

Treat your candidates like your customers:
Creating the talent network of tomorrow



It's time to rethink the role of talent acquisition and shift the focus from the top of the hiring funnel to engaging candidates further down (think: silver medalists and passive job seekers). How? By keeping candidates continuously engaged to help build connections for life.

“Talent acquisition has an opportunity to help connect companies with talent that’s kept engaged through incredible experiences. This engagement not only builds diverse, highly skilled workforces, but a community of customers.”

– Charles Mah, iCIMS Chief Evangelist

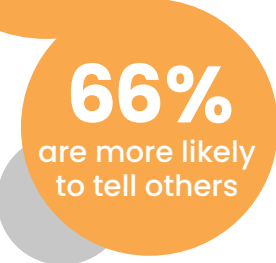


Positive candidate experiences are good for business

71% of job seekers who have a good candidate experience are more likely to purchase from the company*



66% of job seekers who have a good candidate experience are more likely to tell others to purchase products or services*



*Software Advice

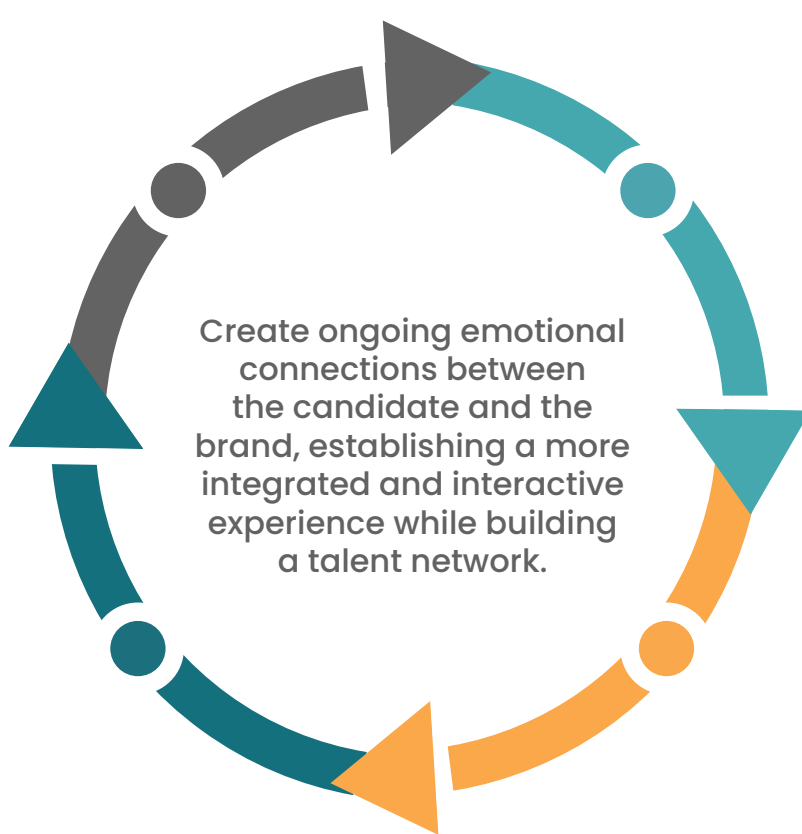
Continuous candidate engagement model

1. Learn

Newsletter, blog, and podcast
 Identify and outreach via email or InMail
 Low touch

4. Hire

Interview highly engaged candidates who have been pre-vetted on soft skills
 Rejected candidates return to talent network



2. Participate

Hackathons, roundtables, and ERG Events
 Medium touch

3. Network

HMs and ERG members 1:1 networking
 High touch

The waterfall effect:

How negative candidate experiences can have trickle-down consequences

66% of job seekers will reject a job offer because of a bad candidate experience*

72% of job seekers will tell others about a bad candidate experience*

64% of job seekers who had a poor candidate experience will not purchase from the employer *

*careerarc.com

Candidates *heart* AHA

The American Heart Association draws in more than 225,000 new candidates a year, many of whom are also volunteers, survivors, and donors. However, fewer than 1% will be hired. For AHA, success depends on cherry-picking the right talent while creating an exceptional experience for all candidates, whether they're hired or not.

“People know American Heart Association as a consumer brand. From an employer brand perspective, we have to reinforce that our mission is really who we are. It’s what drives our company.”

Vice President of Talent American Heart Association



Checklist for creating your talent network
Here are some tactics to help grow and engage your talent network:

- Use your CRM to **share company newsletters, blogs, and podcasts**. The focus shouldn't be on specific jobs but on ideas candidates are interested in, helping them align with your organization.
- Consider **hosting a hackathon or thought leadership conference**, which would attract top performers from the industry and give back to the community.
- Leverage your social media platforms and CRM to **promote company and industry events** and send invites to your talent pipelines.
- Create networking opportunities** that let hiring managers, peers, and ERG members meet 1:1 and create genuine connections within your pool.
- Offer forms on your career sites that **make it easy for new candidates to join talent communities** relevant to skills and experience. Evaluate the effectiveness of these forms with Talent Community analytics in your CRM.
- Set up an email series** using employee videos to show career growth at the company—from intern to recent hire to an employee who's advanced at the company. Each employee can address a specific topic, all from different perspectives.
- Digital assistants on career sites can help answer **quick questions from candidates** (like: "What are health benefits like?" Or "What's your back-to-office plan?") to help boost conversions and make sites "stickier."
- Keep candidates in the loop** using text engagement about upcoming ERG events, webinars, and new blog posts.
- Promote your brand externally with ERG events** that allow talent already in your CRM to elect into programs. This helps you to expand your pool for diversity and nurture your starting lineup of candidates.