



**1. Why LinkedIn?**

Key hiring features:

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***Company Branding:***

How do you want your brand image to be perceived on LinkedIn?

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What are your employees saying about your company?

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**2. Posting A Job On LinkedIn (Paid Advertising)**

***Items needed for posting a job on LinkedIn:***

Company: \_\_\_\_\_

Industry: \_\_\_\_\_

Job Title: \_\_\_\_\_

Experience Level: \_\_\_\_\_

Job Function: \_\_\_\_\_

Employment Type:  Full-Time  Part-Time

Job Description: \_\_\_\_\_

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How to Apply:  Through LinkedIn  External Site:

Location: \_\_\_\_\_

