LinkedIn

InMail Policy Change
Customer FAQs

One of the ways we ensure LinkedIn remains a vibrant, trusted professional community is by providing a great member experience. InMail plays a key role in that experience, helping recruiters connect with the best talent. That's why we're taking some important steps to make sure this popular feature keeps meeting everyone's needs – including your own.

What is the Recruiter InMail Policy?

InMails are messages that recruiters can send to connect with potential candidates about career opportunities. Our InMail policy ensures that communication through Recruiter is a positive experience for everyone involved. Please follow these policies when sending InMails.

- Do not distribute unwanted or untargeted mass InMails.
- Do not use InMails for marketing campaigns.
- Do not use InMails as event invitations. To send targeted updates about your company's events, consider posting Talent Updates.

To ensure our members receive high-quality InMails and to help our customers achieve the highest InMail response rates possible, we have established a response rate threshold as part of our InMail policy. This threshold is based on the analysis of InMail activity data as well as member feedback about InMails.

Starting August 2014, if you send more than 100 InMails over a period of 14 days and have a response rate that is less than 13%, you will be warned about the low Response rate with tips to improve the same. For any subsequent breach of the threshold, you may be placed in an InMail Improvement Period, wherein you will be unable to send bulk InMails for a period of 14 days. During this 14-day period you can still continue to send personalized 1-1 InMails which yield higher response rates.

Note: InMail response rates are transferred with seats. If a seat is transferred from one recruiter to another, the new seatholder will be accountable for the previous recruiter's response rate.

What are the details of the InMail Policy?

Effective August 13, 2014, recruiters will need to keep their InMail response rate at or above 13% on 100 or more InMails sent within a 14 day period in order to continue sending bulk InMails.

How will the changes to the policy be implemented?

Recruiter users who do not meet the Response Rate of 13% on 100 or more InMails sent within a 14 day period will have their bulk InMail feature disabled for two weeks. Users will receive a warning notification before bulk InMail service is disabled.

What happens if I do not meet the minimum 13% response rate?

- Recruiter users with a less than 13% InMail response rate on 100 or more InMails sent within a 14 day period will be notified about their response rate with tips to improve.
- After this one-time notification, users who continue to have response rates less than 13% will be able to send only one-to-one InMails for a period of 14 days.
- After the 14-day period, users who meet the 13% response rate threshold will once again be able to send bulk InMail messages. Those who do not meet this threshold can continue to reach out via one-to-one InMails but will not be able to send bulk InMails for another 14-day period.

Can I send InMail during the Improvement Period?

Yes. You can still send 1-1 InMails during the improvement period. Only the bulk InMail feature is disabled during this 14-day period.

Where will the warning/InMail Improvement Period message be displayed?

There are 3 locations where the warning/InMail Improvement Period message will be displayed:

1) "must read to continue" modal on your Recruiter homepage
2) in the send message modal
3) InMail analytics page in Recruiter

What is considered an InMail Response?

Any InMail to which the recipient either a) sends an InMail reply b) accepts the InMail invite or c) replies as "Not interested" is considered a response.

How is my InMail response rate calculated?

Your InMail response rate can be found on the InMail Analytics page. This calculation includes free InMail messages sent to direct connections and OpenLink members as well as InMails that are sent in bulk. It does not include messages sent to email addresses. Please monitor your InMail response rate in accordance with our Recruiter InMail policy.

> Accepted InMails = # of InMails that candidates replied to by clicking **Reply to message**
>
> Declined InMails = # of InMails that candidates replied to by clicking **Not Interested**, regardless of the reason
>
> Pending (No Response) InMails = # of InMails that were not responded to by the candidate
>
> Total InMails = Accepted InMails + Declined InMails + Pending InMails
>
> Acceptance rate = (Accepted InMails) / (Total InMails)
>
> Response rate = (Accepted InMails + Declined InMails) / (Total InMails)

The **Reply to message** and **Not Interested** buttons are displayed at the bottom of your InMail message.

Are responses to bulk InMails included in the Response Rate (RR) calculations?

Yes. Responses to bulk InMails and 1-1 InMails are included in the RR calculations.

If a seat is transferred to another recruiter, are they automatically provided a clean slate with regards to Response Rate tracking, or is the new user held accountable for the previous recruiters RR?

If a seat is transferred, the new seat holder will be held accountable for the previous recruiter's RR.

What is the escalation path if I have questions or complaints about the policy?

If you believe your InMail behavior does not violate our InMail policy and your InMail response rate is below 13% or you have been placed in an InMail Improvement Period, please reach out to your relationship manager.

Will I be notified when I am out of the InMail Improvement Period?

Yes. Just like the user is presented a "must read to continue" modal when they enter the InMail Improvement Period they will be presented a similar "must read to continue" modal when they exit the period and become eligible to send bulk InMails.

Response rates for my industry/sector/segment/region/ customer group is typically low. How are you accounting for those in your threshold calculations?

Detailed analysis of InMail Response Rates across various demographics show that lowest RR are in 16-19% range. The threshold of 13% to determine the InMail Improvement Period is based on this analysis and our calculations that these can be improved significantly, benefiting both members and customers.

Where can I find accurate and my most recent response rates?

InMail RR can be found on the InMail Analytics page under the Reports tab in LinkedIn Recruiter. The following InMail related collateral materials provide information on InMail analytics and are available for our customers from the Learning Center:

- Tip Sheets: Review InMail Analytics, Interpret the Recruiter Usage Report

- Instructor-led Webinar: Engage Talent with Effective InMail Messages: Corporate, Engage Talent with Effective InMail Messages: Staffing

- Self-paced Tutorials: Send InMail Messages in LinkedIn Recruiter: Corporate session and Staffing session, Measuring Your Recruiting Effectiveness: Corporate session and Staffing session

When and how will I be warned if I breach the threshold (<13% InMail response rate on 100 or more InMails sent over a 14 day period)?

First time a user's InMail response rate drops below 13% on 100 or more InMails sent over a 14 day period, they will be warned of the InMail Improvement Period. The seatholder warning will include the user being shown a dialog when they next log in. The seatholder would be required to click CONTINUE to signify that they have seen the dialog. The 14-day warning period starts as soon as the user clicks the CONTINUE button.

When and how will I be informed if I breach the threshold (<13% InMail RR on 100 or more InMails sent over a 14 day period) AGAIN (after the first time)?

A seatholder below the threshold who has already received a prior warning, will be placed in the InMail Improvement Period (IIP). As in the case of the warning, the user is presented a dialog when they next log in after being assigned to the IIP. When they are in the IIP, the seatholder cannot send bulk messages from Recruiter including from:

- Search results page
- Project
- Clipboard
- Others including Similar Profiles

Once entered, the user will remain in the IIP for 2 weeks.

If bulk InMails are the primary reason for low Response Rates, why don't you turn off the bulk InMail options for all?
Customer feedback shows that the bulk InMail feature is valued by many as a key efficiency and productivity tool. We want to continue to offer this feature while addressing the indiscriminate use of this feature is by less than 2% of users.

What if I purchased InMail packages? Will I be able to send bulk InMails?
Users who are not in the InMail improvement period can send bulk InMails any time (as long as they continue to have a InMail Response Rate of over 13% on 100 or more InMails sent over a 14 day period).

What is being done from a product/feature enhancement perspective to improve Response Rates?
Product enhancements to drive RR improvements include: algorithmic changes to surface candidates who are most likely to respond to you (based on past InMail behaviors), and continual redesign of technical infrastructure to make InMail work better overall. More details will be available in the latter part of 2014.

What training and education materials are available to help me improve my InMail Response Rates?
The following InMail related collateral materials are available for our customers from the Learning Center:

- Tip Sheets: Determine Your InMail Strategy, Review InMail Analytics, Interpret the Recruiter Usage Report

- Instructor-led Webinar - offered weekly: Engage Talent with Effective InMail Messages: Corporate, Engage Talent with Effective InMail Messages: Staffing

- Self-paced Tutorials: Send InMail Messages in LinkedIn Recruiter: Corporate session and Staffing session, Measuring Your Recruiting Effectiveness: Corporate session and Staffing session

- InMail Strategy ebook: Data based tips and tricks to improve your Response rates

What do I need to do if I want to cancel my contract because of these policy changes?
If you feel that the implementation of InMail Improvement Period seriously impacts your ability to be productive and would like to cancel your Recruiter contract, please contact your relationship manager.