



Talent **COMMUNITIES**

WHAT EVERY RECRUITER NEEDS TO KNOW

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EVERYTHING RECRUITERS NEED TO KNOW ABOUT

Talent Communities

The recruitment game is changing daily. With the ever-present risk of losing talent to faster moving companies, recruiters feel the increased pressure to escalate candidates through the process quicker than ever, and must adopt more ways to source and engage talent.

As conversations happen with a wide pool of candidates across different mediums, how do you keep track?

Building and nurturing a candidate pipeline is key to your company's long-term recruitment strategy. To successfully attract these candidates, you need to authentically capture their interest. Creating a talent community can help you stay in touch and nurture relationships with potential applicants, to initiate a positive candidate journey with your company.

Tal•ent commun•ity NOUN
/talənt/ /kə'myoəonədē/

1. A pipeline of potential talent. People who aren't applicants but could be someday.

“ A talent community helps nurture top candidates for your company, even if you don't have positions currently open. ”

Benefits

OF A TALENT COMMUNITY



Save time sourcing

As a recruiter, you don't have time to be slowed down by clunky systems, gather candidate data stored in multiple places or track down past conversations with potential candidates across multiple mediums. Source candidates directly from your talent community to cut down on candidate discovery and up-front vetting.



Create better relationships

Use a talent community as an outlet to better connect with prospects. Let them get to know you through videos that showcase your culture, company updates and skill-specific content that might pique their interest.



Improve quality of hire

Employers with established talent communities have seen their talent pipeline grow, company culture improve and quality of hires increase—all while spending less money on job boards and ads.



Ditch the hard sell

When members of your talent community apply for a job with your company, they feel like they already know you. This will help you escalate them through the process faster, and be ready to extend an offer before your competitors do.



Invest in the future

Nurturing passive candidates is a key component to evolving your company's long-term recruitment strategy. Authentic interaction with a talent community keeps prospects engaged until they are ready for a new role or until you have a position relevant to them.

The following steps will provide you with a foundation to build an authentically engaged candidate pipeline.

IDENTIFY THE RIGHT TECHNOLOGY

1

Invest in a Talent Relationship Management (TRM) system to view the complete lifecycle of each prospect. Use this technology to:

- Build branded talent communities
- Create, manage and track all email and text campaigns
- Access candidate data in one easy platform

SEGMENT AUDIENCES

2

Maximize the impact of your talent community outreach by organizing this group into relevant sub-groups. This may include technology-focused careers and business-focused careers, so individuals within the talent community only receive content appropriate to their background and career goals.

CREATE A REFERRAL NETWORK

3

Referrals can help you scale your recruitment efforts and grow your talent community by leveraging current employee networks. Implement a company-wide referral program so employees can connect their friends to exciting opportunities. Leverage employee referrals to encourage interested candidates to come to you, without dedicating additional time to sourcing, or incurring additional costs of outside recruiters.

AUTOMATE COMMUNICATION

4

The additional communication required to authentically engage your talent community doesn't need to create hours of extra work. Do the prep work up front, and automate candidate email and text campaigns to ensure every candidate who enters your talent community is receiving relevant content: job listings, industry news and your company's latest achievements.

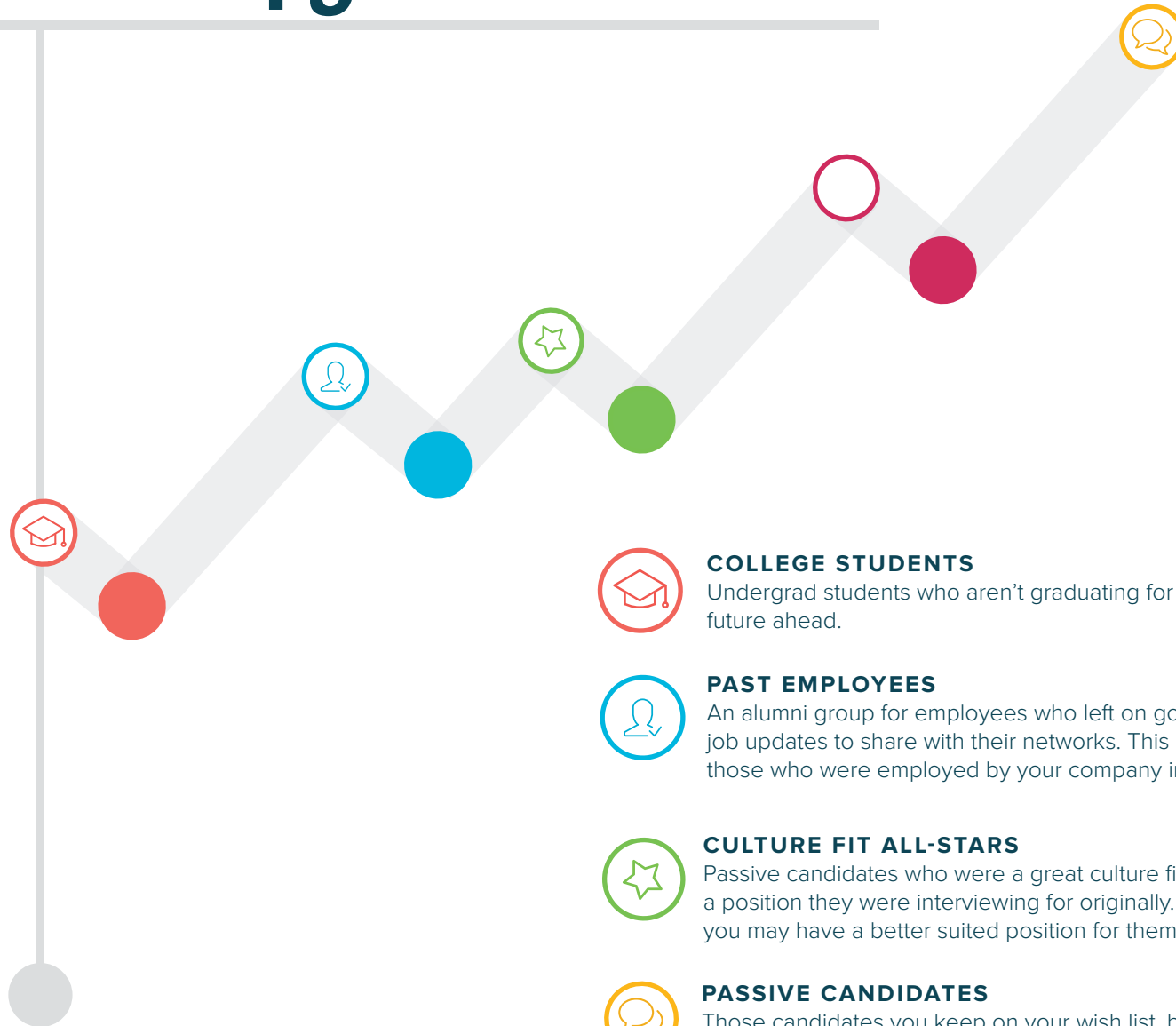
REGULARLY AUDIT

5

Once your talent community is up and running, conduct quarterly check-ins that allow applicants to opt-out if they aren't interested in your company, and so you can review their backgrounds to ensure they are still relevant. Most importantly, don't forget to leverage this resource to source your talent!

Identify

KEY TALENT COMMUNITY AUDIENCES



COLLEGE STUDENTS

Undergrad students who aren't graduating for several years, but have a promising future ahead.



PAST EMPLOYEES

An alumni group for employees who left on good terms and would be interested in receiving job updates to share with their networks. This could also lead to boomerang employees—those who were employed by your company in the past and came back in the future.



CULTURE FIT ALL-STARS

Passive candidates who were a great culture fit, but may not have been a perfect match for a position they were interviewing for originally. Keep these candidates engaged if you think you may have a better suited position for them in the future.



PASSIVE CANDIDATES

Those candidates you keep on your wish list, but aren't looking for a job. Should their career status change, make sure you are top of mind.

Engaging

WITH A TALENT COMMUNITY

A talent community won't produce results unless you have a plan to regularly nurture and engage this group of potential, future employees. Ensure you have continual touch points with your talent community to stay top of mind.



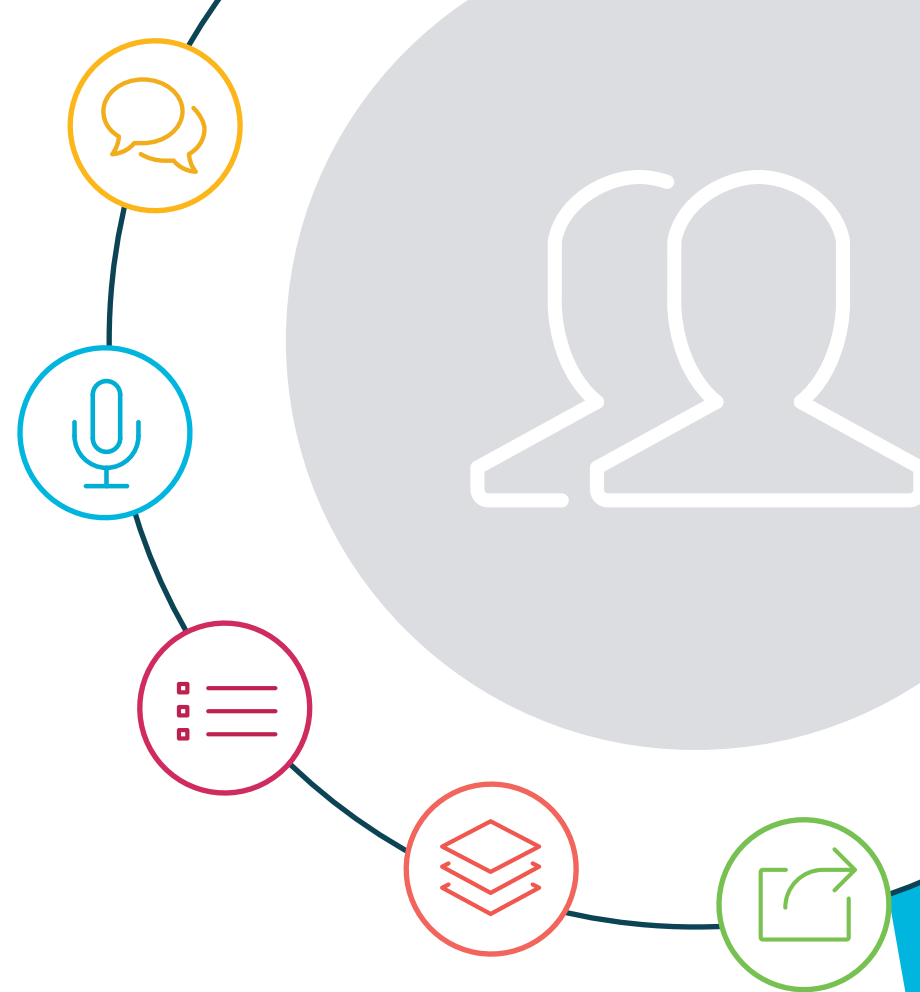
ONE-TO-ONE COMMUNICATION

Candidates in your talent community have already expressed an interest in your company, so send them highly personalized communication that pertains directly to their position, level, expertise, location, etc. This also applies to college students or recent grads—a group who has the potential to be your company's greatest future asset. Keep them engaged by sending them valuable content to navigate their job search, city-specific events and living tips, and updates on your company's latest achievements.



CREATE SHAREABLE CONTENT

Avoid sending out a steady stream of job postings. Send applicants regular communication they can share with their networks, including current employee testimonials, comments from your CEO or CHRO, industry insights, company blog posts and recent media coverage. Regularly update your careers page to ensure it reflects your current recruitment marketing efforts. When you do share job postings, post sporadically and position them as a featured job to boost interest and create urgency.





HIGHLIGHT BRAND ATTRIBUTES

Showcase your company's unique strengths, be authentic and own your brand characteristics. Highlight the additional benefits outside of job responsibilities, benefits and pay. This may include unique career paths, flexible work arrangements, parental leave policies, sabbaticals, or any other lesser-known perks. It's also important to highlight your unique brand attributes, mission and culture, rather than focusing solely on filling open positions. While filling open roles is important in the short-term, evolving your recruitment brand will achieve long-term success.




TAKE IT OFFLINE

Establish a personal, face-to-face connection to convert passive candidates to applicants. When trying to fill high-priority positions, schedule in-person, casual meetings with passive candidates in your talent community. Keep in touch by periodically meeting for coffee or lunch to stay updated on their current career status. Make these meetings more about personal connections and their career goals, and less about your company and open roles.



LEVERAGE THE BENEFITS OF A TRM

Familiarize yourself with how a TRM system can benefit your recruitment marketing and operations efforts. A TRM can effortlessly track all candidates' information, qualifications and experience. Use it to track your communication with each contact, as well as their career goals and likelihood of changing jobs if the opportunity were to arise. TRM's are a top way to keep passive candidates engaged until a position opens up.

A large graphic consisting of two concentric circles, an outer red one and an inner blue one. A dotted white line follows the bottom curve of the inner blue circle. To the right of the circles is a green line made of small slanted dashes.

If you're ready to authentically
engage candidates, find
out how a talent community
can help your long-term
recruitment strategy.

Visit:

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

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