

## **Ways the Talent Acquisition Team is leveraging LinkedIn to attract top talent to CU!** <sup>[1]</sup>

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### **Utilize LinkedIn Recruiter**

- Send personalized InMail messages to potential candidates
- Advance search filters to find candidates based on specific skills and qualifications.
- Build talent pipelines of potential candidates for future openings or hard to fill positions.

### **LinkedIn Job Slots**

- Use to post multiple jobs for increased visibility.

### **Network and Build Relationships**

- Connect with professionals that could be potential candidates in the future.
- Like, comment and share relevant content to stay visible on feeds.

### **How can you help?**

Sharing CU's job postings on LinkedIn can increase visibility of open job opportunities and help attract top talent. Here are a few tips on how to share job postings effectively:

- Create a New Post:
  - Go to your LinkedIn homepage and click "start a post" at the top of your page.
  - Paste the link to the job posting if it's from the CU Careers site.
  - Add a personalized message.
  - Details can include why the role is a great opportunity, why you think CU is a great place to work or encourage others to share the posting as well.
- Direct sharing from LinkedIn:
  - If the position is already posted directly on LinkedIn, you can click the "share" button.
  - Here you can provide a personalized message or simply share the position with your network.
- Additional Tips:
  - Including images related to the job or CU, attracts more eyes to the posting.
  - Use relevant hashtags and tag CU's LinkedIn handle to increase visibility.

Have questions or want more information on LinkedIn recruitment? Please contact the Talent Acquisition Team at [systemhr.recruiting@cu.edu](mailto:systemhr.recruiting@cu.edu) <sup>[3]</sup>.

**SSC** <sup>[4]</sup>, **system hr** <sup>[5]</sup>, **recruitment** <sup>[6]</sup>

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