

**Using [LinkedIn](#) in Australia
Insights and Feedback from the field:
A snapshot**

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Introduction

A few days back I was fortunate to receive insights and comments from recruiters in my professional network regarding their usage of LinkedIn during their business as usual operations. Their time dedicated to answer my questions and offer additional comments is much appreciated.

This is hardly an exhaustive piece of formal research, but I trust that the outcome is of some interest to recruiters that are still to use LinkedIn.

The Findings

- All the recruiters polled have active LinkedIn registrations, adding contacts and updating their profiles on a regular basis
- The main use for LinkedIn at the moment is **candidate name/lead generation**; the information gathered is passed onto their own ATS/CRM environment for subsequent follow up
- Next, LinkedIn is used for **proactive headhunting**, the quality of the professionals therein perceived as being high. To increase reach, a few recruiters have set up a referral bonus systems to reward contacts with the right candidate
- Most recruiters do **not post job ads** on LinkedIn. The main holdups to posting:
 1. **Cost.** The feedback alludes to ads on LinkedIn being expensive compared to job board postings prices.
 2. **No integration** between the LinkedIn apply online engine with the recruiter ATS; this translates to more candidate processing work

3. **Overseas applications**, some of them from quality candidates that cannot be considered given the time to fill restrictions
 4. **No free trials** to see if it pays off.
- Most of the recruiters do not use LinkedIn as a source of business (client generation)

Some Observations

- LinkedIn is consolidating as a recruiter tool to attract and source candidates of high caliber.
- Recruiters not looking for clients on LinkedIn is more a sign of the (boom) times than LinkedIn being bad as a source of business leads
- I read the ad cost issue as being a 'return on applications received' problem as opposed to it being more expensive than a job board posting. Having said that, the absolute cost argument will become real when recruiters take their job board volumes and have them posted on LinkedIn, if they are inclined to do so.
- [Integrating with LinkedIn will be possible in the foreseeable future](#); so the issue generated by the disconnection between LinkedIn and the recruiters' ATS can disappear, enabling a smoother candidate flow
- As the LinkedIn Australian constituency grows fast (last count: under 70k people), there also seems to be an opportunity to source international candidates
- On the issue of posting ads, I did not get many responses from the people that I know post ads, so I could not get down to more specifics about candidate quality / actual placements. etc.



Tips

- If you haven't yet jump onto LinkedIn and slot it into your regular professional activities, the time to act is now
- Run a pilot project to ascertain if the system works for you given your specialisation, focus region, seniority level of the roles you work with, etc.
- Explore the system to understand the different variables it offers to search for the individuals you want to connect to
- You as recruiters have been networking well before LinkedIn showed up; use similar etiquette and courtesy rules to grow your online networks and approach the people you want and need to engage

Contact

I will be delighted to hear all your comments and questions about this paper. Similarly, if you want to find out more about what LatinOcean know about LinkedIn please drop me a line on Jorge@latinocean.com

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About LatinOcean

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We combine technology, marketing and recruitment expertise to evaluate the industry's latest web-based products and services in the context of relevant online trends that shape how individuals look to fulfill their career aspirations

We distill these insights into advice and implementation services with a view to enhance our clients' relationship with potential candidates and employees