



THE MATTE PAD

MARKETING KNOW-HOW FOR
THE LEGAL PROFESSION

New LinkedIn Feature Makes Hiring Easier at your Law Firm



Need a job? Or looking for a new staff member? LinkedIn just made it a lot easier for both of you with their new “Apply with LinkedIn” button.

We all know that [LinkedIn](#) is a valuable resource for your law firm, and a frequently consulted resource in a job search. I’ve regaled you with its benefits a number of times in this very blog, including [here](#) where I challenged you to get on board. Now, LinkedIn has introduced a new feature that they are calling the “future of job applications” that makes applying for a job as easy as one click.

Simply put, it’s a button, much like the Facebook “Like” or “Tweet This” buttons that you can embed on the job listing page of your Website. Those that are interested in applying for your open position can click the handy button and apply for the job using their LinkedIn profile instead of a traditional resume. Once you have “applied,” applicants are shown a list of their connections at that company so they can ask them for a referral for that job. All of the jobs that an individual has applied for are kept in a new “Saved Jobs” tab, so applicants can keep track of where and when they’ve applied.

So what’s the advantage for those hiring? It’s a very easy way to review candidate qualifications, since LinkedIn profiles are all the same. You can then reach out to those with the best qualifications and set up interviews. I do worry that you may see more unqualified people submitting, since it’s so easy to do in one click. But since LinkedIn profiles are easy to scan, you can weed through the chaff easier too.

If truly adopted, it could eliminate the more traditional resume or CV application process, which makes it easier on both those hiring and those looking for a job. Rather than continually updating a resume, you can just keep your LinkedIn page in top shape. It does eliminate the opportunity to fine-tune your resume for the job you are seeking, so keeping a soft copy of a traditional resume may be a good idea for a while.

What do you think? Do you expect we’ll see “[Apply with LinkedIn](#)” buttons all over the Web? Or do you think it’s a fad that will pass like so many others?



Welcome to The Matte Pad! Here you’ll find tips, trends and tools to help the busy legal marketing professional. I hope you’ll find this content valuable and practical. Information on the latest social media trends, creative ideas and marketing strategies that you can use at your law firm or in your legal marketing department.

