



Job board initialization

First-time setup instructions for
key job boards



Job board initialization



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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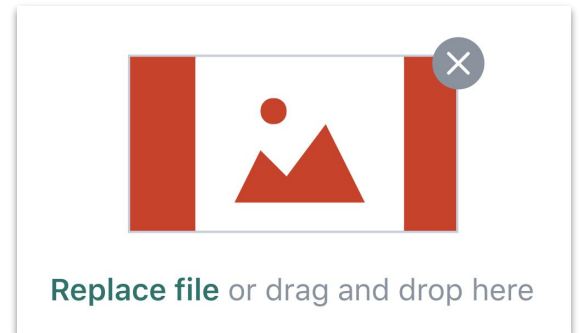
1. Branding

Elevate your recruitment and keep things consistent by updating these branding options under the [Settings > Company Profile](#) 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.

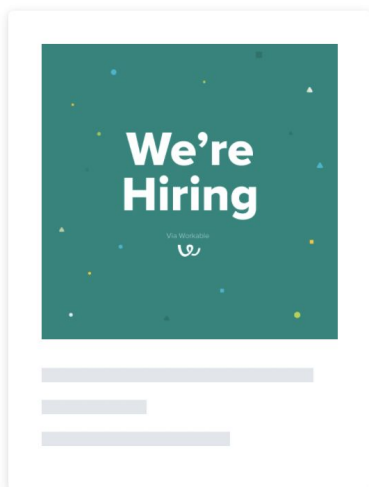


Write a company description

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

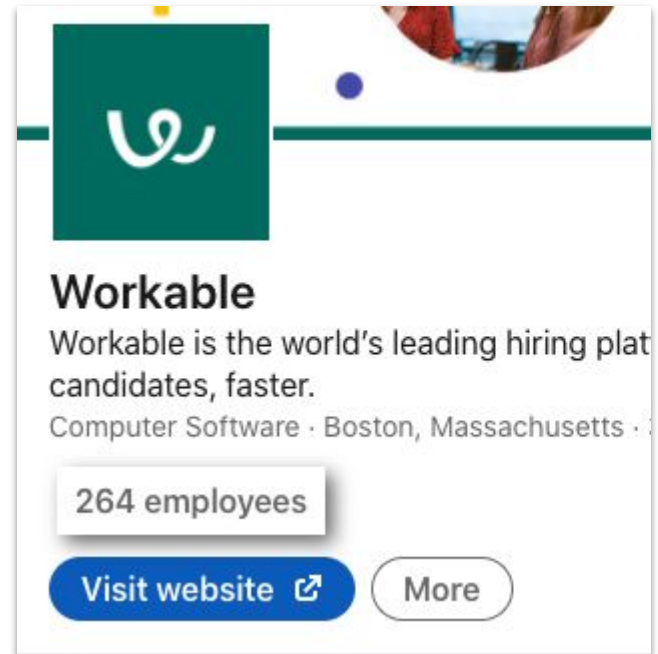
Great employees know great people. Beyond posting to job boards, you and coworkers can share links to Workable jobs as social media posts on LinkedIn, Slack, Twitter, Facebook and more. Upload a custom image to be used with these posts and add a preview description.

2. LinkedIn

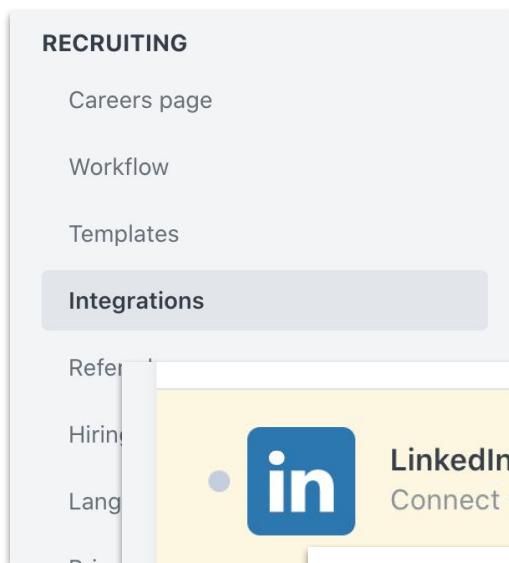
Connect your LinkedIn company page to Workable to ensure jobs go to the right spot and you receive optimal visibility on posts.

Follow these steps:

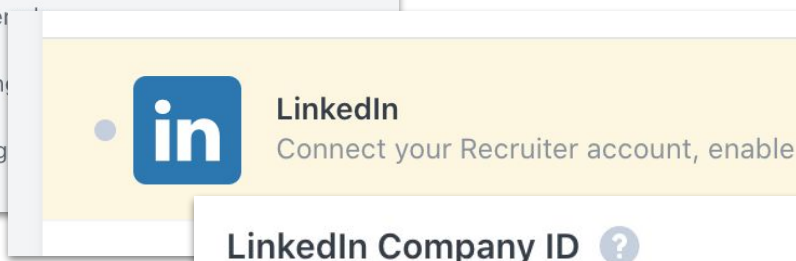
- Go to your **company's page on LinkedIn**
- Click on **# employees**
- **Copy the number** in the URL that appears in quotation marks
- This is your **Company ID**
- In Workable go to [Settings > Integrations](#)
- Locate and click on **LinkedIn**
- **Connect** your account if prompted
- **Enter Company ID**
- Click **Update Settings**



`.../people/?currentCompany=%5B%222666416%22%5D&origin=...`



Optional: If you use LinkedIn Recruiter, set up extra features like [Recruiter System Connect](#) from the Integrations section in Workable. (Feature availability depends on plan.)



LinkedIn Company ID ?

3. Indeed



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

Claim your Indeed company page

- Visit 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.

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.

- 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 am a client of Workable, an Integrated ATS with Indeed, and my jobs are included in their comprehensive XML feed. I would like Workable to be my primary posting source. I need a CS rep to review my jobs to determine if they are suitable for organic visibility per Indeed’s Quality Standards.”

Update the Apply URL for current campaigns

If you already have paid campaigns running on Indeed, update the Apply URL for those posts so that candidates are directed to Workable.

- Log in to your Indeed account and click **Need Help?** at the top of the page.
- Ask that the **Apply URL** feature be enabled for your account.
- Once enabled, **edit jobs with a campaign** on Indeed.
- Under **Application Settings** locate the “Where should job seekers be sent to apply for this job?” field.
- Insert the **Workable shortlink** for the job. To generate a shortlink you must publish the same job in Workable. Navigate to the Find Candidates tab after publishing and acquire the shortlink from the menu there.

4. Glassdoor & Facebook

Glassdoor

When you post to Indeed, Workable automatically links your job to your company's Glassdoor page. Indeed and Glassdoor are part of the same organization and posts should appear on Glassdoor within 48 hours after publishing.

If you do not have a company page, Glassdoor may try to match your jobs to a company with the same name. We recommend creating a company page and checking after you post that the job appears. [Sign up for an employer account](#) on Glassdoor to do this.

To resolve any issues with the attribution of the post, contact Glassdoor.



Facebook

You must have a [Facebook business page](#) to post jobs on Facebook.

- In Workable, go to [Settings > Integrations](#) > **Facebook Jobs**.
- **Follow the steps** to connect Workable and Facebook.
- **Publish jobs** as normal in Workable.

On the Integrations page you'll also find a "Facebook Page" option. Enabling this option adds a "Jobs" tab to your business page, usable without posting to the job marketplace. This option is not required.



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 section](#) 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 Connection
- 
CareerBuilder
 Use your pre-paid CareerBuilder credit directly via Workable

Location Department Work type Remote only









Support when you need it


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+44 (0) 800 086 8870

(2:30am - 5:30pm ET)

**Live Chat or access other
support resources by clicking
the  button in your account.**
