



Sourcing Candidates

Where to Find the Best Talent

Finding the right candidates requires leveraging multiple sourcing channels:

- Job Boards and Career Sites: Post on platforms like LinkedIn, Indeed, and Glassdoor to attract active job seekers.
- Company Careers Page: Keep your careers page updated and optimized to attract candidates directly.
- Industry-Specific Platforms: Use niche job boards catering to specialized roles (e.g., GitHub for developers, Dribbble for designers).
- Employee Referral Programs: Encourage employees to refer qualified candidates and offer incentives for successful hires.
- Social Media Recruitment: Engage with talent through LinkedIn, Twitter, and Facebook groups related to your industry.
- Networking Events and Conferences: Attend job fairs, trade shows, and professional meetups to connect with potential candidates.
- University Partnerships: Collaborate with universities to attract fresh graduates and interns.
- Recruitment Agencies and Headhunters: Leverage external recruiters for specialized or executive roles.

Active vs. Passive Candidates

Understanding the two types of candidates helps tailor your approach:

- Active Candidates: These individuals are actively looking for new opportunities, applying to job postings, and engaging with recruiters.
- Passive Candidates: These professionals are currently employed but open to better opportunities if approached the right way.
- How to Attract Passive Talent:
 - Build relationships through personalized outreach and networking.
 - Showcase career growth opportunities within your company.
 - Use LinkedIn Recruiter and Boolean searches to find hidden talent.
 - Offer competitive salaries and benefits to entice them to switch roles.

Engaging with Potential Hires

Effective engagement strategies ensure candidates are excited about your company:

- Personalized Outreach: Avoid generic messages. Reference their skills, experience, and potential fit for the role.
- Showcase Company Culture: Share stories, testimonials, and workplace insights on your website and social media.
- Utilize Employee Advocates: Encourage current employees to share job postings and talk about their experience at your company.
- Follow-Up and Stay Connected: Even if a candidate isn't the right fit now, keep them in your talent pipeline for future opportunities.