

# The What, Why, and How of Recruiter Certification

**LinkedIn** Talent Solutions

# Meet the Presenters



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LinkedIn, Dublin



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LinkedIn, New York

# What we'll cover today

What's LinkedIn Recruiter Certification?

Exam Topics and Sample Questions

Preparing for Certification

Frequently Asked Questions

Registering for Certification

Takeaways

# What's LinkedIn Recruiter Certification?

# LinkedIn Certified Professional – Recruiter



The only official LinkedIn credential that demonstrates you're an expert in candidate recruitment using LinkedIn Recruiter

# The Ultimate Toolkit for Recruiters



Find



Engage



Manage

The credential that validates and showcases your ability to find, engage and manage talent effectively.



*I love hearing customer success stories about how their Certified recruiters are more efficient, collaborative, and organized. They feel they've unlocked the full potential of LinkedIn Recruiter. It's great to hear so many stories about how Certification has helped teams make an impact not just within their Talent Acquisition teams, but their overall business.*

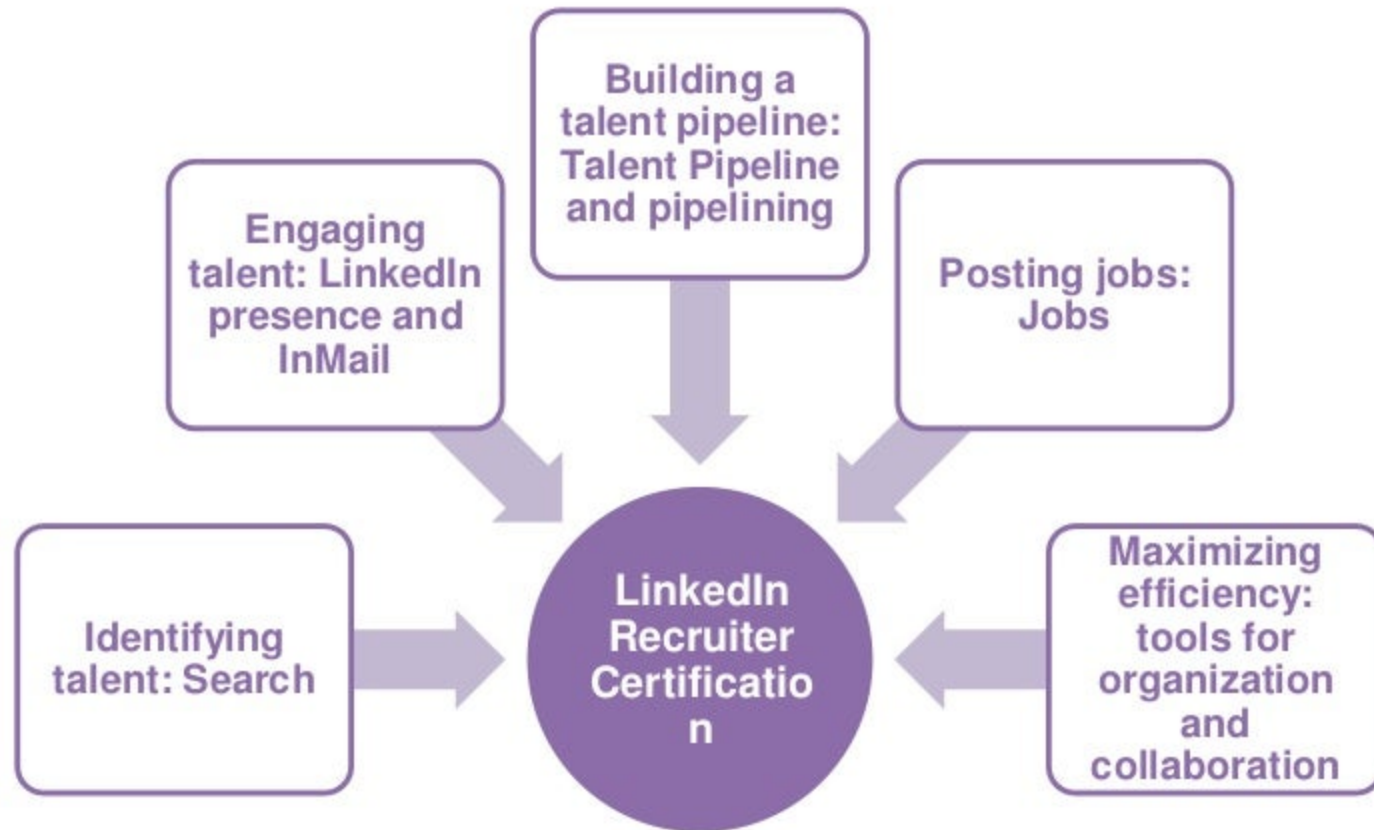
Eric Kelleher  
Head of Global Customer Success, LinkedIn



# Exam Topics and Sample Questions

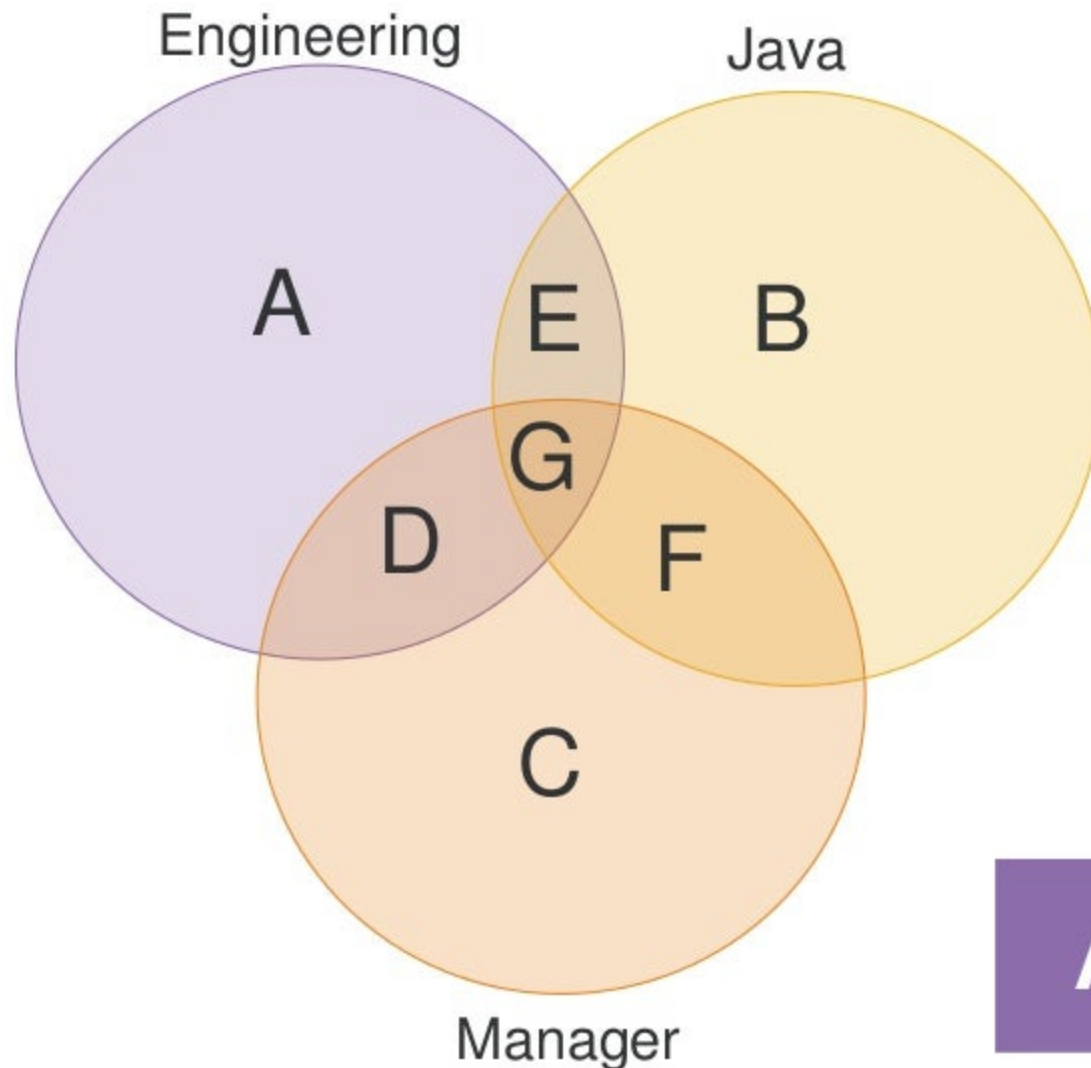


# 90-min Exam, 5 Topic Areas



The following search string will produce which results according to the Venn diagram?

**Engineering AND Java NOT Manager**



**Answer: E**

A role you were previously recruiting for just re-opened.

Which Talent Pipeline feature should you utilize to source talent already in your pipeline?

- A. Tags
- B. Sources
- C. Similar Profiles
- D. Resume Upload
- E. Saved Searches

**Answer: A**

Based on the report below, which recruiter should you go to for advice on InMail best practices?

	Profiles		InMails			
User	Viewed	Saved	Sent	Accepted	Declined	Response Rate (%)
Recruiter A	120	5	375	8	37	12
Recruiter B	109	51	75	14	11	33

A. Recruiter A

B. Recruiter B

**Answer: B**

You recruit for Retail Bankers in high volume. Which efficiency tool(s) will help you constantly uncover new leads?

- A. Projects
- B. Clipboard
- C. Search Alerts
- D. Custom Filters
- E. Profile Matches

**Answer: C**

# Preparing for Certification

# [certification.linkedin.com](https://certification.linkedin.com)

LinkedIn Certification

Why Get Certified

**How to Prepare**

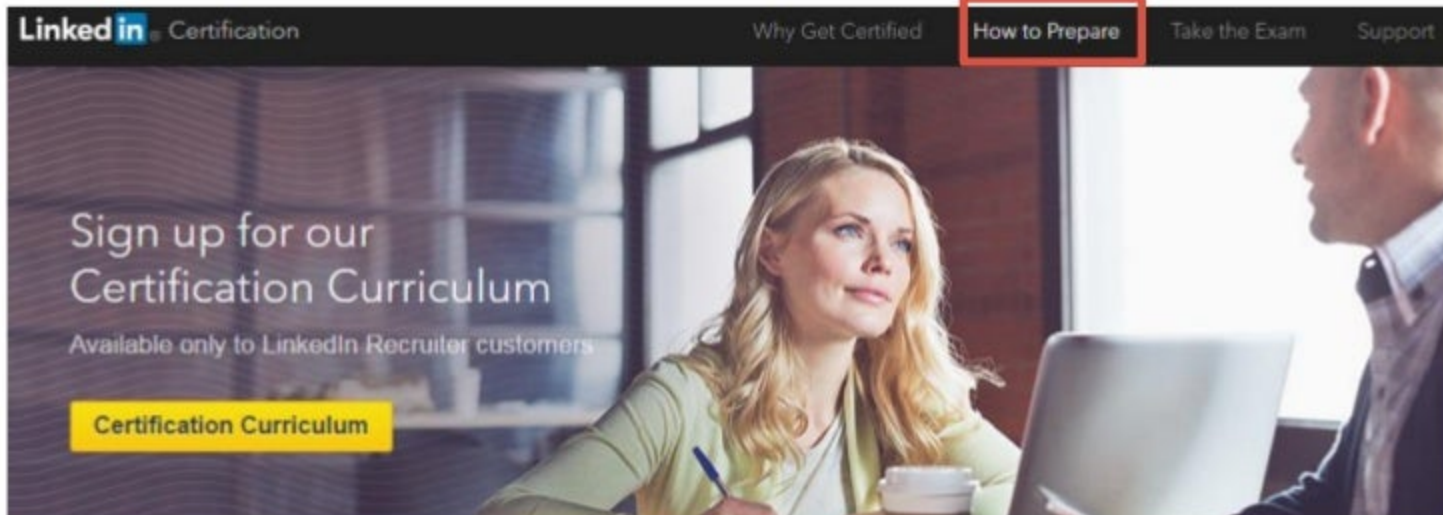
Take the Exam

Support

Sign up for our  
Certification Curriculum

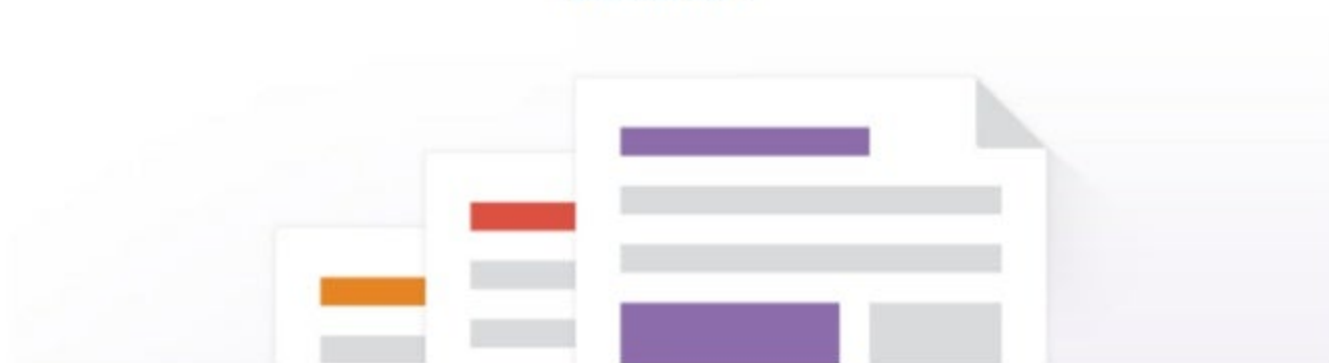
Available only to LinkedIn Recruiter customers

Certification Curriculum



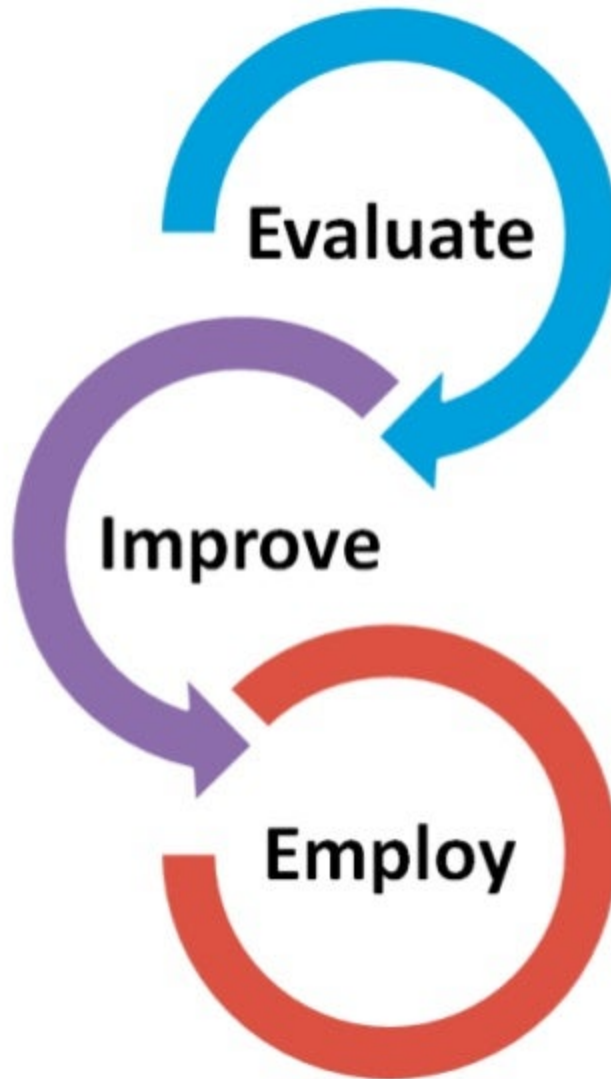
Certification Handbook

[Download now](#) ▶





# Prepare with a 3 Step Strategy



# Evaluate

Identify your strengths & gaps with the  
[Knowledge Check](#)

Test Results - Karina Baker	
Questions on Test:	100
Questions Correct:	61
Questions Incorrect:	39
Percent Correct:	61%
Passing Score:	85%
Pass/Fail:	Failed
Review Test:	Review
Scores by Section	
Find:	81% (17 Out Of 21)
Pipeline:	42% (15 Out Of 36)
Organize/Collaborate:	45% (5 Out Of 11)
Measure:	65% (11 Out Of 17)
Contact:	90% (9 Out Of 10)
Post:	50% (1 Out Of 2)
Intro:	100% (3 Out Of 3)
Overall Score: 61% (61 Out Of 100)	

Strong!

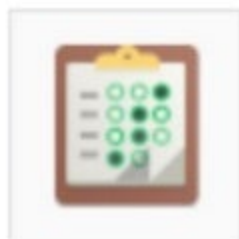
Reference Tip Sheets  
for strategy refreshers

Area of Opportunity:

Prioritize education  
on this topic

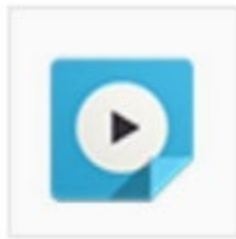
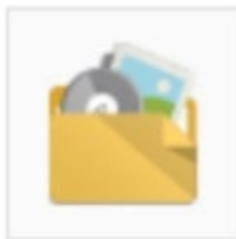
# Example Learning Strategy

Knowledge Check

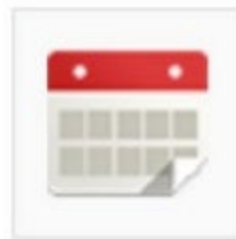


Strong

Improvement Area



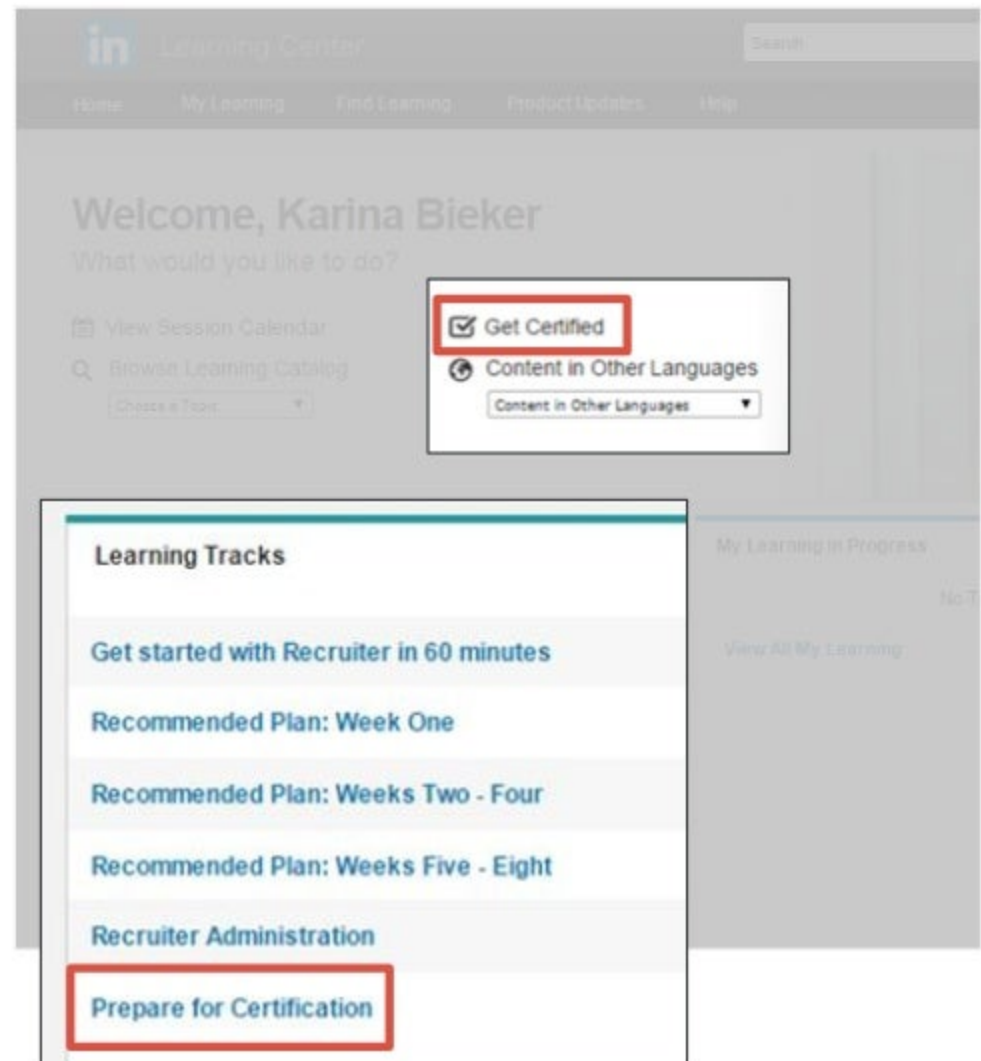
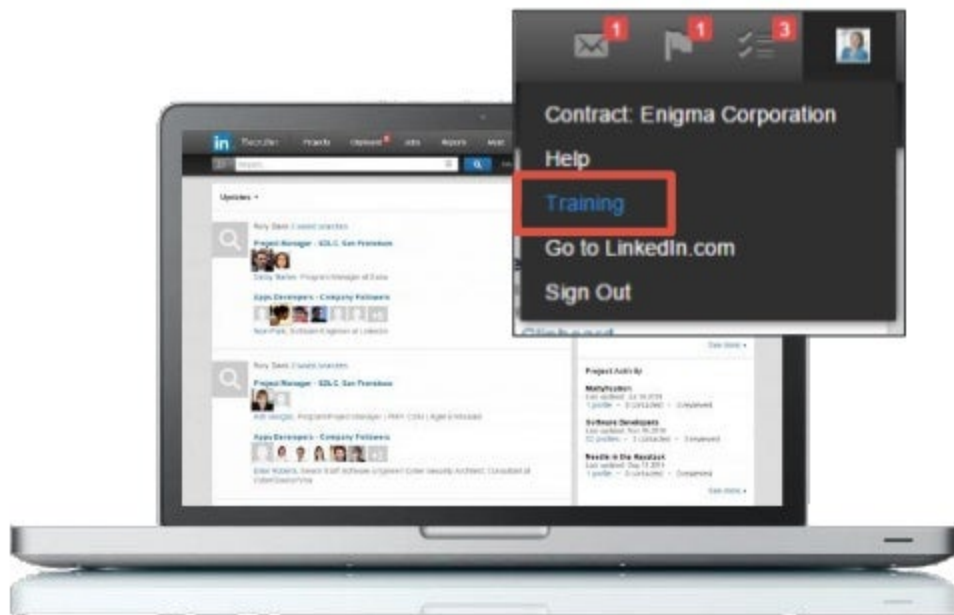
Tip Sheets & Videos



Webinars & Tutorials

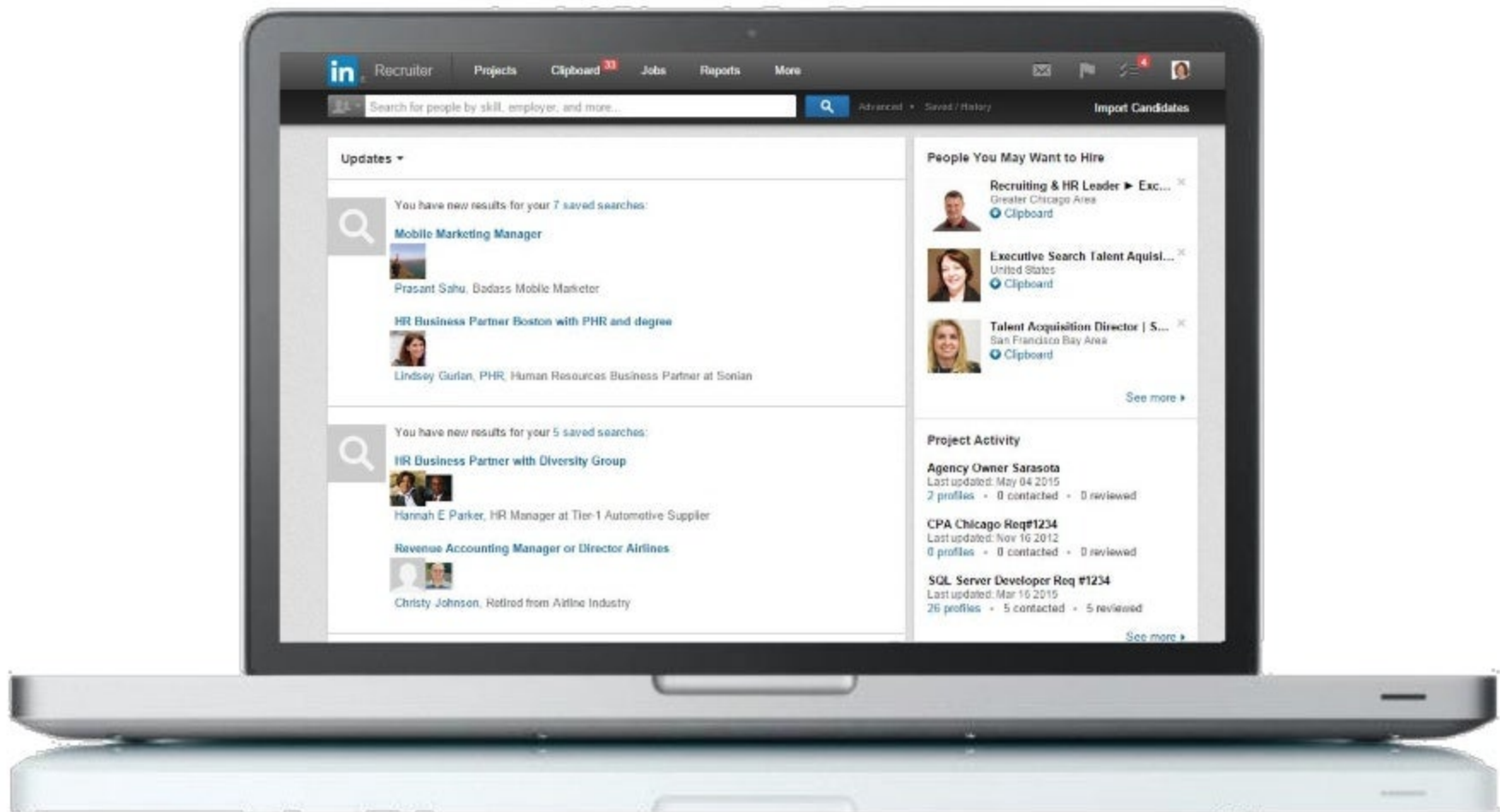
# Improve

Sharpen your skills with the  
Certification Preparation Curriculum



# Employ

Practice applying your skills in your day-to-day recruiting activities



# Things Successful Test Takers Do



*“Become a Projects and Talent Pipeline expert!  
That was my least knowledgeable area before the  
certification, and now is the most valuable part of  
Recruiter for me.*

*- Peter Z.*

*“Take the training seriously and dedicate some  
focused time to the curriculum that is outlined.  
You'll find it incredibly useful in your  
daily recruiting.”*

*- Melinda D.*



*“Focus on "Best Practices" of using LinkedIn Recruiter. There are several ways of performing an action in LinkedIn Recruiter, but the optimal way is what you need to learn.”*

*- Vikas K.*

*“The exam is based on the entire recruiting life cycle. Understanding how to effectively search the network is just as important as knowing how to post a job.”*

*- Emily B.*

# Frequently Asked Questions

## What happens to my certification with the rollout of Next-Gen Recruiter?

Your certification will be valid for two years after passing. Even though there will be a change to the Recruiter tool, the main subjects and objectives of the exam will remain the same. Most of the existing certification exam questions will remain relevant in the next generation of Recruiter.

Next-Gen Recruiter seems to eliminate the need for Boolean Search, will there still be questions about this?

Yes. While next-gen Recruiter will allow for efficient searching without knowledge of Boolean modifiers, understanding how to construct accurate Boolean search strings remains a fundamental skill for all talent acquisition professionals.

Knowledge of Boolean modifiers may no longer be *required* to perform an effective search, but test takers should have that knowledge. Everyday knowledge of the tool will not be sufficient to pass the exam. Truly advanced Recruiter users will understand and leverage Boolean searching.



Not all recruiting organizations use LinkedIn job postings or Recruiter job slots. Why are questions about these capabilities included on the exam?

LinkedIn recognizes that while you may not currently be using job postings or job slots, organizations must be able to react quickly and flexibly to changing business needs. Requiring you to know how to effectively display jobs to potential candidates ensures that the LinkedIn Certified Professional—Recruiter certification will be relevant in the overall recruiting industry as a foundational skill set, now and in the future.

# Registering for Certification

# Register Today



1. Choose to test Online or Onsite
2. Pick a date and Register



# Takeaways



Stay Ahead



Keep Growing



Work Together

# Get Recognized

Showcase your skills and boost your reputation



## Certifications

**LinkedIn Certified Professional–Recruiter**  
LinkedIn

September 2013 – September 2015

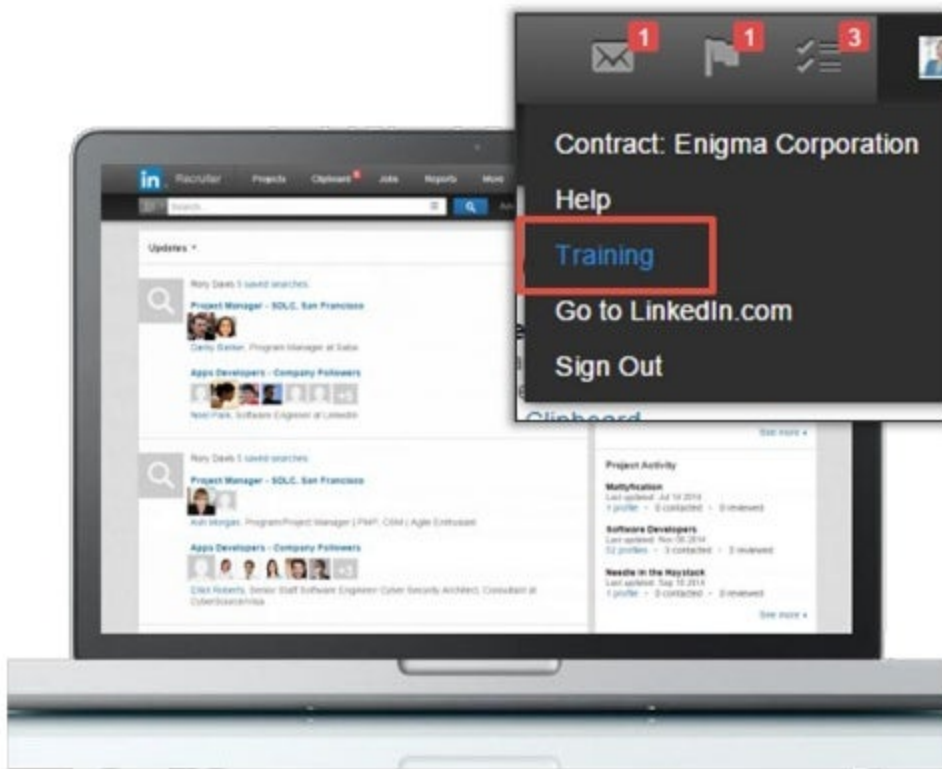




*The minute you stop learning,  
you stop growing.*

Amy Deagle  
Leadership Expert

# Everything in one place



[Knowledge Check](#)

[Certification Curriculum](#)

[Certification Website](#)

[Help & Support](#)

