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LEVERAGING TECHNOLOGY FOR 21ST CENTURY INTERVIEWING: RIGHTS, WRONGS & DEFINITELY NOTS

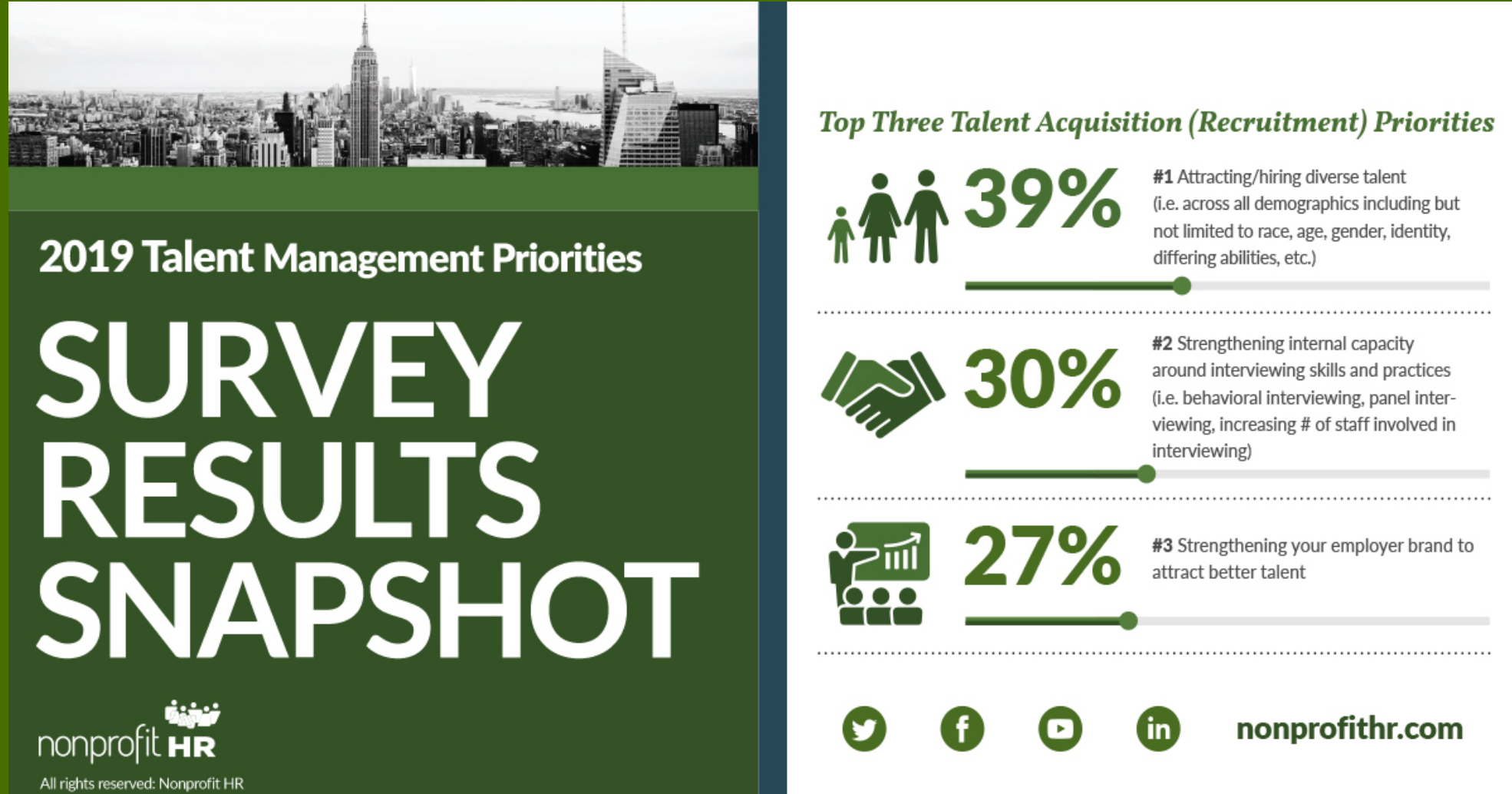
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STRENGTHEN YOUR PEOPLE.
ACHIEVE YOUR MISSION.

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Talent acquisition remains a priority for nonprofits.



Percentages represent the respondents that chose these priorities among their top three.

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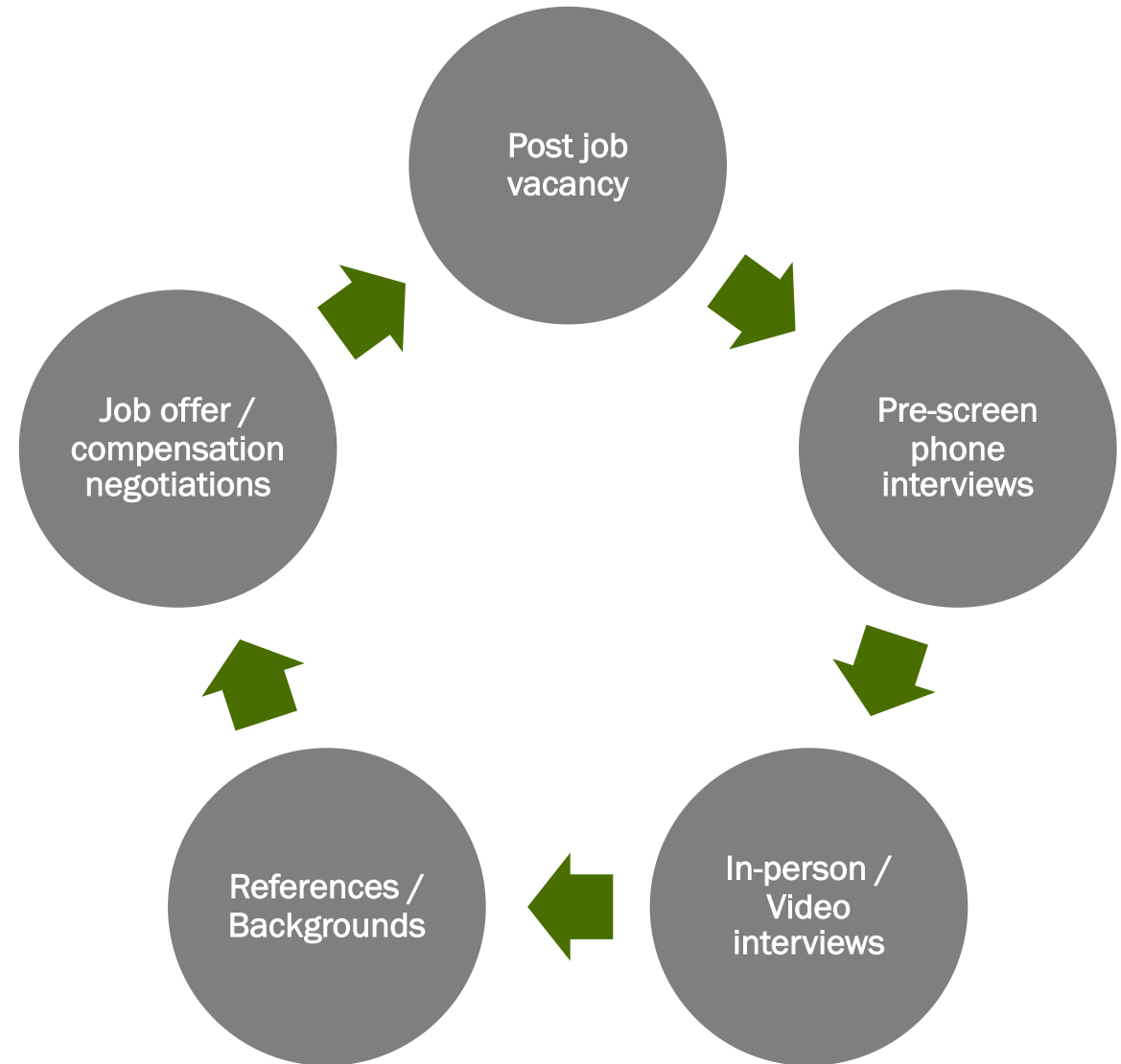
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LEARNING OBJECTIVES

- Screening and interviewing methods that appeal to the tech-savvy and increasingly remote and contingent workforce.
- How to navigate the rights, wrongs and definitely nots of using social media in the recruitment process.
- Using technology to build dialogue with active and passive candidates.
- Q&A

21ST CENTURY SCREENING AND INTERVIEWING METHODS

ESTABLISH CONSISTENT INTERVIEW PROCESS FOR ALL CANDIDATES.



How are you using
technology for the
talent acquisition
process?



Using tech to augment your interview process:

- AI technology
- Video interviewing
- Pre-recorded video interviewing:
 - VidCruiter
 - RIVS digital interviewing
 - Spark Hire

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Pros and Cons of Using Video Interviewing:

- Pro - Logistics (Efficiency for panel interviews)
- Pro – Maximize recruiter's time
- Pro - Expanding geographic talent pool
- Pro – Reduces job seeker's travel expenses
- Pro – Reduces job seeker's use of leave
- Con - Soft skills (Eye contact, personability, professionalism)
- Con - Demography – (Ageism, unconscious biases, gender, race, background)
- Con - Ability to use and/or access to technology
- Con - Americans with Disabilities Act considerations (Fair interview process)

Legal Issues:

- Americans with Disabilities Act considerations (Fair interview process)
- Protected Classes
- Topics/scenarios to avoid
- Recording conversations
- Transcribing recordings and using for training opportunities



Legal Issues:

- Be mindful of legal compliance during interviews
- Hiring decisions must be made without regard to protected classes
- Only ask questions relevant to skills and competencies required



NAVIGATING THE RIGHTS, WRONGS AND DEFINITELY NOTS OF USING SOCIAL MEDIA IN RECRUITMENT

What is your organization
really looking for when
searching social media?



Don't Be creepy!

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Establishing consistent social media search criteria:

- *Is there a legitimate business reason?*
- Standardize social media research
- Determine which sites are appropriate
- Train interviewers/decision-makers *not* to engage in online searches
- Be consistent and document
- Only provide relevant information to relevant decision-makers

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Don't Be
Creepy!

Legal Risks of Using Content found on Social Media:

- Inadvertent discovery of protected information or classifications
- Lawful, off-duty conduct typically is protected
- Background check restrictions – state and federal



Legal Risks of Using Content found on Social Media:

- Increased EEOC attention on the hiring process generally
- No social digital footprint



USING TECH TO BUILD DIALOGUE WITH ACTIVE AND PASSIVE CANDIDATES

Using technology to engage candidates:

- Be responsive
- Remember you are representing your organization's brand
- Remember that candidates are at different spectrums of the job search process

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Using technology to engage candidates:

- Ensure recruiters' messages do not mislead candidates – provide templates for them to modify
- Provide them with tips to manage expectations of the candidates

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Legal Issues:

- Allowing legal representation or general counsel to review templated messaging never hurts
- Keep jobs updated on site to minimize personal inquiries
- Increased EEOC attention on the hiring process generally

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Legal Issues:

- Be consistent
- Engage legal counsel to establish process for formal background checks
- Offer letters and rejection letters can be evidence
- Be mindful of any non-solicitation obligations and restrictions



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