



Playworks builds its brand and makes key hires with LinkedIn for Nonprofits

SUCCESS STORY

Playworks is the leading national nonprofit leveraging the power of play to transform children's social and emotional health. Being a recruitment army of one, Faren Ahlman has been able to leverage LinkedIn for Nonprofits to increase Playworks' brand awareness and empower hiring managers to recruit people for a wide range of roles.



Hire the right people for open positions

Over the past year, Playworks has made 42 successful hires using LinkedIn tools such as Recruiter.



Increase brand awareness

With the help of LinkedIn Sponsored Updates, Playworks increased their Company Page following by 15% in less than 12 months.



Tap new pools of qualified talent

84% of Playworks' LinkedIn Job impressions were served to people who had not previously viewed Playworks' jobs.



THE CHALLENGE

Increasing awareness of Playworks' brand and jobs

Playworks' Director of Talent Acquisition, Faren Ahlman, needed to think creatively about how to best build brand awareness and hire for open roles with limited resources. Being an army of one, she also needed to find a way to scale her efforts across the entire organization.

THE SOLUTION

Sharing Playworks' story to attract the right talent

Turning to LinkedIn for Nonprofits, Faren uses job ads and sponsored updates to reach qualified candidates who may have never heard about the organization otherwise. She carefully and consistently adds updates to [Playworks' Company Page](#) to inform potential job candidates and donors of the achievements the organization has experienced. Faren has also been able to scale her efforts and empower hiring managers to source candidates for open roles using LinkedIn Recruiter.

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It's challenging to find the exact fit for Playworks because we are a unique organization. LinkedIn's platform allows us to project our creative, fun, playful image on our career page and in our job postings so when candidates come to our door, they already know what to expect.



Faren Ahlman

Director of Talent Acquisition
Playworks