JOBVITE
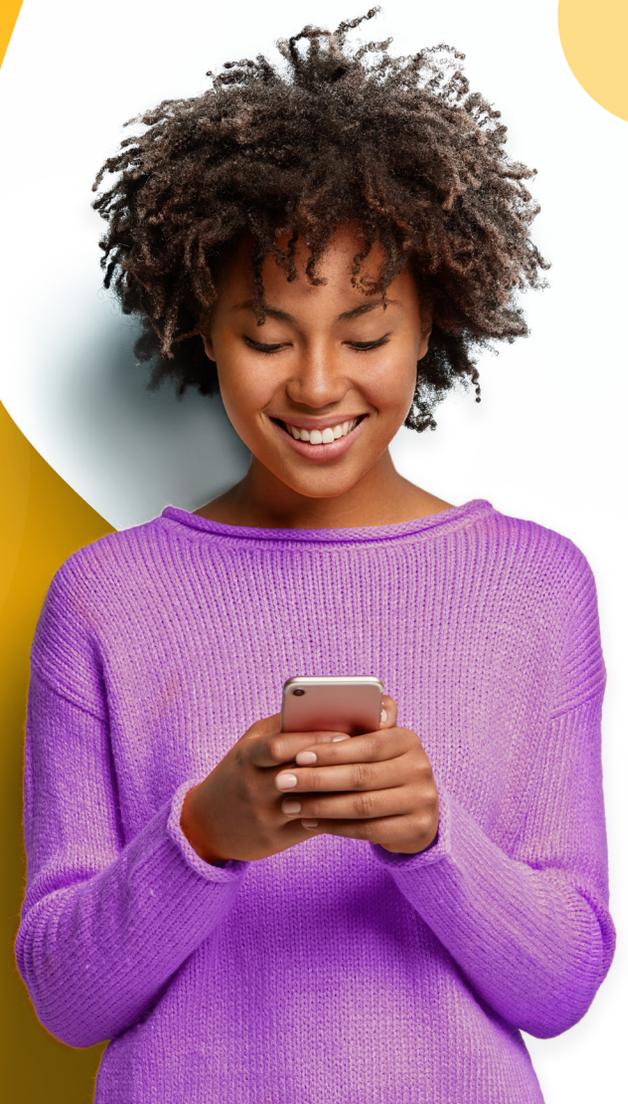
6 Tips for Connecting with Candidates through Automated Texting

Introduction

Recruiters who text with candidates engage 10X the number of candidates each week. Particularly with those candidates who are always on their feet and not sitting at a computer, it's essential to connect with them on the phone that's always in their pocket. If your TA team isn't texting with candidates today, you are losing candidates.

Our **customers have had amazing results** when they start texting with candidates. And after helping so many TA teams work texting into their process, we've identified some best practices. Interested and want to know what those are? Read on for six best practices to get the best results from text recruiting.

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1. Set a clear premise

Start by stating why the candidate is receiving a text message. Are you reaching out because you received their resume? Are their notifications lighting up because they've texted a short-code to learn more about a specific role? Make sure your messaging clearly explains why your candidate is receiving a text and how your organization has made the connection with them. Just as you might begin a phone screen or email with, "Hi, I'm Mike from Jobvite, we met at the job fair last week..." texting candidates is navigated similarly.

Creating relevancy for the candidate is the perfect place to start the chat. Begin with some context and follow up with a question to prompt their response. This is the business-casual portion of the interview that allows recruiters to form a relationship with their candidate and build rapport. Starting the text with enough context that will encourage the candidate to proceed with the chat is key!
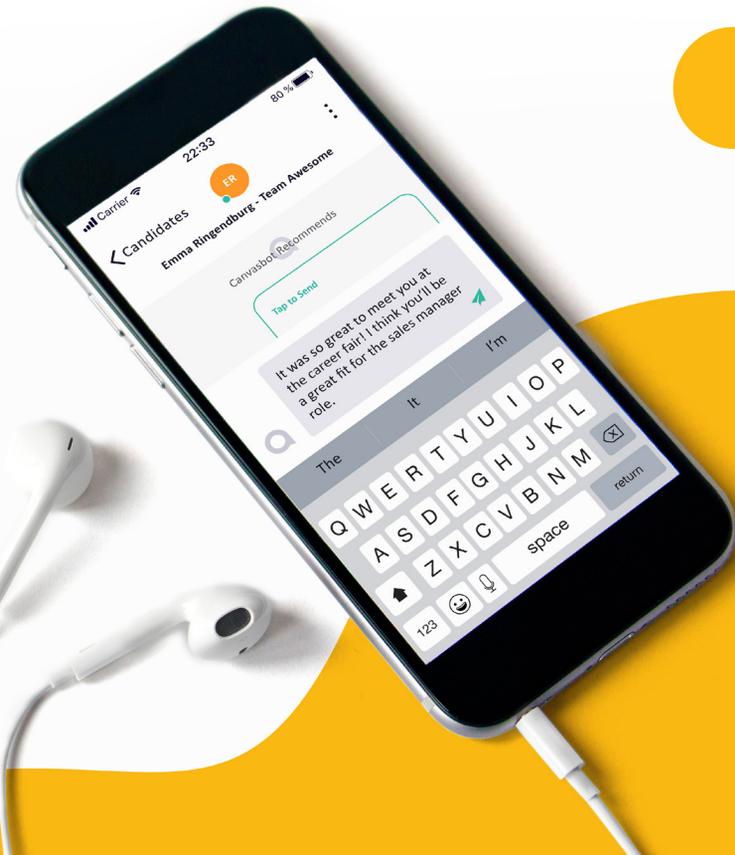
2. Embrace speed and consistency

Texting provides recruiters with a unique opportunity to screen ten times the number of candidates per day compared to those who aren't leveraging text recruiting. This includes using text to standardize, track, and measure a deeper level of engagement than is possible with more traditional screening methods. Using a text recruiting platform allows you to keep a vetted qualification questions library to navigate through the most important screening queries before sharing your chat with the hiring manager. This also allows you to standardize the screening process and dive right in—fast.

These initial texts help you gauge which candidates are the most interested, which means you can immediately proceed to focus on highly engaged applicants. As you evaluate your candidate pool, you'll save yourself time and energy as you move more of the right candidates through your recruitment process faster.

And as any great recruiter knows, a candidate who is disqualified for one role may very well be a wonderful candidate for a different role. Authoring a few "closing message" templates to direct candidates to other open roles or to sign up for job alerts is a perfect way to make sure you close the loop with candidates and texting is a positive part of their candidate experience.
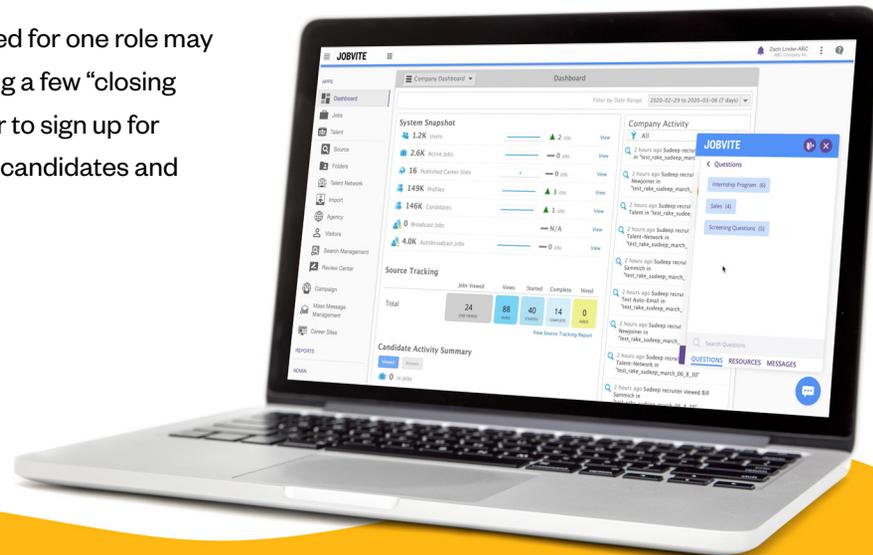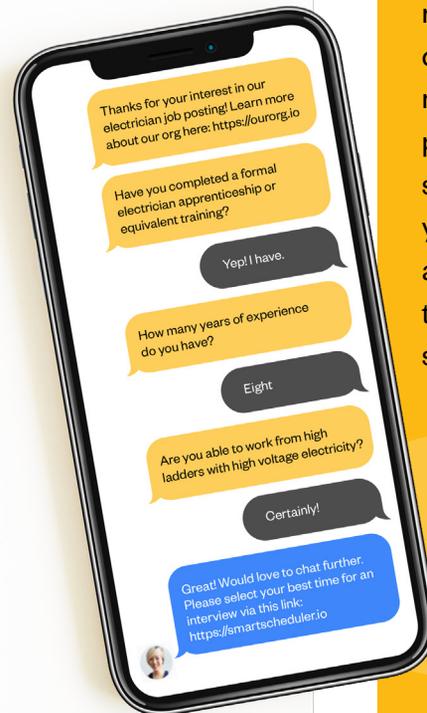
3. Lean into automation

When asked the question, "If you could only interview the most qualified candidates for each open role, would you?" A resounding, "Yes!" would be a no-brainer from recruiters. Disqualifications can be a bottleneck in the recruitment process, especially when they're in the form of 20–30-minute phone screens.

Leverage text recruiting automation throughout your qualification process by customizing campaigns of scheduled and sequenced messages that can be sent to many candidates at once. Based on a candidate's response, route candidates to the best next step all via text.

For example, if you're recruiting candidates for a role which requires a particular background, those who indicate via text that they have the proper skill or training can be sent down a route to answer more screening questions via text or can seamlessly transition to chatting with a live recruiter. Those who do not have that skill can be routed to more information about how to acquire the certification, schooling, or can be introduced to other open opportunities at your organization that their qualifications might better match.

The best part is that you get to choose! How you leverage text automation is up to you - along with choosing the candidates' next steps in the text recruiting process. Qualifying candidates faster via automation allows recruiters to spend more time engaging in meaningful conversations with top talent while intelligently building out your talent pipeline.

Thanks for your interest in our electrician job posting! Learn more about our org here: https://ourorg.io

Have you completed a formal electrician apprenticeship or equivalent training?

Yep! I have.

How many years of experience do you have?

Eight

Are you able to work from high ladders with high voltage electricity?

Certainly!

Great! Would love to chat further. Please select your best time for an interview via this link: https://smartscheduler.io

Interested in text automation but not sure how to get your team started? Jobvite's Strategic Services team offers deep expertise that helps customers transform into best-in-class recruiting organizations. We understand best practices, where the recruitment landscape is changing, and how to get the most out of your recruiting processes and technology solutions. We'll help you identify your text recruiting strategy and present recommendations to create a solution designed specifically for you.

4. Get ready for quality responses from candidates

One of the biggest advantages of text recruiting is that candidates have time to think of a rich response to each question. The asynchronous nature of the chat enhances the candidate experience. Candidates can take a deep breath and formulate a well-thought, succinct response to screening questions, and recruiters can relax knowing that thoughtful responses are much more valuable than even the best off-the-cuff answer. Taking the time to compose a well-written and convincing argument for why a recruiter should hire you is not only in the interviewee's best interest, but it makes the decision process easier for the interviewer.

As for emojis, Bitmojis, and GIFs, we'd argue this is a huge advantage of texting and perfectly professional when used in the right context. Consider these your tools for quickly getting deeper insight into how your candidate is feeling. It allows for more expressive communication from both the candidate and recruiter alike. And of course, while their usage is optional, leveraging emojis, Bitmojis, and GIFs when appropriate and the timing feels right is just another way to express ourselves and our brands and build connections.

5. Deliver a better candidate experience with text recruiting

Part of engaging top talent includes promoting the role the candidate will fill, selling them on the organization's values, and then finally closing the deal! Communication cadence and accessibility are a huge part of kicking off a great candidate experience. Show candidates from their very first interaction with a recruiter what it's like to work within the organization and what the overall work environment is like.

Consider easily sending employment branding materials such as these to candidates via text during the screening process:

- Job descriptions
- A list of benefits and perks
- Photos of team off-sites and outings
- Employer branding videos such as "Meet Our Leadership Team"

Strong employer brands make an enormous impact on a business and influence building the talent pipeline, improving overall quality-of-hire, and reducing cost-per-hire.

Text from recruiters are welcomed.

Over half (**60%**) of workers who received a text message after applying for a job preferred this type of communication over email or phone call.
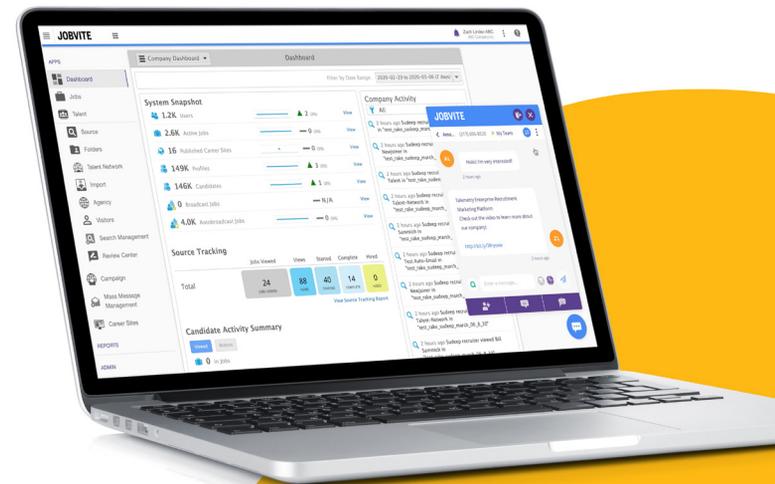
6. Use text and automation to connect with candidates throughout the recruiting process

Texting provides a straightforward way to reach out to candidates throughout the entire recruiting process, check how best you can accommodate their needs, and provides quick access for contact should there be a problem. Automation comes in handy as you can pre-schedule these check-in messages based on where the candidate is in your recruitment process.

Here are some ideas for texts you can preschedule as candidates move through your talent pipeline:

Pre-Interview Text:

"Hi {CANDIDATE NAME}—quick reminder that your interview is with the Sales Manager tomorrow at noon. Let me know if you need anything, good luck 🍀!"

After an offer is pending:

"I wanted to remind you that a response to your offer is due in a couple of days. We would love to have you on the team and are excited to hear back! Please let me know if you have questions about what happens next."

Post-Interview Text:

"Hi, {CANDIDATE NAME}! How did you feel about the interview? Would love to hear how it went."

Before the first day:

"Good luck on your first day tomorrow, {CANDIDATE NAME}! Text me if you need any help at all or are looking for some key tips, such as which Slack channels to join!"

Periodic check-ins with candidates reinforce the expert candidate experience you provided from the very beginning and provides a great start to transforming the candidate journey into an amazing employee experience as their tenure at the company matures.

The Future of Talent is Today

Recruiters are the frontline workers of your organization, attracting the top talent needed to grow your business and achieve your goals. From the very first touch all the way to closing a candidate at the offer stage, recruiters are essential drivers of a positive candidate experience. Give them the tools to succeed in today's market. By connecting with candidates via text and automation, you'll speed up the process and increase the quality of engagement. Get started today by visiting us at jobvite.com and requesting a demo.

REQUEST A DEMO
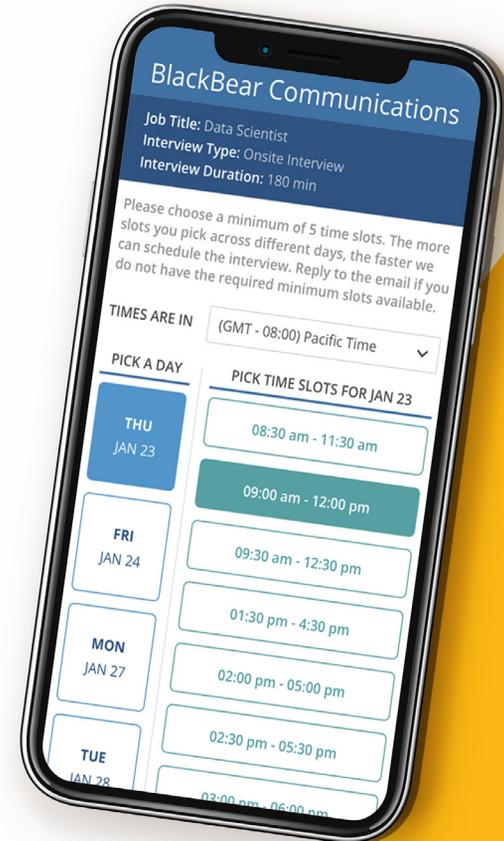
About Jobvite

Jobvite is an end-to-end Talent Acquisition Suite that takes a marketing-first approach to intelligently attract dream candidates, automatically screen for the highest quality, engage employees invested in the future, and retain the people who care the most about your organization by combining the power of AI and the human touch. Jobvite is proud to serve thousands of customers across a wide range of industries including Ingram Micro, Schneider Electric, Premise Health, and Zappos.com.

To learn more, visit www.jobvite.com or follow the company on social media @Jobvite.

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