LinkedIn Apply Connect

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Configuring BrassRing and Talent Gateways to Post Job Openings on LinkedIn

Clients have the ability to configure **BrassRing** and **Talent Gateways** to post job openings on **LinkedIn** through two possible options:

1. **LinkedIn Recruiter Account**
2. **Non-Recruiter Account**

When posting jobs on LinkedIn, clients can choose from two available options:

- **LinkedIn**
- **LinkedIn – Apply with LinkedIn**

In addition, clients can configure **LinkedIn – Apply Connect for Easy Apply** by following the steps outlined below.

Enabling Job Postings via LinkedIn

To enable job postings via LinkedIn, the client must ensure that the **"Enable Social Media Integration → LinkedIn-Apply Connect"** setting is activated.

Important: This setting can only be enabled by **Infinite Representatives**.

The **Workbench Administrator** must have the necessary login credentials for the **Apply with LinkedIn Infinite client admin account** within **LinkedIn Recruiter**. These credentials should be appropriate for the environment and Parent keys associated with the client account.

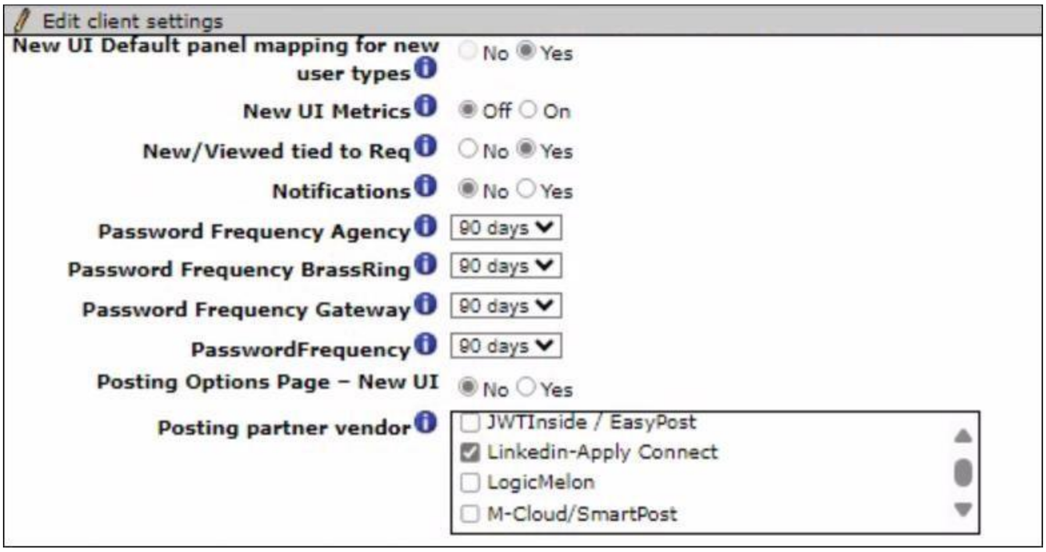
Note: The configuration for **LinkedIn-Apply Connect** is separate from other LinkedIn integration features within **BrassRing**. Each LinkedIn integration feature, such as **Apply with LinkedIn**, **signing in using LinkedIn**, and **LinkedIn – Apply Connect**, requires distinct configuration settings.

Configuring LinkedIn – Apply Connect

To configure **LinkedIn Easy Apply**, two **LinkedIn-Apply Connect** options must be set up:

1. **Edit Client Settings** → **Enable Social Media Integration** → Select **LinkedIn – Apply Connect**.
    - Once this checkbox is selected, a popup will appear displaying the **LinkedIn Terms and Conditions**. The user must click **Agree** or **Cancel** to proceed.

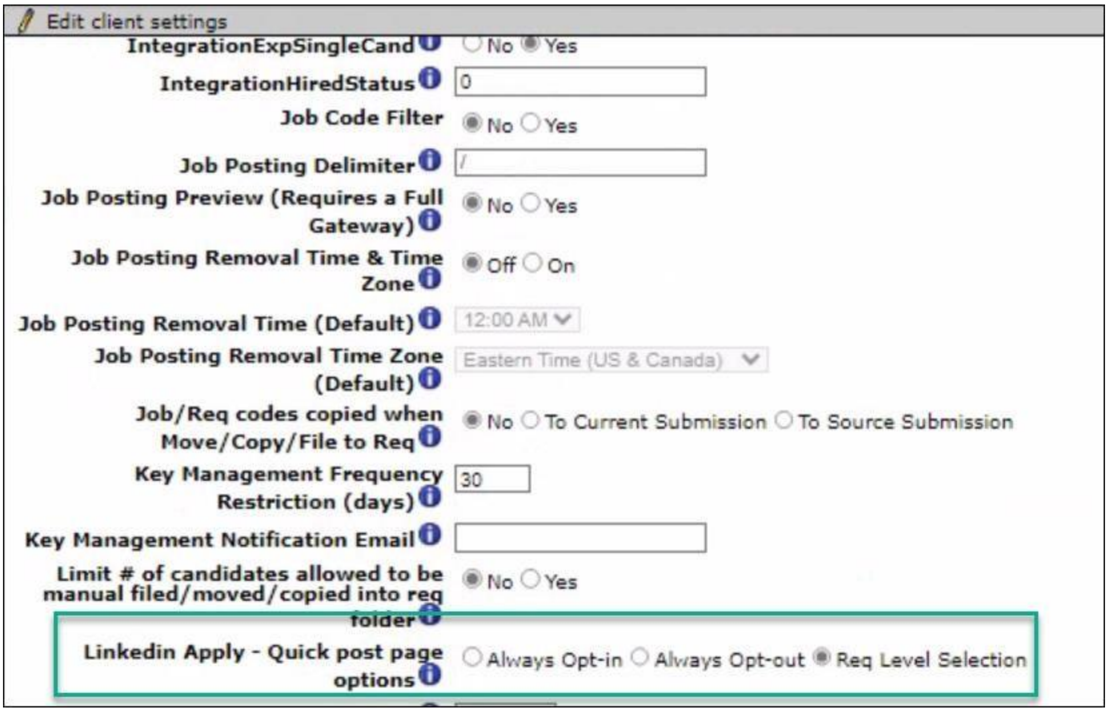
2. Edit Client Settings -> Posting Partner Vendor -> Select LinkedIn – Apply Connect.



Initially, the setting under **Posting Partner Vendor** is disabled. This option becomes available only after enabling the **Social Media LinkedIn-Apply Connect** setting.

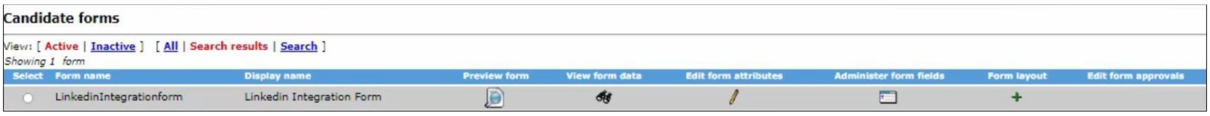
To enable the **LinkedIn Apply** quick post page options, follow these steps:

1. Navigate to **Edit Client Settings** → **LinkedIn Apply – Quick Post Page Options**.
2. Configure the **Quick Post Page Options**:
    - **Type:** Select one of the following radio button options:
    - **Always Opt-in**
    - **Always Opt-out (Default)**
    - **Req Level Selection**



Upon enabling the above settings, the system will automatically generate a form and source code under:

Forms -> Candidate Forms -> LinkedIn Integration Form



Tools -> Settings -> Code Types -> SourceID -> Administer Code List -> LinkedIn-Apply is displayed.

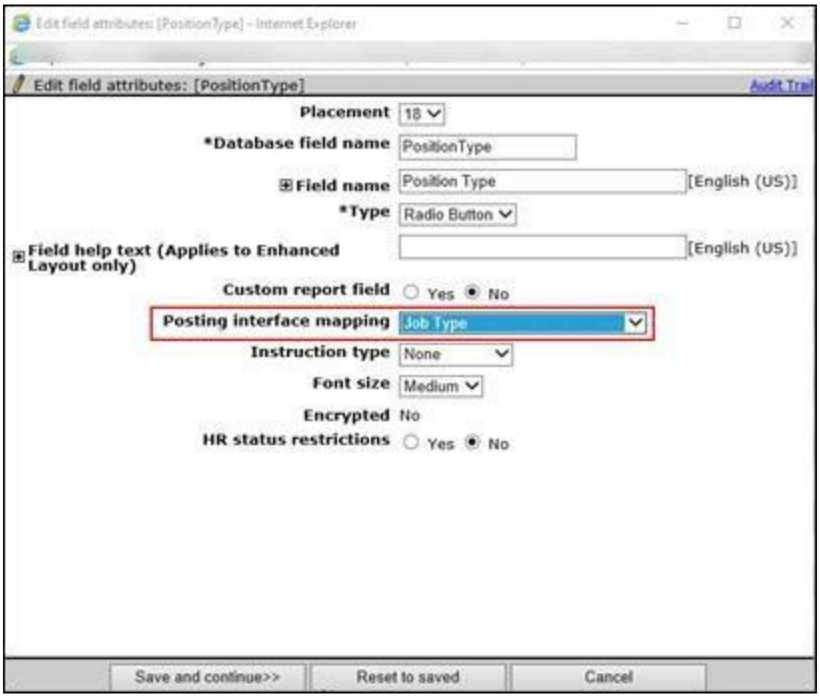
Mapping LinkedIn – Apply Connect Fields

You can map **LinkedIn – Apply Connect** fields from either **Talent Gateways** or **Req Forms**:

- **Talent Gateways:**
- **Tools** → **Talent Gateways** → **Job Board Field Mapping** → Select **LinkedIn-Apply Connect Field Mapping**
- **Req Forms:**
- **Tools** → **Forms** → **Reqs** → **Req Forms** → **Job Board Field Mapping** → Select **LinkedIn-Apply Connect Field Mapping**

To Map a Requisition Field to a LinkedIn – Apply Connect Field:

1. Select either **Define Custom Req Fields** or **Define Standard Req Fields**.
2. To create a new requisition field, click **Define New Req Field**. To edit an existing field, click the **Edit Field Attributes** icon.
3. Map the requisition field to the **LinkedIn-Apply Connect** field by selecting it from the **Posting Interface Mapping** drop-down menu.



Instructions for field mapping:

1. Job information will be seen in LinkedIn-Connect only if the following mandatory LinkedInConnect posting fields have been mapped to the req fields – **title, description, workplaceTypes, city, state, country.**

Note: The above said fields can either be added to the existing requisition templates in Workbench or We can set up a new requisition form if needed with LinkedIn fields.

2. workplaceTypes - Specifies the type of workplace being offered. Available options are: Onsite, Hybrid, Remote.

3. employmentStatus - Represents employment status of the job position. Available options are: FULL_TIME, PART_TIME, CONTRACT, INTERNSHIP, TEMPORARY, VOLUNTEER.

4. experienceLevel - Represents experience level of the job position to hire. Available options are ENTRY_LEVEL, MID_SENIOR_LEVEL, DIRECTOR, EXECUTIVE, INTERNSHIP, ASSOCIATE, NOT_APPLICABLE.

5. categories - Represents job functions specific to this job (for example, Accounting, Marketing, Sales). Category names are predefined by LinkedIn and can be retrieved from Job Functions reference table.

6. Salary Type - Type of compensation, valid values are "BASE_SALARY,TIPS,COMMISSION,PROFIT_SHARING,STOCK_OPTIONS,STOCK,BONUS,SIGN_ON_BONUS,OVER_TIME,OTHER" only.

7. CompensationPeriod - Period in which the amount of compensation is paid. Valid value is YEARLY,MONTHLY, SEMIMONTHLY, BIWEEKLY,WEEKLY,DAILY,HOURLY.

8. currencyCode - ISO currency code.

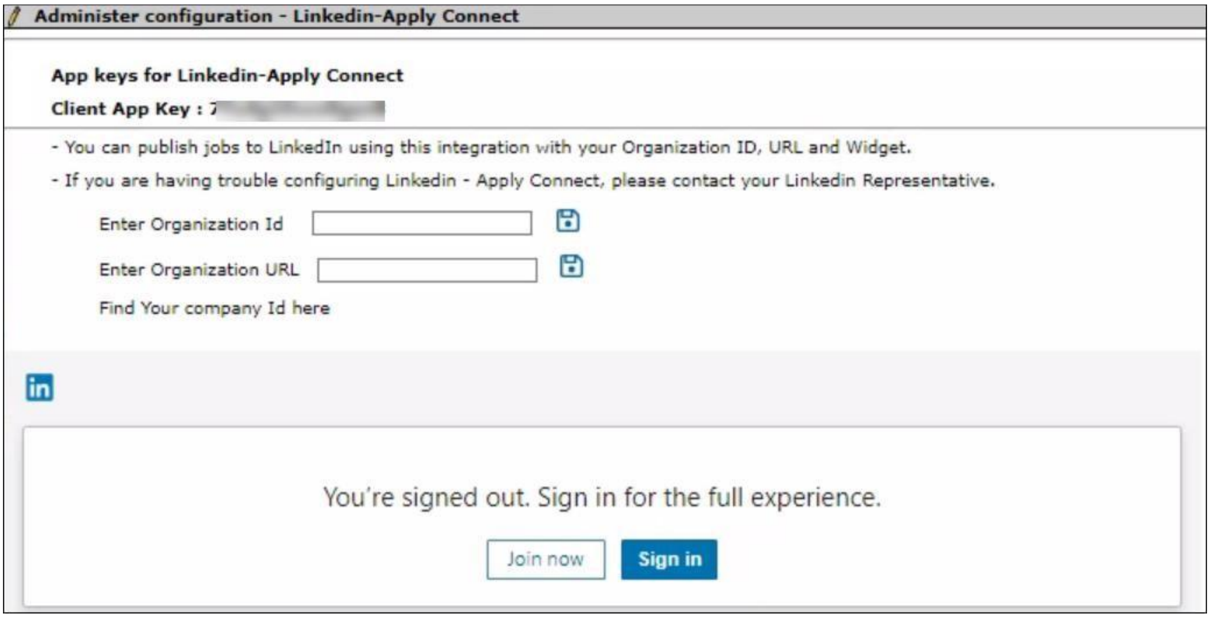
9. Industrytype - Represents industries of this job or company. Industry IDs are predefined by LinkedIn and can be retrieved from Industry Codes reference table.

Repeat this process for all the needed fields.

Configuration Instructions

Login workbench and follow the below steps

Tools -> Settings -> Social Media Configuration -> Administer Configuration (select +).



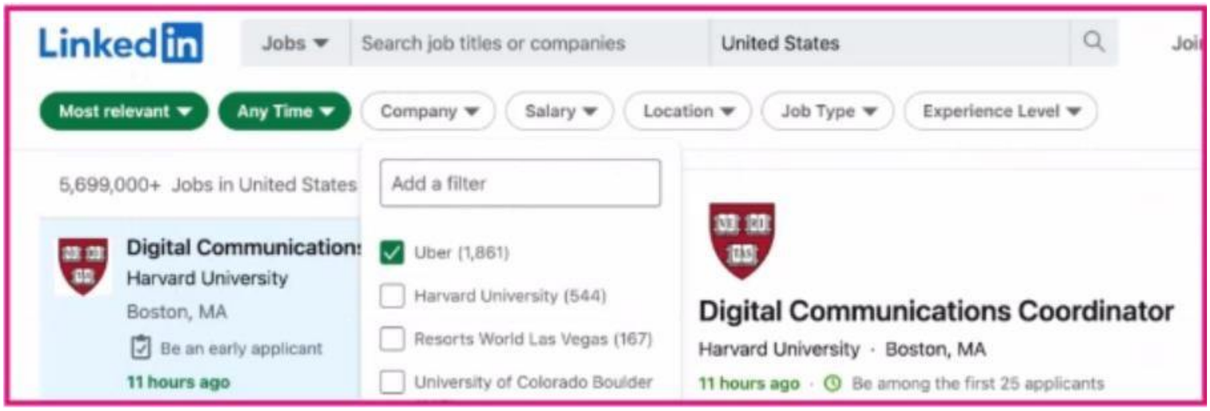
In this section, there are three configuration methods:

Two Non-Recruiter Account Configuration options:

Using the non-recruiter account configuration method Jobs are posted to LinkedIn, but some advanced features may be unavailable.

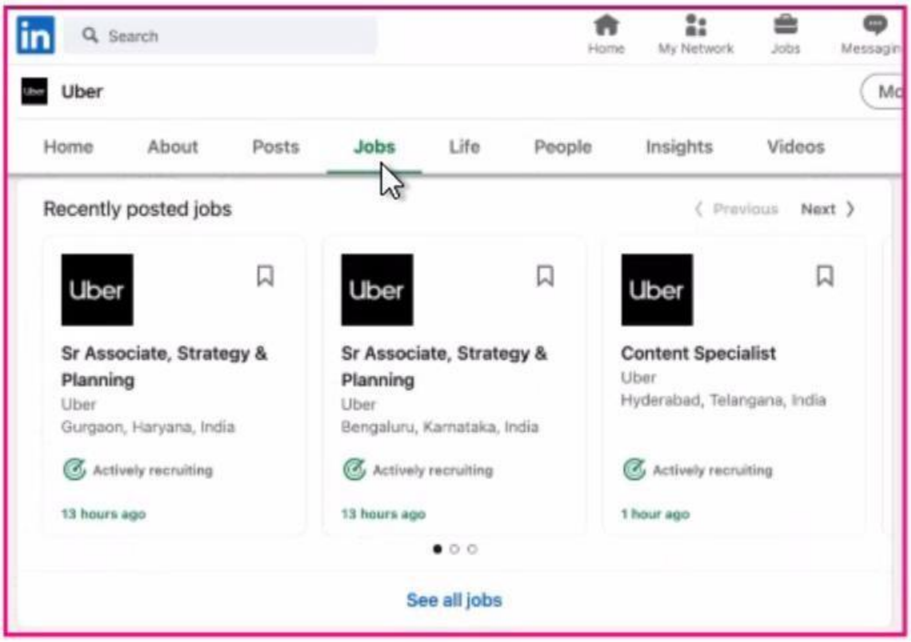
1. **Enter Organization ID:** This is a unique string of numbers (usually 6 to 9 digits) associated with your company.

Option 1: Find the Company ID in the URL of the search results page when searching for your company name in the Company dropdown.



Option 2: Find the Company ID in the URL of the search results page after clicking "See all jobs" on your LinkedIn Page.

The Company ID is the value after 'f_C=<numeric value>&'. This ID ensures your job posts are associated with the correct LinkedIn Page.



2. Enter Organization URL: Provide your organization's LinkedIn home page URL.

Recruiter Account Configuration:

LinkedIn Widget: Enabling Apply Connect

The **Apply Connect** widget will be available when signed in with your **LinkedIn Recruiter Account**.

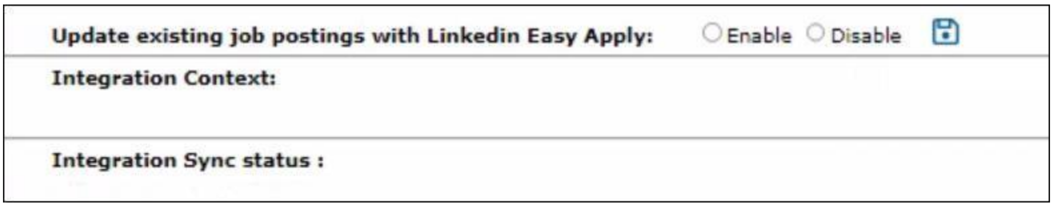
1. **Ensure the LinkedIn – Apply Connect client setting is enabled**.
   - Contact your **Infinite Representative** to enable this setting.
2. **Log into your LinkedIn Recruiter account**.
3. In **Workbench**, navigate to:
   Tools → **Settings** → **Social Media Configuration**.
4. Select the **LinkedIn – Apply Connect Administer** configuration icon.
   - You must be logged into your **LinkedIn Recruiter account** in the same browser session for the LinkedIn API to display the page.
5. In the **Administer Configuration** window, select **Request for LinkedIn Apply-Connect**.
   - **Note:** LinkedIn controls this section of the page.
6. A message will appear confirming that the integration has been successfully requested. Click **Go Back**.
7. The **Apply with LinkedIn** section will now display an **Enabled** message.

Updating Existing Job Postings with LinkedIn Apply Connect To

manage how job postings with **LinkedIn Apply Connect** are handled:

1. Enable or disable the feature as needed.
2. Click **Save**.

Type: Radio Button (options to enable or disable)



Disabled: All job postings are updated to Opt-Out. Jobs will be posted on LinkedIn but redirected to Talent Gateways.

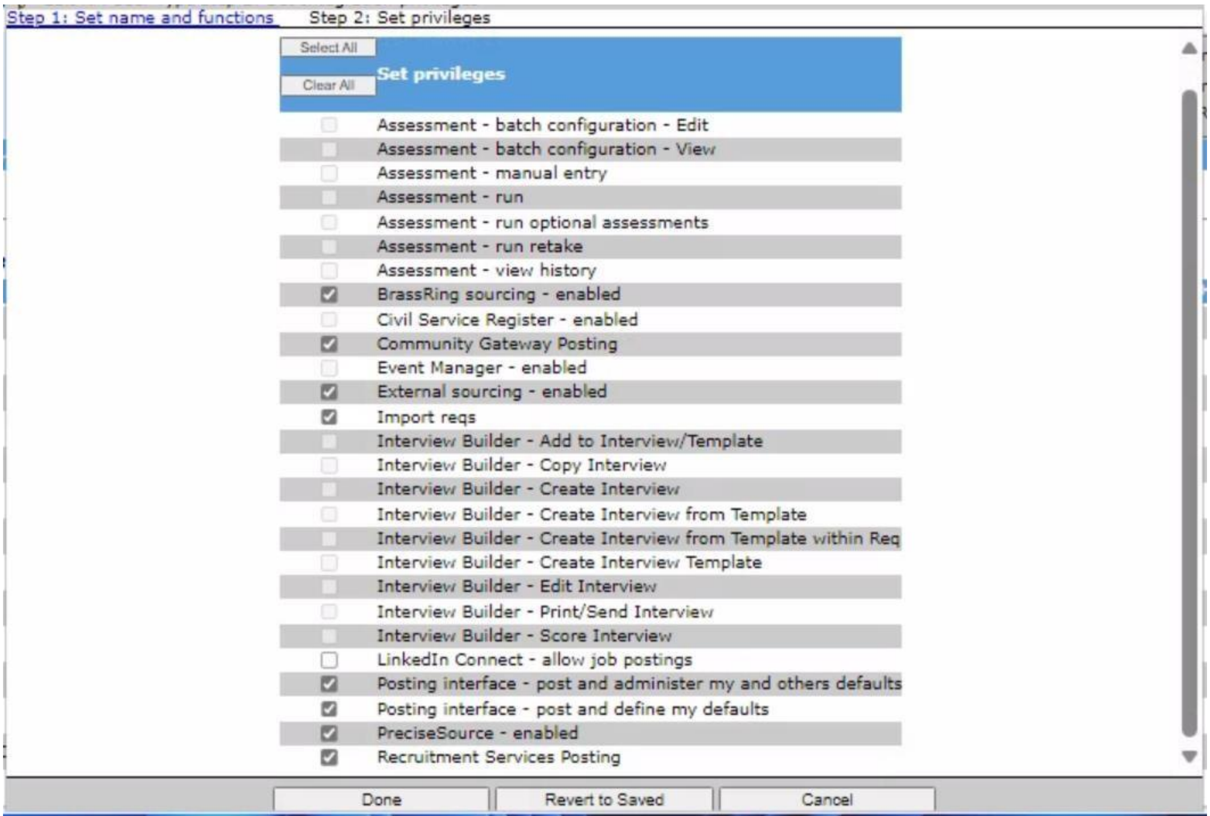
Select **Close**

Note: The LinkedIn Widget will only be displayed if the Recruiter Account is tagged with the Linked Account.

User Type Configuration

Provide the required access for the user type to post jobs by logging into workbench and follow the below steps.

Tools -> Users -> User Types (Select User Type) ->Edit Type Permissions -> Integration ->Edit Privileges -> LinkedIn Connect – **Allow Job Postings** -> Select Done -> Select Save.

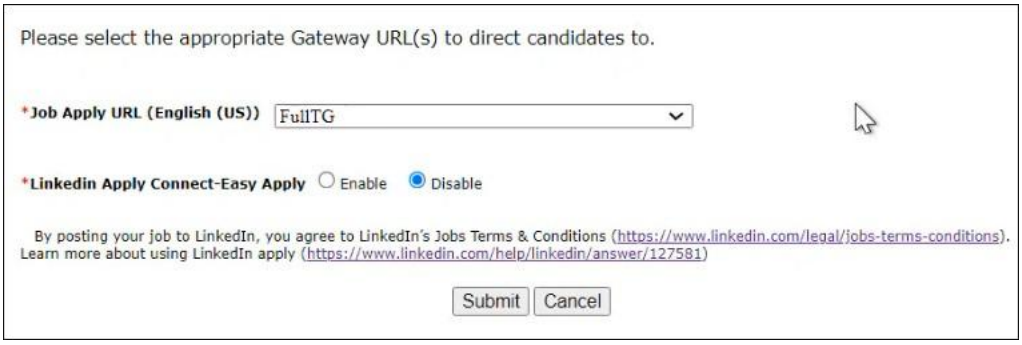


Only after enabling the user type, the edit options will be available in BrassRing for users to post jobs to LinkedIn.

In BrassRing, follow these steps to create and post a requisition to LinkedIn:

Use the Workbench requisition template, including the job board field mapping.

After creating the requisition, post it to the specific Talent Gateway (TG) by selecting the job apply URL TG (as defined in Workbench). Ensure that the same TG is selected.



Select Update All Postings.

Job Apply URL: Select the same job apply URL used to post to LinkedIn to direct candidates.

LinkedIn Apply Connect - Easy Apply - Enable or Disable (Radio Button) **Enable:**

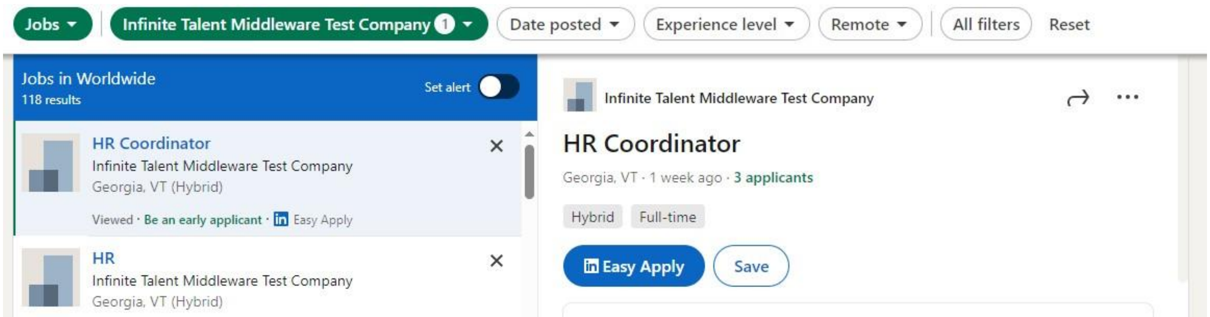
Posts the job with Easy Apply (Opt-in).

Disable: Redirects to the Talent Gateway (Opt-out).

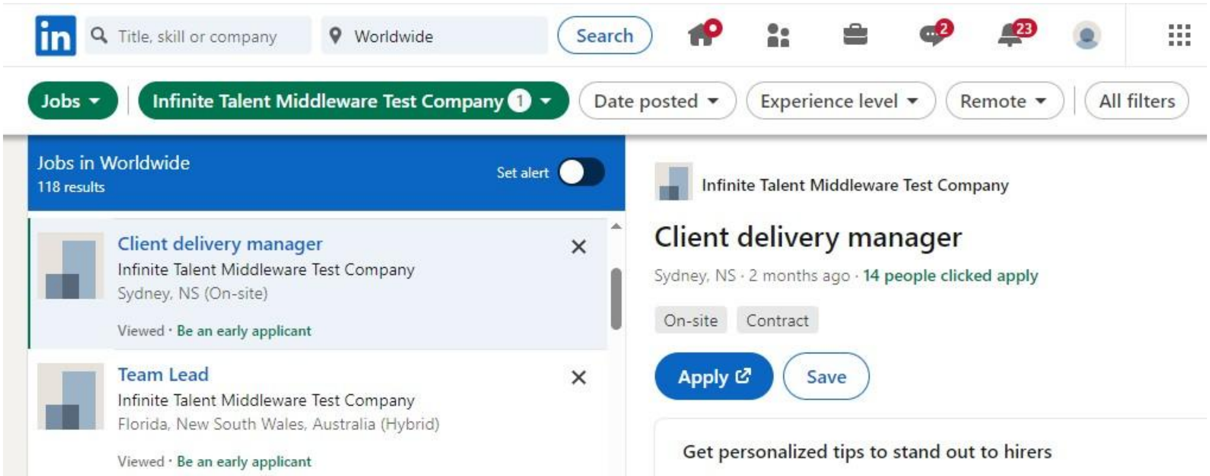
Click Submit. A success message will be displayed.

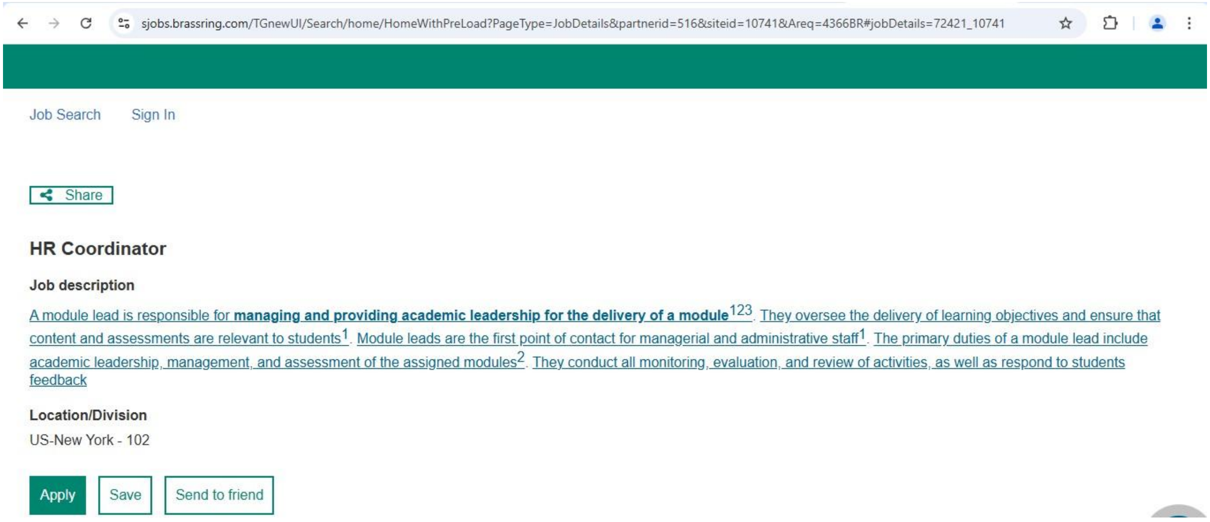
If we proceed with 'Linkedin Apply Connect - Easy Apply (Enable option)

Easy Apply feature on LinkedIn will be displayed as below



If we proceed with Linkedin Apply Connect - Easy Apply (Disable option) then clicking on the job will redirect us to career site.



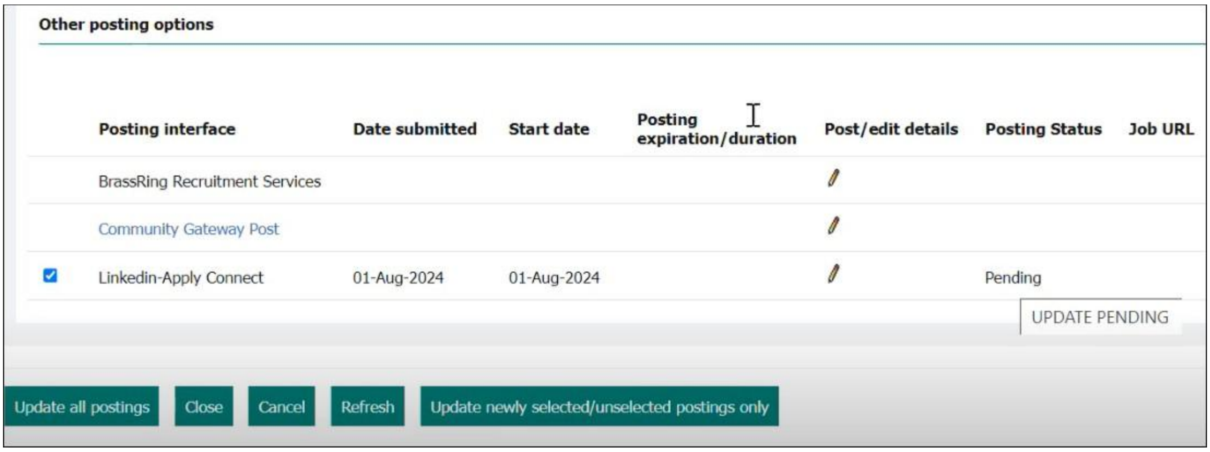


Posting Options:

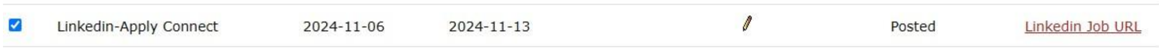
Select the requisition > Click the three dots (menu) > Posting Options > Ensure the selected TG is displayed > Select Edit/Post Details (beside LinkedIn Apply Connect) > Select job apply URL (the previously chosen) > Select Enable/Disable > Select Submit

The update may take a few minutes to reflect on the LinkedIn page.

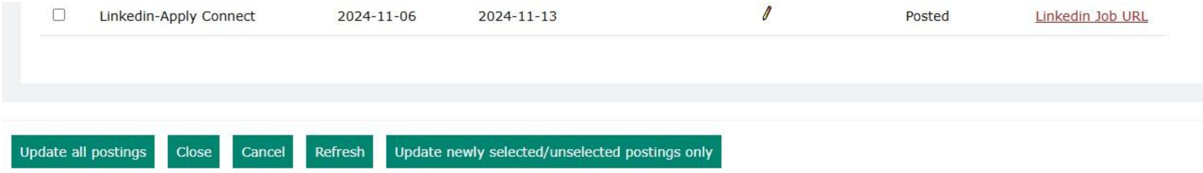
Check the job status under Posting Status (Pending or Posted).

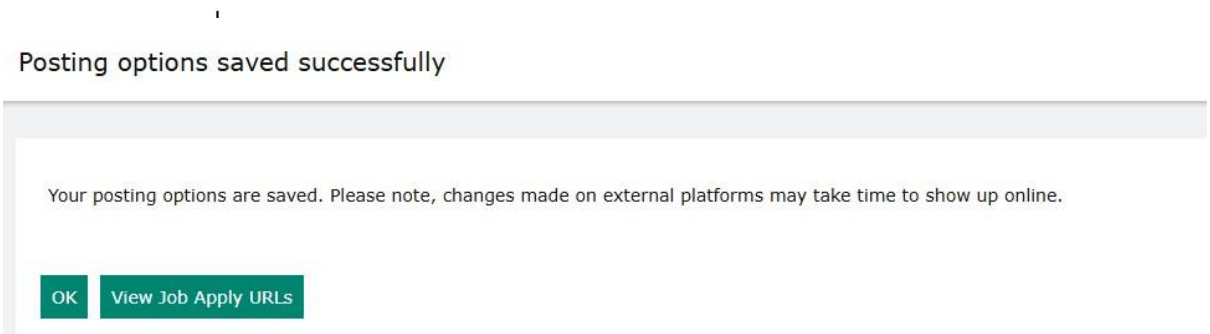


Once posted, the job URL will be displayed.



To unpost a job, unselect the checkbox and choose Update Newly Selected/Unselected Posting Only.





Note: Selecting Opt-in when posting the job will display Easy Apply.

If we set up LinkedIn Recruiter Account then LinkedIn icon appears beside the candidate's name and if we hover the cursor on LinkedIn icon, it will display LinkedIn record of the candidate.

Note: This feature is not available for Non-LinkedIn Recruiter Account.

For clients interested in purchasing Recruiter, please use this form.

After filling this out, a talent consultant from LinkedIn will contact to recommend products based on their use cases/needs.

Frequently Asked Questions

Can I test Apply Connect before enabling it?

Yes, before fully activating Apply Connect features, you can conduct a thorough test to ensure everything functions as expected and is fully operational before going live. LinkedIn recommends that you post a job, indicate in the job description that it's a test job, have your internal teams apply and test it, and close the job within the hour once you are satisfied it's working as expected.

Is Job Wrapping compatible with Apply Connect?

Apply Connect is compatible with Job Wrapping. Jobs posted via Apply Connect can be wrapped into paid job slots within Recruiter.

Does Apply Connect support remote jobs?

Yes, Apply Connect supports remote job postings.

Can companies disable specific jobs for LinkedIn Apply Connect?

Yes, this functionality is provided by BrassRing.

Are there question-types that Apply Connect can't support? And how should those be handled?

Apply Connect currently can't support embedded forms, videos or video tags, labels, autofill fields, multiple question branching, or applications with multiple languages. While we're working to support these types of jobs they'll be sent to your LinkedIn, however they won't be **LinkedIn Apply Connect** enabled.

Why am I not receiving applications in my ATS

Verify that the Easy Apply button is enabled and that there are no issues with the application flow. Test the process with a test job. Reach out to support in case the above doesn't work out.

What should I do if I see an error message?

Document the error message and contact support for assistance. Provide them with as much detail as possible to help diagnose the issue. **What should I do if the purchased slots are over?**

If client has Job Wrapping enabled with us? If yes, their team would have (or rather, can) setup rules, tagging, pinning to determine which jobs should be promoted to Slots. The 46th job will be posted as a basic job to LinkedIn. Having said so if they want to, they can swap one job with the 46th if they want to promote it (by pinning) within their Recruiter dashboard itself.

Does the recruiter have an opportunity to track how many candidates viewed the job or came till last step of submission and left?

- If the job is onsite (**LinkedIn Apply Connect**) apply enabled: the number of applicants and number of job views
- If the job is offsite apply (not **LinkedIn Apply Connect** enabled): the number of apply starters and number of job views. Apply starters refers to the interested candidates who clicked 'Apply' on LinkedIn and were directed to an external site. Please note that they might not have completed their applications.