



# Candidate Experience Toolkit

## When Faced With Uncertainty, Keep Candidates Engaged and Informed

Information is key in times of crisis when business needs are changing at a rapid pace. What are you doing to continue to engage your candidates and keep them up-to-speed on the impact to their application or hiring status? Are you communicating with clarity and empathy? **What you say now will enable your business to maintain a healthy brand perception and help your candidates feel supported.**

## How We Can Help

We'll get to know your organization's current state amidst the crisis, and partner with you to recognize short-term needs, capabilities, and resources. Then, we'll craft custom messages and creative assets to engage candidates for rapid hiring, re-hiring, or keeping candidates warm and informed.

### CANDIDATE EXPERIENCE TOOLKIT

*A comprehensive toolkit to keep candidates in your pipeline engaged with recommendations for activation to keep candidates informed, energized, and interested while maintaining brand perception.*

#### OUR APPROACH

Intake Call	To get to know your current state, hiring plans, and concerns and to better understand your short-term needs, capabilities, and resources.
Messaging Content	To include campaign-specific headlines, copy starters, key talking points, calls to action, and hashtags for target segments of your candidate population.
Creative Asset Toolkit	To include digital and/or print assets that enable you to activate the messaging and bring the campaign to life.
Activation Plan	Customized to your needs in helping you connect with candidates through a variety of channels and utilizing current and new technologies.
Project Management	To include executive consulting, rapid timeline and ongoing support.

## We're your candidate experience response team.

Now is the time to strategically engage and connect with candidates. We have the niche expertise and experience to help you take impactful action. Contact our CEO, **Susan LaMotte**, via [susan@exaqueo.com](mailto:susan@exaqueo.com) or (202) 276-1086 to get started.



[Crisis Response Resources](#)



[Crisis Communications Framework](#)