



The Holiday Recruiting and 2022 Prep Checklist

The holidays are soon approaching! We know it can often feel like a slow time, but this is actually a great season to both spice up your end-of-year recruiting and prep for next year!

Stay ahead of the game before the holidays arrive as well as when you return to work in 2022 by downloading and completing this checklist.

- Ensure all your Job Posts are up-to-date.**
Don't stop recruiting over the holidays! Updating Job Posts prior to the holidays is an effective strategy since doctors are usually working less and therefore have more time to engage on Doximity.
- Send messages ahead of time.**
Make sure to send messages to clinicians ahead of time to allow time for responses prior to being out of the office. The holidays are a time to unplug and celebrate— sending your messages ahead of time means there's less of a need to check for responses when you're out.
- Add your Out of Office dates to your email signature & voicemail.**
By communicating the dates you may be out of the office, clinicians will know to expect a delayed response, or even better, seeing those dates might nudge them to follow up with you a little sooner.
- Follow up with any unresponsive candidates.**
Letting these candidates know that you'll be out of the office for a certain period of time might encourage them to reach out. It's also a great excuse to wish them a happy holiday and have your email at the top of their Inbox!
- Ask a colleague to monitor your outreach while you're out.**
Most of us take some time off around the holidays, so this might depend on your team situation. However, if you do have a colleague who can monitor your message responses & jobs while you're out, this will prevent any lapse in candidate follow up.
- Send your candidates a thoughtful note.**
Take advantage of the holiday season by trying a different type of outreach: a thoughtful note or holiday greeting. Rather than sending a more typical recruitment message, focus on a note that expresses your gratitude and holiday wishes. Engaging clients or candidates in a meaningful way will help you stay top of mind and increase the likelihood of responses.

- [Review your company brand.](#)
This could include updating your recruiting messaging guides to showcase this — think about concrete examples and anecdotes that show off your brand.
- [Take steps to build your personal brand for 2022.](#)
This may include ordering new business cards, updating your recruiter profile, creating or updating your personal website, writing blog posts, etc.
- [Reflect on 2021 programs and costs.](#)
Examine last year's budget and individual costs to establish a benchmark for next year. Then decide how you'll track the effectiveness of programs in 2022.

[Research new tools.](#)

- Are there tools you'd like to add to your workflow? Use the time around the holidays (when meetings and interviews may be slower than usual) to research new tools that might be great additions to your existing tool belt.

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