

Recruiting tactics

# Adapting to a work-from-home world

How to position your brand,  
craft InMails, and create a  
positive candidate experience



The world has changed, and companies have no choice but to change with it.

The tried and true hiring practices you've relied on likely need to adjust and adapt.

If you're actively hiring, it's critical to strike a balance between positivity and empathy when building your employer brand and growing your pipeline.

This guide will cover key strategies and tactics to help you attract (and more importantly, engage) quality candidates on LinkedIn.





# 1. Positioning your employer brand.

How to create communications — like your company page and other content — that build meaningful connections with your audience.



**Speak up.** Let the world know what you're doing to support your workforce and how you're maintaining your company culture. For more ideas, check out this [blog post](#).



**Lean into empathy.** Adjust your content strategy to be empathetic, understanding, and authentic. In challenging times, honesty and trust go a long way. Explore these tips for creating [impactful content](#).



**Share positives.** Describe the different ways your company is supporting employees, partnering with aid organizations, and helping out in the community. For inspiration, explore these [examples](#).

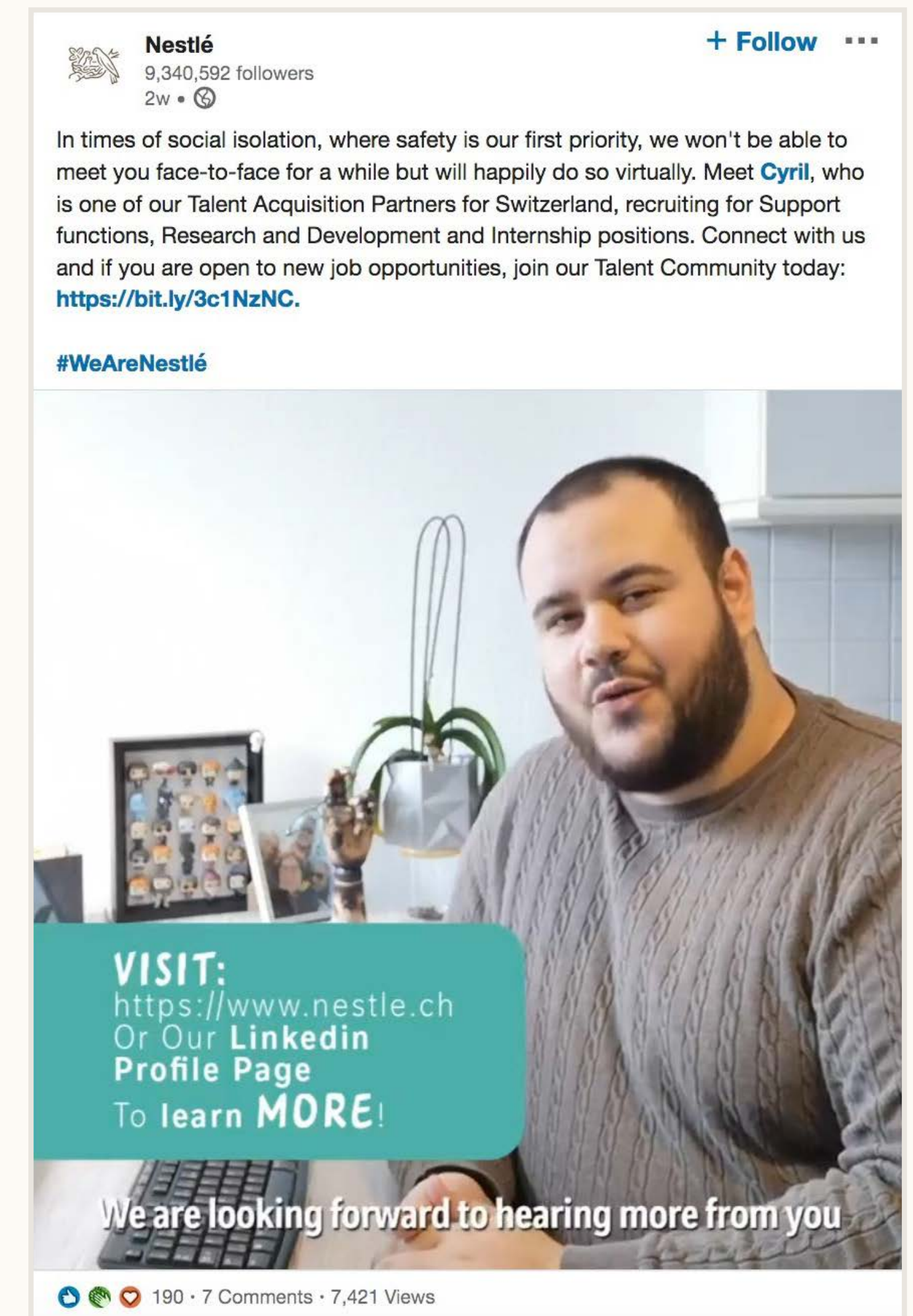


**Plan for the future.** It's hard to predict what happens next with the economy. So develop an [employer brand strategy](#) that accounts for any outcome — including a potentially quick recovery.



# Even as times change, these best practices remain constant.

- ✓ Be supportive and listen intently. Everyone's experience is different, so be sensitive to that.
- ✓ Be mindful of tone, timing, and delivery. Lead with humanity and compassion.
- ✓ Have a strong, clear call to action — and test different options to see what gets the most clicks.
- ✓ Don't just make empty promises — create relevant, actionable content for particular audiences.
- ✓ Develop a consistent brand template to help the audience recognize your content in their newsfeed.



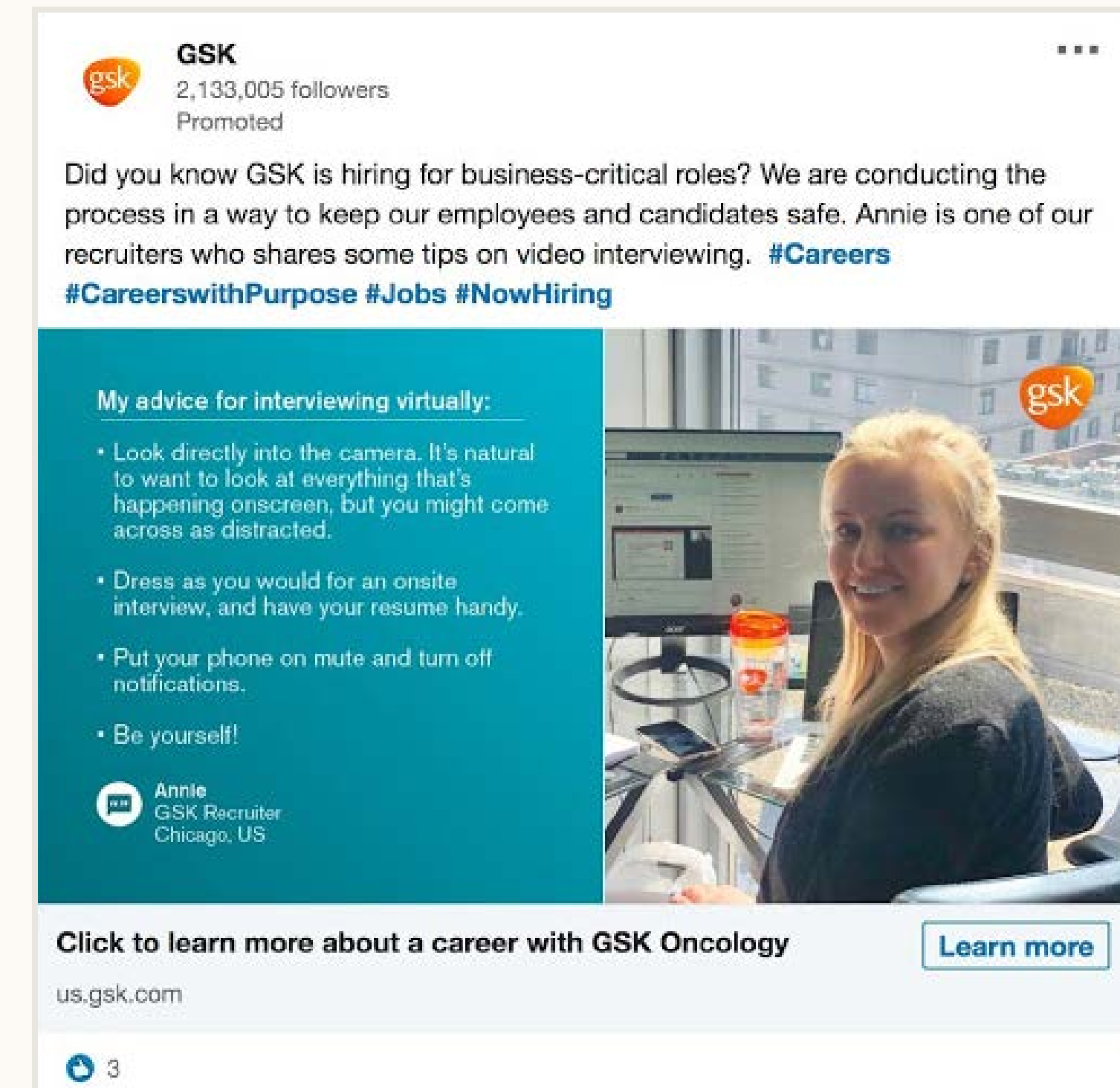
Nestlé shares inspiration in times of isolation.

# How to communicate with job seekers and attract quality candidates.

Messaging today needs to be thoughtful and helpful, with interesting content that's not pandemic-centric. Show support with inspirational quotes. Share insights or stats that are relevant to your industry. Ask questions that spark conversation.

You can use [LinkedIn Sponsored Content](#) to deliver messaging that speaks directly to your target audience — all within their newsfeed. Target active job seekers based on known “Interests and Traits” within your Campaign Manager tool. You can also promote a current job hosted on LinkedIn using the [Single Job Ad](#).

[LinkedIn Pipeline Builder](#) can also help you attract more qualified candidates. You can create a targeted pipeline of interested talent with one click.





**GSK**  
2,133,005 followers  
Promoted

Did you know GSK is hiring for business-critical roles? We are conducting the process in a way to keep our employees and candidates safe. Annie is one of our recruiters who shares some tips on video interviewing. [#Careers](#)  
[#CareerswithPurpose](#) [#Jobs](#) [#NowHiring](#)

**My advice for interviewing virtually:**

- Look directly into the camera. It's natural to want to look at everything that's happening onscreen, but you might come across as distracted.
- Dress as you would for an onsite interview, and have your resume handy.
- Put your phone on mute and turn off notifications.
- Be yourself!

 **Annie**  
GSK Recruiter  
Chicago, US



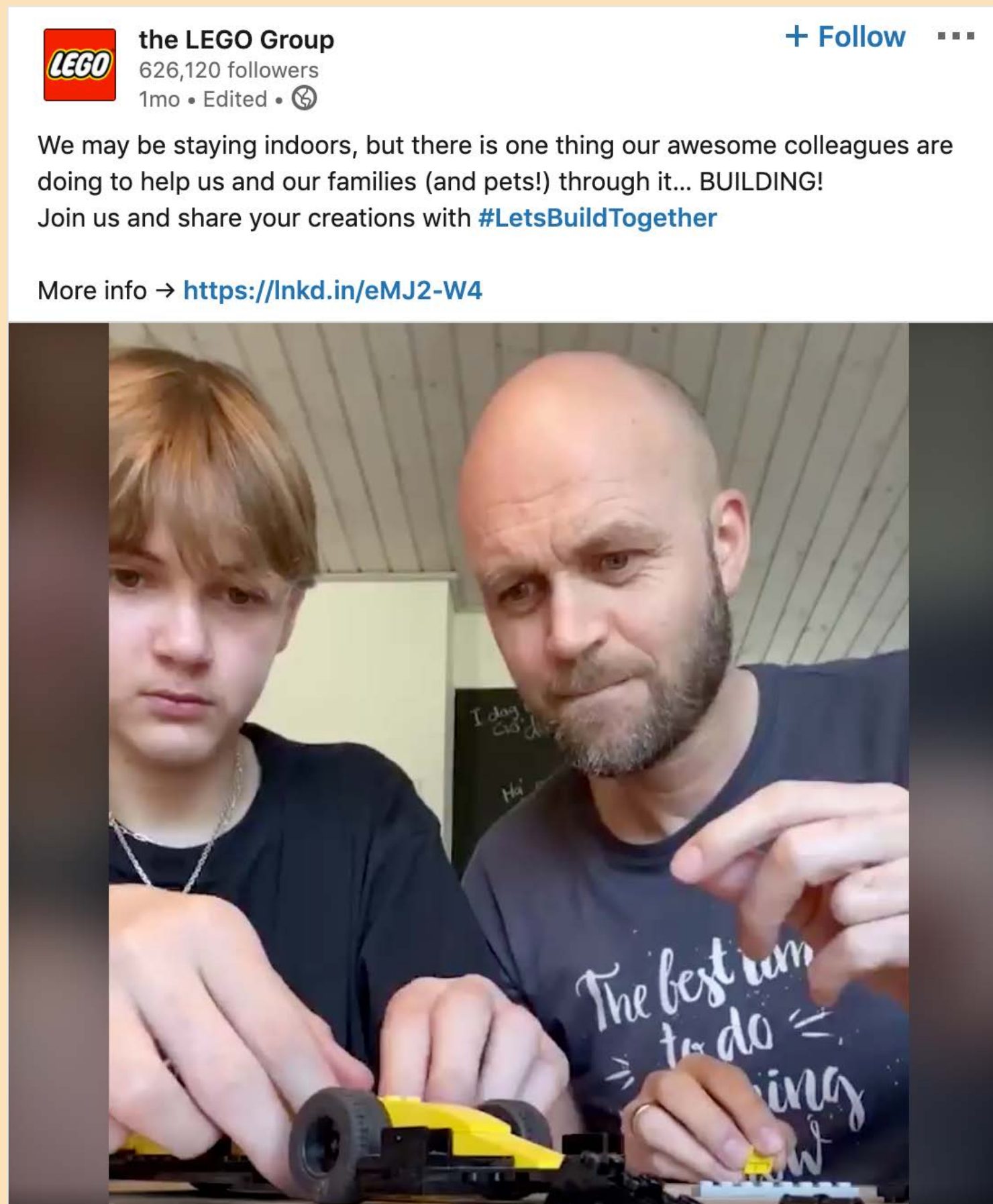
**Click to learn more about a career with GSK Oncology** [Learn more](#)

[us.gsk.com](#)

3

Pharma leader emphasizes candidate safety.



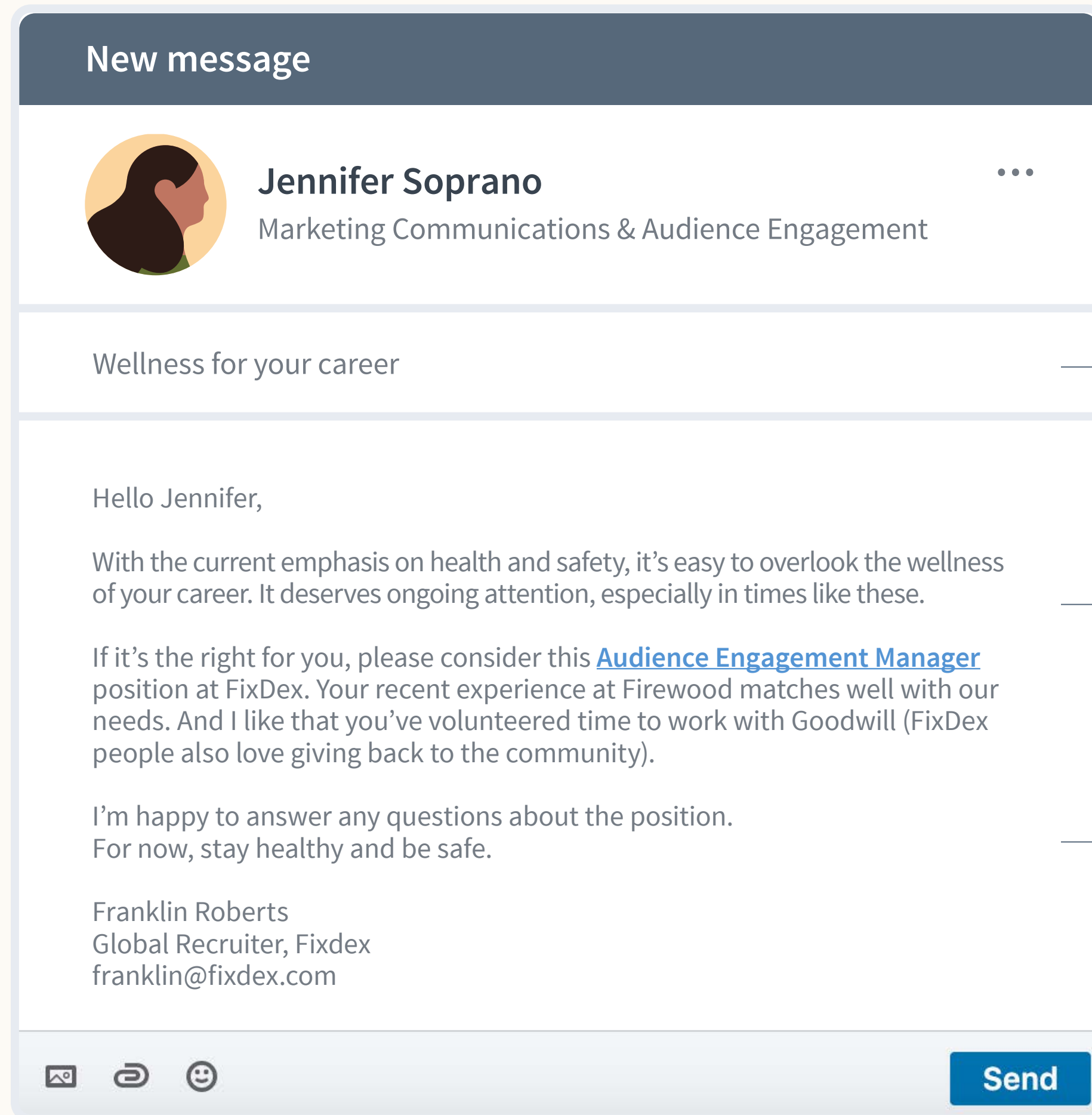


Impressions on LinkedIn posts with hashtags are 29.59% higher than posts without a hashtag. #whoa! [Learn more.](#)

## How to amplify your content and improve reach.

- ✓ Using LinkedIn data and the [Insights tag](#), you can view website visitors by job titles, seniority, function, industry, company, company size, and location to better tailor your messaging.
- ✓ Use [content suggestions](#) to discover trending topics and articles, or find a fresh angle to join a conversation.
- ✓ If you have a branded hashtag, include it. You can also leverage “trending hashtags” to join topical conversations across the platform. Including two or three hashtags in posts can get a 3% higher CTR.

## 2. Crafting effective, engaging InMails.



During times like these, it's more important than ever to have a strong InMail strategy. Here are some proven ways to create the right first impression.

- **Short, direct subject line.**

A subject line must be concise and motivating. It should leave the candidate curious about what you have to say.

- **Open with empathy.**

Personalize your outreach with a message that's thoughtful and compassionate to show that you understand them as a person.

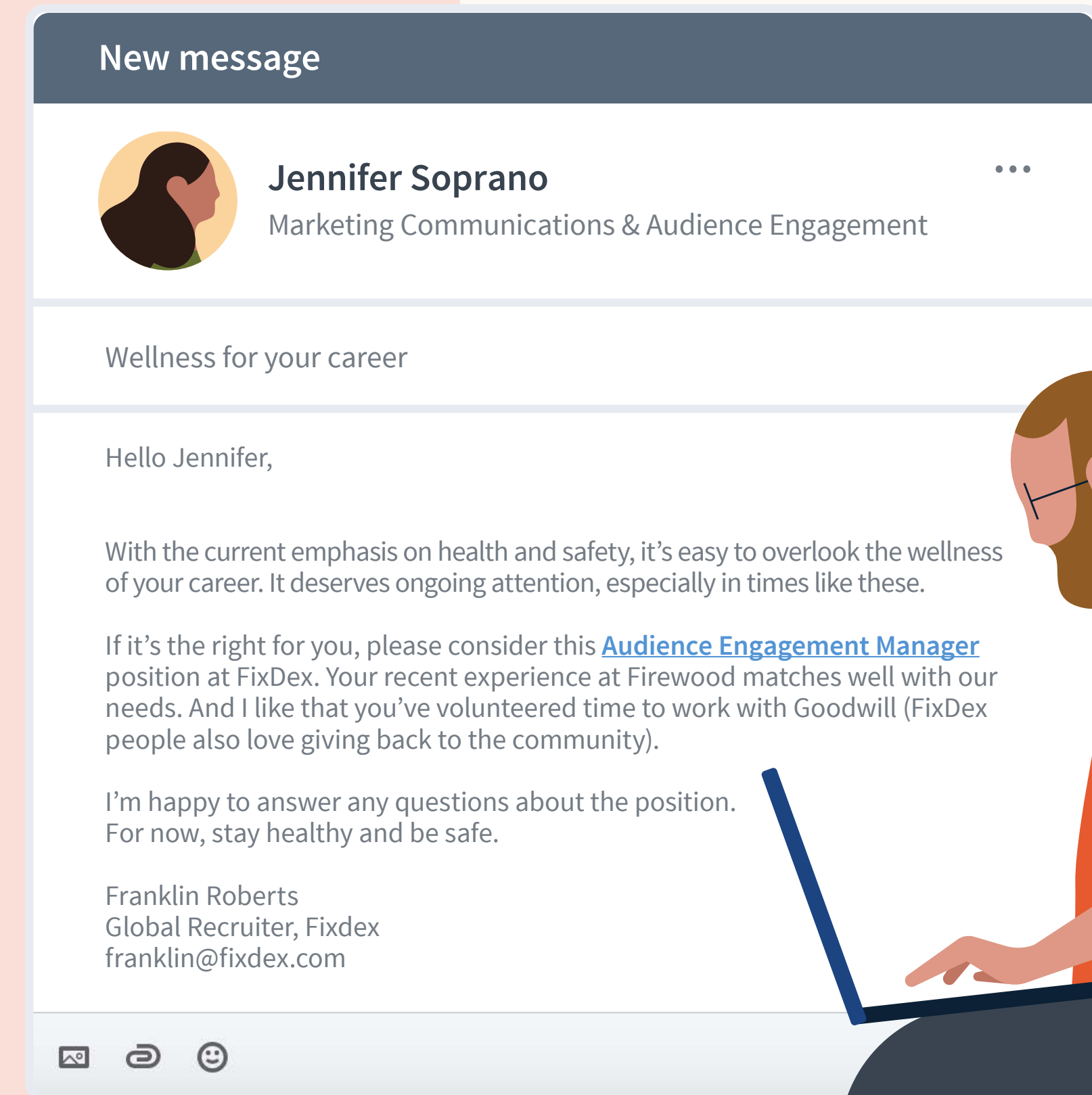
- **Personalize the experience.**

Talk about what you have in common — like a previous employer or shared interests to prove you've done your research.

# Change your approach to make the most of InMails.

- ✓ **Remember, less is more.** Candidates want to get important information in your first message. But keep it short — InMails with fewer than 100 words tend to get higher response rates. [Learn more.](#)
- ✓ **Leverage your network.** Check to see whether you have a connection in common. If you reference a former common employer in your first message, your [chances of getting a response leap by 27%](#).
- ✓ **Timing is still key.** InMails sent on Saturdays are 16% less likely to get a response compared to those sent during the work week. There's also an ideal day and time — between 9:00 a.m and 10:00 a.m. local time for the recipient, on Thursdays.

Get more tips for [crafting great InMails](#).





### 3. Creating a great virtual interview experience.



Best practices for running an interview via video conference.

- ✓ **Test the tech.** Make sure both you and your candidate have access to your chosen video conference technology.
- ✓ **Help them prepare.** Put candidates at ease by sharing virtual interview tips on your website. McKinsey has an [“Interviewing” tab](#) within its Careers page, while Google devotes an entire section to its [interview process](#).
- ✓ **Practice your pitch.** Create a compelling (virtual-only) way to describe your company culture. Remember that candidates are trying to get a read on you too.
- ✓ **Don’t change your style.** Be professional and personable — just as you would for an onsite interview. Dress appropriately. Be on time. Be prepared.
- ✓ **Follow through.** Always thank the candidate for their time, and provide details on any next steps (even for candidates not selected).

Get more tips for conducting a great [virtual interview](#).

# Tips for implementing a strong virtual onboarding process.

- ✓ **Double down on onboarding.** Now is not the time to compromise on this critical first impression. The way you welcome a new hire into your company will influence how quickly they reach their full potential.
- ✓ **Give it time.** Don't try to cram your onboarding process into a single day. To keep from overwhelming your new hire, spread it out over a number of days, or even a week.
- ✓ **You can't over communicate.** In brand-new situations — which nearly everyone's in these days — people feel vulnerable. Frequent communication will help ease jitters and allay potential concerns.
- ✓ **Keep new hires connected.** Help them get to know the company and each other. Give them a chance to build relationships with people in their cohort.
- ✓ **Designate a buddy.** Assigning a buddy is critical to effective employee onboarding. This is someone who can share a virtual coffee with your new hire, or give them advice and guidance.

Discover more helpful tips for [virtual onboarding](#).



# Moving forward in times of uncertainty.

If you're in a position to be hiring right now, have a plan with the strength to handle today's challenging times, as well as the flexibility to accommodate the future.

Just remember, many people are dealing with various levels of anxiety, confusion, and worry. As you continue to build your brand online and engage candidates, be mindful that the stressors at play are unusually high. Be patient, be proactive, and be compassionate.



Subscribe to the LinkedIn Talent Blog

[business.linkedin.com/talent-solutions/blog](https://business.linkedin.com/talent-solutions/blog)

Discover tips for navigating the new world of work

[news.linkedin.com/coronavirus-resource-hub](https://news.linkedin.com/coronavirus-resource-hub)

Explore the latest product updates

[business.linkedin.com/talent-solutions/product-update](https://business.linkedin.com/talent-solutions/product-update)