



# ENHANCED RECRUITING WITH LINKEDIN

Gain an Edge With Social Media

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# Agenda

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- About LinkedIn
- Seattle City Light's Recruiting Needs
- City Light's Start on LinkedIn
- More Than Just Job Postings
- Results
- Challenges
- Best Practices
- Questions

# About LinkedIn

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- Since its launch in 2003, LinkedIn has established itself as the leading social media hub for job seekers and recruiters.
- It is the world's largest professional network with 225 million members in over 200 countries and territories around the globe.
- The use of LinkedIn has increased by 700% in the last 2 years (Source: Class of 2012 survey conducted by Achievers and Experience, Inc.)
- Globally, 83% use LinkedIn as their primary professional networking site (Source: LinkedIn's Audience 360 Global Report)



# Recruiting

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Seattle City Light has significant recruiting needs

- Half our workforce will be eligible to retire in the next 5-7 years
- Utilities face growing competition for traditional entry-level recruits from high-tech companies



# Seattle City Light on LinkedIn

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Seattle City Light started a LinkedIn Company Page in November 2012 that provides

- Company info
- Services we offer
- Job listings
- News postings
- Video



# Seattle City Light on LinkedIn

More than just a website to post jobs, LinkedIn creates an opportunity for job seekers to:

- Learn about your organization
- Network with employees and people who are connected with employees
- Share job postings with others. The average job is shared 11 times on LinkedIn (Source: New Hire Training)
- Apply for a job



# Seattle City Light on LinkedIn

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## Why it's effective

- 30% of career page visitors actually click on a posted job.
- Industry studies have shown that relevant messaging as a result of targeting increases time spent with a message by more than 25% and elicits a stronger emotional and cognitive response.
- 71% of LinkedIn members are interested in updates on job opportunities from companies they follow.

# Results

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Seattle City Light quickly built an audience that is driving recruiting gains.

- More than 450 followers
- Regularly see 200-plus hits on postings
- Applications are up
- HR recruiters pleased with the quality of applicants



# Challenges

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- LinkedIn is set up to allow company pages only when there is a unique domain in your email address.
- Under this arrangement, departments of the City of Seattle could only create subsidiary pages under the City's main page.
- LinkedIn technical support offered no other solutions

# Solutions

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- Seattle City Light met with LinkedIn's sales representative to discuss opportunities for increasing our presence
- He connected us with staff who created a separate Company Page account



# Best Practices

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- If you've got a problem, contact the person who is trying to sell you something. They'll find a solution.
- Job hunters want more than a job listing:
  - o Tell them about what it's like to work at your organization.
  - o Show off the great things your organization is doing.
  - o Demonstrate your commitment to helping them grow in their chosen career path.
- Keep videos short. 3 minutes max.



# Best Practices

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- Your employees are great ambassadors. Encourage them to link to your company page.
- Work to build followers. Activity on the LinkedIn network shows that 61% of LinkedIn members who follow your organization are willing to be your brand ambassador and share your employee value proposition with their networks (Source: LinkedIn Whitepaper – Why Your Employer Brand Matters)
- Track where applicants learned about a job opening.

# Questions

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Questions?



## OUR MISSION

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Building on a legacy of clean hydro power, Seattle City Light partners with customers to secure a green energy future. We are leaders in providing innovative ways to conserve electricity and invest in renewable resources.