

How to Keep in Touch with Candidates

Recruiters must keep in touch with candidates throughout the interview process, after they accept or decline, and throughout the years. A relationship can and should last for as long as it makes sense for both parties.

1. Always let the candidate know what to expect at any given stage of your relationship with them.
2. Always call, email, InMail, or text when you say you are going to. Building trust is extremely important in any relationship. Even if you don't have an answer to tell them. You don't want to be responsible for causing any anxiety in the candidate.
3. Keep notes about them in your ATS and on your LinkedIn.
4. Set reminders in your ATS, LinkedIn, email provider, and/or in your calendar to reach out to them. For example, they aren't looking today but mention checking back in a month. My reminder for this situation will be in 3 weeks.
5. You need to be memorable. There are plenty of recruiters out there. Find a connection with the candidate and make your mark.
6. Make sure you are connected with your candidates on LinkedIn.
7. Go on LinkedIn Recruiter and sort by 1st connections. Routinely reach out and maintain contact every 3-6 profiles based on relevant connections. Determine how often they want to be contacted, and how strong of a relationship you have.

