

A large, stylized image of a laptop screen showing a virtual meeting. The screen is filled with a grid of video feeds of various people. The text 'Virtual Recruiting: Adapting to a New Normal' is overlaid on the left side of the screen in a large, white, sans-serif font. The laptop is on a wooden desk, and a hand is visible at the bottom, typing on the keyboard.

Virtual Recruiting: Adapting to a New Normal

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WHAT IS VIRTUAL RECRUITING?



Prior to the COVID-19 pandemic, numerous companies handled some elements of their recruitment process virtually. The lockdown of many states forced just about every business to shift to Virtual Recruiting.

Even as the economy reopens, many organizations are interested in shifting a larger share of their recruiting remotely and assessing how to do so most effectively.

The goals of virtual recruiting are the same as any other form of recruiting - Identify and acquire skilled workers to meet your

organizational needs and culture. Virtual recruiting handles these tasks, you guessed it, virtually.

Virtual recruiters serve as the liaison between job candidates and employers, but these functions are also performed remotely. They are also poised to support your business in the evaluation of the candidate's ability to work effectively remote. The change in many work environments has also created the need to evaluate remote work ability as a new critical skill.



“HR leaders need to be exploring and adapting to new technologies to support virtual recruiting, onboarding and hiring, while also ensuring a seamless candidate experience.”

-Human ResourcesManagement Magazine 1

BENEFITS

In addition to complying with current public health guidelines, there are other benefits to online recruiting. Most significantly, virtual recruiters reach more candidates. This is especially true for smaller employers that do not have a sizable recruiting staff dedicated to sourcing talent.

NO LOCATION CONSTRAINT

01

Given the shift that most jobs that can be completed remotely have already been converted to virtual positions, this opens the candidate pool to the entire nation, or to other countries as well. If you are searching for newly remote positions, this is a big shift compared to the age-old “50-mile radius” limitations of the past.

02

GREATER POOL OF APPLICANTS

Virtual open houses or job fairs allow more people to attend, opening the pool of applicants to any location you choose. Without the need to attend in person, it is easier for job seekers to attend and apply for jobs anywhere in the country, thus, allowing organizations to open their search to a greater pool of applicants.

SAVE TIME & RESOURCES

03

Virtual open houses, job fairs, interviews, and sourcing activities can be performed more efficiently, requiring less setup time and activities, no additional event or office spaces, or additional staff to complete. With job applications going paperless and streamlined online, it is also easier for hiring managers and recruiters to process and manage applications quickly and efficiently.

COSTS

You are likely to incur added costs as you train your team members to use the software and technology necessary to conduct online recruiting. In some cases, it's also worth investing in tools that optimize virtual recruiting through automation.

The market for virtual recruiting assistants, specifically chatbots, is growing rapidly. The functionality of these products is extensive, where most sophisticated of these tools can answer applicants' frequently asked questions, review applications, identify strong candidates from large applicant pools, and automate interview scheduling.

Since virtual recruiting opens the opportunities for more applicants to apply for a specific role, enhancing your recruiting team's toolbox can provide greater benefits and make your team more efficient. Such benefits include reducing time needed for screening candidates, scheduling meetings and interviews, and increasing the user experience for candidates.

So while you may see an uptick in costs required for recruiting within your organization, the efficiencies gained during the candidate recruitment process can streamline how quickly you can fill a role within your organization.



REGULATIONS

It is imperative to remember that, as with in-person recruiting, the virtual recruitment process must comply with all EEOC guidelines and never engage in any form of discrimination. This means that at no point in the mobile recruiting process can you eliminate applicants based on race, gender, sexual orientation, religion, age, disability, marital status or any other protected identity category.

One of the most useful ways to ensure a non-discriminatory hiring process is to utilize “blind hiring” procedures wherever possible.

Additionally, you also must make sure international recruiting complies with all labor laws both domestically and in the countries you are recruiting talent from.

BLIND HIRING PROCEDURES²

- Use inclusive job descriptions
- Select demographic information to hide
- Obscure academic information
- Collect relevant data about your candidates' skills
- Avoid social media pre-screening
- Consider anonymizing initial interviews
- Track the before and after state when implementing new hiring processes
- Continue to education your team about unconscious bias



57%

of employers conducting social media pre-screening found information that caused them not to hire a particular candidate.³

HOW TO RECRUIT VIRTUALLY

As you migrate your recruiting online, it's important to keep your existing recruitment philosophy intact. You should make a point to reinforce your company brand and values throughout the recruiting and onboarding process. In fact, you may have to find new and creative ways to show your brand and have it understood in the virtual environment.

While this detail is an important part of all recruiting, it's even more essential in a virtual setting since your applicants will have significantly less in-person interaction with your team and your organization.

There are many examples of companies that have found creative ways to successfully utilize virtual recruiting. The University of Maryland Medical System, for example, constantly promotes recruitment efforts on social media pages.

They also created a branded hashtag to promote their events and offer weekly virtual chats and numerous online hiring events to give candidates numerous opportunities to connect with their organization.

PROVEN STRATEGIES FOR EFFECTIVE VIRTUAL RECRUITING



**Host virtual job fairs
and open houses**



**Prepare for virtual
on-boarding**



**Rehearse and use video
interviews to learn more about
candidates with strong resumes**



**Try to replicate as much of
your existing recruitment
process as possible**

EVENTS

If job fairs and other networking events are a key component of your recruitment strategy, you should conceive of ways to replicate the success of those events virtually. Online events still provide an opportunity for candidates to familiarize themselves with your company and your hiring team.

Here are some basic tips for creating your virtual recruiting event:

01 Choose the Right Platform

Conferencing software like Zoom is very popular, but there are other options like Brazen that provide greater functionality.

02 Promote Accross Digital Platforms

Everything from your website to your social media pages should advertise the event in order to maximize candidate participation.

03 Follow Up With Attendees

Make sure you send an email or direct message to all of your attendees thanking them for attending and encouraging them to reach out if they have additional questions.

04 Implement Metrics to Track Success

In addition to tracking the number of people who register and attend your virtual events, you should also calculate the conversion rate and offer acceptance rate of attendees.

If “meet and greets” are part of your recruitment strategy, you can still do them virtually. Hosting live video conferencing meetings where you invite prospective candidates to “meet” your hiring managers, virtual office tours, and Q&As with various team members are all great ways to engage with talent and give them a chance to learn more about your company.

CONCLUSION

VIRTUAL RECRUITING OPENS OPPORTUNITIES

The increasing reliance and popularity of virtual recruiting has created needs and opportunities for both businesses and workers. For companies, virtual recruiting challenges companies to match the efficacy of their recruiting efforts in an online space but also presents a chance to reach more candidates.

For applicants, virtual recruiting provides access to more jobs but also requires technological know-how in order to stand out from your fellow applicants. For both workers and organizations, those best positioned to take advantage of the opportunities virtual recruiting offers are the most likely to reap its benefits.

CONCLUSION

¹ Coletta, J. "Why remote hiring isn't going away and what that means to HR." Human Resource Executive. (Dec. 4, 2020). <https://hrexecutive.com/why-remote-hiring-isnt-going-away-and-what-that-means-to-hr/>

² "Blind Hiring: Everything You Need to Know." Haver. (2019). <https://harver.com/blog/blind-hiring/#What>

³ Ibid.

⁴ "Virtual Recruitment Strategies." Monster.com. (2020). <https://hiring.monster.com/employer-resources/recruiting-strategies/talent-acquisition/virtual-recruitment-strategies/>



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