



THE BIG GUIDE TO TEXT MESSAGE RECRUITING

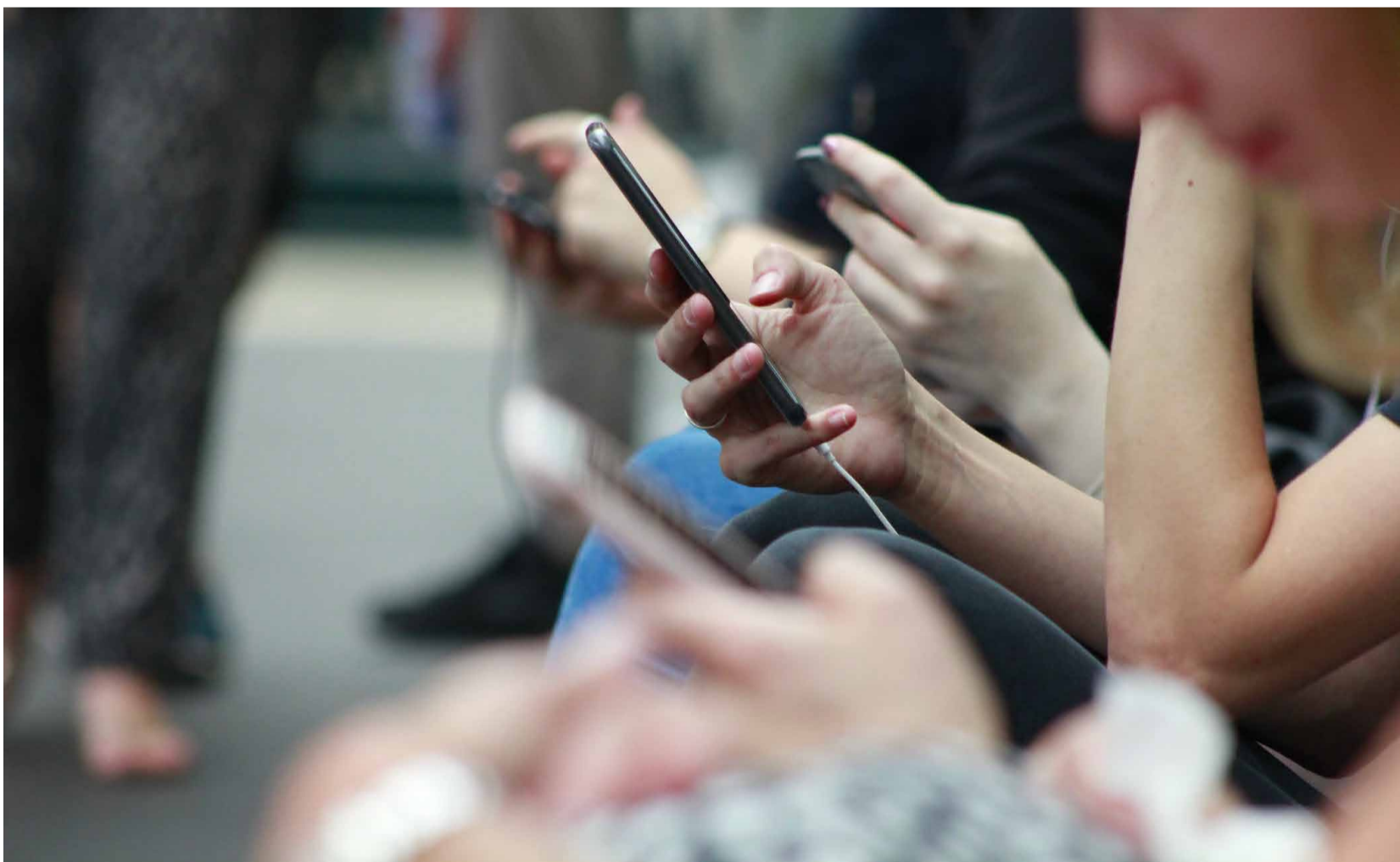
WHY IT'S IMPORTANT, HOW TO USE IT, AND
12 TEMPLATES FOR RECRUITING

Why It's Important

Our world is getting increasingly mobile-driven. Industries across the board are moving to more mobile-friendly tactics, whether that be through a website redesign or communication workflow changes. In recruiting, these changes have proven to be particularly important as we see younger generations in the workforce strongly preferring text communication. Text recruiting has become a prominent tool in the human resource department's arsenal. It has shown to improve hiring factors like recruiting speed, cost per hire, and candidate experience.

Most modern-day candidates continuously monitor their phone text messages, much more so than they check their email. With hundreds of marketing emails being sent to email users daily, your hiring emails can get buried behind a wall of notifications. In fact, text messages have a **97%** open rate, compared to as low as **15%** for email! It is much more likely that someone will see and open a text message from you in comparison to an email.

Beyond increased response rates, candidate response times are also much quicker when responding through cell phone messaging. **90%** of text messages get opened within 3 minutes of being received, and responding often requires just one fast sentence. Because of this, you are more likely to get a response, and to get it quickly.



These shortened open and response times mean that overall, your time-to-hire will be dramatically shorter than if you were communicating via email. Both recruiters and those they interact with can efficiently respond to a text in between calls or on the way to a meeting, something you can't do as conveniently through email or phone calls. You also have the option to implement a chatbot to respond immediately to texts from applicants, 24/7.

The ease of response also means an improvement in the overall candidate experience. **73%** of job seekers prefer to receive recruiter contact through text. Faster response times from a potential employer also have shown to improve a candidate's view of a company. People you reach out to can more easily respond to a text for more information rather than setting aside time for a full call. With how busy schedules can be, the fact that they can contact during downtime, whenever that may be, is a huge bonus.

Screening and scheduling manually can take up an extensive amount of a recruiter's time. When using a chatbot system, these recruiting pipeline processes can be automated as much or as little as you would like. This saved time means that not only can the recruiter focus on essential points of human contact, but it also lowers the cost per hire dramatically.



How to Use It

Text message recruiting can be utilized in many different steps of the hiring pipeline. The time these different processes take can be reduced dramatically when you make the switch to text-based hiring, especially when implementing a chatbot.

Accepting Applicants

When candidates are applying for jobs, you can give them the option to inquire via text messaging. Many chatbots can receive these initial applications and will respond with an immediate message. Quickly responding to those who show interest can give you a leg up as a recruiter. Many candidates cite that poor communication from a company is an instant red flag for them.

Candidate Screening

Chatbots can screen and assess candidates to see if they fit your minimum requirements for a position. This process alone saves recruiters a massive amount of time, as they will have a fraction of the resumes to look through, and most of them will be viable candidates. You can tailor the screening process to be as stringent or flexible as you would like. This customization means that you can narrow your received resumes down to just top talent, or widen the pool if you prefer more options.

Interview Scheduling

Advances in chatbot technology have made integration with calendars much more accessible. Candidates are able to see time slots that are open for recruiters and pick what works best for them. This seamless integration makes scheduling an interview much quicker, and it takes very little time for both parties.

You can also schedule reminder messages, which helps to ensure that the interviewee is on time. These notifications can include directions to a company, paperwork request reminders, and other pieces of information that can help prepare the candidate for the interview date.

Talent Pool Engagement

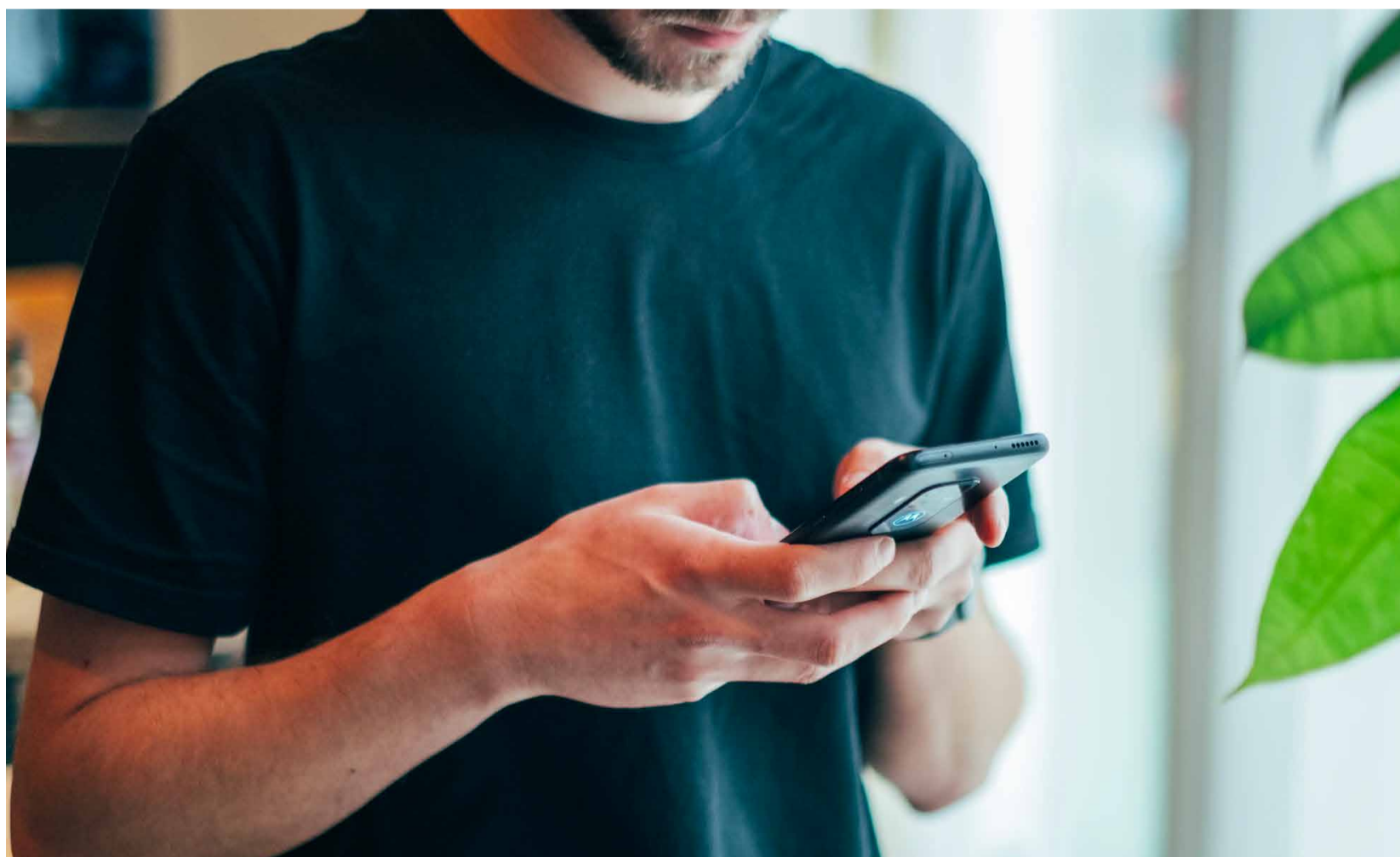
There are a variety of ways in which you can engage with your potential talent through text messaging. Keeping candidates up to date on their application process is essential, and a quick text message is a great way to get this information across. Chatbots can be automated to convey any necessary information during this process as well.

It is also necessary to follow up if an applicant does not fit your role. Keeping a positive relationship with previous applicants is a great way to fill future positions that may be more appropriate for their skillset. Later, you can reach out to this talent pool through text messaging to see if they have an interest in other roles you may open.

Chatbots have allowed for instantaneous 24/7 response through text messaging. One way to utilize this is to have your chatbot respond to frequently asked questions. Commonly answered inquiries include information about the company, details on a position, or scheduled interview details.

New Job Posting Announcements

When you post a new position, you can reach out to talent through automated text messages. These can include a link to a webpage with the job posting and details, or you can prompt them to respond if they are interested. If you keep a detailed database of previous applicants and potential talent, this instant outreach can help fill positions quickly.



12 Templates

Interest Inquiries

Hello {first name}, I found your profile on {website where the candidate was discovered}, and I was extremely impressed!
We are hiring for a {position} role at my company, {company name}. Would you be available to chat about it?
Thanks, {recruiter name}

Referral Inquiry

Hello {referral name} my name is {recruiter name} from {company name}. Your friend {person who referred candidate} said you might be interested in our {position}, when would you be free to chat about the position?

Interview Scheduling

Hello {first name}, we want to learn more about your background and invite you for an interview. Are you available at {interview date suggestion}? Let me know what time works for you. Thx, {recruiter name} @ {company name}

Candidate Screening

Are you legally eligible to work in the United States?

The schedule for our {position} role is {days of the week and hours}. Does this schedule work for you?

Have you had any experience working with {program, tool, or product} in your past positions? If so, how much did you work with it?

Are you able to lift up to 50 lbs as a routine part of your job?

Nurturing

Hi {first name}, we just posted five new job openings for a {position} at the {company name} near you. Are you interested in learning more? Thx, {recruiter name} @ {company name}

Interview Reminder with a link to reschedule

Hi {first name}, we are excited to sit down with you tomorrow at {interview time}. Please call me at this number if you have any issues finding our building at {building address}. If something has come up, please use the following link to reschedule {link to reschedule}. Look forward to seeing you, {recruiter name} @ {company name}

Candidate experience survey

Hey {first name}, thank you for applying to a job at {company name}. We work every day to improve our hiring process and want your feedback. Do you mind if I ask you a few questions about your experience? {recruiter/HR name} at {company name}

On a scale from 1 to 10 (with 10 being the best), how would you rate your interview experience at {company name}?

Onboarding

Hey {first name}, we are so excited to see you on {candidate's first day of work}! Remember to bring in your photo ID, as well as {other needed paperwork, voided check, etc}. We look forward to seeing you then! {recruiter/HR name} at {company name}

