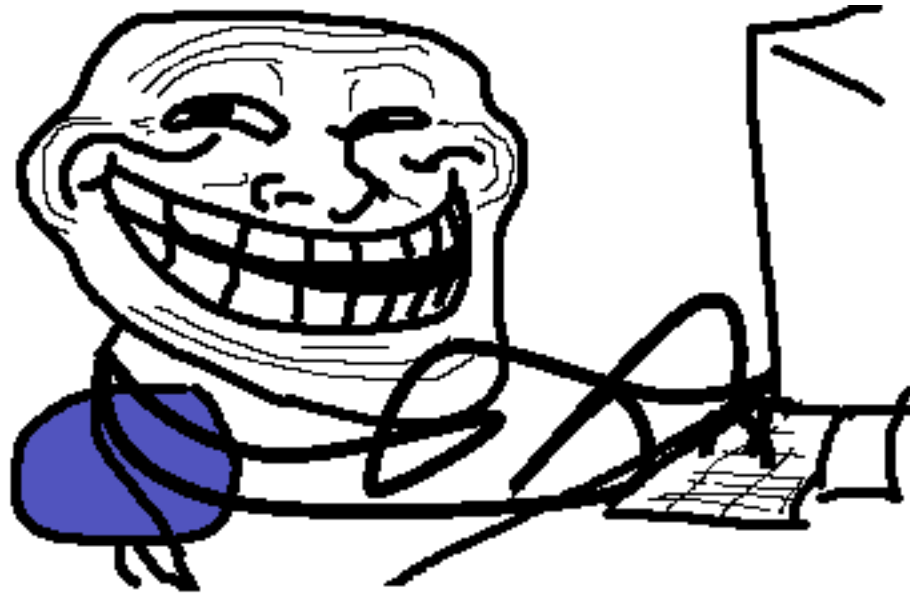


# Engaging Candidates In A Transparent World



Katrina Collier  
Author, Speaker & Facilitator  
the searchologist

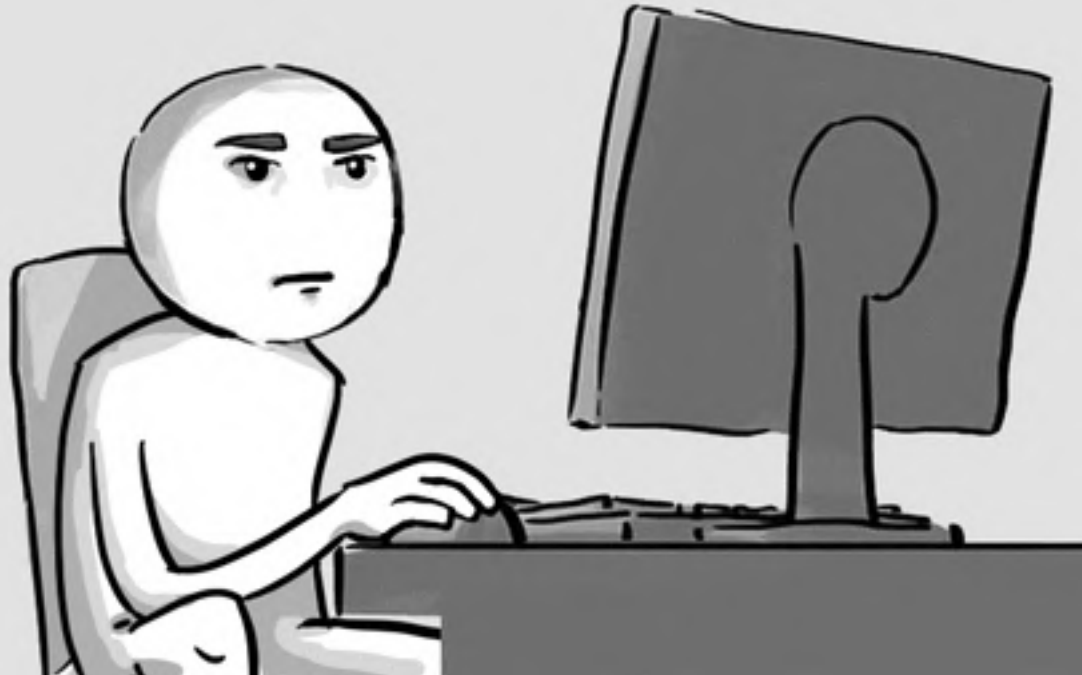


December 11, 2019

80% ↓

Inbox	Required:: Front end Developer at Chicago / IL -	Jul 17
Inbox	PHP Developer -Urgent Requirement -	Jun 16
Inbox	Requirement of Software Design Consultant with	Jun 4
Inbox	Urgent Req****JAVA / PHP Developer -	Jun 3
Inbox	Urgent need of Web Developer Drupal PHP -	Jun 3
Inbox	Great Opening for the position of PHP Developer	Jun 2
Inbox	Very Urgent need PHP Developer At San Franci:	May 28
Inbox	Very Urgent need PHP Developer At San Franci:	May 23
Inbox	Required:: PHP Drupal Developer at Columbus /	May 9
Inbox	Urgent Requirement : Android Developer -	May 8
Inbox	Urgent need of PHP web developer -	Apr 24
Inbox	Urgent requirement for PHP Developer in TX -	Apr 14
Inbox	Required:: PHP Developer at Boston / MA -	Apr 3
Inbox	Urgent requirement for Systems Engineer regd.,	Apr 3







Why has engaging candidates become so difficult?



...well, there's this 🤯

Search DuckDuckGo

DuckDuckGo Suggestions

- recruiters are
- recruiters are useless
- recruiters are scum
- recruiters are a waste of time
- recruiters are worthless

Search Bing

Bing Suggestions

- recruiters are
- recruiters are idiots
- recruiters are scum
- recruiters are racist
- recruiters are the worst people

Search Google

Google Suggestions

- recruiters are
- recruiters are scum
- recruiters are scumbags
- recruiters are looking for
- recruiters are the worst
- recruiters are worthless



...and this! 🤔



**I Am Developer**  
@iamdeveloper


[Follow](#)

> we're looking for a junior developer with the experience of a senior developer for the salary of an intern

5:10 PM - 18 Oct 2017

8,185 Retweets 17,105 Likes

263 8.2K 17K

 [r/recruitinghell](#) - Posted by u/firefly6345 3 days ago

9

### Recruiters lie about salaries. :o

So i got a call from a recruiter about a job that i didnt apply for to see if i was interested. I was like: yea sure. Asked what the salary was and she told me. I looked up the job the description on their site and the salary stated there was more. Anyways i dont fit into the job description at all so i dunno why they thought i would. But really? Do they not expect someone to look up the actual job and solely rely on what little info they are told? 🤔

9 Comments Give Award Share Save Hide Report

77% Upvoted





in-house recruiter job manchester



All Maps News Images Shopping More Settings Tools

About 88,300,000 results (1.10 seconds)

### Jobs

Near Manchester

Human Resources Past 3 days Full-time Management Sales and Retail Admin and Office



**Internal Recruiter.**  
Espire Selection  
Manchester  
via Totaljobs



10 days ago £35K-£40K a year Full-time



**Internal Recruiter**  
Hilton Lord  
Manchester (+1 other)  
via Totaljobs



6 days ago £30K-£35K a year



**Internal Recruiter**  
Roebuck Recruitment Limited  
Manchester (+1 other)  
via Totaljobs



25 days ago £0-£30K a year Full-time

→ [100+ more jobs](#)

[Learn more](#) [Feedback](#)





← Google  Near Manchester

JOBS    SAVED    ALERTS

1 × Category Title Location Date posted Type **Company type** Employer

All Consulting Staffing Manufacturing Retail Construction Education Health Care **Information** Accommodation Advertising Logistics

**Graduate Resourcing Consultant**  
IRIS Software Group  
Manchester  
via Totaljobs  
5 days ago £20k a year

**Internal Recruiter**  
Purple WiFi  
Manchester  
via LinkedIn  
20 days ago Full-time

**Trust Recruitment Coordinator**  
NHS Professionals - Corporate Staff  
Manchester  
via LinkedIn  
22 days ago

**Recruitment Consultant:  
Recruitment Consultant**  
BOLD by Devoteam  
Manchester (+1 other)  
via LinkedIn  
16 days ago Full-time

**Oracle Recruiting Cloud Consultant**  
IBM  
Manchester  
via LinkedIn  
Over 1 month ago Full-time

## Internal Recruiter

Purple WiFi  
Manchester

Apply on LinkedIn   Apply on Jobs - Workable   Apply on Glassdoor

20 days ago Full-time

The Internal Recruiter is accountable for the management of the recruitment process, enabling the business to be efficient in sourcing of new hires of the highest calibre.

**Purpose**  
Enabling our business and our people to fulfill their potential by providing support, information and resources.




**Responsibilities**

- To effectively manage our recruitment process from selection through to hire
- Empowering and attracting an ever increasing number of applicants to apply to work at Purple
- Creating a talent pool of candidates to enable the selection of best candidates
- Creating and Maintaining a Recruitment Process that candidates love
- Survey interviewees after each interview process and obtaining feedback (NPS)
- Prepare statistics and reports, including producing HR reports for management
- To send, log and chase all reference requests for new starters

**Role Competencies**

- Experience of proactively sourcing candidates
- Understanding and experience of the selection process
- Excellent...

### Typical Pay for this Type of Work


 Glassdoor <b>£22.2k–23.9k</b> per year <b>Internal Recruiter</b> Based on local employers	 reed.co.uk <b>£32.2k–37.5k</b> per year <b>Internal Recruiter</b> Based on local employers	 Adzuna <b>£21.3k–33.9k</b> per year <b>House Recruiter</b> Based on local employers
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------


---


### Purple WiFi

Glassdoor  
★★★★★ 3.9 - 51 reviews

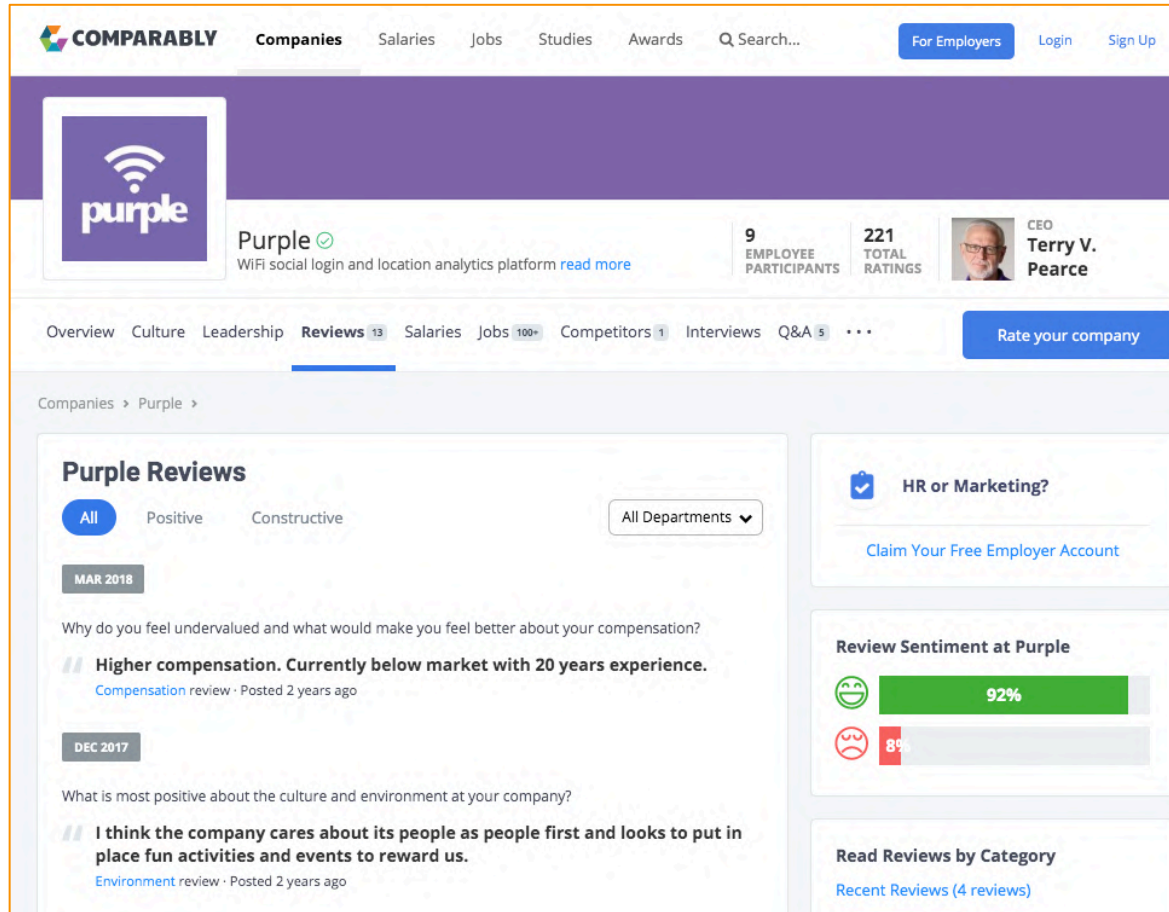
Comparably  
★★★★★ 3.0 - 221 reviews

 purplewifi.net

 More jobs at Purple WiFi

 See web results for Purple WiFi





The screenshot shows the Comparably website for the company Purple. The top navigation bar includes the Comparably logo, a menu with 'Companies', 'Salaries', 'Jobs', 'Studies', and 'Awards', a search bar, and buttons for 'For Employers', 'Login', and 'Sign Up'. The main header features the Purple logo, a checkmark, the company name 'Purple', a description 'WiFi social login and location analytics platform', and statistics: '9 EMPLOYEE PARTICIPANTS' and '221 TOTAL RATINGS'. A profile picture of CEO Terry V. Pearce is also shown. Below the header is a navigation bar with tabs for 'Overview', 'Culture', 'Leadership', 'Reviews' (13), 'Salaries', 'Jobs' (100+), 'Competitors' (1), 'Interviews', and 'Q&A' (5), along with a 'Rate your company' button. The main content area is titled 'Purple Reviews' and includes filters for 'All', 'Positive', and 'Constructive', and a department dropdown set to 'All Departments'. Two reviews are displayed: one from March 2018 about compensation and one from December 2017 about the company culture. On the right side, there are three widgets: 'HR or Marketing?' with a 'Claim Your Free Employer Account' link, 'Review Sentiment at Purple' showing a 92% positive sentiment bar chart, and 'Read Reviews by Category' with a link to 'Recent Reviews (4 reviews)'.

**COMPARABLY** Companies Salaries Jobs Studies Awards Search... For Employers Login Sign Up

**purple** Purple ✓ WiFi social login and location analytics platform [read more](#)

9 EMPLOYEE PARTICIPANTS 221 TOTAL RATINGS

CEO Terry V. Pearce

Overview Culture Leadership **Reviews 13** Salaries Jobs 100+ Competitors 1 Interviews Q&A 5 ... Rate your company

Companies > Purple >

### Purple Reviews

All Positive Constructive All Departments

MAR 2018

Why do you feel undervalued and what would make you feel better about your compensation?

// **Higher compensation. Currently below market with 20 years experience.**  
[Compensation](#) review · Posted 2 years ago



DEC 2017

What is most positive about the culture and environment at your company?

// **I think the company cares about its people as people first and looks to put in place fun activities and events to reward us.**  
[Environment](#) review · Posted 2 years ago

**HR or Marketing?**  
[Claim Your Free Employer Account](#)

#### Review Sentiment at Purple

 92%  8%

#### Read Reviews by Category

[Recent Reviews \(4 reviews\)](#)





16 Aug 2017



## Sales Interview

Anonymous Interview Candidate

 No Offer

 Neutral Experience

### Application

I applied online. I interviewed at Purple WiFi.

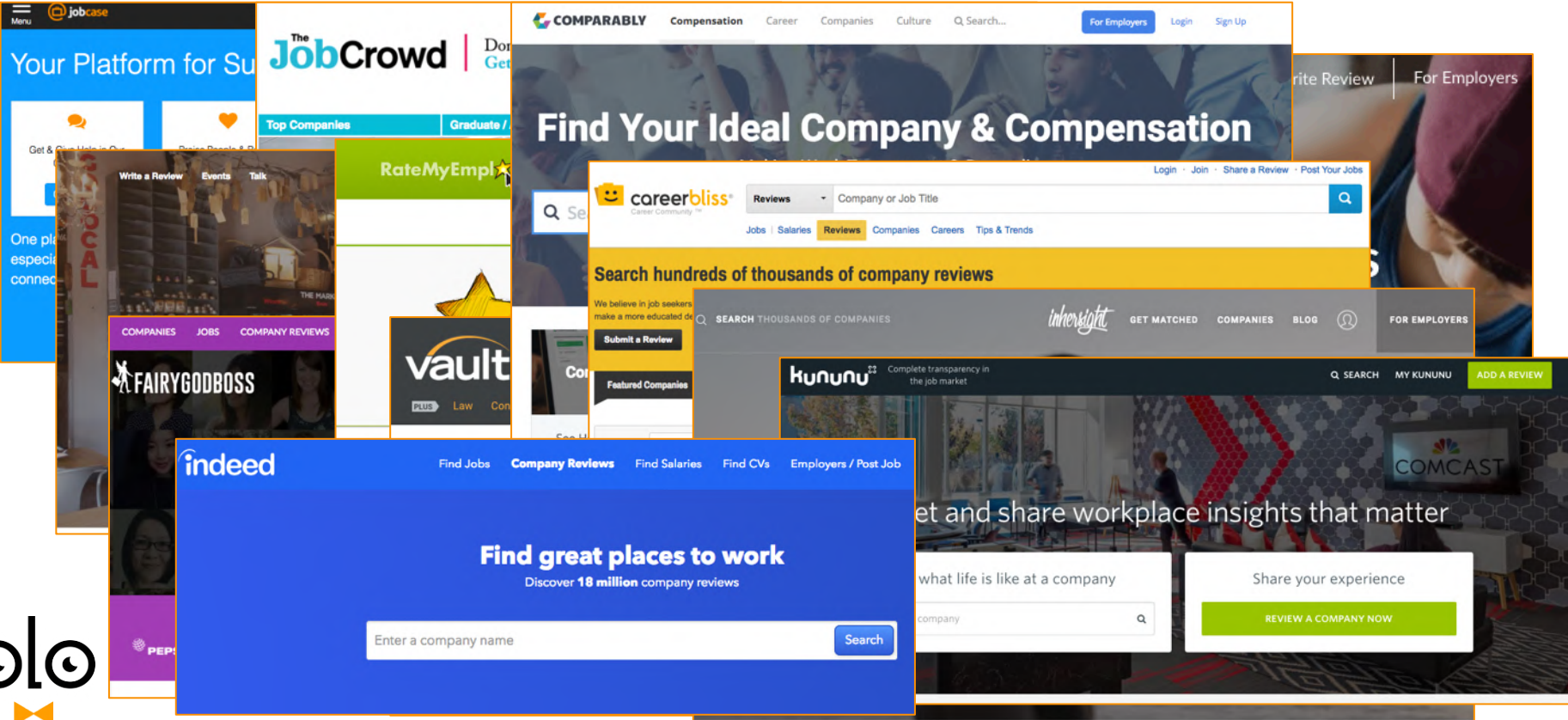
### Interview

Phone screening with recruiter. Then had in person interview in Austin office. It was the strangest interview process I've had. The recruiter sent me his notes on our interview. I think he meant to send it to the hiring manager. Nonetheless, it was awkward.

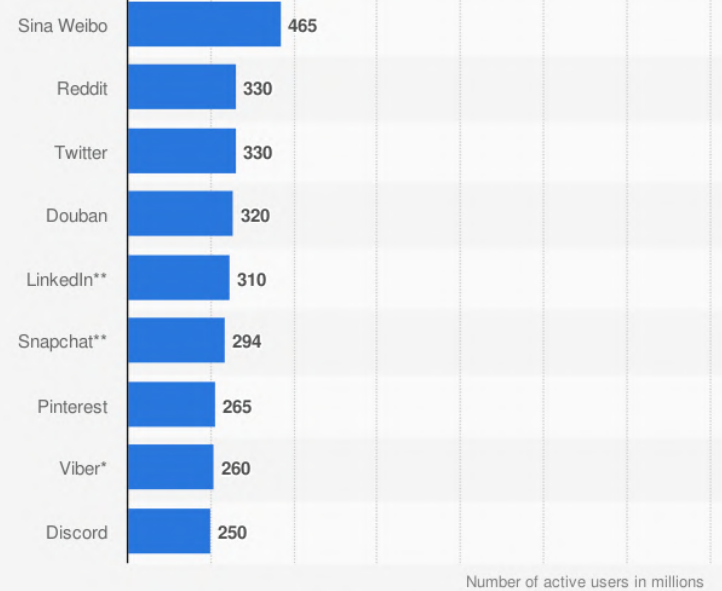
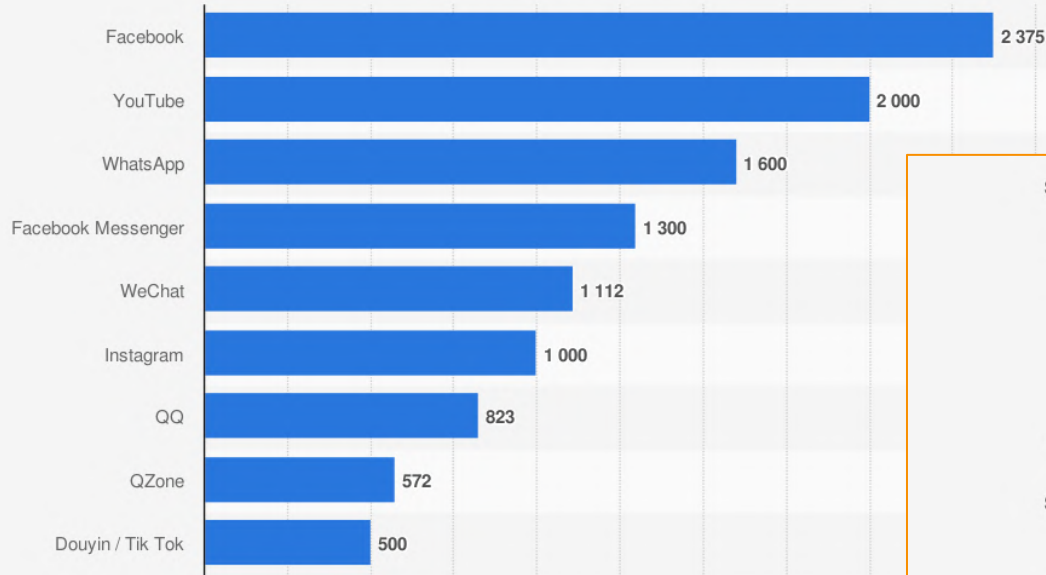


HUMANS CRAVE  
CERTAINTY &  
TRANSPARENCY

# What are people saying?



### Most popular social networks worldwide as of July 2019, ranked by number of active users (in millions)



**Sources**

We Are Social; Various sources (Company data); Hootsuite; DataReportal © Statista 2019

**Additional Information:**

Worldwide; Various sources (Company data); DataReportal; as of July 15, 2019; social networks and messenger/chat app/voip included



# Consequences



Izzy  
@Is\_Vix

Follow

Over the last 3 months I have been job hunting and let me tell you. The interview process these companies make you go through is EXHAUSTING! I've had a company say they want to hire me on the spot then went dark for a whole month. Is a month 'on the spot'?



1:24 PM - 27 Mar 2019



Izzy  
@Is\_Vix

Follow

Then they had the audacity, after a month of ghosting me, to expect me to drop everything to speak to the hiring manager. NO. I told the recruiter I'm no longer interested in this role. You all have played with my time and emotions enough. Thank you but NO THANK YOU.

This is the second offer I have rejected due to the blatant disregard for me as a human. If you can't prove to me you care about me in the interview process I'm definitely not convinced you GAF about me as an employee. Pass.

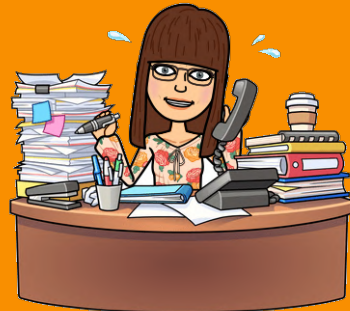
1:30 PM - 27 Mar 2019



# JUDGEMENT!

Recruiters are in the business of rejection.

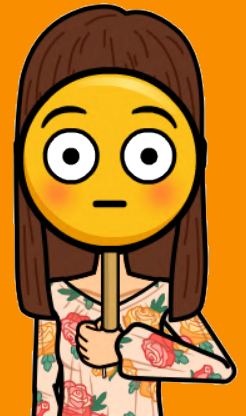
Your behaviour is what keeps someone's attention through the recruitment process.



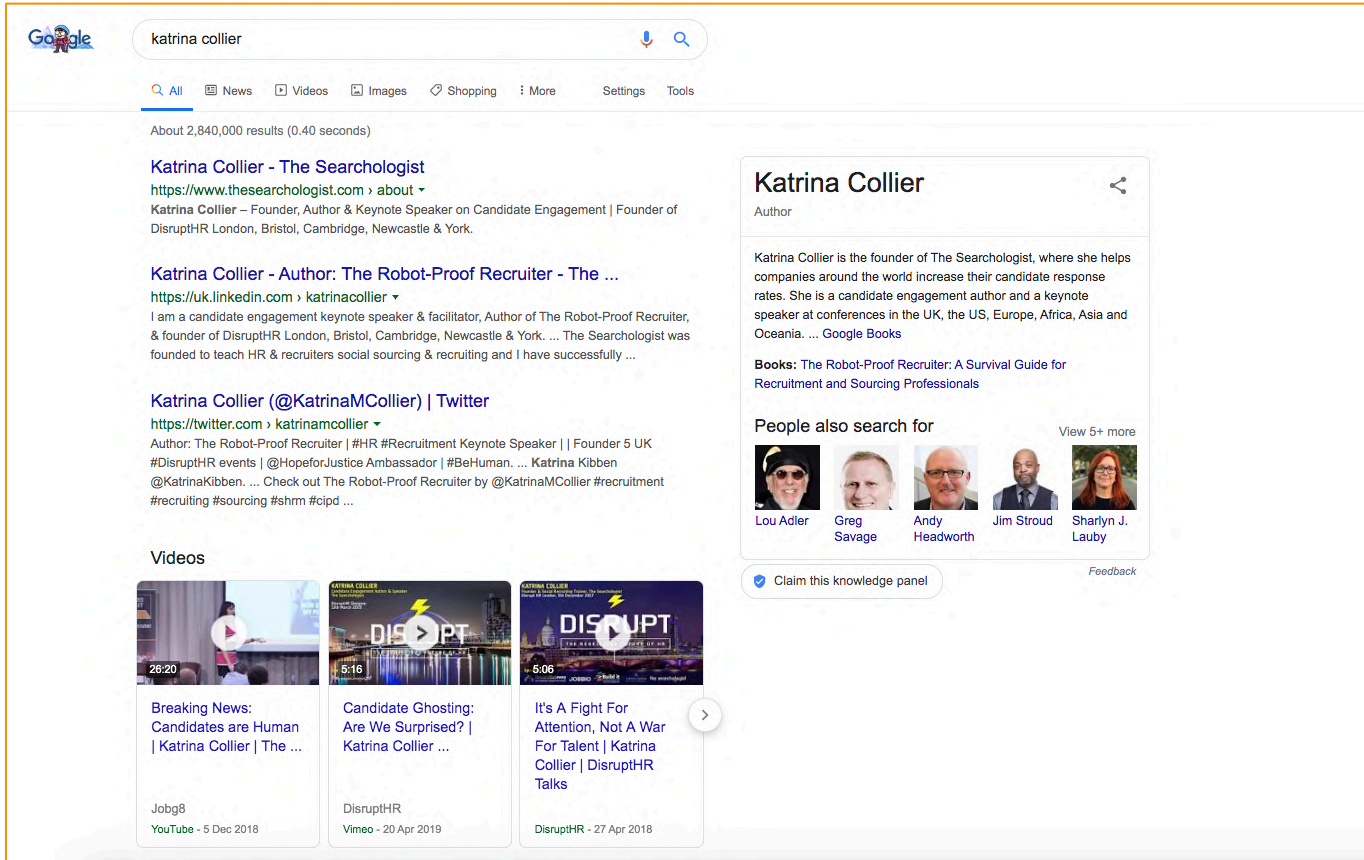


# 1. Google\* Those Involved In Hiring!

\*or use Baidu, Bing, DuckDuckGo, Exalead,  
Gigablast, Munax, Qwanr, Yahoo!, Yandex etc.



# Do you look worthy of someone's time?



Google search results for "katrina collier".

Search results include:

- Katrina Collier - The Searchologist**  
<https://www.thesearchologist.com/about>  
Katrina Collier – Founder, Author & Keynote Speaker on Candidate Engagement | Founder of DisruptHR London, Bristol, Cambridge, Newcastle & York.
- Katrina Collier - Author: The Robot-Proof Recruiter - The ...**  
<https://uk.linkedin.com/katrinacollier>  
I am a candidate engagement keynote speaker & facilitator, Author of The Robot-Proof Recruiter, & founder of DisruptHR London, Bristol, Cambridge, Newcastle & York. ... The Searchologist was founded to teach HR & recruiters social sourcing & recruiting and I have successfully ...
- Katrina Collier (@KatrinaMCollier) | Twitter**  
<https://twitter.com/katrinacollier>  
Author: The Robot-Proof Recruiter | #HR #Recruitment Keynote Speaker | | Founder 5 UK #DisruptHR events | @HopeforJustice Ambassador | #BeHuman. ... Katrina Kibben @KatrinaKibben. ... Check out The Robot-Proof Recruiter by @KatrinaMCollier #recruitment #recruiting #sourcing #shrm #cipd ...

**Videos**






- Breaking News: Candidates are Human | Katrina Collier | The ...**  
Jobg8  
YouTube - 5 Dec 2018
- Candidate Ghosting: Are We Surprised? | Katrina Collier ...**  
DisruptHR  
Vimeo - 20 Apr 2019
- It's A Fight For Attention, Not A War For Talent | Katrina Collier | DisruptHR Talks**  
DisruptHR - 27 Apr 2018

**Katrina Collier** Author

Katrina Collier is the founder of The Searchologist, where she helps companies around the world increase their candidate response rates. She is a candidate engagement author and a keynote speaker at conferences in the UK, the US, Europe, Africa, Asia and Oceania. ... [Google Books](#)

**Books:** [The Robot-Proof Recruiter: A Survival Guide for Recruitment and Sourcing Professionals](#)

**People also search for** [View 5+ more](#)

-  Lou Adler
-  Greg Savage
-  Andy Headworth
-  Jim Stroud
-  Sharlyn J. Lauby

[Claim this knowledge panel](#) [Feedback](#)





**BUSINESS** 20 VOTES



**BUSINESS** 20 VOTES



14:04



**Katrina Collier** 🇺🇸 🇬🇧

@KatrinaMCollier

Author: The Robot-Proof Recruiter | #HR #Recruitment Keynote Speaker | 🌍 ✈️ ❤️ 🐕 🐕 | Founder 5 UK #DisruptHR events | @HopeforJustice Ambassador | #BeHuman

📍 London | Global Traveller ✈️

🔗 [linktr.ee/katrinacollier](https://linktr.ee/katrinacollier) 📅 Joined January 2010

4,125 Following 12.7K Followers

[Edit profile](#)

← 🔍 Katrina Collier ⚙️



**Katrina Collier**

Author: The Robot-Proof Recruiter | Facilitator & Keynote Speaker | Run 5 DisruptHR events | Hope for Justice Ambassador


The Searchologist

London, Greater London, United Kingdom • 500+ 🧑

I am a candidate engagement keynote speaker & facilitator, Author of The Robot-Proof Recruiter, & founder of DisruptHR London, Bristol, Cambridge, N...



[in](#) ✎



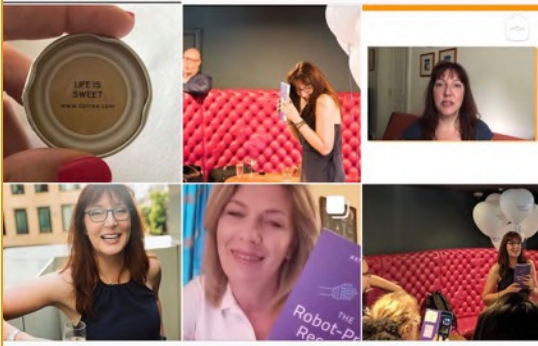
4,974 Posts 1,252 Followers 1,020 Following

**Katrina Collier**  
Business Consultant

Author: The #RobotProofRecruiter | HR & Recruitment Keynote Speaker | 🌍 ✈️ 🇺🇸 🇬🇧 London 🐕 🐕 | Hope for Justice Ambassador #BeHuman #CandidateEngagement [linktr.ee/katrinacollier](https://linktr.ee/katrinacollier)

[Edit Profile](#) [Promotions](#) [Contact](#)

+ Highlight Robot Proof... Dogs volum... Robot-Proo... Search



🏠 🔍 + ❤️ 👤






## Katrina Collier


Author: The Robot-Proof Recruiter | Keynote  
Speaker | Aussie Brit | 🐾 x 2 | 🌍 ✈️ |  
#BeHuman




 Author, Speaker & Facilitator at The Searchologist

 Lives in London, United Kingdom

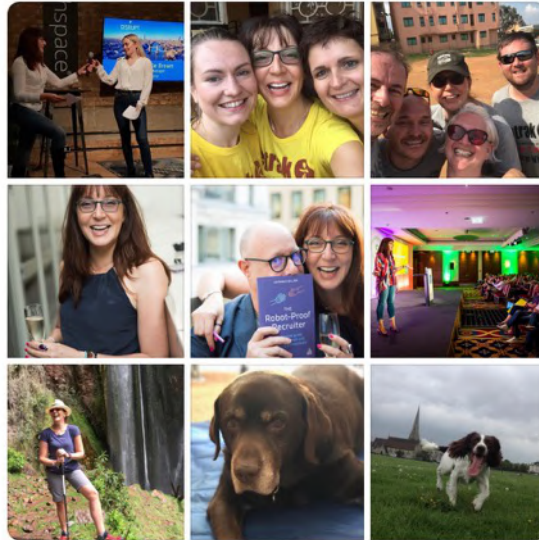
 Manages The Searchologist

 KatrinaMCollier

 KatrinaMCollier

 thesearchologist.com

... See Your About Info



[Edit Public Details](#)



## 2. Look Like A Company Worth Talking To!



# INCLUSIVITY



Featured Article

Authenticity at work is a privilege



**Roseanne Malfucci**

Featured Article

Inclusion is Everyone's Business: Q&A for Individuals



**Ana Rodrigo and Hiyasmin Dimaranan**

Featured Article

Gender: Why Are You Asking About It?



**Dr J Harrison**

17 JUL 2019

ThoughtWorks University: A graduate perspective



**Angelita Sasmita**

24 JUN 2019

GenderFluid: The Solution



**Dr J Harrison**

11 JUL 2019

Part I: Why don't women ask? Bridging the gender pay gap



**Jaksha Shah and Kelly Benson**

She/Her  
He/Him  
They/They



**Recite** me

BOOK A DEMO TRY Recite FREE TRIAL

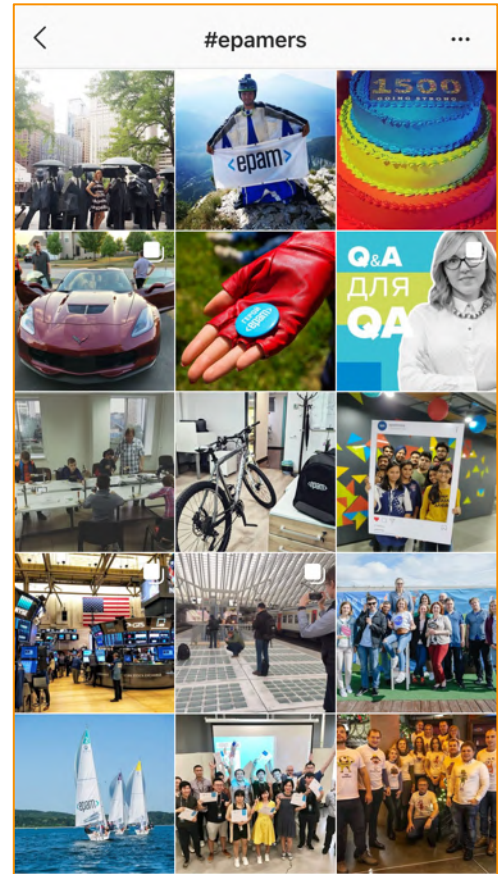
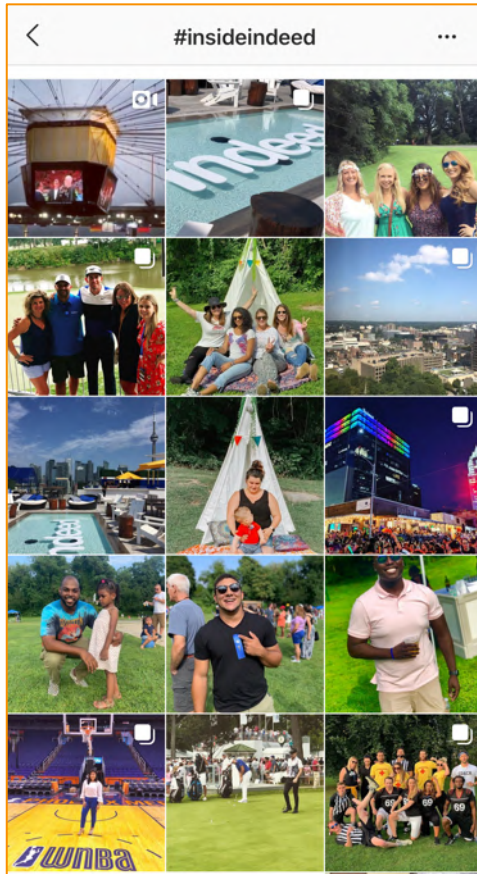
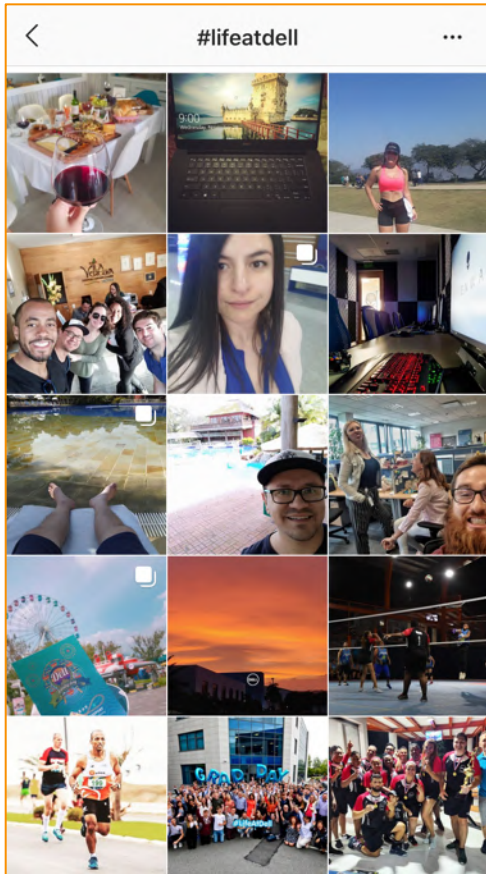
Home About Products Info Latest News Statistics Contact

## Can Recite Be Used

**Why Your Website Needs Recite**

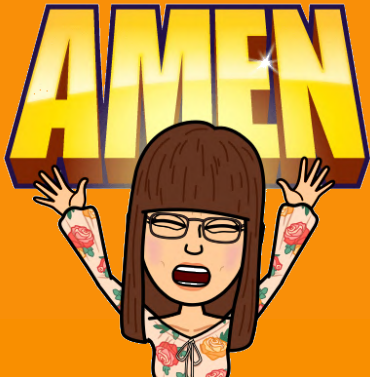
We know that our web accessibility software can help you to grow your organisation's reach; it also helps you to comply with anti-discrimination legislation in the UK, EU and worldwide. Research shows that there are millions of people in the world who cannot easily access digital content because of a health condition, impairment or disability.

















# 3. Communicate Respectfully

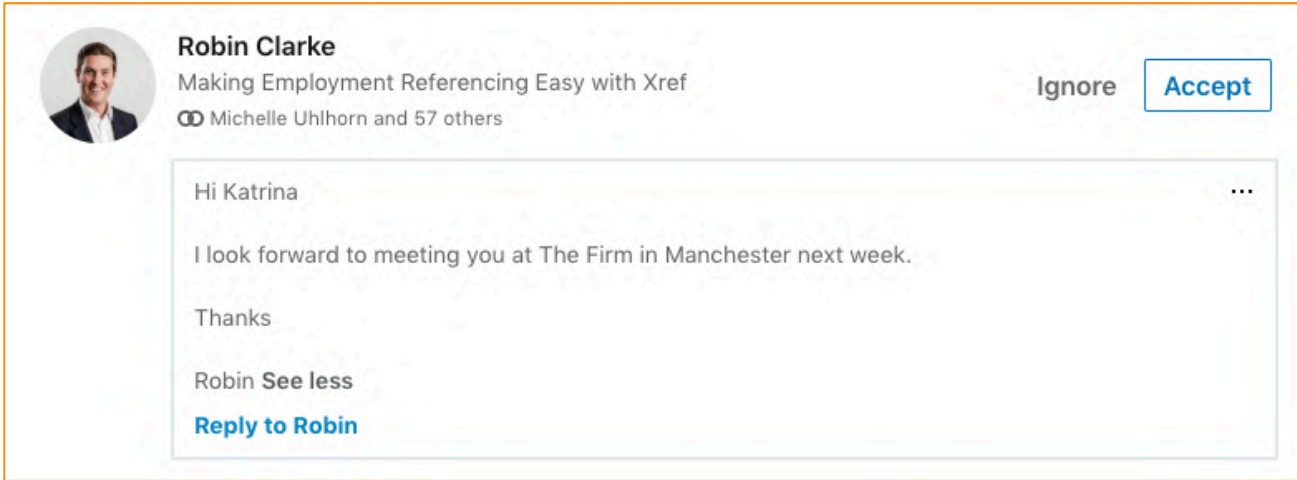


# Unexplained invitations

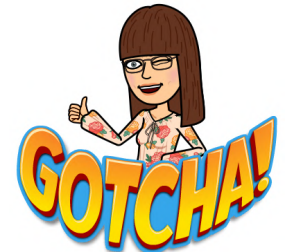
	<b>Janine Adeleke</b> Employer Engagement Freelancer  Dan Brown and 10 others	Ignore	<a href="#">Accept</a>
	<b>Joel Lalgee</b> ✕ Regular Guy  Innovative Recruiting Strategies   Changing The Image of Agency Recruiters   Real Talk   Quality Hires   Matt Alder and 32 others	Ignore	<a href="#">Accept</a>
	<b>Sasha Jones</b> Founder at BRNCH Members Club  Leanne Rigby and 7 others	Ignore	<a href="#">Accept</a>
	<b>Pradeep K</b> Placing Right Talent At The Right Place  Ibrahim (Abraham) Khaleelullah and 4 others	Ignore	<a href="#">Accept</a>
	<b>Austin Sears</b> Talent Relationship Manager, Zalando Tech Hubs (he/him)  Neha Hans and 11 others	Ignore	<a href="#">Accept</a>



# Explained invitations



The screenshot shows a LinkedIn invitation from Robin Clarke. On the left is a circular profile picture of a man in a suit. To the right of the picture is the name "Robin Clarke" in bold, followed by the text "Making Employment Referencing Easy with Xref" and "Michelle Uhlhorn and 57 others". In the top right corner of the invitation card are two buttons: "Ignore" and "Accept". The main body of the invitation contains the following text: "Hi Katrina", "I look forward to meeting you at The Firm in Manchester next week.", "Thanks", and "Robin See less". At the bottom left of the message area is a blue link that says "Reply to Robin".



## New InMail message

To Jo Malone Tristan McLaughlin +19 more

21/16999  
InMail credits

Dana Hawkins Dana Harris +2 more

Free InMail

Recipients will be contacted through InMail

Email

Would you be interested in chatting?

Hi [First Name], ▾

I am currently working with a \_\_\_\_\_ team looking for an exceptional \_\_\_\_\_ and I noticed you have great design experience. \_\_\_\_\_ from \_\_\_\_\_ are always the best.

The organization is growing fast, and we are finding that there is increasing demand from their clients to make \_\_\_\_\_ more engaging and exciting.

I understand that you run a very busy schedule -- if this sounds interesting, please share 2-3 times that could work for you to meet this or next week.

Kind regards,  
Karina



# Stand out from the crowd!

**From:** Mark Lundgren ·   
**Date:** Tuesday, 2 May 2017 at 14:44  
**To:** Katrina Collier <[katrina@thesearchologist.com](mailto:katrina@thesearchologist.com)>  
**Subject:** [Video] Thank you



Kind regards

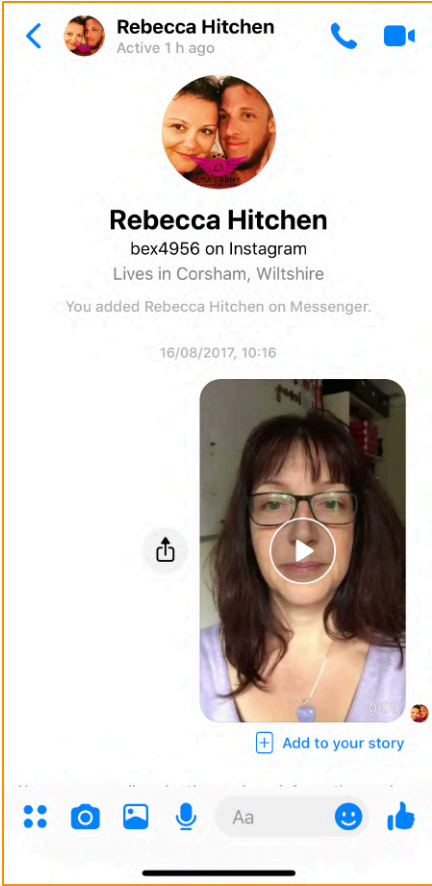
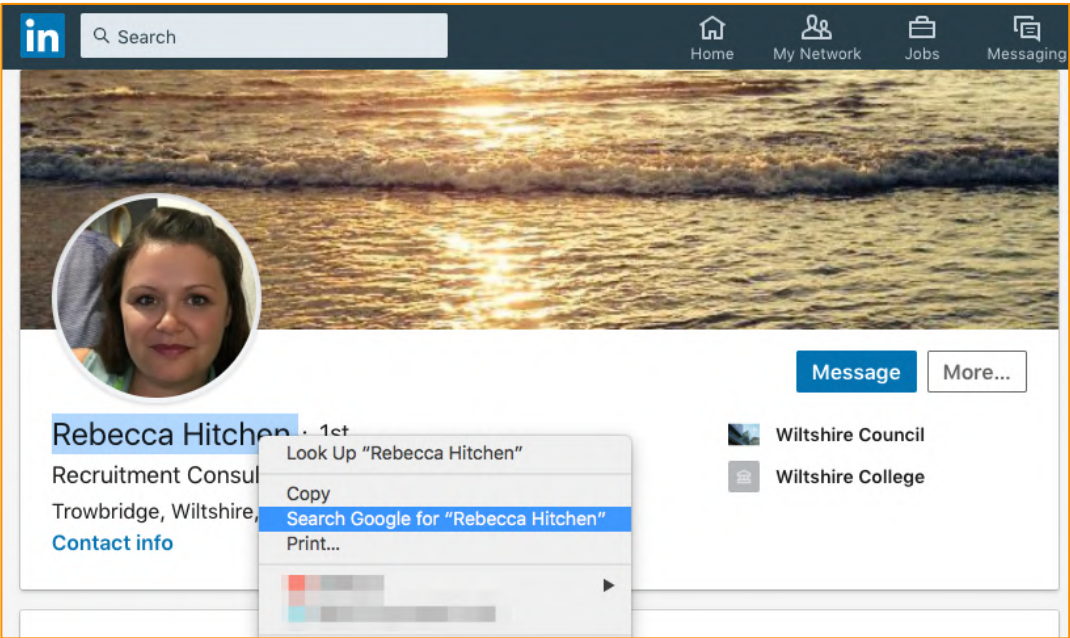
Mark

- BombBomb
- Odro
- Hinterview



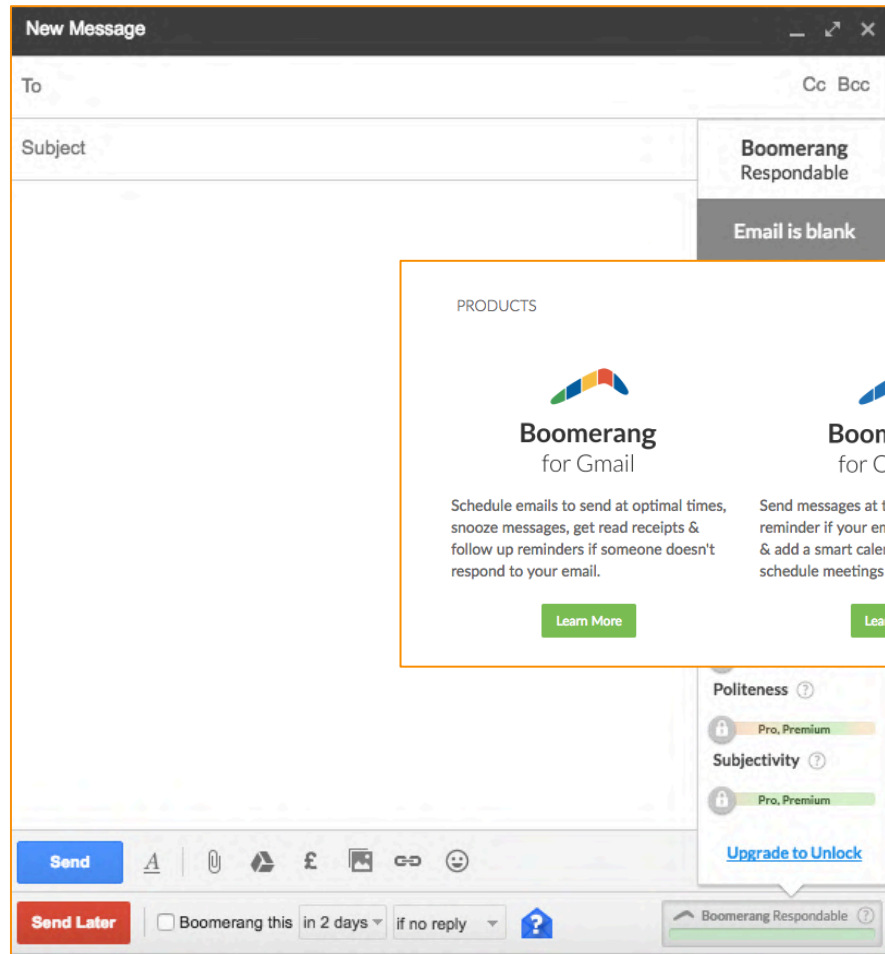
@RecruitMark

# Messenger



✓ Free! ✓ Pushed ✓ Read 😊

# Follow up!



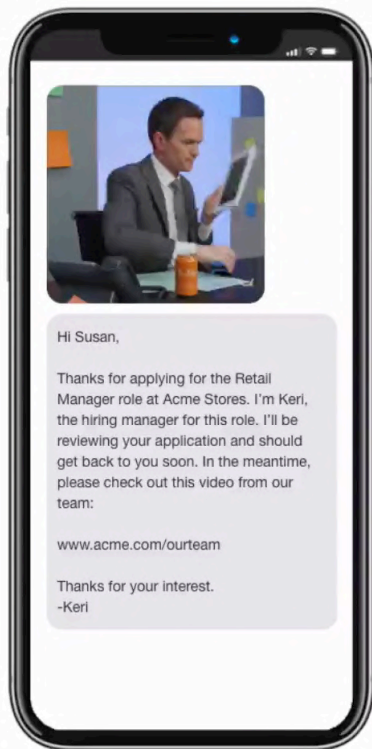
The screenshot shows an Outlook 'New Message' window. At the top, there are fields for 'To', 'Cc', and 'Bcc'. Below these is a 'Subject' field. A notification box on the right side of the window reads 'Boomerang Responsible' and 'Email is blank'. In the center, a large white overlay with an orange border displays three product options under the heading 'PRODUCTS':

- Boomerang for Gmail:** Schedule emails to send at optimal times, snooze messages, get read receipts & follow up reminders if someone doesn't respond to your email. [Learn More](#)
- Boomerang for Outlook:** Send messages at the perfect time, get a reminder if your email doesn't get a reply & add a smart calendar assistant to schedule meetings faster. [Learn More](#)
- Boomerang for Mobile:** Send emails later, get follow up reminders, read receipts, and snooze messages to a time or a location—all on your Android or iOS device. [Learn More](#)

At the bottom of the window, there is a 'Send' button and a 'Send Later' button. To the right of the 'Send Later' button, there are options to 'Boomerang this in 2 days' and 'if no reply'. A 'Politeness' and 'Subjectivity' settings panel is visible on the right, both set to 'Pro, Premium' and locked. An 'Upgrade to Unlock' link is also present. The Boomerang Responsible notification is also visible at the bottom right of the window.



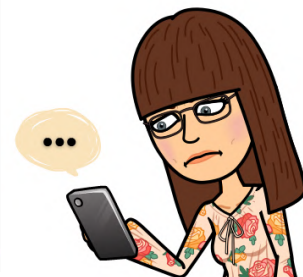
# Acknowledge the human!



## ConveyIQ

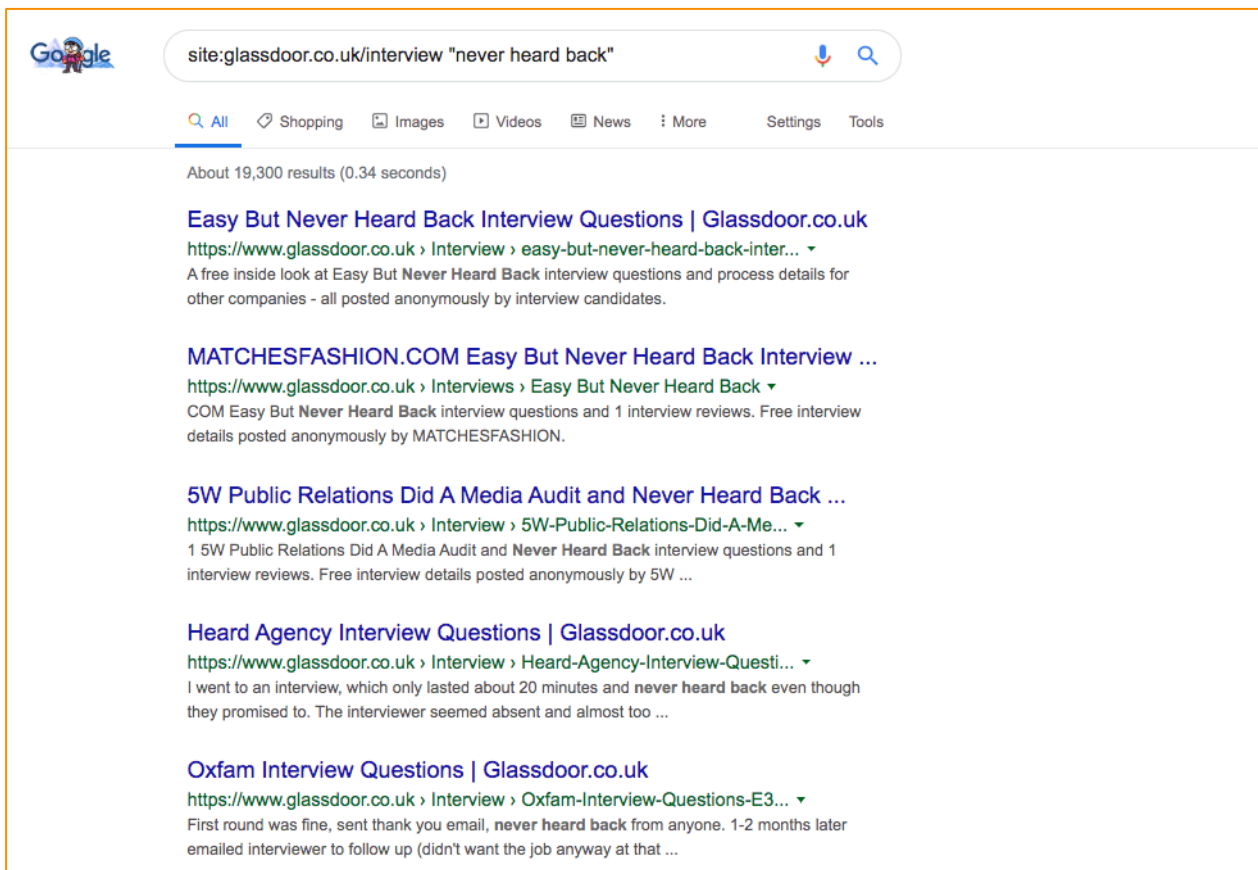
### CANDIDATE JOURNEYS

Candidates receive personalized email and SMS communications to keep them engaged and informed throughout your process with proven messaging and content.





# If you really want to stop ghosting...



Google site:glassdoor.co.uk/interview "never heard back"

Shopping Images Videos News More Settings Tools

About 19,300 results (0.34 seconds)

**Easy But Never Heard Back Interview Questions | Glassdoor.co.uk**  
<https://www.glassdoor.co.uk> › Interview › easy-but-never-heard-back-inter...  
A free inside look at Easy But Never Heard Back interview questions and process details for other companies - all posted anonymously by interview candidates.

**MATCHESFASHION.COM Easy But Never Heard Back Interview ...**  
<https://www.glassdoor.co.uk> › Interviews › Easy But Never Heard Back  
COM Easy But Never Heard Back interview questions and 1 interview reviews. Free interview details posted anonymously by MATCHESFASHION.

**5W Public Relations Did A Media Audit and Never Heard Back ...**  
<https://www.glassdoor.co.uk> › Interview › 5W-Public-Relations-Did-A-Me...  
1 5W Public Relations Did A Media Audit and Never Heard Back interview questions and 1 interview reviews. Free interview details posted anonymously by 5W ...

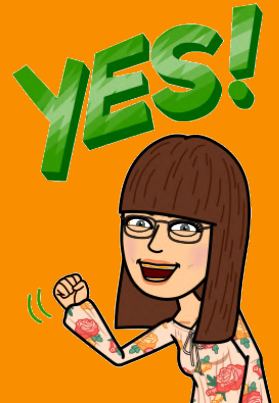
**Heard Agency Interview Questions | Glassdoor.co.uk**  
<https://www.glassdoor.co.uk> › Interview › Heard-Agency-Interview-Questi...  
I went to an interview, which only lasted about 20 minutes and never heard back even though they promised to. The interviewer seemed absent and almost too ...

**Oxfam Interview Questions | Glassdoor.co.uk**  
<https://www.glassdoor.co.uk> › Interview › Oxfam-Interview-Questions-E3...  
First round was fine, sent thank you email, never heard back from anyone. 1-2 months later emailed interviewer to follow up (didn't want the job anyway at that ...



# Increase candidate engagement by:

1. Looking worthy of someone's time
2. Looking like a company worth talking to
3. Being a great communicator



# Recruitment Is Easy When People Feel They Matter

Thank you!

Katrina Collier

+447917880711 | [katrina@thesearchologist.com](mailto:katrina@thesearchologist.com)

the searchologist  
✂

Author : The Robot-Proof Recruiter | Keynote Speaker & Facilitator

