

Diversity Hiring 101: The Basics

Tips for Attracting and Engaging More Diverse Candidates



First Impressions Matter

Build a diversity-centric career site.

- The candidate experience starts with your career site, so it should showcase your company's diversity efforts.
- Ensure the imagery on your site reflects variety in race, gender, ability, etc.
- Publish content on diversity-focused topics and employee spotlights that represent your diverse workforce.

Pro tip: Use Jobvite's D&I pack to create targeted microsites that highlight underrepresented groups.



Expand Your Talent Network

Find and nurture new sources for candidates.

- Post job openings to a wide variety of job boards, including those focused on diversity hiring.
- Develop a culture of referrals to perpetuate your D&I efforts.
- Offer opt-in talent networks for diversity groups to stay in touch and build relationships with top candidates.
- **Pro tip: As your focus on D&I increases, look to your CRM database as a source for diverse talent.**



Reduce Unconscious Bias

Keep your hiring process impartial.

- Words like "guru" and "ninja" have an unintended male bias — keep them out of job descriptions.
- Eliminate "nice-to-haves" from your job requirements as underrepresented groups often won't apply unless they're 100% qualified.
- Remove bias from the hiring process by de-identifying sensitive information in candidate resumes.
- **Pro tip: Bias Blocker™ from Jobvite redacts information like race, gender, and religion before sharing a resume with hiring managers.**



Understand Your Progress

Track and measure diversity efforts.

- Identify the most consistent sources of diverse talent.
- Make sure you understand how diversity candidates are progressing through the hiring process.
- Monitor which content is most effective in attracting and engaging a diverse audience.
- **Pro tip: Jobvite's D&I pack includes reporting and analytics functionality to help you monitor the effectiveness of your diversity initiatives.**

Key Takeaways

- **Don't try to "boil the ocean"** — the most important thing is to get started on the journey and be open to learning along the way.
- **Set key milestones for making progress and be realistic with your timeline.**
- **Use metrics to track and report on progress to senior leadership.**

Make Diversity and Inclusion a Strategic Priority

Workplace diversity strengthens organizational performance, drives greater innovation, and creates a more trusted employer brand.

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