



How to Improve Your
PASSIVE CANDIDATE PIPELINE



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A decorative graphic featuring a red pipe that starts on the left, goes up, then right, then down, then right again, and finally down to a blue water drop. The pipe is made of thick red lines, and the water drop is a simple blue outline.

How to Improve Your **PASSIVE CANDIDATE PIPELINE**

Does every job requisition that crosses your desk immediately fill you with panic? Do you spiral down a long list of questions including, “Where will I find these candidates?” “How long will the search take?” “Will the hiring manager think I’ve presented dynamic individuals?”

You can avoid that pit-in-your-stomach feeling by proactively building and maintaining a go-to source for the best candidates: a robust, high-quality passive candidate pipeline.

This guide will help you grow and engage your passive candidate pipeline, to ultimately help increase quality hires and decrease time spent sourcing. Read on to understand:

- The passive candidate pipeline
- How to grow your list of passive candidates
- Best practices to engage passive candidates

Understand the **PASSIVE CANDIDATE PIPELINE**

Creating a clear distinction between passive candidates and active candidates is the first step to building a high-quality pipeline.

Active candidates are currently applying or interviewing for jobs; passive candidates are not currently applying for a job with your organization. You can identify passive candidates as any of the following:

INDIVIDUALS YOU MET AT EVENTS (BUT DID NOT APPLY TO ANY JOBS)

Candidates you met at an event, whether it was a career fair, diversity conference or industry networking reception, who didn't directly apply to an open position can be excellent contenders for your passive candidate pipeline.

CONVERSION ACTION

On-site, encourage them to join your talent community, to stay up-to-date on your company's latest announcements, industry trends and open positions.

MEMBERS OF YOUR TALENT COMMUNITY

No matter how they signed up—events, online or were a referral - individuals who joined your talent community are terrific leads, as they have already expressed an interest in your company.

CONVERSION ACTION

Launch a campaign targeting members of your talent community who have joined, but have not applied for a job. Highlight new positions, employee testimonials and lesser-known company benefits, such as unique perks, career paths and industry accolades.

FORMER INTERNS

Whether previous interns still have several years of school left, or are finishing up their final semester, this group of candidates could be your company's greatest future investment.

CONVERSION ACTION

Developing a memorable intern program is one of the best ways to build a passive candidate pipeline by resulting in post-graduation hires, as well as creating an engaged alumni network. Their positive experience will reach their social and professional networks, continuing to strengthen your message and brand.

FORMER EMPLOYEES

Not all former employees are disgruntled. Many are likely to have left your company due to a life event, a relocation, or to pursue further growth opportunities. Fast forward several years, and these employees may be interested in returning to work for your company, or could be an excellent referral source.

CONVERSION ACTION

Create an employee alumni newsletter or hold annual networking events to stay in touch with these employees. Stay updated on their career goals, and encourage them to refer those in their network to your company.

PREVIOUS APPLICANTS

Just because previous applicants applied for a job and were not extended offers, doesn't mean they aren't an excellent fit for a different type of role with your company now or in the future. For example, a candidate who applied to a marketing role, but was light on brand experience, might be a great client success candidate because of her excellent communication skills and great attitude.

CONVERSION ACTION

Schedule regular check-ins with top culture-fit candidates who you believe would be great for open positions in the future. Keep a pulse on their career developments and evolving goals, so you can keep them in mind when a perfect position opens.

How to Grow Your List Of **PASSIVE CANDIDATES**

Once you have established the avenues to meet passive candidates, it's time to fill the pipeline. As a recruiter, it's important to continually review the ease in which candidates can interact with your company online and participate in activities outside of the job application process. Use these tactics to make it easier for passive candidates to find and engage with your organization.

SPARK A CONVERSATION

Make your company's career-focused social media accounts stand out in a crowded space. Create and curate content, including industry trends, easily shareable images, or proprietary data that resonates on social media networks and will encourage your passive candidates to like, comment and share.

USE METRICS AND TRACKING TO YOUR ADVANTAGE

Set up Google Alerts for your company, and implement a free social media monitoring service such as Hootsuite or Buffer, to gain further insight into what others think about you— not what you think about yourself. When posting jobs outside of your career page, use tracking links (e.g. Goo.gl or Bit.ly) to gather insights on where you have the highest engagement. With metrics in place, you can start to analyze and target candidates on the sites that show the most activity.

BE WHERE THE CANDIDATES ARE LOOKING

Don't always assume people will visit your company's website to learn about your organization. Potential candidates are researching your organization through sites such as Glassdoor, The Muse and Google, as well as word-of-mouth and social media. Make sure you are monitoring these messages by staying engaged and encouraging transparency among current employees.

WORK THE EVENT CIRCUIT

Identify the career fairs that will offer the highest ROI and focus on providing attendees with the best experience. If you're still collecting paper resumes and entering candidate data on spreadsheets, invest in the tools to help you retire this manual process. Implement recruitment software that allows candidates to upload their resumes and/or join your talent community on the spot. Create a post-event passive candidate communication strategy to ensure those in your talent pipeline stay informed, engaged and excited about your company.

INVEST IN SPONSORSHIPS

Consider elevating your organization's presence at events by investing in a sponsorship. For many recruiters, events can be chaotic venues where it is difficult to get your company's voice heard. Stand out in a crowded space by investing in sponsorships that enable you to get your recruitment brand in front of your target candidates through speaking opportunities or a cocktail reception.

REFERRAL PROGRAM

A formal employee referral program can help fill both open recs and passive talent pipelines, cost-effectively and quickly. Well-run referral programs provide those who may not fit the exact job that you are sourcing for at the time, but are a well-vetted applicant, perfect for a future role. Encourage company employees to tap into their networks as often as possible. Even if their suggestions are not right for an open role, the candidate might be perfect for the next position.

Best Practices to Engage **PASSIVE CANDIDATES**

You understand the passive candidate, and know how to grow your pipeline, now it's time to engage! If a candidate joins your talent community, follows you on social media or is referred into your network and never hears from you again, their interest in your company is likely to diminish. Frequent and proactive communication is one of the best ways to stand out to both active and passive candidates. The following ways can facilitate genuine conversation with candidates.

STREAMLINE AND AUTOMATE COMMUNICATION

Use talent acquisition software to help organize and automate communication. A talent relationship management (TRM) system can automate email or text campaigns to increase candidate touch points and decrease any added effort required of your recruiting team. Send your passive candidate pipeline regular communication that might include updates on company awards or accolades, open positions, industry events or networking opportunities. Regularly update your careers page to ensure it reflects your current recruitment marketing efforts.



SUPPORT MOBILE-FIRST RECRUITING



Ensure your company's careers site is easy for candidates to apply for jobs or join your talent community via their mobile device. Sites that aren't optimized for mobile give job searchers the impression your company's technology and processes are antiquated. If you want to see how mobile-friendly your site is, try joining your talent community on your own mobile device, or use Google's Mobile-Friendly test tool.

UPDATE YOUR RECRUITMENT MARKETING PRESENCE WITH VIDEO



Incorporate videos into your recruitment marketing strategy and provide candidates added insight into what it's like to work at your company. Film employees discussing work life, and hiring managers explaining their open roles. Post short videos to your social networks in lieu of a written job description. If positions are highly collaborative, film different team members explaining what goes on during a typical day, to create a day-in-the-life style video. Creating visual interest and insight into your organization is another way to grab people's attention and get them excited to hear more!

Are you ready to invest in your company's next generation of talent? Find out how recruiting software can help your organization attract top talent and develop your passive candidate pipeline.

<http://go.yello.co/request-demo>

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