

# COMMUNICATING WITH CANDIDATES THROUGH YOUR CAREERS SITE AND CRM

## Communications Strategy

Content in the coming weeks will be widely focused on COVID-19 coverage. Consumers and Job Seekers alike, are looking for information on how companies are reacting to the ever-changing landscape. Job Seekers and Candidates are looking for information most relevant to them:



**Is a company still hiring?**



**Is the hiring event I signed up for still happening?**



**Are interviews being held virtually?**

It is essential that employer brands acknowledge and address what is happening and how your company is reacting through your owned digital channels such as your Careers Website and Candidate Relationship Manager (CRM).

### DO

- Share company updates and be transparent as policy and procedures change
- Address what you're doing to keep current and prospective employees safe
- Highlight job opportunities that are still actively hiring
- Ensure all digital channels are communicating the same message



### DON'T

- Give healthcare advice or act as a healthcare official
- Actively share information that doesn't feel relevant given the current landscape (i.e. Vacation Benefits, Employee Outings, etc.)
- Completely close the door to candidates if your company is currently experiencing a hiring freeze



## Website

Your careers website is going to be one of the first places a job seeker or candidate looks to find information on how your company is responding to COVID-19 and how this might impact their application or interview process. Below are some key functionalities to consider implementing.



### Notifications Bar on your Careers Site Homepage

Place a notification bar above or below your hero image on the homepage of your careers site. Use this bar to highlight the most relevant information and link to a destination where the user can learn more about the change in policies and procedures.



### FAQs regarding COVID-19 on Chatbot or Landing Page

Ensure that there is a destination on your careers site, whether it is within a chatbot or on a landing page, that is addressing all of the questions candidates are asking your recruiters regarding COVID-19.



### Blog Articles discussing changes in procedure

If your company leverages a blog, consider adding specific entries that address changes in procedure and what candidates can expect.



### Hiring Event Updates

Within your events calendar, proactively address and be transparent with how events have changed, whether they are canceled completely, moving to a future date, or now going to be held virtually.

## CRM

In addition to your Careers Website, use your CRM for personalized communication to candidates. Use it to update job seekers with important information relative to your company's hiring processes. Below are some key messages you should consider sending to your talent community.



Company updates and changes being made to keep employees and candidates safe



What hiring looks like for your company:

- Actively hiring
- Hiring freeze



Changes in interview process



Virtual interview tips



Event updates for those that are already registered



One-to-one candidate communications regarding where they are in the hiring process