Oracle Taleo Social Sourcing – Promote Jobs Guide

Purpose

This document will walk you through the Promote Jobs section of Oracle Taleo Social Sourcing. It will demonstrate how to create new and manage existing campaigns for Automated Referral Marketing, Referrals On-Demand, Social Job Distribution, and your Talent Community messages. It will also demonstrate how to manage landing pages introduced in version 1.8.

Why use the Promote Jobs feature?

Promoting Jobs allows you to actively engage your users and send them relevant jobs which they can in turn share to their friends and social networks. Whether you want to schedule an automated email blast to all employees, create a one-time call-to-action for a specific set of jobs, or disseminate your open positions via Facebook, Twitter, and LinkedIn, Promote Jobs robustly meets your needs. You can also further engage Talent Community members who have signed up to receive recurring job alerts – a great way to push open jobs to a wider, interested audience. Landing pages are new to Social Sourcing in version 1.8. These landing pages, automatically generated for each of your job categories, can be published and unpublished and enhanced with media to help promote priority jobs and engage users.

Social Sourcing product version: 1.8

Last updated date: 1/15/2014

Section Guide

- Overview
- Creating New Campaigns
  - Automated Referral Marketing
  - Referrals On-Demand
  - Social Job Distribution
  - Talent Community
- Managing Active Campaigns
  - Automated Referral Marketing
  - Referrals On-Demand
  - Social Job Distribution
  - Talent Community
- Managing Landing Pages
Overview

On the Promote Jobs page, you will see all available message types in order to share jobs with your Employees and Talent Community. This screen allows you to create new messages or manage existing campaigns. Available message types are:

- **Automated Referral Marketing (ARM):** Scheduled, recurring automated messages sent to a population encouraging them to share jobs
- **Referrals On-Demand:** One-time messages sent to a population sharing specific jobs
- **Social Job Distribution:** Post jobs to connected Facebook fan pages, Twitter handles, and LinkedIn pages
- **Talent Community:** One-time messages sent to members of your Talent Community
Creating New Campaigns

Automated Referral Marketing (ARM)

To create a new ARM campaign, click the Create button. This button can be found in two places:

- On the main Promote Jobs page

- On Automated Referrals tab under Promote Jobs

You will be asked to choose Recipients. You can search by Name or Email or use the available facets to select the desired population. For example, you would select the facets as displayed below to target a population of employees located in New York, NY, who work in the Sales/Account Management department.
Users meeting the filter parameters will appear in the Recipients tab:

To manually remove a user from the target population, click Remove.

These users will then appear under the Removed tab. You can add them back to the population by clicking Add.
Once you are satisfied with your targeted population, click Continue & Create Your Message.

On the Compose Message screen, you will choose a template to get started.

A Choose Template modal will appear. Across the top of the modal you will see available templates. Clicking any of these will show you a preview in the bottom portion modal. After selecting the desired template, click “Select & Continue” to create your message.
On the edit screen you can change the subject, headline, and message body to meet your specifications.

At the bottom of the page you will see options to save as a draft, preview the message, or name and schedule the campaign.

Saving as draft will require you to name the ARM campaign. After saving you will see buttons for Preview, Edit Schedule, and Save & Exit.

“Preview” will show the image in a modal as it will appear when received by a user.

“Edit Schedule” will allow you to specify the day, time, and recurrence for your campaign.

After establishing the schedule, the ARM campaign will be live. You will see a “Running” status on the message compose screen. Click “Stop” to disable the campaign.
**Referrals On-Demand**

To create a new ROD message, click the Create button. This button can be found in two places:

- On the main Promote Jobs page

  ![Create ROD Message](image)

- On Referrals On-Demand tab under Promote Jobs

![Referrals On-Demand](image)

You will choose recipients for the message the same way as for ARM campaigns above.

![Choose Recipients](image)

To choose the jobs that you want to include in your ROD message, you can filter by a specific search, Starred Jobs, Hot Jobs, or faceted parameters.

![Choose Jobs](image)

Enter a keyword or specific Requisition Number into the search field and search. All matching results will be listed in the middle column. Click "My Starred Jobs" or "Hot Jobs" to show only those jobs.

![Search Options](image)
My Jobs and Hot Jobs

For any given job, a recruiter or administrator can select it as a “Hot Job” or “My Job.” These buttons are shown on each job in a list of search results. Clicking “What are these?” will display a modal which explains the function of My Jobs and Hot Jobs throughout Social Sourcing.

You can also use the available facets to find the jobs you want to send in the ROD. For example, you would select the facets as displayed below to see all Sales jobs in Mexico City, Mexico.
Jobs meeting the filter parameters will appear in the center column. Select the jobs you want to include in the ROD and click Continue & Create Your Message.

On the Compose Message screen, you will choose a template to get started.
A Choose Template modal will appear. Across the top of the modal you will see available templates. Clicking any of these will show you a preview in the bottom portion modal. After selecting the desired template, click “Select & Continue” to create your message.

On the edit screen you can change the subject, headline, and message body to meet your specifications.
At the bottom of the screen you will see options to Save as Draft and Preview & Finalize.

Saving as draft will require you to name the ROD. After naming and saving the ROD, you will see buttons for Save & Exit and Preview & Finalize.

Clicking Preview & Finalize will open a modal showing a preview of the message as it will appear to recipients. At the bottom left of the modal you will see a check box for “CC myself.” At bottom right is a button to send the live message to your selected recipients.
Social Job Distribution

To create a new SJD campaign, click the Create button. This button can be found in two places:

- On the main Promote Jobs page

![Create button for Job Distribution](image1)

- On Send Jobs to Fans & Followers tab under Promote Jobs

![Social channel options](image2)

The first step in creating an SJD campaign is choosing a social channel. You will see the channels that are currently connected to Social Sourcing, each displaying as a card.
To connect a new social channel, click Add Facebook Page or Add Twitter Account.

Once you have connected the desired social channel(s), you will see the channel as a card on the social channel screen. The owner of the channels is displayed along with the number of campaigns using the channel. Social channels can be private or shared. Private means that only the owner of the channel can post jobs to it. Shared channels can be posted to by all admins and recruiters.

You have two options for creating a new SJD. The first is to send a one-time posting by clicking “Post Jobs Now.” This will take you to the “Choose Jobs” screen.

The second option is to schedule an automated posting. Clicking “Schedule Automated Posting” will allow you to choose the jobs you want to send, then determine the schedule.

You can choose jobs for SJD the same way as for ROD messages above. You can filter by a specific search, Starred Jobs, Hot Jobs, or faceted parameters.

Enter a keyword or specific Requisition Number into the search field and search. All matching results will be listed in the middle column. Click “My Starred Jobs” or “Hot Jobs” to show only those jobs.

You can also use the available facets to find the jobs you want to send in the SJD.

Jobs meeting the filter parameters will appear in the center column. Select the jobs you want to include in the SJD and click Continue & Create Your Message.

(For one-time Post Jobs Now)

You can edit up to 30 characters of the text of your SJD. If you are sending multiple jobs, you can set the interval between consecutive posts. A preview of the SJD is displayed on the Compose screen and will show updates to the editable text in real time.
Saving as draft will require you to name the SJD. After saving you will see buttons for Post Now and Save & Exit.

(For Schedule Automated Posting)

You can edit up to 30 characters of the text of your SJD. If you are sending multiple jobs, you can set the interval between consecutive posts. A preview of the SJD is displayed on the Compose screen and will show updates to the editable text in real time.

Saving as draft will require you to name the SJD. After saving you will see buttons for Name and Schedule Campaign and Save & Exit.
Clicking Name and Schedule Campaign will open in modal from which you can determine the frequency, date, time, and duration of your SJD.
**Talent Community**

To create a new Talent Community message, click the Create button. This button can be found in two places:

- On the main Promote Jobs page

![Create button image](image1)

- On Talent Community tab under Promote Jobs

![Talent Community tab image](image2)

You will choose Members that will receive your message the same way as for ARM campaigns above.

![Choose Members button](image3)

You will choose Jobs for the message the same way as for ROD messages above.

![Choose Jobs button](image4)
On the Compose Message screen, you will choose a template to get started.

A Choose Template modal will appear. Across the top of the modal you will see available templates. Clicking any of these will show you a preview in the bottom portion modal. After selecting the desired template, click “Select & Continue” to create your message.
On the edit screen you can change the subject, headline, and message body to meet your specifications.

<table>
<thead>
<tr>
<th>Template:</th>
<th>Modern + Selected Jobs (edit)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject</td>
<td>Invitation to apply at Oracle Taleo</td>
</tr>
<tr>
<td>Headline</td>
<td>Apply, or recommend your friends!</td>
</tr>
</tbody>
</table>
| Body              | Hi (First Name),
|                   | Interested in working for Oracle Taleo?
|                   | Below are a few positions we would like you to apply to. Also, feel free to search through all of our <a href="http://rlt.de?utm
|                   | int=open jobs"<a> and apply to any that fit your skill set. You can also recommend openings to your friends and get credit for your referral. |

At the bottom of the screen you will see options to Save as Draft and Preview & Finalize.

Saving as draft will require you to name the message. After naming and saving it, you will see buttons for Save & Exit and Preview & Finalize.

Clicking Preview & Finalize will open a modal showing a preview of the message as it will appear to recipients. At the bottom left of the modal you will see a check box for “CC myself.” At bottom right is a button to send the live message to your selected recipients.
Manage All Active Campaigns

On the Promote Jobs, you will see a "Manage All Active Campaigns" button. Clicking this button will show you all current campaigns for ARMs, ROD drafts, and scheduled Social Job Distribution postings.

Managing ARM Campaigns

All active campaigns will be listed, showing the number of recipients for each campaign, its status, and the next scheduled message or last-saved date. On the far right is a delete icon; you will be prompted to confirm the deletion before any message is erased.

Name: Clicking the name of a campaign will open the message editor, from which you can edit the name, text, template, schedule, and status.

Recipients: Clicking the number of recipients will open a modal showing the current parameters defining the recipient population. Click Edit Recipients to make changes to this population.

Status: There are three statuses – Draft, Running, and Stopped. A draft campaign has been started but not completed nor scheduled to be sent. Running campaigns are live and scheduled to be sent. Stopped campaigns are saved but have been disabled in the system.

Schedule: For draft campaigns, the Schedule column will show the date on which a campaign was last saved. For Running campaigns, the date of the next schedule campaign message is displayed. No value is displayed for Stopped campaigns.
Managing Referrals On-Demand

As ROD messages are one-time messages, any saved draft ROD messages will be displayed on the Manage screen. Each draft will be listed, showing the number of recipients for each ROD, the jobs it will include, its status, and the last-saved date. On the far right is a delete icon; you will be prompted to confirm the deletion before any message is erased.

**Name:** Clicking the name of a campaign will open the message editor, from which you can edit the name, text, template, schedule, and status.

**Recipients:** Clicking the number of recipients will open a modal showing the current parameters defining the recipient population. Click Edit Recipients to make changes to this population.

**Jobs:** Clicking the jobs for a given ROD draft will show the titles of the jobs selected. Click Edit Jobs to make changes.

**Status:** The only status for ROD messages on the Manage screen is “Draft.”

**Schedule:** The Schedule column will show the date on which a ROD message was last saved.
Managing Social Job Distribution Campaigns

All active SJD campaigns will be listed, showing for each the selected social channel, selected jobs, its status, and the next scheduled message or last-saved date. On the far right is a delete icon; you will be prompted to confirm the deletion before any message is erased.

Name: Clicking the name of an SJD campaign will open the message editor, from which you can edit the name, text, jobs, schedule, and status. You can also view an example post.

Channel: Clicking the “View On…” link will open the respective social channel in a new browser tab.

Jobs: Clicking the jobs for a given SJD campaign will show the titles of the jobs selected. Click Edit Jobs to make changes.

Status: There are three statuses – Draft, Running, and Stopped. A draft campaign has been started but not completed nor scheduled to be sent. Running campaigns are live and scheduled to be sent. Stopped campaigns are saved but have been disabled in the system.

Schedule: For draft campaigns, the Schedule column will show the date on which a campaign was last saved. For Running campaigns, the date of the next schedule campaign message is displayed. No value is displayed for Stopped campaigns.

<table>
<thead>
<tr>
<th>Name</th>
<th>Channel</th>
<th>Jobs</th>
<th>Status</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allegiance Project Management Jobs</td>
<td>Allegiance Careers View on Twitter</td>
<td>514 job result(s)</td>
<td>Stopped</td>
<td></td>
</tr>
<tr>
<td>Elina</td>
<td>Allegiance Careers View on Twitter</td>
<td>106 job result(s)</td>
<td>Draft</td>
<td>Saved: Jul 10</td>
</tr>
<tr>
<td>sales tweet</td>
<td>Allegiance Careers View on Twitter</td>
<td>24 job result(s)</td>
<td>Stopped</td>
<td></td>
</tr>
<tr>
<td>Allegiance Careers Campaign</td>
<td>Allegiance Careers View on Twitter</td>
<td>1392 job result(s)</td>
<td>Running</td>
<td>Next: Jul 22</td>
</tr>
</tbody>
</table>
Managing Talent Community Messages

As Talent Community messages are one-time messages, any saved drafts will be displayed on the Manage screen. Each draft will be listed, showing the number of recipients for each, the jobs it will include, its status, and the last-saved date. On the far right is a delete icon; you will be prompted to confirm the deletion before any message is erased.

Name: Clicking the name of a campaign will open the message editor, from which you can edit the name, text, template, schedule, and status.

Recipients: Clicking the number of recipients will open a modal showing the current parameters defining the recipient population. Click Edit Recipients to make changes to this population.

Jobs: Clicking the jobs for a given ROD draft will show the titles of the jobs selected. Click Edit Jobs to make changes.

Status: The only status for TC messages on the Manage screen is “Draft.”

Schedule: The Schedule column will show the date on which a TC message was last saved.

<table>
<thead>
<tr>
<th>Talent Community Test</th>
<th>Recipients</th>
<th>Jobs (3 jobs)</th>
<th>Status</th>
<th>Schedule</th>
</tr>
</thead>
</table>

Managing Landing Pages

As an administrator user, upon logging in you will see “Manage Landing Pages” at the top of the portal page.
A modal will appear with a drop-down menu displaying all category landing pages.

After selecting a landing page, click Next.

Across the top of the page you will see administrative buttons for Tracking, Preview, Copy Link, and Help as well as a toggle for Publish.
The publication toggle allows you to quickly and easily enable or disable the specific landing page you are viewing. When ON, the landing page will be visible to all users. When OFF, it will not be visible to any users except for Administrators.

The Preview button opens a new tab and displays the landing page as front-end users will see it.

The Copy Link button opens a modal displaying the short-link URL for the landing page. Click “Copy Link” to copy the URL and share via email or social channels.

The Help button opens tool tips that describe editable fields on the landing page. You can edit the headline, the associated video, and the description.
To edit the headline, click anywhere in the headline box.

Enter new headline text and click the save icon.

To edit the video, click the sprocket icon.

In the appearing form, enter the new video URL and click Save. To remove the video without adding a new one, click Remove. To back out of the action, click Cancel.
To edit the description text, click anywhere in the description box.

Enter new description text and click the save icon.
Click on Tracking to view analytics for each landing page.

The Landing Page Performance page will display all activity of the specific landing page. It displays Page Views, Page Shares, and Signups resulting from that landing page. It also displays Job Views, Job Shares, and Apply Starts resulting from that landing page. This helps track the effectiveness of your campaigns, SEO, and your marketing content on each specific landing page.

The Landing Page Performance page also shows how users are finding each landing page. Site names and individual URLs are displayed and are downloadable as Excel reports.