



LER Virtual Recruiting Best Practices

RECRUITING MAY LOOK DIFFERENT THIS YEAR

These tips can help ensure your team develops effective relationships with our students.

ESTABLISH YOUR BRAND

- Share branding materials early in the recruitment process
- Send links to videos, virtual tours, employee testimonials in advance of recruiting
- Creative and short videos could be shared on our social media sites
- Make branding fun by including activities with branded give-a-ways—contact Brooke D’Urso (bkdurso@illinois.edu)
- For information about partnerships, (<https://ler.illinois.edu/employers/partnership-opportunities/>) contact Nell Madigan (nellm@illinois.edu)

INCLUDE ALUMNI AND RECENT HIRES

- Prepare candidates and build branding by using your LER alumni to connect with candidates before the interview
- Have alumni employees network on the same virtual platform you will use during interviews to help students practice
- Use alumni employees in multiple aspects of the recruitment process to help prospective candidates visualize themselves as a member of your organization

USE TECHNOLOGY EFFECTIVELY

- Post jobs and schedule virtual info sessions and interviews on Handshake (<http://handshake.illinois.edu/>). Handshake is the primary online recruitment system used by LER, and the best way to connect your opportunities to students
- Test your technology before events and interviews
 - Practice using new virtual technology before any events to trouble shoot issues that may arise
 - Test with a colleague to ensure lighting, sound, and camera are optimal
 - Join your event 10 minutes before start
 - For group sessions, mute all participants as they enter the session

OVER-COMMUNICATE

BEFORE AND AFTER THE INTERVIEW

- Prepare candidates for the interview
 - Confirm time, time zone, and length of interview at least two days prior
 - Inform on the tech platform to be used and provide links to download, if necessary
 - Provide a phone number and contact to call in case of issues
 - Technology issues can be out of our control, inform candidate that poor video quality or internet issues will not influence outcomes
- Continue conversations after the interview
 - Send timeline and next steps information, even if shared during interview
 - Include link to candidate experience survey to identify opportunities to improve the virtual interview experience
 - Increase offer acceptances by hosting virtual events to keep candidates excited about your opportunities

CONTACT OUR TEAM

- LER Career Services is here to help ensure your recruitment needs are met when delivered through virtual platforms
- We will continue to book “visits” for the Fall semester to ensure students aren’t double booked for info sessions, workshops or interviews
- We will have students use Handshake to organize and coordinate their interview schedules through LER recruiting to ensure a smooth process
- Contact Brooke D’Urso (bkdurso@illinois.edu) for reservations or assistance