

Cheers LinkedIn !

Like so many online platforms the business and career networking platform LinkedIn has seen a massive boost in traffic to the site as a direct result of more people working from home across the UK. LinkedIn have released a stat saying the increase in conversational activity between connections has risen by 55%, therefore to further enhance and provide what they feel is going to be a demand within their site, LinkedIn are introducing new features specifically built around their job hunting and searching sections.

Firstly, essential businesses such as Warehousing, Supermarkets and Healthcare will be able to post job adverts for free on the site. Supporting companies to attract the people they need in this crisis in a cost effective way.

These jobs will also be given a new “urgent” status, giving them top exposure and appearing top of any search results, a model used extensively by the Indeed platform but at a sponsored click charge.

These free ads will also link up with an expanded Recruiting for Good program to help bring in more people to work with non-profits in both volunteer and paid roles. And those doing the recruiting will also get three months of free access to LinkedIn’s talent insights tools to figure out where their (free) ads are best placed around hiring trends and more.



This incentive is another demonstration of how tech companies are providing what support they can to companies in these crisis times. Maybe not in the same way as Google’s fast track testing, but certainly beneficial to the right organisations.

If you are interested to hear how SER Limited as a recruitment partner can help you attract staff in these difficult times then please drop us a line at info@serlimited.com or call our recruitment team on **01254 781300**

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