

Job Postings on LinkedIn

INTRODUCTION TO LINKEDIN

LinkedIn is specifically designed for business users and targets the most affluent and influential audience in the United States. It can be a powerful recruiting tool for University employees because the target demographics are working professionals. Additionally, it is a great way to stay connected with alumni and help students make connections as they begin to enter the professional world.

There are over 30 million students and recent graduates from around the world on LinkedIn today. Students are the fastest growing demographic on LinkedIn and the platform can help aspiring professionals manage and build their career paths.

LinkedIn allows for prospective employers to post a job listing through OSU's main company page. You can view it here: <http://www.linkedin.com/company/oklahoma-state-university>. Additionally, LinkedIn offers the opportunity to 'sponsor' the listing which increases the chance for your job to be viewed by prospective applicants with skills matching your listing.

We strongly recommend using LinkedIn to advertise job openings at OSU. The platform provides a reporting tool that lets you see how many views and click throughs that your job has received. We have found it to be very effective in reaching prospective applicants. To learn how to post your job, follow the instructions below:

LinkedIn Job Posting Instructions

1. Go to <http://LinkedIn.com> and create a LinkedIn personal profile.
2. Click "Jobs" link.
3. Click "Post a Job."
4. Fill out the Job Posting form.
 - a. Note: This information is similar to what is used in the Cornerstone system job summary and/or job description. There are various features available for when the position is posted.
5. *Optional (but recommended)*: Sponsor my job. This feature allows tracking of interested applicants who click to view the job. There is a cost per click on each sponsored position. This feature allows for a total budget to be included for the sponsoring. LinkedIn will track the budget and send an email notification upon reaching the established budget.
6. Enter payment information.

Questions? Contact Justin Lacy, justin.lacy@okstate.edu, or (405) 744-7773