NOW & NEXT

PRESENTED BY RIPPLEMATCH

Engaging Your Talent Network

How to Build a Candidate Engagement Strategy Year-Round

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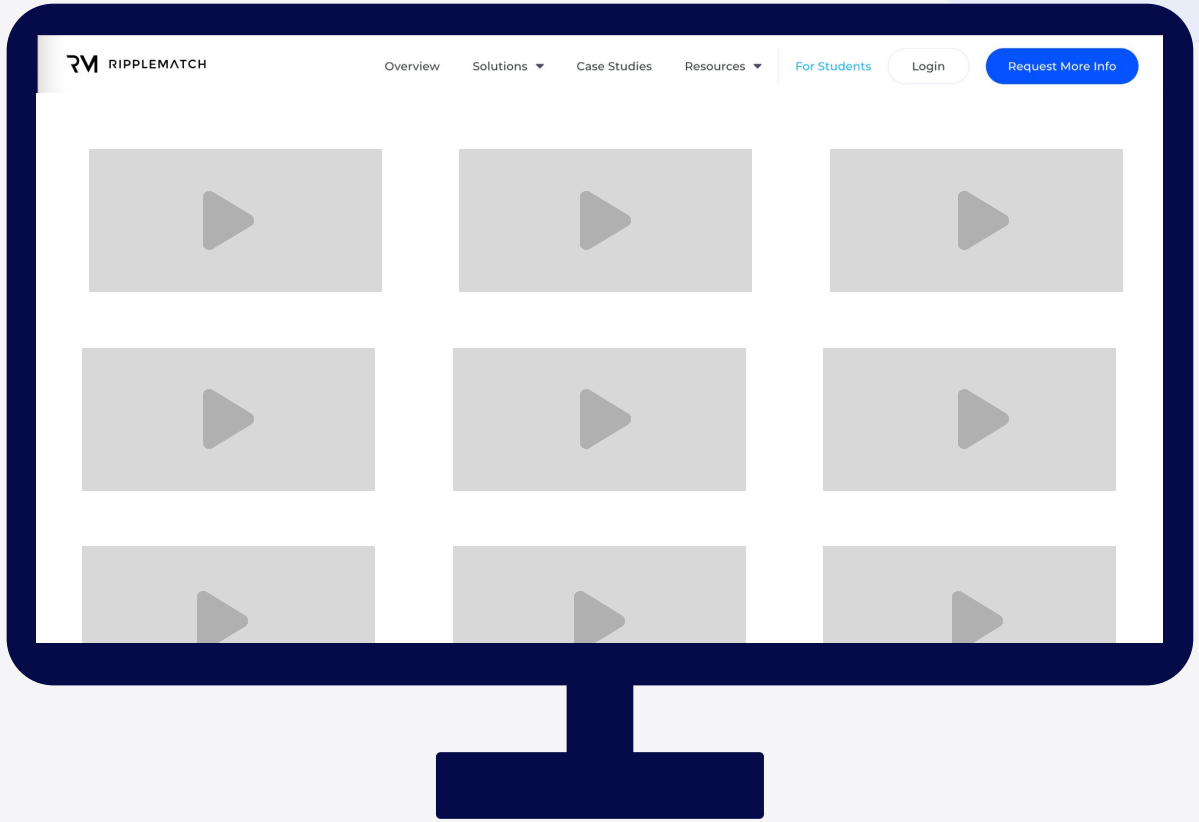
Our weeklong customer event is exploring how you:

- Can take on today's most pressing challenges
- Can balance demands and complexities of an unpredictable future
- Attract Gen Z talent
- Prepare for tomorrow's hiring landscape

For all session recaps, recordings, and materials visit,
resources.ripplematch.com/ now-next-recap



NOW & NEXT Pulse Survey

What percent of teams are returning to in-person recruitment this fall? What strategies and methods will be leveraged most for the season ahead?

After completing the survey, we will send you a $5 gift card, you'll be entered in a raffle to win a RM audio speaker, and we will share the final results after the conference!

Speaker

Christina Cook

Senior Product Marketing Manager

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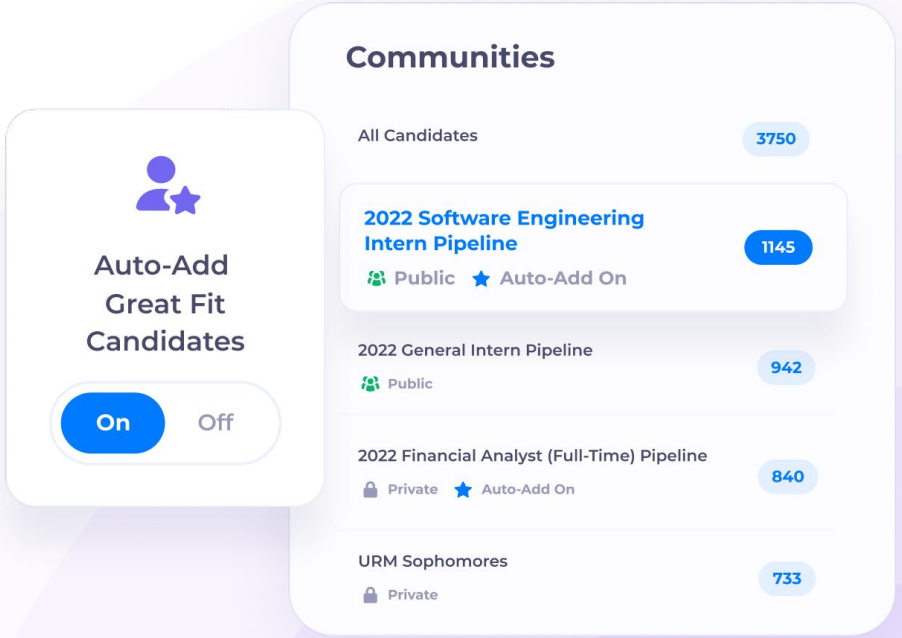
Agenda

Engagement strategy framework	5 min
How to apply communities strategy framework	20 min
Communities Demonstration	10 min
Q&A	10 min

What is RippleMatch Communities?

A candidate relationship management tool that scales how you market, recruit, and keep in touch with candidates.



Why engage year round?

Candidate Experience

Don’t only talk to candidates when you need something from them.

Candidate Expectations

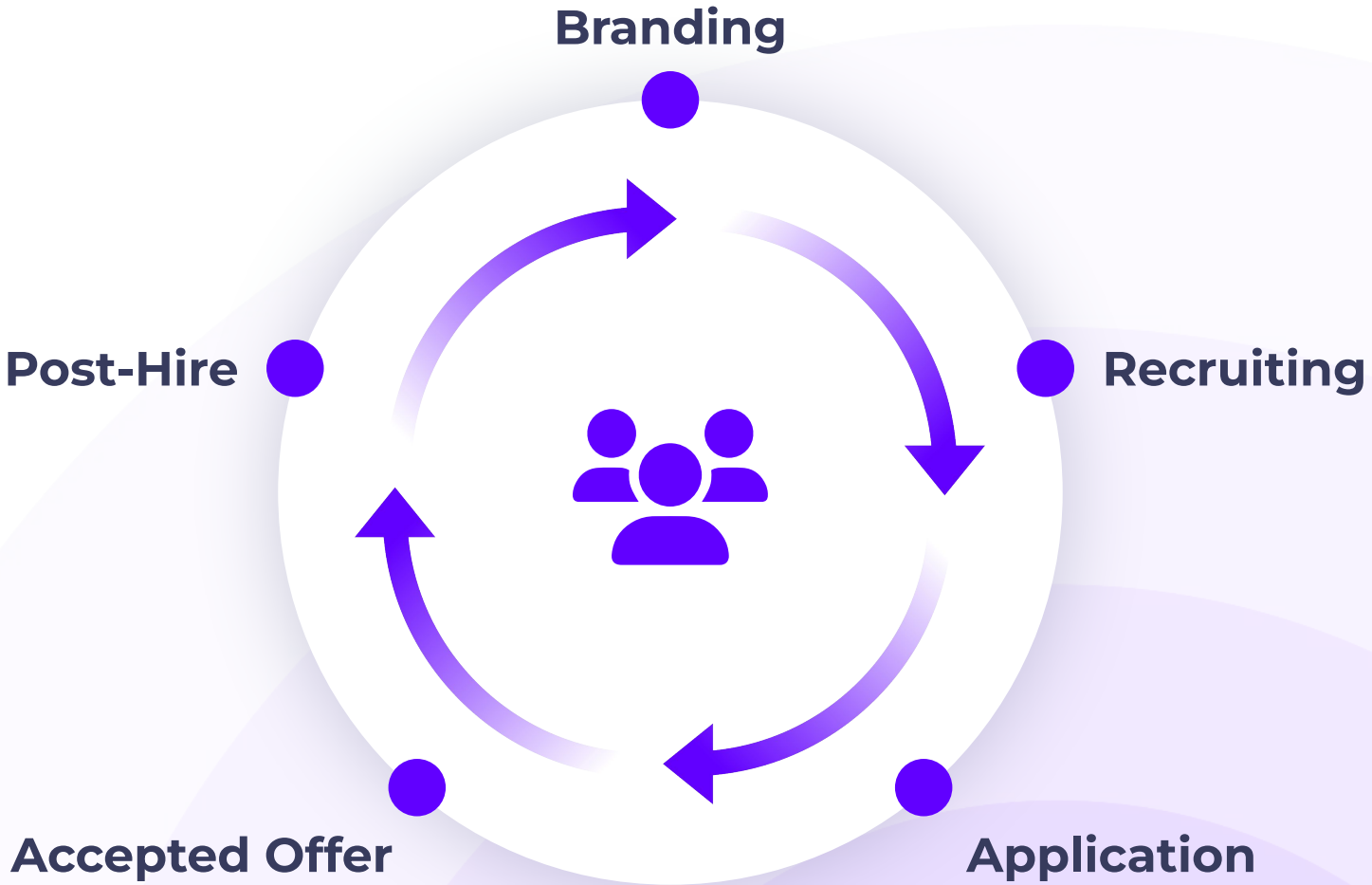
Candidates have options and expect personal touches.

Efficiency

Proactively grow your talent network so you have candidates at the ready.

Year-round recruitment cycle

Candidate engagement isn’t just for the Fall



Engage at any stage of your recruitment cycle

Branding

- Invite to follow on social media
- Invite to speaker series
- Company news and awards

Recruiting

- A day in the life of our interns
- Professional development program
- Invite to ERG led event

Application

- Interview process
- Interview prep tips
- Assessment tips for success

Accepted Offer

- Preparing for your internship
- Company updates
- What to expect when you start

Post-Hire

- Keep in touch
- Tips to transition from intern to full time hire
- Ask for referrals

Engagement strategy framework for each stage

Desired Outcome
(What, When)

What are you hoping to accomplish? What is the timeline for this?

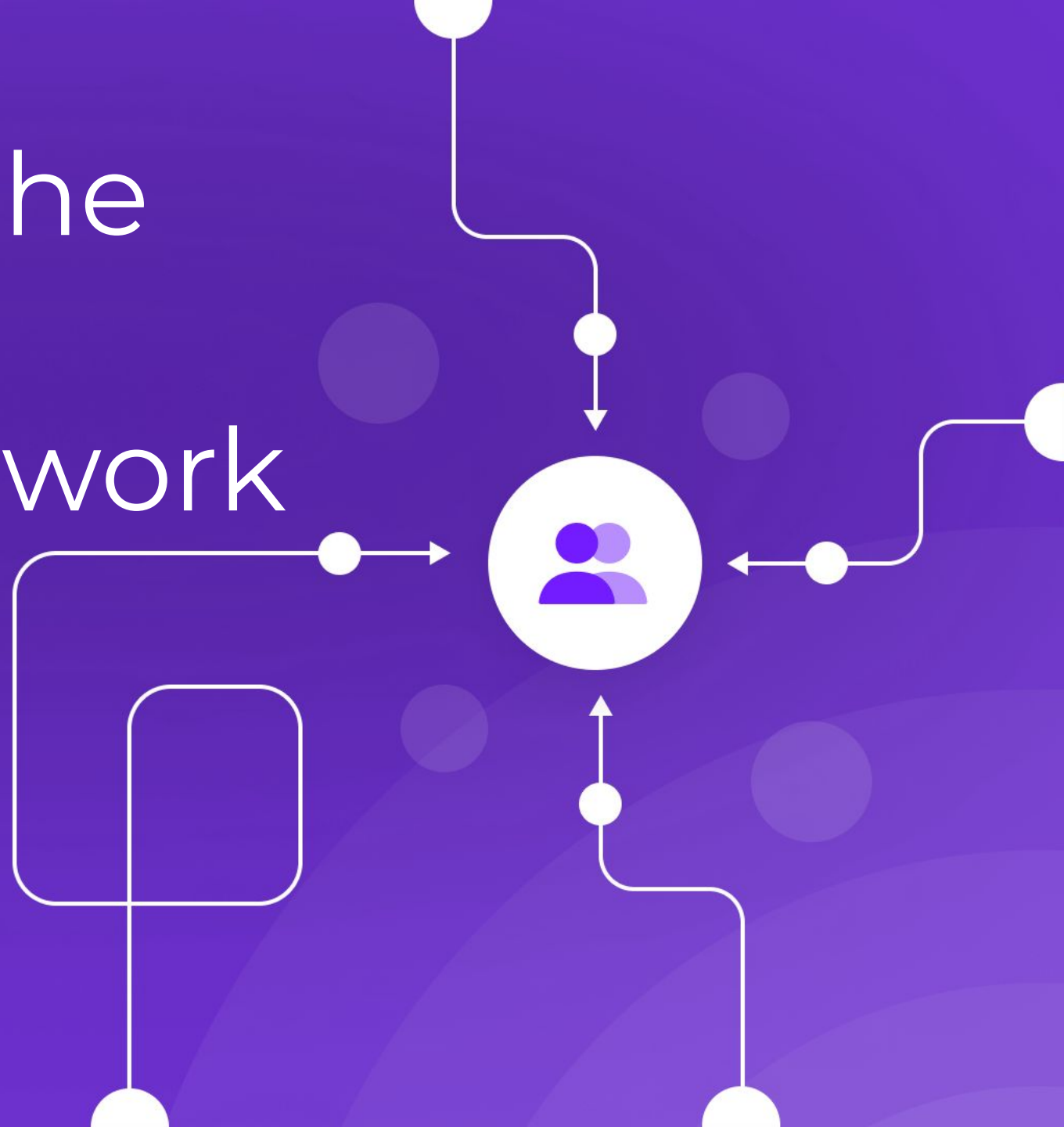
Target Audience
(Who)

Who are you looking to reach? Where can you reach them?

Specific Tactics
(How)

What tools, strategies, & activities will you use to achieve your goals? Do you have a marketing resource to assist?

How to apply the engagement strategy framework



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Types of Communities

Public

Candidates can discover you and join at any time.

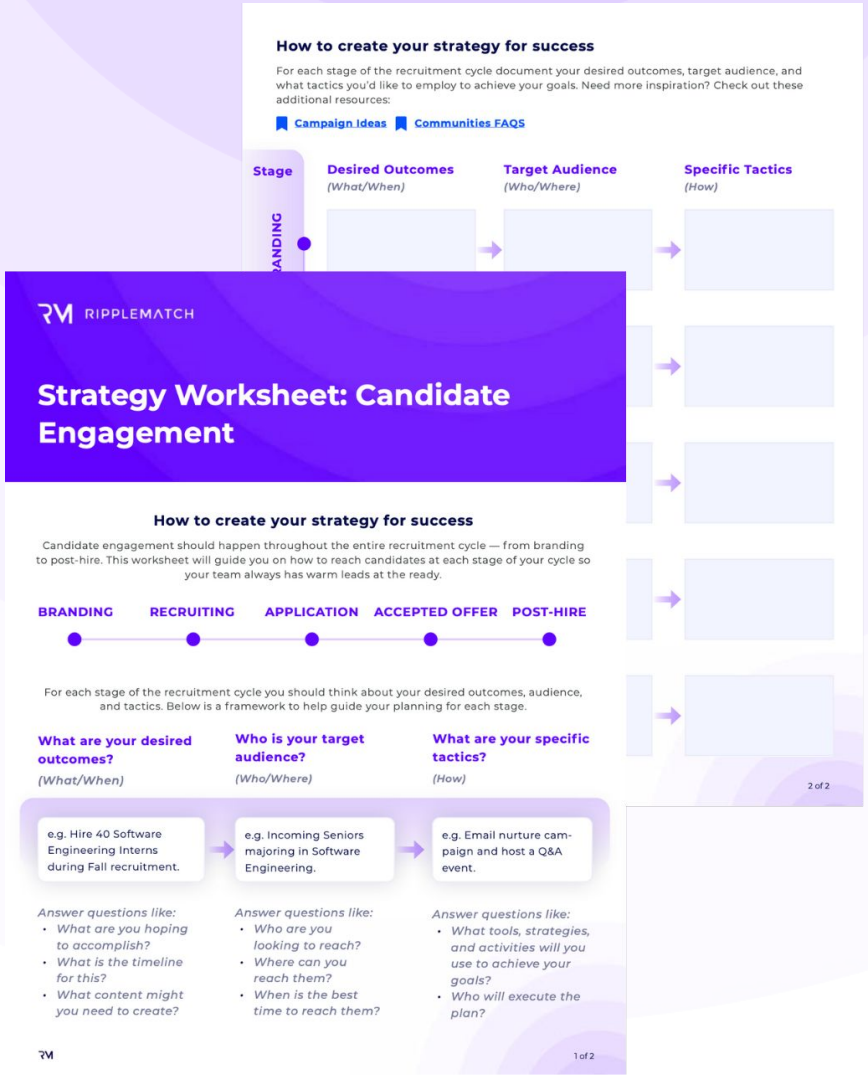
Manual Add

You can upload candidates you have meet or are tracked in another system.

Auto-Add

RippleMatch automatically adds good fit candidates for you.

Take-Home Resource



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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.

BRANDING · RECRUITING · APPLICATION · ACCEPTED OFFER · POST-HIRE

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)*

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

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

Who is your target audience? *(Who/Where)*

e.g. Incoming Seniors majoring in Software Engineering.

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

What are your specific tactics? *(How)*

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

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

1 of 2

How to create your strategy for success

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 (What/When) · Target Audience (Who/Where) · Specific Tactics (How)

2 of 2

Applying the Framework

Stage: Branding

Desired Outcome

- Grow our talent network beyond our core schools

Target Audience

- Candidates who follow us on social media
- Candidates who attended recent conference

Specific Tactics

- Create a public community
- Share the community with our network

How’d you do it in Communities

1. Create a public community
2. Promote your community with your existing network (e.g. social media channels)
3. Engage with those candidates so they can learn about your company prior to opening applications

Example email campaign

1. Send day in the life video
2. Invite to upcoming event
3. Share intern testimonials

Applying the Framework

Stage: Application

Desired Outcome

- Increase number of Black & Latinx applicants

Target Audience

- Incoming Black and Latinx Seniors majoring in software engineering

Specific Tactics

- Create auto-add community
- Email nurture campaign

How’d you do it in Communities

1. Create a auto-add community for Black and Latinx talent
2. Engage with those candidates so they can learn about your company prior to opening applications

Example email campaign

1. Invite to upcoming ERG led event
2. Invite them to apply to a role they are a fit for
3. Send technical assessment prep guide

Applying the Framework

Stage: Accepted Offer

Desired Outcome

- Decrease the number of accepted offers that renege

Target Audience

- All candidates that have accepted an offer

Specific Tactics

- Create a manual add community
- Email nurture campaign

How’d you do it in Communities

1. Create a manual add community and upload all the accepted offers (.csv file)
2. Consistently engage with those candidates so they are excited to work for you

Example email campaign

1. Keep an eye out for swag
2. Invite to upcoming ask an intern event
3. Tips for preparing for your internships

Demonstration

Tips for writing great emails

1. Define your audience so you can personalize your message
2. Think “candidate first’ — what do they care about most?
3. Give them something valuable or don’t even bother
4. Format for readability — bolding, bullet points, emojis

Q&A