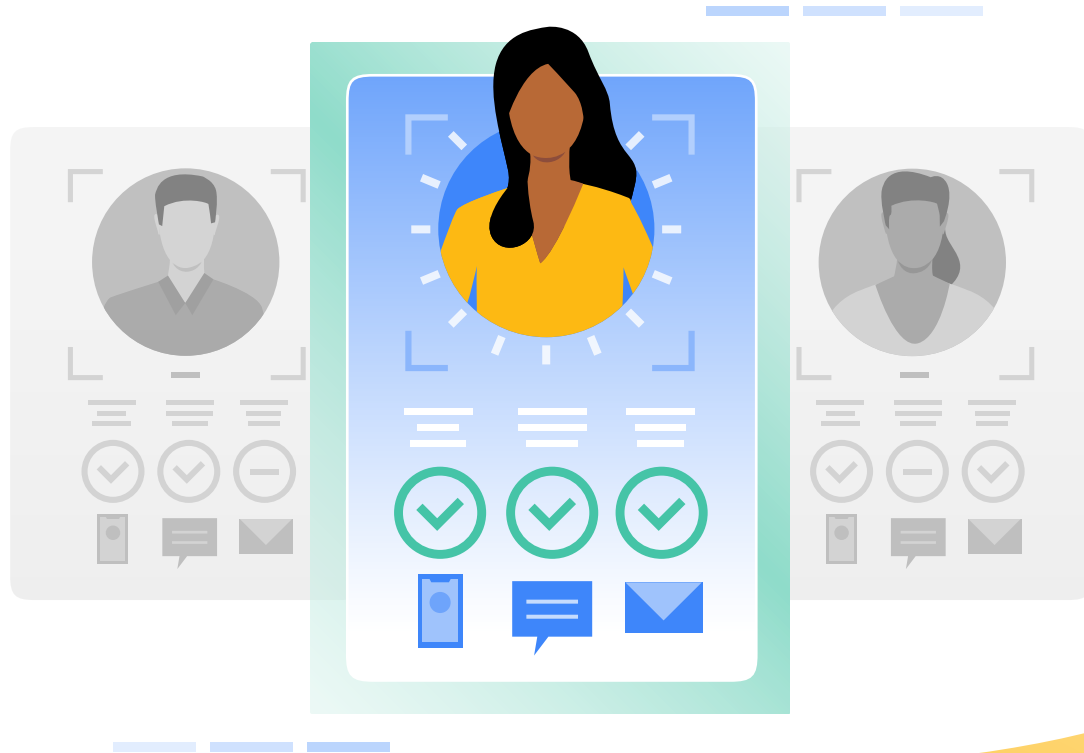


How to Take Hiring to the Next Level with **Candidate Engagement Scoring**



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Be Confident You Spend Time with the Right Candidates

Recruiting has a cadence. While some hiring is seasonal, other hiring is cyclical, and most often, it is unpredictable. Hiring patterns like these mean that, at any time, companies are actively looking for candidates and nurturing passive talent networks.

Companies that are hiring traditionally struggle most with sorting through the high volume of applicants, communicating with them, and decreasing overall time-to-fill.

Companies should always be forward-thinking in the way they build diverse talent networks and nurture talent pipelines.

So, what are some of the best ways to hire candidates, whether your organization is experiencing an active or passive phase of your recruiting cadence? We believe it all comes down to candidate engagement. And we've built a feature to help score and measure the level of engagement your candidates display, so you spend time with the candidates who are most likely to complete the interview process and succeed at your company.



What is Candidate Engagement Scoring?

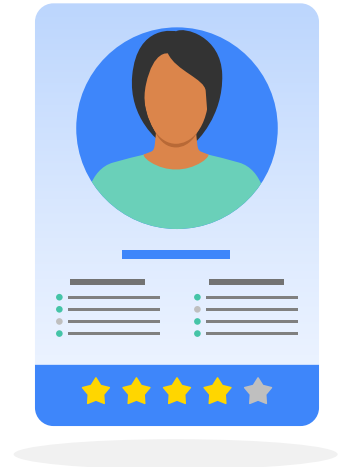
Candidate Engagement Scoring helps determine a candidate's hiring-readiness, like how lead scoring determines a consumer's buying-readiness. It shows how engaged a candidate is with your employer brand and open roles, and it can even predict their future interest in roles or likelihood of accepting a job offer.

Candidate engagement scores help recruiters maximize hiring outcomes, improve key metrics, and nurture diverse talent pools.

Why Talent Teams Have Adopted Candidate Engagement Scoring

Talent acquisition teams use candidate engagement scores to further their hiring goals and create a better recruiting experience. A scoring system allows recruiters to easily evaluate and prioritize candidates for open requisitions and move them through the hiring process. The scores can:

- Identify candidates that are highly engaged in the company's messaging campaigns, recruiting website, or social media.
- Provide valuable insights on a diverse network of talent and their interactions with the company's brand.
- Prioritize candidates with high engagement scores.
- Help nurture engaged talent pools to converted candidates.



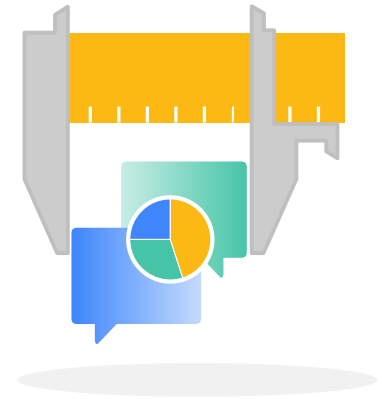
How Do You Actually Measure Engagement?

Candidate engagement scores can seem subjective and difficult to pin down. How are they determined, and what do they mean? Recruiters use automation and AI tools to gain key insights on candidate activity and formulate that into a score.

These tools not only save time in recruiting processes, but they help give talent teams an accurate look at how candidates engage with their employer brand. When scoring candidate engagement, some of the common metrics of talent acquisition teams include:

- Site visits and activity
- Email engagement (clicks, opens)
- Texting interactions (opt-ins, responses, link clicks)
- Application submissions
- Signup for job alerts
- Response rates to recruiter communication

Every recruiting team has a different set of key metrics that tell the story of their candidate engagement. Putting together data points like site clicks, job alert interactions, and email responses help to create the Candidate Engagement Score.

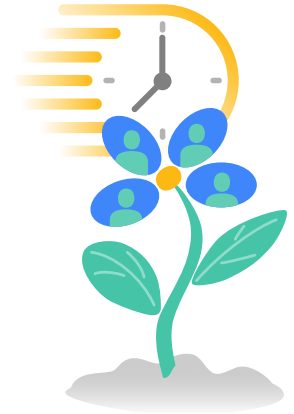


How Candidate Engagement Scoring Saves Time and Nurtures Great Talent

Captivating your audience at the right time for the right role

By measuring and scoring behavioral markers to identify interest level, recruiters can create multiple audience types based on actual engagement data, not guesswork. Audiences can be further segmented based on desired skills, certifications, or experience.

Scoring candidate engagement gives talent teams the insight into how candidates interact with their employer brand and helps them find the right talent for the role in less time.



PRO TIP: High engagement scores are indicative of a candidate who is actively job hunting and interested in your employer brand. By segmenting audiences by engagement score, talent acquisition teams can focus their marketing on candidates that are most likely to convert, reducing time-to-hire.

Busting the myth of passive talent

If the past couple of years have taught recruiters anything, it's that worker attitudes have shifted completely. No longer are they staying at jobs that are unsatisfying and underpaying. They are always on the lookout for the right opportunity.

According to the [2022 Job Seeker Nation Report](#), 45% of surveyed workers are actively looking for a new job or plan to look within the next year. And of those candidates, 54% have not looked internally at their current company for a new position. This shows that employees are always open to hear about the right opportunity, even if it's from your competitor.

The myth that there are groups of candidates that are "passively" looking for talent is outdated. Most employees today are open to hearing about the right offer because they're no longer sticking around at a company where they don't see a future. And that is a prime opportunity for recruiters.



PRO TIP: Find candidates that have a desired skill and experience profile for hard-to-fill roles and analyze their engagement scores. This shows opportunities for nurturing and communication within a talent network.

Leverage silver medalists for the next hard-to-fill role

Just because a candidate wasn't selected for a role doesn't mean you should ignore their resume. A silver medalist, or a candidate that makes it to the late stages in your hiring process, can be a great source for the next open role. Silver medalists are highly engaged with your employer brand and are likely to be interested in another opportunity that's a good fit.

Keep these high quality leads warm between open roles through intelligent messaging campaigns. Communicate with your talent network about open roles, company culture, and other updates through email, social media, or text to further engage them.

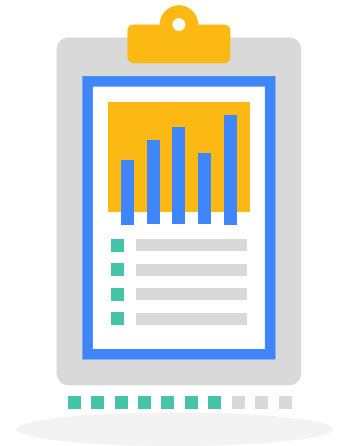


PRO TIP: Leverage engagement history to manage compliance in regulatory environments where it is necessary to purge or anonymize candidates who are disengaged. For example: if GDPR policy is to delete the records of candidates who have been inactive for a year, use engagement filters to find and request re-engagement before deleting those candidates. Better still, proactively nurture candidates who are in danger of being removed so you can keep them in your talent pool.

Should Your Talent Team Use Candidate Engagement Scoring?

Candidate engagement scores are best used by recruiting teams who are tasked with building a diverse talent network of engaged candidates. Talent teams who need to fill highly-specialized or high-volume roles can benefit from leveraging candidate engagement scoring.

Companies that have an existing network of engaged candidates should consider engagement scoring to take their recruiting to the next level. Scoring is a great way to nurture talent pools and improve outcomes in an already-established hiring program.



Maximize Hiring Outcomes with Candidate Engagement Scoring

Expand your recruiting program and nurture high-quality candidates by gaining insight into their interaction with your employer brand. See why top talent teams have adopted candidate engagement scoring and how they use automation and AI to continuously improve the candidate, recruiter, and hiring manager experiences. Learn more from the Jobvite [blog](#) or [resource library](#), or watch a [product tour](#) today.



About Jobvite

Jobvite, an [Employ Inc.](#) brand, is leading the next wave of talent acquisition innovation with a marketing-centric approach to recruiting. Jobvite's Evolve Talent Acquisition Suite offers more breadth and depth in functionality than any other talent acquisition technology available in the market, addressing the entire hiring lifecycle. To learn more, visit jobvite.com or follow the company on social media @Jobvite.

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