



The guide to virtual recruiting:

Tips and tech
to help you prepare



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The future of recruiting is virtual

Working remotely is on the rise. Stay ahead of the curve by knowing what technology is available and how you can adapt your recruiting process to a virtual environment.

Here are some tips and tech solutions to help you prepare for tomorrow — and a few steps you can take right away.

The business case for virtual recruiting



1

It's cheaper

Companies that conduct video interviews report up to a 95% reduction in recruitment costs.¹

2

It's easier

54% of global employees say they'd rather switch careers than emigrate.²

3

It's faster

Companies with distributed workforces are able to hire 33% faster.³

¹ "Optimize Your Return on Investment with Live Interviewing," VidCruiter, accessed May 7, 2020.

² "Global Report: Randstad Workmonitor Q3 2019," Randstad, September 2019.

³ Estelle Pin, "Our New Study Takes a Deeper Look into 'the State of Remote Work,'" TINYpulse, February 23, 2018.

Prepare for success.

How well you prepare and collaborate with key stakeholders can determine the efficiency and effectiveness of your entire recruiting process.



Tip

To pave the way for greater efficiency, ensure job descriptions clearly list essential requirements — noting any preferred skills or experience — to reduce unqualified applications.



Tech

To collaborate from afar, try video platforms like Zoom, Skype, or Microsoft Teams; project management tools like Trello, Asana, or Airtable; and applicant tracking systems (ATS) like [LinkedIn Talent Hub](#).



Strengthen employer branding.

Your online brand can increase in importance as virtual recruiting becomes more common — shifting away from on-site office walk-throughs to online ways of showcasing your workplace.



Tip

Share company photos and videos across platforms, like your [LinkedIn Career Page](#), and social media accounts to help candidates determine if your culture is a good fit.



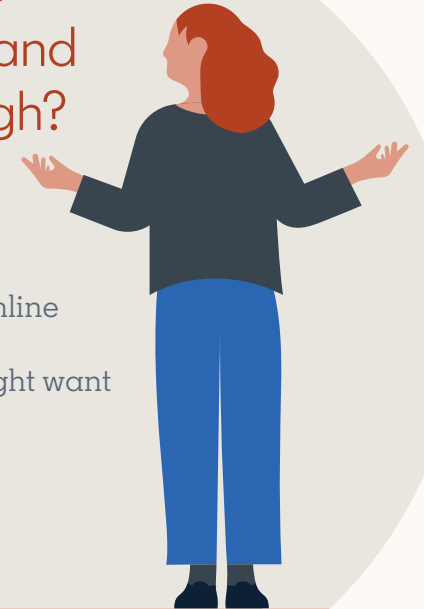
Tech

Social media management tools like Buffer or Hootsuite can save time by scheduling posts in advance.

Is your online employer brand strong enough?

81%

of job seekers use online content to research companies they might want to work for.⁴



Find and attract the right candidates.

As recruiting processes become increasingly virtual, you'll want to get comfortable with various platforms to take full advantage.



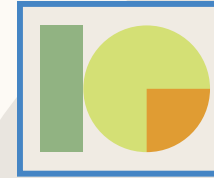
Tip

Consider candidates who have interacted with your social accounts. Reach out through direct message rather than on their feed, where others can view.



Tech

When you [post a job on LinkedIn](#), you can include targeting criteria — like screening questions, skills, and years of experience — to find the best candidate.



Reach more talent by offering remote roles

Remote work has increased 173% since 2005.⁵



Filter applicants efficiently.

Prioritize your workload effectively by targeting the most qualified candidates.



Tip

Choose tools that integrate seamlessly with your ATS for maximum efficiency.



Tech

Use artificial intelligence and screening questions to ensure candidates meet your core requirements.

Gain a snapshot summary of candidates

Look for tools that provide insights about a candidate's suitability to help further filter applicants.



Use online assessment tools.

Use online assessment tools to save time — from coding abilities to business aptitude — and to test multiple candidates at once.



Tip

Hard skills may change over time, but soft skills like leadership and adaptability will never lose their value. For virtual interviewing, use behavioral questions to gauge those attributes.



Tech

Solutions like [LinkedIn Skill Assessments](#) can be used early in the application stage to help qualify and confirm that candidates have the basic skills needed.

82%

of companies use some form of pre-employment assessment test.⁶

Embrace video interviews.

Video interviewing will become increasingly common — simplifying scheduling and cutting travel costs without losing the valuable face-to-face connection.



Tip

Set up a prep call with candidates, before their interview with the hiring manager, to ensure they are able and comfortable using the technology. Have a backup plan in case they do not have the capability to join a video interview.



Tech

Many video conferencing tools allow multiple people to participate, so you can hold panel interviews or speak one-on-one.

Candidates prefer face-to-face experiences

57% of candidates prefer a live video interview to one that's pre-recorded.⁷



Communicate seamlessly online.

As conversations move online, written communication skills will become more important. Tone can be difficult to interpret, while typos can create confusion or even damage your credibility.



Tip

Add an FAQ section to your website's career page, section so candidates can easily find information about your application process.



Tech

Consider using solutions like Grammarly or Ginger to help with proofreading for better communication with candidates and internal partners.

Effective virtual communication is becoming more common.

A Stanford study conducted over about two years linked working from home to a 13% increase in performance.⁸



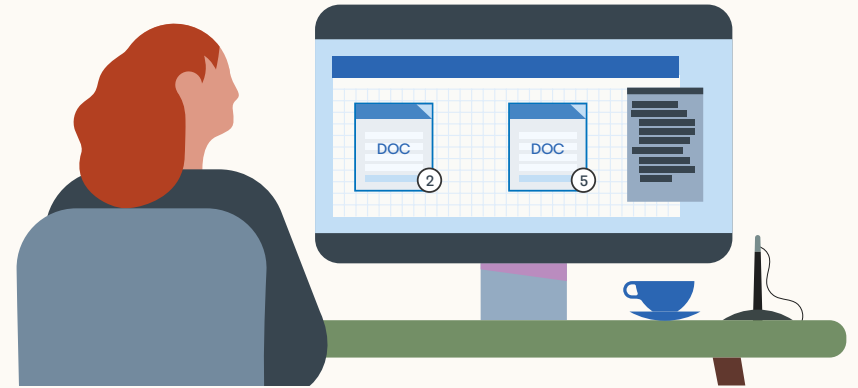
Bonus: Get ready to go virtual.

Now that you know the tips and tech you need to effectively work remotely, you can get going. Use this six-step checklist to help you start preparing today — from boosting skills to researching and finding the tech that meets your needs.



Refine and update your skills.

Remote work and recruiting aren't passing trends. Prepare now by developing and refining skills that can help you thrive in a virtual environment.



1

Make a list.

To help you determine priorities and the resources needed, start by listing the skills you want to improve.

2

Follow industry blogs.

Stay on top of recruiting trends and HR tech to help you make smart moves. Start with sites like SourceCon, ERE, and the [LinkedIn Talent Blog](#).

3

Take online courses.

Learn new skills — from [remote working techniques](#) to Microsoft Excel— with online platforms like [LinkedIn Learning](#).

Explore demos and free trials.

Start evaluating new technology options, so you can advise and guide business partners when the time is right.



4

Sign up for free versions first.

Many technologies offer limited-time free trials. Compile a list of tools to try and stagger free trials to compare options.

5

Watch a demo.

If the effort to set up free trials outweighs testing benefits, then look for online videos or request demos to see the tools in action.

6

Ask questions.

Understand whether solutions meet your immediate and long-term needs before you purchase.

Virtual is the new in person.

As more employees look for flexible work options and companies start to see cost-saving benefits, fully or partially remote jobs will become increasingly commonplace.

Even if your company isn't going virtual in the near future, preparing now can help make the transition smoother. Explore your tech options and keep skills up to date — and you can be ready for anything.



Experience LinkedIn in action.

LinkedIn Talent Solutions offers a full range of hiring and recruiting solutions for every step in the process. We'll help you find and engage the right candidates, build your brand, and make even smarter talent decisions with LinkedIn's data and insights.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With 675+ million members worldwide, including 75% of the US workforce, LinkedIn is the world's largest professional network.

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