

# VIDEO ATTRACTS CANDIDATES TO YOUR LINKEDIN PROFILE



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**#VIDEOIS SOCIAL**



## INCLUDE A VIDEO IN YOUR PROFILE SUMMARY

Show your candidates what really differentiates your organization. Your summary is a great place to add a short video on your company culture. And you don't need to stop there! You can add more than one video so if you have a position you always recruit for or an area where you struggle to find talent this is a fantastic place to showcase it to candidates! You want your bio to be killer so including video in your summary gets their attention and keeps them there. Plus, with right video partner, you can track where and when candidates are viewing and sharing your video. Not to mention, videos are easy to view on mobile devices.

[LinkedIn](#) was founded in [2002](#). It began in the living room of one of the co-founders, Reid Hoffman's home. LinkedIn officially launched its site in May 2003 and after its first month, had 4,500 members.

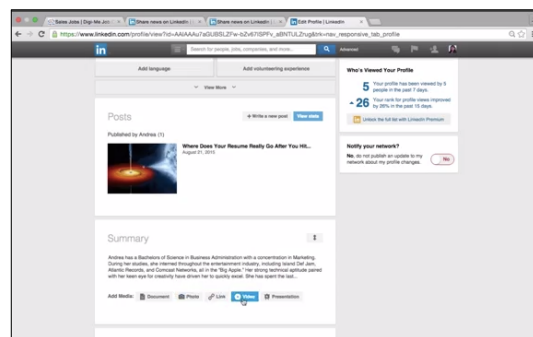
Today the company is publicly held. It has over [364 million](#) members in more than 200 countries and territories. Professionals are signing up at a rate of more than two new members each second.

In the 1<sup>st</sup> quarter of 2015, [62%](#) of LinkedIn's revenue stream was from Talent Solutions, totaling \$396 million.

Your LinkedIn profile is a way to create your personal brand identity. It is how someone finds you before meeting you in person or over the phone. The same way you can Google search a candidate to see his or her LinkedIn profile, remember that likewise, the candidate sees yours as well. It is your digital footprint.

How do you dazzle a candidate and showcase your expertise? There are a lot of great tips out there, but video is the simplest and most dynamic. Not only does video dazzle profile viewers, it also keeps you relevant in today's digital age.

## HOW DO I POST & EMBED VIDEOS ON LINKEDIN? CLICK HERE AND WATCH OUR TUTORIAL NOW.



## USE KEYWORDS IN YOUR SUMMARY AND PROFILE

As a recruiter, you use keywords to locate talent throughout the LinkedIn network. It works the same way for someone to find you. Make sure that you pepper the content with relevant keywords that someone might use to

search and find you. You can tie these words into your video content as well. Make sure your keywords relate back to the talent you are trying to attract and the openings you need to fill. Keep in mind that industry specific keywords are incredibly helpful.

### **SHARE THE WEALTH WITH ARTICLES AND POSTS**

As a recruitment expert, you are a wealth of knowledge, so be sure that you share it and showcase it. Include articles on recruitment where you have been quoted or authored within your LinkedIn Profile. Share an update on your home page about your article and drive LinkedIn members to view your profile to read the article. Create and send out posts weekly that will further reinforce your credibility and expertise as a leading recruiter nationally or even on a global scale.

Remember that it is one thing to tell someone your message through words, but showing your message and your company culture with an engaging and compelling video paints a much better picture for potential candidates. And, video is statistically proven to increase click through rates.

### **START A GROUP DISCUSSION**

Groups are a great way to spread the word about job openings and capture the attention of a potential candidate. Also, based on the Group's purpose and membership, you can really hone in and target a specific industry and/or specific specialty or roles. LinkedIn Groups are another avenue to attract the right candidates to your organization through the use of job

videos. Why is video so important?

A potential candidate learns and retains up to 60% more about a job by watching a video versus reading text alone. It helps a candidate choose to opt in or opt out of the application process, giving recruiters more qualified candidates, which leads to less screening time. And with the right technology partner candidates will easily share your video.

### **GREAT FOR EMPLOYEE REFERRAL PROGRAMS**

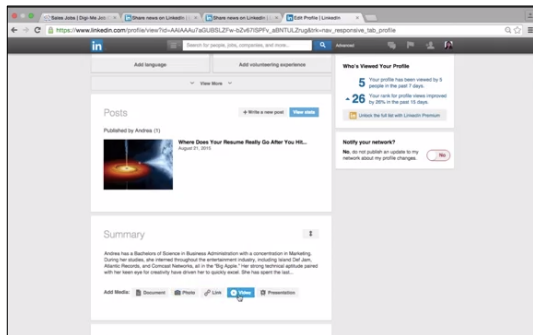
[Towers Watson](#) recently released findings from a survey that found 54% of responding companies are facing a difficult time attracting candidates with the "critical skills" they need, even with the high rate of unemployment, and 37% responded that they were having a hard time hiring "top-performing" employees.

As a recruiter faced with this dilemma, employee referrals are a great solution. According to a recent blog article by [Clear Company](#), "statistics show 1 out of every 5 referrals gets hired." The blog article also stated referrals have longer tenure and are happier at the companies they are recruited to, being that "46% stay over 1 year, 45% over 2 years and 47% over 3 years." 67% of recruiters and employers reported the overall recruiting process took less time. 51% of recruiters and employers reported that it was more cost effective / less expensive to recruit a referral.

Needless to say, referrals are a great value added source for your recruitment efforts. An important fact

to note about your employees / brand ambassadors, videos are easy to view on mobile devices and easy to share on social media like LinkedIn, giving a job video the potency to really go viral. This in turn makes it easy for employees/brand ambassadors to help your organization get the visibility you need, at a low cost, in order to attract top talent. Not to mention, video is easy to track with the right partner, a partner that offers up-to-the minute metrics on where your videos are viewed and shared, as well as how many applied – like us at Digi-Me! Ok shameless plug 😊

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## HOW CAN DIGI-ME HELP YOU RECRUIT ON LINKEDIN?

Digi-Me provides intelligence on where candidates are viewing your company's videos. Digi-Me Digital job ads, Candidate Expectation Videos, and Cultural Videos are trackable, with reports that measure the number of views and shares by each source and they fully integrate with your ATS! Not to mention, Digi-Me videos can be viewed on any mobile device.

*Are you ready to let technology help you get across the right message about your application process, company culture and open positions? Reach out to a Digi-Me representative today to learn a better way to communicate to candidates during the recruiting process. Visit [www.digi-me.com](http://www.digi-me.com) or visit [info@digi-me.com](mailto:info@digi-me.com).*

