

The Importance of  
**Transparency**  
in **Talent Acquisition**



*yello*

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# The Importance of TRANSPARENCY IN TALENT ACQUISITION

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As competition for talent continues to heat up, the most successful recruiting teams will embrace recruiting transparency and make it an integral part of their hiring missions. Job seekers, specifically Millennials, aren't waiting around for companies to provide them with insight into the people, culture and perks; they are seeking it out themselves. Is your company providing candidates with what they need to know?

Transparency gives everyone a sense of ownership, and ultimately creates a happier workplace. Organizations are moving away from the days of one-way communication and the "black hole" application process to proactively engaging candidates. But there is so much more to be done! The job market continues to be more competitive than ever, so your challenge as a recruiter is to fully embrace transparency and make it an integral part of your company's hiring mission.

Use this guide to help you set **transparent goals**, create a **transparent experience** and adopt **transparent authenticity**.





# Transparent GOALS




A “post and pray” strategy no longer works in recruitment marketing. All activity must be directly tied to your talent acquisition department’s goals, and teams should be able to regularly report on recruitment marketing ROI.

*Measure recruitment marketing ROI:* Successful talent acquisition departments are leveraging data-driven performance metrics to measure campus, diversity and hiring conferences that result in the highest ROI. The C-suite’s view of talent acquisition departments is evolving. What used to be considered solely a cost center is being re-thought, as leadership ties employee productivity to results. Recruitment marketing metric tools track the number of hires and overall expenses per recruitment marketing effort, like career fairs, so you can present solid evidence to justify costs.

## Action items

Take the guesswork out of determining the campus, diversity and hiring conferences that result in the highest ROI. Implement recruitment marketing metric tools that track the number of hires and overall expenses per event, to justify costs of recruitment marketing efforts. This will let you best allocate your time and marketing dollars to the events that offer the biggest return.





*Provide information candidates need:* Companies lacking transparency in their recruitment processes will not win top talent. Digitally savvy job seekers, especially Millennials, will find the information they need to make an informed decision, regardless if they have to search for it.

#### — Action items

Package and present the information job seekers need to make a decision. Engage on the platforms they are searching on, such as Glassdoor.com, LinkedIn and The Muse. Make sure your company profile is updated and regularly respond to reviews, comments and feedback.

While candidates may use social media to gather information, they are still applying on company career sites, so a current site that also links to your company's social networks will make it easier for candidates to complete their due diligence.

*Involve hiring managers early:* Hiring managers need to be more involved, which means they need tools and training. There is a shift in the dynamic between recruiters and hiring managers. Talent acquisition departments are becoming less of a support function and are more of an advisor and partner to hiring managers.

#### — Action items

Incorporate video interviewing into your talent acquisition department's toolkit, and include busy hiring managers earlier in the process to provide a more comprehensive look into a potential future supervisor/employee relationship.

Video is also an efficient way for hiring managers to quickly compare and contrast candidates without delaying the hiring timeline, and to reduce overall costs of flying in candidates for interviews.





# Transparent EXPERIENCE


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In the current talent competition, there is no need to re-invent the playbook to engage candidates. Instead, look to the customer support team within your organization to help guide you on how to treat candidates like customers. Talent acquisition teams should follow the lead of customer support teams and adopt a candidate first mentality.

Recent research from Bersin by Deloitte, which delivers research-based people strategies, found, "As the economy got back on track and organizations began to rebuild their workforces, employees realized they had more employment choices. This created a competition for talent that has resulted in longer timeframes to fill vacant positions."

Stay ahead of your competition by creating the best overall candidate experience.





*Respond quickly:* Any successful customer support team would never let customer communication slip through the cracks, so recruiters should follow their lead. Lessen the risk of losing top talent to faster moving companies by ensuring a timely and collaborative candidate communication strategy is in place.

— *Action items*

Set applicant response time goals, such as 24-hours for new applications, in order to hold each team member responsible.


Incorporate more touch points into the candidate interview lifecycle by automatically sending candidates and interviewers reminders before scheduled interviews.

*Schedule painlessly:* Self-service is the name of the game when onboarding and training client service teams. Coordinating both candidates' and the interview team's busy, always changing schedules is a universal pain point for recruiters. Scheduling software can significantly streamline scheduling complications, and eliminate pressures associated with limited meeting availability by putting some of the responsibility back on the interviewee.

— *Action items*

Invest in scheduling software to schedule interviews on the spot with one click. Provide candidates with a self-service platform to allow them to self-schedule interview slots that work best with their schedules, and reschedule interviews without disrupting your staff.





*Collect timely feedback:* Getting information straight from the source in a timely manner is key to gathering client data. The same is true for obtaining interviewer feedback, which for many hiring teams can be a time intensive, inefficient process. Delayed interviewer feedback can even result in losing top talent to a competing job offer, adding time and money to the hiring process.

— *Action items*

Collect interviewer feedback through mobile or web evaluation forms in near real-time. If you are a campus recruiter, maximize your career fair productivity and send a complete event report to hiring managers, even during your event.

*Interview on-demand:* An “always-on,” fast-paced interview process enables you to align the busy schedules of top talent and busy hiring managers. Eliminating the need for the physical boundaries of an on-site interview allows in-person interviews to be scheduled on-the-go, based on candidate/ interviewer availability.

— *Action items*

Convert your tablet, mobile or Windows device into an extension of your stationary work space with the use of mobile apps, such as Yello’s Collect and Convenience apps.

Use mobile recruiting apps to capture candidate information and resumes at career fairs, diversity conferences or classroom presentations. You can eliminate evaluating paper resumes, and evaluate candidate information at any point on a phone or tablet without logging long hours in front of a computer or sifting through piles of paper.





# Transparent 3 AUTHENTICITY

Increased transparency across all recruitment constituents—leadership, interviewers, candidates—paired with an authentic recruitment process, are more important than ever.

*Showcase your team:* Highlight your office culture as part of your employer branding efforts and encourage hiring teams to show their personalities during the interview process, instead of waiting to reveal when new employees start.

## Action items


Create an informal, Q&A-style video series featuring employees using your phone and a video app like Magisto, Video or MoviePro to share a more personal look into your company's culture.

Hold weekly video streaming sessions using Periscope or Meerkat. Encourage your talent pipeline to turn the tables and interview current employees, particularly groups that have a harder time leaving the office, such as the engineering team.

Share a daily view of your hiring managers, workplace and office culture by building a Snapchat following.







*Promote a visual employer brand:* A pivotal element of 2016's recruitment branding approach should be a highly visual social media footprint, to help better connect with candidates and tell brand stories more effectively.

"Content with relevant images gets 94 percent more views than content without," according to BufferApp.

If you're only posting articles or sharing written posts with your social media networks, it's time to shake up your content approach. While you don't need a presence on every social media network, allocate your social media focus to visually driven social networks.

#### — Action items

Share photos across your social media networks to offer a day-in-the-life view into your workplace.


Create a photo series of interviewing advice or workplace etiquette tips from your top leadership, by overlaying a quote on a background image using a tool like Canva.

*Create connections:* Cultivate branded talent communities by function, affinity group, business line, region and university to build a motivated candidate pipeline, and repurpose your visual collateral with these groups.

#### — Action items

Schedule monthly or quarterly hackathons with tech talent communities, and schedule networking events with sales talent communities. Remember that your communication with these groups should not be a one-size-fits-all approach.





*Learn how Yello can help you  
achieve transparency in your talent  
acquisition strategy, and reach your  
recruiting goals.*

 ABOUT **YELLO**

Yello is a Chicago-based talent relationship management software leader that is radically reinventing recruiting. Employers of all sizes – from Fortune 500 multinationals and large public sector organizations to high-growth early stage companies – rely on Yello to manage and mobilize their recruiting processes.

Yello's mobile-first platform modernizes campus, professional, high-volume and specialty recruitment to help companies hire top candidates quickly. Its unique footprint in the HR technology marketplace delivers key metrics used by clients to determine recruitment program efficacy, value and velocity, ultimately streamlining the recruiting process. When you're ready to say hello to your next great hire, think Yello.

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