# Wepow Public Link Guide

Make interviewing simple





# 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



	Home Insights Pre-recorded Live Candidates Resources	Team: ✓ Ø 🚨 ✓
Example	Account Manager  Active	Candidates Evaluators Settings Insights
Check the box to request candidates' mobile phone number	Public Link  Turn on public link Candidate can participate in your interview when you share the interview link.  https://icorporation.wepowapp.com/pi/ab08af522113dbad694ce3aff29a01b6  Copy  Request mobile phone number You can ask candidates to provide a mobile phone number when registering through the public link.  Requisition ID  Set deadline  Candidate individual deadline  days after initial invitation is sent  Fixed deadline  Save	Evaluation Method  Changing the evaluation method will delete completed evaluations and recommendations for this interview.  Question level evaluation Rate each response separately with a 1-5 stars system.  Custom evaluation form Evaluate candidate based on your organization criteria.  Change evaluation method

\*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:**

- 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.

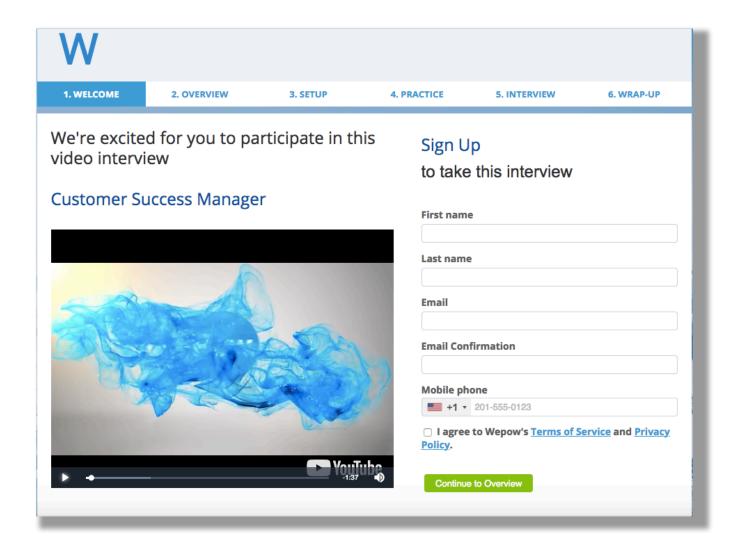
# Use Case Example: Inviting Candidates From Your ATS



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 <b>link</b> 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





# 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.