

# Microlearning Lesson Plan:

## How to Post a Job on LinkedIn for Free

### LESSON OVERVIEW

**Target Audience:** The target audience consists of adults in professional settings who need to hire employees. They have a basic knowledge of LinkedIn but have not used the platform for job postings.

**Goal:** The goal of this microlesson is to enable participants to post a job on LinkedIn for free, enhancing their recruitment capabilities without incurring additional costs.

**Mode of Instruction:** The lesson will be delivered as an asynchronous learning module developed in Articulate Rise. It will include a video walkthrough, written step-by-step instructions, and interactive practice using hotspots.

**Microlearning Use Case:** This lesson is designed as point-of-need learning for busy professionals seeking to quickly acquire the skill of posting jobs on LinkedIn.

### LEARNING OBJECTIVES

**Learner Outcome:** By the end of the microlesson, participants will be able to demonstrate how to post a job on LinkedIn for free.

**Task:** Participants will post a job on LinkedIn using the free job posting feature.

**Condition:** Participants will have access to a LinkedIn account and a computer or mobile device with internet access.

**Standard:** Successful participants will create and post a job listing with accurate details and publish it on LinkedIn.

### UDL PRACTICES

**Representation:** Utilize videos, text instructions, and interactive simulations to accommodate different learning styles.

**Action and Expression:** Offer multiple ways for learners to show their understanding, such as through simulations, written responses, and actual job postings.

**Engagement:** Incorporate relatable examples and interactive elements to maintain interest and motivation.

# Microlearning Lesson Plan:

## How to Post a Job on LinkedIn for Free

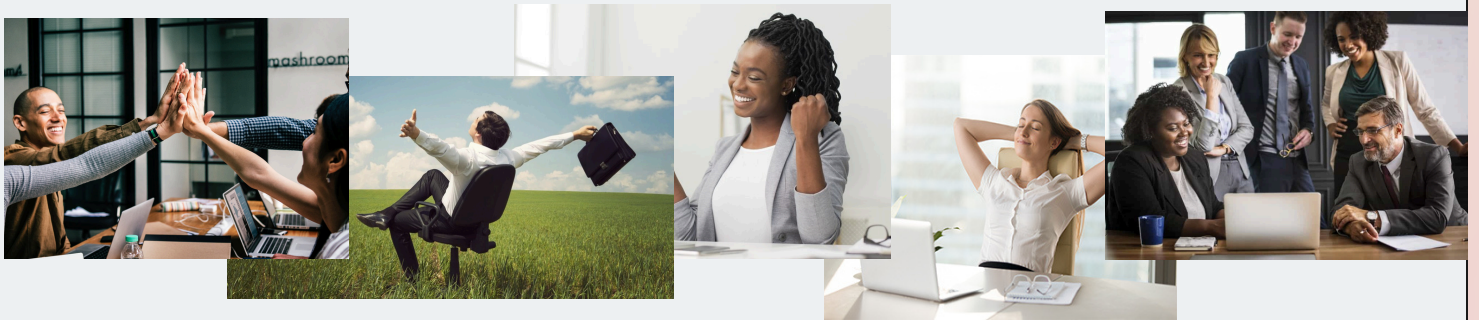
### INTRODUCTION: HOOK

**Scene:** A quick slideshow of photos showing overwhelmed hiring managers in different stressful situations (e.g., stacks of resumes, frustrated expressions, tight deadlines).



**Voice-over:** "Feeling overwhelmed with hiring? Finding the right candidate can be stressful and time-consuming. But it doesn't have to be."

**Scene:** Transitions to a calm, organized office.



**Voice-over:** "What if you could post a job for free and reach thousands of potential candidates effortlessly? Welcome to LinkedIn's free job posting feature. In this microlesson, we'll show you how to create and publish a job posting on LinkedIn, saving you time and money. Let's get started!"

# Microlearning Lesson Plan:

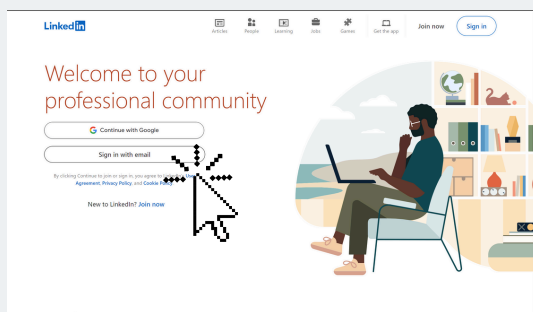
## How to Post a Job on LinkedIn for Free

### FIRST LEARNING POINT: ACCESSING THE JOB POSTING FEATURE

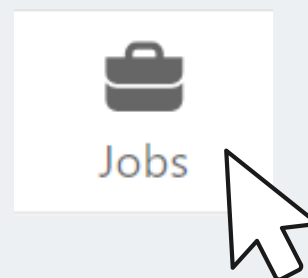
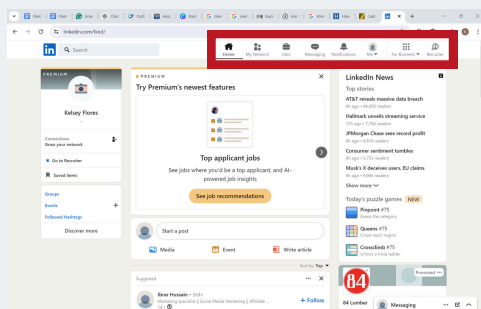
**Instructional Strategy:** Direct Instruction

**Video demonstration:** Show how to navigate to the LinkedIn homepage and access the job posting section.

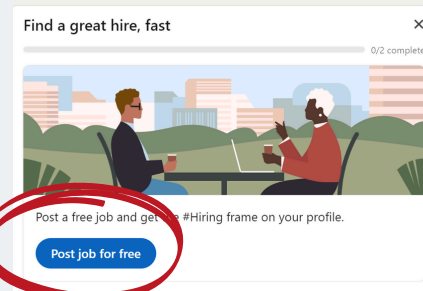
**Written steps:** Log into your LinkedIn account.

A detailed view of the LinkedIn sign-in form. It includes a "Sign in" heading, a sub-heading "Stay updated on your professional world", and input fields for "Email or Phone" and "Password". There is a "show" link for the password field and a "Forgot password?" link. A blue "Sign in" button is prominent. Below it are options to "Continue with Google" and "Sign in with Apple".

Click on the "Jobs" icon at the top of your LinkedIn homepage.



Click on the "Post a job for free" button.



## SECOND LEARNING POINT: CREATING A JOB LISTING

**Video demonstration:** Demonstrate how to fill out the job posting form.

**Written steps:** Fill out the job details

1. Enter job title, company name, workplace type, employee location, and job type.
2. Click "Get started for free"

Get started for free

**Interactive Activity:** After the video demo, participants will engage in an interactive hotspot activity using the provided screenshot of the LinkedIn job posting interface. This activity will help learners understand the importance and meaning of each section of the job posting form.

Select your company contract to post a job.

### Post a job for free

Increase the quality of your hire

Job title <sup>?</sup>  
Test Job

Company  
ABC Company

Workplace type  
Remote

Employee location <sup>?</sup>  
United States

Job type  
Contract

## THIRD LEARNING POINT: ADD THE JOB DESCRIPTION

**Video demonstration:** Explain how to fill out the job description section.

**Written Steps:**

1. *Enter the Job description*
  - Type or copy and paste the job description into the provided field.
2. *Optional - Use AI Assistance*
  - Click 'Draft new with AI' to get AI assistance with your job description. This option provides a suggested guide to help create a high-quality job post.
3. *Add Skills*
  - Add up to 10 keywords to make your job more visible to the right candidates. These keywords should highlight the qualifications and skills required for the job.
4. *Add Salary Information*
  - Specify the base salary and any additional compensation types to attract more applicants. This can set clear expectations for potential candidates.
5. *Click Next*
  - Once all sections are completed, click 'Next' to proceed to the next step.

1 of 2: Tell us about the role

1 \*Indicates required

Description\*

Create a high quality job post using our suggested guide below. Learn more

Draft new with AI

Tip: Provide a summary of the role, what success in the position looks like, and how this role fits into the organization overall.

Responsibilities  
(Be specific when describing each of the responsibilities. Use gender-neutral, inclusive language.)  
Example: Determine and develop user requirements for systems in production, to ensure maximum usability.

Qualifications  
(Some qualifications you may want to include are Skills, Education, Experience, or Certifications.)  
Example: Bachelor's degree and written communication skills.

Skills

Add skill keywords (max 10) to make your job more visible to the right candidates.

Written Communication X User Requirements X Usability X Manual Testing X  
Communication X Software Testing X Test Management X Test Cases X  
Quality Assurance X Regression Testing X Add skill +

Pay

Up to 3x more applies on LinkedIn when you include salary. Learn more

Base salary  
Amount: \$ Per year: Per year

Additional compensation  
Add compensation types

How did you hear about LinkedIn jobs?  
Select a source

Preview Back Next

## FOURTH LEARNING POINT: SET SCREENING AND QUALIFICATION SETTINGS

**Instructional Strategy:** Direct Instruction

**Video demonstration:** Demonstrate how to set up screening questions and qualification settings.

### Written steps:

1. Select how you want to receive applicants (e.g., by email).
2. Add screening questions to filter candidates based on specific skills and experience.
3. Set qualification criteria to automatically filter out unqualified candidates.
4. Preview and edit the rejection message for candidates who don't meet the qualifications.
5. Click 'continue' when your done reviewing.

The screenshot shows the '2 of 2: Receive qualified applicants' setup screen. It includes an 'Applicant collection' section with 'By email' selected. The 'Screening questions' section contains three questions about work experience with 'Test Management', 'Communication', and 'Stability' skills, each with a '1' year requirement and a 'Must-have qualification' checkbox. Below are 'Add screening questions' and 'Qualification setting' sections. The 'Qualification setting' section has a 'Preview' button and a rejection message: 'Thank you for your interest in the Test Job position at ABC Company in United States. Unfortunately, ABC Company did not select your application to move forward in the hiring process.' At the bottom, there are 'Preview', 'Back', and 'Continue' buttons.

## FIFTH LEARNING POINT: POST THE JOB

**Video demonstration:** Show how to publish the job listing.

### Written steps:

Click on the "Post job without promoting" button.

The screenshot shows the 'Promote your job post to get 3x more qualified applicants' screen. It features a 'Free' budget option and a 'Promoted' option with a 'Recommended' badge. The 'Promoted' section includes a 'Daily average' input field set to '\$39' and a 'Save budget' button. Below are '3 estimated monthly applicants' and '10 estimated monthly applicants' sections. The 'Order summary' at the bottom shows a 'Daily average: \$59.00' and two buttons: 'Post without promoting' and 'Promote job'.



## GUIDED PRACTICE: STEP-BY-STEP WALKTHROUGH

**Activity Overview:** Learners will practice completing the entire LinkedIn job posting process using a step-by-step interactive walkthrough. This includes entering job details, selecting a sample job description, adding skills, specifying salary information, and setting up screening questions and qualifications. At each step, learners will interact with a simulated LinkedIn interface, confirming their understanding before moving to the next step.

## RETENTION AND TRANSFER: JOB AID

**Overview:** To ensure learners can retain and apply what they've learned, a printable or savable PDF job aid will be provided. This job aid will include all the steps of posting a job on LinkedIn, serving as a quick reference guide.

**How to post a job on LinkedIn for free**

Log into LinkedIn.

Sign in

Click the "Jobs" icon on the homepage.

Select the "Post job for free" button.

Enter job title, company name, workplace type, employee location, and job type.

Click "Get started for free"

Enter or copy and paste the job description.

Add skills and salary information

Click "preview" in the bottom left-hand corner to review the job posting.

After reviewing, click "next."

Select how you want to receive applications.

Set up screening questions and qualification settings.

Click "Continue"

Publish the job listing by clicking "Post job for free."

## INDEPENDENT PRACTICE

To encourage independent practice, learners will be prompted to use LinkedIn's job posting feature to post any open positions their organizations may have. This real-world application will help solidify their understanding and skills in creating effective job postings.

## CLOSING

"Thank you for participating in this session on posting jobs on LinkedIn. You now have the skills to create effective job listings, from entering details to setting up qualifications. Use the job aid as a reference, and start posting real job openings within your organization. Good luck, and happy hiring!"