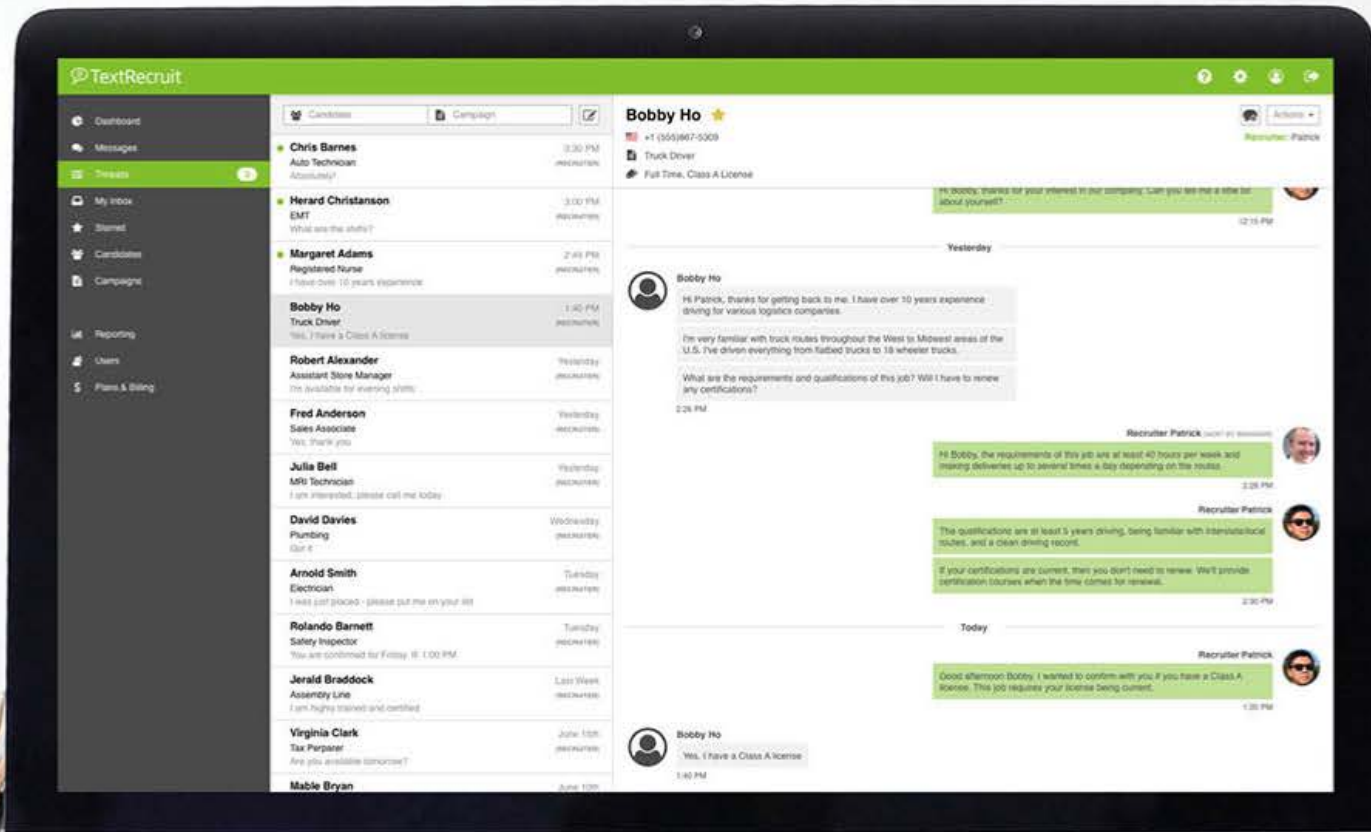


Best Practices

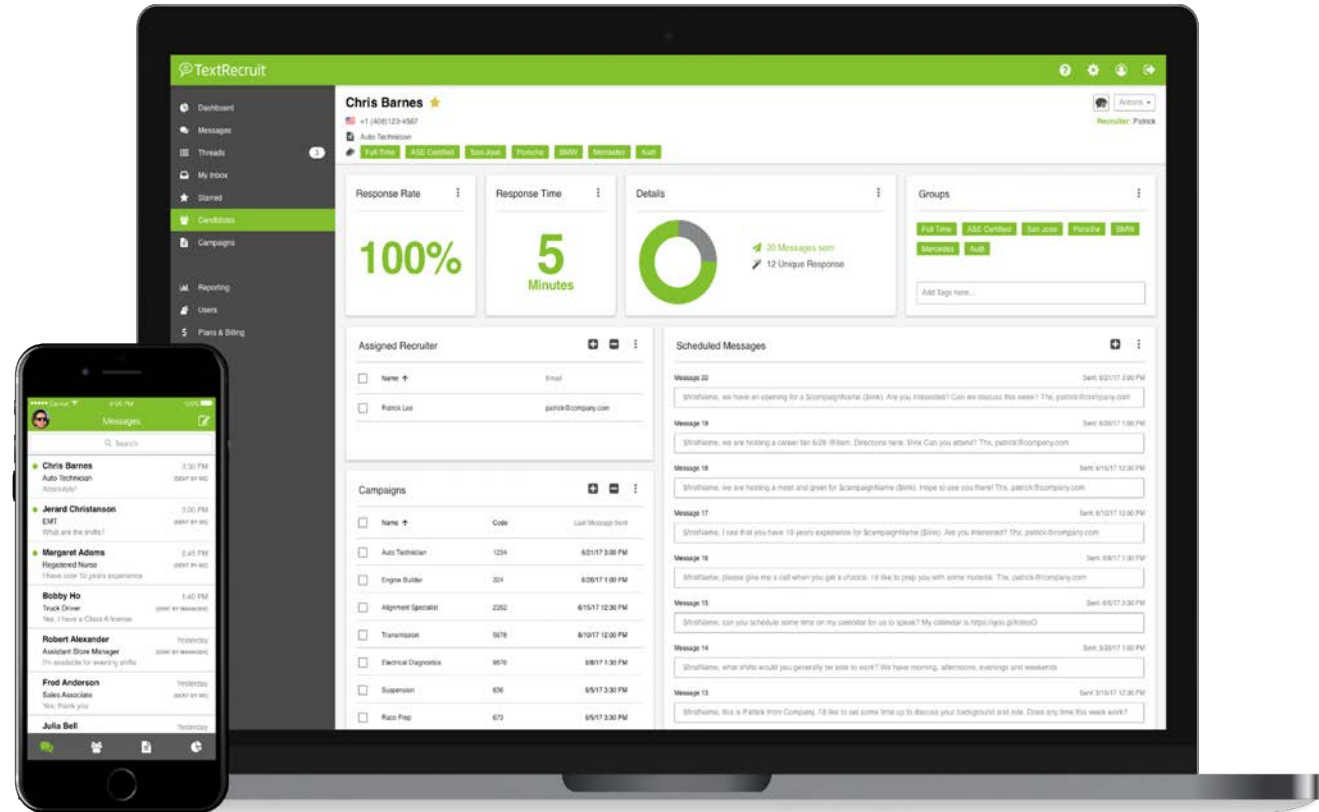
TextRecruit

Candidate and employee engagement platform that uses text message, live chat and artificial intelligence to help you hire better people, faster



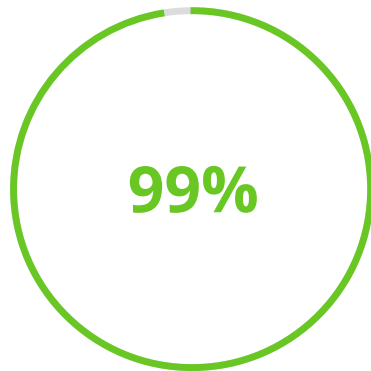
AGENDA

- Introductions
- Benchmark Metrics
- Tools & Features
- Best Practices
 - Structuring a Text Message
 - Do's and Don'ts
 - Messaging Examples
- Settings & Preferences
- Materials & Resources

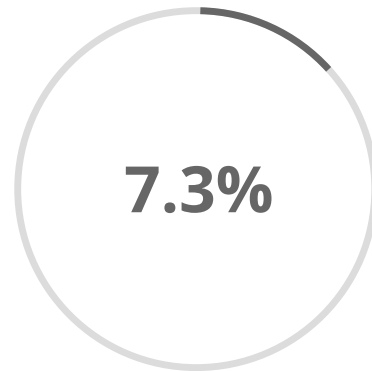


TALE OF THE TEXT

OPEN RATE

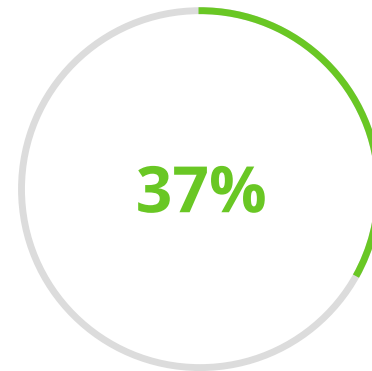


TEXT

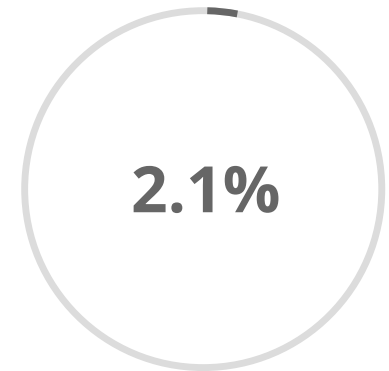


EMAIL

RESPONSE RATE



TEXT



EMAIL



12 MIN
RESPONSE TIME

TEXTRECRUIT ACCOUNT FEATURES

Schedule Message (One-to-One)

- Send a message to a single individual
- *Interview reminders, applications*

Campaigns (One-to-Many)

- 1:Many – Mass text, respond individually
- Drip Campaign
- *Sourcing, Training, Onboarding*

TextRecruit Extension

- Directly from any webpage, send messages, use templates, and view messaging activity
- *Sourcing, Interview Reminders, Applications*

Mobile App

- Available on iPhone and Android
- Real-Time Notifications, Respond to Candidates on the fly



TEXTRECRUIT USE CASES

Career Fairs/Hiring Events

Announcement, Reminder, RSVP to Events,
Follow Up

Sourcing

Job Boards: Inform candidates about all the new
career opportunities
ATS: Engage passive candidates

Applications

Link to Apply, Incomplete/Incorrect
Applications, Reminder to Submit

Interviewing

Schedule, Reschedule, Wish your candidates Good
Luck!

Assessments

Send assessment links, Follow up, Reminders to
Complete, Confirm Completion

Onboarding

Links to new hire documents, Reminders,
Confirmation on start date



BEST PRACTICES

To Achieve High Response Rates

- **PERSONALIZE:** Start the text with their name so it is a direct, *personal* text.
- **STRONG CALL TO ACTION:** Always require a **text** response. Texting is convenient for the candidate – allow them to respond with what is convenient.
- **SIGN NAME@COMPANY:** So they know who the text is from and have comfort in knowing a live person sits behind the text.

Create Templates

- Campaigns, Response/Extension

Positive Candidate Experience is KEY *Texts are still a personal touch point*

- **Grammar and spelling** - keep it clean and professional
- **Don't mass blast texts** - Target your messages to the correct audience
- **Format** your Excel Uploads (slide 20)



SCHEDULE MESSAGE FEATURES

- **URL:** TextRecruit will shorten the link and track clicks as a response
 - Include a link for candidates to learn more about the opportunity.
- **Mail Merge:** *First Name, Last Name, Campaign Name*
 - Take advantage of our Mail Merge features and personalize your message.
- **Message Templates/Save Template:**
 - Save your favorite messages and access them in “Message Templates”. Remember to share your favorites with your team!



HIGH RESPONSE RATE MESSAGE EXAMPLES

Hi Alyssa, we have an opening for a Software Developer in San Jose, CA. Are you interested? Please let me know. - Alyssa @ TextRecruit

Hi Alyssa, I sent you a link to the online assessment for the Software Developer role. Have you received it? - Alyssa @ TextRecruit

Hi Alyssa, thank you for submitting your resume to the Account Manager role. When are you available for a phone interview? - Alyssa @ TextRecruit

Hi Alyssa, we can't wait to meet you at your interview on 3/5 at 2pm, Directions (<https://bit.ly/2B4noG3>) Any questions I can answer? - Alyssa @ TextRecruit

LOW RESPONSE RATE MESSAGE

EXAMPLES

we have a lot of openings at our locations!
Please call us here if youre interested

Hey there, this is a confirmation for your interview on
Thursday

ADDITIONAL TIPS & TRICKS

1. Download the **TextRecruit Extension**. If you are a Chrome user, download [here](#). If you are a Firefox user, download [here](#).
2. Download the **mobile app** to easily text candidates on the go.
3. Leverage your **“Time of Day” graph** at the bottom of your dashboard to easily determine when the optimal time is to send a text. Then, schedule the message to go out at that time of day.
4. Create **templates** – Create these in your TextRecruit ‘Preferences’. Sample templates are in the resources slide
5. Build **Campaigns** – Send a text to many candidates at once through a campaign and respond as they reply back. Remember to use strong calls to action for higher response rates!



TEXTRECRUIT RESOURCES

- [Sample Templates](#) - List of templates for different use cases with all best practices included _____
- [TextRecruit YouTube](#) - Stay up-to-date with new product features/updates, integrations, and TextRecruit product training
- [TextRecruit Blog](#) - Covering communication best practices, the latest in HR and recruiting tech, and witty observations from the world of texting and chat

* Please don't hesitate to reach out to our Support Team! Email: support@textrecruit.com

