

The Recruitment Network

Enabling recruitment leaders to improve performance, productivity and profitability.

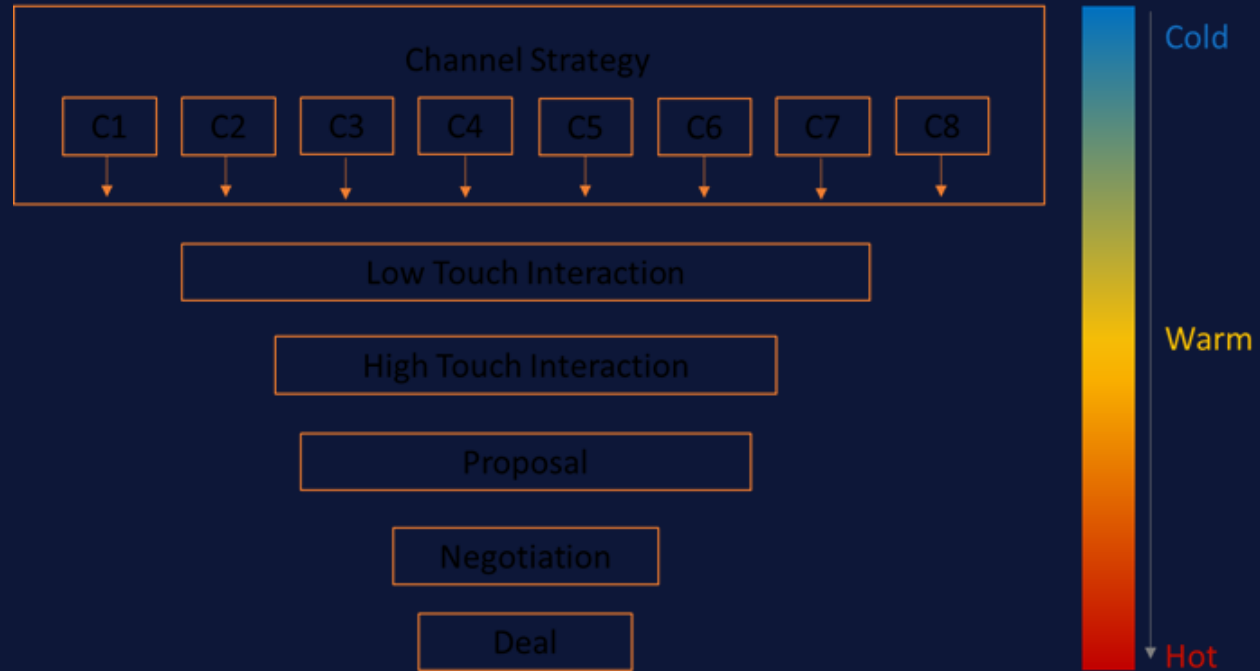
We are welcoming new members every month -
come and join us.

Solo • Plus • Club

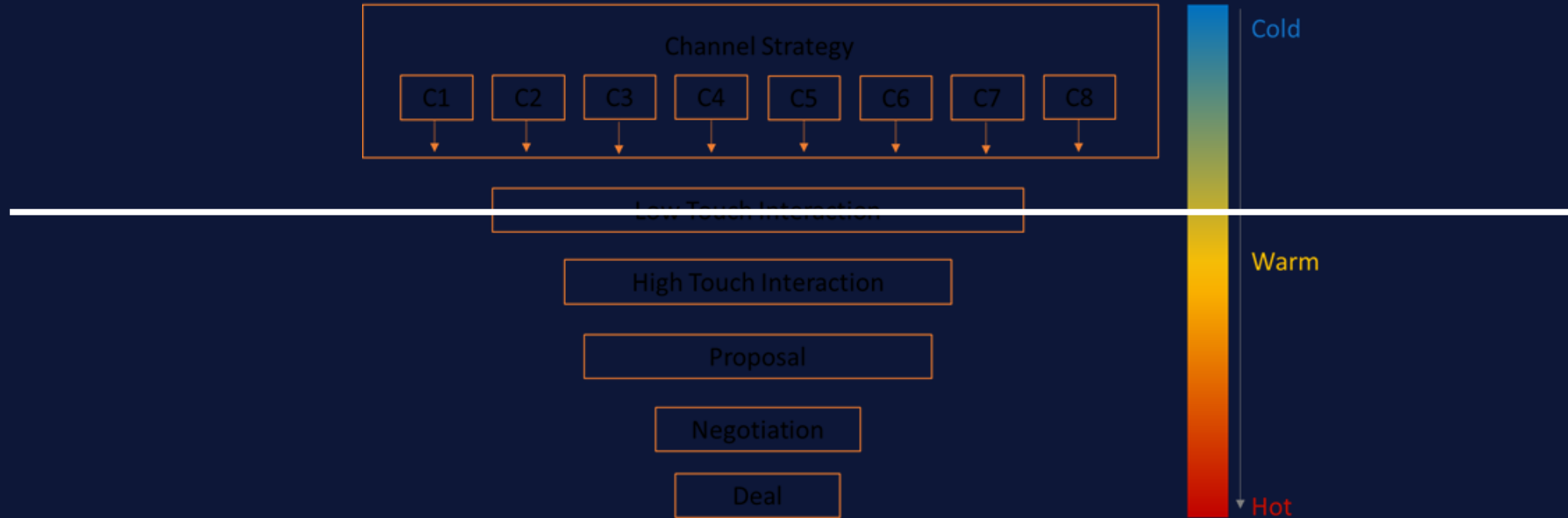
This is what you all look like...







LinkedIn



Value • Visibility • Volume

Understanding the LinkedIn Algorithms

Step One:

When you post, the algorithm automatically judges your content (text, image, video etc.) and categorises it.

Your content will then fall into one of these 3 buckets:



Avoiding the Spam Bucket!

Keep hashtags relevant and between two to three per post

Tag only individuals directly relevant to your content

Maintain gaps between timing and styling of your content



Basically, you want to avoid appearing too salesy and doing too much self promotion at this stage.

Step Two:

Once your content is in the right bucket (ie High Quality) the algorithms then display it in the newsfeed of a small number of targeted people.

This is where the content gets tested with real people to see the type and level of reaction the content is starting to get.

If that test group clicks on it (if there is a Call to Action), likes it, comments on it or shares it, then your content moves on to the next stage of the process – part three.

If, however, your content gets marked down as spam or that initial group choose to ignore it, the algorithms think that what you are sharing has no relevance and so pretty much stops it there.

The Golden Hour

The first hour after you post your content is critical to determining what happens next with it.

Once it has passed the algorithms' initial checks, that initial testing group's engagement and responses will impact the effectiveness of the content's reach and whether it makes it out to a wider audience, including your second and third degree connections.

Outside of the obvious likes, shares, comments etc, the algorithms are also looking for things like Dwell time – so how long people are staying on your content and reading it.

Step Three:

This is when the algorithms really go to work, analysing a blend of the content you have just posted (quality), your LinkedIn profile (applicability), your network (relevance) and previous content you have been sharing (impact).

If the algorithm deems all that to be good enough, then the content gets shared further and wider to a bigger audience.

If not, it basically stays where it is and in front of that initial group.

Quality. Applicability. Relevance. Impact.

Think about the effect your content is having on your audience.

If your network are regularly engaging with your content because they like it, then the algorithms will show them more of it, more regularly.

If your content is hyper relevant, (think thought leadership, original insights, industry analysis and expert commentary) it gets prioritised.

If your content regularly focuses on some of the same, specific subjects, then you are deemed a thought leader in that subject which the algorithms love to push in front of other profiles with similar interests. This is why #s still work (despite some of the rumours!)

Step Four:

In this final phase of the journey, your content is then assessed by how successful it is in front of your wider network (real people, not bots or algorithms).

The algorithms are watching though, analysing the main reasons why your content is generating engagement at this point and using that insight to further activate the algorithms more. It's learning as it goes.

As long as your content continues to generate real engagement, LinkedIn will share it (which is why you sometimes see 3 week old content).

What matters most to LinkedIn is relevancy to your followers – the timing of that relevancy is of less importance.

SOCIAL SCALING PROGRAMME

The background of the slide features a blue-tinted image of a person's hands holding a smartphone. Scattered around the phone are several orange icons: two speech bubbles, two hearts, and one person icon, representing social media interactions.

4 Week Personal Branding
Development Programme

SOCIAL SCALING PROGRAMME

Turn LinkedIn into your #1 Billing Channel **in 6 Weeks**

[Manage group](#)

Social Scaling



103 members

[About Social Scaling](#) [Event Schedule](#) [Course Content](#) [Forum](#)

Search for events

Search by location

 Online events[Clear all filters](#)[List](#)[Past](#)[Upcoming](#)[Next 7 days](#)[Next 30 days](#)

Upcoming Events (5)

SOCIAL SCALING PROGRAMME

LIVE SESSIONS

16 Jan

WEEK 1 - Live Coaching Session

Social Scaling

16 January 2026 09:00 - 09:45 GMT

Online event

SOCIAL SCALING PROGRAMME

LIVE SESSIONS

23 Jan

MODULE 2 - Engagement

Social Scaling

23 January 2026 09:00 - 10:00 GMT

Online event

SOCIAL SCALING PROGRAMME

LIVE SESSIONS

30 Jan

WEEK 2 - Live Coaching Session

Social Scaling

30 January 2026 09:00 - 09:45 GMT

Online event

SOCIAL SCALING PROGRAMME

LIVE SESSIONS

6 Feb

MODULE 3 - COMMUNITY

Social Scaling

6 February 2026 09:00 - 10:00 GMT

Online event

This teaches you:

- What to post to beat the algorithms
- How to grow and build real community
- How to convert into revenue

Not “content” building but **pipeline building**



Our Social Scaling plan:

- Sort out your profile / settings to get maximum visibility
- Build out your ICP profile
- Create your algorithm cheat sheet
- Reset your newsfeed to be targeted to that ICP
- Understand the framework principles of good content creation
- Review the best practices for content posting
- Get AI set up to do all the heavy lifting for you
- Create a social calendar and plan

- Withdraw old sent connection requests
- Plan your first newsletter
- Identify 5 new groups
- Batch create some posts now to drive maximum commentary
- Practice the 4•3•2•1 Framework
- Launch your Social Scaling Agent team (AI)
- Test some new content formats – videos, carousels etc
- Schedule your Commentator Coffee Breaks for next week
- Build the community and drive community growth

Getting your profile page right to get the most visibility...

...enabling recruitment businesses to maximise their performance, productivity & profitability

James Osborne

Chairman and Chief Growth Officer @ The Recruitment Network | Enabling Recruitment Business Leaders to maximise their performance, productivity and profitability.

United Kingdom · [Contact info](#)

45,160 followers · 500+ connections

[Open to](#) [Add profile section](#) [Visit my website](#) [Resources](#)

Tell non-profits you're interested in getting involved with your time and skills [Get started](#)

About

I am a Co-founder of The Recruitment Network (TRN), a large global community made up of some incredible recruitment businesses from around the world and supported by some of the industry's most respected advisors, thought leaders and mentors.

Together, we have one simple objective:
Enabling recruitment businesses to maximise their performance, productivity, and profitability.

We enable them to achieve their strategic ambitions.
We enable them to navigate through the ever changing business landscape they work in.
We enable them to enjoy the journey and maximise the opportunity.

With over 20 years of experience in the recruitment industry, I have a passion for exercising the real potential recruiters, recruitment leaders and recruitment businesses have and TRN gives me the perfect platform to do just that.

To find out more and to get free access to the TRN community, visit:

www.therecruitmentnetwork.com

e. james@therecruitmentnetwork.com
m. +44 (0)7799 688063

Top skills

Recruiting • Sales • Business Development • Executive Management • Human Resources (HR)

SOCIAL SCALING PROGRAMME
Turn LinkedIn into your #1 Billing Channel in 6 Weeks

Social Scaling 81 members

About Social Scaling · Event Schedule · Course Content · Forum

Member Support
3 days ago · updated 20 hours ago

Share your LinkedIn Profile! [Unfollow](#)

Share your LinkedIn Profile in the thread below

11 comments

Like Comment Share

Sort by: Recents

Write a comment...

Matthew Duane Rice 20 hours ago
<https://www.linkedin.com/in/matthewduanerice/>

Like Reply

Claire Brindle 2 days ago
 (2) [Claire Brindle LinkedIn](#)

Like Reply

Qasim Khan 2 days ago
<https://www.linkedin.com/in/qasimkhan/>

Drop your LinkedIn profile in the Social Scaling forum for us to review...

Read the guide on how to optimise your LinkedIn profile

Optimising Your LinkedIn Profile

Your LinkedIn profile is your digital shop window. If you don't look good, people won't want to hang out with you, but a well-optimised profile increases credibility, visibility, and engagement. You have to start here.

Your Headline

Your headline should go beyond just stating your job title. Instead, make it value-driven, highlighting how you help clients or candidates.

For example, instead of saying "Recruitment Consultant at XYZ Agency" perhaps say "Helping Tech Startups Build High-Performing Teams | IT Recruitment Specialist"

About Section: Storytelling with Impact

Your About section should be engaging and informative, offering insights into:

- Your expertise and industry focus
- Your (unique) approach to recruitment and how you work
- How you add value to clients and candidates
- A clear call-to-action (e.g., "Connect with me to discuss hiring strategies!")

Experience and Achievements

List your past and current roles but add in some clear and measurable achievements. So, instead of just stating the responsibilities of your job, highlight some of the key successes you have had.

For example, instead of saying "Managed recruitment processes for tech clients" perhaps say "Successfully placed 50+ software engineers in high-growth startups, reducing time-to-hire by 30%."

Getting your settings right to get the most visibility...



Search



Home



My Network



Jobs



Messaging



Notifications



Me



For Business



Recruiter

Premium
...enabling recruitment businesses to
improve their performance, productivity &
profitability

James Osborne

Chairman and Chief Growth Officer
@ The Recruitment Network |...
United Kingdom

(TRN) The Recruitment
Network

Manage your notifications

[View settings](#)

All

My posts

Mentions

Ali Wallace and 48 others commented on **Roisin McCabe's** post that mentioned you. 38m

Gutted that this is done on this weekend as it's always the Cambridge half marathon - training starts for me on 12 th Jan.....



Deep breath... Following the HUGE success of the inaugural Run for Ryan last year, we're back with...

353 reactions • 50 comments

Clint Mackenzie and 167 others reacted to your post. 1h

My New Year's resolution is to create more capacity to do more of this. Success for me is...



168 reactions • 19 comments

Kelly Robinson and 26 others reacted to **Dan McGuire's** post that mentioned you. 6h

Here we go again London. We're back with our beautiful route through the City of London for the 2026 Run for Ryan in honou

PEOPLE
Mx Promoted

James, explore relevant opportunities with Campeón Gaming

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LinkedIn Corporation © 2026





Settings

 Account preferences

 Sign in & security

 Visibility

 Data privacy

 Advertising data

 Notifications

Visibility of your profile & network

Profile viewing options Private mode →

Page visit visibility Off →

Edit your public profile →

Who can see or download your email address →

Who can see your connections Off →

Who can see members you follow Anyone on LinkedIn →

Who can see your last name →

Representing your organizations and interests On →

Page owners exporting your data Off →

Profile discovery and visibility off LinkedIn →

Profile discovery using email address Anyone →

Profile discovery using phone number Everyone →

Blocked members

Profile Visibility – Ensure your profile is publicly visible so people can find you easily.

Profile Picture Visibility – Make sure your profile picture is set to public to build trust with potential connections.

Page Visit Visibility – Control whether others can see when you've viewed their page, especially useful for prospecting or competitor research.

Email Address Visibility – Limit who can view and download your email address to reduce unwanted marketing emails.

Connections Visibility – Stop people from browsing your full list of connections for added privacy and professional security.

Connection Requests Management – Keep track of your sent connection requests, withdrawing old ones to prevent a high rejection rate.

It all starts with your ICP (Ideal Customer Profile)



Ideal Customer Profile (ICP) Template for Recruiters

Purpose: This document helps you clearly define your ideal customer (the type of client or hiring manager you want to attract). Completing this template ensures your marketing, business development, and content outreach are highly targeted and relevant.

1. Basic Information

Industry / Sector:

Typical / Ideal Headcount:

Location(s):

Annual Turnover / Revenue (if relevant):

Business Model: (e.g. B2B SaaS, Professional Services, Manufacturing)

2. Hiring Needs

Typical Roles Hired For:

Average Seniority Level: (e.g. Manager, Director, C-Suite, Technical Specialist)

Volume / Frequency of Hires:

Contract / Temp / Permanent split:

Urgency of Hiring Needs:



3. Pain Points & Challenges

Top Hiring Challenges: (e.g. skills shortages, slow time-to-hire, retention, cost of bad hires)

Impact on Business if Not Solved: (e.g. lost revenue, delayed projects, increased turnover)

Common Objections to Using a Recruiter:

4. Decision Makers & Influencers

Key Stakeholders: (e.g. Hiring Manager, HR Director, Talent Acquisition Lead, CFO)

Job Titles to Target in Outreach:

What They Care Most About: (speed, quality, culture fit, cost, retention, compliance)

5. Buyer Journey & Triggers

When They Typically Need a Recruiter: (e.g. new projects, investment round, expansion, attrition spikes)

Decision-Making Process: (fast/slow, committee/individual)

Average Sales Cycle:

Budget Ranges for Recruitment Spend:



6. Content & Outreach Preferences

Where They Consume Content: (LinkedIn, industry events, newsletters, podcasts, trade media)

Type of Content They Value: (market insights, salary guides, case studies, benchmarking data, thought leadership)

Tone & Style That Resonates: (professional, informal, data-driven, people-focused)

7. Fit / Non-Fit Criteria

Best-Fit Clients Are: (e.g. fast-scaling tech SMEs, UK-based, need multiple hires per year)

Poor-Fit Clients Are: (e.g. one-off, highly transactional, unwilling to pay market fees)

8. Marketing & Outreach Alignment

Content Ideas That Speak to This ICP: (e.g. "5 hiring mistakes fintechs make in scaling from Series A to Series B")

Channels for Outreach: (e.g. LinkedIn InMail, networking events, targeted newsletters, webinars)

Calls-to-Action That Work: (e.g. "Book a salary benchmarking session" vs "Let's jump on a call")

9. Example ICP Persona (Give Them a Name)

Persona Name:

Role:



Goals:

Frustrations:

What They Want from You:

10. Notes & Updates

(Keep this section updated as you learn more about your market and refine your targeting.)

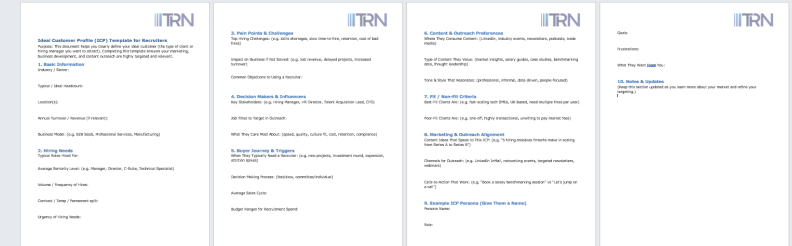
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Social Scaling: Personas and Pyramids

To attract the right clients and candidates, your content must be built around clear Target Customer and Candidate Personas. By understanding their goals, pain points, and preferred channels, you can create content that resonates, gets picked up by algorithms, and drives engagement.

Target Customer Personas and Targeted Candidate Personas

In its most basic format, there are pictorial overviews of your target audience.

By mapping out things such as their likes, dislikes, content interests, pain points and go-to sources of information, you can build out a complete profile of the people you are trying to attract, to ensure that all content you produce lands with them whilst getting picked up by the algorithms.



You can Google customer Personas (sometimes known as Avatars) and you will see a list of different examples. You can also use ChatGPT to help you build them out.



Building a Content Pyramid

The Content Pyramid is a very simple way to take pre-existing content (found) and extract a number of different short-form pieces of content that you can then use and repurpose as part of your content strategy.

Start with a long-form piece of content (e.g. a whitepaper or eBook, or a recorded webinar).

Then get it to break that down for you into multiple short-form pieces of content.

For example, you can get a link to the article, or paste the transcript of a YouTube video into ChatGPT and get it to break that down into short-form pieces of content to reuse, or use a tool like Quill Clip to cut up video for you in seconds that you can repurpose.

You can ask the AI to reproduce that content either as a post, or a carousel, or a micro-report and so on.

Remember, to make it engaging by adding a question or call to action.



AI Prompt starter

I have this [article/webinar/transcript] attached. Can you suggest and create 20 different ways to break it down into smaller content pieces that I can use as a starting point of my social media content strategy that would engage being managers? Then create a LinkedIn content calendar based on this article, scheduling different formats over the next four weeks.

You can follow a similar process just by looking at general themes (as aligned to your ICPs above) that are trending right now, and then creating content around what's being talked about today, right now by your personas. We refer to this as trend surfing.

AI Prompt starter

I have uploaded by target customer Personas (ICPs) looking at various sources across the internet, what are the top trending topics that would be affecting them this week. Please suggest and create 20 different pieces of content that I can use on LinkedIn as part of my social media content strategy that would help me for their based on their personas and those trending themes. Then create a LinkedIn content calendar based on this trending theme, scheduling different formats over the next four weeks.

Now is the time to put your personas into practice. Start by mapping out who you want to reach, then use tools like the Content Pyramid and AI to make your ideas work harder. The more you tailor your content to your clients and candidates, the more impact you will see.

Start small, build consistency, and let your personas guide the way - it is the simplest path to creating content that truly connects.

Exercise:

Who is your ICP?


What do you know about them?

- Where They Consume Content • Type of Content they Value • Tone & Style That Resonates • Content & Outreach Preferences •

Social Scaling - Content Planner 5.2 ▾



Social Scaling - Content Planner

By James Osborne 

Write the name of your Ideal Customer Profile and location (for example. "Software Firm London"), I will build you the perfect content plan for next week's social media posts

+ Fintech business in London



10000 chars

Fintech business in London

Great — you're targeting **FinTech businesses in London**.

Below is a **completed Ideal Customer Profile (ICP)** based on that, followed by a **ready-to-post LinkedIn weekly content plan** (5 days × 4–5 posts per day). All content adds value, speaks directly to your ICP, and includes clear CTAs. UK English throughout.

Ideal Customer Profile (ICP)

Business Type: FinTech businesses based in London

Size: 10–250 employees (startups to scaleups)

Role(s) You're Targeting:

- Founders/Co-Founders
- CEOs/COOs
- Heads of Product/Tech/Engineering
- Heads of Talent / People



+ Ask anything

10000 chars

3 Things to note...

Sanity vs Vanity

It genuinely doesn't matter how many followers you have, how many likes you get, how many views you have on your content IF (and this is the BIG IF), the people liking, following and viewing your content are not your ICP (Ideal Customer Profile).

Engagement only has real value, if those engaging are the right people.



Analytics ?

84,226

Post impressions
▲ 224.8% past 7 days

41,474

Followers
▲ 0.6% past 7 days

4,558

Profile viewers
Past 90 days

2,329

Search appearances
Previous week

Top performing posts ?

Based on impressions gained in the past 7 days

James Osborne posted this • 4d

Recruiters... welcome to November 2024, the most important month of 2025!

What you do in the next 38 working days (yes, that is how long we have | ...show more

476

29 comments

▲ 38,694
Impressions

James Osborne posted this • 5d

Just to be very clear, I am as angry and as frustrated about our governments' (past and present) ability to run a stable economic playing field for UK businesses to be able to thrive and prosper, as we all are....
...show more

230

43 comments

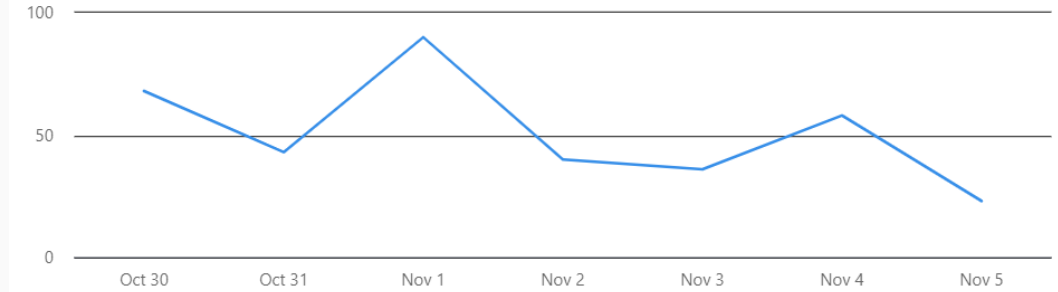
▲ 33,245
Impressions

41,474 ?

Total followers
▲ 0.6% Past 7 days

New followers ?

Past 7 days ▾



Daily data is recorded in UTC

Top demographics ?

Job titles ▾

Founder · 5.1%

Managing Director · 5%

Recruitment Consultant · 3.1%

Chief Executive Officer · 2.6%

Co-Founder · 2.3%

Top Industry SSI rank

1%

Top Network SSI rank

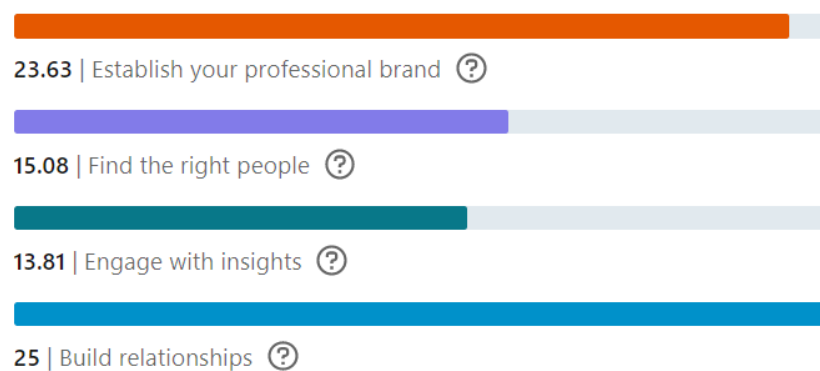
1%

Current Social Selling Index [?]



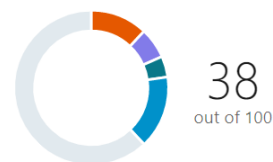
78
out of 100

Four components of your score



<https://www.linkedin.com/sales/ssi>

People in your industry



Sales professionals in the Staffing and Recruiting industry have an average SSI of 38.
You rank in the **top 1%**
No change since last week

People in your network



People in your network have an average SSI of 52.
You rank in the **top 1%**
No change since last week

The 5 Social Styles

Sadly, with LinkedIn, you have to get past some of the “other” social styles before you reach your target audience. Such as...

Your Target ICP (Ideal Customer Profile)



The Voyeurs (nothing else to do than make noise)



The Gullibles (reshare everything they read)



The Gurus (fake news and engagement pods)



The Trolls (no comment!)



How to ~~eliminate~~ reduce the noise

Some people forget that you can actually control the quality of the feed on LinkedIn, by simply doing some clever filtering work in the search box and saving that as your default setting. Let me explain...

One of the biggest issues with LinkedIn is the quality, or in many cases, lack of quality(!) of what gets pushed your way every day in the main feed.

Not only does this not help with building the right network, it is where most people tend to get distracted for hours upon hours.

But there is something you can do about it...

- First, open up LinkedIn and in the search bar just type * and then enter.
- You from here filter and sort the posts in a number of different ways, such as:
- 1st Connections only – just show me content from my 1st line network
- Select your target industry – so you are now just hearing from 1st connections from within your industry
- Date posted – last week only – so I can see the most up to date content
- Content type – choose what you want here – maybe do a Job posts only search to see who from the above is recruiting?

Once you have found the right type of content, from the right people, in the right format, simply copy / save / bookmark that URL and then you can use that link anytime you want to get deeper in your target network.

You could have multiple ones of these set up for different scenarios / markets etc.,
eg: a 2nd Connections only blitz

Neil Crudden · 1st
Managing Director at CRG TEC
6d ·

LTD company contract role that suits someone director level in build / delivery for fibre networks.

Build / Delivery Director
Job by CRG | TEC Recruitment
Birmingham, England, United Kingdom (Hybrid) [View job](#)

3 connections work here

23 5 comments · 4 reposts

Like Comment Repost Send

Greg Wyatt · 1st
Outcome-led recruitment when your context matters. Commercial, operati...
[Visit my store](#)
3w ·

1 year fixed term contract (likely to go permanent). £68-75k. 2/3 hybrid working. Genuine flexibility and a focus on wellbeing. ...more

Financial Accountant
Job by Bircham Wyatt Recruitment
London, England, United Kingdom (On-site) [View job](#)

1 connection works here

James, explore relevant opportunities with Corbenyah Limited
Get the latest jobs and industry news

[Follow](#)

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Alistair Sim

Filter only Posts by

Sort by

Top match Latest

Date posted

Past 24 hours Past week
 Past month

Content type

Videos Images
 Job posts Live videos
 Documents Collaborative articles

Reset [Show results](#)

V.E.S.P.A.

Now you understand some of the core principles of the LinkedIn algorithms (you'll find more info on these on the Social Scaling section on TRNWorld), let's look at the 5 fundamental principles that sit at the heart of the Social Scaling process itself - we refer to these as the **V.E.S.P.A.** principles:

Value

Empathy

Structure

Proof

Action



Value

Every piece of content you put out, must in some way add value to your target audience, whether that be sharing some interesting data and insights, or educating about something they should know about (see "Relevance of Content" in the Social Scaling area in TRNWorld).

Entertainment gets likes (vanity), education gets engagement (sanity).

Be useful to your audience and you will build trust with your audience.



Value

Every piece of content you put out, must in some way add value to your target audience, whether that be sharing some interesting data and insights, or educating about something they should know about (see "Relevance of Content" in the Social Scaling area in TRNWorld).

Empathy

What would it feel like to see and read that piece of content?

Is it of genuine interest to the reader?

How would it make them feel?

How would it make them feel about you?



Structure

We touched on this before (see "Post Type and Format" in the Social Scaling area in TRNWorld) but how your content looks on the eye will determine how likely it is that someone will read it all the way through to the end (if at all!).

No one wants to read a wall of text. Format your post in a way that's easy on the eyes. Use short paragraphs, line breaks, and even bullet points or numbered lists if it helps organise your thoughts.

Preview your post on both desktop and mobile before publishing. Sometimes what looks good on one screen becomes a jumble on another!



Structure

We touched on this before (see "Post Type and Format" in the Social Scaling area in TRNWorld) but how your content looks on the eye will determine how likely it is that someone will read it all the way through to the end (if at all!).

Proof

Wherever you can, add some form of validation that backs up the point that you are trying to make.

So, don't tell me you "*think there is an issue with retention of healthcare workers in the UK*", show me instead the validated government data that outlines healthcare turnover in the last 12 months.



Action

3 out of every 5 posts you put out on social media should end in some form of Call to Action - what do you want the reader to do next because of what you have just shared with them.

Do not give them the excuse to do nothing!

Create conversions...



Action

3 out of every 5 posts you put out on social media should end in some form of Call to Action - what do you want the reader to do next because of what you have just shared with them.

Do not give them the excuse to do nothing!

I am going to add one more in here too, that I suppose underpins all of these, and that is **CONSISTENCY**. This is key to building momentum.



Exercise:

Look at your last 3 LinkedIn posts.

How do they measure up against the VESPA framework?

Value Empathy Structure Proof Action

What was good about them and what needs some work?

Quality. Applicability. Relevance. Impact.

Best Practices for Posting Content

Crafting the Perfect Hook

The first few lines of a post determine whether users will engage.

Strong hooks include things like:

- A bold statement: “80% of hiring managers are making this mistake – are you?”
- A compelling question: “What’s the biggest red flag you’ve seen in a job interview?”
- A story teaser: “Last year, I almost lost my best candidate. Here’s what happened...”

Quick and Easy Fix

- How to _____ in (#) minutes
- How to _____ in (#) easy steps
- How to _____ without _____

Play on Fear

- (#) things you should never do
- How to _____ the right way
- The (#) major mistakes that most _____ make

Instructional

- The step by step guide to _____
- The complete guide to _____
- (#) resources to help you to _____

Tricks and Tips

- (#) tricks that recruiters use to _____
- (#) tactics to _____
- Steal my _____ strategy to _____

Subject Style Tips

The content titles that get the highest conversion
(and help you generate content ideas)

Optimise Your Posting Times

Analyse Your Audience Activity:

- Use LinkedIn Analytics to identify when your posts perform best.
- Consider Time Zones: If your network is global, consider the peak times in different regions.

Schedule Posts Accordingly:

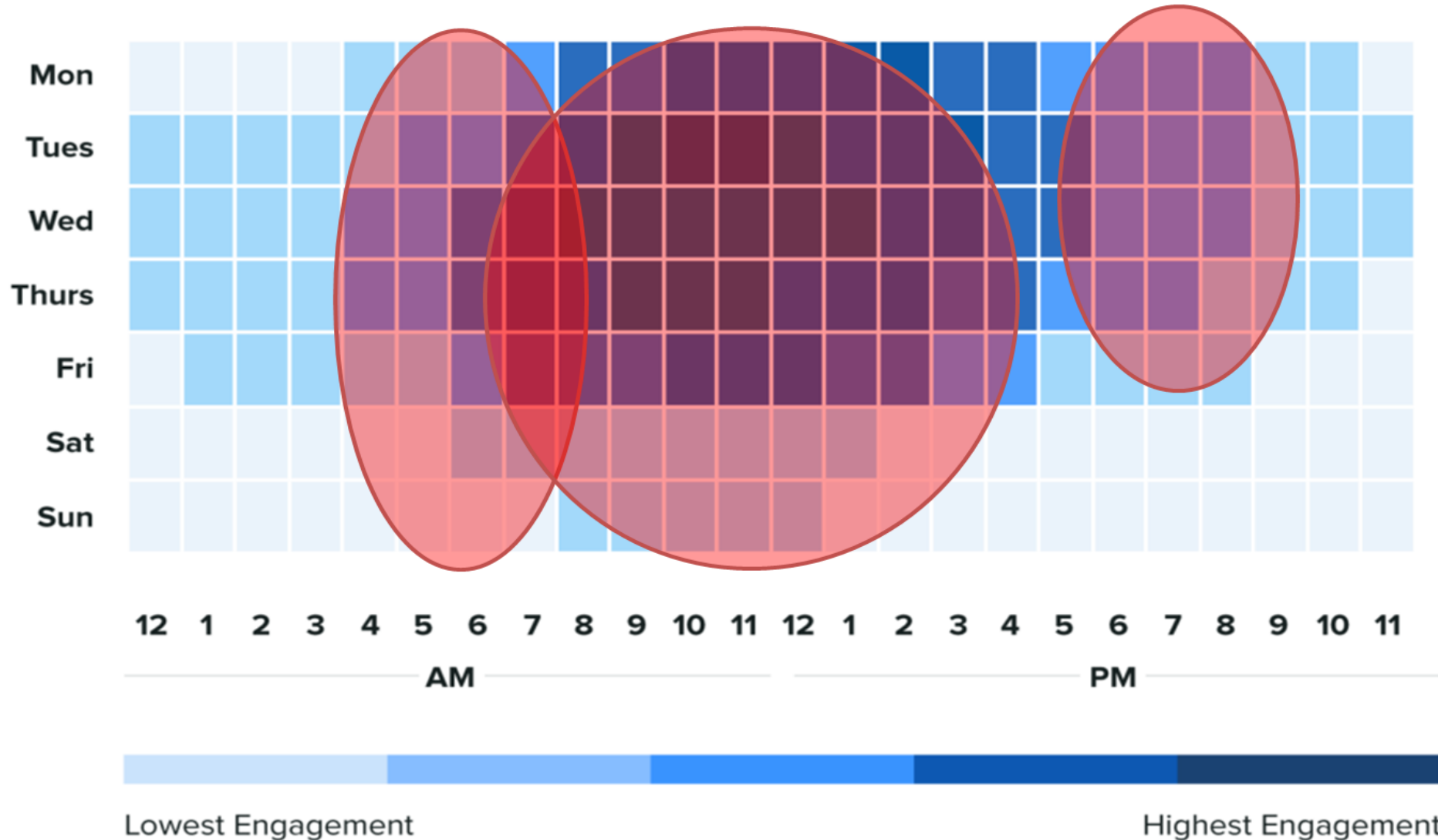
- Optimal Times: Common peak times are mid-week mornings (Tuesday to Thursday, 7am to 8.30am).
- Test and Adjust: Experiment with different times and track performance.

Use Scheduling Tools:

- Third-Party Apps: Utilise tools like Buffer or LinkedIn scheduler to schedule posts
- Consistency: Regularly posting at optimal times builds audience expectation.

The Golden Hour

sproutsocial



Schedule your posts to go out during the Golden Hours, NOT when you get time to post!

Video

LinkedIn loves video, especially native video (Vimeo video is treated as native)
 You tend to get 10 - 30% more engagement with video!

The Dwell time algorithm supports this with +20% to 40% positive effect on engagement.

The ideal video post looks like:

- between 30 and 60 seconds
- square format (more screen space)
- subtitled (over 50% watches video with sound disabled)

Engagement when	30 - 60 seconds = 100%
	1 - 3 minutes: minus 20%
	3 - 6 minutes minus 45%
	7 - 10 minutes minus 75%
	More than 10 minutes minus 90% (!)

Jab, Jab, Jab... Right Hook

(Gary Vaynerchuk, 2013)



The Art of the Jab: Providing Value First

Jabs represent the small, consistent efforts you make to engage with your audience. Think of them as the value you provide without asking for anything in return. These could be a helpful tip, an entertaining post or a thoughtful reply to a comment.

Jabs are crucial because they establish trust and rapport with your audience. In our noisy, over saturated social media worlds, offering genuine value helps you stand out.

Over time, these jabs build goodwill and create the opportunity for the more significant “call 2 action” that comes later. Some examples could include:

- A restaurant posting behind-the-scenes content of chefs preparing dishes.
- A SaaS company providing short tutorials on how to use software more effectively.
- A recruiter sharing free interview or hiring tips.

The 3 Content Styles

Whilst there are multiple formats (video, carousels, blogs etc.)* of content you can post, the reality is you can probably break your content down into one of three content styles, as follows:

Call 2 Action posts



Engagement posts



Personal Profile posts



* we'll be covering off more about these later in the Social Scaling programme



James Osborne • You

Chairman and Chief Growth Officer @ The Recruitment Network | Enabling Re...

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3w •

"I genuinely don't care about your exam results. I just care about the person you are and the person you are becoming."

A message to my son Finlay (and all other A-Level students today) as they wait to receive their results this morning.

The more years I have under me, the more I have come to appreciate that what matters the most in life and in business is who you genuinely are as a human being, the experiences you have thrown yourself in to, the values that you keep, the respect you have of others and the attitude you have to living life to the full... not what scores you get on a certificate.

Best of luck to you all for whatever you get today, but never forget that your exam results are just one small part of your wrapping - it's the person inside that really matters.

(and I will repeat this post again next week when Harrison's GCSE results come out!)



Example Personal Profile post (a “jab”)



James Osborne • You
 Chairman and Chief Growth Officer @ The Recruitment Network | Enabling Re...
[Visit my website](#)
 3w • 🌐

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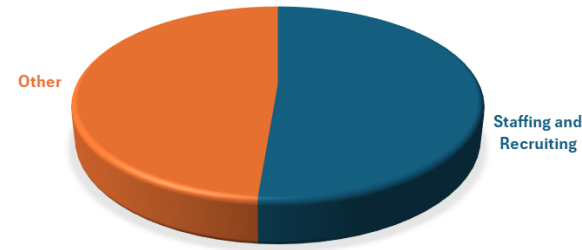
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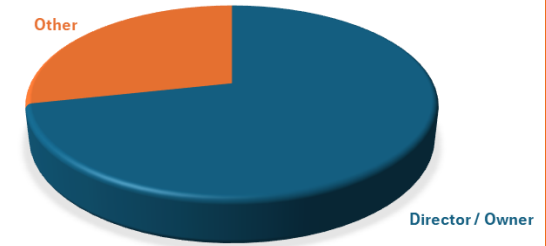
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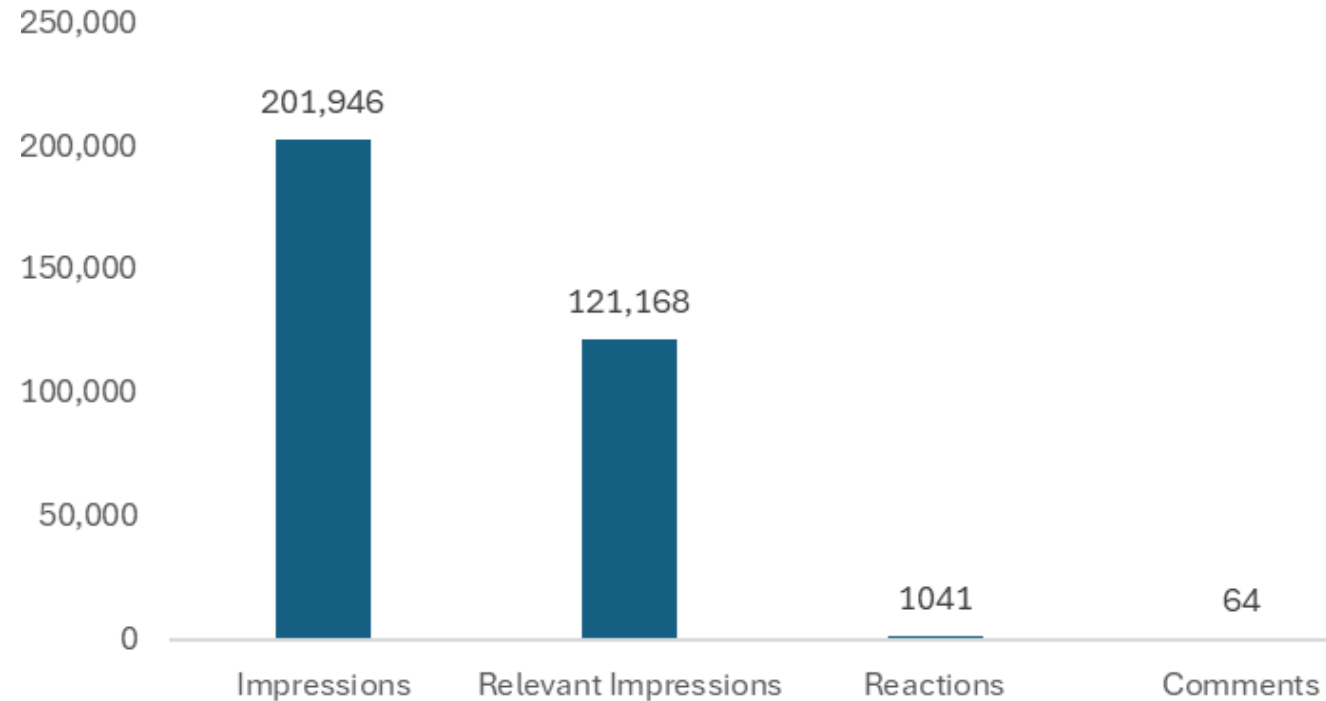
INDUSTRY




SENIORITY



ENGAGEMENT





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1d • 



So, last week I fulfilled a lifelong ambition of mine and completed a 1,000km Ultra Ironman challenge, which involved running, cycling and swimming from Glasgow to London.

I crossed the finish line in London with my two boys either side of me on Saturday afternoon, both having just completed the final half marathon of the challenge. That was truly special.

This was Quest.

I did it because I can and that is what this was all about. We can.
We can and therefore we should.

Because of everyone's generosity, we have so far raised over £20,000 for our two charities the [Ryan McCabe](#) foundation (with [Roisin McCabe](#)) and [Great Ormond Street Hospital Charity](#). That is just amazing - thank you.

In the process, I have reconfirmed 3 things in my head that I will now take with me on the final sprint to the end of the year, in my personal life as well as in my business...

One.

We all have within us and extra 50%+ that we just need to be able to dig deep and find, and allow to be unleashed. It is often ourselves and only ourselves, that hold us back from fulfilling our true potential, not anyone else.

Whether you think you can or you can't, you're probably right.



Example Engagement post (a “jab”)



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Chairman and Chief Growth Officer @ The Recruitment Network | Enabling Re...

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1d ·

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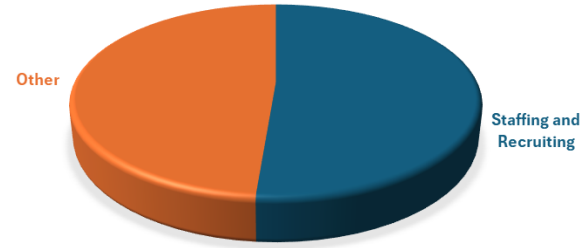
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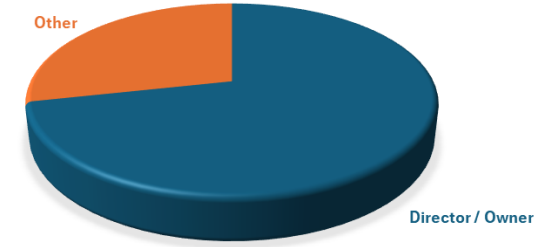
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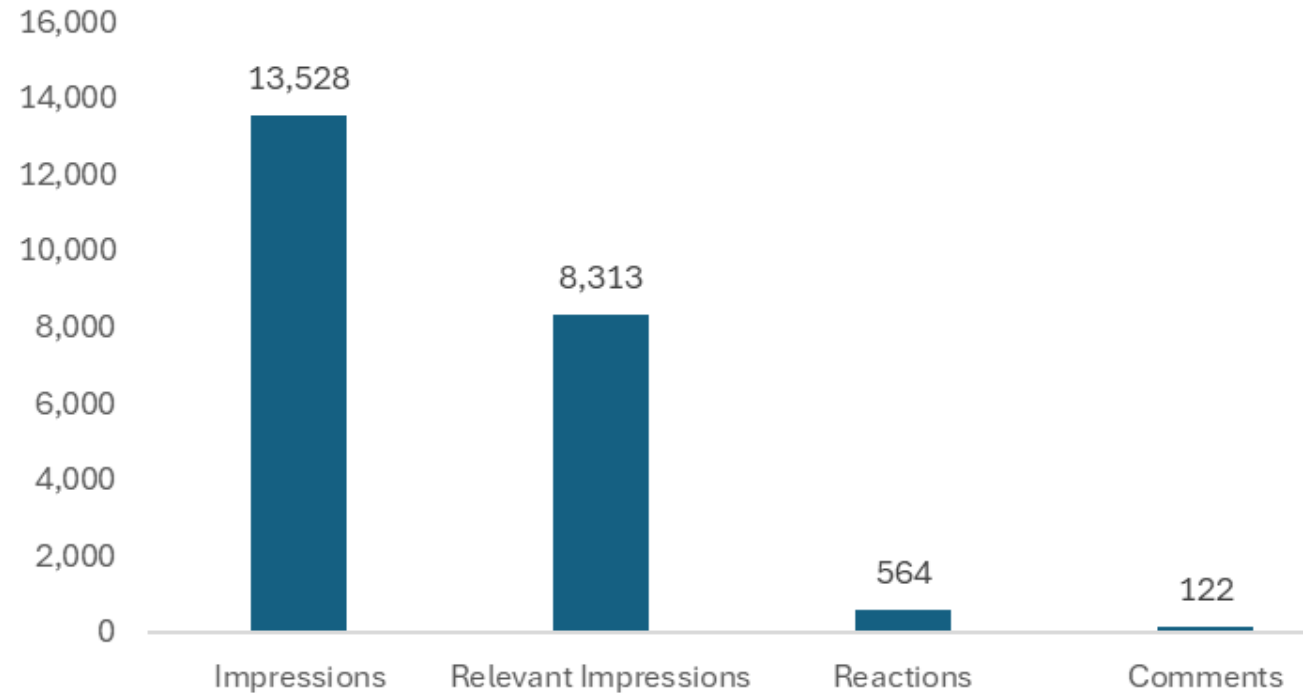
INDUSTRY



SENIORITY



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Chairman and Chief Growth Officer @ The Recruitment Network | Enabling Re...

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2w ·



Have just been reviewing some of the latest data from LinkedIn and what is striking is just how diverse the recovery is becoming.

This isn't just any one specific sector carrying the weight of the market recovery on its shoulders, as we discussed at the recent TRN Retreat, but is a cross-market story.

July's top hiring sectors, across the UK, Germany and France for example, based on month-on-month growth:

UK:

Financial Services (9.1%), Tech (8.1%), Construction (7.9%), Hospitality (7.8%)

Germany:

Entertainment (14.1%), Education (10.1%), Real Estate (5%)

France:

Healthcare (8.2%), Education (7.3%), Energy (5.1%), Construction (3.5%)

But the kicker here is understanding what parts of your markets are growing the fastest again, where exactly are your markets now going and what is driving new spikes of demand.

The markets are shifting (again!), so it is time to go to where they are going.

I built a simple AI Market Mapping GPT for some of the TRN members last month to do the heavy lifting for them when it comes to understanding their markets - just add in where you recruit (geographically) and what skills you recruit for, and it will map out your entire market for you, showing where the next spikes of demand are coming from.

If you want me to send it to you, just comment YES below.



Example Call 2 Action post (a “right hook”)



James Osborne · You

Chairman and Chief Growth Officer @ The Recruitment Network | Enabling Re...

[Visit my website](#)

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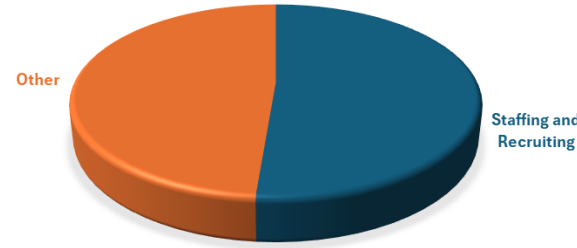
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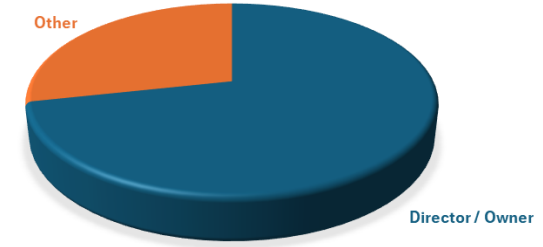
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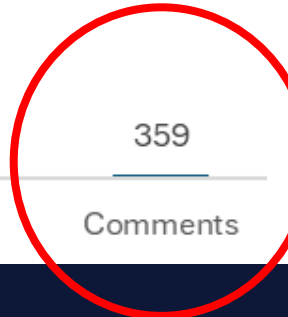
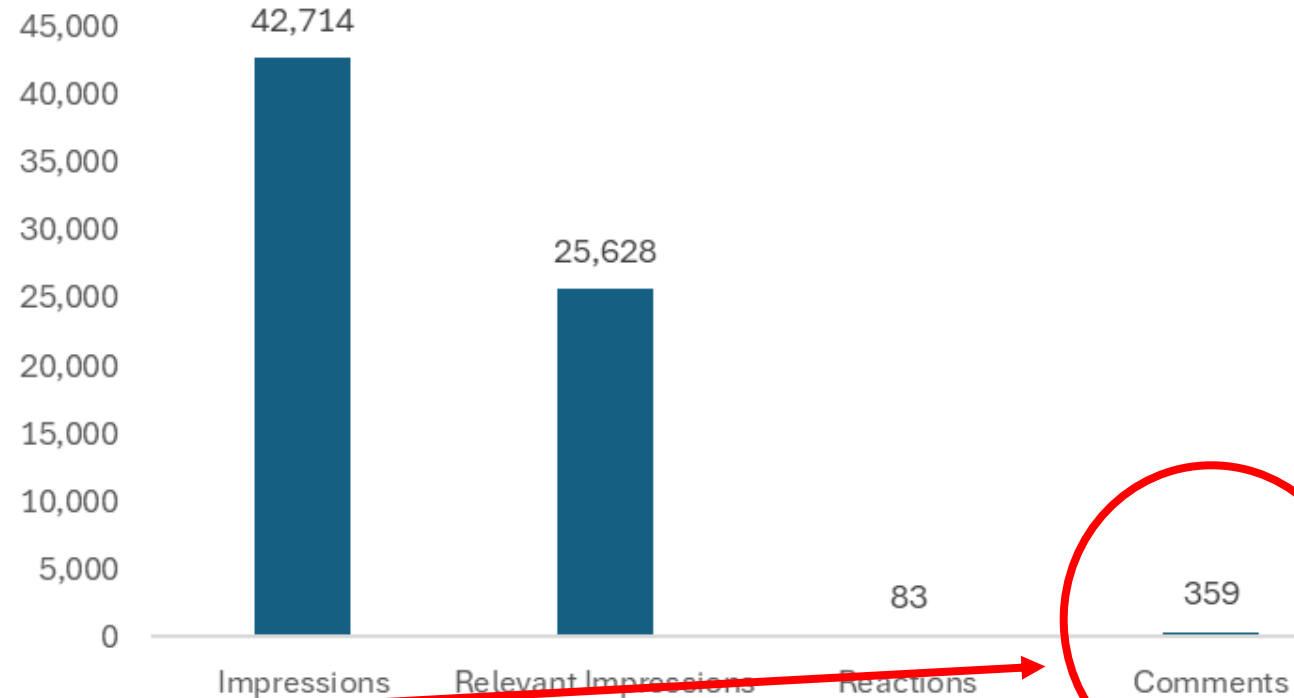
INDUSTRY



SENIORITY



ENGAGEMENT



Using AI and free tech to do the heavy lifting...

80% of the work required to maintain a social scaling engine, should now be done with AI.

The 20% that you have to do is what the audience sees so it always feels like you.

AI-augmented, not AI-replaced!

This is where you get traction on LinkedIn

Coming up with content ideas.
Sourcing data and insights.
Identifying thought leaders.
Searching through our target customers' posts.
Designing carousels and images.
Repurposing existing content.
Summarising long-form content into bite-sized posts.
Drafting engaging headlines or hooks.
Writing multiple post variations to A/B test.
Scheduling posts at optimal times.
Researching trending hashtags and keywords.

80%

Posting content.
Commenting.
Engaging.
Connecting.

20%

This is where we just waste too much time!

Coming up with content ideas.
Sourcing data and insights.
Identifying thought leaders.
Searching through our target customers' posts.
Designing carousels and images.
Repurposing existing content.
Summarising long-form content into bite-sized posts.
Drafting engaging headlines or hooks.
Writing multiple post variations to A/B test.
Scheduling posts at optimal times.
Researching trending hashtags and keywords.

80%

Posting content.
Commenting.
Engaging.
Connecting.

20%

Building AI
Agents to do
the heavy
lifting.

A/B Testing.

20%

Posting content.
Commenting.
Engaging.
Connecting.

Converting and following
up your hooked ICPs.

Sales!

80%

RevOps



Navigation

My Agents

Prompt Library

Exchange

Shared With Me

Admin Panel

Sign Out



Search agents by name or description...



Business Development



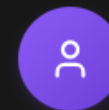
Content Creator
Creates LinkedIn posts, articles and thought leadership content



ICP Tracker
Tracks and analyzes ideal customer profiles across markets



Lead Generator
Generates qualified leads from multiple data sources



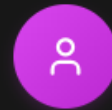
Account Management



Account Planner
Creates detailed account plans with opportunity mapping



Market Mapper
Maps market landscape and competitive intelligence



Network Analyzer
Analyzes professional networks for warm introductions



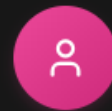
Candidate Sourcing



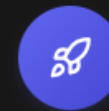
Boolean Builder
Builds advanced boolean search strings for sourcing



CV Screener
Screens and scores CVs against job specifications



Interview Prepper
Prepares tailored interview questions and scorecards



Content & Marketing



Social Media Writer
Creates engaging social media content calendar



Blog Generator
Generates SEO-optimized blog posts and articles



Email Campaign Builder
Builds targeted email campaign sequences

Operations (2)

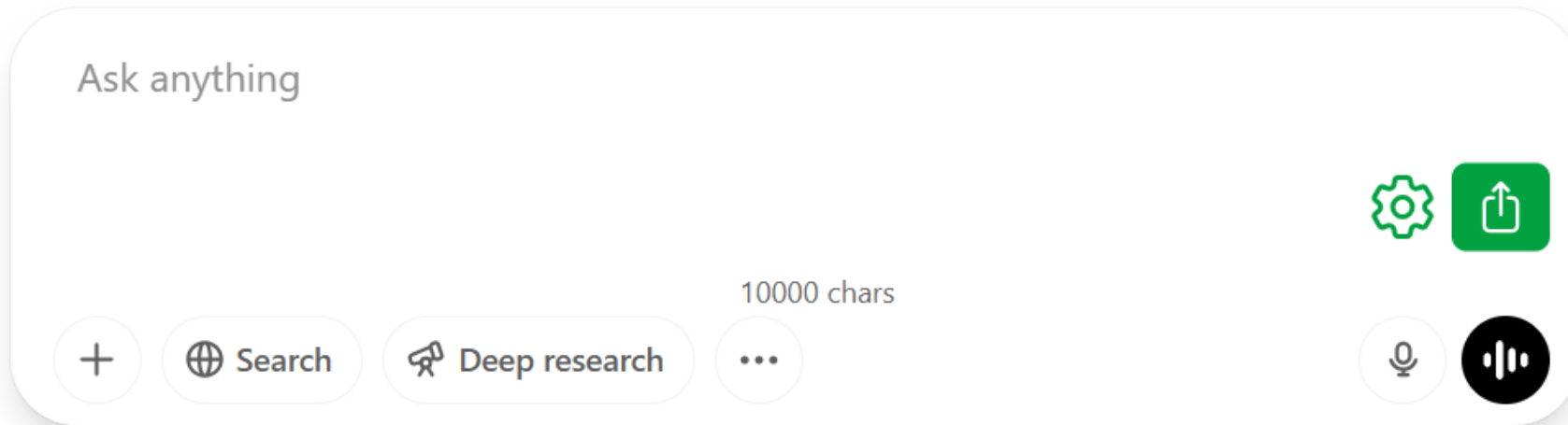
What can I help with?

Ask anything

10000 chars

+ Search Deep research ...

Settings Share Voice Audio

A search bar interface with a light gray background and rounded corners. At the top left, the text "Ask anything" is displayed in a light gray font. Below this, there are four rounded rectangular buttons: a plus sign, a globe icon labeled "Search", a magnifying glass icon labeled "Deep research", and an ellipsis icon. To the right of the "Deep research" button, the text "10000 chars" is shown. On the far right, there are four circular icons: a gear (Settings), a green square with a white share icon (Share), a microphone (Voice), and a black circle with white vertical bars (Audio).

What can I help with?

Act as my research agent.

I run a recruitment business focused on [technology companies].

I typically place [Sales roles such as fractional CROs, Sales Managers, RevOps] into [listed businesses in the UK].

I want to engage and build relationships with decision makers in my market by adding some value to them and being useful.



10000 chars



Search

Deep research



Act as my research agent.

I run a recruitment business focused on [technology companies].

I typically place [Sales roles such as fractional CROs, Sales Managers, RevOps] into [listed businesses in the UK].

I want to engage and build relationships with decision makers in my market by adding some value to them and being useful.

Make a list of the top 12 challenges that a senior leader in an technology firm are currently facing [what I refer to as “pain points”] with a particular focus around sales, so I can develop some content, tools, data, insights etc [what I refer to as “pain relievers”] to help them and be useful, to help build some trust and rapport with them before trying to sell to them.

I will be sharing pain relievers with them via email, social media, WhatsApp and other channels.

Include data for each of the 12 pain points to validate what they are.

1. Revenue Growth Amid Economic Uncertainty

UK business confidence has declined to its lowest level in over two years, with concerns over rising taxes and global trade tensions impacting sales expectations.

2. Sales & Marketing Misalignment

CROs are focusing on aligning sales and marketing teams to improve collaboration and results.

3. Technology Stack Complexity

Enterprise CROs often inherit fragmented and complex revenue tech stacks, necessitating transformation for efficiency.

4. Data-Driven Decision Making

Leveraging clean and reliable data is crucial for strategic decisions, yet many leaders struggle with data quality and analytics.

5. Process Optimisation

Streamlining sales processes and managing pipelines effectively are ongoing challenges.

6. Leadership and Team Management

Building high-performing sales teams and leading through organisational change are critical concerns.

7. Market Trends and Competitive Intelligence

Staying ahead of industry shifts and emerging technologies is essential for maintaining a competitive edge.

8. Financial Planning and Budgeting

Designing effective sales compensation structures and calculating ROI on initiatives are ongoing challenges.

9. Customer Experience and Engagement

Optimising customer experience and personalising interactions at scale are key focus areas.

10. Legal and Compliance Issues

Understanding the impact of data privacy regulations, such as GDPR, on sales and marketing activities is essential.

11. Talent Retention and Remote Work Challenges

With remote work firmly established, UK technology leaders face increased competition from global companies hiring locally.

12. AI Integration and Ethical Considerations

The integration of generative AI into enterprise operations presents both opportunities and challenges, including ethical considerations and compliance with emerging regulations.

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11. Talent Retention and Remote Work Challenges

"We're struggling to keep our best salespeople engaged and loyal when remote work opens up global competition."

Pain Relievers:

1. Benchmark Report on Remote Sales Salaries & Benefits

Share anonymised salary and benefits data across UK tech firms (especially listed ones) to help leaders understand where they sit competitively.

2. Remote Team Culture Playbook for Sales Orgs

Offer a PDF or webinar with practical tips and real examples from other tech firms about building connection, camaraderie, and performance in distributed sales teams.

3. Retention Scorecard Template

Build a simple Excel/Google Sheet template to help sales leaders track key risk indicators for attrition (e.g., time since last promotion, training hours, engagement survey scores).

4. Workshop/Webinar: "How to Build a Loyal, High-Performing Remote Sales Team"

Run a short, insightful session with a couple of guest speakers from your network who are doing this well. Invite decision-makers personally.

5. Onboarding Audit Tool

Offer a checklist or assessment tool that helps tech firms improve remote onboarding for new sales hires (which plays a massive role in retention).

6. Mini Case Study Series: "How These Tech Firms Are Retaining Top Sales Talent"

Interview sales leaders or HR professionals (anonymously if needed) and turn their stories into snackable LinkedIn posts, short videos, or downloadable one-pagers.

Now take this weekly plan, plus your completed ICP doc, and get ChatGPT to build out a weekly version for you every Friday ready for the following week.



Ideal Customer Profile (ICP) Template for Recruiters

Purpose: This document helps you clearly define your ideal customer (the type of client or hiring manager you want to attract). Completing this template ensures your marketing, business development, and content outreach are highly targeted and relevant.

1. Basic Information

Industry / Sector:

Typical / Ideal Headcount:

Location(s):

Annual Turnover / Revenue (if relevant):

Business Model: (e.g. B2B SaaS, Professional Services, Manufacturing)

2. Hiring Needs

Typical Roles Hired For:

Average Seniority Level: (e.g. Manager, Director, C-Suite, Technical Specialist)

Volume / Frequency of Hires:

Contract / Temp / Permanent split:

Urgency of Hiring Needs:



3. Pain Points & Challenges

Top Hiring Challenges: (e.g. skills shortages, slow time-to-hire, retention, cost of bad hires)

Impact on Business if Not Solved: (e.g. lost revenue, delayed projects, increased turnover)

Common Objections to Using a Recruiter:

4. Decision Makers & Influencers

Key Stakeholders: (e.g. Hiring Manager, HR Director, Talent Acquisition Lead, CFO)

Job Titles to Target in Outreach:

What They Care Most About: (speed, quality, culture fit, cost, retention, compliance)

5. Buyer Journey & Triggers

When They Typically Need a Recruiter: (e.g. new projects, investment round, expansion, attrition spikes)

Decision-Making Process: (fast/slow, committee/individual)

Average Sales Cycle:

Budget Ranges for Recruitment Spend:



6. Content & Outreach Preferences

Where They Consume Content: (LinkedIn, industry events, newsletters, podcasts, trade media)

Type of Content They Value: (market insights, salary guides, case studies, benchmarking data, thought leadership)

Tone & Style That Resonates: (professional, informal, data-driven, people-focused)

7. Fit / Non-Fit Criteria

Best-Fit Clients Are: (e.g. fast-scaling tech SMEs, UK-based, need multiple hires per year)

Poor-Fit Clients Are: (e.g. one-off, highly transactional, unwilling to pay market fees)

8. Marketing & Outreach Alignment

Content Ideas That Speak to This ICP: (e.g. "5 hiring mistakes fintechs make in scaling from Series A to Series B")

Channels for Outreach: (e.g. LinkedIn InMail, networking events, targeted newsletters, webinars)

Calls-to-Action That Work: (e.g. "Book a salary benchmarking session" vs "Let's jump on a call")

9. Example ICP Persona (Give Them a Name)

Persona Name:

Role:



Goals:

Frustrations:

What They Want From You:

10. Notes & Updates

(Keep this section updated as you learn more about your market and refine your targeting.)

|

Hey, James. Ready to dive in?

Think and act like an expert social media content creator.

Using the TRN Social Scaling framework (attached), build next week's LinkedIn content calendar and content plan for me to use, in order to target and create engagement with my target ICP (see attached ICP document). |



10000 chars



Jab.. Jab.. Jab.. Right Hook

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Chairman and Chief Growth Officer @ The Recruitment Network | En...
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1w · 🌐

You won't read about this in the press, because good news just doesn't sell newspapers anymore, but I have it on good authority that everything is going to be just fine for recruiters and here's why... 📈 ...more

Mark Hedley and 72 others · 8 comments · 1 repost

Like Comment Repost Send

4,140 impressions [View analytics](#)

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[Visit my website](#)
3d · 🌐

How to grow a profitable recruitment company in 12 easy steps... 📌

OK, it's never "easy", let's be honest! But it is very possible and with the right guidance, a clear plan (and checklist) and a bit of accountability it is very probable.

The list below is not exhaustive, of course, but it is effective at driving growth and creating increased levels of net profit conversion.

- Smarter, not necessarily bigger.
- AI-augmented, not AI-replaced.
- Deeply specialised, not generalist.
- Community first, no cold outbound.
- Automated RevOps machine, no singular spot sales.
- Global penetration, not geographically restricted.
- Offshore capability, not locally heavy.
- Transformational talent partners, not transactional suppliers.
- Recurring, resilient revenue, no peaks and troughs.
- Consultancy led, not administrative.
- Cash and value generative, no leaky profit.
- Maximum CLV, no single product offering

I am building 90 day sprint plans with a number of recruitment leaders right now to ensure they have the processes, tools and systems in place to be able to deliver on each of the above and so they are 100% future relevant leading up to the end of the year.

Join me at one of our next online or regional events if you want to explore what this really looks like.

Link in the comments to our events page...

Gerry Nolan and 41 others · 12 comments

Like Comment Repost Send

12,503 impressions [View analytics](#)

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Chairman and Chief Growth Officer @ The Recruitment Network | En...
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2d · 🌐

Is it reasonable for a recruiter to do more than 10 client visits per week?

We talked yesterday with a group of recruitment leaders about the ...more

Simon Healy and 216 others · 71 comments

Like Comment Repost Send

25,063 impressions [View analytics](#)

All activity

Posts Comments Videos Images More

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15h · 🌐

Your next big client win is already on your books. 📌

Most recruitment leaders I speak with are chasing new business, but ...more

Joe Stephenson and 1 other · 2 comments

Like Comment Repost Send

513 impressions [View analytics](#)

**“Engagement is the bridge between
attention and action”**

Engagement increases when people feel they're co-creating the content with you rather than consuming it.

Move from being a “broadcaster” to a “conversation starter.”

**So how do we start / encourage / nurture
conversations on LinkedIn?**


Let's start by building our network...

LinkedIn's Connection Limit

LinkedIn connection limit is applied in two ways:

- The maximum number of connections you can have in your network
- The maximum number of connection requests you can send

You've reached the weekly invitation limit



Connections benefit you more when you know them personally, so we have weekly limits to encourage better networks.

For people you don't know, you can follow them to see their posts or send an InMail instead. If you'd still like to send an invitation, please try again next week.

[Learn more](#) [Got it](#)

Your account has been restricted

<p>Why did this happen ?</p> <p>We have placed a restriction on your account because we detected behavior that appears to violate our Terms of Service.</p> <p>For more details on the kinds of behaviour that can result in restriction, refer to the "Do's and Don'ts" section of our User Agreement.</p>	<p>What to do if you believe this action was an error.</p> <p>If you believe your account has been restricted in error, you can submit an appeal by first verifying your identity with us.</p> <p>Once we verify your government-issued ID, we will review your account to see if it has been restricted in error. If you are eligible, a Customer Support representative will reach out to you to let you know if the account restriction has been lifted.</p>
--	--

[Verify your identity](#)

LinkedIn Connections Limit

- Free: 80 Connection Per Week
- Paid: 100 Connection Per Week

LinkedIn Messages Limit

- Free: 100 Messages Per Week
- Paid: 150 Messages Per Week

LinkedIn Profile Views Limit

- Free: 500 Profile Views Per Day
- Paid: 2,000 Profile Views Per Day

LinkedIn Network Size Limit

- Free: 30,000 Connections
- Paid: 30,000 Connections

Clear up your invitations

Having too many unaccepted connection requests will hurt your LinkedIn account.

LinkedIn see this as a sign that your outreach is unwanted and will restrict the number of connection requests you can send moving forward.

Being connected to 5,000 ICPs is 10x better than being connected to 50,000 irrelevant profiles!



Ideal Customer Profile (ICP) Template for Recruiters

Purpose: This document helps you clearly define your ideal customer (the type of client or hiring manager you want to attract). Completing this template ensures your marketing, business development, and content outreach are highly targeted and relevant.

1. Basic Information

Industry / Sector:

Typical / Ideal Headcount:

Location(s):

Annual Turnover / Revenue (if relevant):

Business Model: (e.g. B2B SaaS, Professional Services, Manufacturing)

2. Hiring Needs

Typical Roles Hired For:

Average Seniority Level: (e.g. Manager, Director, C-Suite, Technical Specialist)

Volume / Frequency of Hires:

Contract / Temp / Permanent split:

Urgency of Hiring Needs:



3. Pain Points & Challenges

Top Hiring Challenges: (e.g. skills shortages, slow time-to-hire, retention, cost of bad hires)

Impact on Business if Not Solved: (e.g. lost revenue, delayed projects, increased turnover)

Common Objections to Using a Recruiter:

4. Decision Makers & Influencers

Key Stakeholders: (e.g. Hiring Manager, HR Director, Talent Acquisition Lead, CFO)

Job Titles to Target in Outreach:

What They Care Most About: (speed, quality, culture fit, cost, retention, compliance)

5. Buyer Journey & Triggers

When They Typically Need a Recruiter: (e.g. new projects, investment round, expansion, attrition spikes)

Decision-Making Process: (fast/slow, committee/individual)

Average Sales Cycle:

Budget Ranges for Recruitment Spend:



6. Content & Outreach Preferences

Where They Consume Content: (LinkedIn, industry events, newsletters, podcasts, trade media)

Type of Content They Value: (market insights, salary guides, case studies, benchmarking data, thought leadership)

Tone & Style That Resonates: (professional, informal, data-driven, people-focused)

7. Fit / Non-Fit Criteria

Best-Fit Clients Are: (e.g. fast-scaling tech SMEs, UK-based, need multiple hires per year)

Poor-Fit Clients Are: (e.g. one-off, highly transactional, unwilling to pay market fees)

8. Marketing & Outreach Alignment

Content Ideas That Speak to This ICP: (e.g. "5 hiring mistakes fintechs make in scaling from Series A to Series B")

Channels for Outreach: (e.g. LinkedIn InMail, networking events, targeted newsletters, webinars)

Calls-to-Action That Work: (e.g. "Book a salary benchmarking session" vs "Let's jump on a call")

9. Example ICP Persona (Give Them a Name)

Persona Name:

Role:



Goals:

Frustrations:

What They Want from You:

10. Notes & Updates

(Keep this section updated as you learn more about your market and refine your targeting.)



Search



Home



My Network



Jobs



Messaging



Notifications



Me



For Business



Recruiter



...enabling recruitment businesses to maximise their performance, productivity & profitability



James Osborne

Chairman and Chief Growth Officer @ The Recruitment Network | Enabling Recruitment Business Leaders to maximise their performance, productivity and profitability.

United Kingdom · Contact info

45,382 followers · 500+ connections

Open to

Add profile section

Visit my website

Resources

Tell non-profits you're interested in getting involved with your time and skills

Get started



(TRN) The Recruitment Network

Profile language

English

Español

Public profile & URL

www.linkedin.com/in/innergy



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James, explore relevant opportunities with USS

Get the latest jobs and industry news

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Who your viewers also viewed

Private to you



Gordon Stoddart · 1st CEO and Co-Founder of The Recruitment Network and...

Analytics



Search



Home



My Network



Jobs



Messaging



Notifications



Me



For Business



Recruiter

Manage my network

Connections 29,191

Following & followers

Groups 77

Events 120

Pages 754

Newsletters 110

Promoted



James, explore relevant opportunities with Change the World Academy

Get the latest jobs and industry news

Follow

Grow Catch up

Invitations (1,136)

Show all



Eamon Soulsby follows you and is inviting you to connect

Official hospitality partner of Twickenham, Wimbledon, Queens Club, The Oval and ...

Rick Brownlow and 255 other mutual connections

Ignore

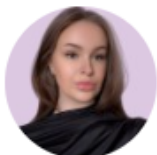
Accept



Natalie Douglass invited you to follow Luminos Insight Ltd

Ignore

Accept



Alina Borisova follows you and is inviting you to connect

Account management

Bradley Winstanley and 23 other mutual connections

Ignore

Accept

Hi James, I'd love to add you to my professional network and stay connected with your updates. Thanks for your time, and I look forward to connecting.

Reply to Alina

Take a break with a LinkedIn puzzle game



Zip - a quick brain teaser

Solve in 60s or less!



Search



Manage invitations



Received

Sent

People (144)

Pages (1)

Events (1,684)



James Howl-Newton

Founder | Recruiter | Headhunting the best Credit talent for the USA's leading investment platforms
Sent today

Withdraw



Martin Bishop

Director at Perigon Search | Connecting the HVAC and Fire & Security industries with talent that sticks
Sent today

Withdraw



Hiren Vekaria

Recruitment Director | DJ | Photographer
Sent yesterday

Withdraw



Omer Riaz

Director & Owner @ Cleartwo | Business Consultant | Ai, IT & Digital Solutions Expert |
Sent yesterday

Withdraw




Alex Hamilton

Senior Principal Recruiter- Ad Tech/Performance Marketing at Change Recruitment
Sent yesterday

Withdraw

Promoted ...



James, explore relevant opportunities with Search Talent

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But, it is not just about your connections...

(you need to use ALL the tools to build your network)



Search



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My Network



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Notifications



Me



For Business



Recruiter

Manage my network

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Following & followers 45,382

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Reply to Alina

Take a break with a LinkedIn puzzle game



Zip - a quick brain teaser

Solve in 60s or less!

Solve now



Messaging

LinkedIn Groups work (and they are getting better...)!

See Groups as basically mini virtual communities within LinkedIn. They are investing in their functionality, so are becoming more and more prevalent again.

The best groups have a real niche focus and are well-managed groups.

Use the LinkedIn search bar to look for groups related to your target ICP. Type in keywords or phrases like “Finance Professionals” or “Software Development” to find relevant groups.

Remember to select the “Group” filter under the search bar.





SaaS



99+



Groups

About 3,300 results



Cloud Computing, SaaS, Data Centre & Virtualization

1M members

A group for Cloud Computing , Data Centre, App, & Virtualization professionals to expand their network of contacts, share idea's and discuss industry related topics. The group covers VMware, SaaS, PaaS, BaaS, IaaS, Big Data, Cloud...

Join



IT Professionals Agile Lean Scrum | DevOps | Cloud | SaaS | Security | Big Data | GenAI | ChatGPT

1M members

Information Technology Community CTO CIO CISO COO CDO CEO CSO CMO VP Executive Leadership Director Product Manager Information Technology Generative Artificial Intelligence AI LLM Software Quantum Computing...

Join



Tech Startup CEOs & Investors: Artificial Intelligence, Machine Learning, FinTech, SaaS, ChatGPT

1M members

Artificial Intelligence - AI, Machine Learning, Computer Vision, Analytics, Data Science, OpenAI & ChatGPT

Join



Software as a Service - SaaS - Group

184K members

This group (hosted in English Language) is open to all professionals active in information technology - particularly the Software as a Service area (SaaS) - to discuss how SaaS can alleviate the customer's burden of software...

Join



Software as a Service (SaaS) 2024

28K members

This community is for SaaS professionals and users Keywords: Business BizApps Cloud Web Mobile Apps Programmer Coder Engineer Full Stack Backend Frontend UI UX Developer Designer Architect Development...

Join


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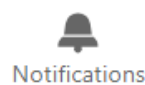
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Messaging



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- Birmingham Recruitment Lead...
- Bristol Recruitment Leaders: (r...
- London Recruitment Leaders: (...)
- London Recruitment Professo...

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44 new subscribers ▲29.5% past 7 days

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NEWSLETTER

Recruitment News & Advice

News, tools, insights and advice of what's going on in the world of recruitment and staffing



By James Osborne
Chairman and Chief Growth Officer @ The Recruitment...

Published biweekly
15,602 subscribers

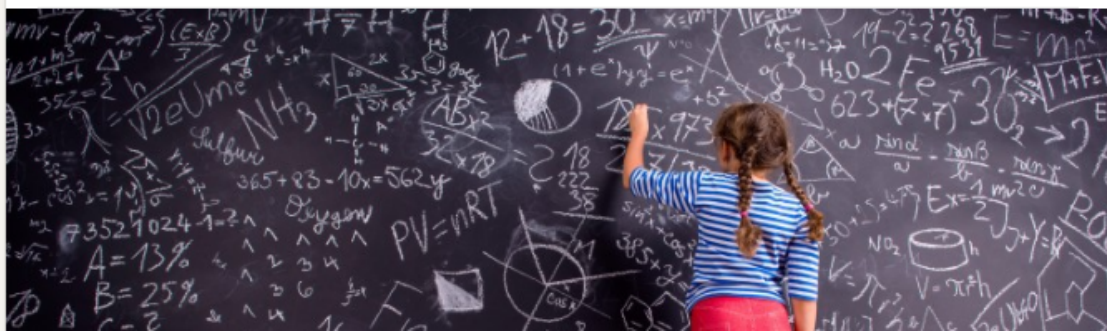
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Messaging

Newsletters + Groups



NEWSLETTER

Recruitment News & Advice

News, tools, insights and advice of what's going on in the world of recruitment and staffing

By **James Osborne**
Chairman and Chief Growth Officer @ The Recruitment...


Published biweekly
15,602 subscribers

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Article performance

5,496 Article views	9,231 Email sends	35% Email open rate
-------------------------------	-----------------------------	-------------------------------






James Osborne
Joined group: Sep 2020

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- APSO - The Federation of Afric...
- London Recruitment Professo...
- The Recruiter.com Network
- Birmingham Recruitment Lead...
- Bristol Recruitment Leaders: (r...

Groups

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- London Recruitment Professo...
- The Recruiter.com Network




APSO - The Federation of African Professional Staffing Organisations
Private Listed

Start a post in this group

[Video](#) [Photo](#) [Poll](#)

2,927 members
Including Elvira Riccardi and 58 other connections



59

[Invite connections](#)

[Show all →](#)

Write your newsletter and share it to all your groups to maximise visibility and new followers.

Exercise:

Spring (almost!) clean your network...

- Withdraw old sent connection requests
- Plan your first newsletter
- Identify 5 new groups
-

Now we engage with them...

Part One: Creating conversation starters

(six of the best)

1. Ask “impossible choice” questions

Instead of generic polls, frame dilemmas that force people to explain *why*.

For example: “*As a Finance Director, would you rather cut 10% of headcount or 10% of your budget... and why?*”).

The “why” is what drives comments.

1. Ask “impossible choice” questions

Instead of generic polls, frame dilemmas that force people to explain *why*.

For example: “*As a Finance Director, would you rather cut 10% of headcount or 10% of your budget... and why?*”).

The “why” is what drives comments.

2. Tag people for their expertise, not their attention

Don’t tag 20 names randomly on your posts but instead tag 2 or 3 people with a question that validates their expertise.

For example: “*I am curious what you think, @James as you’ve scaled a sales team in this exact situation*”.

The flattery creates the engagement.

James Osborne · You
Chairman and Chief Growth Officer @ The Recruitment Network | En...
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2d ·

Staffing and recruitment is a strategically important industry...

... and Japan is setting a fascinating example of how the recruitment sector is (re)positioning itself accordingly to demonstrate that.

Despite a softer economy, staffing firms there attract higher investor multiples than in both Europe and North America.

According to **John Nurthen** of [Staffing Industry Analysts](#), investors in Japan rate staffing and recruitment as a strategic industry, not a commoditised one.

One of the key players there, Recruit, has evolved their strong technology positioning to help them reshape perception across the sector.

The lesson is important for us all.

Recruitment companies that look and operate like technology enabled talent partners are valued differently, are perceived differently.

And as **Amy Davies** from [Workwell Global](#) says, "brand, data and platform thinking now matter as much as delivery."

Thank you John and Amy for a great session today about this.

Staffing is a strategically important industry that can continue to command premium interest, premium investment, premium valuations.

The model just has to evolve.

This is something we will be deep diving into with 250 recruitment leaders at our next members' Huddle in London this time next week, as part of the new Accelerator framework.

[#accelerate](#)
[\(TRN\) The Recruitment Network](#)
[The Global Recruiter - The independent voice of the staffing industry](#)

50 5 comments

Like Comment Repost Send



Andrew Dodd · Active now

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Andrew Dodd · 1st
Director | Vertex Search | Executive Search & Talent Advisory across Renewables, Cleaner Power, Green Data Centres & Impact Investing

TODAY

Andrew Dodd · 8:43 AM

Hi James,

I read your recent article on Japan, and having known a few of the Recruit ex leadership, fully agree on your summary. Thanks for share and would be good to connect.

3. Create a bit of a stir

Share an opinion that goes slightly against the grain, to get people to challenge it.

For example: *“AI won’t replace recruiters, but it will replace 80% of what many recruiters think is their ‘value add’. Agree or disagree?”*

Watch out for the trolls!

3. Create a bit of a stir

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For example: *“AI won’t replace recruiters, but it will replace 80% of what many recruiters think is their ‘value add’. Agree or disagree?”*

Watch out for the trolls!

4. Tell a story... with no ending!

Remember, people comment when they feel part of a conversation, so end your post with a “cliffhanger” or missing detail to get them to react.

For example: *“We tried 3 strategies to solve this. Two failed. One worked brilliantly - what do you think we did?”*

(Then reveal the answer later in the comments).

5. Comment to get it...

Offer something (value), but gate it behind engagement.

For example: *“I built a 7-step checklist for reducing interview no-shows. Comment ‘checklist’ in the comments and I’ll DM it to you.”*

As we saw in session one, this explodes comments and creates immediate DMs (C2A).

5. Comment to get it...

Offer something (value), but gate it behind engagement.

For example: *“I built a 7-step checklist for reducing interview no-shows. Comment ‘checklist’ in the comments and I’ll DM it to you.”*

As we saw in session one, this explodes comments and creates immediate DMs (C2A).

6. The micro-challenge

End a post with a small, doable action that invites contribution from your readers.

For example:

“Name the one interview question you always ask.”

“What’s the best single sentence you’ve used to get a prospect’s attention?”

“Finish this sentence: A good recruiter is like a ____!”

Part Two: Commenting on ICP posts

2 points to note...

What LinkedIn doesn't tell you: comments from 2nd-degree connections drive 2.6x more impact than likes from your own network.

Add a question at the end of your comment and you're 3x more likely to get a DM follow-up.

Remember to focus your news feed first (as we discussed in session one)...

The screenshot shows a LinkedIn search results page. The browser address bar displays the URL: `linkedin.com/search/results/content/?authorIndustry=%5B%27%22104%27%5D&keywords=*&origin=FACETED_SEARCH&...`. The LinkedIn navigation bar includes the logo, a search bar, and navigation icons. Below the navigation bar, a filter bar contains several dropdown menus: **Posts** (highlighted with a red arrow), **Top match**, **1st connections 1**, **Staffing and Recruiting 1**, **Date posted**, **Content type**, **All filters**, and **Reset**. The main content area shows two job listings:

- Neil Crudden** (Managing Director at CRG TEC, 6d) posted a job: **Build / Delivery Director** (Job by CRG | TEC Recruitment, Birmingham, England, United Kingdom (Hybrid)). It has 23 likes, 5 comments, and 4 reposts.
- Greg Wyatt** (Outcome-led recruitment when your context matters. Commercial, operati..., 3w) posted a job: **Financial Accountant** (Job by Bircham Wyatt Recruitment, London, England, United Kingdom (On-site)). It has 1 connection working here.

A filter overlay is open on the right side of the page, showing the following options:

- Filter only Posts** (checked)
- Sort by**: Top match, Latest
- Date posted**: Past 24 hours, Past week, Past month
- Content type**: Videos, Images, Job posts, Live videos, Documents, Collaborative articles

At the bottom of the filter overlay, there are **Reset** and **Show results** buttons.

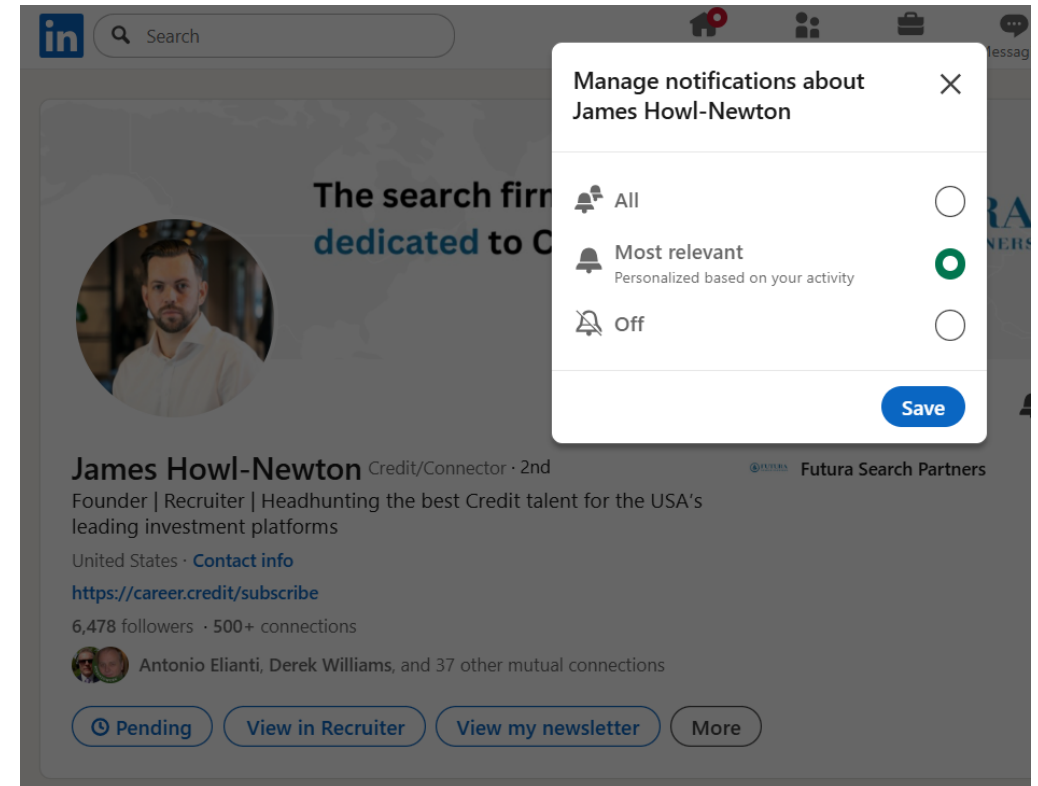
The 4•3•2•1 Framework

4 x ICP Comments per day

Be alerted to when your ICPs are posting.

Add value rich, perspective led comments.
Don't just write “*great post, Bob!*”

For example, “*Interesting point on candidate dropouts @Bob. We've seen a 28% improvement when interview prep is reframed as a 'success briefing' rather than coaching. I am just interested to see if that is something you have tried before?*”

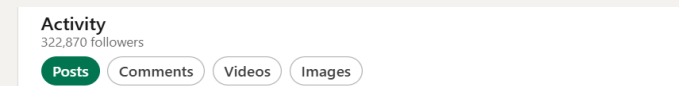
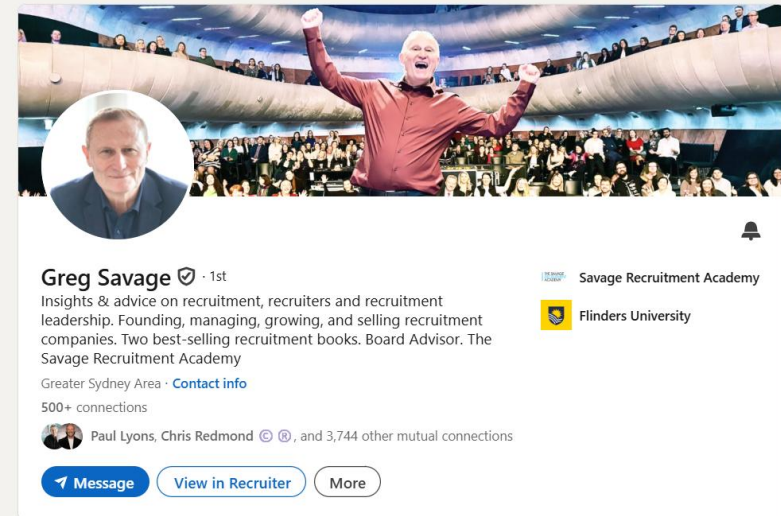


3 x Influencer Comments per day

Piggyback off any industry influencers, respected peers, sector commentators in your network

They have lots of followers that are your ICPs.

For example, *“I love this perspective, but I’d challenge one point that you made, @Greg. Do you think recruitment businesses are adding enough value to their markets right now...?”*

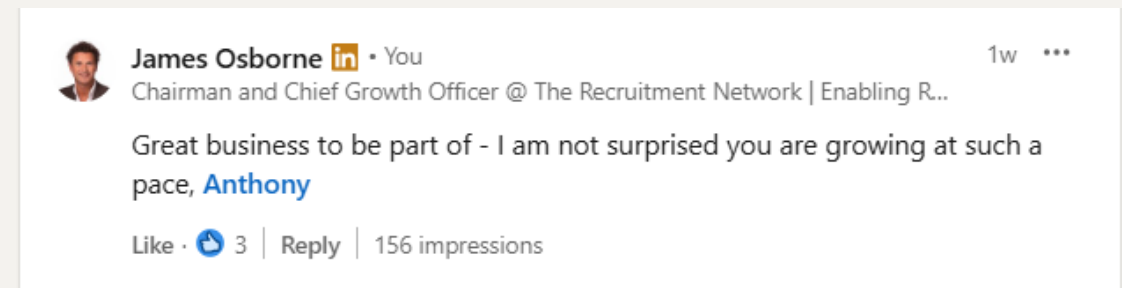
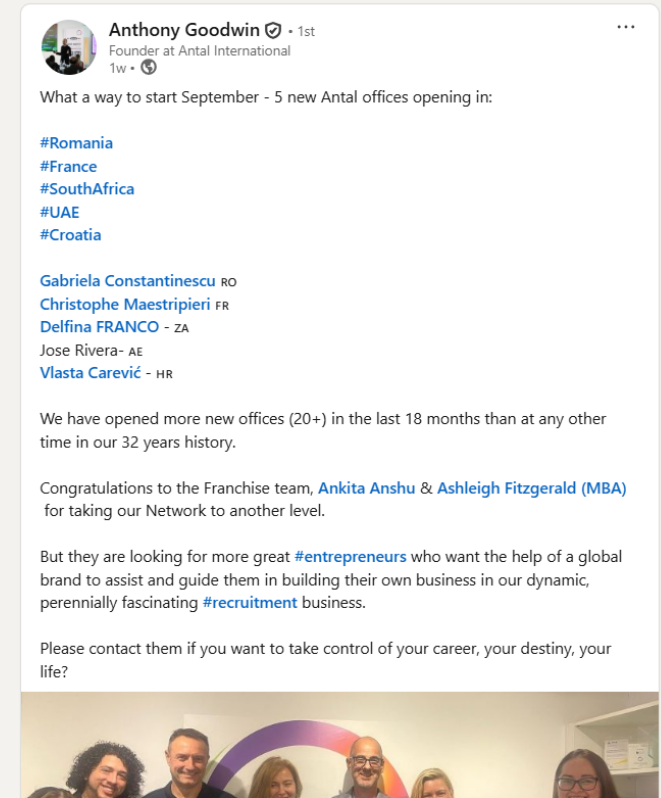


2 x Team / Network Boosts per day

Not engagement pods!

Build some reciprocity. They'll engage back on your posts.

For example, *“Brilliant achievement @Sarah! The way you handled that situation was a masterclass. Worth a read for anyone in HR right now.”*




1 x Open Door Comment per day

Target one heavy hitter you'd like to connect with.


Ask them a quick question in your comment on their post to get a dialogue going and drive engagement towards a DM.

For example: *“Great insight on VC funding patterns, @Paula. Do you think we are seeing this trend outside of London too? Keen to hear your view on that.”*

 **Muhammad Nadeem** · 2nd
Chief Technology Officer | AI/ML & Automation Strategist | Driving Scalable S... 1d ...

Absolutely agree—visibility and consistent client engagement are critical in recruitment. Being in front of your ICPs frequently builds trust, positions you as a human partner rather than just a transactional recruiter, and accelerates opportunity. Curious—what do others consider a realistic weekly client meeting target to balance velocity with quality?

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Chairman and Chief Growth Officer @ The Recruitment Network | Enabling Re...
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2d · 🌐

Is it reasonable for a recruiter to do more than 10 client visits per week?

We talked yesterday with a group of recruitment leaders about the importance of visibility, value and velocity in sales.

Getting out in front of your customers, a lot, and adding value to your market.

It seems that some of our industry are still opting to hide behind emails and inmails rather than racking up the client meetings.

2 per month is the norm for some, 5 is cleebrated!

That makes you faceless. Transactional.

... at a time when being human is a USP.

So far this week I have been in front of 191 different business leaders, my ICPs.

Genuinely.

That's across 7 x 1:1s and 4 online roundtables I have hosted Monday and Tuesday.

I am now on the 5.44am train, on my way up to Birmingham and then Bristol for another 2 x TRN regional meet ups and 3 more 1:1's in between, before closing the week with another 3 x 1:1s on Friday.

I am not showing off about it, just proving that visibility can be done with a level of velocity in sales.

The market sentiment has been significantly more positive in the last few weeks and there is a lovely run in now to the end of the year - don't miss the boat by being invisible.

It is still a hustler's market.

I think client meetings (with targeted ICPs) are the number one KPI when it comes to sales in recruitment, whether that be face to face, or online (zoom etc).

Do you agree and if so, what is the target number per week for a recruiter?

Exercise:

Try this now... the 4•3•2•1 Framework

- 4 x ICP Comments per day • 3 x Influencer Comments per day • 2 x Team / Network Boosts per day • 1 x Open Door Comment per day •

Now add the 4•3•2•1 plan to your content creation plan as per session one and schedule this in your diary, every week.

Call this your Commentator Coffee Break!

Recommendation: 2 x daily (10.30am and 2.30pm) for no more than 5 minutes each



community

This is something we go on about a lot at TRN, and for very good reason.

A community builds trust, authority and brand loyalty. It shortens sales cycles (once the community is up and running) because prospects feel connected before they are sold to.

It creates inbound opportunities where prospects come to you and it positions you as a thought leader, not just another recruiter, making you stand out in what can be a very crowded market (think Purple Cow!).

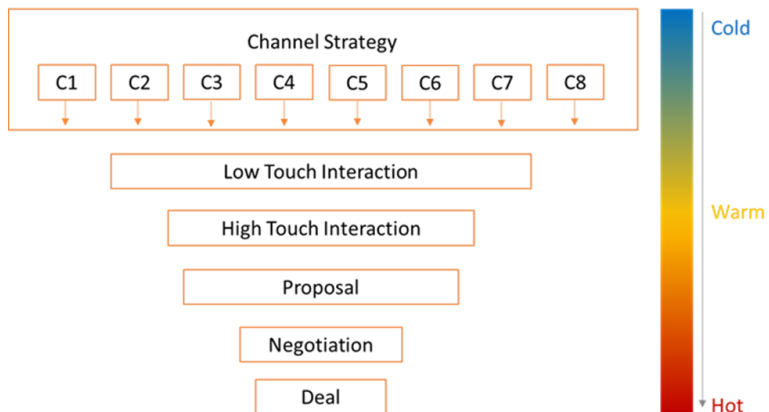
And in some cases, it creates secondary revenue streams (sponsorship, partnerships, membership fees and so on) that is recurring and predictable.

Your community should feel like a trusted club, not a pushy marketing channel.
Build trust first, offer value second, sell third.

A strong community will deliver leads, brand advocates, and long-term profitability.

“Visibility builds awareness, engagement builds trust... but **community** builds loyalty.”

LinkedIn

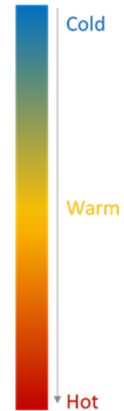
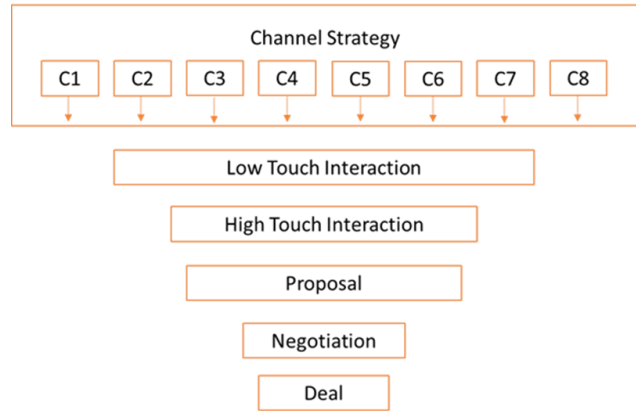


Value • Visibility • Volume

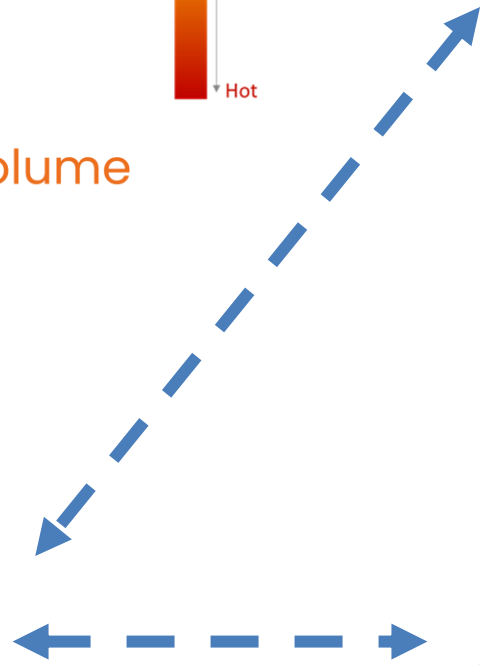


visibility

LinkedIn



Value • Visibility • Volume



engagement

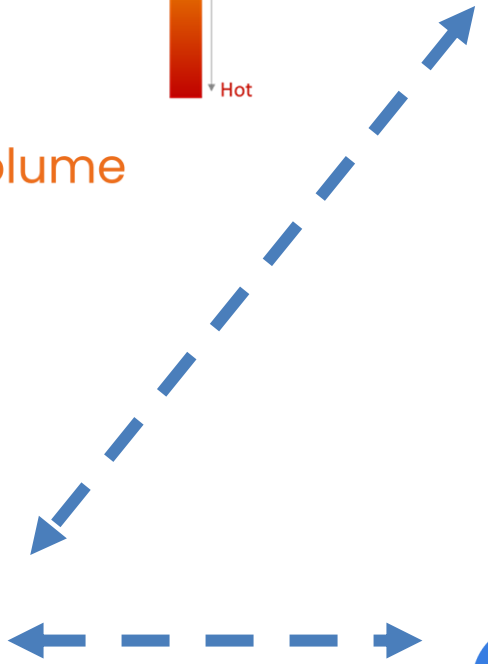
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community



Community in action...

Who's doing it?



The Financial Technologist



FinTech Focus TV



FinTech's DEI Discussions



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Keywords



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#OnTour [\(32\)](#)

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The Financial Technologist

Top 1% Workplace Awards 2025

We're closing out 2025 with the return of the Top 1% Workplace Awards, recognising the best ...



By Harrington Starr , July 7th, 2025



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The Financial Technologist [\(18\)](#)

FinTech's DEI Discussions [\(311\)](#)

Elevating Black Talent [\(14\)](#)



FinTech Focus TV

Why the Pod Shops are Winning

Inside the Hedge Fund Revolution In the latest episode of FinTech Focus TV, Toby welcomes Rup...



By Toby Babb , October 14th, 2025



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#HumansofFinTech (48)

#TalentofFinTech (12)

AI Trusted with Inclusion? (6)

#TheAdvocateSeries (3)

#FamiliesofFinTech (5)

#ConfidenceSeries (4)

#BuySideSeries (1)



Reports

The Future of Quant Hiring Is Already Here. Are You Ready?

Quantitative finance is evolving at breakneck speed, and the competition for talent has neve...



By Oli Knight & Lucia Paolinelli, July 16th, 2025





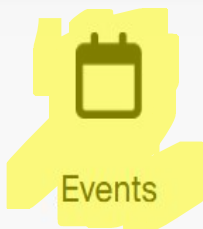
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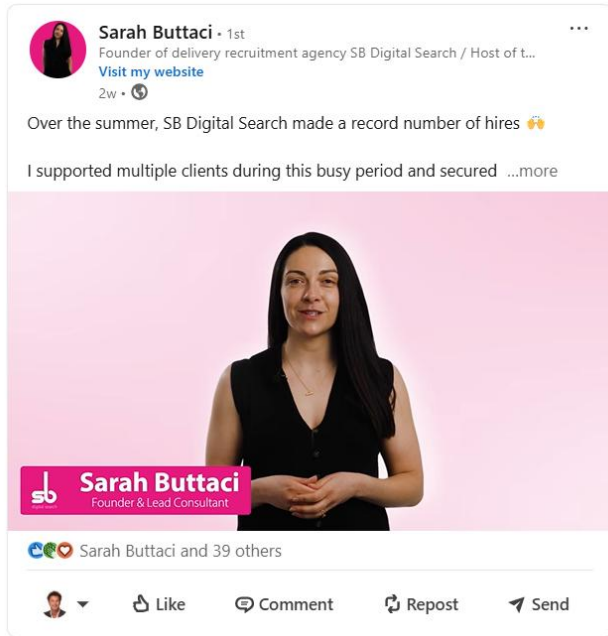




SB PM Network
The #1 community for delivery professionals

Join for free today

The image shows a smartphone with a white border, tilted slightly to the right. The screen is black and displays the logo for 'SB digital search'. The logo consists of the letters 'sb' in a white, lowercase, sans-serif font, with a vertical line extending upwards from the top of the 'b'. Below the 'sb' logo, the words 'digital search' are written in a smaller, white, lowercase, sans-serif font. To the right of the phone, the text 'SB PM Network' is written in a bold, black, sans-serif font. Below this, the text 'The #1 community for delivery professionals' is written in a smaller, black, sans-serif font. Below that, a black rectangular button with rounded corners contains the text 'Join for free today' in a white, bold, sans-serif font.

A screenshot of a Facebook post by Sarah Buttaci. The post is from 2 weeks ago and is public. The text of the post reads: "Over the summer, SB Digital Search made a record number of hires 🎉 I supported multiple clients during this busy period and secured ...more". Below the text is a video thumbnail showing Sarah Buttaci, a woman with long dark hair wearing a black sleeveless top, standing against a pink background. A pink overlay on the video identifies her as "Sarah Buttaci, Founder & Lead Consultant" with a small "sb" logo. Below the video, it says "Sarah Buttaci and 39 others" and shows interaction options: Like, Comment, Repost, and Send.

Sarah Buttaci · 1st
Founder of delivery recruitment agency SB Digital Search / Host of t...
[Visit my website](#)
2w · 🌐

Over the summer, SB Digital Search made a record number of hires 🎉
I supported multiple clients during this busy period and secured ...more

Sarah Buttaci
Founder & Lead Consultant

Sarah Buttaci and 39 others


Like Comment Repost Send

Jab, Jab, Jab...

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Sarah Buttaci
Founder & Lead Consultant

🌐❤️ Sarah Buttaci and 39 others

Like Comment Repost Send

Jab, Jab, Jab...

Sarah Buttaci · 1st
Founder of delivery recruitment agency SB Digital Search / Host of t...
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1w · Edited · 🌐

Six months ago, everything changed.

What started as an idea has grown into more than I could have imagined.

The vision of creating a safe space for advertising delivery professionals during turbulent times has come to life, and this is just the beginning.

Thank you to everyone who has supported the SB PM Network in its early months, from the guest speakers, ambassadors, and the welcome committee.

Your contributions have made all the difference, and I am so so grateful.

Here's to the next six months! ❤️

If you want to join my free platform - Link is in the comments below 🗨️

[Lir Cowman](#) [Joanne Reid](#) [Deborah Rothenberg](#) [MA Ben Willmott](#) [Neil Ayton](#) [Dennis Tapfuma](#), [MBA Neel Sutaria](#) [Carolyn Appleton](#) [Pei Ling Lo](#) [Stacie Kinchin-Turner](#) [Katie Maycock](#) [Nick E. Ben Perkins](#) [Sam Clohesy](#) [Hayley Smith](#) [Emma Disney](#)




🌐❤️ Katie Maycock and 60 others 24 comments · 1 repost

Sarah Buttaci · 1st
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Over the summer, SB Digital Search made a record number of hires 🙌

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Sarah Buttaci
 Founder & Lead Consultant

👍❤️ Sarah Buttaci and 39 others

👤 Like 💬 Comment 🔄 Repost ➦ Send

Jab, Jab, Jab...

Sarah Buttaci · 1st
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👍❤️ Katie Maycock and 60 others 24 comments · 1 repost

Sarah Buttaci · 1st
 Founder of delivery recruitment agency SB Digital Search / Host of t...
[Visit my website](#)
 1w · 🌐

"Build it and they will come", if only it were that easy!

In reality, communities don't just appear overnight.


I read a book this summer that described young communities as a small seed, which, over time, with care and consistency, grows roots and then starts to branch out 🌱

I liked that analogy, and it's been nice to see the SB PM Network start to grow its roots over the last few months.

A special thanks to **Joanne Reid** for a fantastic session on how to be more commercially minded as a project manager. It was a popular event!

👉 If you're an advertising delivery professional, register for free here: <https://lnkd.in/eCRE3t2C>

#Projectmanagement #Agencylife #ProjectManager #London #Community



👍❤️ Dan Brogan and 23 others 4 comments · 1 repost

👤 Like 💬 Comment 🔄 Repost ➦ Send

...Right Hook





Sarah Buttaci · 1st

Founder of delivery recruitment agency SB Digital Search / Host of the SB PM ...

[Visit my website](#)

3mo · Edited · 🌐

Do you want a sneak peak of the SB PM Network? 🙊

It's been a busy few months since April's launch and early members hanging out on the platform, have this to say:

"This is a brilliant go-to for PMs job-hunting or just wanting to connect."

"Amazed that you have all this live feed content lined up."

"The platform that makes me feel I belong to something."

"You can tap into expert knowledge on things PM."

Join 550 (and growing) delivery professionals and myself on this free community journey!

Hands up if you are a member already 🙋

Thanks as always to the very talented [Chris Dack](#) for the video 📺

[#Freelance](#) [#Permanent](#) [#ProjectManager](#) [#London](#)



SB PM Network

The #1 community for delivery professionals

Join for free today



+ Create

Feed

Discovery

Events

Get involved!

Welcome - Introduce yourself!

Upcoming events

Event recordings

Job openings page

Live Chat & Feed - Memb... 4

Senior... MORE ACTIVITY

Help & Questions



Upcoming events · Take part in virtual and in-person events.

Upcoming

Nearby

Past

Yours



PROJECT MANAGEMENT IN PRACTICE

22 OCT

Wed, Oct 22 • 1:00pm

Workshop: Project Management in Practice with PM...

Join us for an intimate, non-recorded Zoom workshop led by an experienced delivery professional and now PM trainer, Natasha...



PMO FUNCTION

30 OCT

Thu, Oct 30 • 1:00pm

Guest Speaker: Building a High-Impact PMO Function wit...

A strong PMO isn't an administrative overhead; it's a strategic growth engine. In this session, experienced Programme Manager a...



0%





+ Create

Feed

Discovery

Events

Get involved!

Welcome - Introduce yourself!

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Job openings page

Live Chat & Feed - Memb... 4

Senior... MORE ACTIVITY m

Help & Questions

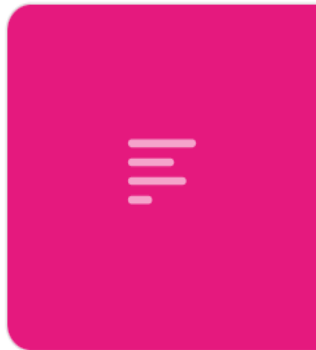


Job openings page

Be the first to hear about permanent and freelance delivery openings before they go on LinkedIn.

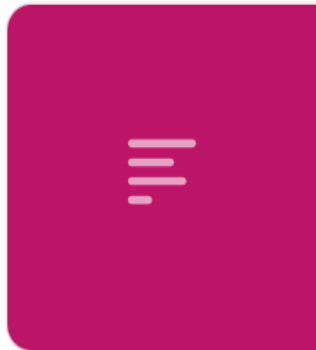
SHOWING EVERYTHING

SORTED BY LAST ACTIVITY



****NOT ACCEPTING ANY FURTHER APPLICATIONS**** Job Title:
Fractional Senior Project Manager (Campaigns and...

Sarah Buttaci 1w ago



****NO LONGER AVAILABLE**** Project Manager – Consultancy /
Research / Digital Transformation...

Sarah Buttaci 3d ago

0%



Speakers (Realtek(R) Audio): 46%



Upcoming **MORE ACTIVITY**

Event recordings

Job openings page

Live Chat & Feed - Memb... **4**

Senior Leadership Forum

Polls & Questions

Salary & Day Rates

Feed - SB Digital Search

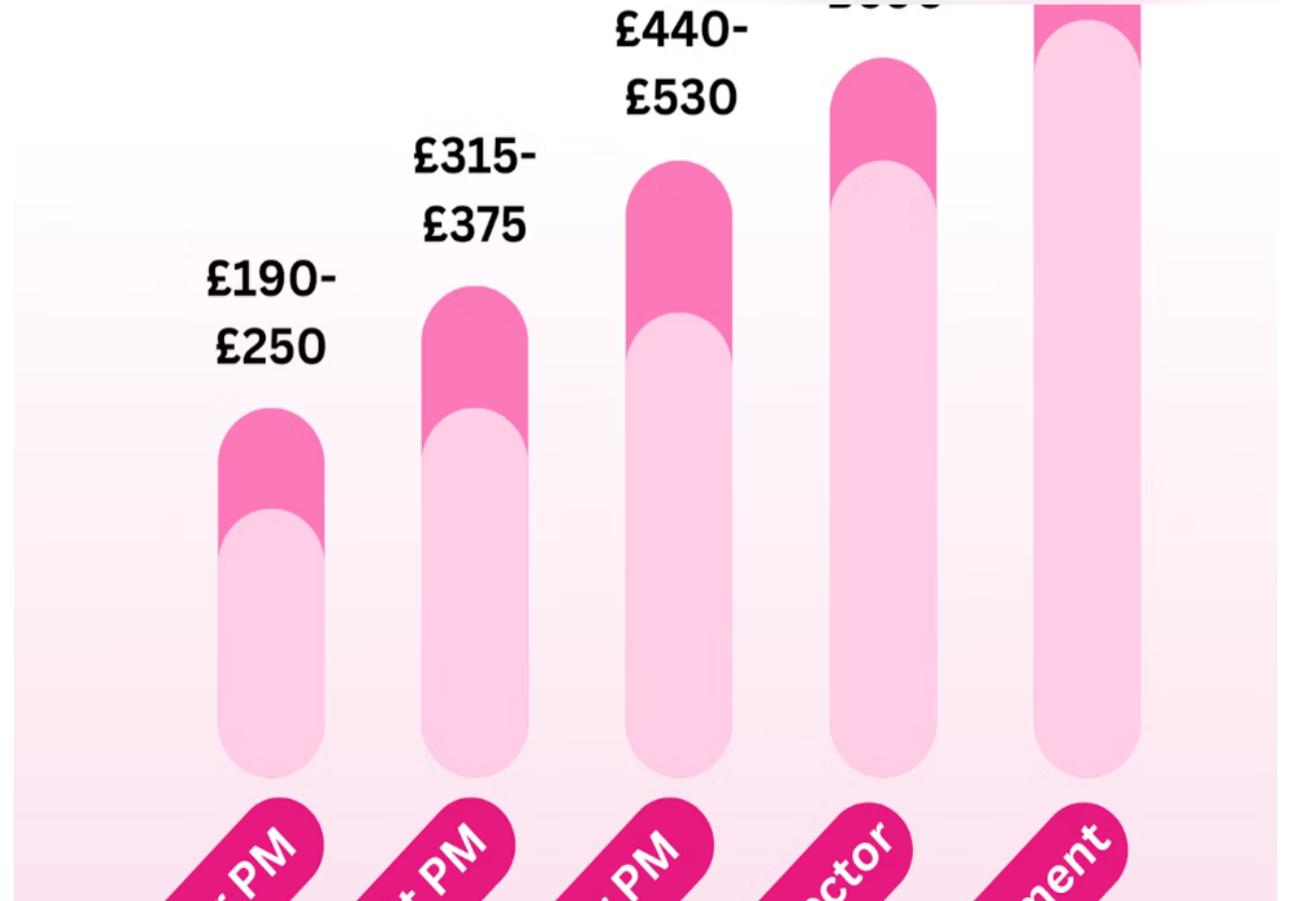
Podcast Highlights - Behind ...

Resource Library

SB Digital Search

Sarah Buttaci LinkedIn

£ Salary & Day Rates · All the information you need to help benchmark your pay.



0% with up/down arrows



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Join the exclusive professional network designed specifically for HR professionals. Share insights, discover opportunities, and build meaningful connections with peers who understand your world.

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Already part of the community



Sarah Chen
VP of People @ TechCorp

"HRConnect has transformed how I network with other HR leaders. The insights shared here are invaluable!"



Director of HR
Posted 2 hours ago

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James Osborne
james@ozymail.co.uk

HR Job Board

Discover exclusive HR career opportunities

All Types

HR Manager
TRN

Full-time

Kent 29 days ago

Best HR person in the world ever!

0 applicants [Apply Now](#)

Compensation Analyst
Innovate.io

Contract **\$ 75/hour**

New York, NY (Hybrid) 29 days ago

We're seeking a Compensation Analyst for a 6-month contract to help us redesign our compensation structure. You'll conduct market research, develop salary bands, and create recommendations for our leadership team.

18 applicants [Apply Now](#)

People Operations Coordinator
TechCorp Inc.

Full-time **\$ 60,000 - \$75,000**

San Francisco, CA 29 days ago

DEI Program Manager
Global HR Solutions

Full-time **\$ 100,000 - \$130,000**

Chicago, IL 29 days ago

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For HR Professionals

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James Osborne
Chairman, TRN

Quick Stats

Profile views	127
Post impressions	1,234
Connections	486

Share insights with the HR community...

James Osborne
Chairman, TRN
29 days ago

Looking for a new job in HR. Can anyone help?

1 Comment Share

David Martinez
HR Business Partner | Startup Culture Builder
29 days ago

Hot take on remote work in 2024: The debate isn't about remote vs. office anymore. It's about trust vs. control.

Companies that trust their employees to do great work, regardless of location, are winning the talent war. Those that don't... well, they're watching their best people walk out the door.

What's your experience been? 🏠 📁

Trending in HR

- #RemoteWork
- #TalentAcquisition
- #DEI
- #EmployeeWellbeing
- #HRTech

People You May Know

David Marti...
HR Business Pa...


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James Osborne
james@ozymail.co.uk



Social Scaling - Community Builder

By James Osborne 

Tell me your current target markets and geography (ie. "Fintech London") and I will build a community strategy for you based on where the markets are going.

+ Ask anything



10000 chars

SOCIAL SCALING PROGRAMME

The background features a blurred image of hands holding a smartphone. Overlaid on this are several orange social media icons: two speech bubbles, two hearts, and one person icon.

4 Week Personal Branding
Development Programme

We are welcoming new members every month -
come and join us.

Solo • Plus • Club

The Recruitment Network

Enabling recruitment leaders to improve performance, productivity and profitability.