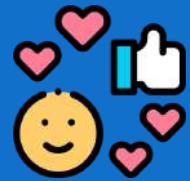


Passive candidate engagement checklist



Engaging passive candidates requires a strategic approach to building relationships and nurturing interest.

Follow this checklist to engage passive candidates into active job seekers effectively.

- ☐ Build and maintain a strong employer brand that resonates with potential candidates.
- ☐ Engage on LinkedIn and industry-specific platforms by sharing insights and opportunities.
- ☐ Create personalized messaging to reach out to passive candidates.
- ☐ Nurture relationships over time with relevant content and invitations to events.
- ☐ Offer value beyond job opportunities, such as career advice and development opportunities.
- ☐ Use Recruit CRM to automate follow-ups, track engagement, and prioritize top candidates.
- ☐ Periodically check in and keep candidates warm with tailored updates.
- ☐ Monitor engagement metrics to refine your strategy.
- ☐ Invite candidates to apply when the time is right.