

# The What, Why, and How of Recruiter Certification

**LinkedIn**  Talent Solutions

# Meet the Presenters



**Martien Hogerzeil**

Customer Success Manager  
LinkedIn, Dublin



**Rebecca Vertucci**

Customer Success Manager  
LinkedIn, New York

# What we'll cover today

What's LinkedIn Recruiter Certification?

Exam Topics and Sample Questions

Preparing for Certification

Frequently Asked Questions

Registering for Certification

Takeaways

# What's LinkedIn Recruiter Certification?

# LinkedIn Certified Professional – Recruiter



The only official LinkedIn credential that demonstrates you're an expert in candidate recruitment using LinkedIn Recruiter

# The Ultimate Toolkit for Recruiters



Find



Engage



Manage

The credential that validates and showcases your ability to find, engage and manage talent effectively.



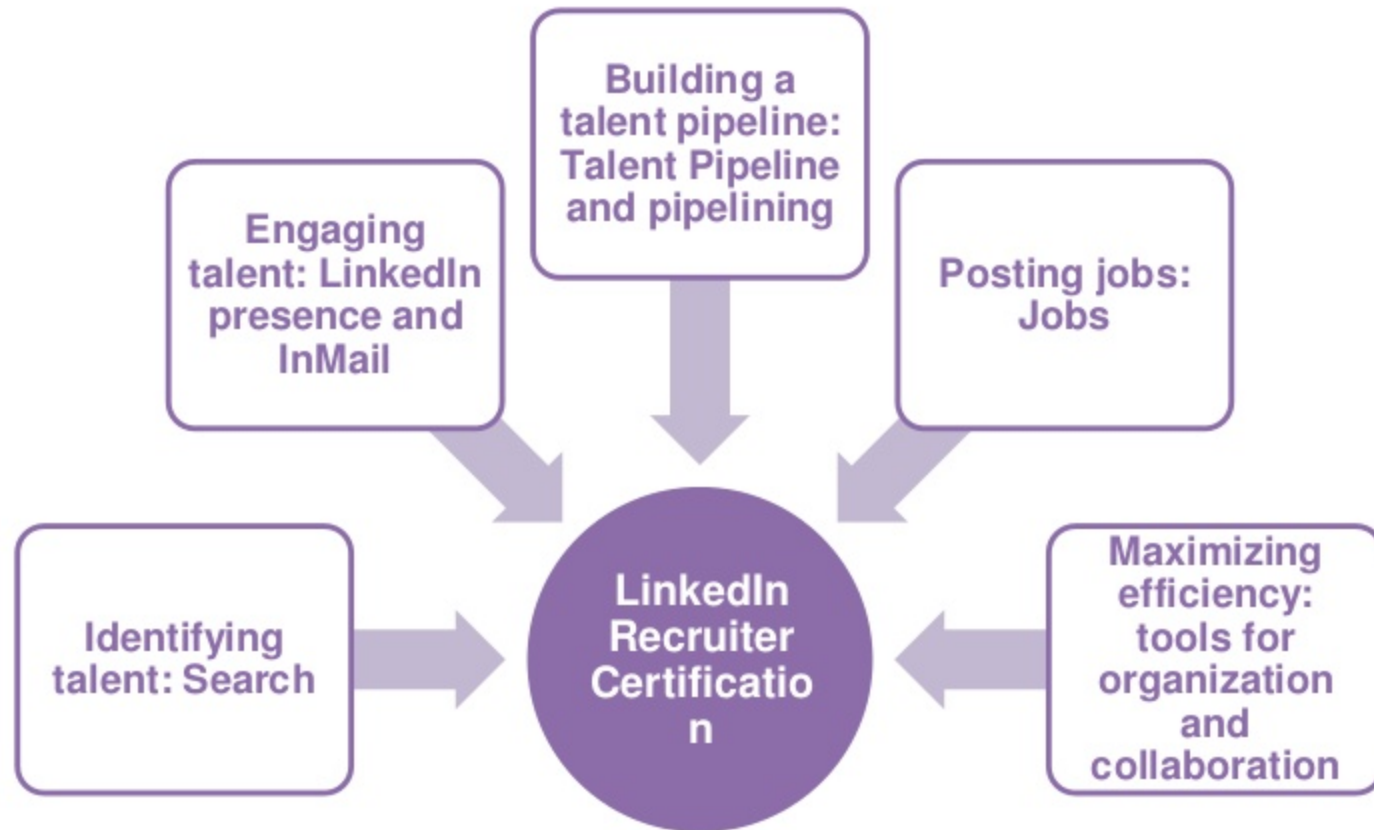
*I love hearing customer success stories about how their Certified recruiters are more efficient, collaborative, and organized. They feel they've unlocked the full potential of LinkedIn Recruiter. It's great to hear so many stories about how Certification has helped teams make an impact not just within their Talent Acquisition teams, but their overall business.*

Eric Kelleher  
Head of Global Customer Success, LinkedIn

# Exam Topics and Sample Questions

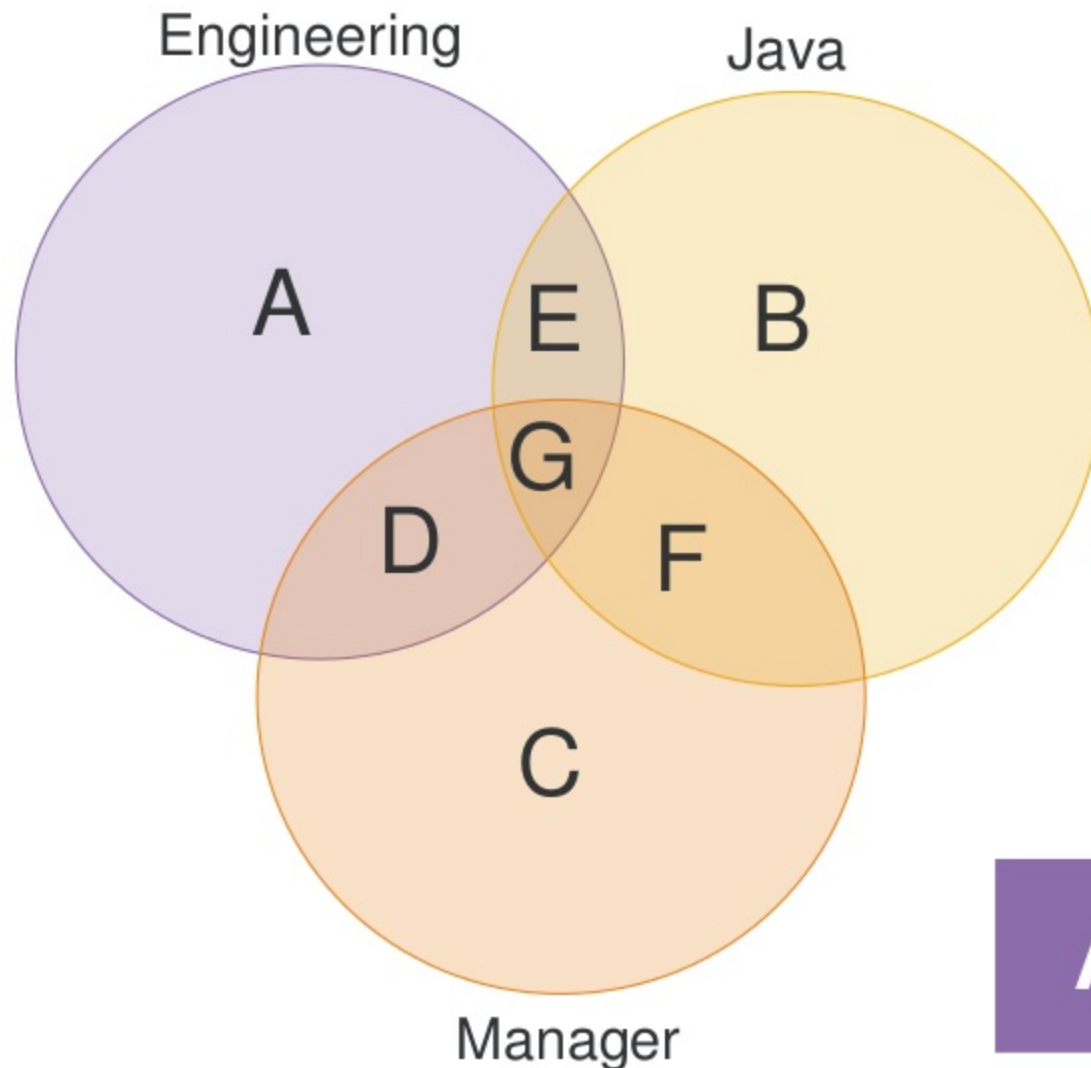


# 90-min Exam, 5 Topic Areas



The following search string will produce which results according to the Venn diagram?

**Engineering AND Java NOT Manager**



**Answer: E**

A role you were previously recruiting for just re-opened.

Which Talent Pipeline feature should you utilize to source talent already in your pipeline?

- A. Tags
- B. Sources
- C. Similar Profiles
- D. Resume Upload
- E. Saved Searches

**Answer: A**

Based on the report below, which recruiter should you go to for advice on InMail best practices?

	Profiles		InMails			
User	Viewed	Saved	Sent	Accepted	Declined	Response Rate (%)
Recruiter A	120	5	375	8	37	12
Recruiter B	109	51	75	14	11	33

A. Recruiter A

B. Recruiter B

**Answer: B**

You recruit for Retail Bankers in high volume. Which efficiency tool(s) will help you constantly uncover new leads?

- A. Projects
- B. Clipboard
- C. Search Alerts
- D. Custom Filters
- E. Profile Matches

**Answer: C**

# Preparing for Certification

# [certification.linkedin.com](https://certification.linkedin.com)

LinkedIn® Certification

Why Get Certified

**How to Prepare**

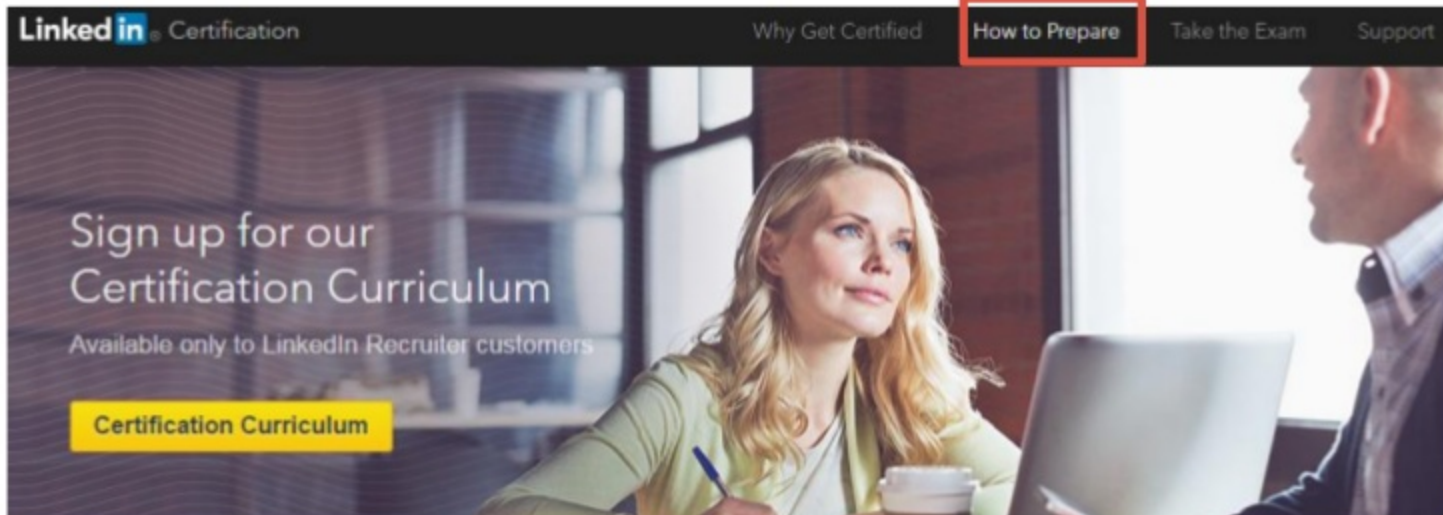
Take the Exam

Support

Sign up for our  
Certification Curriculum

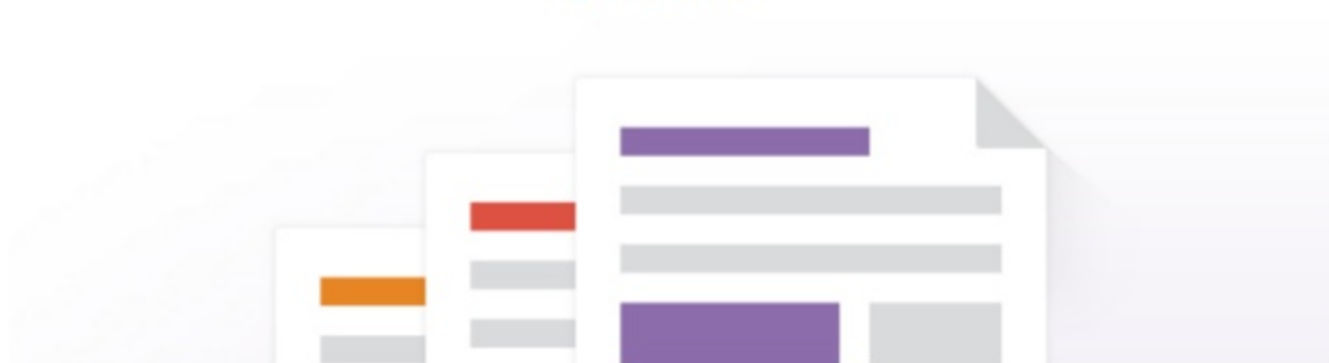
Available only to LinkedIn Recruiter customers

Certification Curriculum

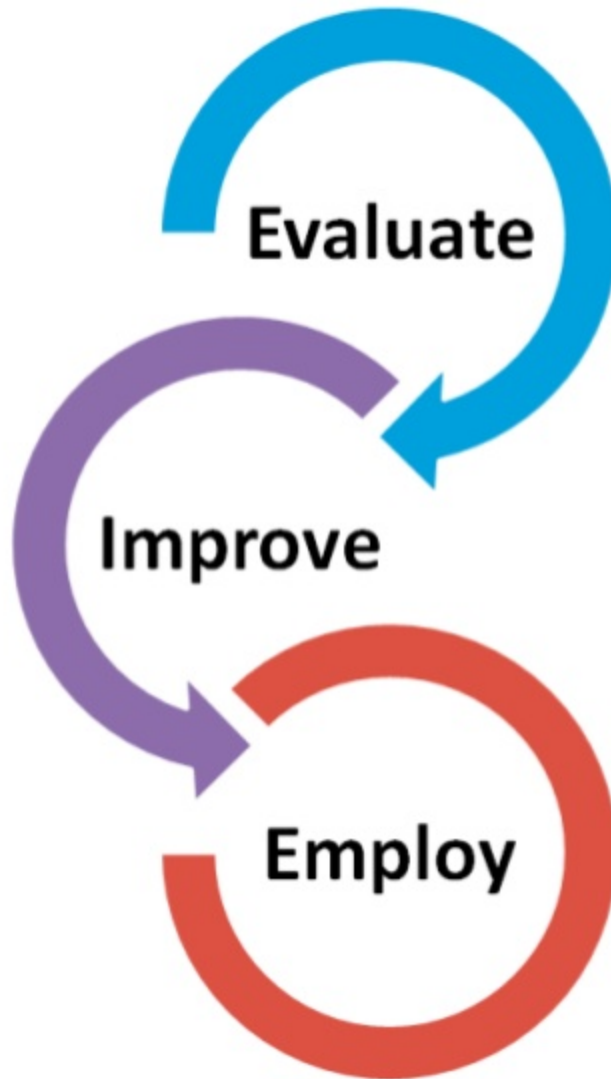


Certification Handbook

[Download now ▶](#)



# Prepare with a 3 Step Strategy





# Evaluate

Identify your strengths & gaps with the  
[Knowledge Check](#)

Test Results - Karina Baker	
Questions on Test:	100
Questions Correct:	61
Questions Incorrect:	39
Percent Correct:	61%
Passing Score:	85%
Pass/Fail:	Failed
Review Test:	Review
Scores by Section	
Find:	81% (17 Out Of 21)
Pipeline:	42% (15 Out Of 36)
Organize/Collaborate:	45% (5 Out Of 11)
Measure:	65% (11 Out Of 17)
Contact:	90% (9 Out Of 10)
Post:	50% (1 Out Of 2)
Intro:	100% (3 Out Of 3)
Overall Score: 61% (61 Out Of 100)	

Strong!

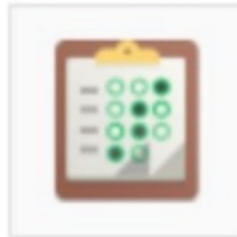
Reference Tip Sheets  
for strategy refreshers

Area of Opportunity:

Prioritize education  
on this topic

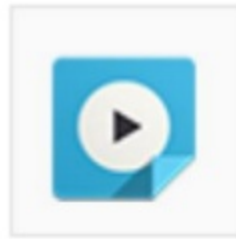
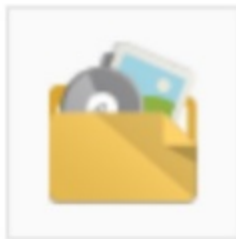
# Example Learning Strategy

Knowledge Check

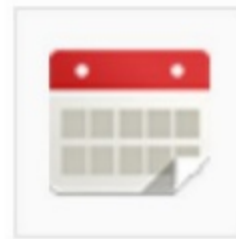


Strong

Improvement Area



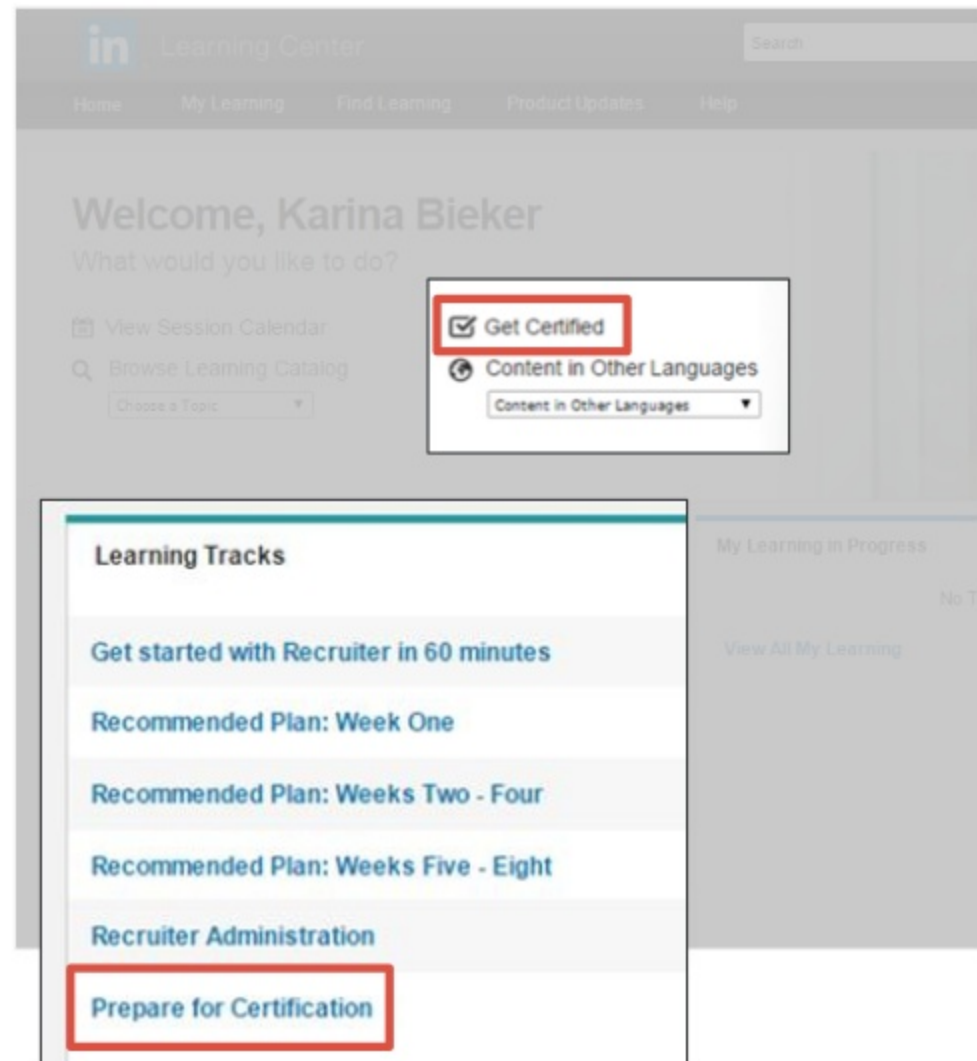
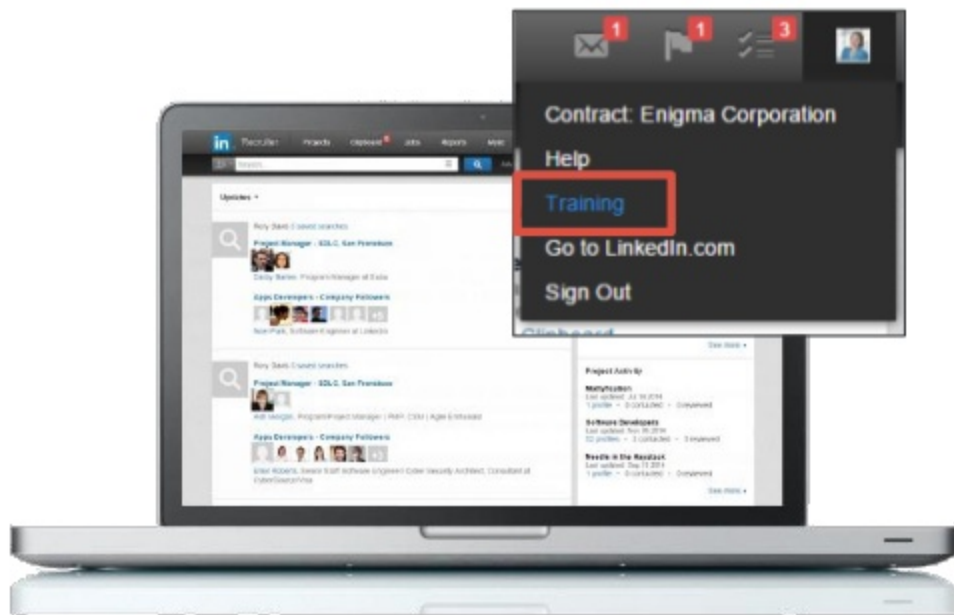
Tip Sheets & Videos



Webinars & Tutorials

# Improve

Sharpen your skills with the  
[Certification Preparation Curriculum](#)



# Employ

Practice applying your skills in your day-to-day recruiting activities

