

The LinkedIn playbook for *recruiters.*

Six chapters, 36+ templates and a 90-day calendar, written for recruitment founders and senior consultants who want a serious LinkedIn presence without spending all weekend on it.

Why this playbook exists.

Every recruitment founder we meet knows LinkedIn matters. Most of them post anyway, hate the result, and quit a month later. The problem is rarely effort. It is positioning, format and consistency.

This playbook is the same internal document we hand to clients on day one of a content engagement. It is not theory. It is what works for recruitment firms in 2026, distilled into something you can read in 30 minutes and apply tomorrow.

The recruiters who win on LinkedIn over the next 12 months will not be the loudest. They will be the most specific.

How to use it

- Read chapters 1 and 2 first. Fix your profile and your hooks before anything else.
- Pick three post formats from chapter 3 and stick with them for 30 days.
- Plug the 90-day calendar in chapter 5 straight into your content tool.
- Use the templates in the appendix as a starting point, not a finish line.

Positioning your profile

Your profile is a landing page. In five seconds a buyer should know who you help, the outcome you deliver, and why you. Everything else is decoration.

Headline formula

I help [specific buyer] [specific outcome] · [proof or specialism]. Example: I help VC-backed fintech founders hire Series A engineering teams · 120+ placements across London and NYC.

Banner

Treat it like a billboard. Show the niche, the geographies, and one outcome. Skip the stock handshake imagery.

Featured

Three slots, three jobs: a credibility piece (case study or list), a content piece (your best post), a call to action (book a call, intro guide).

About

First two lines decide whether anyone clicks more. Lead with the problem you solve, then your evidence, then how to work with you.

Hooks that earn the scroll

On LinkedIn the first line wins or loses the post. Use these patterns and stop opening with weather updates.

Contrarian

Most recruiters chase active candidates. We built our last three placements off people who weren't looking.

Numbered promise

3 things every Head of Talent should kill from their hiring process this quarter.

Confession

We lost a £42k retainer last month. Here is exactly what went wrong, and what we changed.

Behind the curtain

The actual outreach sequence we used to book 14 senior fintech meetings in 30 days.

Sharp question

Why do recruitment firms still send 11 page proposals nobody reads?

Pattern interrupt

I deleted our jobs page last month. Inbound went up.

Post formats that work in 2026

Pick the format that fits the message. Mixing formats keeps the feed earning attention.

Talking head video

60 to 90 seconds. One idea. Captions on. Best for founder presence and POV.

Carousels

8 to 10 slides. Use for frameworks, case studies, before-after comparisons. Cover slide is 80% of the work.

Text posts

150 to 220 words. Best for opinions, stories and short teardowns. Format with white space, no walls.

Polls

Use sparingly. Great for surfacing buyer pain. Always follow up with a takeaways post.

Document teardowns

Show a redacted candidate report, search brief or campaign plan. Tangible work earns trust quickly.

Writing for buyers, not peers

Most recruitment content is written to impress other recruiters. The people you want to hire you do not care about your tech stack.

Audience swap

Read every draft and ask: would my best client save this? If not, rewrite for them.

Plain words

Cut synergy, leverage, ecosystem, journey. Use hire, fire, win, lose, money, time.

Specifics over slogans

Numbers, names, geographies, time frames. Replace world class with 23 senior hires in 11 months.

One idea per post

If you have two ideas, that is two posts. Saved drafts are free.

Your 90-day calendar

Three posts a week, twelve weeks, mapped to four themes. Rotate themes weekly so you never run dry.

Four themes on rotation

Authority
POV, teardowns, frameworks, contrarian takes.

Proof
Case studies, numbers, client stories, before-after.

Buyer education
Hiring playbooks, market data, salary trends.

Personality
Behind the scenes, lessons, team, opinions.

The 12-week calendar

Week	Mon	Wed	Fri
1	Authority	Proof	Buyer education
2	Proof	Buyer education	Personality
3	Buyer education	Personality	Authority
4	Personality	Authority	Proof
5	Authority	Proof	Buyer education
6	Proof	Buyer education	Personality
7	Buyer education	Personality	Authority
8	Personality	Authority	Proof
9	Authority	Proof	Buyer education
10	Proof	Buyer education	Personality

Week	Mon	Wed	Fri
11	Buyer education	Personality	Authority
12	Personality	Authority	Proof

Engagement, the right way

Posting is a third of the job. Comments, DMs and warm intros do the rest.

Commenting block

30 minutes a day on 10 target accounts. Add a point of view, not a clap emoji.

DM rules

Never pitch in DM 1. Reference something they posted. Offer one specific, useful thing.

Founder presence

Founders outperform brand pages 4:1. The brand page reposts the founder, not the other way round.

Paid boosts

Boost the post that already worked organically. Never boost a launch.

Post templates you can steal today.

Four formats, used by our content team across recruitment clients in the UK, US and UAE. Swap the brackets, keep the structure.

CASE STUDY POST

We helped [client] hire [role] in [time].

The brief: [one line].

The block: [why it was hard].

What we did: [3 bullets].

Result: [number + quote].

If you are hiring [role] this quarter, DM me 'brief' and I'll send the search plan.

CONTRARIAN POV

Everyone in [niche] is doing [X]. We stopped 6 months ago.

Here is what we replaced it with, and what changed:

- [Old approach] → [New approach]
- [Metric before] → [Metric after]
- [Lesson]

Not every firm should copy this. But if [signal], it is worth a look.

FOUNDER LESSON

I lost a [£X] mandate last [month].

The reason was not pricing. It was [real reason].

Three things I changed the week after:

1. [Change]
2. [Change]
3. [Change]

The next two pitches landed.

A 5 step hiring process for [role] that actually works:

1. [Step] — [why it matters]
2. [Step] — [why it matters]
3. [Step] — [why it matters]
4. [Step] — [why it matters]
5. [Step] — [why it matters]

Steal it. It took us 40 searches to refine.

Want us to run it for you?

We ghost-write, design and schedule founder content for recruitment firms.
recruiterstudio.com/contact