

THE RECRUITING TEXTING CHECKLIST

Every recruiter is texting your candidates. Be the one they answer.

The texting mistakes that kill replies, and what to do instead.
Keep it open on your desk or send it to your whole team.

When a candidate goes dark, it's usually not the channel. It's the message. Most of the mistakes below take a few seconds to fix, so run your next text through this list before you hit send.

Don't: the stuff that gets you left on read

☐ Write in all caps

It reads like yelling and looks like spam. Save the caps for acronyms like CDL and OSHA.

☐ Fake the urgency

"URGENT!!! RESPOND ASAP" on a job that's open all month burns trust fast. If it really is urgent, say why: the req closes Friday, or the client wants subs by noon.

☐ Send the same blast to everyone

"We have jobs, reply if interested" tells the candidate you don't know who they are. They'll return the favor.

☐ Skip your name and company

A text from an unknown number with no intro looks like a scam. Candidates who hear from recruiters all day won't reply to someone they can't place.

☐ Send a wall of text

If it needs scrolling, it doesn't belong in a text. Full job descriptions, benefits breakdowns, and your whole pitch can wait for the call.

☐ Leave them guessing

"Let me know!" isn't a next step. If they have to figure out what you want, they won't bother.

Do: the stuff that gets a reply

☐ Personalize past the first name

Name, skills, location, the shift they asked about. "Hi Maria, saw you're certified on reach trucks and want days" lands a lot harder than "Hi Maria."

☐ Say who you are up front

On a first text, lead with your name, your company, and why you're reaching out. Include opt-out language too, like "Reply STOP to opt out."

☐ Ask for one thing

A yes or no, a time to talk, a photo of their forklift cert. One ask per text makes it easy to answer.

☐ Keep it short

Two or three lines is plenty. Write it so they can reply before the elevator doors open.

☐ Follow up with a reason

"Just checking in" gives them nothing to reply to. Bring something new: a pay rate update, a new client, a start date that moved.

☐ Respect opt-outs

When someone replies STOP, they're done. Honor it right away and keep them off the next blast. And watch your volume, since 70% of opt-outs come from texting too often.

Same job. Two very different texts.

Much better.

Here's what the checklist looks like in a real texts.

GENERAL STAFFING

BEFORE

URGENT!!! HIRING IMMEDIATELY - WE HAVE JOBS AVAILABLE NOW!!! CALL US ASAP FOR MORE INFO!!!

AFTER

Hi Marcus, it's Jen at [Agency]. I've got a first-shift forklift role 10 minutes from you, starting Monday. Want the details? Reply STOP to opt out.

What changed

- ✓ Dropped the all caps and exclamation points
- ✓ Used his name
- ✓ Said who's texting and from where
- ✓ Swapped "jobs available" for one real role, shift, and start date
- ✓ Made it about him ("10 minutes from you")
- ✓ Ended with one ask he can answer in a word
- ✓ Added opt-out language, since it's a first text

HEALTHCARE STAFFING

BEFORE

Hi! Are you looking for travel assignments? We have tons of great opportunities all over the country with top pay. Let me know if you're interested and I can send you info on all of our open positions!

AFTER

Hi Maria, it's Jen at [Agency]. You mentioned ICU in the Southeast. I've got a 13-weeker in Charlotte starting 11/2. Want me to send the pay package?

What changed

- ✓ Cut the fluff so it reads in seconds
- ✓ Opened with who's texting
- ✓ Used what she already shared: her specialty and the region she wants
- ✓ Swapped "tons of great opportunities" for one real assignment, city, and start date
- ✓ Traded vague "top pay" for an offer to send the actual pay package
- ✓ Ended with one yes-or-no ask instead of "let me know"



Fix it before you hit send

TextUs catches risky messages while you're still typing. When Smart Delivery flags a draft, Smart AI Rewrite hands you up to three cleaner versions to pick from. Texts sent after a rewrite got about 40% more replies than texts sent as written.

