract**

Social networks are the fastest growing source of high-quality human resources. In the last ten years, the recruitment experienced more change than before in 40 years. Recruiters who are successful, adopt and develop the principles of modern human resource management. Recruitment is becoming more social. The emergence of social media (according to some sources it is in the world already more than 84,000) has provided many opportunities for businesses and individuals. For the company's relations (in and outside the networks) are more important than they have ever been before.

In the last ten years, staffing has undergone more changes than in the previous 40 years. Recruiters who are successful are the ones who make and shape the principles of modern human resource management. Recruitment is an increasingly social phenomenon. The emergence of social media (according to some data, there are more than 84,000 social media in the world) has opened up numerous opportunities for businesses and individuals. Nowadays, the company's relations (within and outside networks) are more important than they were ever before. Global personnel recruiters agree that social networks are the fastest growing source of high-quality human resources (Table 1). A survey conducted among 3300 HRM directors in 19 countries showed that this sources grew by 11%.

Companies are literally competing in creating Facebook pages and tweets. However, many have overlooked LinkedIn, which at its core is an inter-company side and four times more effective than Facebook or Twitter. LinkedIn has recently transformed the way companies recruit, market and sell.

**Table 1. Global human resources directors concur: social networks are the fastest growing source of quality personnel**

### Top 10 most important places to find quality hires

Sources of Quality Hires	2011	2012	2013	Increase (+) Decrease (-)
Internet job boards	36%	39%	38%	-1%
▶ <b>Social professional networks</b>	20%	26%	37%	<b>+11%</b>
Recruitment agencies	41%	36%	35%	-1%
Employee referral programs	35%	31%	35%	+4%
Internal hires	32%	32%	34%	+2%
Company career website	28%	31%	30%	-1%
Internet resume databases	14%	13%	16%	+3%
Company ATS/internal candidate database	12%	12%	13%	+1%
College recruiting programs	12%	10%	11%	+1%
General career fairs	4%	4%	5%	+1%

Source: LinkedIn Research, 2013, 19 countries, 3,300 HRM directors

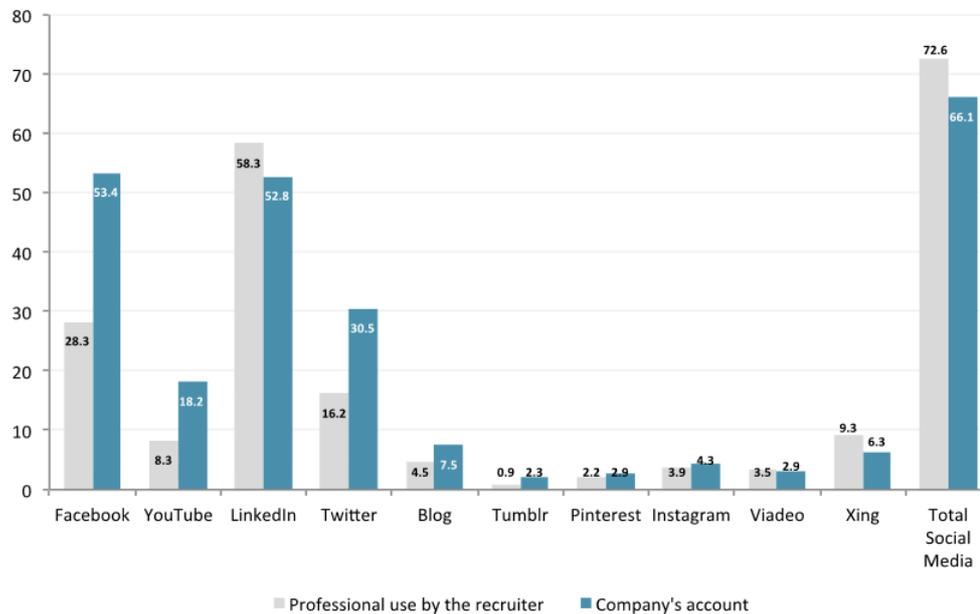
Also interesting is the international survey, which was conducted by Adecco this year, in 14 countries and among 1500 recruiters (Chart 1). Social networks scored highly, and number one was LinkedIn (namely, agencies more than 58%, recruiters in companies more than 52%).

The survey showed that 73% of recruiters in Slovenia uses, at least, one account on social networks for professional purposes. The main reasons to use social networking sites to search for staff are to increase the number of applications and reach the target or desired candidates. Half of them also uses social networks for checking candidates - their network of contacts, publications and recommendations.

When searching for candidates, they do not look for executives, on the contrary, social networks are most commonly used in the search for non-managerial staff (66.4%).

Also interesting are the research findings that as many as 33.5% of employers have already excluded a candidate from the selection procedure due to information, photographs, or content in their profile or online.

Especially interesting is the attitude of jobseekers, as the most effective social network for job search as well as for finding the most suitable candidates for a job in Slovenia is the business network LinkedIn - used by more than 36% of those looking for a job via the Internet - the majority of who are employed. For comparison: in Germany LinkedIn job search is only 1 used by 3.2% of respondents because there Facebook is more popular (16.4%).

**Chart 1. Professional use of social media**

Source: Adecco Survey, 2014, 24 countries, 1500 recruiters

**Table 2. What do human resources directors use social networks for**

Percentage	Activity
65,0	Advertising vacancies
59,7	Search for passive candidates
52,4	Verification of job applications
52,7	Verifying the authenticity of a CV
51,3	Verification of network of candidates
51,1	Company's brand building
45,2	Checking posts of a candidate
42,9	Checking of candidate's references

Source: Adecco Survey, 2014, 24 countries, 1500 recruiters

As the world's largest professional network with more than 400 million members, LinkedIn is the best friend of contemporary recruiters. Through LinkedIn, recruiters have access to the largest database, which allows for the finding and exploring and reaching the right talents and candidates.

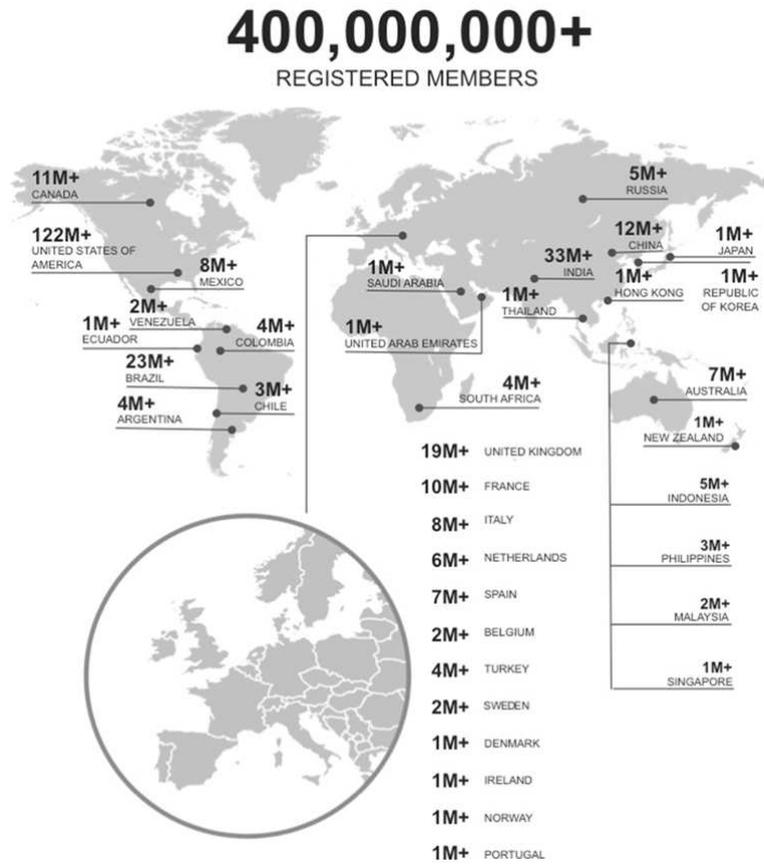
#### **Certain facts about LinkedIn\***

- LinkedIn was founded in 2003 with the purpose of professional integration,
- LinkedIn has more than 7,600 full-time employees with offices in 30 cities around the world,

- out of 2,100 companies in the United States, LinkedIn is the fastest growing technology company,
- LinkedIn has more than 400 million members in more than 200 countries (January 2016),
- 75 percent of users are from outside of the US,
- in 23 languages
- more than 80 per cent of LinkedIn's members are decision-makers in their organizations,
- the average LinkedIn user has a household income of € 80,000 (compared to € 43,849 of Facebook users or € 41.680 of Twitter users),
- an average of 172,800 new members per day,
- professionals join LinkedIn at a rate of more than two new members per second,
- the average age of a LinkedIn user is 41 years,
- more than 25 million profiles on LinkedIn are viewed every day,
- more than 4 million companies have LinkedIn company pages,
- as many as 27 million brands have a LinkedIn social site,
- there are more than 1.5 million different publishers who actively use Share LinkedIn button on their websites to send content to the LinkedIn platform,
- 45 percent of LinkedIn's visitors also visit other digital content (website, blog, etc.),
- LinkedIn members share views and expertise in more than 2.1 million LinkedIn groups,
- there are over 39 million students and recent college graduates on LinkedIn. They are LinkedIn's fastest-growing demographic,
- in certain regions / countries it is still not the absolute leader: in France it comes second to Viadeo; in the German-speaking region Xing is in the lead; Mixi leads in Japan and Tianji China

\* *State of Inbound Marketing Report, junij 2013/ november 2014/ januar 2016*

Figure 1. LinkedIn in the world



## **Who should be on LinkedIn?**

Almost everyone can have a commercial or professional benefit from their presence on LinkedIn. LinkedIn is a must for all who want to make use of this tool for obtaining new business, potential new customers and higher visibility in the domestic and foreign markets. Experts for human resources use it for the purpose of employment; it also became an immensely popular website for job seekers, and even non-profit organizations are opening up new ways for donors and fundraising.

## **Why should you also be present on LinkedIn?**

Through LinkedIn, recruiters have access to the largest database, which allows to find and explore profiles and to achieve the right talents and candidates. LinkedIn will not only help you learn who works for a certain company but also who already worked there, where they went to school, how much experience they have, what customers recommended them and much more. It offers excellent access to more top talents than any other source, thus providing the tools, technology, and information they need.

## **It all starts with your story**

In today's business world, your professional online brand is crucial. LinkedIn can help you develop it. Successful recruitment begins with you. Your profile is often the first interaction of a candidate with your business, so it should be inspiring. Think about why you are the HR manager, how many careers you have transformed and which organizations you co-created. More than you have to say about who you are and what your business does, the easier it is for applicants to cooperate with you and the company. Does your personal LinkedIn profile reflect this? If not, you are losing a great opportunity for yourself, your company, and your candidates. Your personal LinkedIn profile is just the first step.

## **Your professional personal branding**

### **5 Steps to a brilliant new personal LinkedIn profile:**

- Professional photos: Pictures can say more than a thousand words;
- Create an excellent introductory presentation: give a lot of effort to the title and summary, to achieve a more approachable feeling use the first person singular (I, me ...), write as if you would like to employ a person;
- Use multimedia: present your work by adding images / links to images, videos, blogs, SlideShare presentations, and websites;
- Be visible: stand out by updating your status with information about your projects, things that you read (and your opinion about them), and events you attended;
- Share content in LinkedIn Groups: Distinguish yourself with a deep knowledge of your industry; any publication or answer to a question you posted is an opportunity for your personal marketing and credibility building.

**Figure 2. A personal profile that inspires**

**Daoud E.** (See Full Name) 2nd

Employer Branding : Strategic Sourcing : Talent Management : Delivering People Focused Business Solutions

Sydney Area, Australia | Food & Beverages

Current **Lion Co**

Previous **Stonewater Consulting Group (SCG), Hamilton James & Bruce, British Petroleum**

Education **University of Oxford**

[Send Daoud InMail](#) 500+ connections

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**Background**

**Summary**

My passion is working with great people and using innovation to deliver great results. I connect employer branding with multiple talent management and talent acquisition strategies so that companies can meet key business targets.

After graduating with joint honours in the Sciences, I spent the first act of my working career in blue-chip multinationals: completing projects across Europe, the Middle East and Russia within the Banking and Resources/Mining sector.

The second act saw me complete a Masters in Business and turn my attention to solving business challenges by converting the brilliant ideas of highly creative people into strategic plans and key actions.

The last 10 years has seen me in consulting roles, providing advice on HR, Recruitment and Employer Branding to some of the most prominent employers across Australia and Asia Pacific.

Like an Opera, I expect the third and last act is going to be the most exciting!

**The Power of Networks**

**The hidden influence of social networks**

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**Experience**

**Strategic Sourcing**

**Lion Co**

February 2013 – Present (1 year 2 months)

Talent management and connecting with multiple communities in a way that is meaningful and delivers value to both people and business.

Current responsibilities include driving our employer brand, developing a new sourcing model, being a thought leader for talent management, promoting diversity through the organisation, and assisting with large scale transformation and innovation projects.

**Great Careers - Hoy's Journey**

**Great Careers - Scott's Journey**

**LinkedIn Modern**

## **Modern recruitment requires a good employer brand**

A strong brand is critical. As many as 82% of HR managers believe that the brand of the employer exerts a significant impact. Strong brands enjoy higher responsiveness of the candidates and the costs of profitability, as well as savings of up to 50%.

## **LinkedIn page of your company is crucial**

While your profile often offers the first impression candidates get about you, LinkedIn page represents the first impression they have of your company. Whether it is culture, mission, or products that your company offers, you should think about why YOU would want to join your organization. Does your LinkedIn business page reflect this?

Larger corporations are sometimes choked with too formalized procedures; their approach can seem generic or impersonal. Small businesses tend to have the necessary freedom to create the

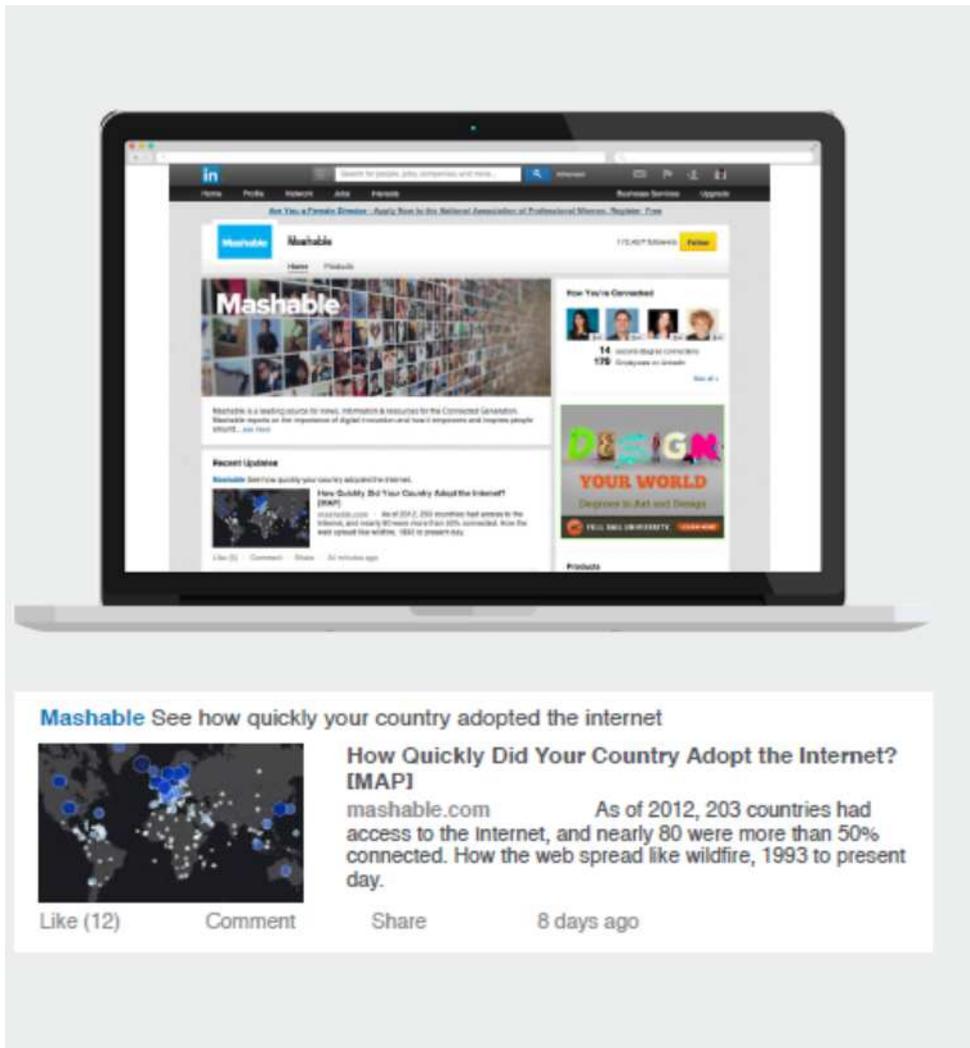
authentic personality of the company on their LinkedIn page, which is thus more connected with the audience. Use this freedom to your advantage!

The most important thing for a company is to present itself professionally and the same goes for senior staff of the company (which has a positive impact on the company and shows their innovation). Above all, this should be achieved by taking deliberate steps. First, it is important to evaluate your strengths and weaknesses and the resources necessary for achieving success, e.g. "what will work". Remember that your LinkedIn business page reflects your overall brand and provides a unified experience for your audience.

### **5 ways to strengthen your business page:**

- Use of video and multi-media: followers are more than twice as likely to like, share, or comment if it contains a video. There are no videos? Try SlideShare, PDF, images, and links;
- Build your community of followers: include the "Follow" button on your website, the candidate, communications and signatures of workers and profiles; as many as 71% of the followers of the company on LinkedIn are interested in career opportunities in companies they are following;
- Attract followers with targeted updates: post interesting facts, expert advice, top 10 lists, and requests for interaction with key talent pools;
- Extend your reach with sponsored updates (currently due to the small size of the Slovenian market they are not yet available, but you can use them in other markets): it allows targeting and communication with the target talents outside of the network of your followers;
- Build your employer brand (payable LinkedIn Career Pages): it allows access to the full range of functions to promote a career in your company, including clickable banners, customizable modules, analytics about visitors to the page, direct links to recruiters, video content and more.

**Figure 3. Example of an excellent LinkedIn company page**



Companies often have a LinkedIn page, but it is not active (i.e. they do not publish news, offers, etc.). Companies should include their employees as ambassadors of the company. They should also include multimedia (video, Power Point, materials, etc.). Visual elements significantly increase the appeal of a site, as well as brand awareness.

### **Sophisticated recruitment on LinkedIn**

You now have access to more information about the candidates than ever before. But, how are you going to find what you are looking for?

#### **10 steps to a professional recruitment on LinkedIn:**

1. A smart approach regarding the "supply" of talents: a strategic assessment of the information available;
2. Mastering boolean search expressions (search condition consists of one word or multiple words that are mutually linked with boolean expressions (AND, OR, -): Use one or more terms, keywords, titles, names, and areas of the company in the LinkedIn advanced search, and you will obtain a list of profiles;

3. Make use of your network: use your network to get recommendations and choose from your networks;
4. Join various groups: the possibility of unassuming and authentic communication with potential candidates;
5. Be pro-active: contact people who view your profile, often work in the right companies and have interesting links;
6. The company's employees are its ambassadors: they should also contribute to the presentation of the company and business culture;
7. Find the next generation of potential candidates: recruitment of students on LinkedIn;
8. Contact directly through the Inmail tool (optional, only with the premium account): InMail allows you to communicate with anyone on LinkedIn directly;
9. Manage potential candidates with your Recruiter's Talent Pipeline (optional, only with the premium account): the Holy Grail represents a constant flow of new potential candidates, so you will not need to start from scratch with each new employment ad (this is enabled by the automated tool Talent Pipeline LinkedIn Recruiter, instead of having to perform manual search and indexing)
10. Find the next generation of potential candidates: recruitment of students on LinkedIn.

### **3 Steps to success with LinkedIn employment ads**

Less than ten years ago, recruiters were tied to advertising and waiting for a response in the hope that the ad will attract the right candidates. As the recruitment and staffing are developed and updated so also did the employment ads. Today's ads are searching for both active and passive candidates and represent messages directed at THEM.

How does LinkedIn Jobs work? Instead of an ad placed on a website and waiting to be found by active jobseekers, jobs on LinkedIn are distributed to corresponding potential candidates through automatic matching of algorithms and through professional communities. LinkedIn members can view employment ads when they visit their home page or company's career site.

You could get more from LinkedIn, but most of the modern professional recruiters use LinkedIn Recruiter tools (LinkedIn premium account).

### **Modern recruitment requires a good employer brand**

A strong brand is critical. As many as 82% of HR managers believe that the brand of the employer exerts a significant impact. Strong brands enjoy higher responsiveness of the candidates and profitability costs, as well as savings of up to 50%.

Increase your presence, include your entire organization. Modern recruiters know that they cannot promote a winning employer brand by themselves. Include the key stakeholders in your organization: your marketing and communications staff, your HR directors and managers, as well as your employees – the best ambassadors of your brand are your own employees.

Although LinkedIn is the largest social network in the world for business people and professionals, the majority of small businesses still do not take it seriously. Whether you decide to jump on the LinkedIn train or stay on the platform, one thing is certain: Your colleagues and competitors are on board and are going full speed ahead.

While reading this article millions of professionals are adding information to their profiles, sharing important insights and connecting with each other on LinkedIn.

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