

Meet LinkedIn Career Pages

LinkedIn Career Pages give you the ability to reach the right talent with an authentic personalized tour of your company, its unique culture, and targeted insight to jobs that match their skills and experience. This tip sheet will introduce you to the experience LinkedIn members will have when exploring your company's LinkedIn Career Pages.

Home Page

The **Home** page displays your organization's posted updates and engagement with your member community as well as the companies, schools, or brands the company is affiliated with.

The screenshot shows the LinkedIn Career Page for Enigma Corporation. The page is viewed as a member, and the 'Home' tab is selected in the navigation menu. The main content area displays the 'About' section, which includes the company's description and a 'See all details' link. Below the 'About' section is the 'Page posts' feed, which shows two posts from Enigma Corporation. The first post is a text post with a photo of a dog and the caption 'Just another day at the office. #office #home'. The second post is a photo of a group of people sitting around a table. The sidebar on the right contains several sections: 'Promoted' (36-Month Online Ed.D. and Tap into proven talent), 'Affiliated pages' (Enigma Corporation vitrine page), 'Pages people also viewed' (Enigma Technologies, Inc., Enigma Marketing & Advertising, and EnigmaSoft Technologies), and 'Connections that work here' (Robin Hunters and Max Lotz). The 'Page posts' feed is highlighted with an orange box, and a label 'Feed of your company's updates.' points to it. A label 'Banner image' points to the top banner image, and a label 'Toggle between different pages.' points to the navigation menu.

About Page

The **About** page offers information about your organization's size, industry, workplace locations, organizational commitments, and more. It also allows candidates to express interest in your company.

Overview

Founded in 2003, Enigma connects the world's professionals to make them more productive and successful. Enigma is the world's largest professional network on the internet. The company has a diversified business model with revenue coming from Talent Solutions, Marketing Solutions and Premium Subscriptions products. Headquartered in Silicon Valley, Enigma has offices across the globe.

Website	http://linkedin.com
Industry	Internet
Company size	201-500 employees 17 on LinkedIn
Headquarters	Austin, TX
Type	Public Company
Specialties	Technology, Internet, and Marketing

Hybrid work at Enigma

Enigma allows employees to work from home freely for less than 50 percent of their working week, or for managers to approve permanent remote work. In addition, employees are welcome to work from any of our more than 50 offices worldwide. More details available on our hybrid workplace blog post.

Typical time on-site	50% of time
Featured benefits	Flexible office location Work from home stipend Co-working space
Pay adjustment	Based on employee location

Blog: The philosophy and practice of our hybrid workplace for the Future of Work
blogs.enigma.com - 4 min read

Locations (1)

Primary
Austin, TX 78713, US
[Get directions](#)

Annotations on the left side of the page:

- A brief description, link to your website, and other company information is required. (Points to the Overview section)
- Company Workplace Policy: Indicate your company's on-site, remote, or hybrid work policy and related benefits so job seekers can evaluate if the workplace matches their preferences. (Points to the Hybrid work at Enigma section)
- Location and map are optional. (Points to the Locations section)

About Page (Continued)

New: The **About** page has two new modules you can add to your **Company** page. The **Our featured commitments** module allows you to showcase your company commitments along with documentation to showcase authenticity.

The **Interest** module allows candidates to show interest in working for your company by sharing their profile information with your company's LinkedIn Recruiter account, helping you build a pipeline of high intent candidates.

You can add the following commitment modules to your **About** page:

- Diversity, equity, and inclusion
- Career growth and learning
- Work-life balance
- Social impact
- Environmental sustainability

Our featured commitments

- Diversity, equity, and inclusion
- Environmental sustainability
- Work-life balance

Diversity, equity, and inclusion

Our 2021 Diversity & Inclusion Report tracks our progress on our commitments to increase diversity and foster inclusion at Microsoft and in our communities. It also includes an update to our 2020 Racial Equity Initiative. [See more](#)

Report

Enigma's DEI Report 2021
oustia.com/diversityequityinclusion

Certifications and pledges

- [B Corp membership](#) (bcorporation.net)
- [Business Statement for Transgender Equality](#) (businessfortransequality.com)
- [HRC Corporate Equality Index](#) (hrc.org)
- [CEO Action for Diversity & Inclusion pledge](#) (ceoaction.com)
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Resources

[Link](#)
 Nnene Afolayana named first Chief Diversity Officer
In her past roles she lead the systemwide diversity, equity and inclusion committee, and helped implement other programs that will be publicly announced later this...

[Post](#)
Zuberi sharing for DEI efforts

Environmental sustainability

Enigma is accelerating progress toward a more sustainable future by reducing our environmental footprint, accelerating research, helping our customers build sustainable solutions and advocating for policies that benefit the environment.

Report

Enigma's Sustainability Report 2021
oustia.com/environmentalimpact · 4 min read

Certifications and pledges

- [B Corp membership](#) (bcorporation.net)
- [SME Climate Hub member pledge](#) (smeclimatehub.org)
- [Science-Based Targets Initiative \(SBTI\)](#) (sciencebasedtargets.org)

Resources

[Link](#)
 Enigma's Environmental Impact Report 2021
The future of the auto industry isn't horsepower or style when it comes to autonomous vehicles and ride-sharing services. It's a box. The most recent proof of thi...

Work-life balance

As part of the global Enigma family, we're proud to offer benefits that help you feel and do your best. Access a range of benefits, resources and expert guidance to help you prioritize your well-being, so you can thrive with a healthy body and mind.

Featured perks and benefits

- Flexible office location
- Work from home stipend
- No meeting Wednesdays

Resources

[Link](#)
 Flexible hours allow employees at this company to fit work around their lives
cnbc.com - 4 min read

[Post](#)
Once a month Enigma gives us a wellness day. See how I spent my

[Link](#)
 Enigma Blog: The philosophy and practice of our employees' well-being for the Future Work
The future of work is about balance and understanding employees needs and prior...

Prospects can show interest in working for your company by sharing their profile information with your company's LinkedIn Recruiter account.

Interested in working for our company?

Privately share your profile with our recruiters. For the next year, they'll see you're interested when they view your profile or see you in search results. [Learn more](#)

[I'm interested](#)

Jobs Page

The **Jobs** page drives quality applicants to your open jobs by giving candidates personalized recommendations and company insights. It is automatically personalized to every page viewer, based on their profile, helping candidates better assess fit for open roles.

Create job alert: Prospects can set a job alert to be notified when jobs at your company matching their experience and skills are posted on LinkedIn.

Recommended jobs for you: Visitors see a customized set of jobs based on their LinkedIn profile.

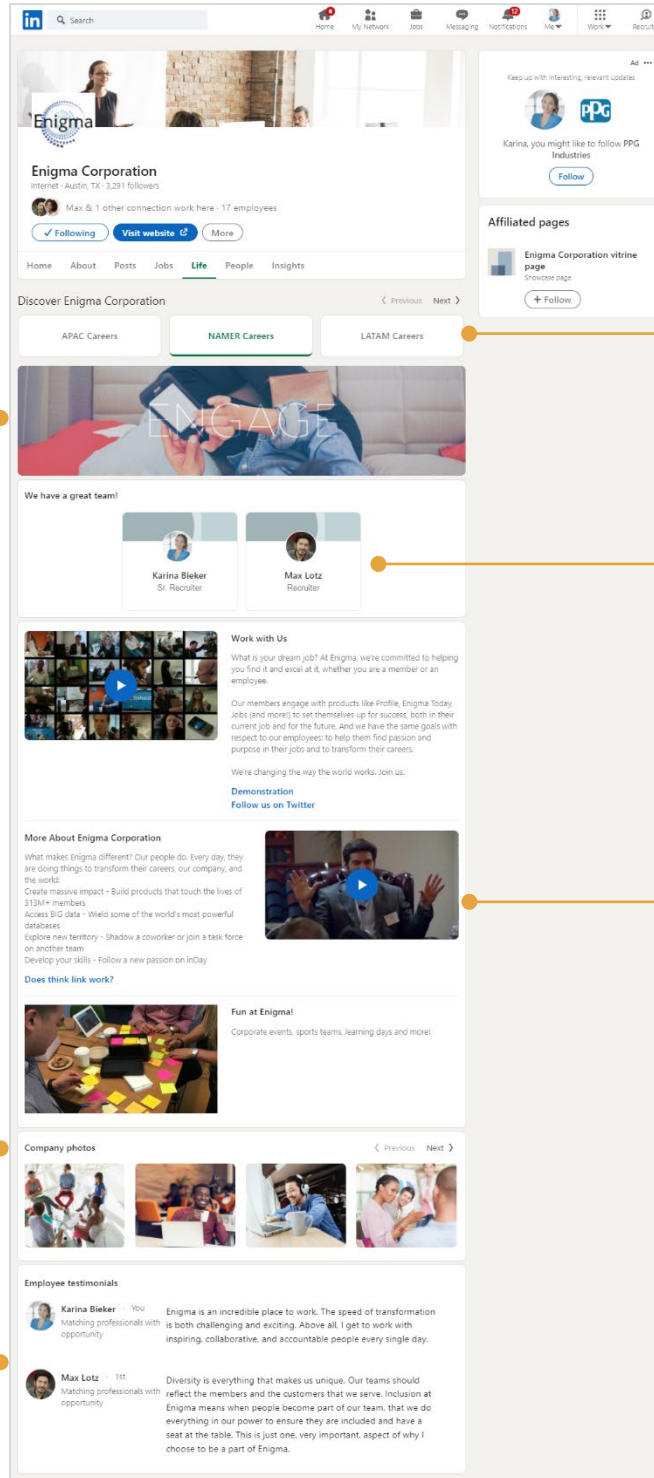
View employees in recommended jobs: Allows prospects to confirm their skills and experience are a match for the recommended jobs.

Recently posted jobs: Visitors see a list of your company's recently posted jobs. They can click the tile to open the job and view details.

The screenshot displays the LinkedIn Jobs page for Enigma Corporation. At the top, the company profile is shown with the Enigma logo, name, location (Austin, TX), and follower count. Below this, there are navigation tabs for Home, About, Posts, Jobs, Life, People, and Insights. A 'Create job alert' section allows users to get notified of new jobs. A search bar is provided to find specific job openings. The 'Recommended jobs for you' section features three job tiles, each with a company logo, job title, location, and a 'Be an early applicant' button. Below this, the 'View employees in recommended jobs' section shows three employee profiles with their names, titles, and locations. The 'Recently posted jobs' section displays three job tiles, each with a company logo, job title, location, and a 'Be an early applicant' button. A 'See all jobs' link is located at the bottom of the page.

Life Page

The **Life** page showcases your company culture through photos, testimonials, employee-written content, and more. It provides a rich canvas for companies to tell an authentic story. Admins can control what appears on the page, and they can create a variety of customized views, referred to as **Target Audience Pages**. By default, visitors see content relevant to them based on their LinkedIn profile. For example, an Engineer will be presented with content relevant to an Engineer. However, visitors can select a different **Target Audience View**, such as Marketing or Accounting, to see what those target audiences would see.



A video or high-res image at the top of the **Life** tab will capture visitor's attention.

Visitors can select **Target Audience Pages** from tabs.

Display team members and viewers can learn more about your team.

Highlight specific cultural events or interactions to give more insight into what it's like to work at the company.

Company photos: Allows visitors to engage with your company.

Employee testimonials: Give the inside story from your greatest brand ambassadors.

People Page

The **People** page offers employee insights on employee job titles, areas of study, skills, and how the visitor is connected with them. The page must have one or more employee associated with it.

The screenshot shows the LinkedIn profile for Enigma Corporation, specifically the 'People' tab. The page displays 17 employees and provides various insights. Annotations with orange lines point to specific features:

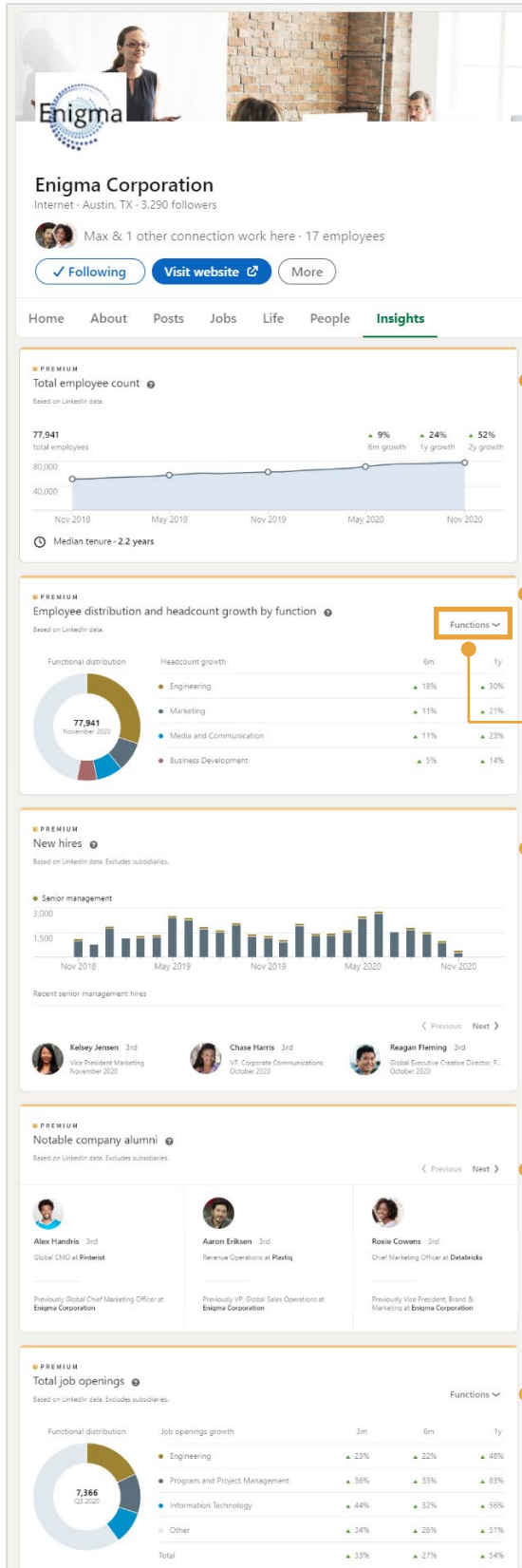
- Next button:** Located in the '17 employees' section, it allows visitors to see a breakdown of where employees live and where they studied.
- Where they live / Where they studied:** Horizontal bar charts showing the distribution of employees by location and education.
- People you may know:** A section showing profiles of current employees like Breana Panaro, Freeman McClave, and Max Lotz, along with their connection counts and 'Connect' or 'Message' buttons.
- Connections that work here:** A section showing connections between employees, such as Robin Hunters and Max Lotz.
- What they do / What they studied / What they are skilled at / How you are connected:** Additional horizontal bar charts at the bottom of the page providing further insights into employee roles, education, skills, and connection levels.

Visitors see a breakdown of where your current employees live and where they studied. They can click **Next** to see **What they do**, **What they studied**, **What they are skilled at**, and **How they are connected**

View profiles of current employees.

Insights Page

Premium Business, Sales Navigator, and some Recruiter subscribers have access to unique company insights. Estimates on this page are based on the LinkedIn profiles of employees at your company.



Total employee count: The total number of LinkedIn members employed at the company over time.

Employee distribution and headcount growth by function: The distribution and growth of company employees by function trending over time.

Functions menu allows you to filter the report based on function.

New Hires: Trending count of newly hired employees over time.

Notable Alumni: Former employees with past titles of Vice President or higher who have a past position with the company that ended within the last 24 months.

Total Job Openings: The company's total job posts available on LinkedIn, segmented by seniority and function, trending over time.