



Coyle Personnel LinkedIn Job Posting Guide

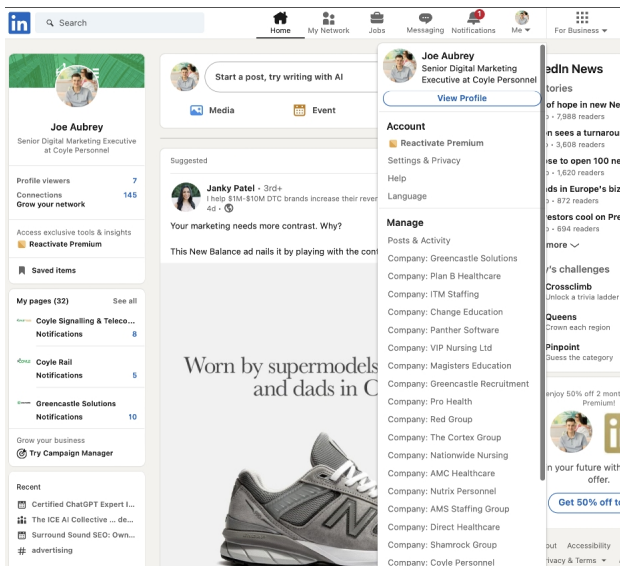
How to post a job from the Coyle Site to LinkedIn

Step One

Before posting to LinkedIn, you first need to decide whether you'll be posting on your own personal page or your company's page. If it's the latter, then contact marketing@greencastlesolutions.co.uk to ensure you have the appropriate access.

Step Two

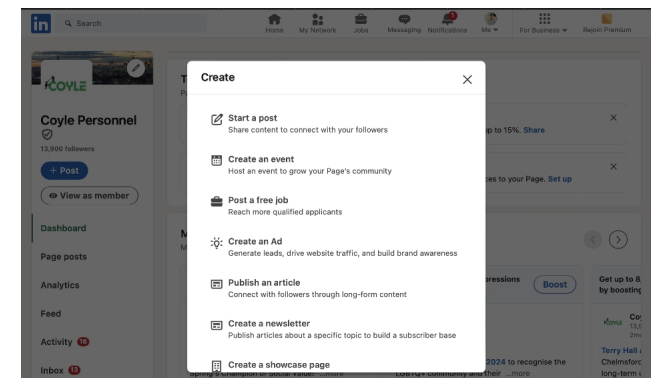
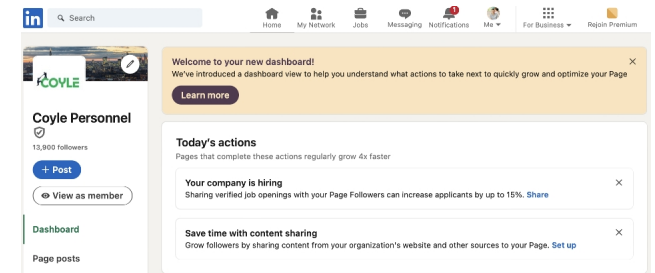
Once you've gained access to your company's page, you should be able to view the pages you have management control over by looking at the **'Manage'** header under the **'Me'** dropdown tab in the top-right corner of your LinkedIn feed.



Step Three

Click on the page you'd like to post under, and you should see a blue **'+create'** button on the left-side of the screen. By clicking here, you'll be immediately prompted with the option to **'Start a post'**.

While the **'Post a free job'** is also an option here, this is instead to post a role directly to the LinkedIn job board, rather than share a pre-existing role that you have advertised on your company's website, Indeed or another job board.



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Step Four

The first thing you'll need for your LinkedIn job post is the job URL. To get this, open a new tab and find the job you want to post on your company's website. It's worthwhile at this point to double check that all the details within the job advertisement are correct and an open graph image has been added.

If you encounter any difficulties at this stage, please revert to the job posting guidelines which can be found on your company's wiki page. [Website Job Posting Guide](#)

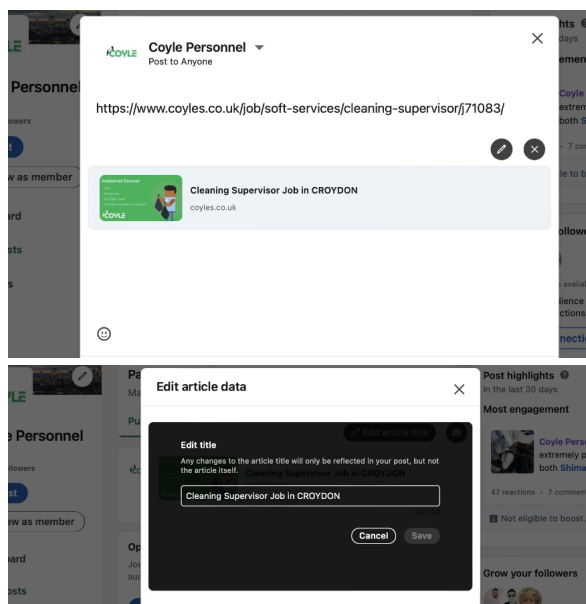
Expiry	Active	Edit	Delete
n/a	☒	Edit	Delete

Step Five

Once you're happy with the job advertisement, simply copy the URL at the top of the page and return to LinkedIn.

You can now paste the URL into the text box and your job will immediately pull through with the open graph image provided.

If you wish, you can edit the title of the link by clicking on the small pencil silhouette. We recommend that you treat this as a short header that features the job role, location, and perhaps a call-to-action, e.g., **"Apply Today! Registered Nurse role available in London"**



Step Six

The final step is to accompany the job link with a relevant post caption. This is what viewers will see and read on their LinkedIn feeds so keep it relevant to the role in question, perhaps start with a header/title and then provide a brief outline of the job specifics.

Adding hashtags and direct mentions to the contact (use the @ symbol) can also help to boost the post's chances at being seen by a prospective candidate.

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Step Seven

Before you hit 'post', be sure to double check for any spelling/grammar mistakes. Does the caption match up with role you are advertising? Is it for the right brand/company and is the relevant contact mentioned within the post?

If you're happy, then hit 'post' and you should see your job advert feature on the feed of your company's LinkedIn page.

Our final recommendation is that you now share the post on your personal account, notify employees of the post and keep an eye out for comments, likes, and shares.

 765 followers
2w • 

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We're actively looking for a Compliance Officer to join our team in Liverpool Street, London, to support us in maintaining the highest compliance standards in the industry. In this role, you'll be responsible for a comprehensive checking process, thoroughly verifying candidates' right to work documents to meet legal and regulatory requirements.



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For any questions please
contact marketing at

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