

LinkedIn Job Posts

Discover the world's most advanced jobs network



How well do job posts perform?

50+
average
applications*

500+
average
views*



*2012 average figures; individual performance may vary



Who will see my job post?

Your job post is visible to the entire LinkedIn network of over 200 million members. Members can search on the LinkedIn jobs page to find jobs.

Each job post is actively shared with members who fit the role. These job recommendations are delivered through email & on LinkedIn.com. Over 50% of all applicants discover jobs through recommendations.

It is easy to share your job post to LinkedIn groups, as well as your social network on LinkedIn and beyond.



Can I target a specific audience?

The industry, skills, and location in your job post power LinkedIn's jobs recommendation engine, which shares your job post with individuals on LinkedIn who fit the role. You can also easily share your job post with your groups & network.



What are profile matches?

With every job post, LinkedIn provides a list of up to 24 members who are a potential fit for the role. You can use your 5 InMail credits, which come with every job post, to reach out to these passive candidates.



How much does it cost?

Prices depend on the location of the job. The price calculator is on the job post page. Bundles of 5 or 10 job posts are discounted. All student jobs, including internships and entry level positions, are free.



Can LinkedIn collect applicants for me?

Yes, if you accept applications on LinkedIn.com, you can use the one-click filters such as company, education, and location to quickly get to your shortlist. You also receive an email with every new application.



How can I optimize my job post?

LinkedIn ensures you optimize your job post for discovery, by encouraging you to link it to your company page, use a standard job title, and include a full job description including skills.



Can I boost the reach of my job post?

You can sponsor your job post, which moves your job post to the top of the recommendation list for candidates who fit the role. You control the budget and set a bid, then just pay per click for each view.

<http://lnkd.in/aboutjobs>