

*The Recruiter's Holiday Checklist:*

# 12 TIPS

TO MAXIMIZE YOUR RECRUITMENT  
EFFORTS DURING THE HOLIDAYS



# SEASON'S GREETINGS!

## The holidays are here.

The holiday season can be a slow time for recruiters, as many candidates and hiring managers take time off to enjoy the company of family and friends. But don't spend this time hiding behind a snowman (or on the beach for our friends in warm places). This December is the perfect time to deck the halls with InMail messages, improved job descriptions, and timely content for your network.

We've created a checklist of 12 recruiting tips for the holidays, our gift to you. Check the boxes as you scratch these off your list.



# 1.'TIS THE SEASON FOR REFLECTION

A lot can happen in a year. During the holiday season, take some time to reflect on the highs and lows of 2015. What recruiting strategies worked? How many people did you connect with new opportunities? Don't forget to reflect on the following before heading into 2016.



## Celebrate your successes.

What were your biggest recruiting successes in 2015? Maybe you revamped your job postings, or made an essential new hire. Make a list of your top 5 successes for the past year.



## Revisit your process.

When you're reflecting, you should revisit your successes, as well as your process. Save helpful search strings, and compile InMail messages with the highest response rates to use in the new year.



## Make a "keep it up list."

Make a list of things you did in 2015 that you want to keep doing in the coming year, and pin this list to your desk, so you can be reminded to keep at it.



## 2. SEND GOOD TIDINGS VIA INMAIL

During the holidays, candidates, colleagues, and clients usually take time off to be with friends and family. You can still get on the “nice” list of the professionals you seek to build relationships with in the new year by sending good tidings via InMail, LinkedIn’s trusted form of communication. Here’s how:



### Think mobile.

During November and December, everyone is on the go as they travel to visit family and friends. Keep your messages short and sweet so that your sentiment is easily read on a mobile device.



### Send a personalized, heartfelt message.

It’s the most wonderful time of year and people are in the holiday spirit. Say happy holidays before diving into your message, and make sure your message is personalized.



### Respond quickly.

It’s easy to get caught up in holiday activities, but be sure you’re responding in a timely manner to candidates, hiring managers, and clients. If you’re late to respond to messages, your relationships may suffer, and competition could swoop in.



## 2. SEND GOOD TIDINGS VIA INMAIL (CONT.)



### Set expectations.

Because the holiday season is so busy, people may be waiting until the new year to work on finding a new job, or a new hire. Set the expectation that you understand this, and you're happy to wait until the new year.



### Focus on relationship-building.

The holidays are a time for reconnecting and warm smiles, not for hard sells. Use this time to send InMail messages to re-establish relationships and make connections feel warm.

### Example:

*Hi, John:*

*January is fast approaching. As the year comes to an end, I'm reflecting on what we accomplished together in 2015, and what lies ahead.*

*I hope you are as excited about possibilities in the new year as I am, and I hope you felt the same optimism after our conversation about new opportunities for you. I am extremely excited for what we can achieve together in 2016!*

*I look forward to connecting with you again soon. For now, wishing you and your family a wonderful holiday season and happy new year.*

*Best,  
Michael*

Interested in InMail?

With LinkedIn Recruiter, you get 150 InMail messages per month.

[Contact us for more information.](#)



### 3. BRING JOY TO JOB DESCRIPTIONS

Stellar job descriptions bring in stellar candidates. Many recruiters overlook the importance of a good job description, but it could make the difference between finding a good hire and a great one. If you find yourself with some down time, take a look at your job descriptions, and perfect them for the coming year.

#### ☐ Review your job descriptions.

Updating your job descriptions will improve the quality of your applicants and save you from having to sift through a number of candidates who aren't a good match. Start by checking out the descriptions you currently have to assess if they're as effective as possible. Are titles searchable? Do they have a conversational tone? Do they highlight the position's impact and match your company's brand?

#### ☐ Read job descriptions from other companies.

You're so used to dealing with your own job descriptions that you might not know what other companies

are doing. Use the LinkedIn Jobs function to search postings that have similar titles to yours, then read through and assess what the competition is doing well, and what you could emulate.

#### ☐ Create an irresistible job description.

Perhaps it's been awhile since you've revamped your job descriptions. The holiday season is the perfect time to clean up shop and spruce them up. Read up on [how you can create an irresistible job description.](#)



## 4. DECORATE YOUR PROFILE

New year, new you! As a recruiting professional, your personal brand can make the difference between attracting and losing top talent. Devoting time to building your personal brand will increase your response and referral rates, and help you recruit better talent. Here are four things you should do before the new year begins:

### ☐ Update your summary.

Think about the candidate and place yourself in their shoes. Do you stand out from every other recruiter out there? What did you accomplish in the past year that you should highlight? Make sure your summary aligns with your 2016 goals.

### ☐ Ask for recommendations.

Ask those you've hired, placed, or worked with in the past year for a recommendation. It's the season of giving, so if you receive a recommendation from someone, you should consider giving them one in return. The more you give the more you get!

### ☐ Update your picture.

Still have that picture from years ago? It's time for a change. The new year is a good time to update your profile picture to something current. If you're unsure what makes a good picture, get some [tips on how to pick the perfect one.](#)

### ☐ Spread the joy.

Are you an expert at crafting profiles on LinkedIn? Help your team out and give them a profile consultation! When candidates are considering coming to a new company, they check out your team members' profiles, too.

Be careful of [the most commonly used words on recruiters' profiles](#) (strategic and motivated are on the list)—you want a profile that stands out.



## 5. LIGHT UP THE RIGHT DEVICES

This season, you need to light up more than your tree—you've got to light up the right devices. Last year, 74% of active candidates and 60% of passive ones viewed career opportunities on mobile. Which means candidates, hiring managers, and other connections are likely to read InMail messages, emails, and other forms of communications via smartphone. Here's how to cope:

### ☐ Be mobile first.

When you're sending a message, think about how it would be read on a mobile device, rather than on a desktop computer. Is it well-formatted? Is it short and sweet? Being mobile first will help you engage the best talent, anywhere at anytime.

### ☐ Read sent messages on your mobile device.

Your connections are likely to read messages on their smartphones, so make sure to check out how these messages look. If they require a lot of scrolling, they might be too long. Be sure to read these messages yourself so that you can adjust accordingly.

### ☐ Connect with candidates on-the-go.

The new LinkedIn Connected app is a fast, easy, and smarter way to strengthen your professional relationships. Why is that important? Because most opportunities and referrals come from the people you already know. Fostering genuine relationships can help you be more successful, especially during this time of year. Get notified about job changes, birthdays, work anniversaries and more. **Get the app today.**





## 6. EMBRACE THE GIFT OF GIVING

It's the season of giving—embrace it! Show your appreciation for candidates, clients, and connections with heartfelt gifts. Handwritten notes, chocolate, and random acts of kindness will show your appreciation and help build relationships into the new year.

Here are some ways to give gifts this season:



### Give thanks to clients and hiring managers.

Keep those relationships burning bright by sending handwritten notes, or dropping off some candy canes. Thank your clients and your hiring managers for their partnership in the past year.



### Send notes to your team.

You wouldn't be a good recruiter without a team to support you. Send a note to those that you've worked with to let them know how much you've enjoyed working together. Reach out to those who referred the most candidates and thank them. Check out the next page for an example of an email you might send.



## 6. EMBRACE THE GIFT OF GIVING (CONT.)

### **Example:**

**Subject:** *Samantha, thanks for a great year!*

*Hi, Samantha:*

*The holidays are a time for reflection, and as I think about the past year, I realize how much you've helped find the right candidates to hire. Your efforts made the difference. It was an absolute joy to work with you, and I can't wait to continue our journey in 2016. I am extremely excited for what we can achieve together in the new year. I know we're going to find some amazing additions to our team.*

*Thanks again, and have a wonderful holiday. Wishing you and your family joy and prosperity this season! See you at the company party.*

*Best,  
Carly*



### **'Tis the season to party.**

It's the holidays! Don't forget to have a little fun. Use your company's holiday party to your advantage by reconnecting with colleagues. Relationships matter, and the holiday party is a perfect time to build an internal network.



### **Catch up over coffee.**

Because you may have some extra time, the holiday season is a perfect time to take a candidate out to coffee. Catch up in your favorite coffee shop and strategize on how you might work together in 2016.



## 7. DECK THE HALLS WITH DATA

We live in a world with tons of data. As a recruiter, you should be dancing with data this season, and commit to being a more data driven recruiter in 2016. Strive for a mix of quantitative data, as well as qualitative feedback from your colleagues and clients.



### Assess the past.

What's worked in the past? Which job descriptions generated the most interest? Did you find success at certain career fairs? What worked better, sharing videos or white papers? Commit to investing more in efforts that worked in 2016.



### Get qualitative feedback.

Data is right in your office! Pull aside your recent hires for one-on-one meetings to get some qualitative feedback. What made them take the job? What other opportunities did they consider? What do they wish had been different?



### Check out [LinkedIn's free talent pool reports](#).

Talent Pool Reports, as the name suggests, are reports generated by LinkedIn about the talent in certain areas and industries. The reports are generated for any talent pool with more than 10,000 LinkedIn members, covering everything from accountants in Africa to welders in Latin America.



## 7. DECK THE HALLS WITH DATA (CONT.)

### ☐ Review LinkedIn's step-by-step guide.

If the mention of data and analytics makes you nervous, LinkedIn can help. We put together an [ebook to guide you through LinkedIn's Search Insights](#), which will help you understand how you can leverage data in your recruiting efforts. Read this [e-book](#) so that you can act as a strategic advisor to your hiring manager by showing them the data in any given talent pool so you're on the same page.

Learn more about how you can use LinkedIn Talent Solutions to become a more efficient, data-driven recruiter in 2016—[request a free demo today.](#)



## 8. GET COZY WITH CONTENT

The best way to spread holiday cheer is by sharing content throughout the year. During the holidays, you can use LinkedIn Groups as well as status updates to share content and insights. This will help you establish your brand and stay relevant during the holiday season.

### ☐ Spread cheer throughout the year.

Just because it's a slow time of year for recruiting doesn't mean you should stop sharing updates or participating in Groups. Be sure to share relevant industry content with your network. Spread cheer by continuing to participate in group discussions.

### ☐ Give the gift of content.

Sharing content can help keep you top of mind throughout the season. Is there someone at your company that can post 1-2 times a week—even when most people are out of the office—so that members see your company's content when they log in to LinkedIn? This will ensure your brand stays top of mind.

### ☐ Share your office culture.

It's a time of joy and merriment around the office, so share it with your audience from your Company Page. Your company's culture is important to candidates. Post a picture of the company holiday party, everyone in their ugly sweaters, or even a picture of all of those cookies that you can't keep away from.

### ☐ Make the network work for you.

Want the LinkedIn network to work for you while you're out? Accelerate your applications over the holidays through the use of **Sponsored Jobs**, which allow you to advertise your job postings to the right people. That way, your job postings will continue to reach candidates even when you're out of the office.



## 9. TREAT YOURSELF TO TIPS

You're thinking of what you can give to others, but don't forget about yourself! Make sure you pamper yourself this holiday season by shopping for something that can improve how you do your job. Treat yourself to industry tips, new skills, and valuable tools.

### ☐ [Check our talent blog on a weekly basis.](#)

During the holidays, we're publishing a **special series** that will showcase some of the best recruiting campaigns in 2015, will share some excellent recruiter holiday gift suggestions, and of course give you ideas for how to make 2016 your most successful year yet. Be sure to visit for more tips and inspiration.

### ☐ [Sharpen your skills.](#)

Improve your skills by taking one of the 4,000+ online courses on **Lynda.com**, a LinkedIn company. There are over 350 courses on

recruiting, and many business courses to choose from.

**Try Teamwork Fundamentals!**

- ### ☐ [Invest in LinkedIn Talent Solutions.](#)
- LinkedIn has a number of tools that are designed for recruiters like you, such as **LinkedIn Recruiter**. LinkedIn Recruiter allows you to view and contact anyone on LinkedIn, find the right talent faster, and see what your team is up to with powerful analytics. This season, **invest in LinkedIn** to make your process more efficient.



## 10. PUT BELLS ON YOUR COMPANY PAGE

A strong Company Page helps you get opportunities in front of the right candidates. If you grow the amount of people who follow your page, you'll make important connections that can lead to referrals as well as interested candidates. Give your Company Page some extra jingle with these tips:



### Set up your Company Page.

Your Company Page on LinkedIn is where candidates and clients will go to learn more about you. Make sure it showcases your unique capabilities, as well as your company culture. If you already have one set up, check your Company Page metrics—which posts got the most likes? Take some notes to get inspiration for the coming year.



### Grow your follower base.

Did you know that 79% of followers are interested in job opportunities from companies they follow? Promote your Company Page

on social channels like Twitter or Facebook, and ask your employees to spread the word.



### Engage followers with status updates.

Company status updates let you nurture your followers at scale. You can target your updates by job function, seniority, and geography. Be sure to include a balanced mix of job opportunities, industry news and information about your company.



# 11. FA LA LA LA TO FEEDBACK

The end of the year is a good time to get feedback from recent hires, hiring managers, as well as clients and colleagues. Feedback can be difficult to hear, and hard to collect, but it can help you improve how you connect in the coming year. Here are a few ideas:

## ☐ Send out a survey to recent hires.

Survey recent hires to find out what went well, but also make sure to get feedback from those who didn't take the job and find out why. Was it you? Was it the company? You can organize feedback from both parties by using a survey tool, and sending out surveys via email.

## ☐ Hold one-on-one meetings with hiring managers.

You work with hiring managers all year to find them the best possible candidates, but do they think you succeeded? Did you make it easy for them? Set up one-on-one meetings with hiring managers to find out what they think went well—and what didn't.

## ☐ Make a list of strengths and weaknesses.

Once you've collected feedback, you need to organize it! Make a list of things that went well, and things that didn't so you can improve in the new year.





## 12. MAKE RESOLUTIONS FOR THE NEW YEAR

The new year is coming, and it's the perfect time to make recruitment commitments for a successful 2016. Reflect on the past year and make a plan for success in the new one. Here are three tips to set you up for a successful year.

### ☐ Catch up on global recruiting trends.

Catch up on global recruiting trends. What's changed since last year? Recruiters, hiring managers, and candidates are increasingly using mobile for job searches, and technology makes recruiting change all the time. As 2015 draws to a close, **make sure you're up to date** on recruiting priorities for 2016.

### ☐ Get excited for the next generation of Recruiter.

One of our resolutions for the new year is to help you spend less time searching and more time hiring and placing the best candidates. We'll

be releasing a brand new Recruiter experience to help you achieve all of your recruiting goals in 2016! Say hello to the **next generation of LinkedIn Recruiter**.

### ☐ Draft a 2016 plan.

If you don't put your goals in writing, are they really goals at all? This December, draft a plan for 2016. Write down areas you want to focus on, and come up with plans for how you can effectively execute. If you're curious about how LinkedIn can be a part of your plan, **contact us** for a free consultation.



# RECRUIT YOUR REINDEER

There you have it—12 recruiting tips to inspire you during the holidays. Check off each item, reflect on the past year, and drive your sleigh into 2016.

Happy holidays to you and yours from the LinkedIn Talent Solutions Team!



# About LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations of all sizes find, engage, and attract the best talent.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 380 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network.



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