

# Virtual Recruiting Guide

Engage prospective candidates through varying formats such as information sessions, office hours, educational or interview prep workshops, and networking receptions using the technology platform of your choice.

## Information Sessions

Represent your company brand and present your organization to prospective candidates

- Typically a webinar format, lasting up to 60 minutes
- Presentation portion recommended to last up to 30 minutes, followed by a managed Q&A session and/or optional networking breakout groups
- Focus on the groups recruiting or the specific roles
- Get creative by including a virtual office tour, a panel discussion, or other instructive content

## Office Hours

Dedicate time for one-on-one or small group conversations with prospective candidates to allow for more in-depth conversations regarding recruiting, company culture, and more

- 15- or 20-minute time slots are recommended
- 1 x 1 to the extent possible, option to open more slots if demand exceeds number of slots provided

## Networking

Conduct small group breakout sessions to highlight specific functional areas or specific roles with students

- An opportunity for a more casual conversation or a question and answer session
- You can add a networking component into an info session event by adding different breakout rooms and/or small groups
- Effective virtual networking events are typically small (up to about 8 people); allow time for introductions and include some predetermined topics to keep the conversation flowing

## Night Prior

Network specifically with the students on your interview schedule, traditionally the night prior to interviews

- Typically 30-45 minutes
- This is often a less formal event aiming to get to know candidates

## Interviews

Utilize your preferred video conferencing platform to interview students

- Contact your Recruitment Services representative to discuss posting your role through the Symplicity system and solidifying a date to conduct virtual interviews. Your representative can assist you with creating your schedule

## Virtual Events Best Practices

- Decide which virtual platform you will utilize
  - All UT students have a licensed Zoom account and are most accustomed to this platform. WebEx and Microsoft Teams are also preferred, but any virtual platform can be utilized
- Remember that events and interviews are scheduled and publicized in Central Standard Time
  - Adjust for time differences as needed
- Sign in to your event 10-15 minutes prior to start to ensure any issues are worked out before students log on
- Batch email those registered the day before the event to provide instructions
  - Share the virtual link or any special instructions for the session (e.g., downloads or passwords required for access or a link to ask questions in advance). Even if this information was provided in the event description, the direct information and reminder will help the attendance rate
- Using chat or polling effectively during an info session minimizes friction and awkward silence
  - Assign an employer representative to manage the chat/questions during the presentation. Doing so will ensure questions aren't missed. The representative can also encourage students to submit questions via the chat throughout the presentation
- Manage clear expectations about whether employer wants students to be on camera
  - If you'd like students to have their cameras on, make this clear at the session and include that detail in the event description
- Tips for company representatives:
  - If you can change the background of your screen while video conferencing, have all company representatives utilize the same background to help students identify you
  - Provide a contact during the presentation to allow for students to follow up after the session
  - In addition to recruiters, students value hearing from recent alumni and representatives currently in the roles being recruited

**Contact your Recruitment Account Manager with questions or to schedule events!**