

Candidate Sourcing Pathway



1. THE DYNAMIC CYCLE OF CANDIDATE SOURCING

An Introduction to the Dynamic Cycle of Candidate Sourcing

- An Introduction to the Dynamic Cycle of Candidate Sourcing - 3.07

2. BUILD & ENGAGE INTEREST THROUGH SOCIAL MEDIA

Strategic Recruiting on Social Media

- Social Recruiting - 10.41
- Know your Socials - 10.45
- A Compelling Personal Brand - 12.41
- A Strategic Social Plan - 11.22
- Tips and Tricks to Find Great Candidates - 13.51

Jonathan Campbell's Expert Social Media Tips

- Recruitment SEO - 5.12
- Sourcing on social - 5.38
- Using Twitter to recruit - 4.43

3. GET ATTENTION WITH GREAT JOB POSTINGS

The Where, What & How of Online Advertising

- The purpose of a job advert - 4.25
- What media? - 11.40
- Managing & monitoring responses - 11.31
- Top tips for online candidate attraction - 6.12

Effective On-line Copywriting

- Course introduction - 10.55
- A winning recruitment advert - 12.03
- The key to creating great copy - 7.16
- Focus on the target - 12.11
- Produce a great job advert - 11.58
- Course summary - 6.44

Prepare for a Great Result

- It's all in the spec - 13.49
- Calling to action - 17.14

Monitoring & Managing Advert Responses - Mini Module

4. FIND TALENT THROUGH CREATIVE SOURCING

How to Identify and Attract the Best Candidates

- Breaking New Ground - 8.26
- A Special Mission - 8.52

Get Ahead in Finding the Best Talent

- Sourcing Strategies - 6.58
- Finding Hidden Candidates - 9.50
- Headhunting that Gets Results - 15.00

5. BUILD & NURTURE CANDIDATE COMMUNITIES

An Excellent Experience for Candidates

- Productive Candidate Connections - 15.38
- A Great Experience for Candidates - 11.55

Build Valuable Candidate Communities

- Candidate Communities - 7.43
- Deliver a Great Candidate Experience - 14.30
- The Candidate Service Chain - 9.50