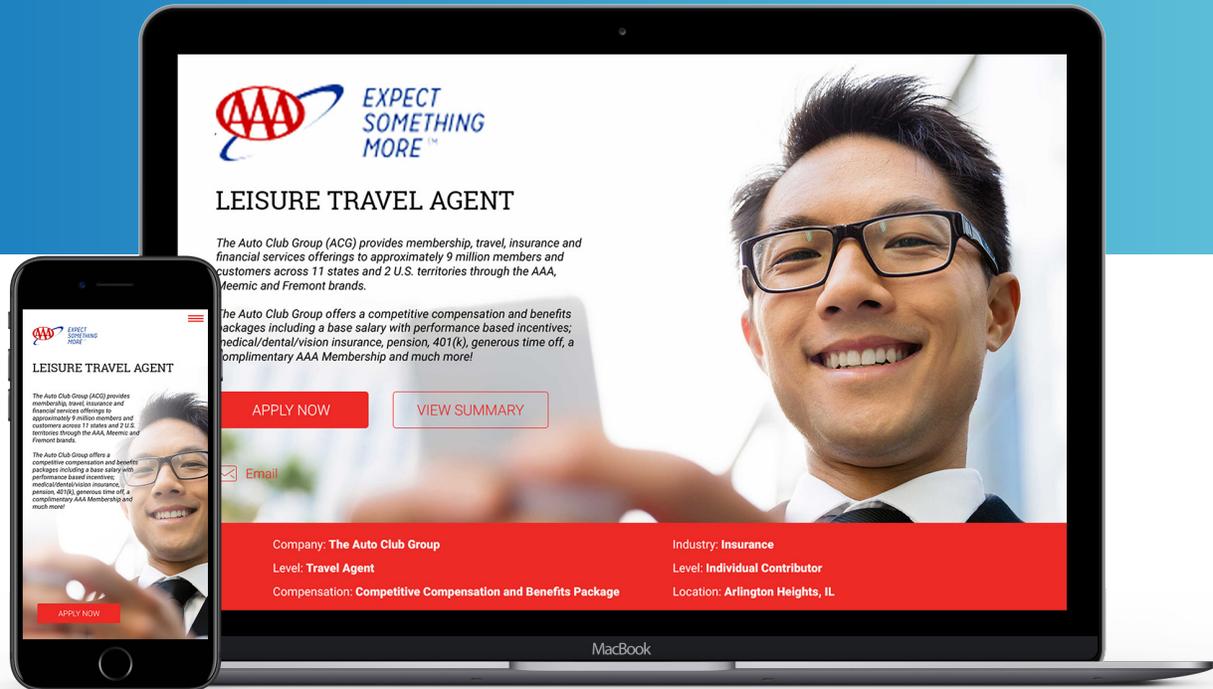




# TIPS FOR ATTRACTING PASSIVE CANDIDATES: INNOVATIVE STRATEGIES THAT WORK



As the talent shortage continues and companies are scrambling to get applicants into their pipeline, the idea of focusing efforts on attracting passive candidates may seem like a waste of energy. Rather than focusing all efforts on only those who are searching for jobs, targeting individuals who are already employed is a great option.

It's no secret that passive candidates are often better hires. However, given they are already employed, they aren't in a rush to secure a job and are likely to only move on to another company if the culture, position and opportunity are an ideal fit.

We all know that the best prospects aren't hanging out on job boards. We have outlined a few strategies for promoting your career opportunities to a broader market:

# DON'T JUST POST JOBS, MARKET THEM!

VIZI's visual job descriptions effectively attract and engage quality talent. The flexible nature of VIZI's platform also allows you to easily enhance specific job offerings to engage with passive candidates more relevantly.

The introduction section under the job title allows you to provide a narrative about your company. Detail what the culture is like and what applicants can expect working in your unique environment. The About Us section of the VIZI reinforces this with the use of both polished marketing photos, as well as a more authentic approach using casual photos and videos highlighting employee testimonials.

Use VIZI to source passive candidates with a personal text or email to illustrate that you have done your research and have an opportunity that aligns with their experience and goals.

“

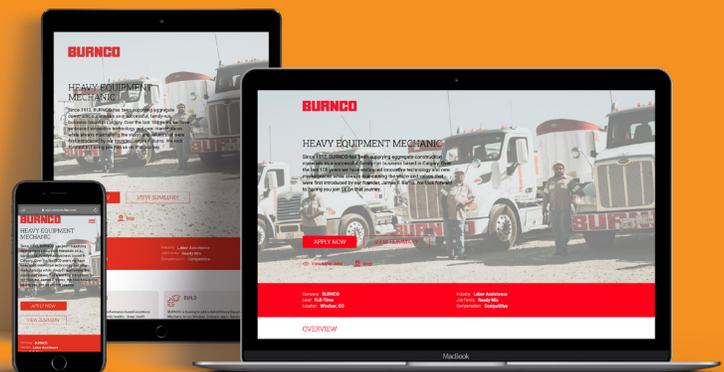
**Recruitment IS marketing. If you're a recruiter nowadays and don't see yourself as a marketer, you're in the wrong profession.**

**Matthew Jeffrey**

Global head of sourcing and employer brand at SAP

”

Use VIZI's visual job descriptions to authentically showcase your culture and your environment.



# USE VIZI FOR SOCIAL RECRUITMENT

Passive candidates are not hanging out on job boards - they are busy in their current position. However, everyone is using social media daily, if not hourly! Being active on social media is a must for organizations across every industry in order to promote brand awareness and remain competitive in this recruiting sea of sameness.

Despite the increase in social recruitment efforts, many hiring professionals are unable to access corporate social pages to post open jobs or share recruitment-based content. Even though you may not oversee social media content, make sure that you provide your marketing department or social media manager with active VIZI's for posting!

VIZI's auto-populate with a branded image that is sized for each social platform, effectively showcasing the people, mission and purpose of your company as a brand awareness tool – not just a job description!

**VIZIs display beautifully across all social platforms, including LinkedIn, Facebook, Twitter and Instagram.**

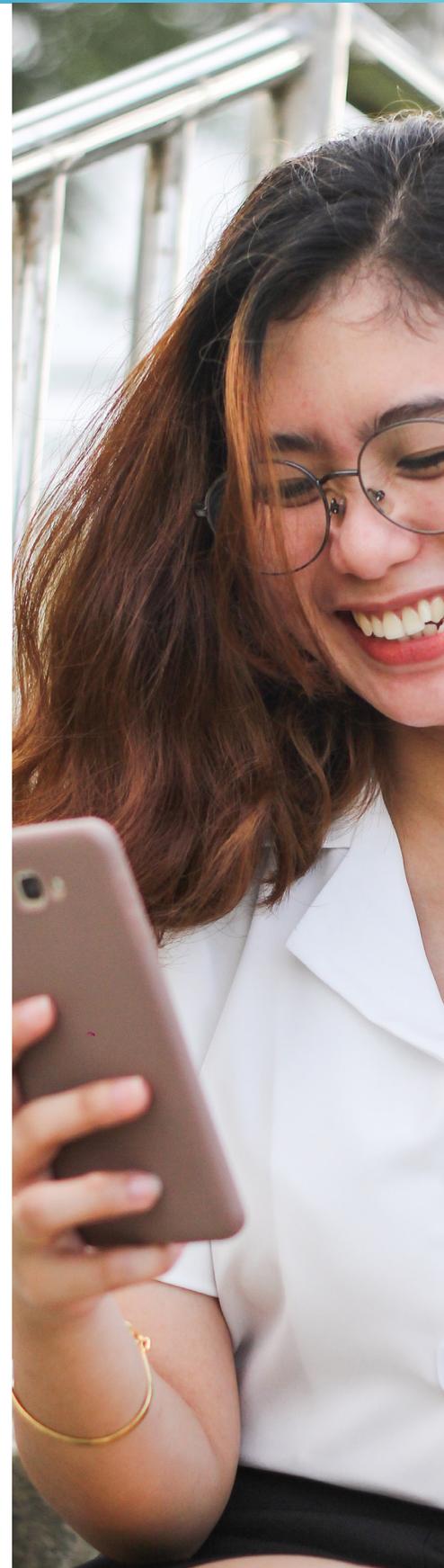
---



# USE VIZI FOR SOCIAL RECRUITMENT (CONTINUED)

Additionally, encourage employees, hiring managers and corporate recruiters to share VIZIs across their personal social networks. This can be done instantly with a simple click to post on social media. This digital referral will result in exponential reach as people continuously comment, like and share. The more distribution, the more engagement your post will receive. This is by far the biggest opportunity to get the most eyes on your job description, with no additional job board or ad cost.

VIZIs display beautifully and easily across all social platforms, a world-class candidate experience. Traditional advertising is visual and effective because our brains prefer pictures over words. VIZI is designed to attract, engage and inform at the job level. The power is in the visual. Go for it!





**ARE YOU READY TO USE  
VIZI AS PART OF YOUR  
RECRUITMENT STRATEGY?**

**TO LEARN MORE, REQUEST A BRIEF  
DISCOVERY CALL**

**SCHEDULE**