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# Job board initialization

First-time setup instructions for  
key job boards

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Use this document when first adopting Workable to achieve the best branding and visibility on posts.

The steps included here need only be completed one time. These recommended guidelines are not required to publish posts.

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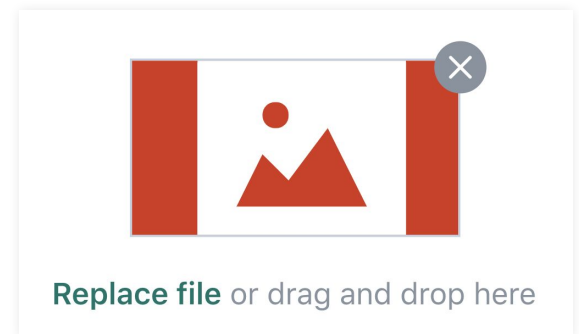
# 1. Branding

Elevate your recruitment and keep things consistent by updating these branding options under your [Company Profile settings](#) page. The options on this page impact job board and social media posts, as well as other aspects of the candidate experience.

## Add your company name and logo

Make sure your company name matches the name you've used in the past for job posts. E.g. Using “TestCorp LLC” in Workable and “TestCorp” on LinkedIn may result in jobs not being linked properly.

Your uploaded logo appears on your careers page, application forms, and other communication that candidates receive.

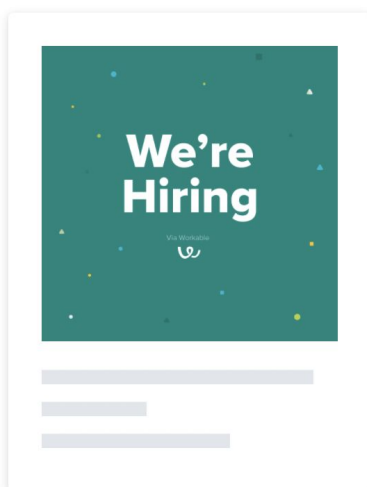


## Write a company description

A company description shows candidates what it's like to work at your business. The best descriptions should:

- Convey the company's mission
- Share stats (like number of employees or customers, year-over-year revenue growth)
- Characterize the office culture
- Explain the hiring process

Keep it short and informative. This description is shared on some job boards and on candidate communication like the welcome page for video interviews.



## Customize the social sharing image

Great employees know great people. Beyond posting to job boards, you and coworkers can share links to Workable jobs as social media posts on LinkedIn, Slack, Twitter, Facebook and more. Upload a custom image to be used with these posts and add a preview description.

## 2. LinkedIn

Connect your LinkedIn company page to ensure jobs are added to your 'Jobs' tab.

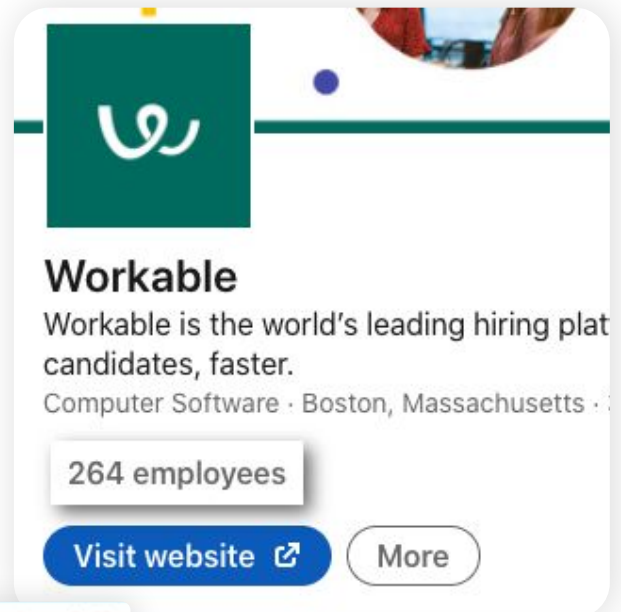
If you don't have a company LinkedIn page start by creating one from the [LinkedIn setup page](#).

### Locate your LinkedIn ID

If you are a LinkedIn admin, the LinkedIn company ID is the number after "/company/" in the admin URL of your LinkedIn page.

All LinkedIn users can locate the ID as follows:

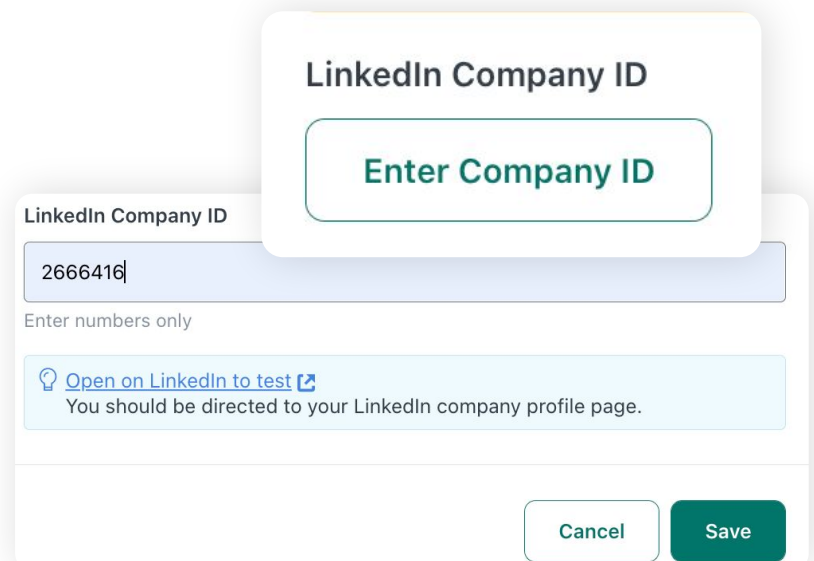
- Go to your **company's page on LinkedIn**
- Click on **# employees**
- **Copy the number** in the URL that appears in quotation marks; this is your Company ID



.../people/?currentCompany=%5B"2666416"%5D&origin=...

### Add the Company ID to Workable

- As a Super Admin in Workable go to your [Integration settings](#)
- Locate and click on **LinkedIn**
- Click **Enter Company ID** and paste the ID into the field  
Tip: To verify that the ID is correct, click 'Open on LinkedIn to test'. You should be directed to your LinkedIn company profile page.
- Once you are done click **Save**




**LinkedIn Company ID**

Enter Company ID

LinkedIn Company ID

2666416

Enter numbers only

 [Open on LinkedIn to test](#)

You should be directed to your LinkedIn company profile page.

Cancel

Save

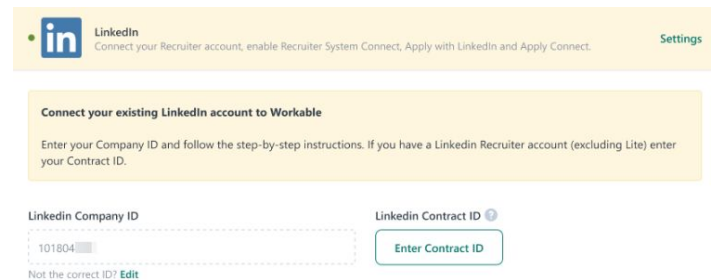
# 3. LinkedIn Recruiter

**⚠️** Only full Recruiter products are compatible with the integration which include Recruiter Professional Services - RPS (for staffing firms) and Recruiter Corporate (for corporate companies). This is not available for Recruiter Lite accounts.

## Integrating LinkedIn Recruiter

Workable can integrate directly with your LinkedIn Recruiter account to sponsor jobs through Workable, connect jobs to your LinkedIn company page, and directly manage jobs in your LinkedIn Recruiter account.

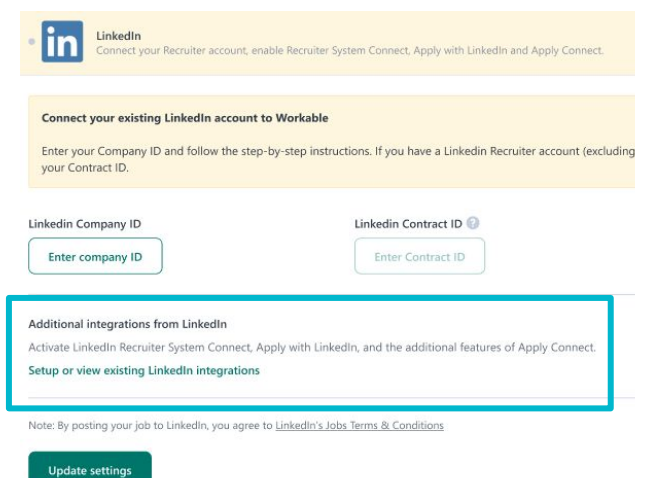
- As a Super Admin in Workable go to your [Integrations settings](#)
- Locate and click on **LinkedIn**
- **Enter Contract ID** and follow the steps in the onboarding widget that opens
- Click Sign in
- If you have a recruiter seat on multiple LinkedIn contracts, select which one you would like to connect to Workable and click **Continue**.
- Next, select the default job poster to display with your jobs; only active seat holders will be available for selection. Once ready click **Confirm**.



## LinkedIn Recruiter System Connect

The user setting this up will need to be a Super Admin in Workable as well as an Admin Seat Holder in the Recruiter account.


- Next, under Additional integrations from LinkedIn Select **Setup or view existing LinkedIn Integrations**
- Sign into LinkedIn. If you have a seat on multiple LinkedIn contracts, select which one you would like to connect
- Click **Choose Package**
- Enable the **Sourcing Package** by clicking the checkbox and select **Save changes**. At this point, you can also check the **Reporting Package** to activate ATS-enabled reporting



## 4. Indeed & Glassdoor



Follow these steps to get the best visibility for your posts on Indeed and carry over paid campaigns to Workable.

 Free visibility on Indeed is available only for our paid customers and not during the trial.

### Claim your Indeed company page

To claim your company page, you must have an Indeed employer account. If you don't have an account visit [Indeed for Employers](#), Click "Post a job" and then create an account .

- If you already have an employer account:
  - Visit [indeed.com/hire/company-pages](https://indeed.com/hire/company-pages) and search your company name
  - Find your Company Page and click on it, then select the Why Join Us tab
  - On the right side of the page, click Claim this company page
  - Click Claim on the following page. Your claim will be sent to Indeed for verification. If your company page is already claimed, contact Indeed for further assistance.

### Request that Workable be your primary posting source

Indeed gives preference to posts that are from your "primary source". Ask for Workable to be your primary source to help ensure visibility on the jobs you'll publish.

- Contact your dedicated representative or log in to your Indeed account and click **Need Help?** at the top of the page.
- Provide Indeed with the below explanation to help them assist you:  
*"I recently added a job through my feed via Workable (a comprehensive XML feed with feed ID: 66460) and it's been past the advised amount of time it takes for new jobs to be added to Indeed. I would like to request a ticket submitted to Indeed's Trust and Safety for a review for the visibility of my jobs. My company name is [company name]. Here is an example of one of my jobs on Workable: [include link from career page]"*

## Glassdoor

Indeed and Glassdoor are part of the same parent company. As a result when you post a job to Indeed via Workable, we automatically send the job to Glassdoor too. This works for both free and premium post options. Just hit "**Publish**"!

We recommend that you connect your Indeed account to Workable and [sign up for a Glassdoor employer account](#) to ensure that your posts are properly linked to your company.

# 5. More integrations

## Integrate for extra features and job board access

Workable partners with job boards around the world. Post to our network of boards for free and integrate with specific sites for sponsored/paid posts.

Sponsored posts usually appear more prominently in search results or get you access to a paid-only network.






Visit the [Integrations settings](#) of your account to see available options including:

- Indeed
- LinkedIn
- Seek
- Monster
- CV-Library
- Careerbuilder
- And a lot more...

Also consider [adding credit card details](#) for easy checkout when sponsoring posts.

And [update your careers page](#) with extra details and info about working at your company. Candidates use careers pages as a resource to learn about your organization and many job boards direct candidates there.

### Job boards

-  **Seek**  
Post jobs directly to your Seek account via Workable
-  **Indeed**  
Publish jobs directly to Indeed via Workable
-  **Facebook Jobs**  
Advertise your job on Facebook. This will be shown in multiple places and the newsfeed.
-  **LinkedIn**  
Connect your Recruiter account, enable Recruiter System Connections
-  **CareerBuilder**  
Use your pre-paid CareerBuilder credit directly via Workable

Location

Department

Work type

☒ Remote only

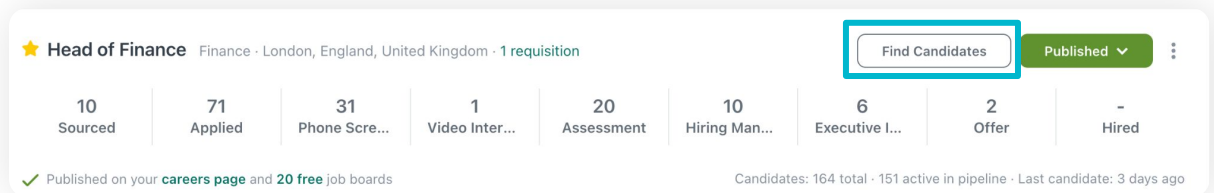


## 6. Posting to job boards

Workable integrates with a broad range of free and paid job boards and social media sites: Over 200 in total worldwide. This means that posting your job to multiple job boards is fast, hassle-free, and effective.

Workable will automatically post to available free job boards!

- To view and manage the [available job boards](#) for your job location:
  - Choose or create a job from your dashboard
  - Navigate to the Find Candidates section.
  - Click on the Free and Premium job board tiles respectively.

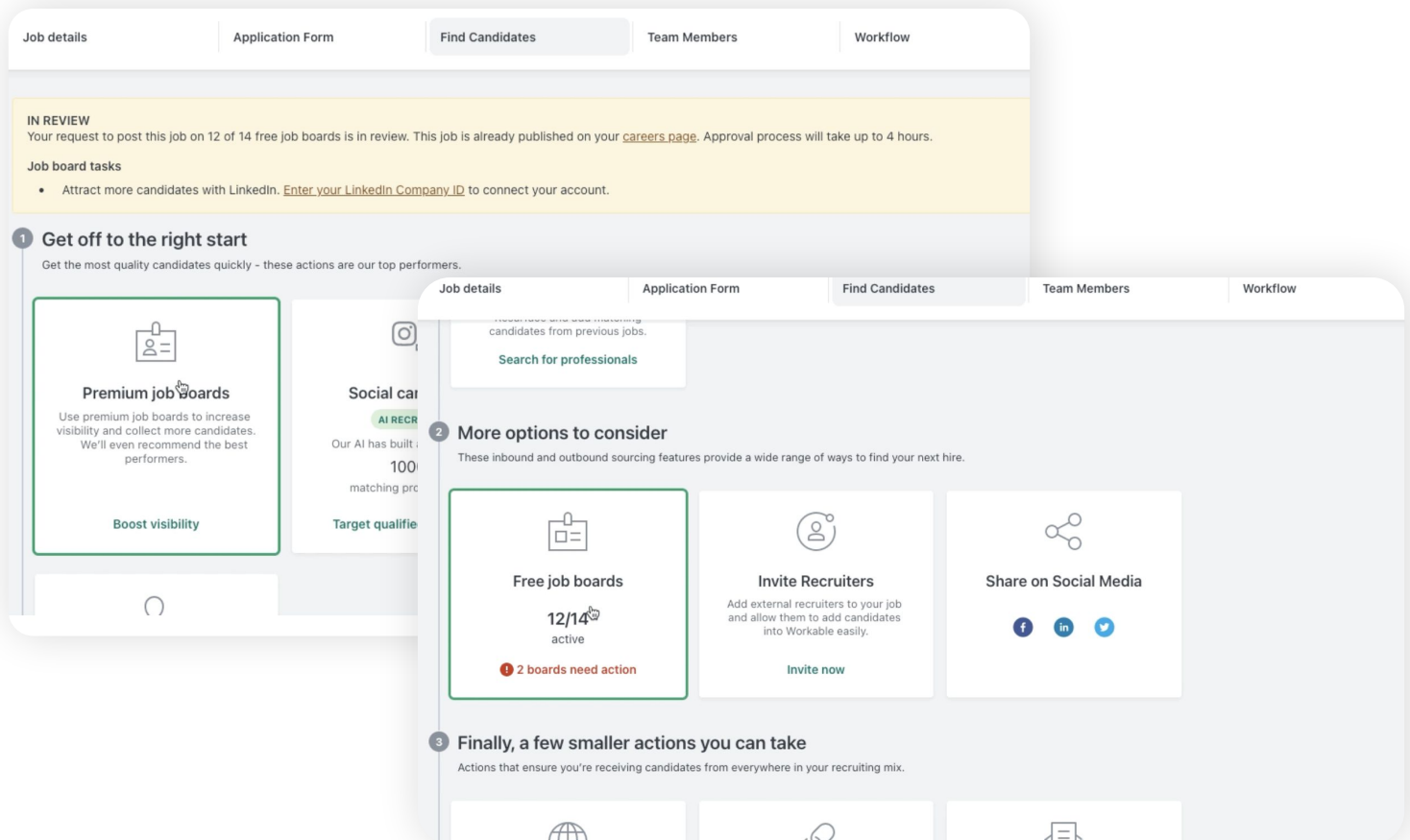


★ **Head of Finance** Finance · London, England, United Kingdom · 1 requisition

10 Sourced | 71 Applied | 31 Phone Scre... | 1 Video Inter... | 20 Assessment | 10 Hiring Man... | 6 Executive I... | 2 Offer | - Hired

Published on your [careers page](#) and 20 free job boards

Candidates: 164 total · 151 active in pipeline · Last candidate: 3 days ago



Job details | Application Form | **Find Candidates** | Team Members | Workflow

**IN REVIEW**  
Your request to post this job on 12 of 14 free job boards is in review. This job is already published on your [careers page](#). Approval process will take up to 4 hours.

**Job board tasks**

- Attract more candidates with LinkedIn. [Enter your LinkedIn Company ID](#) to connect your account.

**1 Get off to the right start**  
Get the most quality candidates quickly - these actions are our top performers.

**Premium job boards**  
Use premium job boards to increase visibility and collect more candidates. We'll even recommend the best performers.  
**Boost visibility**

**Free job boards**  
12/14 active  
2 boards need action

**Invite Recruiters**  
Add external recruiters to your job and allow them to add candidates into Workable easily.  
**Invite now**

**Share on Social Media**  
f in t

**2 More options to consider**  
These inbound and outbound sourcing features provide a wide range of ways to find your next hire.

**3 Finally, a few smaller actions you can take**  
Actions that ensure you're receiving candidates from everywhere in your recruiting mix.



## 7. FAQs

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### How do I know when my job is live on job boards?

A few hours after publishing your job post you'll notice the job status changing from "Published (In review)" to "Published". This means that your job complies with job board regulations and was approved for publication to the job sites listed under the Find Candidates tab in the Free Job boards, and any premium boards if selected.

### How long until I see my post on Indeed?

Workable makes your jobs available to Indeed immediately upon being published. Indeed's team then conducts a short review to ensure that jobs meet their guidelines and ultimately determine what is eligible to be advertised on their site. Indeed reads our feed every 6 hours.

### Why are my jobs not posting on LinkedIn?

Ensure you have correctly input your LinkedIn Company ID under LinkedIn on your [Integration settings](#). If you are a LinkedIn admin, the LinkedIn company ID is the number after "/company/" in the admin URL of your LinkedIn page.

### Am I required to sponsor my Indeed job post?

All recruitment-based/staffing companies or entities in the United States and Canada are required to sponsor their jobs in order to receive visibility. It is very important when you create your job post to follow [Indeed's job posting standards](#).

### Can I publish my job on Craigslist?

Craigslist does not allow the inclusion of links from applicant tracking systems in job ads on their site. However, they do allow you to link to a careers page on your own website (e.g. 'companyname.com/careers'). Workable provides multiple options for building a careers page to link to, whether it's hosted on Workable or externally.

Alternatively, if you accept resumes from Craigslist via email you can forward those resumes to the job mailbox or manually upload them to Workable.



# Support when you need it

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**[help.workable.com](https://help.workable.com)**

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**[support@workable.com](mailto:support@workable.com)**

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**+1 (844) 657 7637**  
**+44 (0) 800 086 8870**  
*(2:30am - 5:30pm ET)*

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Live chat and access support resources by clicking your user icon and then “Help”

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