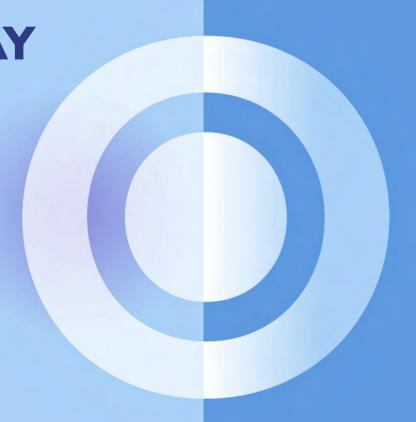
LINKEDIN X-RAY
IS DEAD.
NOW WHAT?

Balazs Paroczay

5. March 2024





BALAZS PAROCZAY

Trainer Speaker Consultant

- Founder of The Source CODE Agency
- ➤ 20 yrs of global sourcing leadership
- RPO, corporate, agency background
- Built & led one of the biggest sourcing centres in Europe (150 sourcers)
- Managed the world's biggest Sourcing Hackathon (Cielo, app. 800 players)
- 40+ conference keynotes and speaking in 15+ countries







The Sourcing Masterclass Newsletter





Sourcingtraining

15 januari 2024 in LinkedIn tips & tricks

4 min. read

LinkedIn X-Ray is soon to be dead

Which of these searches will *not* bring valid results for a US-based engineer search?



site:linkedin.com/in engineer and select US in the Advanced filter





site:us.linkedin.com/in intitle:engineer



site:linkedin.com/in engineer "Pittsburgh, Pennsylvania"

Which of these searches will *not* bring valid results for a US-based engineer search?



site:linkedin.com/in engineer and select US in the Advanced filter



16% knew the answer



site:us.linkedin.com/in intitle:engineer



site:linkedin.com/in engineer "Pittsburgh, Pennsylvania"

Which of these Linkedln x-ray search methods is correct?



You cannot search for group membership





You cannot search for tenure at present job



You cannot search for email addresses



Which of these Linkedln x-ray search methods is correct?

7%knew the
answer







You cannot search for tenure at present job



You cannot search for email addresses

DOES IT REALLY HURT?

Recruiters, which LinkedIn license do you use at the moment?

Mainly hard-core sourcers and leaders

You can see how people vote. Learn more

Free LinkedIn + x-ray

LinkedIn Premium

Sales Navigator

LIN Recruiter/Recruiter Lite

381 votes · Poll closed

17%

21%

7%

55%

ONCE THERE WAS A WAY...

THE GEEK

NO MONEY, NO PAIN!

DATA PRIVACY WHAT?





BOY YOU'RE GONNA CARRY THAT WEIGHT



SOURCING EVERYONE

SOURCING NEEDS \$

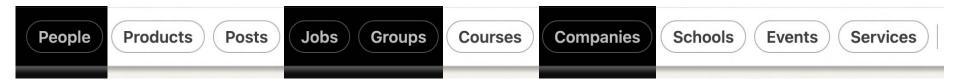
GDPR CYBERSECURITY



LINKEDIN IN THE PAST: A PEOPLE SEARCH ENGINE



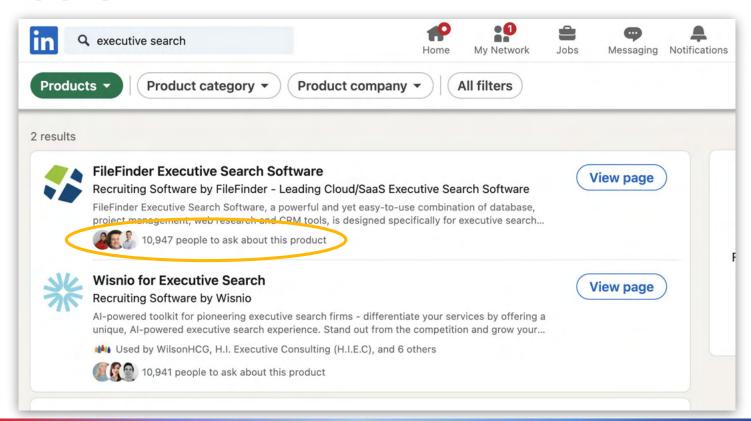
LINKEDIN TODAY: A MASSIVE BUSINESS UNIVERSE



...and constantly evolving!

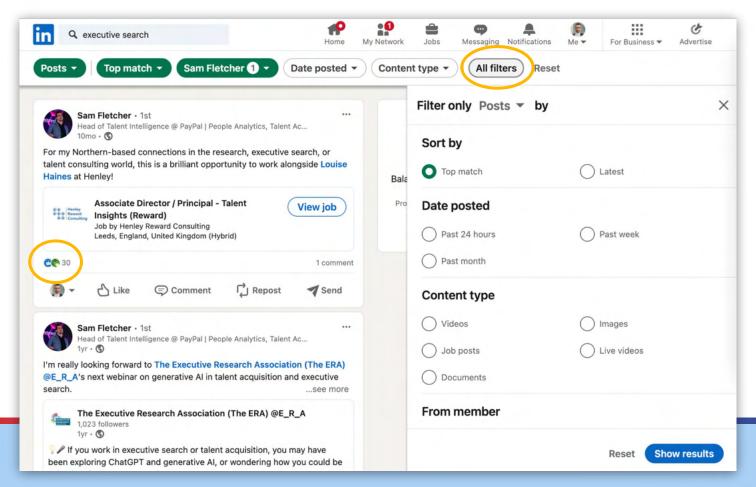


PRODUCTS

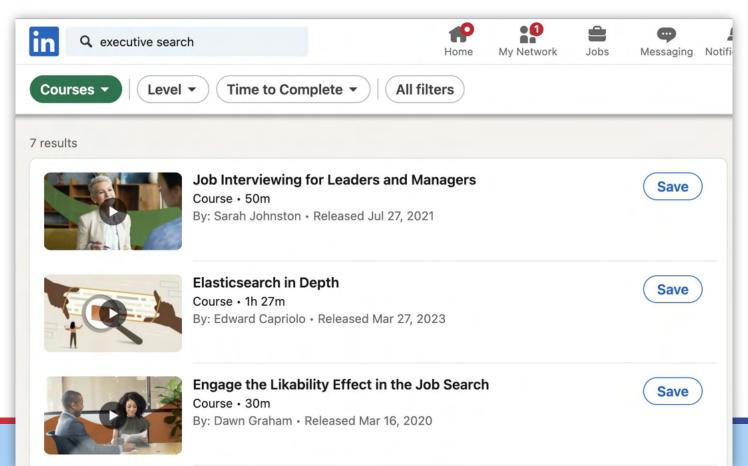




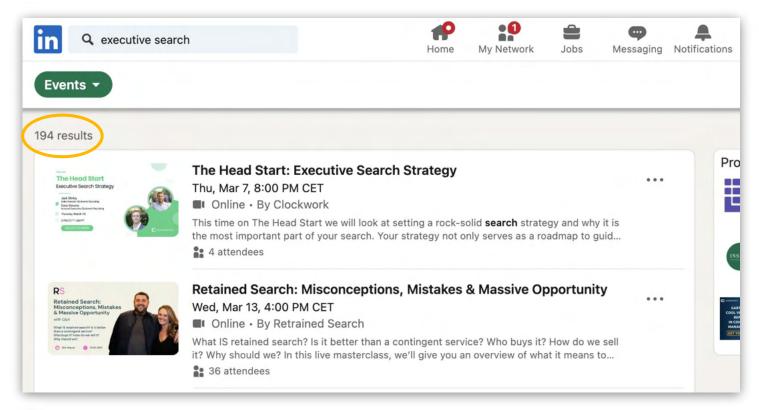
POSTS



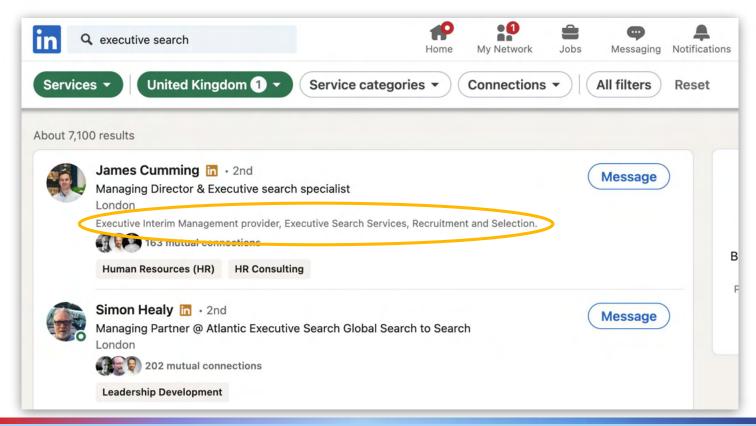
COURSES



EVENTS



SERVICES

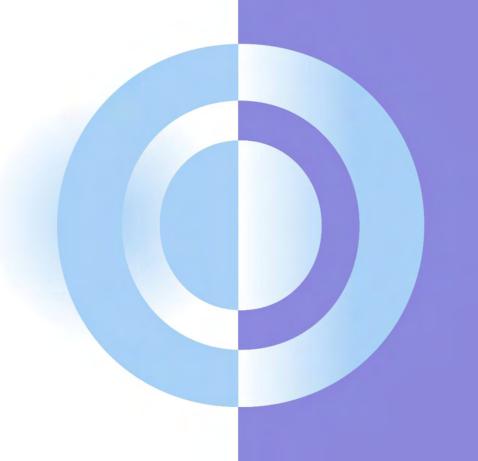








LET'S START...





Linked in		FREE	LINKEDIN PREMIUM	SALES NAVIGATOR	RECRUITER LITE	LINKEDIN RECRUITER
	SEARCH INTERFACE	BASIC	BASIC	SALES NAVIGATOR	RECRUITER	RECRUITER
	BUGGY RESULTS	YES	YES	YES	NO	NO
	FILTERS	**	***	****	****	****
	BOOLEAN	"FREE" VERSION	"FREE" VERSION	"RECRUITER" VERSION	"RECRUITER" VERSION	"RECRUITER" VERSION
	INMAILS	0	15	50	30 (CAN BE UPGRADED TO 70)	CUSTOM
	PRICE	FREE	≈500 EUR	≈1000 EUR	≈1500 EUR	≈5-10K EUR

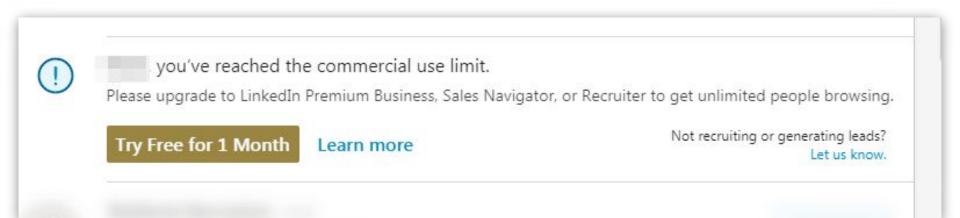


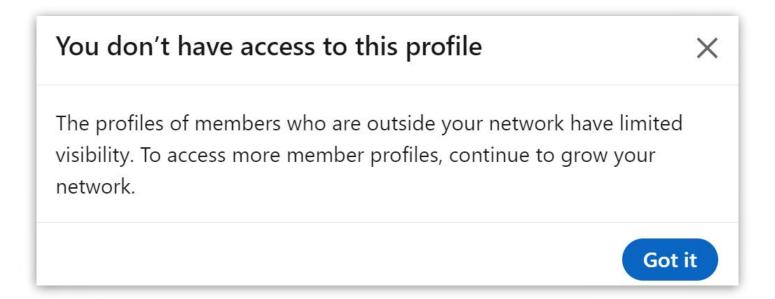
GOOD (?) OLD BOOLEAN

	AND	OR	NOT
LinkedIn Free	keyword1 AND keyword2	(keyword1 OR(keyword2))	NOT keyword
LinkedIn Recruiter	keyword1 keyword2	(keyword1 OR keyword2)	NOT keyword
Google	keyword1 keyword2	keyword1 keyword2	-keyword

Mind spaces and brackets!







LIMITED (~NO) ACCESS TO 2ND & 3RD DEGREE CONNECTIONS





Cielo Talent

5 yrs 5 mos global

Global Sourcing Strategist (contract)

Freelance

Jan 2020 - Present · 3 yrs 1 mo

Continuing my assignment in building and evolving Cielo's global sourcing expertise - now on a contract basis.

Vice President Of Global Sourcing

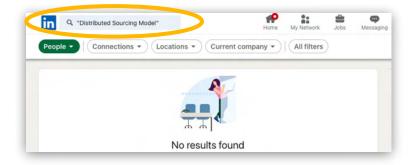
Sep 2017 - Dec 2019 · 2 yrs 4 mos

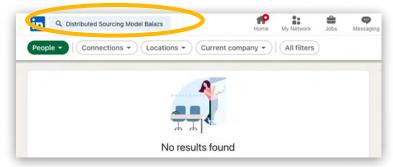
Responsible for building and continuously improving Cielo's global sourcing expertise.

Major areas: recruiter engagement, knowledge build & management, designing sourcing operating models (process, tech, analytics and measurement, structural elements etc.) and sales, marketing and client services support.

Key achievements:

- Designed and introduced the Distributed Sourcing Model
- Global sourcing community bunt and established
- Rolled out a global Sourcing Hackathon platform that has made sourcing expertise measurable and comparable
- Re-built sourcing training offering
- Implemented VICES as the major sourcing life
- VP of Cielo's Pride & Allies community
- More to come soon ;-)





LAST YEAR LINKEDIN INTRODUCED HEAVY
LIMITATIONS. THE EXACT CRITERIA FOR FREE
ACCOUNTS ARE AT THE MOMENT NOT DISCLOSED.

As a part of this update, non-Premium members now have a character limit of 200 and a monthly cap on custom invites. For those seeking more messaging flexibility, we offer LinkedIn Premium, which provides unlimited custom invites with a 300character limit. The number of invites per month varies based on the membership type, with non-Premium members having a limit of either 5 or 10 invites per month.

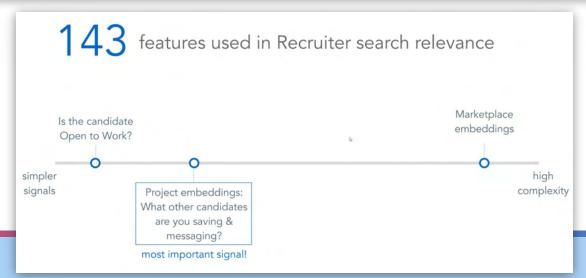
It's important to note that connection invitations without a personalized message remain available to all members at no cost.

Source:

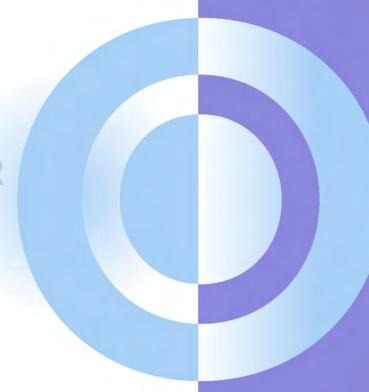
https://newslette r.fullstackrecruite r.net/p/linkedinsnew-restrictions

HOW DOES THE SEARCH ALGORITHM WORK?

Searcher relevance is based on a variety of factors - Relevance is a proprietary algorithm that we're constantly improving. Our goal is to optimize your search results. Before we return results, we consider the searcher's activity on LinkedIn, the profiles returned by the query, and other members who have run similar searches in determining the sort order. We also consider your search history to predict results that are likely to be more relevant to you. These, along with other factors, combine to provide us with data to improve the overall quality of our members' search results.



LEVERAGE THE
MAXIMUM POWER
OF LINKEDIN
SEARCH





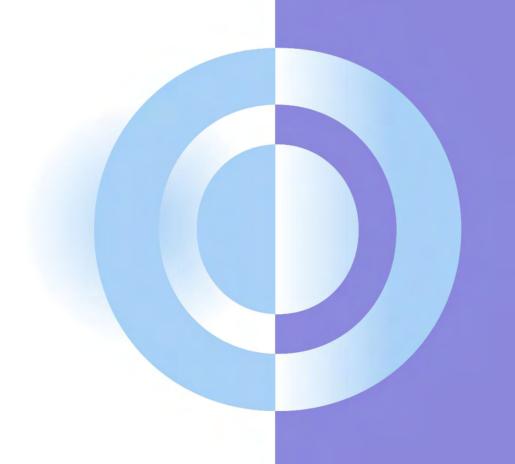
DATA ENGINEER

- Data engineer
- Speaks French
- Ideally a female candidate
- Lives in the Netherlands



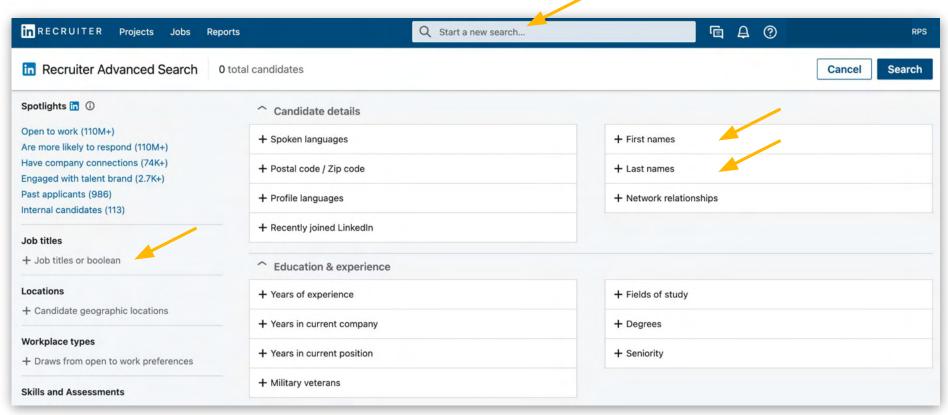


LINKEDIN RECRUITER

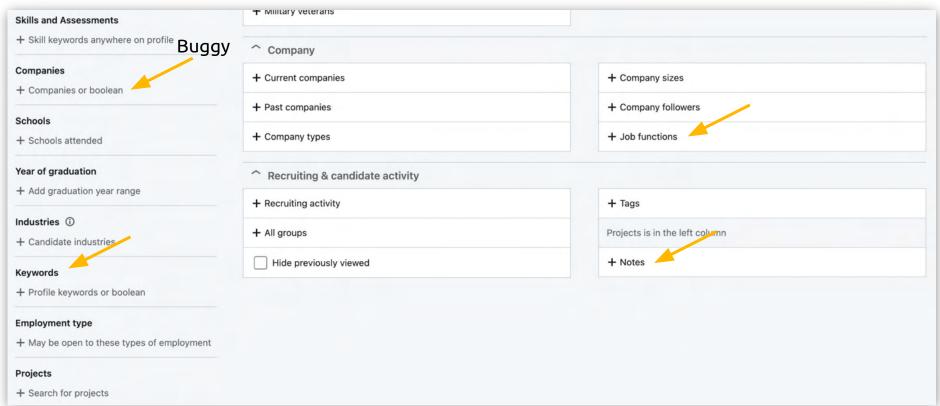




FILTERS IN RECRUITER



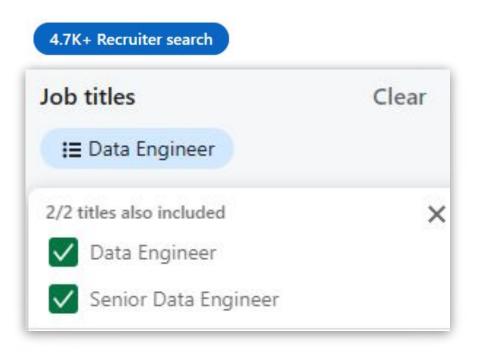
FILTERS IN RECRUITER

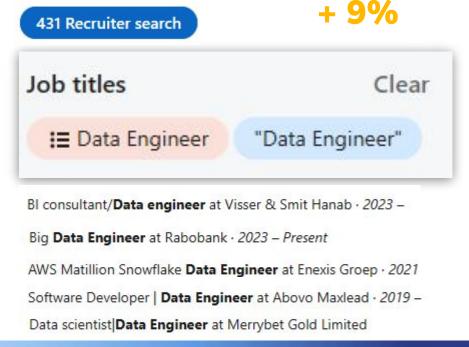


TITLE SEARCH - LIR



BOOLEAN ALWAYS MAKES IT MORE THAN DROP DOWNS







JOB FUNCTIONS



Operations (88M+)

Business Development (54M+)

Sales (46M+)

Education (40M+)

Engineering (39M+)

Healthcare Services (29M+)

Information Technology (29M+)

Administrative (28M+)

Arts and Design (22M+)

Customer Success and Support (21M+)

Finance (17M+)

Community and Social Services (15M+)

Media and Communication (14M+)

Accounting (13M+)

Marketing (13M+)

Human Resources (12M+)

Research (11M+)

Program and Project Management (11M+)

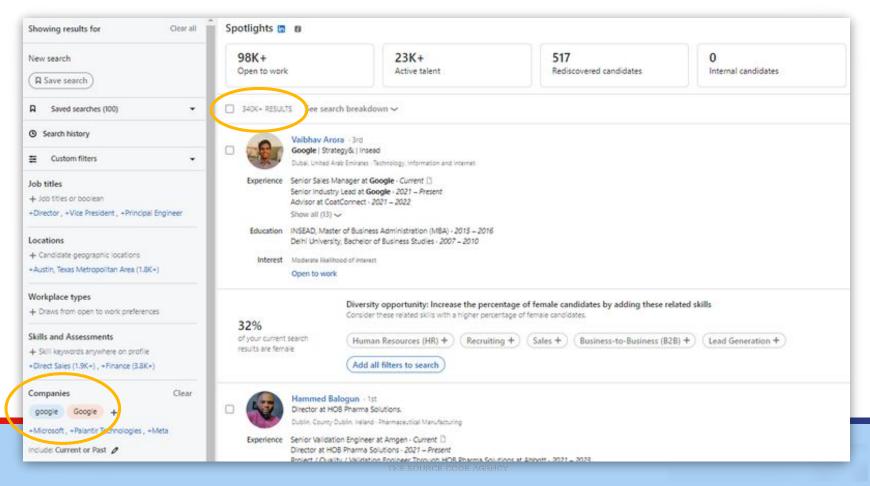
Legal (8.9M+)

DISAPPOINTED BY TITLE SEARCH RESULTS?

- Advanced Search > Company > Job Functions
- Algorithm that classifies all present position titles into <u>Super Titles</u> that will align with <u>NAICS</u> standards soon.



BOOLEAN IN COMPANY FIELD



SECRET OPERATOR: HEADLINE | SUMMARY





Search only in Headline or Summary sections

Unpublished & undocumented approaches (can and will break)

Other examples:

summary:gmail + headline:gmail = 78K

1.8M+ RESULTS

Limited to single word

No Spaces

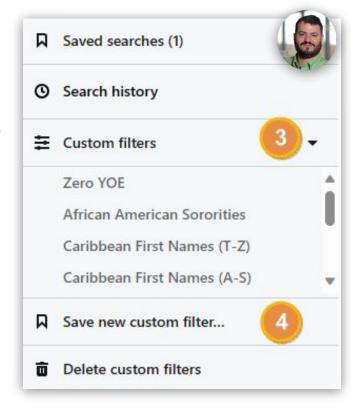
Multiple = OR statement

CUSTOM FILTERS

CUSTOM FILTERS CAN BE USED ANYWHERE; SAVED SEARCHES ARE FOR SPECIFIC PROJECTS

Steps for your team members:

- 1. Click on a saved search
- 2. Make the filter universal by removing location and any other facets
- 3. Click on Custom filters
- 4. Click on Save new custom filter
- 5. Use a short & meaningful name



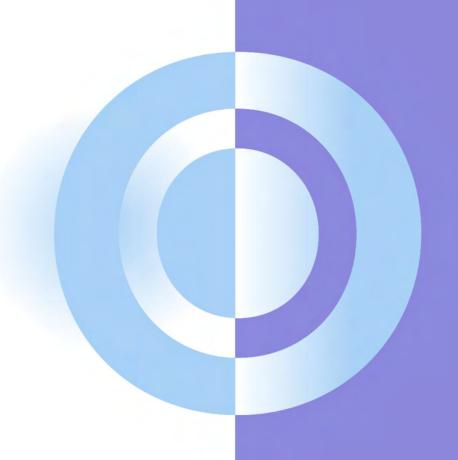


ACCURATELY USING PRONOUNS



FACET & USE	RESULTS	FIRST PAGE EXAMPLE	ACCURACY
Last names (She OR her)	96K	Miri (She/Her) · 3rd Amsterdam Area · Banking	Good
Keywords (She OR Her)	3.9 M	Glaudio · 2nd SRE/Cloud(AWS GCP Top 1% Reg United States · Software Development	Least
Job titles headline:her headline:she	73K	Th 2nd Seasoned Sales Rep looking for her next challenge! United States · Consumer Services	Most

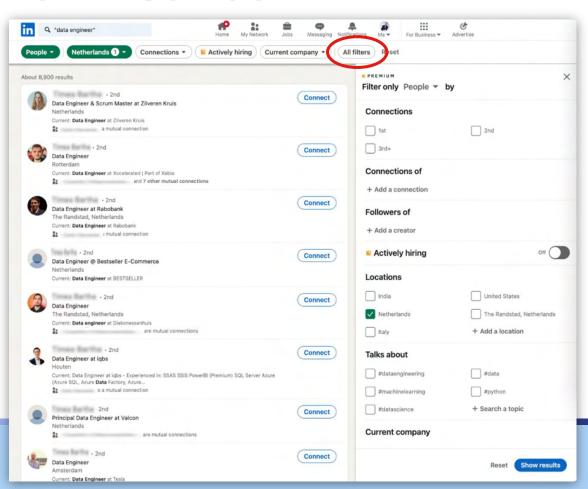
LINKEDIN FREE/PREMIUM



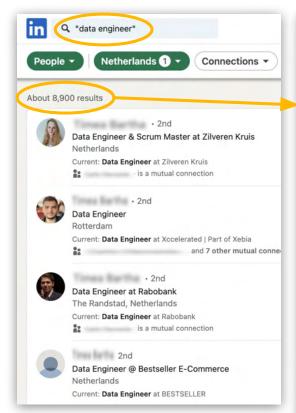


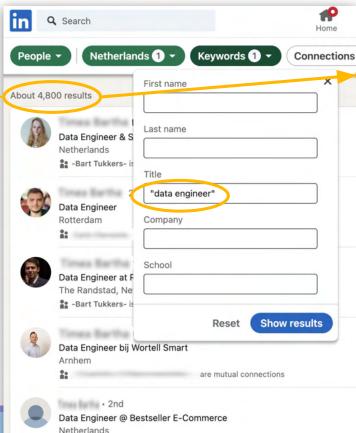
FILTERS MAKE THE WORLD GO ROUND

EVEN LINKEDIN
PROFESSIONAL
OFFERS A HEALTHY
AMOUNT OF FILTERS
- MAKE A GOOD USE
OF THEM!



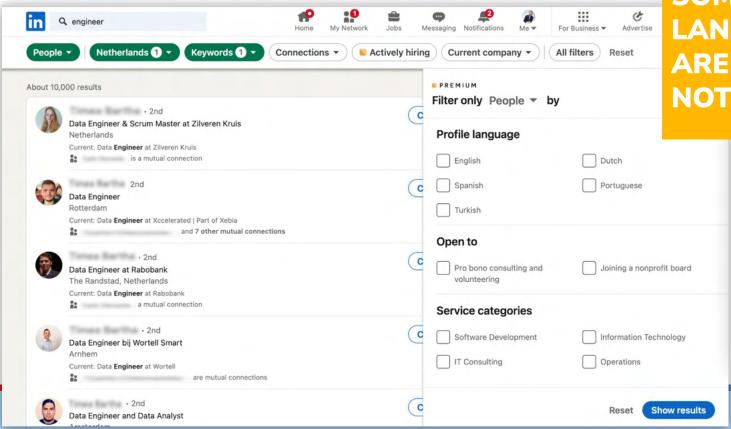
TITLE SEARCH - FREE/PREMIUM





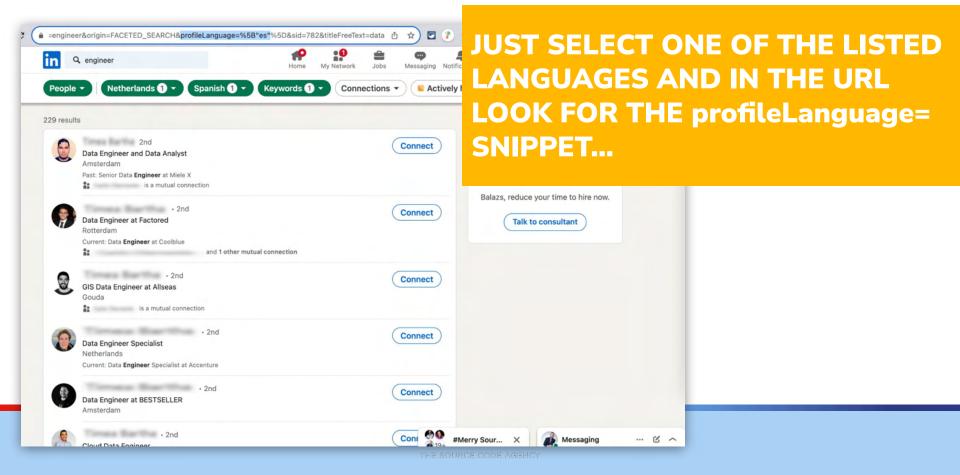
People	Netherlan	ds 1 • Keywords 1 •	Connection
About 10,	000 results	First name	×
1	Data Engineer & S Netherlands Current: Data Engine	Last name	
	e a a a a a a a a a a a a a a a a a a a	data	
	Data Engineer Rotterdam Current: Data Engine	Company	
3	Data Engineer at F	School	
	The Randstad, Ne Current: Data Engine	Reset Show ro	esults
9	Data Engineer bij W Arnhem	• 2nd /ortell Smart	
	Current: Data Enginee	er at Wortell are mutual connections	

PROFILE LANGUAGE FILTER

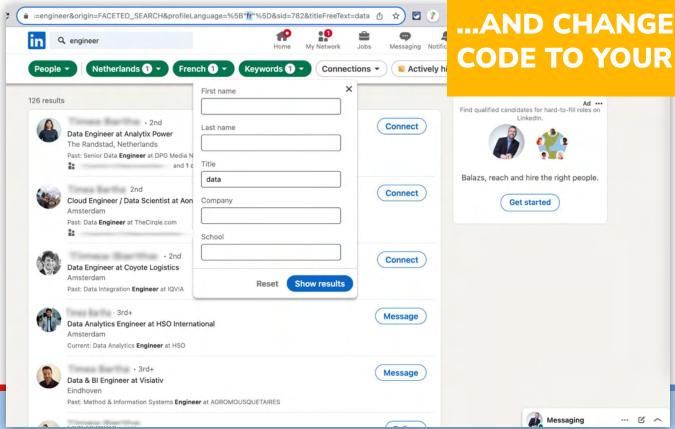


SOMETIMES THE LANGUAGE YOU ARE AFTER IS NOT LISTED HERE

PROFILE LANGUAGE FILTER

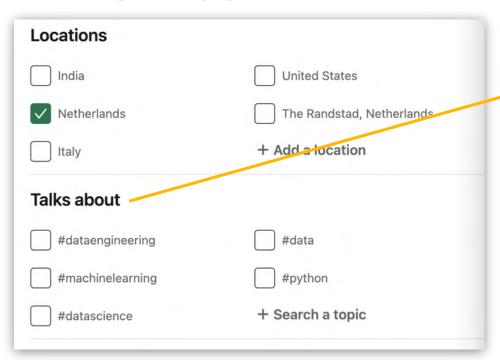


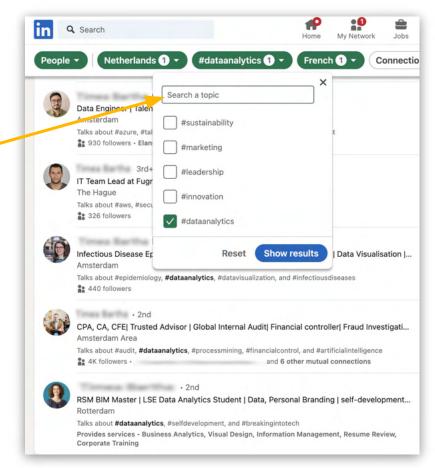
PROFILE LANGUAGE FILTER



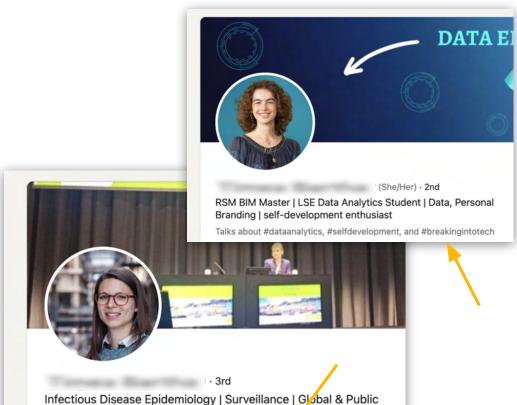
...AND CHANGE THE COUNTRY **CODE TO YOUR OPTION**

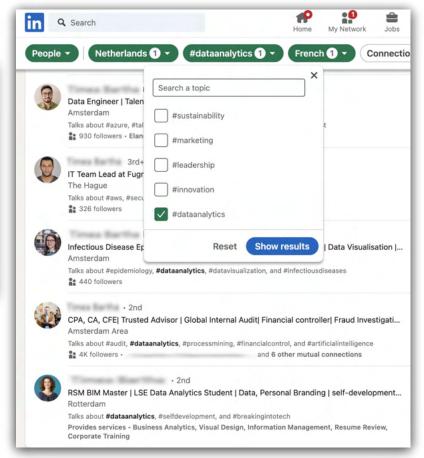
TALKS ABOUT





TALKS ABOUT





Infectious Disease Epidemiology | Surveillance | Global & Public Health | Data Visualisation | Data Analytics

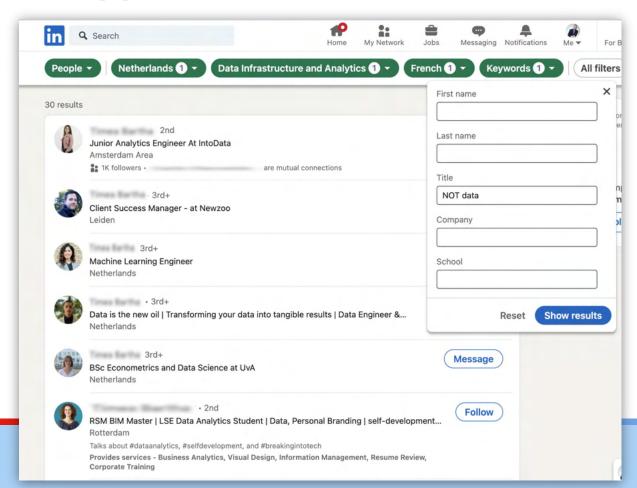
Talks about #epidemiology, #dataanalytics, #datavisualization, and #infectiousdiseases







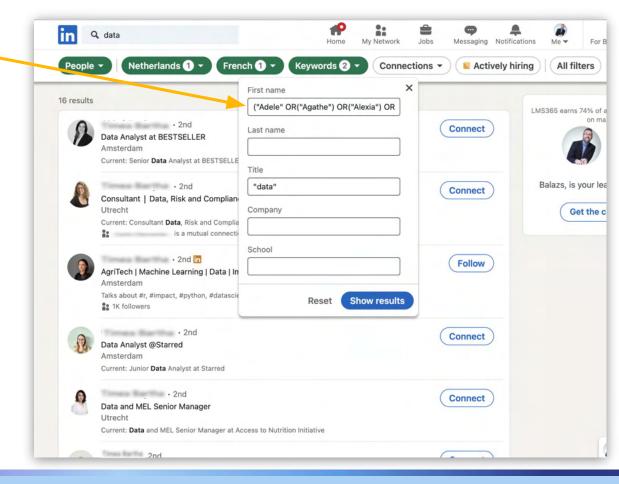
INDUSTRY FILTER



DON'T SOLELY
RELY ON THE
INDUSTRY FILTER
BUT GIVE IT A TRY
TIME TO TIME

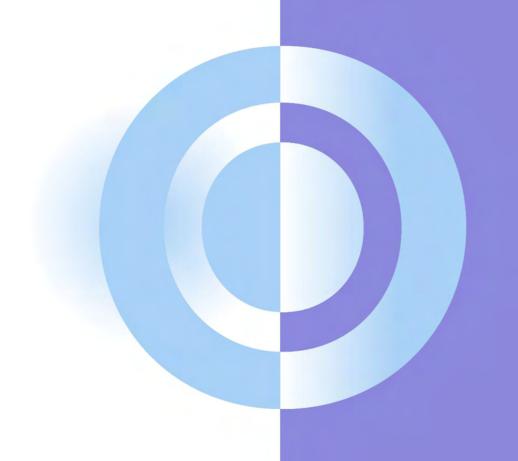
FIRST NAME —

WE CAN ADD A
LONG OR STRING TO
THE FIRST NAME
FILTER



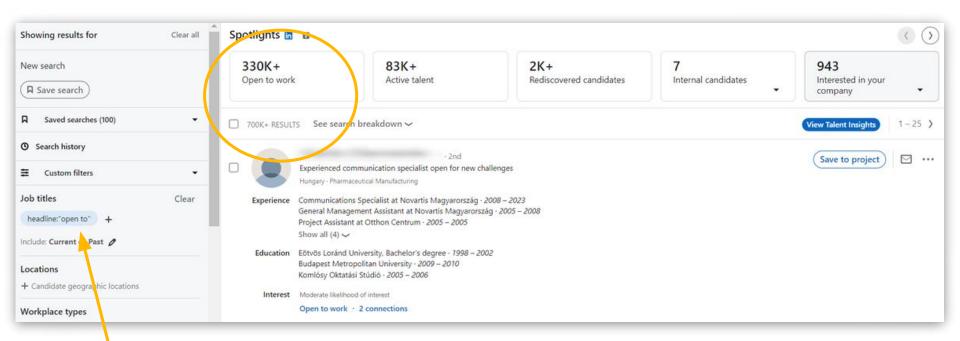


ACTIVE JOB SEEKERS



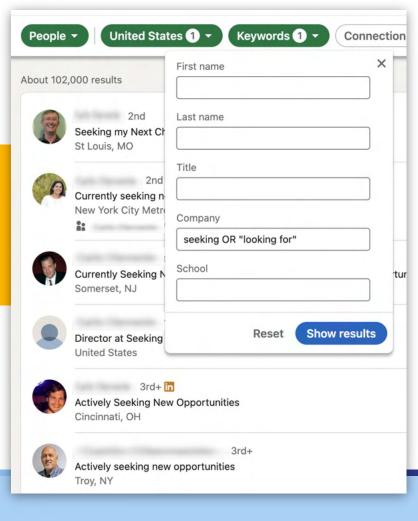


WHO IS THE REAL JOB SEEKER?



'COMPANY' SEARCH

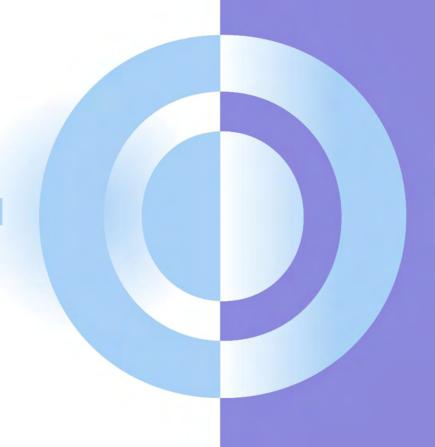
OFTEN ACTIVE JOB SEEKERS HAVE
A "CURRENT COMPANY" THAT CONTAINS
THESE JOB SEEKING WORDS





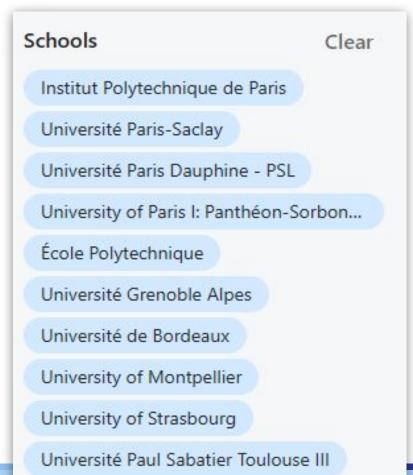
SCHOOL SEARCH





SCHOOL SEARCH - LIR INFERRED FRENCH SPEAKERS

You have to select specific schools

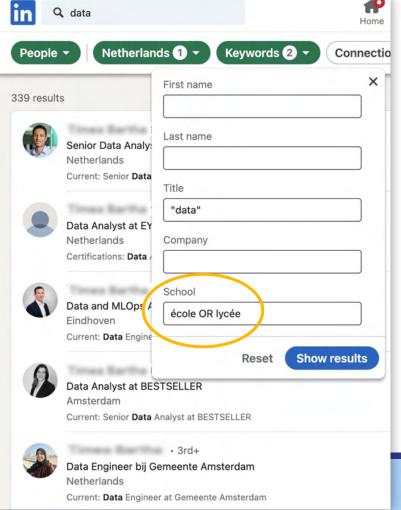




BOOLEAN IN SCHOOL - PREMIU

You can search for school names with free LinkedIn - unlike with Recruiter!

Education HEC Paris Master of Science - MS, Data Science for Business 2019 - 2021 Activities and societies: HEC Alternative Investment Society - Member - Worked on Data Business Projects through Hackathons with various organisations: Eleven Consulting, Amedes, Natixis etc... École Polytechnique Master of Science - MS, Data Science For Business 2019 - 2021 Grade: GPA: 3.91

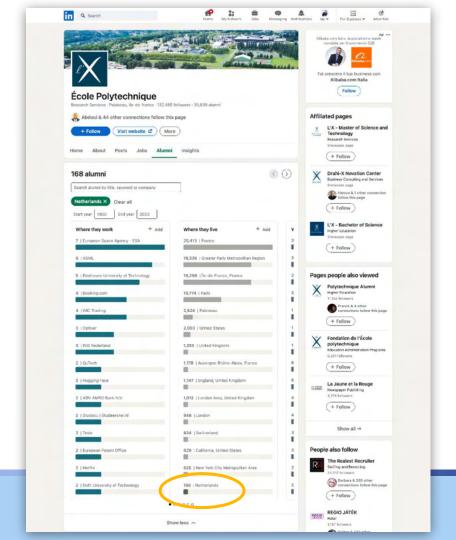




LINKEDIN ALUMNI

EVERY SCHOOL HAS AN ALUMNI PAGE.

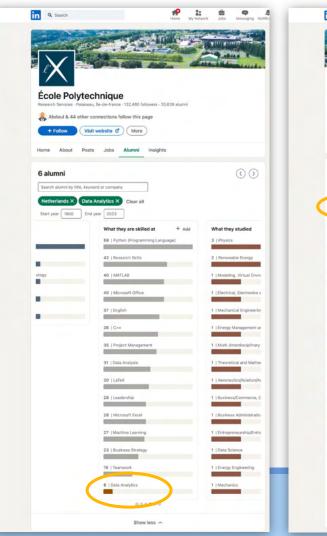
IT CAN BE BRILLIANT
FOR FINDING
FOREIGNER
CANDIDATES

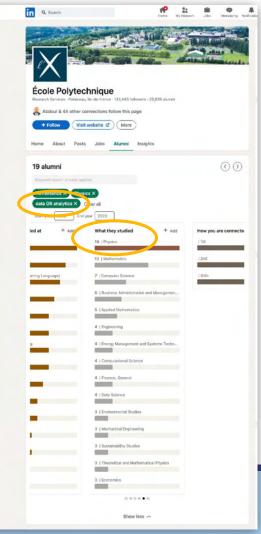


LINKEDIN ALUMNI

COMBINE YOUR
SEARCHES WITH
OTHER FILTERS AND
KEYWORDS

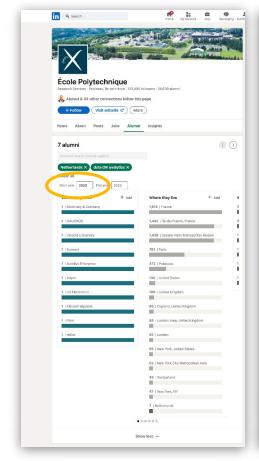
E.G. SKILLS OR WHAT THEY STUDIED

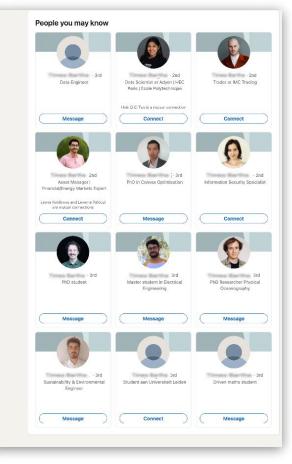




LINKEDIN ALUMNI

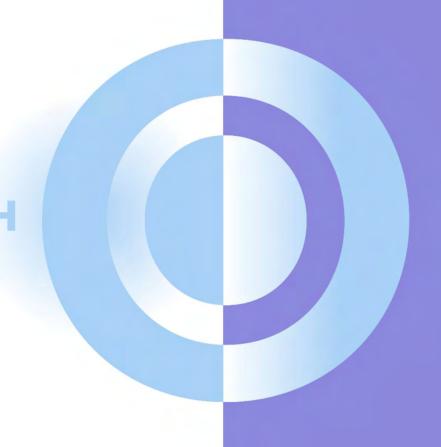
THE START YEAR
FILTER IS LITTLE
BUGGY BUT CAN BE IN
A GOOD USE FOR
FINDING MORE JUNIOR
PROFILES

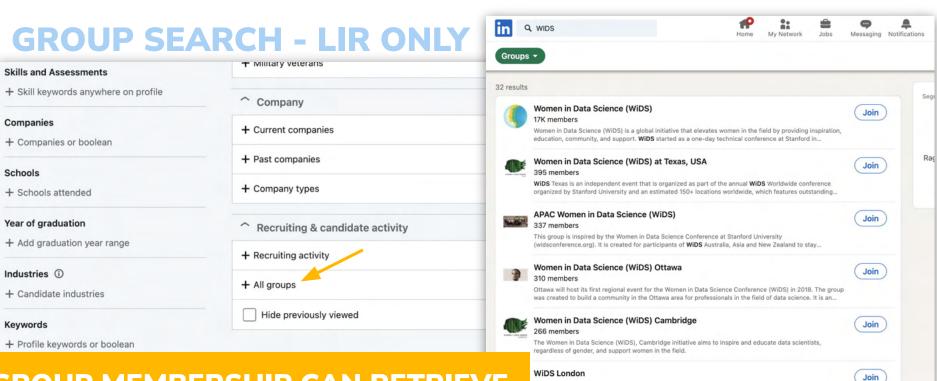




GROUP SEARCH







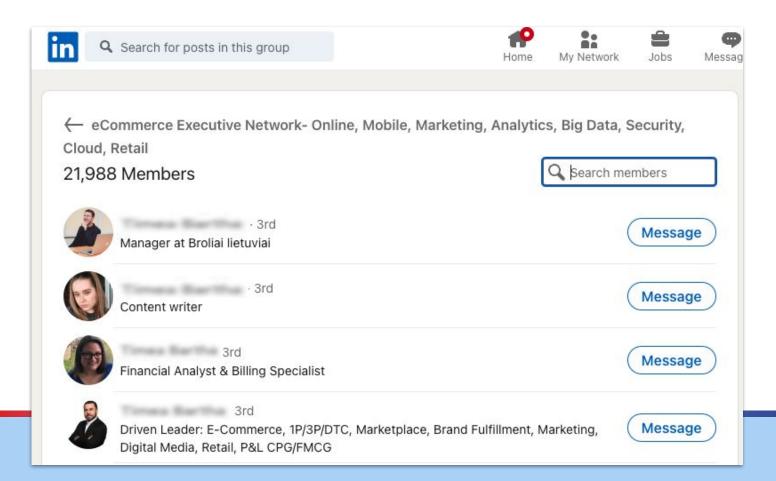
GROUP MEMBERSHIP CAN RETRIEVE KEYWORD-POOR PROFILES



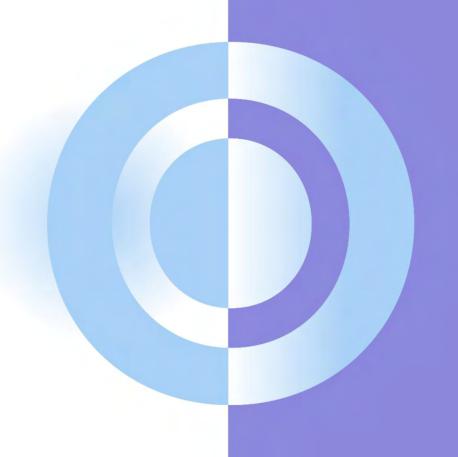
189 members

WIDS, short for Women in Data Science, was launched at Stanford University and has become a global organisation of Women and non-binary data leaders around the world. All genders are invited to attend Wi...

IN A GROUP YOU CAN MESSAGE DIRECTLY

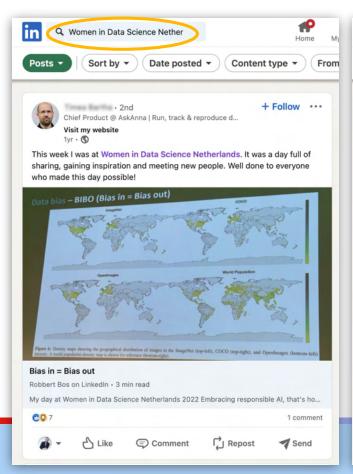


POST SEARCH





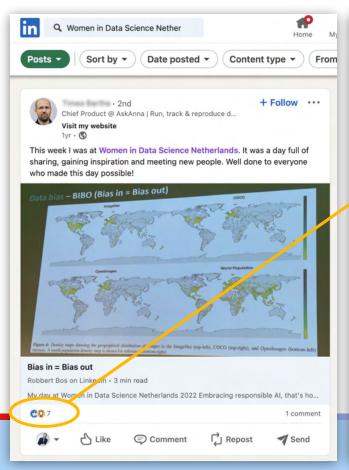
POST SEARCH IS A PERFECT FILTER

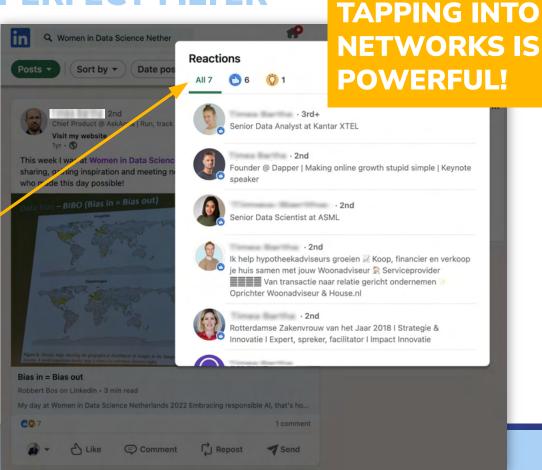




LINKEDIN WALL
IS GETTING
MORE QUALITY
CONTENT THAN
FACEBOOK SO
PEOPLE USE IT

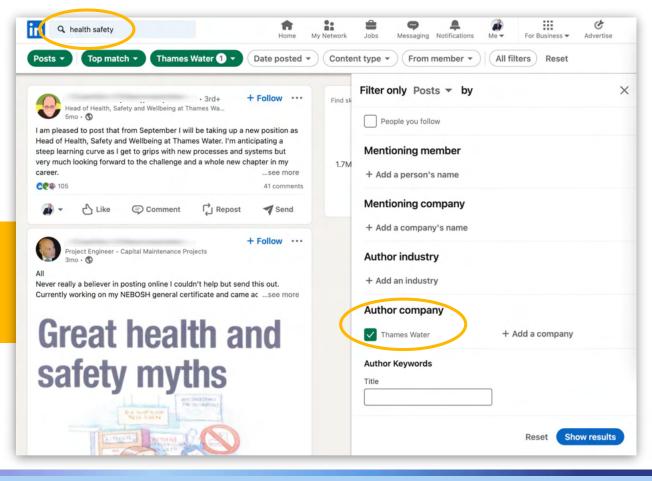
POST SEARCH IS A PERFECT FILTER





POST SEARCH

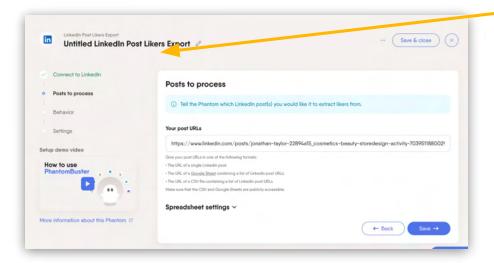
USE AGAIN A RANGE OF FILTERS WITH POSTS SEARCH!

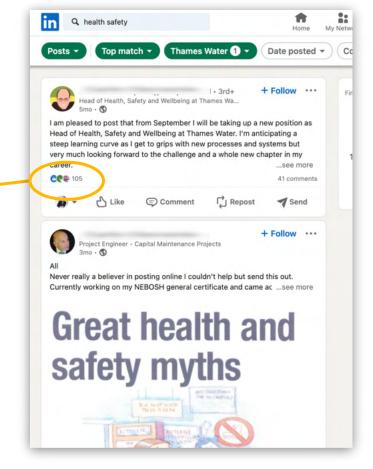




POST SEARCH SCRAPING

www.phantombuster.com





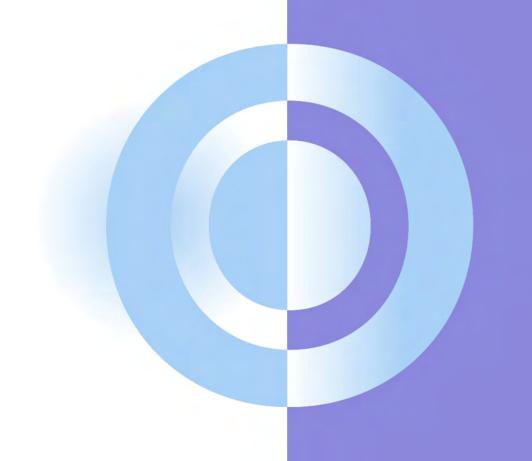


PHANTOMBUSTER RESULT

M		D		•	U	E	г	G	п	1	J
profileLink	Ŧ	name	Ŧ	job =	degree	reactionTyp(=	firstName =	lastName =	postUrl =	timestamp =	E
https://www.li	inke	Da	-	Working with clients to deliver the best Health and \$	2nd	like	Damer	Humber	https://www.linke	2023-11-20T16	6:20:46.515
https://www.li	inke	An		Business Analyst & Oracle Apex Developer at Sout	3rd	like	Andresi	Ascress	https://www.linke	2023-11-20T16	6:20:46.515
https://www.li	inke	Mε		Business Services Coordinator at South East Water	3rd	like	Mariana	Granestock	https://www.linke	2023-11-20T16	6:20:46.515
https://www.li	inke	Jei		Project Manager at South East Water UK	3rd	like	America	Duffsor	https://www.linke	2023-11-20T16	6:20:46.515
https://www.li	inke	Zo		BIS Project Manager at South East Water	3rd	like	Zine	Swan	https://www.linke	2023-11-20T16	6:20:46.515
https://www.li	inke	Lis		Health & Safety Advisor at South East Water UK	3rd	support	1.000		https://www.linke	2023-11-20T16	6:20:46.515
https://www.li	inke	Jo		Leakage Analyst at South East Water	3rd	like	Amathus		https://www.linke	2023-11-20T16	6:20:46.515
https://www.li	inke	Stı		Principal Engineer Atkins working within the Water	3rd	like	Stuart	Treadingham	https://www.linke	2023-11-20T16	6:20:46.515
https://www.li	inke	Zo		Health & Safety Advisor at South East Water	2nd	like	Zine	Verhaeren Prope	https://www.linke	2023-11-20T16	6:20:46.515
https://www.li	inke	Ro		Head of Communications at South East Water UK	2nd	like	The	Chumble	https://www.linke	2023-11-20T16	6:20:46.516
https://www.li	inke	Jol		Duty Control Manager at South East Water UK	3rd	like	ARM .	THE REAL PROPERTY.	https://www.linke	2023-11-20T16	6:20:46.516
https://www.li	inke	Ch		Junior IT Security Analyst at South East Water UK	3rd	like	Christopher	Stongley	https://www.linke	2023-11-20T16	6:20:46.516
https://www.li	inke	sin		Microbiology Supervisor	3rd	like	Married Street, Street	Tuesday.	https://www.linke	2023-11-20T16	3:20:46.516
https://www.li	inke	Ne		Retir							
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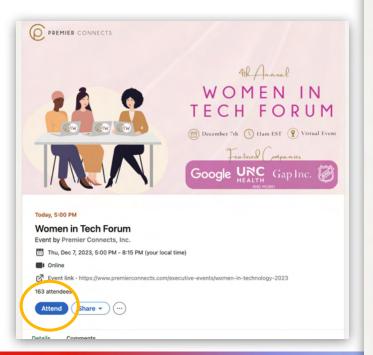


EVENTS





LINKEDIN EVENTS





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Events -

23 results



Women in Tech Forum

Today, 5:00 PM CEST

Online • By Premier Connects, Inc.

A virtual experience open to all Technology Leaders. To register, use the event link located at the top of the event page. *The Zoom link will only be shared with those who register and...

163 attendees



CALLING ALL LADIES! Word on the Street - Ep 186

Tomorrow, 7:00 PM CEST

■ Online • By BETA Consulting Group

HELLO LADIES (And all professionals in the Transportation industry)!! Friday Dec 8th the hashtag#StreetCrew welcomes Jennifer Karpus-Romain as our guest host for Word on The...

65 attendees



People Analytics Session: Why Fair Pay Matters and How to Ensure It

Thu, Dec 14, 6:00 PM CEST

Online • By Orgnostic

NOTE: To sign up for the event, register via the event link above. --- Join us for another People **Analytics** Session on 14 December, 9am PT and let's talk about fair pay, why it...

26 attendees



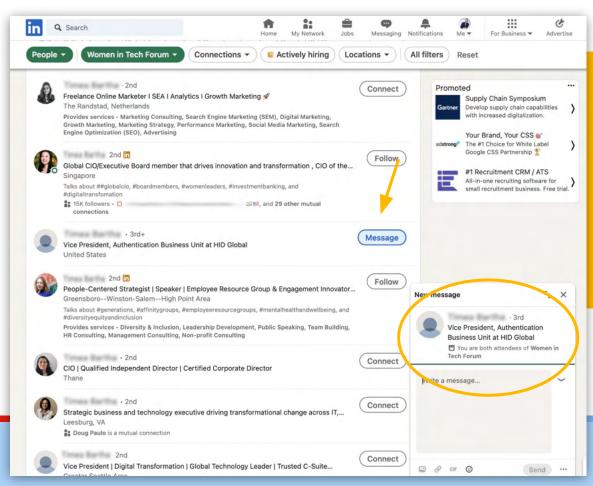
Upskillers webinar: How to use SQL for E-commerce Analytics

Tue, Dec 12, 6:30 PM CEST

Online • By AllWomen

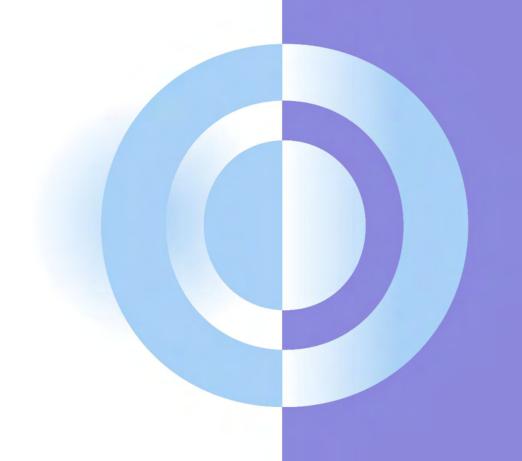
Embark on a journey into the heart of e-commerce **analytics** as we explore how to use SQL to extract insights. In this webinar, we'll unravel the power of SQL, why it's a must-learn...

LINKEDIN EVENTS



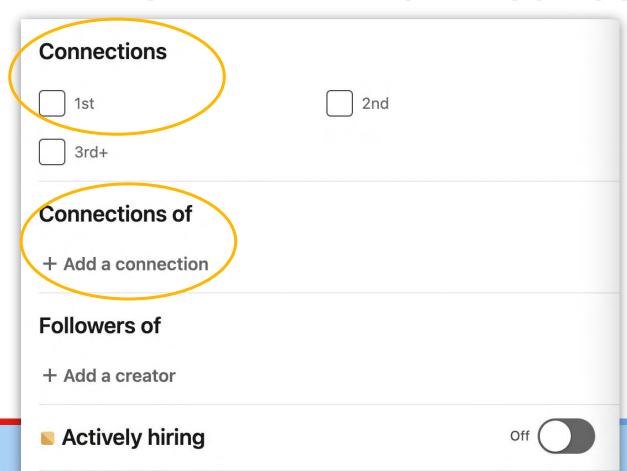
YOU CAN SEND A FREE INMAIL TO MOST OF THOSE WHO JOIN THE SAME EVENT WITH YOU - REGARDLESS YOU ARE CONNECTED TO THEM OR NOT

NETWORK MAPPING





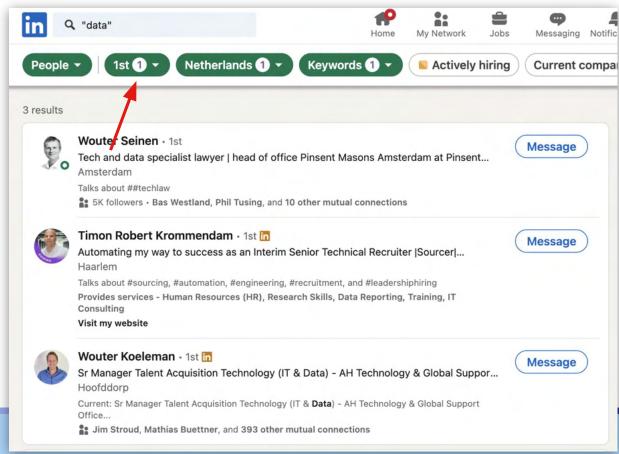
FILTERS MAKE THE WORLD GO ROUND



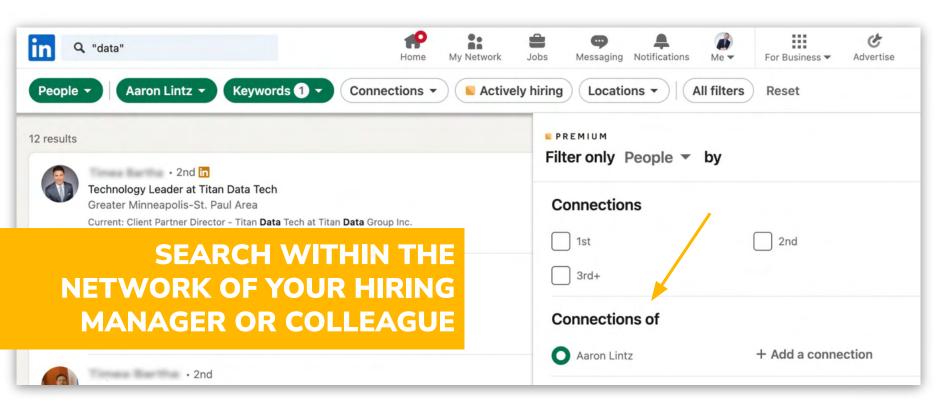
NETWORK MAPPING

BUILD YOUR
SEARCH AND FILTER
TO 1ST LEVEL
CONNECTIONS

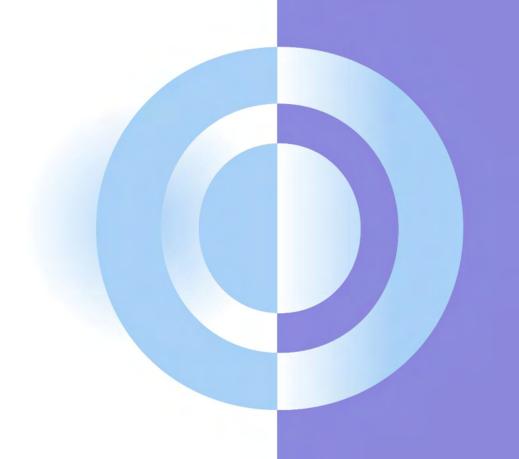
SHARE THE LINK
(URL) WITH YOUR
HIRING MANAGER
AND ASK WHETHER
THEY SEE ANYONE
POTENTIAL



NETWORK MAPPING

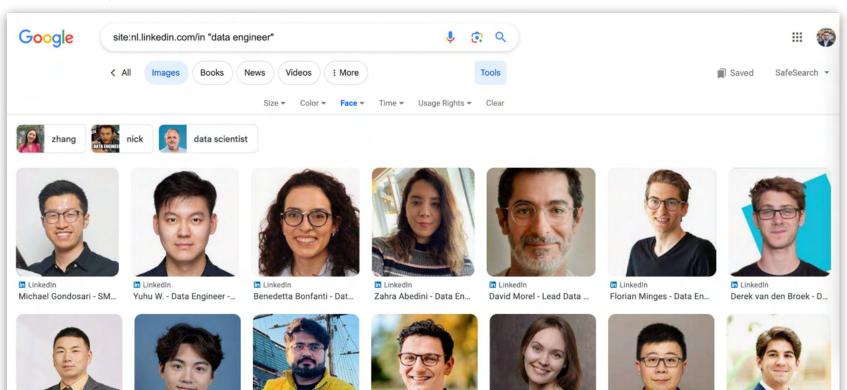


X-RAY





PSST ;-)



in LinkedIn Youliang Luo - Data Engi...



Seraph Jin - Data Engine...



in LinkedIn Aditya Saraf - Data Engin...



in LinkedIn Juul van der Vorst - Data...



in LinkedIn Iuliia Golenko - Lead Dat...

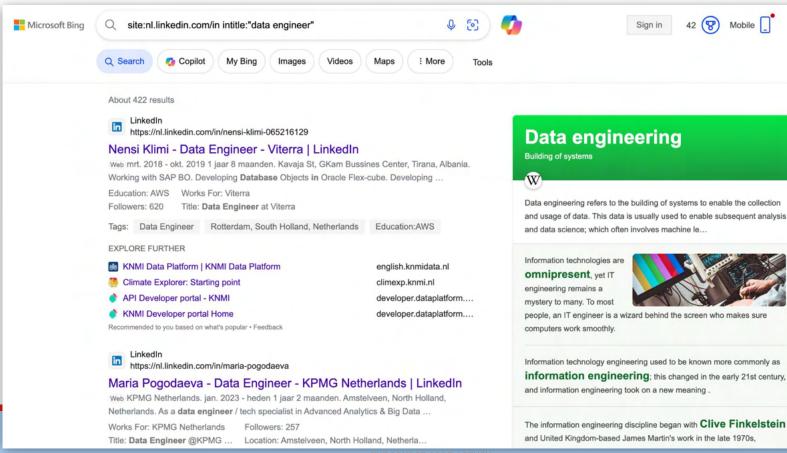


in LinkedIn Haixiang Zhang - Data E...

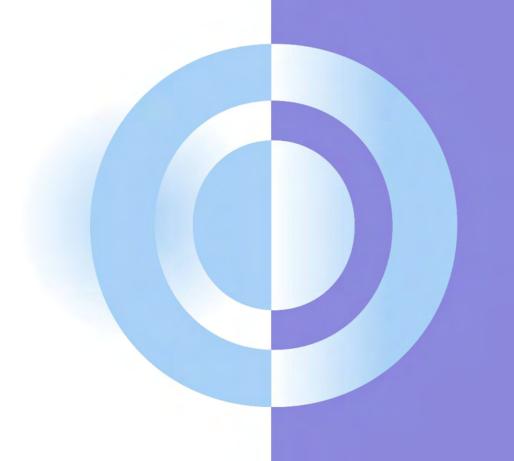


in LinkedIn Guido Martín Pederiva - ...

BING IS STILL ALIVE (FOR NOW)

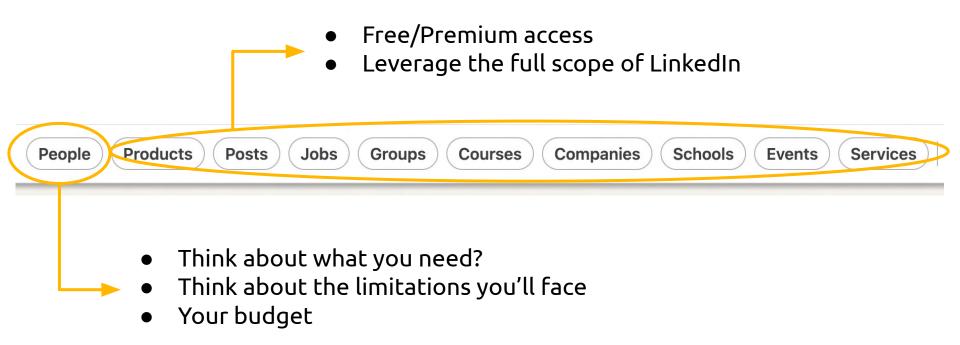


SUMMARY





LINKEDIN TODAY: A MASSIVE BUSINESS UNIVERSE





WE ARE HERE TO HELP



ANY QUESTIONS?

LET'S TALK!

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www.thesourcecode.agency







THE SOURCE CODE AGENCY