

Best Practices for Effective and Efficient Virtual Recruiting

Top strategies to attract and hire more
candidates remotely

INTRODUCTION

Virtual recruiting is, without a doubt, one of the biggest challenges facing HR managers in 2022 amidst the Great Resignation. More job openings are staying unfilled for companies in every industry around the world as companies of every size fight for top talent.



Given these challenges, how can you simplify the virtual recruiting process to fill those roles quickly and easily? We've talked to some of the top virtual recruiters and have put together this guide to help you on your way.



This guide and the recruiting best practices within are separated into three sections:

- 1. Attracting More Candidates**
- 2. Improving the Virtual Interview Process**
- 3. Reducing Turnover**



CHAPTER 1

ATTRACTING MORE CANDIDATES

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The first step in virtual recruitment is getting the right people to apply for your job openings. And to do that, you need to get in front of a broad audience to find the diamond in the rough. Simply posting your job openings on your website isn't going to cut it. Here are a few best practices to help attract more candidates.



Analyze Your Previous Recruiting Strategy

Before you get started, take some time to dig into what has been working for you (or not). What are your most cost-effective sources of talent to date? What have you tried, and what new strategies have you been considering but haven't put into practice? Do you have a budget to spend on trying some new strategies?

Partner with Marketing

Next, remember that HR cannot be successful without PR. Your marketing team will be a very important part of helping you to attract new talent pools. At the most basic level, you should work with marketing to use the right language about who the company is and what you are looking to achieve. They can also help by posting job openings onto the company's social media pages. And if you have the budget, you might consider doing some advertising if you have a large number of positions to fill.



Spend Time with Your Glassdoor Profile

How is your Glassdoor profile? Despite the love/hate relationship many executives have with Glassdoor, it is still a tool that many prospective candidates use to research potential employers. If your profile only has negative reviews, it's time to do something about that. If morale is high, ask your employees to add a review. If it's not, that's likely an indicator of a deeper problem that will need to be addressed with your leadership team.



Market to Your Candidates Before They're Looking For a Job

Your marketing team can be a great ally in your recruiting process for this one as well. Staying active on social media, and highlighting the perks of working for your company can be one way to peak the interest of potential candidates. Share screenshots of your virtual company activities, or if you're lucky enough to meet in person for fun gatherings, post those pictures on LinkedIn and other sites as well. Ideally your employees will share these as well, which will expand your potential pool of viewers.

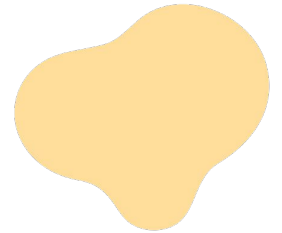
Review Job Descriptions

Take a fresh look at what you're asking for, because what worked in the past may not work in the future. Make sure your company core values, benefits, and any other differentiators are up to date. For candidates with lots of options to choose from, you'll need to set yourself apart early on in the game to grab their attention. And because flexibility and working from home is top of mind for many candidates, be sure to clarify your company's remote policy up front so you're not wasting anyone's time with unnecessary interviews.



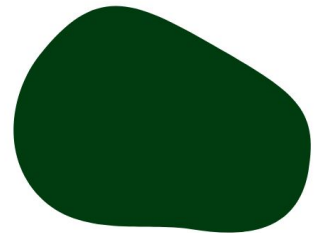
Expand Your Sourcing Pool

Where have you already been posting your openings? If you're not getting enough applications from LinkedIn or Indeed, consider trying Google Job Search, Monster, WayUp, or even Reddit. Being actively involved in more places only expands your options.



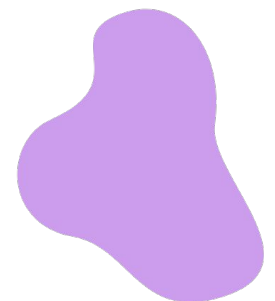
Simplify the Application Process

Lean into AI and automation. Chatbots, text to apply, and one-click applications can help make it easier to apply. Also, keep in mind the need to create a mobile-first application experience, as more than [90% of applicants](#) start their job search on their mobile device.



Lean Into Your Referral Program

Are you offering an incentive to your employees for referrals? If not, now would be a great time to start. If you have happy employees who are willing to bring in their friends to work with you, that shows a positive company culture with a smaller risk of turnover.



Review Your Benefits

Do your benefits match what many candidates are looking for? If you're having trouble attracting the right talent, it might be time to have a conversation with your executive team about how you can improve your company's benefits.

Paid leave and insurance are non-negotiable. 401Ks and stock options are nice. Flexibility is top of mind for many candidates today. Some companies are even moving to [4 day work weeks](#) and work from home monthly stipends to cover the cost of internet and desks, in order to help attract more talent.





CHAPTER 2

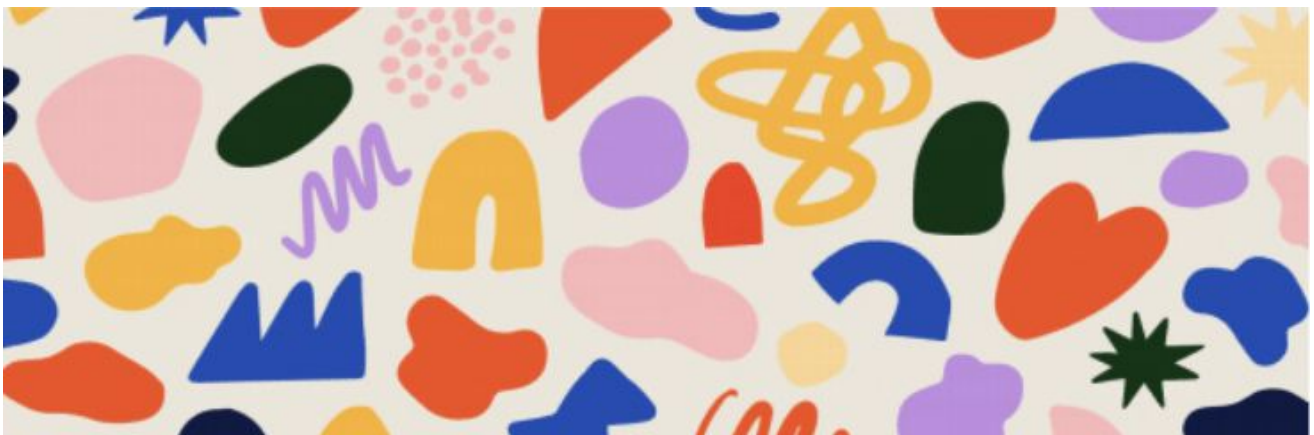
IMPROVING THE INTERVIEW PROCESS

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Now that you have the applications flowing in, the next step is streamlining your virtual interviews. Thankfully, without the need for in-person interviews, you can generally accomplish more in less time. Here are some tips and tricks to help you get started.

Use Valid Pre-Employment Assessments

Adding a layer of objective data about candidates can help understand potential candidates beyond what they're sharing on their resume. While some HR managers worry that adding this additional layer may turn away candidates, those who are truly interested in the position are more likely to go ahead with one extra step. Just make sure it's applicable and reliable, and doesn't waste hours of anyone's time.



Try Virtual Recruiting Fairs

Virtual recruiting fairs are one of the best ways to get to know more people at once in a short period of time. By bringing in hiring managers from different departments and spreading out around the room, you can find those recruits who match what you're looking for quickly and easily. Using a virtual meeting platform that allows large groups of people to move around the room from conversation to conversation mimics real-life career fairs, and gives the talent acquisition team the opportunity to get to know people without spending 15 or 30 mins with each one.

[Preciate](#) is a breakthrough virtual meeting and events platform that has been used by many Fortune 500 companies to power their virtual recruiting fairs. It allows users to move around the room, from conversation to conversation, or from room to room, which means more conversations in a shorter amount of time.



Test Your Connection

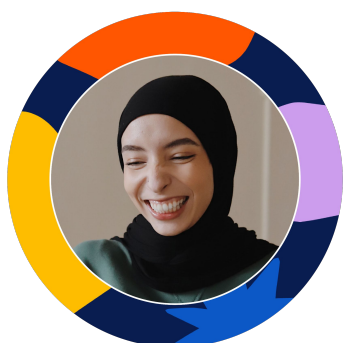
Nothing gets in the way of a successful virtual interview like technical difficulties. While this is basic, it's still important to know that your wifi is strong enough to handle video calls. And if it's not, you'll need to fix it now to save yourself many headaches later on.

Have Questions Prepared

Use the same questions for all employees so you can quickly and easily compare responses. All candidates should be asked the same questions for the same vacancy to avoid accusations of bias.

Use a Standardized Rating System

Just as you ask the same questions of every candidate, using a standardized rating system will help you to identify your top candidates objectively. If you are including multiple leaders in the hiring process, each person can use the same rating system as well, so at the end you can see how everyone compares to each other to reach a consensus.



Discuss Your Company Culture & Values

Many candidates are looking for more than just a paycheck. Share your company's core values and culture with applicants to help them understand what you are working towards as a team. If that person doesn't agree with your vision, this might help to weed them out.

Provide Next Steps and What to Expect

Don't ghost your candidates. Be clear with them in terms of how many other candidates you are interviewing for the position and when they should hear back. A 2016 survey from Indeed found that 52% of job seekers were "extremely likely" to move forward in the interview process if they hear back within 48 hours.





CHAPTER 3

REDUCING TURNOVER

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There are many factors contributing to the Great Resignation today, including re-evaluation of life priorities, and a focus on mental health and well being. While some of these will not be affected by your efforts, there are some things you can do to help reduce turnover, and thereby decrease your ongoing recruitment needs.

Improve Onboarding

Virtual onboarding presents its own challenges, but it is a wonderful opportunity to introduce new hires to new colleagues who don't live in the same area. Without the option for in-person meetings, you can include more people at one time. Try to find a balance between scheduling every minute of the new hire's day, and leaving them out there alone on their own. Now is the time to give them an in-depth understanding of the company's history, roles and responsibilities, and team goals.

Offboard to Learn More about Employee Experience

Embrace the exit interview process, and aim to understand why your talent is leaving. Give them a safe, confidential place to express their feelings about the company without judgement. If you notice trends throughout these exit interviews, bring those up with your leadership team to see what can be adjusted.

Embrace Workplace Flexibility

Now is the time to embrace flexibility for your employees, if that is an option. A recent survey from GoodFirms found that 70% of HR manager respondents pointed to flexibility as a reason for resignations, the most cited cause in the survey. Over a third of employees hope to continue to work from home permanently, and many wish to have some sort of a hybrid work option.



DON'T JUST MEET. PRECIMATE.

Meet Preciate – a Social Presence® platform that promotes authentic connections to accelerate business, invigorate virtual experiences, and foster culture. Preciate allows people to naturally move through virtual spaces, allowing participants to be authentically present and strike up spontaneous conversations.

Let us show you how Preciate can help improve your virtual recruiting experience. [Contact us](#) to schedule a 15 minute demo and show you around.

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