

You Can Have it All



A QUICK GUIDE TO SOURCING CANDIDATES

Track Your Candidates and Source Them, Too



ClearCompany



Introduction

Finding candidates can be a challenge, but it doesn't have to be the expensive, time-consuming process you might have today. The Applicant Tracking System your company has chosen can - and should - help you source candidates. The information the ATS tracks helps the recruitment department determine where the best candidates come from. Sourcing passive candidates with an Applicant Tracking System allows you to create a deeper talent pool, so you don't have to sort through unqualified resumes.

This guide gives you and your team the tools you need to source and track candidates so your recruitment is more effective. You truly can source your entire candidate pool and track them, too.



TABLE OF CONTENTS

You Can Have it All



SECTION 1

The Perfect Recipe for Sourcing Candidates, page 1



SECTION 2

Bite into the Benefits of One Platform, page 5



SECTION 3

Don't Let Your Candidate Sourcing Practice Be a Flop, page 8



SECTION 4

Bite-Sized Quick Tips You'll Need in a Pinch, page 11

SECTION 1:

The Perfect Recipe for Sourcing Candidates





Section 1:

The Perfect Recipe for Sourcing Candidates

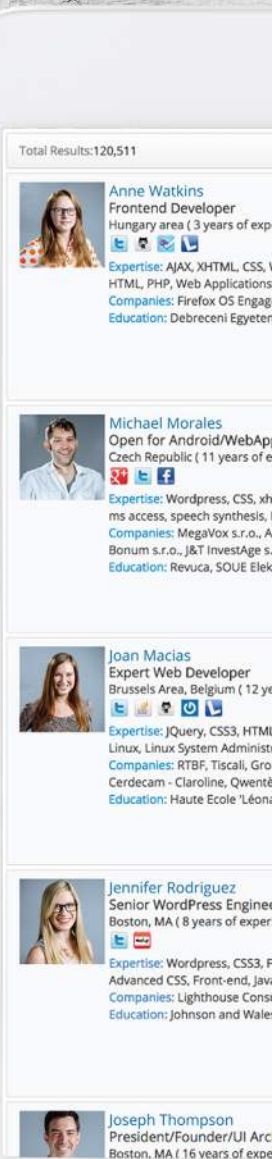


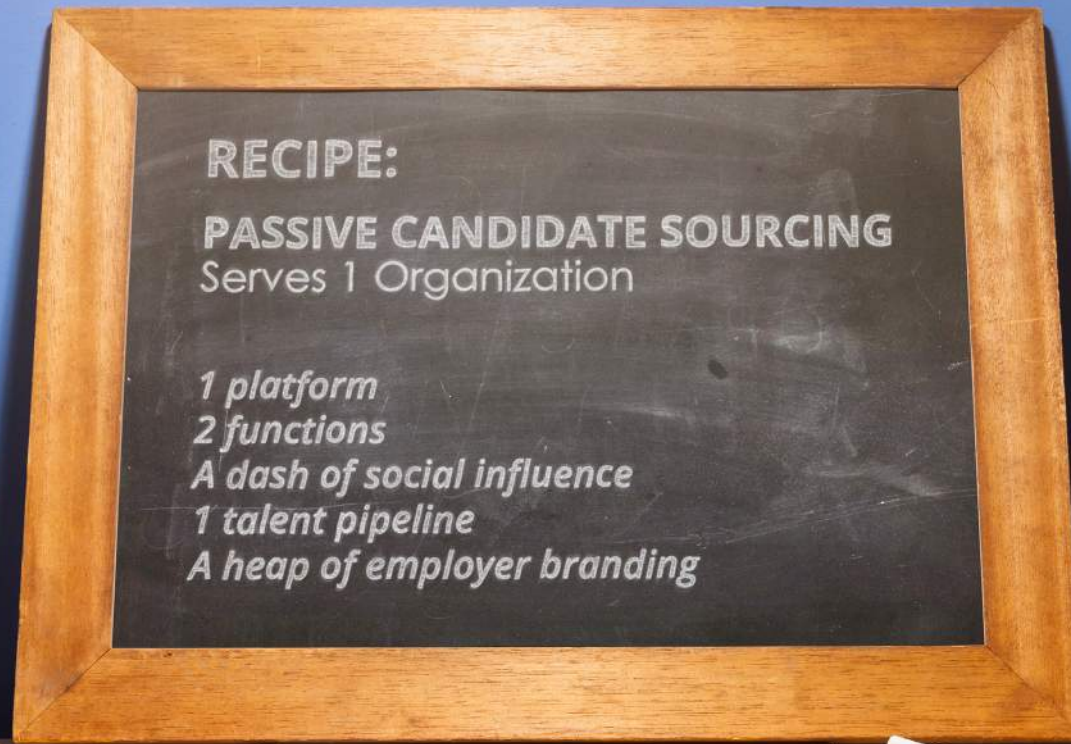
Advanced recruiting, like advanced culinary skills, is all about multitasking. While most people don't have the [ability to multitask](#) - really, only 2% of people can - we now have software for those who don't have the innate ability to truly do more than one thing at a time. Recruiting platforms, like your ATS are built to multitask for you. The best part:



You don't have to spend extra time training your recruitment team on multiple platforms.

Since the platform is easy to learn for your team, they will be able to help candidates through the process if they have trouble. But truthfully, it's a simplified process for your candidates as well. When the talent pool has difficulties during the preliminary stages of the recruitment process (i.e., the application process itself), 48% will drop out of the race simply due to a [complicated ATS](#).





A Single System

Don't fumble with clunky platforms; use a single system to track and source candidates.

How To



Remove redundancies in the recruitment process. With ClearCompany Sourcing, leveraging social sourcing within your ATS does this for you.

Best Practices



With the growing competition for talent, search for candidates in new places. You have access to millions of social profiles; search candidates as varied as your spice cabinet.



How To



Bring all of your recruitment resources together. The unification of up-to-date data makes all the difference when you source passive candidates; use ClearCompany Sourcing to find, then seamlessly track candidate information so your team can easily collaborate and hire.



Get rid of your excel sheets. You just don't need them anymore. With the right platform, your recruitment team should be able to track candidate information and source effectively in one place.

Best Practices



Use the expertise of ClearCompany Sourcing to illuminate untouched areas of the talent space your organization could use. Expand and deepen the talent pool by integrating your information for something more appetizing.



Match, stack and rank candidates according to their fit for the open position you're trying to fill. Even if that means it's not the position they originally applied for.



SECTION 2:

Bite into the Benefits of One Platform





Section 2:

Bite into the
Benefits of
One Platform

Nothing is better than biting into that first piece of velvety cake - or finding that perfect candidate for a hard-to-fill position. With all passive and active candidate information in one place - rather than spread across multiple platforms or databases - you improve your candidate knowledge. After all, sourcing passive candidates is just as crucial to the recruitment process as the active pipeline you've created. You want to hire better candidates, and like 51% of employers, you've begun to use [social media to screen candidates](#) for cultural and functional fit. Social media is a wonderful tool to do this, but it becomes increasingly complex and time taxing when you don't have a platform that can collate the information for you.

In doing so - assembling all candidate information that is - recruiting and sourcing passive candidates becomes a tranquil, synchronous system so you can create a deeper talent pipeline for your future hiring cycles. Similar to a tiered cake, fundamental pieces of the talent acquisition system are held strategically in place by the robust and dimensional pillars of recruitment and sourcing. It's best if they are all the same height and work together to balance each other, right?





1. Hiring the best candidate

Careful candidate communication

Tracking source success of hired candidates



Layers



Recruitment Pillars



Sourcing Pillars

2. Attracting a robust talent pool

Thoughtful and creative job ads

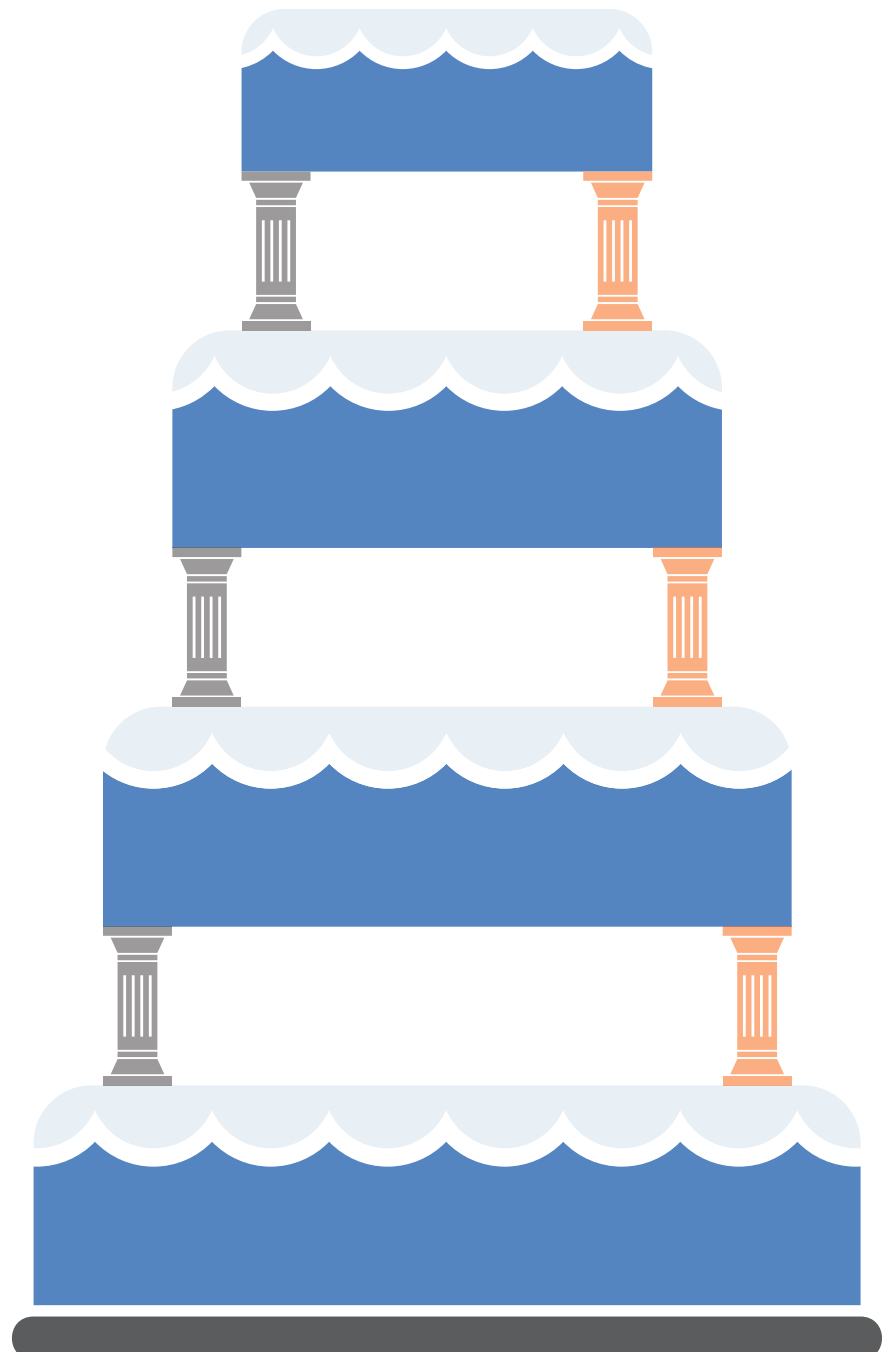
Find where great passive and active candidates might be

3. Creating a strategy that fits organizational needs

On-budget and on-time recruitment strategy

Determining where successful employees came from

4. Building a reputable employer brand



SECTION 3:

Don't Let Your Candidate Sourcing Practices Be a Flop





Section 3:

Don't Let Your
Candidate Sourcing
Practices Be a Flop



Baking takes precision, and much like your recruitment practices; there are best practices to follow in order to make the best team (or cake) possible. The combination of sourcing and recruitment does wonders for the efficiency of your talent acquisition, but it doesn't come without some to-dos. Because your sourcing and ATS work so well together, pay careful attention to the best practices we've compiled so you get the best out of your dynamic duo. [Doug Douglas](#), former President of DX2 Consulting, said:



"[Every ATS should have] [sourcing capabilities from within the ATS](#). Let us use our subscriptions to job boards, social media boards, and also do deep Internet sourcing on candidates and keywords and Boolean search strings. Have the system source from all of these places at one time, or let us select which of them we want to source from. When we find someone we are interested in, let us click a button and have that person added to the ATS and to a specific job, parsing their info into the appropriate fields. If that info can show up in real time, instead of having to wait for hours before they appear, that would be great as well."



Get the Most Out of Sourcing with Your ATS



Don't waste time with manual social searching. Not to say you shouldn't use social media to find candidates - you most certainly should. Let the platform do the work for you. Pre-heat the sourcing oven and use the platform to find and remove any duplicate candidate information. After all, the [average number of social media accounts](#) per person is about 5.5.



Go through candidates only after the ATS has pared down the qualified candidates and removed any duplicates. By allowing the ATS to pre-screen for mandated qualifications, you save yourself time by only reviewing the profiles of candidates who are functionally fit for the role. Otherwise, you'll waste your time researching candidates who may not even have made the cut in the first place.



Check in *occasionally* on the hiring process; when you check less often, you waste less time waiting on technology to do the work it is designed to do. Trust the system and use that extra time to focus your energy on other tasks.



To make the most out of your ATS sourcing, you need to prioritize candidates according to what the ideal match would be for the position. In general, however, 36% of employers are looking for [multitasking prowess](#), 31% of employers are looking for initiative and 21% of employers are looking for creative thinking.



Let the platform do the work for you... It automates the categorization and sourcing of candidates, so there's no need to check in on the regular.



Add quality to the ATS by pushing passive candidates where and when you want them to be.

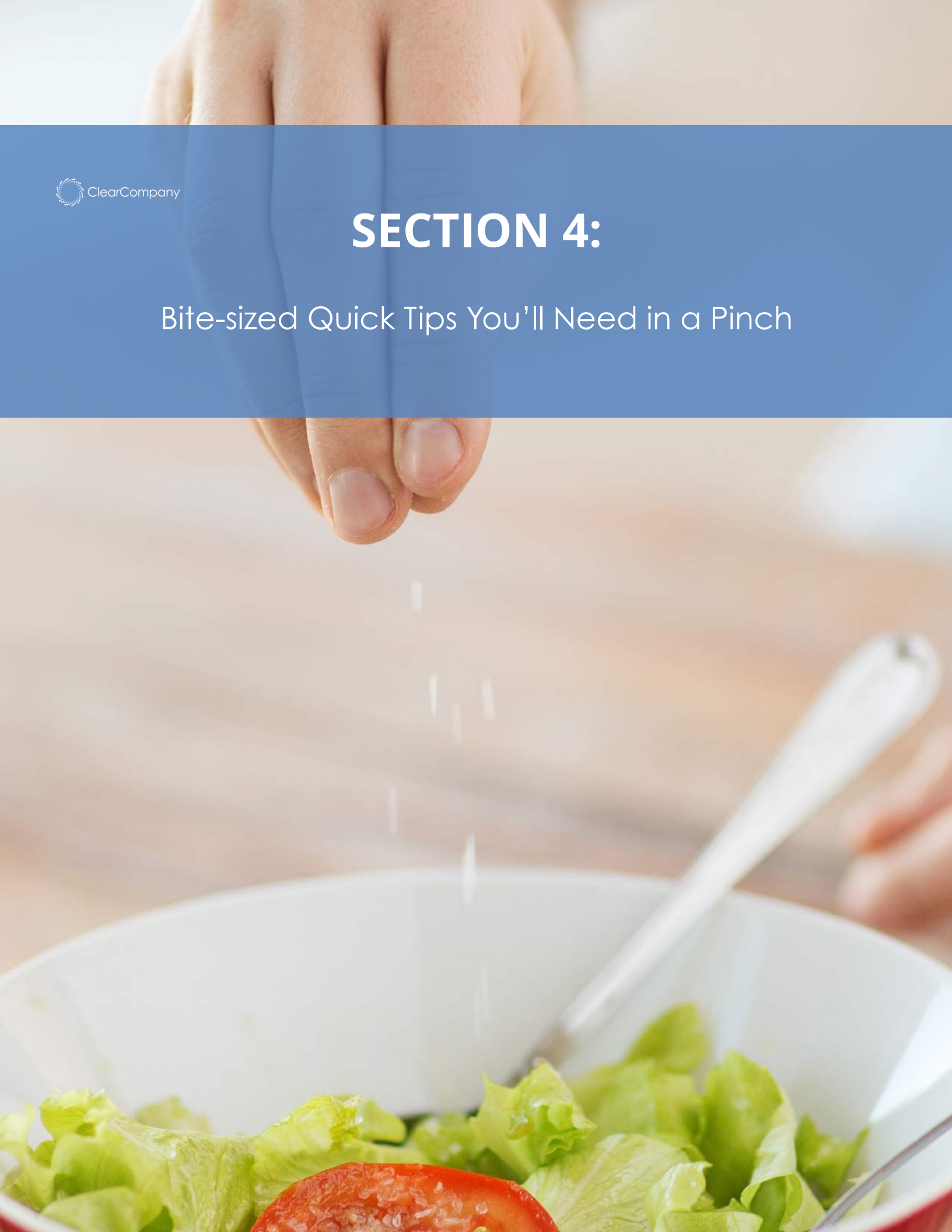


"Have the system source from all of these places at one time, or let us select which of them we want to source from."



SECTION 4:

Bite-sized Quick Tips You'll Need in a Pinch





Section 4:

Bite-sized Quick
Tips You'll Need
in a Pinch

Run into a snag in your process? Here are some tips to solve the problem. Whether it's a mismeasurement of recruitment analytics to the employer branding or the wrong source for the wrong candidate, we have your quick fix right here.



Track your recruitment analytics! They are sourcing's other half; they'd be lost without each other. Digging deep for the right numbers is part of the ATS functionality. Specifically – make sure to check in frequently on your sourcing reports to gauge how individual sources are working for you. Just because you've always posted on a certain site, doesn't mean you are seeing a good ROI.



Don't forget about your current employees! Use external and internal sources of passive candidates.



Create Talent Pools. Organize candidates by factors other than requisition: certifications, availability, location – whatever will be helpful for you. Then, take a look through and see where qualified applicants may be hiding among old requisitions.





Mix it up a bit; don't just use your tried and true sources, experiment with new sources to find innovative talent.



It pays to be nimble. Pay attention to the wording in job descriptions and how candidates and job seekers respond, then adjust accordingly.



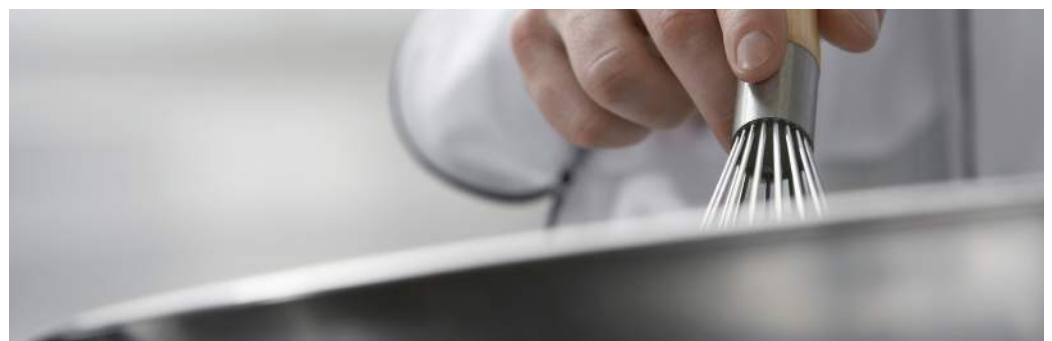
Create job guidelines, not job standards in your job descriptions.



Remember who your audience is.



Always embrace your inner candidate.





Is There Anything Left?

Your ATS and sourcing are two recruitment flavors strategically paired together for the ultimate talent acquisition cake. Talent acquisition delicately rests on the pillars of your recruitment, ATS, and sourcing strategies, so it's important to make the best pair possible. With [ClearCompany Sourcing](#), there's no better way to combine your efforts into one single platform. Whether you need a bite-sized quick reference or some in depth best practices, this guide will help you navigate through your ATS and sourcing combo. If the end goal is an easily accessed narrower, deeper talent pool, wouldn't you want a platform that leads you there?



Connect With Us!

 617-933-3801

 www.twitter.com/clearcompany

 www.facebook.com/clearcompany

 www.linkedin.com/company/clear-company



 www.clearcompany.com