

# This Halloween...

## IS CANDIDATE GHOSTING HAUNTING YOU?

With Candidates in short supply, today's labor market puts hiring manager's in a scary position.

Candidate ghost-ing: the practice of a candidate suddenly and without explanation ceasing all communication during the hiring process.



### Top Challenges Facing Recruiting in 2022



According to Forbes, 76% of employers report they've been ghosted in the past year.

Source: Forbes.com, The Ghosting Trend: Are Job Candidates Just Not That Into You?

### Why are Candidates being Scared Away?



Source: Indeed.com, Employer Ghosting: A Troubling Workplace Trend

### Is Your Hiring Process a Horror Story?

Are you the reason your candidates are running in the other direction?

- Your hiring process is too long and complicated
- Your communication is inadequate
- Your lack of competitive compensation
- Your inflexibility when it comes to soft benefits (eg. Hybrid Work)

### 3 Strategies To Minimize Candidate Ghosting

Don't let your candidates mysteriously "disappear into the night".



#### Be Ghostly Transparent

Inform applicants of the process from the beginning to eliminate confusion. Simply informing job seekers of your "next steps" following their application submission, eases their fear that they've sent their resume into the dark abyss.



#### Your Hiring Process Should Be Faster Than the Walking Dead

Your process shouldn't creep along at a deathly pace. As soon as you start scheduling excessive interviews, rescheduling appointments, and disrespecting their time, candidates are sure to vanish.



#### Don't Be Deadly Quiet

Human beings communicate, zombies don't. Connecting with the hiring manager after an interview shouldn't feel like trying to grab a ghost. Following up is essential to keeping your target candidates interested.