

LinkedIn Premium Job Ads

FAQ

Q: We have one BambooHR account but run multiple companies under one parent company. Can we connect multiple LinkedIn company profiles?

A: Yes. You'll be able to connect multiple LinkedIn company pages to your BambooHR account. When posting a job to LinkedIn, you'll be prompted to select which LinkedIn company profile the job should be associated with.

Q: How will the job ad appear visually on LinkedIn? Will it display under our company's LinkedIn page or BambooHR?

A: Job ads will appear under your LinkedIn company profile, not BambooHR's. The company logo and branding are pulled directly from your LinkedIn company page. The job title and description come from your BambooHR job posting.

Q: How and when will we be billed? Is billing through BambooHR or LinkedIn? Will we receive a breakdown of ad spend?

A: Billing is handled through BambooHR, not LinkedIn. Once a job posting is closed (automatically after 30 days or manually by you), LinkedIn sends us the total amount due. This will be included as a line item on your next BambooHR invoice.

You'll also receive a downloadable CSV file alongside your invoice that includes:

- Job title
- Views
- Applications
- Total spend

Q: If I have six jobs, do I need to select LinkedIn options for each one?

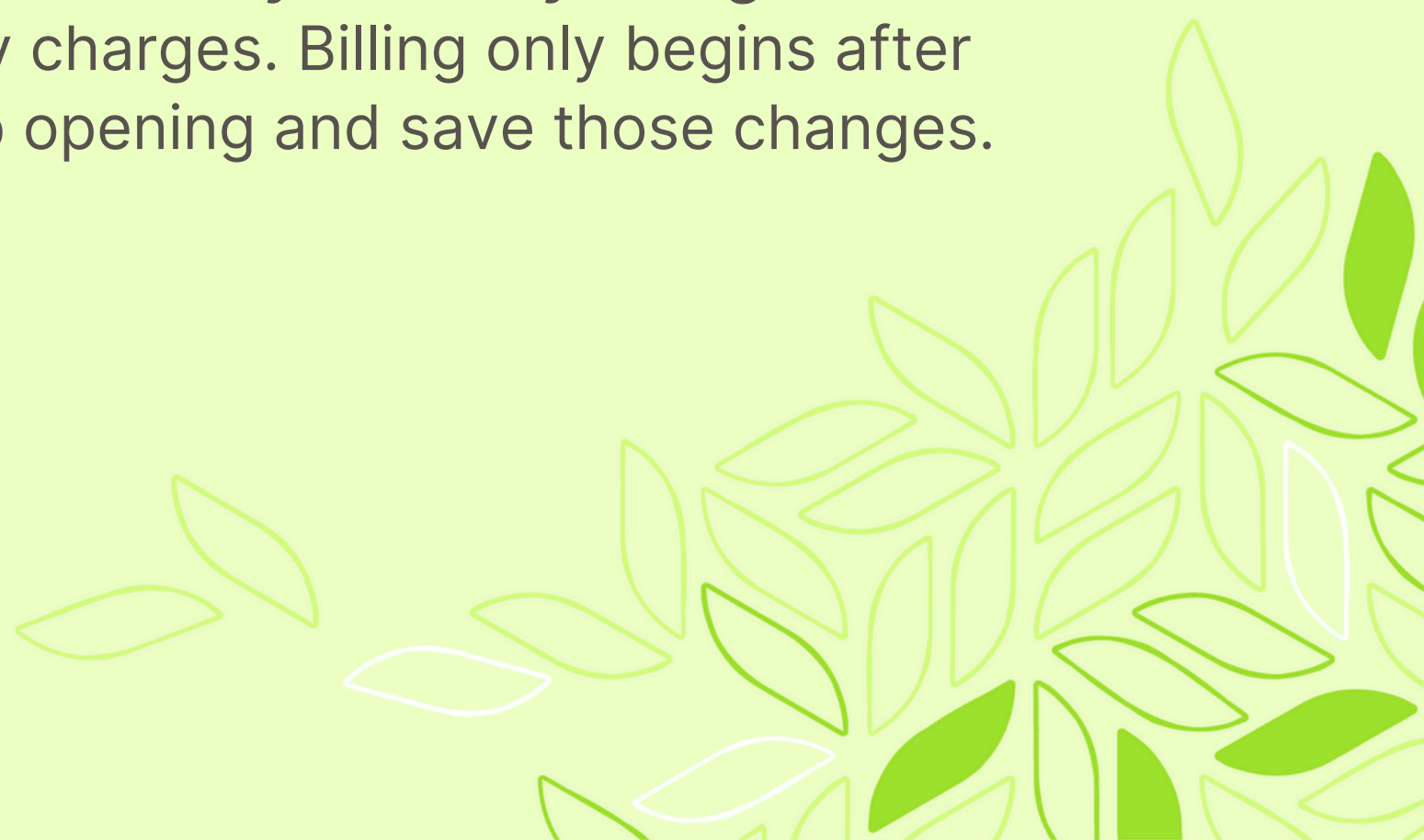
A: Yes. Each job posting is created and funded individually. During setup, you'll be prompted to select your LinkedIn posting preferences and budget for each Job.

Q: What if I want my ad to run longer than 30 days?

A: You'll need to re-purchase the posting after 30 days. There is no automatic extension or renewal.

Q: Does installing the LinkedIn App in BambooHR automatically start any charges?

A: No. Installing the LinkedIn App does not trigger any charges. Billing only begins after you choose a paid posting option within a specific job opening and save those changes.



Which BambooHR packages include LinkedIn Paid Job Ads?

A: This add-on is available to all BambooHR packages.

Q: Is the cost pro-rated if I end the posting early?

A: Yes. If you close the posting before 30 days, your final charge is pro-rated based on usage.

Q: Can I edit the job ad once it's live?

A: Yes. If you update the job title or description in BambooHR, changes will appear on LinkedIn within a few minutes.

Q: How long does it take for a job to appear on LinkedIn?

A: Your paid job ad will be visible on LinkedIn within 1 minute of saving it in BambooHR.

Q: How can I track applicants coming from LinkedIn Premium Job Ads?

A: The Source for applicants will be automatically labeled as "LinkedIn Premium."

- On the job display in BambooHR, you'll see:
- Number of days active
- Time remaining
- Number of views, clicks, and applicants received
- All applicants can be managed under the Candidates tab for that job.

Q: How do I get started with posting jobs to LinkedIn through BambooHR?

A: Only the **account owner** can install the LinkedIn App in BambooHR®.

- If you're an admin: You'll see a button to request access from your account owner. Once the account owner installs the app, you'll be able to post jobs to LinkedIn.
- If you're the account owner: Follow these steps to install the LinkedIn App:
 - a. From the BambooHR® Settings menu, install the LinkedIn App.
 - b. Enter your LinkedIn Company ID or Company Page URL. This connects your BambooHR® account to your LinkedIn company profile.
 - c. Agree to LinkedIn's Terms and Conditions.
 - d. Click Submit.
 - If the Company ID or URL is valid: you'll see a success message.
 - If invalid: you'll receive an error message prompting you to try again.

Once installed, you'll be able to select and fund paid LinkedIn job ads directly from any job opening in BambooHR®.

Q: How will the system work around the max spend amount I set?

A: Customers choose a 30-day budget tier, and we automatically manage the daily spend for best results. On high-traffic days, the system can spend up to 120% of the daily budget, balanced by lower spend on slower days. This flexible pacing maximizes visibility while ensuring the monthly budget is never exceeded.