

Strategy Worksheet: Candidate Engagement

How to create your strategy for success

Candidate engagement should happen throughout the entire recruitment cycle — from branding to post-hire. This worksheet will guide you on how to reach candidates at each stage of your cycle so your team always has warm leads at the ready.



For each stage of the recruitment cycle you should think about your desired outcomes, audience, and tactics. Below is a framework to help guide your planning for each stage.

What are your desired outcomes?

(What/When)

Who is your target audience?

(Who/Where)

What are your specific tactics?

(How)

e.g. Hire 40 Software Engineering Interns during Fall recruitment.



e.g. Incoming Seniors majoring in Software Engineering.



e.g. Email nurture campaign and host a Q&A event.

Answer questions like:

- *What are you hoping to accomplish?*
- *What is the timeline for this?*
- *What content might you need to create?*

Answer questions like:

- *Who are you looking to reach?*
- *Where can you reach them?*
- *When is the best time to reach them?*

Answer questions like:

- *What tools, strategies, and activities will you use to achieve your goals?*
- *Who will execute the plan?*

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For each stage of the recruitment cycle document your desired outcomes, target audience, and what tactics you'd like to employ to achieve your goals. Need more inspiration? Check out these additional resources:

[Campaign Ideas](#) [Communities FAQs](#)

Stage	Desired Outcomes <i>(What/When)</i>	Target Audience <i>(Who/Where)</i>	Specific Tactics <i>(How)</i>
BRANDING			
RECRUITING			
APPLICATION			
ACCEPTED OFFER			
POST-HIRE			