LinkedIn and ACU

LinkedIn is a popular networking site, particularly for professionals, connecting with others in their field. It is also a widely used site for posting vacancies and for candidates searching for new positions.

ACU has its own corporate LinkedIn Careers page to promote employment opportunities at ACU. These can then be distributed to thousands of relevant professionals and be shared with ACU employees' networks and groups.

Benefits of LinkedIn for ACU

ACU can also use LinkedIn to create interest for future candidates by promoting who we are and what we do.

LinkedIn gives ACU an additional tool in the range of recruiting solutions available to us. You can use LinkedIn to actively participate in the candidate search by sharing your job opportunities with potential skilled and experienced people in your own professional networks.

Advertising on LinkedIn

When your vacant position is to be advertised, the Strategic Recruitment Unit will contact you on how to best promote the position. If the decision is to advertise on LinkedIn, the Strategic Recruitment Unit will update the ACU LinkedIn careers website and notify you once it is done.

LinkedIn's matching technology and advertising tools will then distribute the position details to the LinkedIn profiles of thousands of suitably qualified professionals.

LinkedIn ambassadors

The best ambassadors for ACU are ACU staff. You can be an ambassador through LinkedIn of your own advertised positions and future career opportunities in your work area.

In addition, you will be able to share job vacancies with your professional networks and groups on LinkedIn. The Strategic Recruitment Unit will send you an email with a hyperlink to the job advertisement that has been placed on the ACU LinkedIn careers website that you can forward to your own networks.

How to become a LinkedIn ambassador

Step 1: Sharing advertisements

By clicking 'share jobs' that appears on your advertisement on the ACU's LinkedIn Careers page, you can share it with your LinkedIn network, on Twitter and Facebook and by email.

Step 2: Post an update on your personal profile

You can post a status update on your personal profile page that you are hiring for a particular position. To do this, point your connections and networks to ACU's LinkedIn Careers page so they can view the advertisement and apply online.

To edit your profile go to the LinkedIn banner and click on 'Profile'.

Under 'View My Profile' you will be able to see what your network connections can see.

Under 'Edit My Profile' you will be able to edit different elements of your profile. Use this section and click on 'Post an update' to say you are hiring for a particular position.

More information

For information about setting up your own LinkedIn profile, see the fact sheet LinkedIn: Creating a professional profile.

For information on recruitment, contact the Strategic Recruitment Unit in Human Resources.