

HR's

Virtual Hiring Guide



Presented by

SPARK HIRE 

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Introduction

It's clear that the hiring landscape has changed irrevocably as a result of COVID-19. In-person meetings and interviews have shifted to recorded one-way and live video interviews; meaning we now rely heavily on virtual impressions to make successful, long-lasting hires. As a result, it's become essential for companies and organizations to establish a hiring playbook that supports and embraces a remote workforce.

HR's Virtual Hiring Guide will provide you with actionable next steps for building a high-performing virtual hiring and onboarding process that works now and in the future.

But before we dig in, let's break down some of the key elements of a hiring playbook:

1

*Designed with the
candidate/employee top of mind*

2

*Builds accountability within
your team*

3

Creates differentiation

4

*Drives long term results through
repeatable systems*

The Hiring Process

Let's start with the hiring process, and how you can gain efficiencies and improve your candidate experience through:

- Virtual interviewing
- Employer branding content
- Hiring SLA
- Recruiting scorecard

Virtual Interviews

Virtual interviews are an excellent alternative to in-person meetings. Hiring managers can still gain insight into a candidate's personality and demeanor while conducting an interview safely and professionally from the comfort of their home or office. Not to mention, video interviews lend themselves to seamless schedule coordination and enhanced team collaboration.

Now let's break down the different types of video interviews.



One-Way Video Interviews

One-way video interviews are recorded, asynchronous video interviews that allow candidates to provide better insight into their skills and experience through personalized video clips. As a result, one-way video interviews are often seen as an easy and accessible replacement for lengthy phone screens.

How does it work?

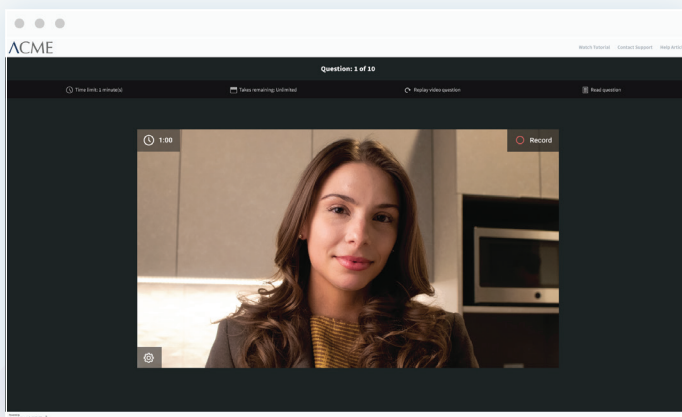
You create a list of questions given to your candidates. For each question, you can adjust variables like:

Time Limit: the maximum duration of a candidate's answer

Think Time: how long can a candidate think about their answer before recording

Take Allotment: the number of times a candidate can re-record their answer

Question type: questions can be delivered by text on the interviewee's screen or with a pre-recorded video created by you and your team



These brief but informative videos empower hiring managers to make faster, more confident decisions earlier on in the hiring process.

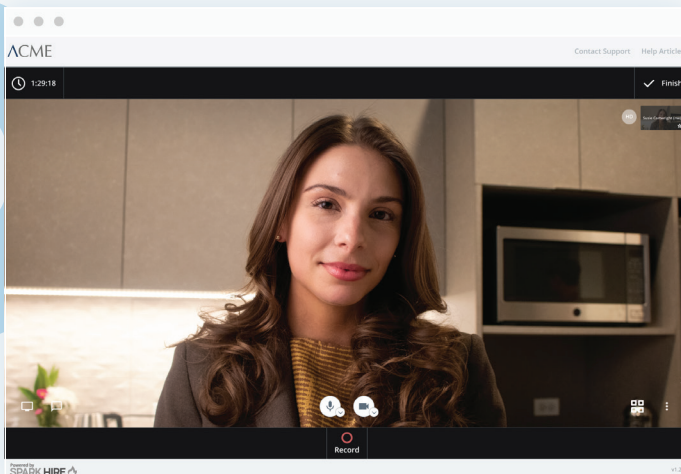
Additionally, the flexibility and convenience of a candidate being able to record these videos on their own time enhances their interview experience from the start.

Because one-way video interviews are conducted through a set of predetermined questions, hiring teams can better compare candidates based solely on the quality of their answers, resulting in a more standardized, unbiased rating system. Recorded video interviews can be shared with multiple colleagues and hiring stakeholders, allowing the candidate to receive a fair evaluation from a team of people and eliminating the potential for one person's personal bias to impact the decision making process.

Live Video Interviews

A live video interview allows you to connect with candidates in real time via a live face-to-face video interview. They're a great way to provide a consistent, branded experience for candidates. These live conversations are automatically recorded, making them reviewable and shareable once the interview is completed. Team members can then provide additional input through ratings and comments.

How does it work?



When a candidate reaches the live interview step of your process you'll schedule a time to connect on the platform based on mutual availability. (Consider using [scheduling software](#) to eliminate the back-and-forth that comes with syncing schedules.) You can then email an invitation to the candidate through the video interviewing platform.

At the time of the live interview, you and your candidate will join a live interview room. Your connections are secured and branded with your organization's colors and logo. From there, you can ask questions just as you would in an in-person interview. When the interview is complete,

the recording is available for your review. Just like a one-way interview, live interviews are also shareable with your team and hiring managers.

To secure a positive candidate experience, be sure to provide context on what an applicant should expect during their one-way or live virtual interviews. Also, keep them informed on where they currently stand in your hiring process, and commit to a timeline on getting back to them once an interview is complete.

Employer Branding Content

In a virtual environment, it's especially important to showcase your company culture to prospective candidates so they continue to opt into your hiring process. Branded content is also an effective way to stand out and create differentiation within the market.

Examples of content to share:



Team pictures (or Instagram link)



Articles on external websites

- Built In
- Thought leadership articles from your leaders



Social proof

- Glassdoor reviews
- Customer reviews



Employee-generated videos

- One-to-one

+ Personalized videos from hiring managers/leadership

- One-to-many

+ Testimonials from team members

+ Videos from team events

55% of active job seekers said an employee-generated video would be more credible or trustworthy than a company-produced video. Employees believe that hiring managers are the most persuasive source of information for candidates, but only 3% of employers are using this kind of content to reach job seekers.

Sharing articles published on external websites is also an effective way to highlight your company culture and provide more thorough insight.

Real world examples are an easy and authentic way to validate your traction and brand sentiment. Consider including customer or employee reviews found on G2 or Glassdoor. You can add additional social proof and create a more personalized experience by sharing an informal team picture.



Administrator in Telecommunications



"A very Effective Tool for the Hiring Process"

The software easily allows me to screen initial candidates more effectively than traditional methods. Hiring is very time consuming and Spark Hire makes everything more efficient when it comes to interviewing a large number of candidates.



**Users
Love Us**



Hiring SLA

The Hiring SLA defines your company's hiring process and the timeline commitments that each party is responsible for. A strong hiring process requires buy-in from everyone involved as well as accountability.

Start by defining each stage of your hiring process as it currently stands:

- What needs to be done?
- When does it need to be done by?
- Who is accountable for it?

Implementing a hiring SLA is critical in a virtual environment, where tasks and timelines can often fall by the wayside. Outlining the roles and responsibilities of your hiring team and where they fall within a cohesive timeline reinforces accountability and keeps the team as a whole on track.

On average, the interview process from start to finish lasts [23.8 days](#). Determine the SLA that works best for your company and team, and hold yourselves to that standard.

Recruiting Scorecard

Establishing a recruiting scorecard provides transparency on your hiring SLA and helps to identify breakdowns and areas for improvement. Get in the habit of reviewing scorecards regularly with your leadership teams to encourage discussion, accountability, and constructive feedback.

Metrics to look at:



Candidates by Stage

- Make decisions based on the current state

+ Do we need to increase spend to drive more applicants?

+ Can easily see likely hiring outcomes



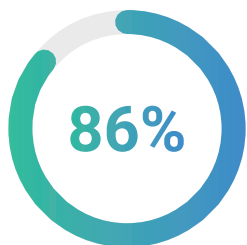
Days in Pipeline Stage (trailing 30 days)

- Are team members following the hiring SLA?
- Do we have bottlenecks?

+ If so, what can we do to remove them?

As a result, you'll develop a standardized and repeatable way of interviewing candidates effectively. By measuring your recruiting process against a scorecard you'll promote accountability among your team, improve your overall hiring strategy, and create a more convenient and engaging candidate experience.

The Onboarding Process



Now that we've broken down your hiring process, let's move on to the onboarding process.

A recent study found that **86% of new hires** decide whether to stay or leave a company during the first six months of employment. Further, 69% of employees are more likely to stay longer than 3 years with effective

onboarding. Simply put, your onboarding training and process is the most crucial time to make a good impression on new employees. To ensure your new employee has a positive onboarding experience, it's important to create a structured training process that provides clear instruction, examples of your company culture, and leaves room for feedback.

It's essential for your onboarding process to remain as structured and accessible as possible in order to decrease your new hires "time to contribution" and maximize productivity.

Onboarding Checklist

Your first step toward a structured onboarding process is to create your onboarding checklist. This list can be as rudimentary or as thorough as you see fit, but should cover the basics for the tools, apps, and services this position will need the most training for.

A checklist is a great way to remain on track and ensure your initial training builds the foundation for a successful transition.

Here's an example to get you started:

Onboarding checklist

- Task
- Assigned to
- Due by
- Includes apps and services
- Includes email forwarders

Training Schedule

A structured training schedule is vital to your onboarding process. You can help employees stay engaged and retain information better by mapping out a cohesive training schedule.

Before an employee starts, have their manager create a training schedule covering the basics of their day-to-day. For the first week, almost every hour should be scheduled out. New hires want to be kept busy and take on as many basic tasks as they can handle at this early stage. By keeping your objectives clear and remaining on a structured timeline, new employees will develop a firm understanding of their new role and responsibilities earlier on in the process.

Here's an example to get you started:



Training schedule

- Time
- Description
- Location
- Trainer
- Calendar invites waiting in their inbox for their first day

An organized schedule helps new hires feel more comfortable, and establishes your expectations from the beginning.

Virtual Employee Engagement

Onboarding isn't just training and orientation. A commonly overlooked component to a positive onboarding experience is quickly embedding new employees within your culture.

Your 3 main areas of focus should be:



The story

- Your company history, how did it start, why do you do what you do

The core values

- Describe how your company upholds these values on a daily basis

The people

- Give them a chance to meet the team, interact with their coworkers socially without any discussion of work or training

This is your opportunity to showcase why your team is special, make sure employees feel welcomed and excited to join your workplace environment.

Welcoming New Hires

Starting a new position remotely can feel isolating. That's why it's important to place a particular emphasis on welcoming new employees into the fold as warmly and openly as possible from the start.

Provide new hires an onboarding packet on their first day, include a few "get to know you" questions for them to fill out. Share their answers with your team as a quick and easy way to introduce

your new employee and identify shared interests or talking points for your team members. Ask them things like who's your favorite sports team, what's your favorite type of food, name an item off of your bucket list. This will help encourage one-on-one discussions and promote personal relationships among co-workers.

The sooner your new employee feels like they're part of the team the sooner they'll feel more engaged and invested with the company.



Virtual Gatherings

COVID-19 has impacted nearly every aspect of work life, including the time-honored after-work happy hour. However, many companies have become creative with how they combat these restrictions, with a shift to virtual happy hours and online team games.

In fact, because our workforce is now almost entirely remote, virtual gatherings are more important than ever as a means to break up the monotony of the day-to-day grind and foster a sense of togetherness and team camaraderie, especially for new hires.

Schedule monthly happy hours with different themes or games to play. If your team is larger, break out your employees into smaller groups to allow for more intimate and engaging conversations. Create a virtual scavenger hunt to be played through your instant messaging platform (like Slack). Ask employees to share pictures of their dogs, an old yearbook picture, or their favorite GIF/Meme. This type of interaction makes remote working relationships much stronger in the long run.

Leadership Involvement

Employees take their cues from leadership. Lead by example and provide a more personalized and inclusive employee experience by creating weekly video updates. These can be short clips

breaking down recent wins from the week prior, new announcements, and projects on the horizon. It's a simple but effective way to keep employees engaged and invested with your company, and a great opportunity to highlight a team member's recent accomplishments.

Next Steps

Now that we've discussed:

- A high-functioning and efficient hiring process
- An organized onboarding process that gets new hires productive fast
- Creative ideas to keep new employees engaged

Let's go over the tech stack you'll need to accomplish all of this!

Build Out Your Tech Stack

Here's a look at our favorite cost-effective HR tools, built for managing your hiring and onboarding process:

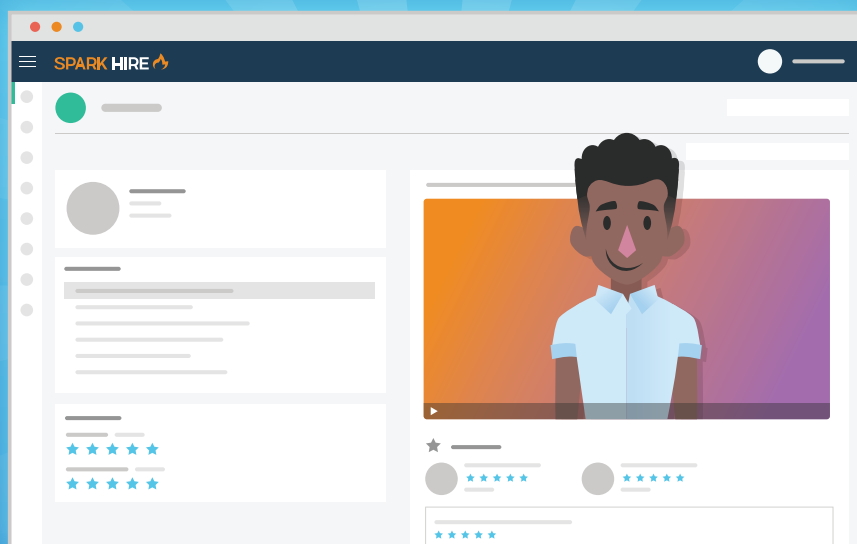


Conclusion

We've laid out how to get new hires productive fast with an organized onboarding process that maintains connections through creative employee engagement tactics. Remember, building on your organization's world-class culture doesn't stop just because the team isn't congregating in your office. Pick a few of your favorite ideas and start building out your virtual hiring playbook today!

Interested in learning how improved your hiring and recruiting process will be with video interviews?

Check out Spark Hire, the leading video interviewing platform!



Learn more