

Increase Your Qualified Applicant Volume Using Fourth Recruit

As an employer, your overall goal is to hire and retain great employees that can deliver superior service to your customers. However, it can often be frustrating and sometimes challenging to find qualified applicants for your open positions. Luckily, our software platform can provide you with the right tools to help you find the perfect candidate for the job. Below are four ways you can use [Fourth Recruit](#) to help combat low applicant traffic.



1. Enhance Your Job Descriptions

When posting a job using [Fourth Recruit](#), your job descriptions should be concise, well-formatted and highlight why your company is a great place to work. You should avoid having a job description in block paragraph form. Make sure your language reflects the job and your company culture, and that it targets the characteristics of applicants you want to attract.

2. Don't Rely Strictly on Interviews for Candidate Evaluation

Interviews involve a lot of discussion. Sometimes, a conversation isn't always the best way to determine a candidate's skill level or experience. To receive more canned responses, try administering personality assessments using companies such as Wonderlic directly from your [Fourth Recruit](#) account, to gain a feel for candidates' real personalities and abilities.

3. Utilize Referral Programs

Studies has shown referral programs to be one of the most reliable and cost effective ways to find quality employees. Through [Fourth Recruit](#), users can create a trackable referral program that incentivizes participants to refer applicants to open positions.

4. Use Social Media to Share Your Job Postings

Many job seekers turn to social media to find open positions. Be sure you aren't missing out on quality applicants by not fully utilizing your social media accounts to promote your jobs. [Fourth Recruit](#) allows you to easily advertise your job postings on social media, directly through your account.

