



Candidate Communications Templates

When Faced With Uncertainty, Keep Candidates Engaged and Informed

A crisis is often a defining moment. How you handle your role and guide your organization during this time can impact the lives of candidates and employees, and influence perceptions of your organization. These templates are designed to help you serve key audiences during critical moments and save you time.

We recommend partnering with your Talent Acquisition leader, Employer Brand partner, and/or Internal Communications and Legal teams to ensure all hiring and recruitment-related communications align with your organization’s broader crisis communications strategy.

You Don’t Have to Navigate This Alone

Review the tips and templates below, visit exaqueo.com/COVID19, and contact us for more information or a custom approach to address your organization’s specific needs.

HOW TO ELEVATE YOUR COMMUNICATIONS

- Include links to publicly shared messages from your organization
- Be empathetic, transparent, responsive
- Provide a realistic timeline to receive updates and a contact to reach out to with questions
- Remain proactive in your communications; as updates are made, communicate them out to your audience(s), where appropriate
- Create a unique email address (e.g. CompanyHiringCovid19@company.com) to triage communications; ensure it’s appropriately staffed and responses are thoughtful and timely

COMMUNICATIONS TEMPLATES

Customize with your values and brand

ATS Application Acknowledgement

Update auto-reply message during time of crisis

Thank you for your interest in working at **organization name**. We know our colleagues, customers, communities, and the world need us now more than ever. During this time, we’ve taken a number of steps to ensure the health and safety of our colleagues and you. Here’s what we are doing:

- Asking employees to stay home if they are sick
- Supporting our recruiters with flexible hours
- Using remote dial-in to support working from home
- Offering video interviewing capabilities
- Hosting virtual career fair and hiring events
- Implementing online new hire training and onboarding
- Donating time/money/resources to **organization related to crisis**

Please note, our current application response times are **now 7 - 10 business days**. We appreciate your interest and patience as we are all navigating through unprecedented times.

We’re all in this together.



Candidate Communications Templates, Continued

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Sample Careers Site Message

Placed as a banner, in the footer, or as a pop-up

Hiring Freeze: In light of world events, we are pausing our hiring for the foreseen future. During this time, we invite you to stay connected to our Talent Acquisition team by [call to action/join our talent community/connect on Facebook](#). Thank you for your patience and understanding during these unprecedented times as we focus on taking care of our team and their families.

Continuing to Hire: In light of recent events, our communities need us more than ever. We are hiring, though your experience may look and feel a little different. Our current application response times are now **7 - 10 business days**, and all interviews will be conducted either via phone and/or video interviewing technology. **You can also connect with us during this upcoming virtual recruiting event.**

We appreciate your interest and patience as we are all navigating through unprecedented times together.

General Information: Link to your organization's response to COVID-19 or add a landing page to address your hiring situation. [Career site pop-up example here.](#)
[Landing page example here.](#)

Sample Messages to Passive Candidates

If a candidate asks about jobs:

In light of recent events, our communities need us more than ever! We are hiring **FT/PT employees** in these key roles: **INSERT**. You can learn more by searching **our careers site** and **by attending our upcoming, virtual career fair**. It's important you know that we care about your health and safety; all interviews will be conducted by phone and/or video interviewing technology. You can read more about the steps **organization** is taking by reading this note from our **CEO link**.

If a candidate asks why you're hiring during a crisis via social media account:

In light of recent events, our communities need us more than ever, and the safety of our candidates and employees is absolutely important to us. That's why, for the foreseeable future, all interviews will be conducted by phone and/or video interviewing technology, as will our new hire orientation classes. You can read more about the steps **organization** is taking by reading this note from our **CEO link**.



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<p>Sample Message to In-process Candidates</p>	<p><i>If a candidate asks about their application status via one of your social media accounts:</i></p> <p>Thank you for reaching out. During this time, our team is currently working from home and our response times may be a little longer than usual. Please note, you can always track the status of your application by logging in here link. If there is anything else we can do to support your inquiry, email us at TAcrisisemail@company.com. From all of us at organization, please stay safe and healthy!</p>
<p>Candidates with Accepted Offers (Not Started)</p> <p><i>Send as an email or use as a phone script</i></p>	<p>Continuing to Hire:</p> <p>In light of recent events, our communities need us more than ever. We are still onboarding new employees, though your experience may look and feel a little different. Our team is conducting onboarding virtually/working through how to onboard our new hires during this time. Your recruiter/hiring manager will be in touch with you in the next 5 - 7 business days with a specific update on your onboarding process and start date. We appreciate your commitment and patience as we navigate through these unprecedented times together.</p> <p>Pause on Hiring:</p> <p>As you may have seen in our press release/CEO letter, we have been faced with the difficult decision to close/slow/halt operations for the foreseeable future. This also means we are initiating a hiring freeze and are no longer able to onboard new employees or candidates who have been given an offer. During this time, we invite you to stay connected to our Talent Acquisition team by call to action/join our talent community/connect on Facebook. Thank you for your patience and understanding during these unprecedented times. As new information becomes available or circumstances change, your recruiter/hiring manager will be in touch with you.</p>

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 or (202) 276-1086 to get started.