

# Recruitment Candidate Survey: Assessing Employer Branding

The **recruitment candidate survey** is designed to evaluate employer branding by gathering insights from potential hires. It helps organizations understand candidates' perceptions and improve their attractiveness as an employer. This feedback is crucial for enhancing recruitment strategies and building a strong employer brand.

## Candidate Information

Full Name:

Email Address:

Position Applied For:

## Survey Questions

1. How did you first hear about our company?

2. Which of the following best describes your impression of our organization before applying?

Very Positive

3. What influenced your perception of our employer brand? (Select all that apply)

- Company Website
- Social Media
- News Articles
- Employee Reviews
- Other

4. Please rate the clarity of our job postings:

- Excellent
- Good
- Average
- Poor

5. How well does our recruitment process reflect our company values?

Strongly Reflects

6. How likely are you to recommend this company to other job seekers?

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely

7. What could we do to improve your candidate experience?

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