

More and more Internet users are embracing online social networks such as LinkedIn as a way of meeting new people and maintaining existing relationships. 40 percent of Dutch professionals already visit these social networks/communities. While one person will employ it as a contact management system, another will use it as a business network. But what can recruiters do with it?

Those wishing to start using LinkedIn for the recruitment of candidates will find this guide extremely useful. Following a short introduction to LinkedIn, handholds for successful recruitment are provided. The reader will gain an insight into how this recruitment channel can be made to work for them. Using *Recruitment via LinkedIn* as a guide will allow the reader to profit from the many possibilities this instrument has to offer. The experienced user will learn the best tips and tricks, and how and why LinkedIn works.

Furthermore, the following subjects are also discussed:

- All the in-built tools including useful tips
- Personal & Employer branding
- Unique tried and tested tips with regard to networking and searching
- Approaching potential candidates
- Advertising and marketing possibilities, including a case description
- The different accounts
- New and important developments

Recruitment via LinkedIn is a practical and efficient guide aimed at HR professionals, recruiters and employment market communication specialists wishing to deploy LinkedIn as a successful recruitment channel.

About the author

Jacco Valkenburg is the founder of IPRC and an experienced and independent recruitment consultant/ad interim manager. With more than eleven years' experience in the field of recruitment and talent management solutions, he advises international organizations during the entire recruitment and selection process.

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