Qualigence International

Ultimate Checklist for Attracting Passive Candidates.

734-432-6300 · info@qualigence.com · qualigence.com

1

☐ Preparing Your Social Media Presence

Optimize Company Profiles:

· Ensure your LinkedIn company page is up-to-date with an engaging "About Us" section.

· Share posts about company culture, employee achievements, and job openings regularly.

· Complete all sections on your social media profiles (Instagram, Twitter, Facebook) to reflect your brand identity.

Content Plan:

· Create a content calendar that includes posts on company culture, career growth opportunities, and employee success stories.

· Include at least one post per week that highlights open positions or discusses industry trends.
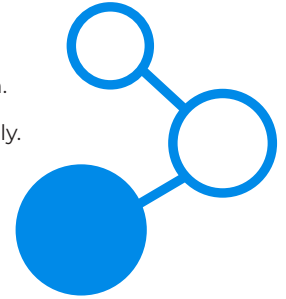
2

☐ Strengthening Your Employer Brand

Website Careers Page Audit:

· Include employee testimonials, details about work-life balance, and clear descriptions of benefits.

· Highlight career development programs, training, and growth opportunities.

Company Culture Spotlight:

· Plan to post monthly content that showcases behind-the-scenes aspects of your workplace (e.g., team events, wellness programs).

· Encourage employees to share their experiences on social media using a branded hashtag.

3

☐ Researching and Identifying Passive Candidates

Candidate Profile Checklist:

· Before reaching out, check the candidate's LinkedIn profile for skills, experience, recent activity, and career interests.

· Look for potential mutual connections who can facilitate an introduction.

List of Search Terms:

· Prepare Boolean search strings for finding candidates on LinkedIn (e.g., "(Software Engineer AND Python AND Remote)").

· Identify specific groups, hashtags, and industry-related communities to find and engage with potential candidates.

4

Personalized Outreach Steps

Outreach Template Library:

· Draft different outreach message templates for various scenarios
  (e.g., congratulating on a recent achievement, discussing a specific skill set).

· Ensure each template has sections where personal details
  (e.g., candidate's name, current job, recent work) can be added.

Personalization Checklist:

· Include the candidate's name and reference a specific aspect of their experience
  or achievements.

· Mention how their skills align with the role or your company's goals.

· Provide a clear and concise reason for why you're reaching out.

5

Building Long-Term Relationships

Nurturing Plan:

· Add candidates to a talent pool in your Applicant Tracking System (ATS)
  or Customer Relationship Management (CRM) software.

· Set reminders for regular follow-ups, such as sending relevant company updates,
  sharing industry news, or inviting them to webinars and networking events.

Follow-Up Email Templates:

· Include templates for checking in, updating candidates on company news,
  and providing information about future opportunities.

6

Employee Referral Program

Referral Program Overview:

· Outline how employees can submit referrals and what rewards or incentives
  are offered.

· Create a short referral template employees can use to introduce candidates to
  the recruitment team.

7

Measuring Success

Tracking and Metrics Checklist:

· Keep a record of all outreach attempts and responses using your ATS
  or a simple spreadsheet.

· Track key metrics like response rates, number of follow-up interactions,
  and successful conversions of passive candidates to applicants.