

# 管理「LinkedIn 徵才專區」： 「經營項目」分頁

若要存取經營項目分頁，請按一下徵才專區下拉式選單並選取經營項目。經營項目分頁可讓管理員以吸引人的方式呈現公司、員工和專業領域的樣貌。透過 **目標對象頁面**，您可以依據每個對象的 LinkedIn 檔案，針對每個對象類型建立客製化的體驗。**目標對象頁面**是針對特定人選族群（如特定職能或工作經歷程度的會員）以及不同客戶受眾（如特殊地理區域或產業）而設。您可以決定每個檢視中要顯示哪些內容。

The screenshot shows the LinkedIn Career Pages management interface for GSOBA Staffing. The top navigation bar includes 'Home', 'My Network', 'Jobs', 'Messaging', 'Notifications', 'Me', 'Work', and 'Recruiter'. The main navigation bar has 'Home', 'Career Pages', 'Content', 'New', 'Analytics', and 'Activity'. A 'What We Do' dropdown menu is open, showing 'Jobs' and 'What We Do' (highlighted with an arrow). A 'Create new page' button is visible in the top right. The main content area is divided into 'Published (3)' and 'Unpublished (30)' sections. The 'Published' section shows three cards: 'Candidate: Banking and Finance', 'Hire Talent: Information Technology' (highlighted with a box), and 'Hire Talent: Electrical Engineering' (with a dropdown menu open showing options like 'Edit targeted settings', 'Delete', 'Set as default page', 'Move to unpublished', and 'Duplicate'). The 'Unpublished' section shows four cards: 'Candidate: Electrical Engineering', 'Hire Talent: Banding and Finance', 'Candidates: Information Technology' (with a dropdown menu open showing options like 'Edit targeted settings', 'Delete', and 'Duplicate'), and 'Hire Talent: Telecommunications'. Annotations with arrows point to the 'Create new page' button, the 'What We Do' dropdown, the 'Hire Talent: Information Technology' card, the dropdown menu for 'Hire Talent: Electrical Engineering', the 'Hire Talent: Telecommunications' card, and the dropdown menu for 'Candidates: Information Technology'.

使用建立新頁面按鈕以建立新的 **目標對象頁面**。

按一下任一頁面標題以編輯其內容。

按一下未發佈頁面的刪節號 (...) 以編輯目標設定、刪除、設為預設頁面、移至未發佈或複製。

按一下未發佈頁面的刪節號 (...) 以編輯目標設定、刪除或複製。

瀏覽依據已發佈或未發佈  
狀態排列

# 建立新頁面

當您按一下建立新頁面時，系統會顯示一個新的目標對象設定頁面。首先為目標對象選取條件。

首先選擇您是要建立目標對象或一般對象的頁面。

接著決定您希望所有頁面的訪客都可看到您的目標頁面，或只有符合特定條件的訪客才能查看。

使用語言、地點、工作職能、所屬產業、公司規模與職階等級欄位來定義您的目標對象。

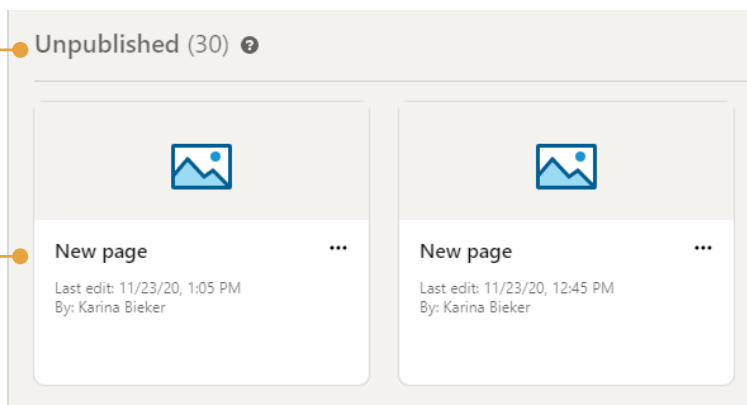
總估計目標對象會隨著您調整對象鎖定條件而自動更新

若您心目中有理想人選或客戶，您可以在此新增，系統會讓你知道所輸入的條件是否可鎖定類似的受眾。

按一下儲存並建立頁面以儲存此目標對象並建立新頁面。

您的新頁面將新增到未發佈區段。

按一下您的新頁面以開始新增內容。



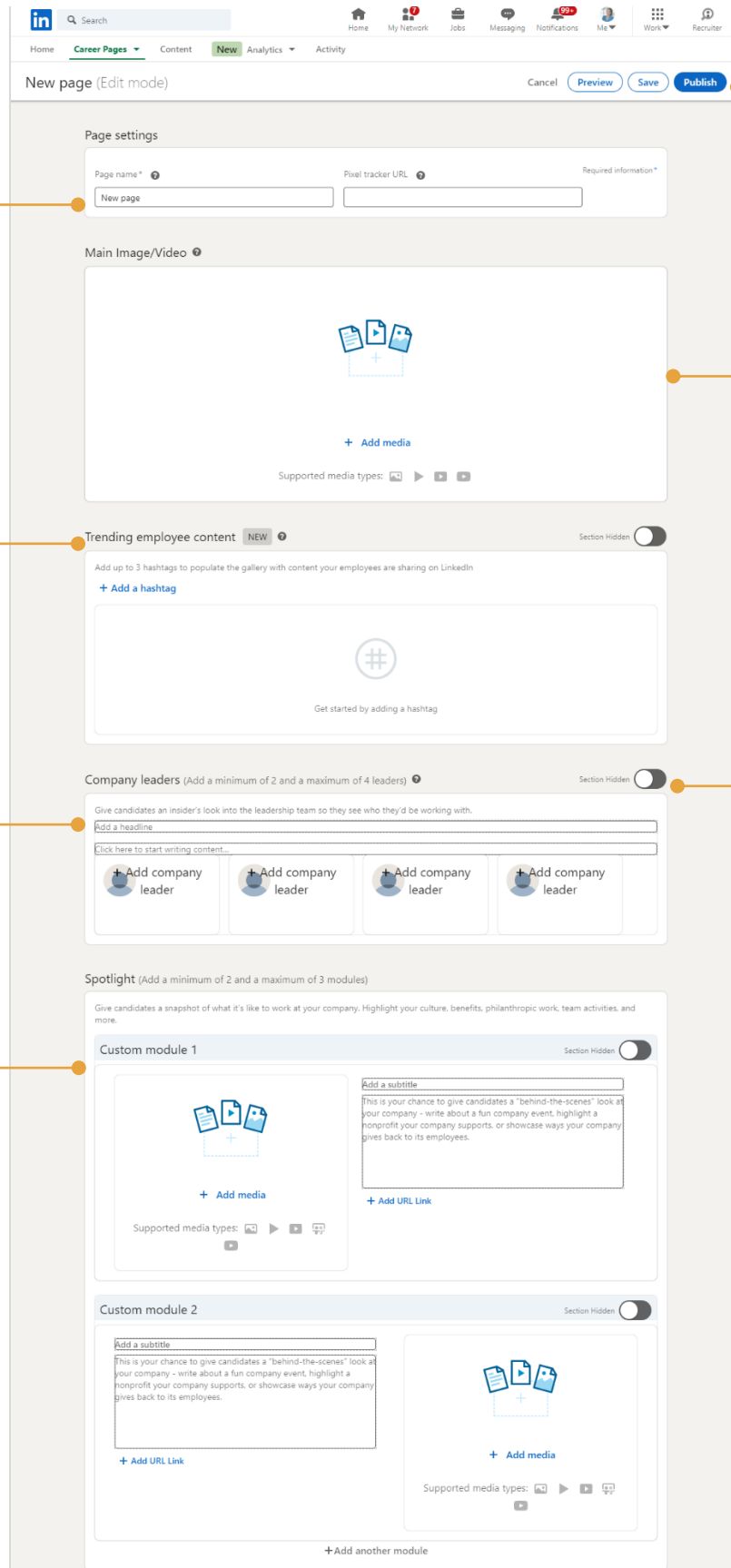
新增內容到新頁面。使用顯示按鈕以顯示或隱藏每個區段的内容。隨時可預覽頁面以查看訪客的檢視。完成新增內容後，可儲存或發佈頁面。

輸入一個有意義且將顯示在頁面上的頁面名稱

當員工內容趨勢功能已開啟，且會員在其 LinkedIn.com 檔案上使用已針對您的圖庫啟用的主題標籤分享至少三篇文章，員工內容趨勢將顯示在您的經營項目頁面上。

新增公司領導階層以呈現訪客可能共事的對象。

利用Spotlight，以相片、影片和 SlideShare 簡報來吸引訪客。



預覽、儲存、或發佈頁面。

新增一個動人且高品質的影像或影片以吸引訪客的注意。

顯示按鈕可開啟或關閉已發佈頁面上某區段的公開度。

利用聯絡我們表單號  
召應徵者或潛在客戶  
採取行動。

**Contact us** Section Hidden

Generate leads with member profiles and specialty. Leads will be sent to your email.  
Tip: add salutation by using %FIRSTNAME% or %FULLNAME%

Add description e.g. What job function are you hiring for?  Select job function ▾

Email to receive leads\*

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**Client testimonials** Section Hidden

Prospective clients want to know what it's like working with your company. Share authentic company insights from clients.

By checking this box, I confirm that the testimonials provided are authentic and have been approved by the Company included.

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**Candidate testimonials** Section Hidden

Prospective candidates want to know how your company helps candidates. Share authentic company insights from candidates.

By checking this box, I confirm that the testimonials provided are authentic and have been approved by the LinkedIn member included.

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**Company Photos** (Add a minimum of 4 and a maximum of 20 pictures) Section Hidden

Pick photos that will help tell your company's story. What do your offices look like? Ask different teams to capture what's going on in their departments.

Minimum size: 900px (width) by 600px (height)

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**Employee Perspectives** (Add a minimum of 2 and a maximum of 3 Pulse articles) Section Visible

Share content that your employees publish on LinkedIn. Ask different departments to create content, so the entire company is represented.

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**Testimonials** Section Hidden

Prospective talent wants to know what it's like working at your company. Share authentic company insights from employees.

By checking this box, I confirm that the testimonials provided are authentic and have been approved by the LinkedIn member included.

利用客戶見證分享  
客戶對您的肯定。

利用人選見證分享您的  
團隊如何協助求職  
者找到夢想工作。

新增公司照片，讓  
訪客可以一探公司  
內部。

透過員工觀點，藉  
由連結到員工發佈  
在 LinkedIn 上的文  
章呈現員工的主要  
思維。

利用見證，分享  
員工對公司真實  
的洞察。