

# LinkedIn for hiring managers



## **Introduction**

LinkedIn has more than 20 million users in the UK, making it a powerful tool to help us recruit candidates for Co-op jobs. We partner with LinkedIn to advertise jobs, share content and raise awareness of our brand.

As a hiring manager you can use LinkedIn to promote your vacancies and communicate with candidates. By using your own LinkedIn profile to drive recruitment you significantly increase your chances of hiring the right candidate in the quickest time possible.

This document provides guidance on some quick, simple actions you can take that will help you use LinkedIn to drive your recruitment.

### **Contents:**

1. Optimising your LinkedIn profile
2. Finding and sharing jobs
3. Searching for and approaching candidates
4. Creating and sharing content

## Optimising your profile

As a recruiting manager, your LinkedIn profile is like your shop window. It should be set up to help candidates understand what jobs you're recruiting, how they can apply and why it would be great to come and work for you. You can see an example of an optimised LinkedIn profile on the next page.

To edit your profile look for the  icons in the various sections of your profile page. Clicking on the pencil symbol will allow you to edit your profile.

To optimise your profile you can:

- **upload a profile photo and background photo** – profiles with photographs receive 14 times more views than those without- make sure your picture is appropriate for a professional networking platform
- **include a profile headline** – this information appears in searches so use it to tell candidates about the opportunities in your team
- **include a profile summary** – talk about what you do, and try to give potential candidates an idea of what it's like to work for you
- **include some content in the media section of your profile** – this could be videos, photos or links to Co-op sites (our blogs are full of interesting content)
- **keep your profile up to date** – make sure your work history is accurate and concise
- **request recommendations and endorsements** – colleagues and former colleagues can post these for you, and they're a great opportunity to show potential candidates that Co-op is a great place to work
- **join relevant groups** – groups are another opportunity to promote your vacancies and grow your network
- **follow relevant companies** – LinkedIn can be a great source of competitor insights



**Greg Yuill** • 2nd

Area Manager at Co-op, Currently seeking Store Managers / Team Leaders in Bristol and surrounding areas.

Taunton, United Kingdom

[Connect](#)

[Message](#)

[More...](#)



**The Co-op**



**Somerset College of Art and Technology**



**See contact info**



**334 connections**

An Engaging, fun people focused leader with a track record of developing high performing teams to success. Always working alongside and with my teams to get the best out of each member. Experienced in large teams and in fast paced environments in a single location or multi site role within Hospitality and Food Retail.

## Experience



### **The Co-op**

5 yrs 7 mos



#### **Area Manager**

Jan 2016 – Present · 2 yrs 10 mos

North Somerset and South Bristol

Area Manager, Leading Great teams of people in North Somerset and South Bristol. Responsible for up to 20 Food Retail stores.

With customers at the heart of everything we do, we're aiming to become the number one convenience retailer in the UK; investing in our people, stores and technology and empowering our Store Managers to become 21st century leaders.

Under our new True North Strategy, we're adding 150 new stores to our estate per ... [See more](#)



#### **Store Manager**

Apr 2013 – Jan 2016 · 2 yrs 10 mos

North and Central Somerset

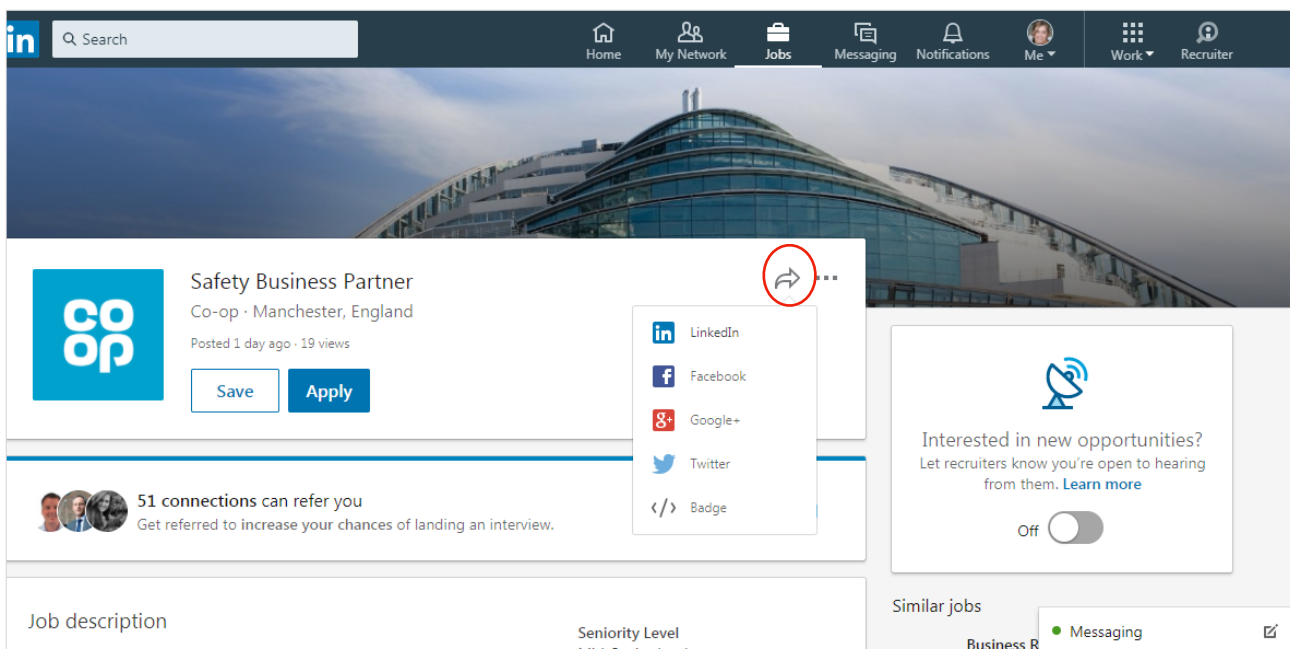
Store Manager, Leading high performing teams across several different stores across Somerset.

## Finding and sharing jobs

Sharing Co-op jobs with your network is the single most important thing you can do to help us fill them quicker.

You'll be able to find our jobs on the Co-op LinkedIn page > <https://www.linkedin.com/company/the-co-op-group/jobs/>. You can also use the search function to find jobs (enter the job title and the word 'co-op').

Using the ➞ icon you can select and share jobs via different channels from the drop down menu shown here (we'd recommend sharing on LinkedIn).




When sharing a role with your LinkedIn network, you can either share as a post without adding any comments, or write a couple of lines summarising the role or appealing to a particular audience.

Including this extra content can make your post more impactful. Be sure to keep it relevant and concise. You can see some examples of different ways to approach sharing jobs on the next page.

**Matt Eyre** • 2nd  
Candidate Marketing Manager at Co-op  
6mo


Some amazing opportunities to join our resourcing services team and work on some exciting projects...


**Candidate Co-ordinator**  
Co-op • Manchester, England

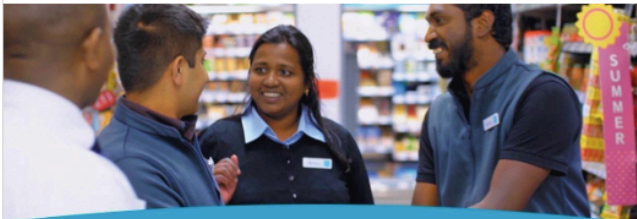
9 Likes

Like Comment Share

**Greg Yuill** • 2nd  
Area Manager at Co-op, Currently seeking Store Managers / Team Leaders i...  
4mo


**Co-op**  
60,459 followers  
5mo

We're recruiting Retail Managers in North Bristol. Find out more and apply.



**Lead and inspire a team**


**We're recruiting Retail Managers**  
cooperative.taleo.net

6 Likes

Like Comment Share

**Ian Thomas** • 2nd  
Data Governance & Management Strategy and Implementation  
4h

I'm really excited to continue to build our data capability here at Co-op. There are fantastic opportunities to drive and contribute to meaningful change across the enterprise. Foundational to this is setting up strong and consistent Data Architecture practices.


**Central Data Architect**  
uk.linkedin.com

3 Likes

**Charles Morley** • 1st  
Digital Talent Analyst at Co-op  
2mo

Really great opportunity to join our team here at The **Co-op**, recruiting amazing people into a business that really makes a difference **#beingcoop**



**Resourcing Partner**  
uk.linkedin.com

6 Likes · 2 Comments

Like Comment Share

**Greg Yuill** • 2nd  
Area Manager at Co-op, Currently seeking Store Managers / Team Leaders i...  
4mo

Store Managers- Are you looking for a change? Leaving due to restructure? Looking for your first appointment as a Store Manager? We have roles to suit all of the above at Coop Team Bristol. Get in Touch to join a growing team with new stores and new attitudes with the most progressive team in UK retail right now. DM for more details. **#retail #restructuring #joining #storemanagement #beingcoop**  
**Peter Batt Julian Rickman Danni McEwing Danni Jagia Carmelo La Gambina Brendan Tucker Martin Sanger Masud Majumder Nick Crane Chris Whitfield Paul Chudley Laura Abbott**




10 Likes


Like Comment Share

**Matt Eyre**  
Candidate Marketing Manager at Co-op  
3w

Some great opportunities to join our procurement team...


**Co-op**  
60,459 followers  
1mo

If you're someone who knows the true power of saving we'd like to talk to you about a career in procurement at Co-op. We need people who can help us save on the things we do every day, so we can spend to make ...see more




**We're recruiting Category Managers at our Manchester Head Office**  
jobs.coop.co.uk


3 Likes

**Charles Morley** • 1st  
Digital Talent Analyst at Co-op  
10mo

Really exciting opportunities at the **Co-op**!


**Co-op**  
60,461 followers  
10mo

Co-op water contributes towards sanitation projects, pump repairs and disaster relief for the world's poorest communities. We're looking for Buyers to help bring clean water to over 1.7m people **#TheCoopWay**. Ap ...see more



**Co-op water**

- 3p per litre of Co-op water goes to the One Foundation\*
- 1p per litre of branded water goes to the Global Investment Fund for Water (GIFFW)\*
- we're the first major UK retailer to support the GIFFW

\*Applies to still and sparkling water. Co-op branded flavoured water and small bottles of Co-op branded soda water. To find out more see coop.co.uk/water

**Apply for Buying roles now**  
jobs.coop.co.uk

## Searching for and approaching candidates

You can search for candidates for your jobs using the search field at the top of the home page.



Use relevant key words to identify the right candidates. You'll be able send messages to people in your 1<sup>st</sup> degree (people you're connected to) and 2<sup>nd</sup> degree (people who are connected to your connections) networks.

When communicating with candidates on LinkedIn you should:

- **avoid spamming candidates** – if you're going to search for candidates identify a small group of people who you're pretty sure would be a good fit for your vacancy
- **be brief** – more than half of LinkedIn messages are read on mobile so keep your message brief (150 words or less) and don't go in to lots of detail about the job itself when you send your first message
- **be professional** – you're representing Co-op so be polite, professional and respectful of people's time
- **make it personal** – view their profile, and look for common interests, connections, or work experiences and use these insights to make your message specific to them (it's far more likely they'll respond if they can see you're genuinely interested in what they do)
- **mention next steps** – use terms like *"connect," "talk," "chat," "follow up,"* and *"discuss"* all positively boost the probability of a reply, so try to include a line about having a conversation
- **be clear and open** – if you get in to a more detailed conversation with a candidate be honest, don't make false promises and give people the information they need to self-select



## Creating and sharing content

Creating and sharing content on LinkedIn can help you to engage with a wider audience and encourage people to apply for Co-op jobs. It can be colleague stories and case studies, blog posts, pictures, videos, GIFs etc. You can share content you've created, or other people's content. If you're going to share it, make sure it's relevant to your target audience (potential candidates).

Share content by using the share field at the top of your home page.

Share an article, photo, video or idea

 Write an article

 Images

 Video

**Post**

You can see some examples of colleagues sharing content below.

