



**EMPLOYEE CONNECTIONS  
LIVE CHAT GUIDE**

# The Live Chat Effect



## Create

Candidate engagement

Live chat events: engage your talent community and answer questions that matter to your candidates, at scale



## Share

Amplify authentic content

Clinch EC will curate and deliver the full transcript of the event for your teams to re-leverage the content, share it on social media & influence future talent



## Convert

Talent re-engagement

Create a meaningful connection with your candidates, measure impact & nurture them with your live chat content after the event is finished

# Why organise a live chat?

## What is a live chat?

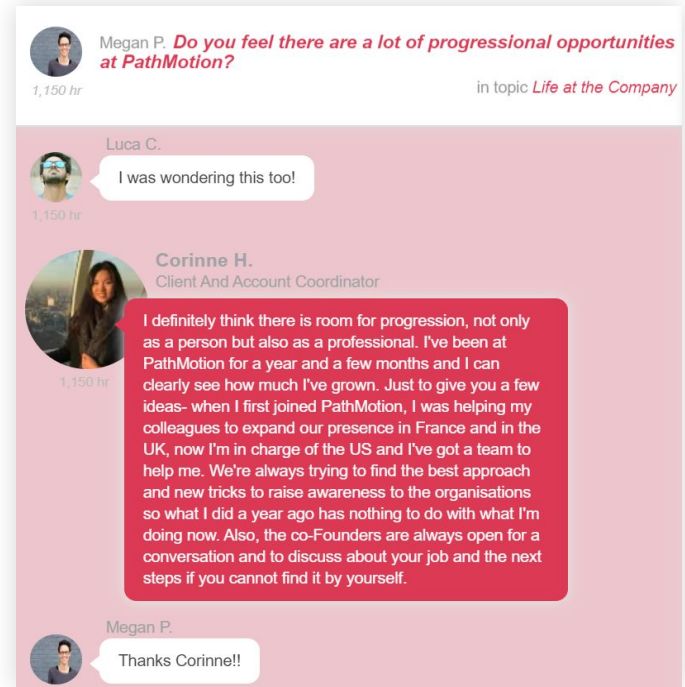
Live chats are group Q&A sessions that turn your best people into brand ambassadors to help you share your story with your most engaged candidates. Meet with talent and answer questions at scale.

## What is the purpose of a live chat?

Live chats will drastically increase the quantity and quality of your content by mirroring real life conversations.

Live chats are used to drive content around specific topics and target specific candidates (e.g. applications, diverse candidates) in public or private settings.

Successful live chats will generate over 60 discussions that can be leveraged by future candidates who didn't attend the event.



# Steps for Organising a Live Chat

Select an effective theme

Start your first live chat(s) with popular themes that will attract a large enough audience (“Meet the team” etc.) and then more niche topics (see slides 6&7 for examples)

Identify & Invite your Insiders

Select Insiders from the platform to participate in the Live Chat

Note: There is **no limit** to the number of participating Insiders, and they **do not need to be published** or have a full profile

Create your Live Chat

Schedule the Live Chat in the platform at least 3 to 4 weeks in advance

Promote your Live Chat

Ensure you follow best practices in the Live Chat guide to promote a live chat effectively so as to ensure good attendance.

Note: typically **40% of subscribed candidates attend** the Live Chat.

# Creating an Impactful Live Chat

# Live Chats

Organise the first chat as soon as possible to build platform content, then continue across the entire recruitment period to target groups

Select themes that will excite & inform your target audience

Use **Popular & General themes** to engage all candidates

- “Meet the team”
- “What makes our organisation unique”
- “Opportunities in [insert region]”
- “Why [insert name]”
- “[insert programme], your questions answered”
- “Working at [insert firm], perception vs reality”

Use **recruitment themes** to engage applicants in the process

- “Get ahead of the competition”
- “Stand out at interview”
- “How to prepare for your assessment centre”
- “What makes our interview process unique”
- “Find out what it takes to join us”
- “What to expect on your first day”

# Popular Live Chat Topics

Theme	Examples
Learn more	Meet the team / Day in the life of a [job role] / What makes the organisation great / Opportunities in [region]
Diversity	LGBTQ+ life within the company / Female leaders / Diversity and inclusion within the company
Pre-onboarding	How to prepare for your first day / What does the first month look like / Training materials Q&A
Applications	Graduate programmes / Post-offer live chat / How to prepare for an assessment centre / Tackling interviews

# Use an Enticing Title

The Live Chat title and description can be used to immediately motivate candidates to subscribe and attend

## Creating a title that attracts candidates:

The title should spark a candidates curiosity with plain language, enticing them to read more about the Live Chat in the body.

## Creating a description to motivate candidates to join:

1. Intro with empathy to build an emotional connection with the candidate
2. Intriguing section to make the candidate curious about what to expect in the Live Chat
3. Clear call to action Create a call to action encouraging candidates to subscribe and attend the Live Chat with details of the time and link to the Live Chat

BDO Summer Programmes - Your Questions Answered  
LIVE CHAT EVENTS

 **May 04, 2021 — From 17:00 to 18:00 (BST)**

Subscribe now!

Want to gain valuable work experience to add to your CV and grow your professional networks?

We have launched an exciting new range of **Virtual Summer Programmes** and can't wait to share them with you.

Taking place in July 2021, these week-long programmes provide the perfect opportunity to learn more about BDO and the work we do with our clients.

It's a chance to gain invaluable knowledge and skills that will set you up for a career with us and beyond, and could lead to a summer internship, brand ambassador or apprenticeship role.

Participate in a live chat with our BDO Recruitment Team to find out more about our four new programmes:

**Black Heritage Virtual Insight week** - for students of black heritage, in their first year of university (or second year of a four year course)

**Undergraduate Virtual Insight week** - for those in their penultimate year at university



# Setting up a Live Chat

The screenshot shows the PathMotion backend interface. On the left is a dark blue sidebar with the PathMotion logo and a user profile for James Yancey. The main content area is titled 'Create a new Live Chat' and contains a form with the following fields:

- Chat title:** A text input field with an example: "Learn about the day-to-day work of an Auditor!".
- Private:** A checkbox option.
- Event date:** A date selector set to 27 February 2019.
- Time starting at:** A time selector set to 16:00, with a note for Platform Timezone - Europe/London.
- for:** A dropdown menu set to 1h.
- Insiders participating:** A dropdown menu with a plus icon to add more.
- Description of the event:** A rich text editor with a toolbar and a 'Source' link.

1

Log into the backend and navigate to [Create a new Live Chat](#)


2

Select **Insiders to participate in the Live Chat**. There is no limit on the number of participating Insiders, and they do not need to be published or have a full profile.

3

Set the **title and time of the chat, along with a description**. All chat details can be modified until 10 minutes before the chat. A unique chat link is generated once the chat details have been saved.

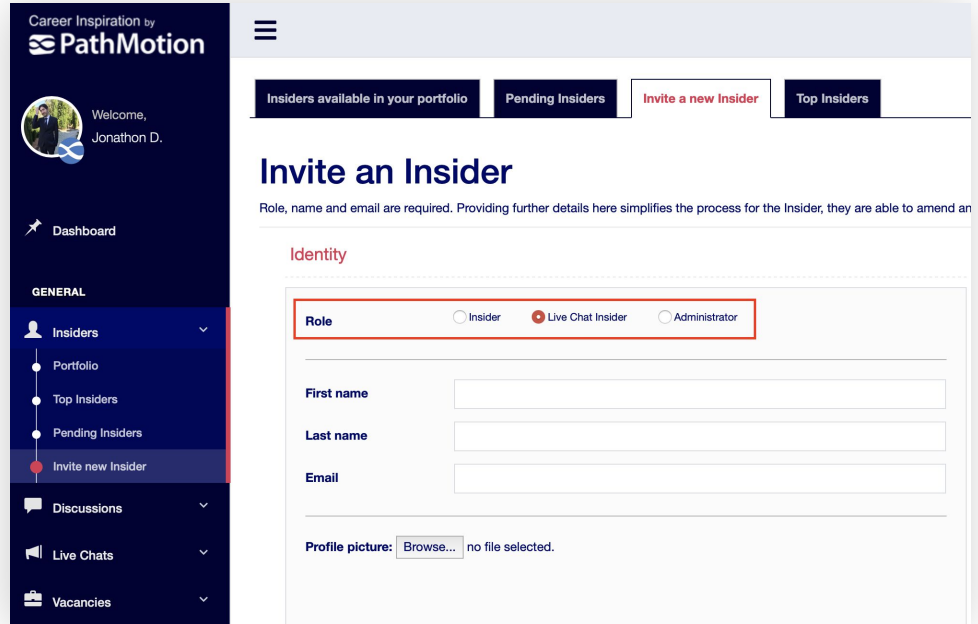
# Inviting Additional Insiders

1 | Navigate to [Invite new Insider](#)  to select other employees to participate in the Live Chat.

2 | Ensure that their Role is set to Live Chat Insider, this will allow them to skip the profile completion process.

3 | Once invited, the Insider will need to validate their profile. You are not able to use their profile until it has been validated by them

Edit the upcoming Live Chat to add them as a participating Insider.



Career Inspiration by PathMotion

Welcome, Jonathon D.

Dashboard

GENERAL

- Insiders
- Portfolio
- Top Insiders
- Pending Insiders
- Invite new Insider
- Discussions
- Live Chats
- Vacancies

Insiders available in your portfolio | Pending Insiders | **Invite a new Insider** | Top Insiders

## Invite an Insider

Role, name and email are required. Providing further details here simplifies the process for the Insider, they are able to amend an

**Identity**

Role  Insider  Live Chat Insider  Administrator

First name

Last name

Email

Profile picture:  no file selected.

# Effective Promotion of Chats

## Platform talent pool

- Use the Invite Talent feature to invite candidates stored in your Talent Sourcer

## Your careers site

- Install the platform plugin on your website to advertise directly to all your candidates

## Your job boards *(if necessary)*

- Create vacancies on job boards and use these to advertise Live Chats

**Maximise  
your reach:**

**Use all the  
opportunities  
multiple times**

**Create “subscribe”  
call-to-actions**

## Your talent pool

- Invite candidates stored in your ATS and in your mailing lists

## Your career events

- Include Live Chats in all event calendars (e.g. on your career sites)
- Publicise Live Chats in all physical events with flyers, QR codes and tablet subscriptions





## Your social media pages

- Advertise on your social media by sharing the Live Chat link on the platform & customising your banners and images

# How to use platform promotional features

## Invite candidates stored in the Talent Sourcer

When the Live Chat is created, [invite engaged candidates](#) stored in your Talent Sourcer. This is done using the 'Invite Talent' tool in the Backend, in the Live Chats section. The tool can also be used to track subscriptions. no scheduled live chats.

	Invite Talent
	Preview & Edit
	Send an email
	Deactivate / Delete

## Use Backend Live chat sharing link to promote across social media

[Share the chat link](#) on the right of the creation page 2-3 times a week with an associated description in the run up to the Live Chat, advertising the chat across all your social media platforms.

Live Chat link

Here is the link you can use to promote this Live Chat:

<https://pathmotion.career-inspiration.com/app/discussions/chat/view/5b6ba13f79129a74a3e819b78e36b922/what-m>

## Install Clinch EC website plug-ins to automatically advertise scheduled chats

The platform has a [high impact plugin tool](#) to promote Live Chats automatically on your webpages. Once installed, the plugin advertises upcoming Live Chats as displayed. The plugin is not displayed if there are no scheduled live chats.

 LIVE CHAT

**What makes PathMotion different**

 Oct 07, 2019 — From 12:30 to 13:30 (BST)

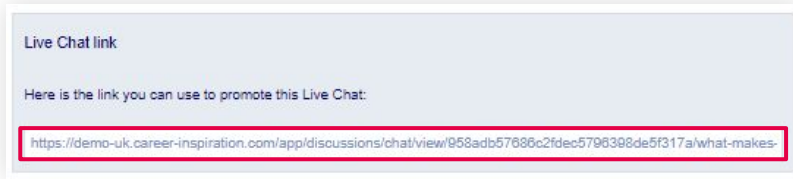
[Subscribe now!](#)

# Examples of Live Chat promotion

# Promotion: Your Social Media Pages



1. Copy the promotional link of the Live Chat from the platform's backend (click in the menu: Live Chat → All Events → Upcoming Live Chats → Click in the title of the Live Chat you want to promote)



*Note: Live Chat link can be found on the 'Preview & Edit' section of the Live Chat*

## Facebook

- Under the preview, you can add another picture for your post
- Delete the link: the preview will remain
- Customize the text of your post (e.g. "Want to chat with our employees?")
- Post

## Twitter

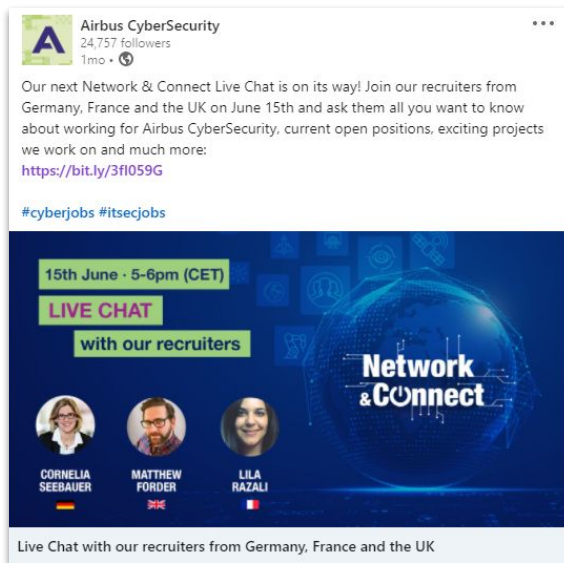
- Above the link, customize the text of your post (e.g. "Want to chat with our employees?") - Do not delete the link
- Post

## LinkedIn

- Delete the link: the preview will remain
- Customize the text of your post (e.g. "Want to chat with our employees?")
- Post

# Social Media

Advertise the Live Chat on your social media channels



**Airbus CyberSecurity**  
24,757 followers  
1mo • 🌐

Our next Network & Connect Live Chat is on its way! Join our recruiters from Germany, France and the UK on June 15th and ask them all you want to know about working for Airbus CyberSecurity, current open positions, exciting projects we work on and much more:  
<https://bit.ly/3f1059G>

#cyberjobs #itsecjobs

**15th June · 5-6pm (CET)**  
**LIVE CHAT**  
with our recruiters

**Network & Connect**

**CORNELIA SEEBAUER** **MATTHEW FORDER** **LILA HAZALI**

Live Chat with our recruiters from Germany, France and the UK



**BDO** Early in Career  
21 April • 🌐

Find out more about our exciting new Virtual Summer Programmes in our upcoming live chat.  
Join us on Tuesday 4th May, 5-6pm 🇯🇲 🇯🇲

Learn more about the week-long programmes for undergraduates and those in Years 10-12. You can gain valuable work experience, expand your professional networks and get a kick start to a career in accountancy.

Register here: <https://bit.ly/3xgRbGM>

DISCOVER MORE THAN YOUR POTENTIAL  
DISCOVER YOUR PURPOSE

Get answers to your burning questions  
Join us for a Live Chat Event

IDEAS | PEOPLE | TRUST **BDO**



**Coca-Cola** Europacific Partners  
527,515 followers  
7mo • 🌐

On Tuesday 1st March at 1pm, everyone's welcome to join our live session for an informal chat with some of our current and recent apprentices. Our apprentices will be able to give you all of the insider knowledge and share their differing career paths taken since completing the programme.

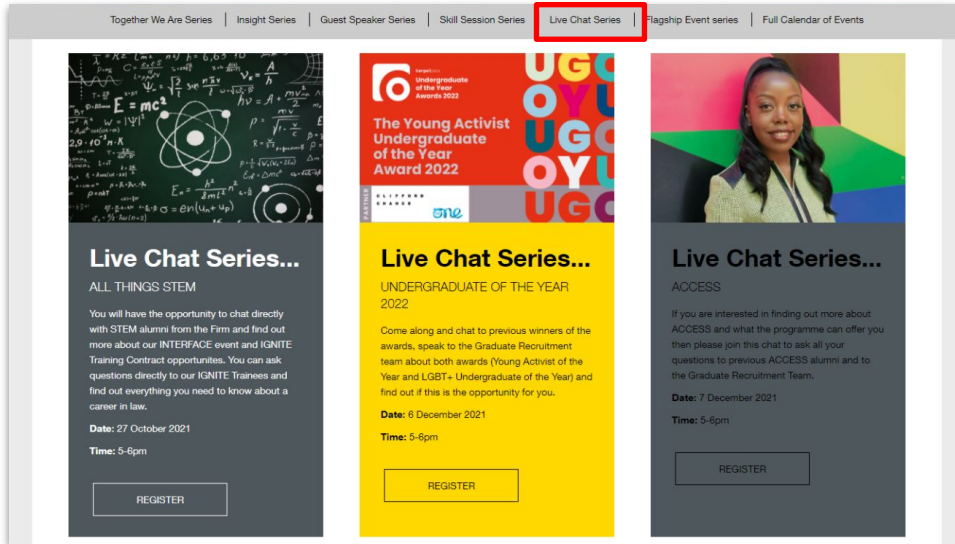
What better way to find out more about the CCEP apprenticeships than to hear from those with first-hand experience!

Join our current apprentices on the 1st March to learn more about their work at CCEP!  
[Click here to sign up to our live chat](#)

Join Our Live Chat to Hear About Life at CCEP  
[ccep.career-inspiration.com](https://ccep.career-inspiration.com) • 1 min read

# Promotion: Your Careers Events

On your site



The screenshot shows a navigation bar with the following links: Together We Are Series, Insight Series, Guest Speaker Series, Skill Session Series, **Live Chat Series**, Flagship Event series, and Full Calendar of Events. Below the navigation bar are three event cards:

- Live Chat Series... ALL THINGS STEM**  
You will have the opportunity to chat directly with STEM alumni from the Firm and find out more about our INTERFACE event and IGNITE Training Contract opportunities. You can ask questions directly to our IGNITE Trainees and find out everything you need to know about a career in law.  
Date: 27 October 2021  
Time: 5-6pm  
REGISTER
- Live Chat Series... UNDERGRADUATE OF THE YEAR 2022**  
Come along and chat to previous winners of the awards, speak to the Graduate Recruitment team about both awards (Young Activist of the Year and LGBT+ Undergraduate of the Year) and find out if this is the opportunity for you.  
Date: 6 December 2021  
Time: 5-6pm  
REGISTER
- Live Chat Series... ACCESS**  
If you are interested in finding out more about ACCESS and what the programme can offer you then please join this chat to ask all your questions to previous ACCESS alumni and to the Graduate Recruitment Team.  
Date: 7 December 2021  
Time: 5-6pm  
REGISTER

Clifford Chance events calendar promoting scheduled Live Chats

On flyers in physical events



The flyer features the headline **MEET OUR PEOPLE** in large, bold letters. Below the headline is the text: "Want to find out more about life at Ashfords, our culture & what makes us different?". To the right of this text is a photograph of three smiling people: a man in a suit, a woman in a black dress, and a man in a white shirt. Below the photo is the Ashfords logo. On the left side of the flyer, there is a QR code with a red border and the text "SCAN ME" below it. Below the QR code is the text "Ashfords LLP ashfords.co.uk". At the bottom left, there is a registration link: "Register here to participate in a live chat with our current trainees ashfords.career-inspiration.com/app/home".

Ashfords using QR codes to promote Live Chats in physical events



# Promotion: Your Careers Site

Install Live Chat plug-ins on your career site to advertise to engaged candidates visiting your pages.

The screenshot displays the Roland Berger website interface. At the top, a dark navigation bar contains the Roland Berger logo on the left and menu items for 'Expertise', 'Insights', 'About', and 'Join' on the right. A search icon and a notification bell icon are also present. A pink 'Jobs' button is located below the navigation bar. The main content area features a large 'Events' heading. On the left side of the page, a 'Live Chat' widget is visible, containing a quote: 'Take your chance - Get insights into our consulting work'. Below the quote, it specifies the date 'May 07, 2021' and the time 'From 12:30 to 13:30 (CEST)', along with a 'Subscribe now!' button. The 'Events' section includes the sub-heading 'Get to know us personally' and a paragraph of text: 'At Roland Berger, we all have different strengths, interests and talents. What connects us all? Our values: Entrepreneurship, Excellence and Empathy. Find out if we have the same DNA. Meet us in person at one of our events!'. A circular 'Meet us' button is located in the bottom right corner of the page.

# Promotion: Platform Talent Pool

1 & 2



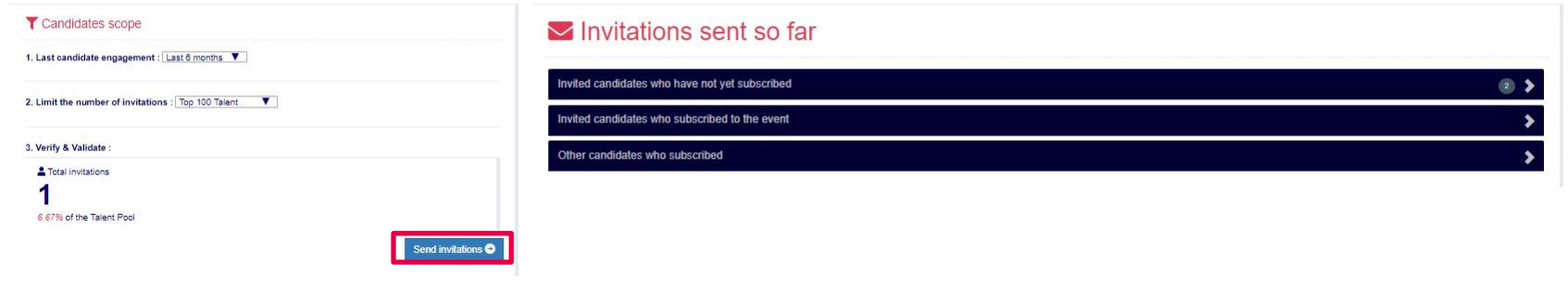
1. Login to the platform Backend and go to the 'All Events' section under the 'Live Chat' tab to find your scheduled Live Chats
2. Click on the Invite Talent button for your selected Chat
3. Select your desired Talent Sourcer segment and send an invitation
4. The 'Invitations sent so far' section can be used to track all invitations that have been sent from the platform

3

## Invite Talent to a Live Chat event

*What the culture is like at PathMotion*

Nov 22, 2019, From 13:00 to 14:00 (GMT)



The screenshot shows the 'Invite Talent' interface. On the left, under 'Candidates scope', there are three sections: '1. Last candidate engagement' with a dropdown set to 'Last 6 months', '2. Limit the number of invitations' with a dropdown set to 'Top 100 Talent', and '3. Verify & Validate' showing 'Total invitations' as '1' (6.67% of the Talent Pool). A 'Send invitations' button is highlighted with a red box. On the right, under 'Invitations sent so far', there are three categories: 'Invited candidates who have not yet subscribed' (2), 'Invited candidates who subscribed to the event', and 'Other candidates who subscribed'.

# Promotion: Job Boards

1. Create a job posting through your job board
2. Title: use the Live Chat title and highlight that the event is online
3. Description: start with a short description of your company followed by the description of the Live Chat and any additional information
4. Highlight the date and time of the Live Chat to and include the Live Chat link
5. Share the post

The screenshot shows a job board listing on reed.co.uk. The main title is "Want to know how to stand out in your Citi interview? Speak to our employees in our online Live Chat Q&A to find out more". The job is posted by Citi and is categorized as "n/a" with a permanent, full-time contract. It is an online event where users can be one of the first ten applicants. The description highlights Citi's global impact and announces a Live Chat Q&A session on Wednesday 6th November from 18:00 to 19:00. A link is provided to subscribe to the event. The job board interface includes navigation links for Jobs, Courses, Career advice, and Recruiting? Post a job, along with options to Register CV, Sign in, and Shortlisted jobs. On the right side, there are sections for Similar jobs, Recommended courses, and a View all jobs link.

reed.co.uk Jobs Courses **Salary** Career advice Recruiting? Post a job Register CV Sign in Shortlisted jobs

## Want to know how to stand out in your Citi interview? Speak to our employees in our online Live Chat Q&A to find out more

Posted by Citi

© n/a online  
🕒 Permanent, full-time 🧑 Be one of the first ten applicants

Citi is more than a global financial services company. It's an engine for progress. Join us, and you'll have the chance to get involved in progress in all its shapes and forms, right across the world. From the micro to the macro, from Australia to Zambia, the work we do has real positive impact. Wherever you are and whatever you do, progress starts here.

Join our employees in our online Live Chat Q&A on **Wednesday 6th November 18:00 - 19:00**

**Subscribe here:** <https://career-inspiration.com/live/interview-at-Citi>

**Apply now**

Shortlist

Share Job

**citi**

View all jobs >

### Similar jobs

Qualified Social Worker (Guernsey)  
£46,000 & Relocation Package  
12.000 - 12.000 per annum  
12.000 per annum

### Recommended courses

Safeguarding and Protecting Children Qualification  
Online, self-paced  
£20

Diploma in Children and Young People Protection - Level 2  
Online, self-paced  
£200

# Managing the Live Chat

# Monitoring upcoming live chats

A list of scheduled Live Chats with all details will be shown under the [All Events](#) section. Chats can be edited by clicking on its title or the 'Preview & Edit' button.

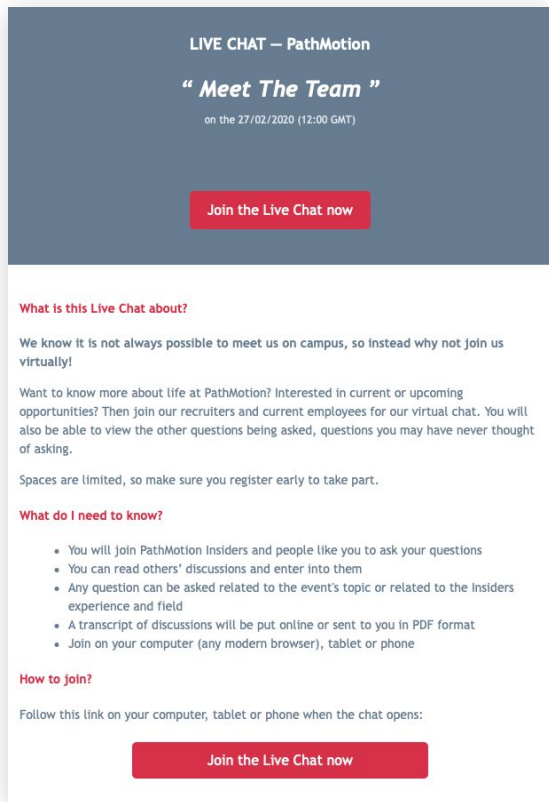
Check the number of subscribers to the chat **about a week before the scheduled event**. If the numbers are low (less than 30), **send a reminder email** to candidates encouraging them to subscribe.

## Live Chats Events

Upcoming Live Chats Previous Live Chats

<b>Pride: Meet the Team</b> Mar 27, 2020, From 12:00 to 13:00 (GMT)	14 Insiders 131 subscribers	Invite Talent Preview & Edit Deactivate / Delete
<b>Professional women: Meet the Team</b> Apr 24, 2020, From 12:00 to 13:00 (BST)	Private 10 Insiders 84 subscribers	Invite Talent Preview & Edit Deactivate / Delete

# Joining a live chat



The screenshot shows a dark blue header with the text "LIVE CHAT — PathMotion" and a quote "Meet The Team" with the date "on the 27/02/2020 (12:00 GMT)". Below this is a red button that says "Join the Live Chat now". The main content area is white and contains the following text:

**What is this Live Chat about?**

We know it is not always possible to meet us on campus, so instead why not join us virtually!

Want to know more about life at PathMotion? Interested in current or upcoming opportunities? Then join our recruiters and current employees for our virtual chat. You will also be able to view the other questions being asked, questions you may have never thought of asking.

Spaces are limited, so make sure you register early to take part.

**What do I need to know?**

- You will join PathMotion Insiders and people like you to ask your questions
- You can read others' discussions and enter into them
- Any question can be asked related to the event's topic or related to the insiders experience and field
- A transcript of discussions will be put online or sent to you in PDF format
- Join on your computer (any modern browser), tablet or phone

**How to join?**

Follow this link on your computer, tablet or phone when the chat opens:

Join the Live Chat now

You will receive a link via email **10 minutes prior to the scheduled start time** of the Live Chat.

Clicking the link will automatically log you in, you just need to click the **Join** button.

*Be sure to use a modern browser for the online career panel, e.g. Google Chrome or Mozilla Firefox*

# Live Chat User Interface



Candidates read & join others' discussions

Discussion list

Several employees can respond

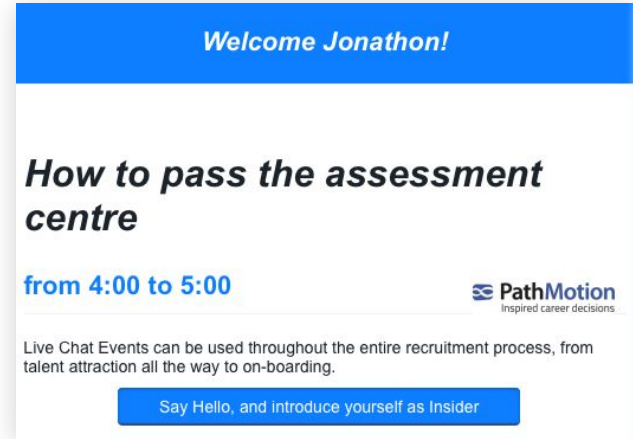
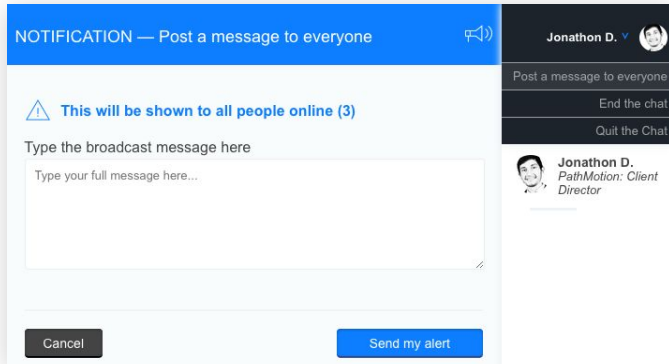
Instant back and forth provide rich discussions

# Live Chat Introduction Screen

## Broadcast notification

After joining the chat, you will be presented with the chat title, description and an option to introduce yourself. If you choose to use this, a broadcast notification will be sent to all chat participants.

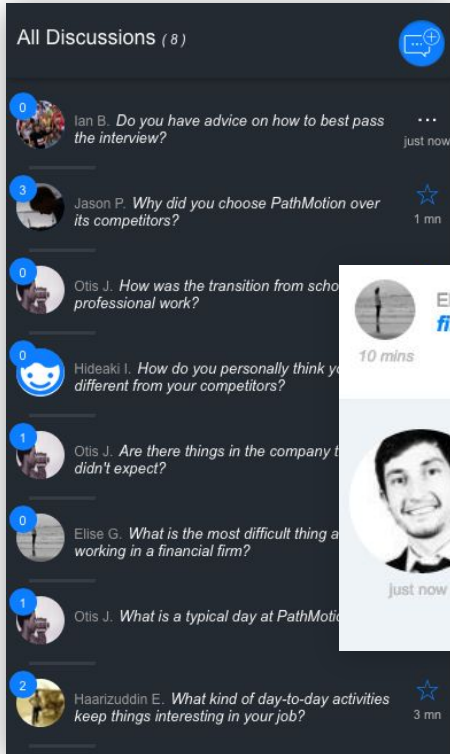
Broadcast notifications are accessible throughout the chat by clicking your name at the top right and choosing, "Post a message to everyone."



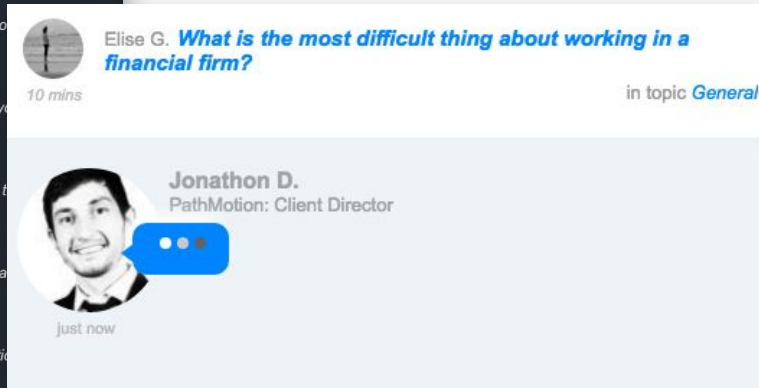
This functionality is reserved for informing candidates of the status of the chat (e.g. "30 minutes remaining) and introductions. This should not be used for posting responses.



# Responding to Questions



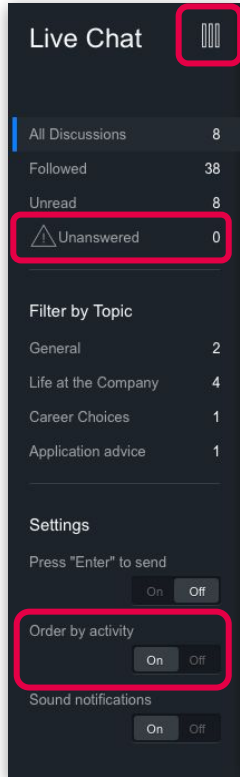
You can add to a discussion by clicking on a discussion in the list. Don't hesitate to participate, even if a response has already been provided as varied responses will enrich the discussion.



## Typing a notification

You are able to see if a candidate or other Insider is typing. Equally, when you start typing, everyone within the same discussion will see that you are typing.

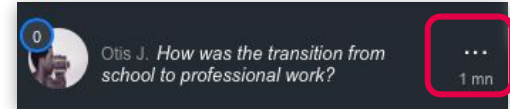
# Live Chat Filters and Settings



← This entire panel can be minimised by clicking the collapse button

## Following discussions

You can filter all discussions to just the discussions that you have chosen to *follow*. You automatically follow discussions that you enter into (allowing you to keep track of any follow-up questions) and can follow others by clicking the three dots ... icon



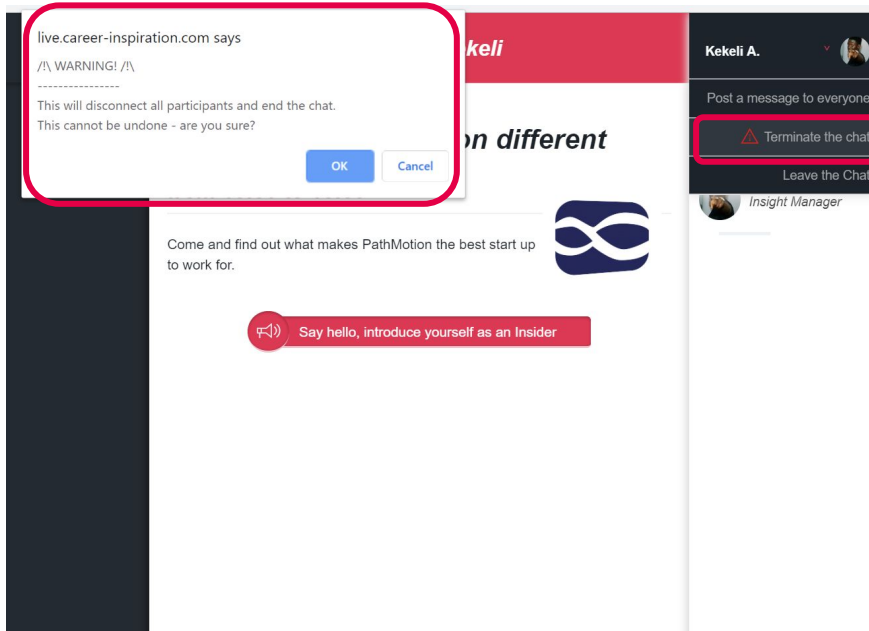
## Unanswered questions

Questions that have not received a reply from an Insider will appear here, this is true for an empty thread or a follow-up question within a discussion thread. Discussions that have an outstanding candidate question will have an exclamation symbol.

## Order by activity

By default, discussions in the chat will be ordered by activity, i.e. the most recent activity will be at the top of the discussion list. Turning this off will order discussions by time posted, ignoring the activity within the thread.

# Ending the Chat



## Leaving the chat

If you have to leave the chat early, all you need to do is close the window, nothing else. Once you close the window, the chat will show that you are no longer online.

## Ending the chat

Once the chat has completed, one Insider (usually the organising Insider) must end the chat. This will end the chat for all participants and cannot be undone. Before ending the chat, it is good to send a broadcast message to all participants allowing them to finish their sentences and inviting candidates to complete the post-chat survey.

## Post-chat survey

The survey (2-3 questions) will appear once the chat has been put to an end. The anonymous responses are available to Platform administrators after the chat.

# Thank you

