

Wepow Public Link Guide

Make interviewing simple



© 2017 Wepow, Inc.
PROPRIETARY - DO NOT SHARE

Public Links allow you to widen your candidate pool



Public Links are automatically created when you create an interview. You can paste these links on your careers site, social media, job boards, or ATS and candidates can “self-register” to take an interview.

This is a great way for you to automate the invitation process or gather responses from passive candidates.

Let's take a look at the following:

- Common Use Cases
- Best Practices
- Candidate Communication

Accessing the Public Link



Example

The screenshot shows the 'Account Manager' interface for an 'Active' account. The top navigation bar includes 'Home', 'Insights', 'Pre-recorded', 'Live', 'Candidates', and 'Resources'. The 'Settings' tab is highlighted with a red circle. The 'Public Link' section is highlighted with a red border and contains the following options:

- Turn on public link
Candidate can participate in your interview when you share the interview link.
<https://icorporation.wepowapp.com/pi/ab06af522113dbad694ce3aff29a01b6> Copy
- Request mobile phone number
You can ask candidates to provide a mobile phone number when registering through the public link.

Below the Public Link section, there is a 'Requisition ID' field, a 'Set deadline' checkbox, and radio button options for 'Candidate individual deadline' (selected) and 'Fixed deadline'. A 'Save' button is at the bottom of this section.

On the right, the 'Evaluation Method' section shows a warning: 'Changing the evaluation method will delete completed evaluations and recommendations for this interview.' It offers two options: 'Question level evaluation' (selected) and 'Custom evaluation form'. A 'Change evaluation method' button is at the bottom.

Check the box to request candidates' mobile phone number

**Choose your interview from the Pre-Recorded tab, and then click on Settings*

Use Case Example: College / Campus Recruiting



Recruiting college candidates for internships or recent graduates for full time positions is always stressful. With Public Links, you can expand your footprint to campuses you're not physically able to recruit from.

Best Practices:

1. Post a job requisition on your intended colleges' internal careers site and paste the Public Link.
2. Customize the Public Link email template within your Wepow settings to explain some of the benefits (What's In It for Them). Candidates receive this email when they register for your interview.
3. Include Transition videos that help candidates feel engaged in your process.
4. Ask multiple-choice questions to narrow the candidate pool and filter candidates based on criteria like GPA, prior internship experience, or graduating semester.

Use Case Example: General Requisitions



You may want to consider having a “General Requisition” where candidates apply to your company, while you determine a mutual fit based on requirements and skills.

To take this one step further, try creating a General Requisition per department (Sales, Marketing, Engineering, Operations, etc) that ties to a Public Link. If your interview contains a multiple choice form, you can funnel them into specific areas within various departments.

All interviews can contain general videos regarding your organization or department specific informational content to engage candidates.

Use Case Example: Informational Interviews



For passive candidates, it's important to keep them interested in joining your organization. Sending public links to an informational interview is a non-intrusive way to keep in touch.

Typically, Informational Interviews have a variety of transition videos that could walk candidates through:

- Company Overview
- Job Preview
- A few words from the hiring manager

At the end, you can ask candidates simple questions like if they'd like to speak further about joining your organization.

Use Case Example: Inviting Candidates From Your ATS



Hi _____,

I received your application for our _____ position at [organization] in our [location] office. I'm very excited to learn more about you and your background.

Here is a **[link](#)** to complete a video interview. You'll have ____ days to complete (you can also complete this via your mobile device). If you've never done a video interview before, please check out the attached video interview guide. We understand this may be a different process than what you're used to, but it helps us find the best candidates and helps you learn a bit more about [organization].

Please let me know if you have any questions or if you don't receive the link. It's possible it'll go into your spam folder. We're looking for candidates to showcase their personality and provide specific examples.

Regards,

____ TA Team

Candidate Self Registration




W

1. WELCOME 2. OVERVIEW 3. SETUP 4. PRACTICE 5. INTERVIEW 6. WRAP-UP

We're excited for you to participate in this video interview

Customer Success Manager



Sign Up to take this interview

First name

Last name

Email

Email Confirmation

Mobile phone

I agree to Wepow's [Terms of Service](#) and [Privacy Policy](#).

Top Tips



Customize Your Outreach

Edit the Public Link interview invitation to summarize the process.

Social Media Engagement

You can post public links to any social media outlet that you may be advertising open positions on (LinkedIn, Indeed, Facebook, Twitter, etc..)

Request Mobile Phone Number

Requesting mobile phone numbers from candidates allows you to send SMS/Text reminders.

Registered vs Invited

Track where your candidates are completing interviews from.

Best of luck!

Feel free to contact your Client Relationship Manager for additional best practices and tips!



Make interviewing simple.