

YOUR RECRUITMENT GUIDE
FOLLOWING UP
WITH CANDIDATES
VIA EMAIL

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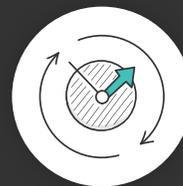
BEYOND THE JOB BOARD

Why Email Is Essential for Recruitment



DOCUMENTATION

Email provides a written record of communications, helping you track progress and clarify details.

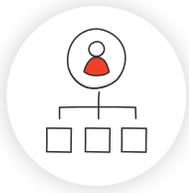


CONVENIENCE

Recruiters and candidates can reply to emails on their own time as a more flexible option for busy schedules.

SMOOTHER HIRING

Best Practices for Following Up



PERSONALIZE

Address the candidate by name and refer to details from prior communications.



TIME IT RIGHT

Send follow-ups within a day or two after the initial contact, even if it's to say you haven't yet made a decision. After all, no news is still good news!



BE CLEAR & CONCISE

Get straight to the point and clearly outline any next steps required from the candidate to get the ball rolling.

CLARITY & PRECISION

Structuring Your Follow-Up Email

1 SUBJECT LINE

Write something snappy like "Great Chat Yesterday!" or "Next Steps in Your Application."

2 OPENING LINE

Start with a warm hello and tell the candidate it was great connecting with them.

3 BODY

Summarize what was discussed in the interview if applicable and briefly outline next steps.

4 CLOSING

Let them know you're available to answer questions and provide instructions for interviews or tests.



KEEP THESE IN MIND

Quick Tips for Effective Follow-Ups

BE PROFESSIONAL BUT FRIENDLY

Maintain a polite and approachable tone to make the candidate feel comfortable throughout the process.

AVOID SPAM FILTERS

Don't use too many exclamation marks or write in all caps. This keeps your emails out of the spam folder.

CREATE A SCHEDULE

Send an email once a week as a rule of thumb to update the candidate without overwhelming them.

Mistakes to Avoid & Ways to Get a Response



DO:

- ✓ Ask simple questions (“When are you available for a phone screening?”)
- ✓ Outline next steps clearly (“Please click this link to begin your editing test”)
- ✓ Include a call to action (Schedule your interview on my calendar: LINK)
- ✓ Provide multiple ways to contact you (phone, email, etc.)



DON'T:

- ✗ Be generic with how you talk to the candidate
- ✗ Send several emails in quick succession
- ✗ Use jargony or complicated language



IN CONCLUSION

Follow Up Effectively With Talent Solutions

Even in an era dominated by instant messaging platforms, email remains a crucial part of recruitment. It's a (digital) paper trail for candidates and companies alike, a way for both sides to simplify the search process. However, knowing what to use and what to avoid makes a huge difference in candidate engagement. For effective follow-ups and other hiring strategies, rely on Talent Solutions!

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