

# Oracle Taleo Enterprise Edition

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## **Using Sourcing**

22D

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# Preface

This preface introduces information sources that can help you use the application and this guide.

## Oracle Applications Guides

To find guides for Oracle Applications, go to the Oracle Help Center at <http://docs.oracle.com/>.

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# 1 Getting Started

## About Social Sourcing

Sourcing is a web-service portal for organizations offering talent acquisition services such as career sites, job postings, job promotion campaigns and messages, employee referrals of candidates and applications.

Sourcing integrates with social media channels (such as Facebook, LinkedIn or Twitter), recruiting and career applications such as Oracle Taleo Enterprise Edition or Oracle Taleo Business Edition (TBE), and other Applicant Tracking Systems (ATSs).

The site mode can be set to function as:

- A job site for external candidates to look for jobs, apply, and review their profile and submissions.
- A site for internal users to use the job sharing and referral features.
- Both of the above.

Site preferences can also be set to support Sourcing as:

- An internal employee job site.
- An alumni job site.
- Both of the above.

## Configuration

Configuration settings for these features are listed in the following table.

Setting	
Name	Location
Site Mode	[Sourcing] Administrator login > [Home Page] Settings (Name) > Configuration > Site Builder > Edit Site Settings > General
Site Preference	[Sourcing] Administrator login > [Home Page] Settings (Name) > Configuration > Company > Application

## User Guide UI

These user interface elements are present on the Sourcing user pages for administrators, recruiters, employees, alumni and other end-users.

UI Element	Description
Buttons (e.g. Manage Landing Pages or Get New Employees)	Use to perform a system action or run a process. Some have associated text describing the action or process.
Checkbox and Checkmark	Checkboxes are for selecting from a group of options. Checkmarks indicate a value is selected.
Down Arrow (Triangle)	Click to view a dropdown list of options.
Gear icon	Click to configure an element (e.g. upload a video).
Gray text	Provides a brief description of the associated setting, action or process. Text is read-only and not editable.
Information icon (i)	Provides explanatory information for the associated field(s).
Link Text (underlined when you hover over it)	Click to open another page, modal or other feature.
Magnifying Glass icon	Indicates a search criteria entry area or field.
Modal	Some links or buttons trigger the opening of a popup window or dialog, termed a modal. The modal window is a child window that requires you to interact with it before you can return to operating the parent application. Use a modal to perform text entry, data entry, or select options or values, in support of the function from which the link or button originated.
Pencil icon	Use to initiate editing of a configuration setting or text entry into a text area. In Configuration usually leads to a text box or selector, with Save and Cancel options. Longer text boxes are scrollable.
Plus and Minus signs	Click to maximize or minimize a feature, respectively.
Social Channel icons	Identify a link to a particular social network channel (e.g. Facebook, Twitter, LinkedIn or Weibo).
Tags (NEW, HOT, STAR)	Indicate a system or user tagging of an item (e.g. NEW for a new job, HOT for an important job, STAR for a job you want to track).
Text field with date	Some text entry fields display a calendar selector when you click in them. Use to enter a date in the format dd/mm/yyyy.
Text field with selector	Some text entry fields display dropdown selectors when you click in them, presenting a list of options to choose from.
Text field with plus sign	Indicates to use the field to add a value by entering text.
Toggle button	Use to turn a setting or feature on or off.
X button	Use to close a window or modal.

## About This Guide

This guide documents the Sourcing views and product functionality available to customer users with administrator, recruiter and other access roles.

Sourcing allows administrators and recruiters to easily and effectively share your company's open jobs with your employees, alumni and other followers, through referrals, direct-marketing emails and social networks.



Administrators can use the following functionality to promote your organization's open jobs:

- Category, Location and Custom Landing pages.
- Job List, Search Bar, and Email Signup widgets.

Administrators and recruiters can also promote your organization's jobs with this wide array of tools:

- Automated Referral Marketing (ARM) campaigns.
- Referrals On-Demand (ROD) campaigns.
- Social Jobs Distribution (SJD) campaigns.
- Talent Community (TC) messages.
- Facebook Jobs application.

The administrator and recruiter roles also feature comprehensive Analytics, empowering them to track and analyze all site activity.

Employees, alumni, referrals and other Sourcing followers can:

- Search the site for jobs.
- Apply for jobs.
- Share job postings with their friends.

Users of all types can view online Help in the form of Frequently Asked Questions (FAQs). The Help content available to a person is role dependent.

Chapters in this guide cover each of these main modules and sections. A Glossary is included to help explain important terms and acronyms.

## Navigation Paths

This guide provides navigation paths to key features, especially in reference to configuration settings and performing tasks.

A shorthand convention is used to present navigation paths. For example:

**[Sourcing] Administrator login > [Home page] Search > [Job Search page] Create a Widget > [Configuration] [Widgets].**

Where:

- The complete navigation path is bolded.
- Terms in brackets (e.g. [Sourcing] or [Configuration]), indicate UI elements for which no user action is required, but provide landmarks for the user to identify where they are in the system.
- Terms not in brackets (e.g. Search or Create a Widget), indicate UI elements for which user action is required, such as clicking a link or button.
- Right arrows indicate a move to the next step in the path.

# Access Social Sourcing

## Social Sourcing Home Page

The Portal page provides end-users, both registered and unregistered, access to your organization's main job postings and the ability to search your site for additional job postings. Internal users, such as administrators and recruiters, can also log into Sourcing and use its job posting and sharing functions. Other end-users can register with the site, and log in to view and edit their user settings.

### Forgot Password Function Available at Sign In

If you've forgotten your password, click the Forgot Password link during the login process and enter your email address. You'll receive an email message with instructions on how to set up a new password.

### Portal Page

The Portal page serves as the basic job search front-end for all users when not yet logged in, both registered and unregistered. It also serves as the Home page for a logged in user, with the same general layout, displaying a subset of the available functionality based on their access role. Features which may be available to users on the Portal or Home page are summarized in the following table. The exact features you see depend upon whether you are logged in, your access role and your organization's implementation:

UI Element	Description
Header	Contains informational elements such as Company Logo, Our Products, Our Solutions, About Us, etc.
Navigation bar	Contains navigation links to Sourcing's main modules: Jobs, Promote Jobs, Analytics, Help (FAQs), Configuration, User Settings, and social channel sign-in (e.g. Facebook, LinkedIn, Twitter or Weibo).
Jobs	Click to return to the main portal/home page from the other pages in the site. From this page users can view featured jobs, job shares, and search the site for more job postings. Available to most users.
Promote Jobs	Click to access the Promote Jobs page, from where you can manage job posting campaigns such as: Automatic Referral Marketing, Referrals On-Demand, Social Jobs Distribution and Talent Community messaging. Available to administrators and recruiters.
Analytics	Click to access the Analytics module and view data about your site's activity. Available to administrators and recruiters.
Help (FAQ)	Click to view Frequently Asked Questions content. Available to users of all types. Help/FAQ content is role dependent.
Rewards	Click to view your organization's employee referral bonus policy, who is eligible and potential bonus amounts.
Account Settings (Your Name)	Click to view and edit you account settings, including: <ul style="list-style-type: none"> <li>• Settings for your Unique Referral Link, User Info, Interests, Password Reset, Social Networks, Email Job Alerts and Privacy.</li> <li>• Configuration settings for the site (administrators only).</li> <li>• Invite a Recruiter (administrators only).</li> <li>• Manage My Channels (administrators and recruiters).</li> </ul>

UI Element	Description
	<ul style="list-style-type: none"> <li>• Sign Out.</li> </ul>
Social Channel icons	Click to access your social network accounts (Facebook, Twitter and LinkedIn). You must first have a valid social network account.
Promotional (Promo) Text	Text promoting you organization's jobs or messages. (Promo text is editable by administrators in the dictionary editor. It can be contextualized by role, so if you are an administrator, recruiter, employee or guest you see different text.)
Manage Landing Pages	Click to access the Manage Landing Pages module. Available to administrators.
Sign Up	Use to set up an account to be able to refer jobs, either by signing in with one or more of your social networks (Facebook, Twitter or LinkedIn), or by signing up with your email address. Sign Up and Sign In buttons only display on sites configured as Referral Only. There is also a configuration option for Administrators to hide these buttons behind and <i>Are you an employee?</i> link.
Sign In	Use to sign into your account. Internal users with administrator or recruiter privileges use this feature to access the management functions within Sourcing. Sign Up and Sign In buttons only display on sites configured as Referral Only. There is also a configuration option for Administrators to hide these buttons behind and <i>Are you an employee?</i> link.
Sign Up for Job Alerts	Use to sign up for job alerts sent to you by email; based on the job interests, locations and alert frequency you specify.
Search for Jobs	<p>Use to enter criteria to search the site for more jobs, based on keyword and location.</p> <ul style="list-style-type: none"> <li>• Click on the Keyword field to view and select from a list of the top five job categories.</li> <li>• Click on the Location field to view and select from a list of the top five job locations.</li> <li>• For either field, type in the beginning few letters of a keyword to produce an auto-complete list of values.</li> </ul> <p>For more information see the Job Search section of this guide.</p>
Search button	<p>Use to initiate a search for more jobs, based on keyword and location. Opens the Job Search page, providing access to its filtering capabilities.</p> <p>For more information see the Job Search section of this guide.</p>
Featured Jobs	<p>Use to view a list of open jobs tagged by recruiters as New or Hot. You can also:</p> <ul style="list-style-type: none"> <li>• View summaries of the featured jobs.</li> <li>• Click the View All New or View All Hot links to filter for all available hot or new jobs within Sourcing.</li> <li>• Click a job title to open the Job Details page. From the Job Details you can view the job description and related information, and apply for the job.</li> <li>• Click a job location to view a list of the jobs for that location.</li> </ul>
My Profile section	<p>To the right of the Featured Jobs section. If you are not logged in, and the site mode is set up as a job site, the My Profile section displays the following:</p> <ul style="list-style-type: none"> <li>• Text stating "Create and manage profiles for future opportunities."</li> <li>• The Go to Profile button. When you click the button you are directed to a sign in modal. If you have no account you are provided the option to Sign Up.</li> </ul> <p>If you are logged in, the section displays your account name and a circular personal image, if provided. If no image is uploaded the default is a generic silhouette. The Go to Profile link targets career sections configured for your Sourcing privilege class, or role, and you will be directed to the appropriate profiles based upon those privileges. The section also displays your personal sharing information with the total number of:</p>

UI Element	Description
	<ul style="list-style-type: none"> <li>• Links Shared - Click the link to view a modal detailing the links you have shared.</li> <li>• Clicks - Click the link to view a modal detailing the clicks on your referrals.</li> <li>• Candidates - Click the link to view information about the applications completed by your referrals.</li> </ul>
My Submissions section	<p>To the right of the Featured Jobs section. If you are not logged in, the My Submissions section displays the following:</p> <ul style="list-style-type: none"> <li>• Text stating "Track Your Opportunities."</li> <li>• My Submissions button. When you click the button you are directed to a sign in modal. If you have no account you are provided the option to Sign Up.</li> </ul> <p>If you are logged in, the section displays information about your applications. The My Submissions link targets career sections configured for your Sourcing privilege class, or role, and you will be directed to the appropriate submissions (external and internal) based upon those privileges.</p>
Top Referrers	<p>Use to view a summary the top referrers for your site. They are those users who are most active in terms of sharing jobs and the results those job shares generate. Top Referrers are scored using these criteria:</p> <ul style="list-style-type: none"> <li>• Job Shares.</li> <li>• Clicks resulting from job shares.</li> <li>• Apply starts from job shares.</li> </ul> <p>Each criterion is weighted according to your preferences; weights can be configured by Oracle Administrators. In order to be eligible as a Top Referrer, users must meet a configurable minimum Qualifying Score.</p>
Previous Job Searches	Use to view a summary of your recent job searches.
Activity Feed	<p>Use to view total number of job posting shares for your site from launch to today.</p> <p>The latest activity appears in chronological order.</p>
Site Map	Use to view a list of the pages in the site with direct links to open the pages.

## Signing Up (Referral Site)

You want to sign up for Sourcing to refer jobs as an employee, alumnus or guest.

Site mode must be set up for Referrals.

### [Sourcing Portal page]

1. Click Sign Up at the upper right corner of the page.  
The Sign Up modal opens.
2. Choose whether to sign up through a valid social network account, or with your email address.  
For this task we assume you are signing up with your email address.
3. Click Sign Up with Email.  
The Submit Your Information modal opens.
4. Enter your signup information.

- a. Enter your First and Last Name, Email address and Password (twice to confirm).
  - b. Select the applicable option to indicate whether you are an employee, alumnus or other.
5. Click Sign Up.

You are signed up for Sourcing. The exact functionality you will see when you log in depends upon your access privileges and your organization's implementation.

## Signing Up (Job Site)

You want to sign up for Sourcing to use it as a job site, and be able to review your profile and submissions.

Site mode must be set up as Job Site.

### [Sourcing Portal page]

1. Click Go To Profile at the right side of the page.  
The Sign Up modal opens.
2. Use the option to sign up as a new user.
3. Enter your signup information: First and Last Name, Email address and Password (twice to confirm).
4. Click Sign Up.

You are signed up for Sourcing as a job site, and can use our login credentials to enter, edit and review your profile and submissions. The exact functionality you will see when you log in depends upon your access privileges and your organization's implementation.

## Signing Into Social Sourcing

You must first have been provided, or signed up for, an account.

### [Sourcing Portal page]

1. Click Sign In at the upper right corner of the page.  
The Sign In modal opens.
2. Optional. If you don't remember password click the Forgot Password link, enter your email address, and the system will send you new password information.
3. Enter your login credentials.
  - o You can choose to log in via one of your social network accounts (Facebook, Twitter or LinkedIn), or to Sourcing directly.
  - o As an internal Administrator or Recruiter you will most often sign in directly to Sourcing. One exception is when you are acting as an Administrator to install and set up a Facebook Jobs Application.
  - o For this task we assume you are logging into Sourcing directly.
4. Enter your Email address and Password.
5. Click Sign In.

You are signed into Sourcing. The exact functionality you see depends upon your access privileges and your organization's implementation.

## Signing Up for Job Alerts

Sourcing sends job alert emails to users who want to receive them.

You want to sign up for Sourcing job alerts (no login account needed).

### [Portal page]

1. Click Sign Up for Job Alerts at the upper right corner of the page.  
The Sign Up for Job Alerts modal opens.
2. Enter your First and Last Name, and Email Address.
3. Click on Interests, Locations and Company and select values for each.
4. Select an interval for job alerts to be emailed to you.
5. Click the checkbox to acknowledge the Terms and Conditions.
6. Click Signup.

You are signed up to receive Sourcing job alerts relevant to your selected interests, location and company; for the interval indicated.

## User Accounts and Settings

### User Accounts

A user account is needed for administrator, recruiter and front-end users of Sourcing to log into the application through the Portal page.

**Front-End User** accounts are allowed when the Site Mode is set to Referrals. They are created when a potential user (e.g., employee or alumni) clicks the Sign Up button from the Portal page and completes the registration process.

**Recruiter** accounts are set up when an administrator sends an Invitation to Recruiter email to a potential recruiter, and the recruiter follows the link in the email and completes the registration process.

**Administrator** accounts are set up by Oracle. To perform configuration, branding and integration work on your organization's Sourcing zone, submit a service request to Oracle to have Administrator role privileges assigned to you.

- The Email Domains configuration setting enables a check of a user's login email address against your organization's email domains to verify whether the user is an employee.
- The Choose Relationship configuration setting requires registrants to select their relationship to the company during the registration process.
- If Choose Relationship is enabled, the Employee Number Validation configuration setting requires registrants to input their Employee Number when selecting an Employee relationship.

Generally, users with accounts log into Sourcing using the Sign In button on the Portal page. Employees can also access Sourcing these ways:

- If the Partially Log in Trusted Referrers configuration setting is enabled, employees who are trusted referrers, and are navigating in from recruiter emails, get partially logged in as likely users. This allows them to access Sourcing to refer a candidate without signing in, and still get referral credit.

- Employees can sign in through Twitter, Facebook or LinkedIn, and access Sourcing without the need for a separate login and password.

## Configuration

Configuration settings affecting user accounts are listed in the following table.

Settings	
Name	Location
Invite a Recruiter	[Sourcing] Administrator login > Configuration > Users > Recruiters
Email Domains	[Sourcing] Administrator login > Configuration > Company > Company URLs
Choose Relationship	[Sourcing] Administrator login > Configuration > Users > Registration
Employee Number Validation	[Sourcing] Administrator login > Configuration > Users > Registration
Partially Log In the Likely User	[Sourcing] Administrator login > Configuration > Users > Login

## User Settings

Use the Settings area to update your user account information and personal settings, connected social channels, Jo Alerts, privacy settings and more. Depending upon your role, you may also have access to functions such as Invite a Recruiter, Manage My Channels and Sign Out.

To access Settings first sign into Sourcing from the Portal page. Once you are signed in the Settings link displays on the right side of the Home page header. The link has your username for a label. Click the link to display a dropdown menu with a list of available options, which can include:

- Configuration
- Settings
- Invite a Recruiter
- Manage My Channels
- Sign Out

**Note:** The settings and functions available to you depend upon your user role and your organization's implementation. Various combinations of this functionality are available to administrators, recruiters, employees, alumni and referrals. Depending on your role and Sourcing configuration, you may only see a Settings button instead of the full drop-down menu.

### Settings

Use the Settings page to view and/or update your:

- Unique Link
- Job Alerts
- User Info
- Interests
- Password Reset
- Social Networks
- Email Job Alerts
- Privacy

The **Unique Link** section displays your referral link, which you can send to friends and other potential candidates via email or social network(s). You can copy the full URL and share it; or you can click Get Short Link, copy the short URL and send that to friends and candidates. (Short URLs allow otherwise long web addresses to be referred to in a Twitter tweet, for example.) If a candidate uses your link to search for a job posting and start an application via Sourcing, you will automatically be listed as the referrer.

The **User Info** section displays your current user information, if any. Update your information by entering free text or using the dropdown menus in the fields provided. In the Language/Locale and Timezone fields you can select your country and timezone. Selecting a locale will allow you to view Sourcing in the language associated with that particular country. No updates to your account will be made until you click the Save User Info button.

Use the **Interests** section to tailor the jobs that are sent to you by entering your Interests, Locations and Companies. Click on the fields to view and select options in a dropdown selection list. Save your changes. Based upon your selections, Sourcing will include jobs relevant to your interests each time it generates an automated email to you.

Use **Password Reset** when you know your password but want to change it. To change your login credentials type in your current password, then enter and confirm a new password. Save your changes.

Administrators must enter their own password to manage the password of another user.

**Note:** This is not the same as the Forgot Password function available at Sign In. If you've forgotten your password, click the Forgot Password link during the login process and enter your email address. You'll receive an email message with instructions on how to set up a new password.

Use **Social Networks** to enter and update any Facebook, Twitter or LinkedIn accounts that you want connected with your Sourcing user account. To connect a new social channel, click Connect next to the desired social channel icon. This opens a modal from which you can authorize the connection. Click Disconnect for any currently connected social channel to rescind authorization for the connection with Sourcing.

Use **Email Job Alerts** to choose whether or not to receive email Job Alerts from the system. Click the checkbox to receive email Job Alerts and clear it to opt out. If you opt in, you can receive Job Alerts at the email address tied to your account or another preferred email address. Save your changes.

Use **Privacy** to choose whether or not you want your account to appear in the Activity Feed and the Top Referrers section. Select the checkbox to allow publishing of your activity to the Activity Feed and Top Referrers section. Clear the checkbox to opt out. Save your changes.

On the Settings page you can also view the **Top Referrers** and **Activity Feed** boxes.

## Invite a Recruiter



Administrators can use this feature to open a modal from which you can invite a colleague to sign up for Sourcing. Enter an email address, click Send, and the system will generate an invitation email. Your colleague will be able to click a link in the email to register for a Sourcing account with recruiter privileges.

### Manage My Channels

Use the Manage My Channels link to open the page of the same name. From this page you can manage your connected social channels (e.g., Facebook, Twitter, Linked or Weibo).

### Sign Out

The Sign Out feature is for a logged in user to end their session and log them out of Sourcing.

## User Language Settings

Sourcing is available to customers in several supported languages. The default language, and language activation for your organization's implementation, are configured by an administrator. Individual language preference is set by each user.

All supported language translations are loaded into the system as a default. Administrators configure the default language locale for Sourcing, and the active languages/locales available to users of the application. Each Sourcing locale has a corresponding Recruiting language. Sourcing will display the locale names in the local language, e.g. English, Deutsch, Espanol, etc. Depending upon the configuration, all or a subset of the supported languages may be available to users. Users can set their language preferences during registration, and with their user settings.

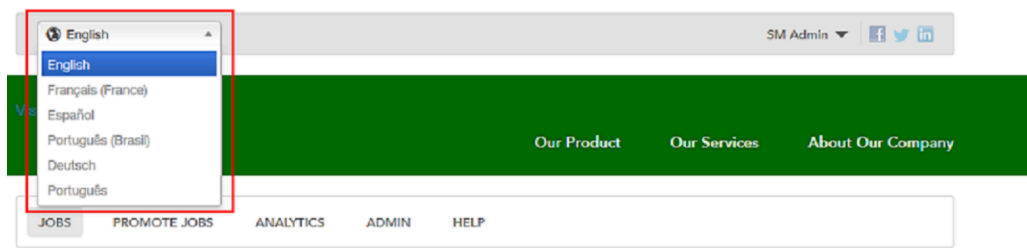
### Settings

Update your settings, social networks, and job alerts.

The screenshot shows the 'Settings' page in Oracle Taleo Sourcing. On the left is a navigation menu with 'User Info' highlighted. The main content area is titled 'Settings' and includes a sub-section 'Unique Link' with a text input field containing a URL and a 'Get Short Link' button. Below that is the 'User Info' section, which contains several form fields: 'First Name' (SM), 'Last Name' (Admin), 'Current email' (smadmin@test.selectminds.com), 'Location' (select one), 'Department' (select one), 'Language / Locale' (English), and 'Timezone' (English). The 'Language / Locale' dropdown is open, showing a list of available languages: English, Deutsch, Espanol, Francais (France), and Portugais.

### Language Toggle

There is a language toggle available on all pages of Sourcing that allows all users to clearly see the languages available to them and to change that language in their user interface. This language toggle only displays if there are two or more languages, or locales, enabled in the system. If there is only a single locale, there are not different locale choices, so the language toggle does not display in the UI.



On the Job Details page, the locales enabled on the language toggle are limited to the languages that are enabled on that specific requisition. If there is a delta between the number of locales enabled in Sourcing and the number of languages enabled on this requisition in Recruiting, a message indicating this displays next to the language toggle.



### Browser Language Determines Session Language

Sourcing automatically presents the Sourcing site in the users expected language using their browser language. This allows users to experience Sourcing in their expected language without having to change the language with the newly introduced language toggle.

Sourcing loads into the user's browser and is able to identify the language configured for that browser. If that language is an active locale in Sourcing then the system is able to show Sourcing in that language. If the browser's language is not an active locale in Sourcing, the system will then show Sourcing in its configured Default Locale. If there is no Default Locale configured, Sourcing is presented in English-US.

**Note:** Once a user authenticates, their personal locale preference in their settings supersedes their browser language settings.

### Language Settings for Users

Language-related user settings and functions are listed in the following table.

Language Setting or Function		
Name	Description	Location
Language Locales in Registration	Administrators can control the display of the Locale field when a user is registering on Sourcing. It is off by default. Turning it on adds Locale to the user registration page. When registering, the user indicates their preferred language locale (country) to view Sourcing in the language associated with that particular country.	<b>[Sourcing] Initial user login &gt; Registration modal</b>
Language/Locale	End-users can choose their preferred language locale to view Sourcing in the language associated with that particular country. If a user selects a language, the application will display in that language.	<b>[Sourcing] Users login (all) &gt; [Home page] Settings (Name) &gt; Settings &gt; User Info</b>

Language Setting or Function		
Name	Description	Location
Job Language Indicator (Globe icon)	When multiple languages are used for a job requisition, a Globe icon is displayed. A user can hover their mouse over the icon to display the languages activated for the requisition. When only one language is used for a requisition, the name of the language is displayed and there is no Globe icon.	<b>[Sourcing] Administrator or other user login &gt; [Home page] Jobs</b>

## Manage My Channels

Administrators and recruiters use the Social Channels page to manage connections from Sourcing to their Facebook or Twitter social channels, from a single location. This is similar functionality to that for the Send Jobs to Fans and Followers page in Social Jobs Distribution.

Access the Social Channels page from the User Settings (Name) link, by clicking the Manage My Channels option. Use the page to:

- Access functionality to install the Facebook Jobs Application.
- In the Manage My Social Channels section add or remove pages, edit privacy settings, and view your pages. (Connected pages are presented on cards.)

You can also view your Profile block and the Activity Feed.

## Managing Social Channels

You should have an existing account with social networking sites Facebook or Twitter.

If not, you can use this module to sign up for accounts.

### **[Sourcing] Administrator or recruiter login > [Home page] User Settings (Name) > Manage My Channels**

1. Already connected Facebook pages or Twitter accounts display on cards in the social channel management area at the center of the page.

If you have no Facebook pages or Twitter Accounts, you can create accounts by following the steps below.

If no pages or accounts are connected (available in the list), you can add pages for your existing pages or accounts by following the steps below.

2. To create an account, or to add an account to connect to, click the card for either Add Facebook Page or Add Twitter Account.

In this example we'll assume you choose to click the Add Twitter Account card.

3. The Twitter Authorize and Application modal opens.
  - a. The modal displays read-only information about Sourcing.
  - b. Optional. To create a new Twitter account click the Sign Up for Twitter link, complete the information required on the Join Twitter Today modal, and click Create My Account. Then proceed to substep c.
  - c. On the Twitter Authorize an Application modal, enter your Username or Email address, and Password for the Twitter account. Then click Authorize App.

A card for the connected account displays in the social channels management section of the Manage My Social Channels page.

From the Sourcing application you will be able to read tweets from your timeline, see who you follow and follow new people, update your profile, and post Tweets.

You will not be able to access your direct messages, or see your Twitter password.

You can revoke access by the Sourcing application at any time from the Twitter account's Settings page, on the Applications tab.

To remove connected pages or accounts, edit privacy settings, and view your pages, use the applicable card for the already connected account (located in the social channel management area at the center of the page).

# 2 Jobs

## Job Search

### Home Page Job Search

The Home page presents the Sourcing core functionality for logged-in users. It provides quick access to the open jobs for your organization through the Featured Jobs, Job Search, and Previous Job Search sections.

The Home page has the same general layout as the Portal page. It displays for a user a subset of the available functionality based on their access role. Job Search features which may be available to users on the Home page are summarized in the table below. The exact features you see depend upon your access role and your organization's implementation.

UI Element	Description
Featured Jobs	<p>Use to view summaries of featured jobs, which are those tagged by recruiters as New or Hot. You can also:</p> <ul style="list-style-type: none"> <li>• View job summaries.</li> <li>• Click View All New or View All Hot links to filter the list.</li> <li>• Click a job title to view the job details and description. From the job details you can apply for the job.</li> <li>• Click a job location to view a list of the jobs for that location.</li> </ul>
Job Search	<p>Use the Job Search section to search the site for more jobs, based on keyword and location:</p> <ul style="list-style-type: none"> <li>• For either field, you can type in the beginning few letters of a keyword or location to produce an auto-completed list of matching values. Select a value.</li> <li>• Or click on the Keyword field to view and select from a list of the top five job categories.</li> <li>• Or click on the Location field to view and select from a list of the top five job locations.</li> </ul> <p>When you click Search, the Job Search page opens and displays matching results. If no matching results are found, a message is provided. To return to the Home page click the Jobs link on the top navigation bar.</p>
Geolocation Job Search	<p>Sourcing supports geolocation, which is the identification of a location (such as a street address) using the latitude and longitude coordinates. When the Geolocation Search setting in Configuration is enabled, the system will ask your location upon loading. If you agree, the system will prepopulate the Location search box with your location. This works for both desktop and mobile devices.</p> <ul style="list-style-type: none"> <li>• For jobs having multiple job locations the system will display all locations in search results as long as one of the locations is relevant to the search.</li> <li>• For non-specific job locations, you can obtain job results general to a region where you are located (e.g. remotely located offices in a state or province). For example, if you are searching for</li> </ul>

UI Element	Description
	<p>jobs from Fresno, California, USA, you can get job results that are in California, USA which do not have a specific longitude and latitude.</p> <ul style="list-style-type: none"> <li>If users enter a location search that is not found in the Placefinder directory, they are presented with the option to run a keyword search using their location criterion. If users select Yes, the location entered is copied to the keyword field and a keyword search is performed. All results, if any, containing that keyword are displayed. This feature enables the user to search for jobs at locations outside the usual geosearch library by converting the invalid location into a keyword search that may yield jobs.</li> </ul>
Keyword Search	<p>The Keyword search field allows for:</p> <ul style="list-style-type: none"> <li>Plurals (e.g. a search for "Managers" will also get you "Manager").</li> <li>Complex stemming (e.g. a search for "Development" will also get you "Developer").</li> <li>Case insensitivity.</li> <li>Punctuation parsing.</li> <li>Filtering out common words (such as "job" for ranking).</li> <li>ASCII character equivalents for special characters.</li> <li>Dynamic weighting that adjusts the relative weights for keywords (e.g. words that show up in the job title or description) and jobs that have special flags (e.g. New and Hot jobs).</li> </ul>
Previous Job Searches	<p>Use the Previous Job Searches section to view a summary of your recent job searches. Click on a search title to open the Job Search page and see the results in the center section. To return to the Home page click the Jobs link on the top navigation bar.</p>

## Job Search Page

The Job Search page opens when users click Search on the Portal or Home page.

### Searches

The initial job search results display in the center column. Administrators and recruiters can toggle the Hot Job setting for any listed jobs. They can also manually "Star" jobs to receive notifications when activity occurs for them. By "starring" jobs they'll receive notifications when activity occurs on them. They can also filter to view only starred jobs. Automatic job starring also occurs when they send a jobs promotion campaign from their account.

Keyword and location search remains available at the top of the page, allowing you to perform more searches. With each additional search, job results matching the search criteria refresh and display in the center column.

Depending upon configuration, additional search facets are provided to further modify your search results:

- **Only Show** - Checkboxes allow you to filter for those tagged as My Jobs (Starred Jobs), Hot Jobs, New Jobs, and Jobs with Video.
- **Search Radius** - When Geolocation Search and User Control Radius Unit are enabled in Configuration, you can select a radius distance from your location to filter your results. The job search results will take the location and display all the jobs that are within the defined radius.
- **Languages** - Filter for those jobs in specified languages.
- **Country** - Filter for those jobs in specified countries.

- **Location** - Filter for those jobs in specified locations. Allows you to search for jobs in a broader area than radius search, such as a city, state or province.
- **Job Category** - Filter for those jobs in specified job categories.
- **Business (Organization)** - Filter for those jobs in specified business organizations.

Many of the same features available on the Portal or Home pages are also available on the Job Search page, such as:

- Navigation bar
- Settings (Name)
- Promotional text
- Profile section
- Previous Job Searches
- Activity Feed

### Additional Functions

Depending upon your access role, additional buttons display at the top of the page.

Recruiters, employees and alumni see these buttons:

- **Share on Facebook** - Opens the Facebook login and posting modals, providing the ability to enter message text and share the posting to Facebook.
- **Share Referral Link** - Opens the Referral Link modal, allowing you to copy the link for use in an email or posting to a social channel.

Administrators see these buttons:

- **Create a Widget** - Opens the Widgets configuration page, from which you can create Job List, Search Bar and Email Sign Up Widgets. For details see the Widget Creation and Sharing section of this guide.
- **Create a Landing Page** - Opens the Create a Custom Landing Page modal, from which you can enter a Page Title and click Create Page. For details see the Landing Pages Administration section of this guide.

## Job Details Page

The Job Details page opens when users click on a listed job title on the Portal, Home or Job Search page. Users can also access the job details from links in shared social channels, referral emails and campaign messages.

The Job Details provides a detailed job description, as well as links to share the job with others or apply for the job. The functionality a user sees on this page vary depending upon their access role and the organization's implementation.

Some of the same features available on the Portal, Home and Job Search pages are also available on the Job Details page, such as:

- Navigation bar
- Settings (Name)
- Promotional text

### Job Specific Information

Job-specific functions and information available on the Job Details page are listed in the following table:

UI Element	Description
Enhance This Job Page	Allows an administrator or recruiter to enter a URL link to associate an existing YouTube or Vimeo video with the job. Use this feature to give users a glimpse into your organizational culture, the benefits of working there, or the interesting and exciting aspects of the job. Candidates can view it when they follow your referral links and postings back to this job.
Jobs with Video icon	All jobs that include a video display a video icon in the search results, campaigns and job details, drawing increased attention to your marketing media.
Available Languages (Globe icon)	When multiple languages are used for a job requisition, a Globe icon is displayed. A user can click the link next to the icon to display the languages activated for the requisition, and select a language to view the translated version. When only one language is used for a requisition, the name of the language is displayed and there is no Globe icon. For more information see the Languages section of the Oracle Taleo Enterprise Edition Administration Guide for Sourcing.
Job Title	Displays the job title.
Job Location	Click the link to open the Job Search page and view other jobs listed for the same location. Administrators can format the location display using the Location Display setting in Jobs configuration.
New and Hot Tags	Displays the New and Hot jobs tags, if they apply to this job. Administrators can define New using the The New Job Date Range setting in Jobs configuration (in terms of the number of days after a job is uploaded during which it is considered new).
Job Category	Click the link to open the category landing page and view other jobs listed for the same category.
Organization Name	Display only.
Date Posted / Total Views / Requisition Number	Display the date the job was posted, the total number of user views of the job description, and the requisition number, respectively. Administrators can toggle these fields On/Off with the General Display setting in the Jobs configuration section.
Promote this Job	Displays a list of links for administrators and recruiters to Request Referrals (Referrals on Demand), Send to Fans and Followers (Social Jobs Distribution), and Send to Talent Community (Talent Community messages). Click a link and the page to compose the selected campaign or message opens.
Recommend this Job / Recommend to a Friend	Displays a list of links for administrators, recruiters, employees and other users to recommend the job by sending a status update or personal message through a social channel, or to copy their referral link and paste in an email or posting on a social channel.
Upload Friend's Resume	Opens a modal for employees to enter a friend's contact information, upload their resume file, and submit it for the job.
Apply for this Job	Opens the Apply modal for a candidate to enter their contact information and begin the application process.
Job Description	Displays the detailed job description.
Internal Job	Displays in the job description, if this is a job available to internal employees only. Administrators toggle this field On/Off with the Internal Only Jobs setting in Jobs configuration.
Additional Information	Displays in the job description, information about the hiring manager, internal contact and salary. Administrators toggle this section, and the fields within it, On/Off with the Internal Information settings in Jobs configuration.
Bonus Eligibility and Amount	Displays in the job description, whether the referral bonus eligibility applies to this job and the corresponding bonus amount. Administrators toggle these fields On/Off with the Bonus Eligibility and Bonus Amount settings in Jobs configuration.



For more information see the Jobs configuration chapter of the Oracle Taleo Enterprise Edition Administration Guide for Sourcing.

## Searching for Job

### [Sourcing Portal page]

1. Optional. From the Featured Jobs list:
  - o You can view featured jobs (New or Hot jobs) on the page and click the job title link of a job you are interested in.
  - o You can also click the location link of a job and view, on the Job Search page, a list of all the open jobs in that location. Then click the job title link of a job you are interested in.
2. Optional. From the Search section you can enter search criteria in Keyword or Location.
  - a. Click in either field and select an available option, or type in a few letters of a keyword or location to see a list of matching values to select from.
  - b. Then click Search.
  - c. From the list of search results, on the Job Search page, locate the job you are interested in and click the job title link.

The Job Details page opens displaying the job description and related information.

You can apply for the job or refer it to a friend.

## Applying for Job

You have arrived at the Job Details page, whether from the Sourcing Portal or Home page's job search, a link in a message or social channel campaign, or a referral link.

### [Job Details page]

1. Click Apply for Job.

The apply flow for a job can vary depending upon configuration and your organization's implementation. Generally, the Apply for this Job modal opens.
2. Provide the following information:
  - a. Enter your Email address.
  - b. Indicate whether or not you want to receive job alerts.
  - c. Indicate whether or not you want Sourcing to remember you.
  - d. Click Go.
  - e. Optional. If the email entered if not found, you must enter your first and last name and click Go.
3. Click Start your Application.

Depending upon configuration settings and your organization's implementation, you will be directed to the application flow for the applicant tracking system for the selected job. For example, you might be directed to the application flow in a Career Section.

# Job Sharing

## Job Sharing

Users can share URLs and links to jobs through emails, on one or more of their existing social networking accounts, or by sharing a referral link through an email.

**Note:** Functionality to share jobs varies for administrators, recruiters, employees, alumni and other users. Your ability to share jobs through social channels or by referrals depends upon your access role and your organization's implementation.

### Sharing from the Portal Page or When Not Logged In

You can share jobs at any time, whether logged into Sourcing or not, with the following functions:

- Copying from the browser the URL of a page you are on. Then pasting it into an email message to potential candidates.
- Clicking a Share this Job or a Copy Link button, generating a unique URL that you can copy and paste in an email message to potential candidates. If a candidate follows the link you will be given referral credit.

### Sharing From the Home Page

When logged in, you can also share with and refer candidates with these additional functions:

- Copying your referral link from User Settings, and pasting it in an email message to potential candidates. If a candidate follows the link you will be given referral credit.
- Sharing URLs or referral links to the site through existing social networking accounts (e.g. Facebook, Twitter, LinkedIn or Weibo). To share a URL or link, click on a social channel icon (to the right of the User Settings/Name link). A modal will appear allowing you to log into your account and post to the social channel.

### Sharing From the Job Details Page

From the Job Details page you can also share URLs and links to the site by using one of these buttons, provided based upon your user role:

- **Promote this Job** - Displays a list of links for administrator and recruiters to Request Referrals (Referrals on Demand), Send to Fans and Followers (Social Jobs Distribution), and Send to Talent Community (Talent Community messages). Click a link and the page to compose the selected campaign or message opens.
- **Recommend this Job / Recommend to a Friend** - Displays a list of links for administrators, recruiters, employees and other users to recommend the job by sending a status update or personal message through a social channel, or to copy their referral link and paste in an email or posting on a social channel.
- **Upload Friend's Resume** - Opens a modal for employees to enter a friend's contact information, upload their resume file, and submit it for the job.
- **Apply for this Job** - Opens the Apply modal for a candidate to enter their contact information and begin the application process.
- **Enhance this Job** - Allows an administrator or recruiter to enter a URL link for a video about the job, which candidates can view when they follow your referral links and postings back to this job.

## Referral Links

On the Settings page, the Unique Referral Link section displays your referral link, which you can send to friends and other potential candidates via email or social network(s). Copy the full URL and share it; or click Get Short Link to copy the short URL and send that to friends and candidates. (Short URLs allow otherwise long web addresses to be referred to in a Twitter tweet, for example.) If a candidate uses your link to search for a job posting and start an application via Sourcing, you will automatically be listed as the referrer.

## General Candidate Referral and Submission

As part of the Sourcing integration with Oracle Taleo Enterprise Edition, Sourcing allows for a general submission of a candidate resume (i.e. not attached to a specific job). When activated, the feature allows a logged-in employee to submit a friend's resume. The Submit Referral button displays at the top of the Home page for front-end users who are employees. When a user clicks the Submit Referral button a popup menu provides these options:

- **Send a Link for your Friend to Apply** - Opens the Referral Link modal so you can copy your link and email it to your friend.
- **Share this site with your Friend** - Also opens the Referral Link modal so you can copy your link and email it to your friend.
- **Submit Your Friend's Resume** - Opens the Upload a Friends Resume modal so you can enter their contact information, upload their resume and submit.

When an employee uploads a resume in this fashion, it creates a profile for the candidate in TEE.

**Note:** For this feature to work your organization must be using both Sourcing and TE 14B or later, TE must be configured to allow general submissions, and the Allow General Candidates setting must be enabled in Sourcing's Taleo Enterprise Edition configuration section.

## Endorsement Emails

When this feature is enabled, the system sends an Endorsement email to a referrer asking for information as to why they are referring a candidate. Referrer's responses to those emails are sent to recruiters based on settings in the Configuration area:

- **Endorsements** - Under the Jobs section. Toggles On/Off the sending of endorsement emails to referrers.
- **Notify Recruiter of Endorsement** - Under the Messaging section. Toggles On/Off the sending of emails notifying recruiters of an endorsement.
- **Send to Starred Recruiters** - Under the Messaging section. Toggles On/Off the routing of endorsement reply emails to recruiters who are associated with a job post based on their tagging of the job post by "starring".
- **Send to Common Email Address** - Under the Messaging section. Toggles On/Off the routing of endorsement reply emails to a common email address.
- **Common Email Address** - Text entry field to enter the common email address.

# Widget Creation and Sharing

## Widget Creation and Sharing

The Widgets feature provides administrators a means to market and share jobs through the ability to embed certain Sourcing functionality on other websites.

The main purpose of creating and deploying Sourcing widgets on other sites is to attract users on other websites back to the host Sourcing site. Place widgets on your organization's external career welcome pages and intranet sites, or on Sourcing pages created with the Site Builder. The following widget types, and the templates to create them, are available:

- **Search Result (Job Listing)** - Displays a search result list of jobs, based on category and/or location. Recommended practice is to use this type of widget to target candidate audiences interested in specific job categories or locations.
- **Search Bar** - Displays a search bar to encourage users to look for jobs.
- **Sign Up for Email (Job) Alerts** - Displays a button linking to an email job alerts sign up modal.

**Note:** Widgets are not site-specific meaning that they are not available for custom sites in Site Builder. Widgets can only point to the default site delivered with the system.

### Widget Creation

Administrators see the Create a Widget button at the top of the Job Search page. Clicking the button opens the Widgets section of the Configuration area, which provides functionality to create and manage widgets. The section has three subsections, one for each type of widget.

Each subsection lists all previously created widgets of that type; which you can edit, preview and save. You can edit the Name, Notes, Descriptive Text, Width, Height, Header, Button Text and Button Color of a widget. The settings available vary depending on the type of widget.

Each subsection also contains the functionality to create a new widget of that type.

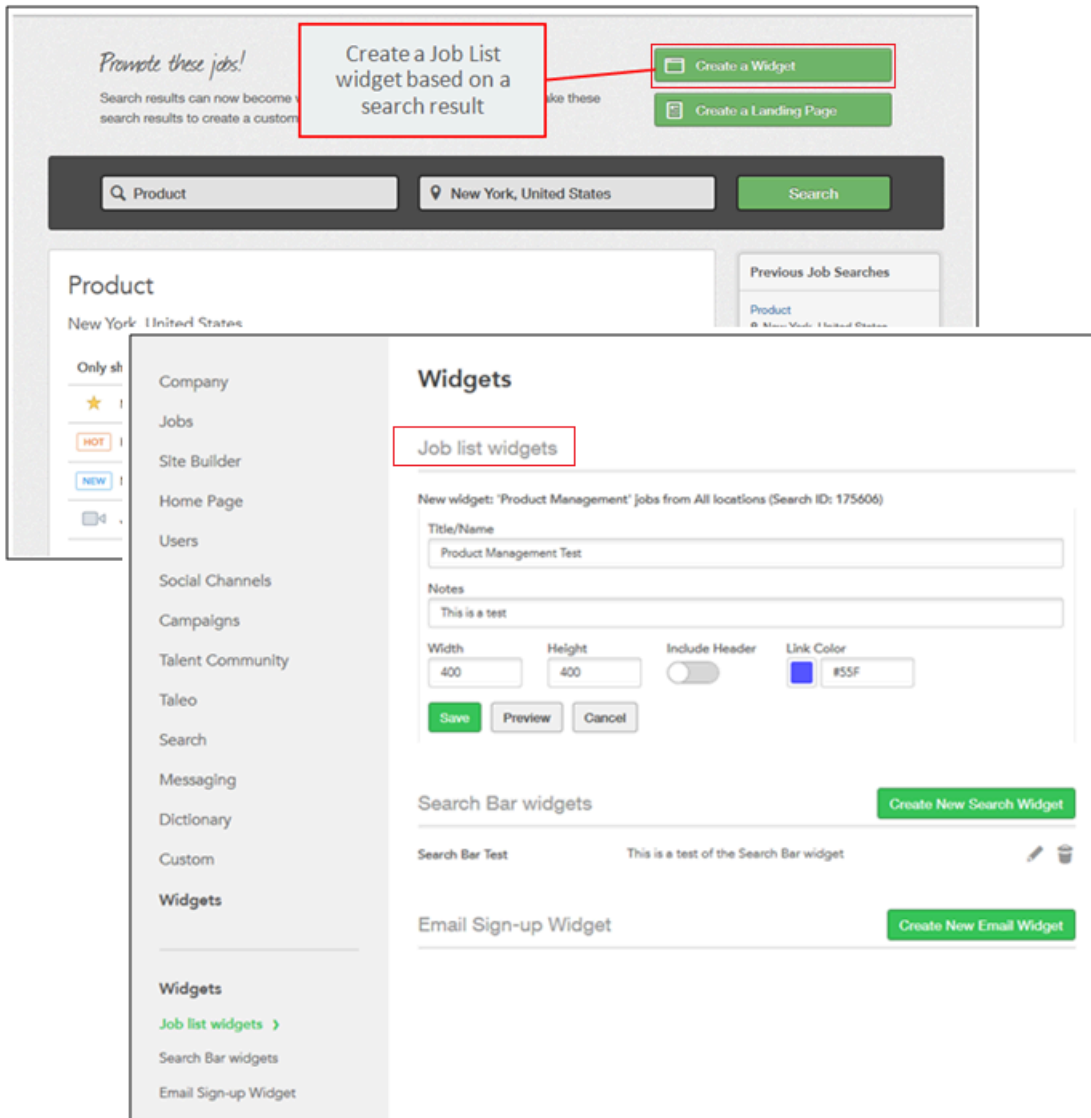


Figure: Job List Widget creation.

## Creating a Job Listing Widget

You must be logged-in with administrator privileges.

### [Sourcing] Administrator login > [Home page]

1. Enter search criteria (keyword and/or location).
2. Click Search.  
The Job Search page opens, displaying the search results in the center section.
3. Optional. Filter the search results, if desired, to display the group of jobs you want to present to your candidate audience.
4. Click Create a Widget.

The Widgets page opens, displaying fields to enter the new widget settings: Title/Name, Notes, Width, Height, Include Header and Link Color. The Job Search ID is prepopulated but is not editable.

5. Enter the information for the widget settings.

Notes are for internal use.

6. When done entering the widget settings, click Preview to open the widget in the Widget Preview modal. Close the modal when done reviewing.

In preview mode only the first few job search results display in the widget.

7. Repeat steps 5 and 6 until done editing.
8. Save.

Code for the widget displays in the Copy the Code field. The code is read only and not editable.

To deploy the widget, copy the code and paste it in the source code for another website, at a point where you want the widget to appear.

Users can view and interact with the job list from any web page the code is added to. When a user clicks on a job in the list, they are redirected to Sourcing to view the job description details.

## Creating a Job Search Widget

You must be logged-in with administrator privileges.

**[Sourcing] Administrator login > [Home page] Search > [Job Search page] Create a Widget > [Configuration] [Widgets]**

**[Sourcing] Administrator login > [Home page] User Account > Configuration > Widgets > [Widgets]**

1. Under Search Bar Widgets, click the Create New Search Widget button.

The Widgets page opens, displaying fields to enter the new widget settings: Title/Name, Notes, Description Text, Placeholder Text, Button Text, Width, Height, Include Header, Include Button and Button Color.

2. Enter the information for the widget settings.

Notes are for internal use.

3. When done entering the settings, click Preview to open the widget in the Widget Preview modal. Close the modal when done reviewing.

4. Repeat steps 2 and 3 until done editing.
5. Save.

Code for the widget displays in the Copy the Code field. The code is read only and not editable.

To deploy the widget, copy the code and paste it in the source code for another website, at a point where you want the widget to appear.

Users can view and interact with the job search bar from any web page the code is added to. When a user clicks Go to initiate a search, they are redirected to Sourcing to execute the search.

## Creating a Job Alert Email Widget

You must be logged-in with administrator privileges.

**[Sourcing] Administrator login > [Home page] Search > [Job Search page] Create a Widget > [Configuration] [Widgets]**

**[Sourcing] Administrator login > [Home page] User Account > Configuration > Widgets > [Widgets]**

1. Under Email Signup Widget, click the Create New Email Widget button.  
The Widgets page opens, displaying fields to enter the new widget settings: Title/Name, Notes, Description Text, Button Text, Width, Height, Include Header, and Button Color.
2. Enter the information for the widget settings.  
Notes are for internal use.
3. When done entering the settings, click Preview to open the widget in the Widget Preview modal. Close the modal when done reviewing.
4. Repeat steps 2 and 3 until done editing.
5. Save.

Code for the widget displays in the Copy the Code field. The code is read only and not editable.

To deploy the widget, copy the code and paste it in the source code for another website, at a point where you want the widget to appear.

Users can view and interact with the job alerts email signup widget from any web page the code is added to. When a user clicks the Signup button they are redirected to Sourcing's Sign Up for Job Alerts modal to register.

## Editing an Existing Widget

You must be logged-in with administrator privileges.

The widget you want to edit must already be created.

**[Sourcing] Administrator login > [Home page] Search > [Job Search page] Create a Widget > [Configuration] [Widgets]**

**[Sourcing] Administrator login > [Home page] User Account > Configuration > Widgets > [Widgets]**

1. Locate the name of the existing widget you want to edit.  
Each subsection lists all previously created widgets of that type (Job List, Job Search or Email Signup).
2. To edit the widget click the Pencil icon to the right of the name.  
Fields activate for you to edit the various widget elements: Name, Notes, Descriptive Text, Width, Height, Header, Button Text and Button Color. The settings available vary depending on the type of widget.
3. Make edits as needed.  
Notes are for internal use.
4. When done editing, click Preview to open the widget in the Widget Preview modal. Close the modal when done reviewing.
5. Repeat steps 3 and 4 until done editing.
6. Save.

Code for the widget displays in the Copy the Code field. The code is read only and not editable.

To deploy the widget, copy the code and paste it in the source code for another website, at a point where you want the widget to appear.

Users can view and interact with the widget from any web page the code is added to. When a user clicks on a job or actionable button in the widget, they are redirected to Sourcing.



# 3 Promote Jobs

## Promote Jobs

### Promote Jobs

Use the Promote Jobs module to create new and manage existing job marketing campaigns with Automated Referral Marketing (ARM), Referrals On-Demand (ROD), Social Job Distribution (SJD) and Talent Community (TC) messages.

The Promote Jobs module is available to administrators and recruiters. Access the module by signing into Sourcing, and clicking the Promote Jobs link on the navigation bar at the top of the Home page.

Promote Jobs allows you to actively engage your users by sending them relevant jobs, which they can in turn share with their friends and social networks. The Promote Jobs page displays all available campaign and message types you can use to share jobs with your employees, alumni and others. You can create new messages or manage existing campaigns. Available campaign and message types are:

- **Automated Referral Marketing:** Send scheduled, recurring, automated messages to a population encouraging them to share jobs. Available to administrators only.
- **Referrals On-Demand:** Send one-time messages to a population sharing specific jobs.
- **Social Job Distribution:** Post jobs to connected Facebook fan pages, Twitter handles, and LinkedIn pages.
- **Talent Community:** Send one-time messages to members of your Talent Community.

## Email Message Editor

The Email Editor (or Composer) provides recruiters the ability to set up and edit emails for marketing campaigns, allowing them to create well-designed and engaging emails for candidates and employees.

Administrators can turn the Email Editor on and off in the Configuration area's Messaging section, with the Use Composer setting. The default is Off. If the setting is On, when a recruiter is performing the Compose Message Step in setting up a campaign, and begins editing an email message in the Campaigns tab, a modal appears providing the option of using either the Modern or Classic version of the message template:

- **Classic** - Has a heading, salutation, body text containing a list of jobs, complimentary close and identification. For each job in the list the message provides the job title (as a link to job details), location and job category.
- **Modern** - Has all the same elements as Classic. In addition, more information is provided about each listed job: a video indicator, Hot and New job tags, job description introductory text, the posting date, and a View and Recommend button.

The Email Message Editor provides recruiters features such as:

- An improved message previewer, with the body section displaying the whole message.

- Email sections that are empowered as blocks; which can be added, moved or deleted.
- A standard block display that, when you hover over or tab into a block, highlights it with a border and gives it a light gray background.
- A control panel that displays on the right side of a content block when you hover over or tab into the block. It contains buttons to move the block up or down in the message, or remove it from the message.
- Action to move away from a block hides the control panel and restores the block to its preview state.
- Rich-text editing capability (in an HTML editor) which opens when you click into a content block.
- HTML editor functionality (such as font characteristics, lists, colors, spacing, alignment and more) varies depending on the block type being edited (Smart, Text or Image) .
- Functions to import images into blocks and crop them.

When a recruiter is working in an updated Sourcing zone, existing emails in all campaigns in the zone will continue to work:

- All existing campaigns (created prior to upgrade to release 14B) continue to be accessible from the "Manage Campaigns" pages, load up with the final message editing/scheduling step (including all saved data), can be edited using the legacy capabilities, and function as they normally do (e.g. when choosing templates, editing text, scheduling and sending, etc.).
- All newly-created campaigns with a messaging component (beginning with release 14B) load up the new Email Editor. Accessing these new campaigns afterwards also loads up the Email Editor.

## Configuration

Configuration settings for this feature are listed in the following table.

Settings	
Name	Location
Use Composer	Configuration area > Messaging > Broadcast Messaging

## New ARM Campaign

Administrators use Automated Referral Marketing (ARM) to let the system automatically request referrals for jobs in departments and locations that match with the interests of your employees, alumni, or any other group that you are targeting.

This campaign type allows you to create messages with a schedule, so that once they are set up they will be sent out automatically, without having to trigger the message each time.

To create a new ARM campaign, click the Create button from either of two places:

- On the main Promote Jobs page.
- Under the Automated Referrals tab of the Promote Jobs page.

Creating a new ARM campaign involves two main steps:

1. Choose recipients.
2. Compose message and schedule.

## Choosing ARM Recipients

Sign in with administrator access privileges.

**[Sourcing] Administrator login > [Home page] Promote Jobs > [Automated Referral Marketing]**

1. Click Create to the right of Automated Referral Marketing.
2. Choose recipients for the email notification. You can search by Name or Email; or using facets such Top Referrers, Last Contacted, Department or Location.  
Users meeting the filter parameters appear in the Recipients tab.
3. Optional. To manually remove a user from the target population, click Remove next to their name.  
The user appears on the Removed tab. You can add them back to the population by clicking Add.
4. Once you are satisfied with your target population, click Continue and Create Your Message.

You are advanced to the Compose Message screen.

Complete composing and scheduling of the message.

## Composing and Scheduling the ARM Message

Sign in with administrator access privileges.

**[Sourcing] Administrator login > [Home page] Promote Jobs > [Automated Referral Marketing] Create > [Choose ARM Recipients] Continue and Create Your Message > [Compose Message and Schedule]**

1. On the Compose Message screen, click Choose a Template.
2. The names of available templates are displayed across the top of the Choose a Template window.
  - a. Click any of the template names and a preview of the template is displayed in the bottom of the window.
  - b. After selecting the desired template, click Select and Continue.
3. Use the Edit screen to change the subject, headline and message body as needed.
4. At the bottom of the Edit screen select one of the available options: Save as Draft, Preview, or Name and Schedule Campaign.
  - o Save as Draft: Prompts you to name the ARM campaign. After saving you will see options to Preview, Edit Schedule, and Save and Exit.
  - o Preview: Shows an image of the message in a window, as it will appear when received by a user.
  - o Name and Schedule Campaign: Prompts you to name the ARM campaign and presents the Establish Schedule option.
  - o Edit Schedule/Establish Schedule: Opens the Schedule your Message window where you can specify the day, time and recurrence for your ARM campaign.
5. Click Start Your Schedule at the bottom of the window to enable the automated delivery of your campaign.

The new Automated Referral and Marketing campaign is running.

Click Stop to disable a running campaign, if needed.

## New Referrals On-Demand Campaign

Administrators and recruiters use Referrals On-Demand (ROD) to request referrals for a specific set of jobs, right now. You can also save a draft to be sent later.

This campaign type allows you to proactively market certain positions to a referrer population. Select your audience, the jobs to highlight, and send a message out to start generating referrals.

To create a new ROD campaign, click the Create button from either of two places:

- On the main Promote Jobs page.
- Under the Referrals On-Demand tab of the Promote Jobs page.

Creating a new ROD campaign involves three main steps:

1. Choose recipients.
2. Choose jobs.
3. Compose message.

## Choosing ROD Recipients

Sign in with either administrator or recruiter access privileges.

**[Sourcing] Administrator or recruiter login > [Home page] Promote Jobs > [Referrals On-Demand]**

1. Click Create to the right of Referrals On-Demand.
2. Choose recipients for the email notification. You can search by Name or Email; or using facets such Top Referrers, Last Contacted, Department or Location.  
Users meeting the filter parameters appear in the Recipients tab.
3. Optional. To manually remove a user from the target population, click Remove next to their name.  
The user appears on the Removed tab. You can add them back to the population by clicking Add.
4. Once you are satisfied with your target population, click Continue and Select Jobs.

You are advanced to the Choose Jobs screen.

Select jobs to send to targeted recipients.

## Choosing ROD Jobs

Sign in with either administrator or recruiter access privileges.

Choose ROD message recipients.

**[Sourcing] Administrator or recruiter login > [Home page] Promote Jobs > [Referrals On-Demand] Create > Continue and Select Jobs > [Choose Jobs]**

1. Jobs in your organization meeting the filter parameters display in the center column.
2. To filter the jobs to display only those you want to include in your ROD message, use any of the following methods:
  - Only Show: Select a checkbox to filter by:
    - My Jobs (Starred) - Any recruiter or administrator can designate a job as "My Job". Select My Jobs here to choose them for inclusion in your message.
    - Hot Jobs - Jobs prioritized by a recruiter or administrator. These positions appear first to all users who are searching the site or receiving Sourcing messages.
    - New Jobs - Jobs posted within a number of days specified in the Configuration.
    - Jobs with Video - Job announcement contains a video.
  - Specific Search: Enter a keyword or requisition number and search.
  - Location and Category: Use the available search facets to find the jobs you want to send in the ROD, by location or category. For example, you might select all Sales jobs in Atlanta, Georgia.

All matching results display in the center column.

3. In the center column use the checkboxes next to the job titles to select the specific jobs you want to include in the ROD message.
4. Click Continue and Create Your Message.

You are advanced to the Compose Message screen.

Compose and send your ROD message.

## Composing and Sending the ROD Message

Sign in with either General Administrator or Recruiter access privileges.

Choose ROD Recipients.

**[Sourcing] Administrator or recruiter login > [Home page] Promote Jobs > [Referrals On-Demand] Create > Continue and Create Your Message > [Compose Message]**

1. On the Compose Message screen, click Choose a Template.
2. The names of available templates are displayed across the top of the Choose a Template window.
  - a. Click any of the template names and a preview of the template is displayed in the bottom of the window.
  - b. After selecting the desired template, click Select and Continue.
3. Use the Edit screen to change the subject, headline and message body as needed.
4. At the bottom of the Edit screen select one of the two available options: Save as Draft or Preview.
  - o Save as Draft: Prompts you to name the ROD campaign. After saving you will see options to Preview and Finalize, or Save and Exit.
  - o Preview and Finalize : Shows an image of the message in a window, as it will appear when received by a user. At the bottom left of the window is a checkbox for you to "CC Myself". At the bottom right is a Send to Recipients button to send the ROD message to your selected recipients.
  - o Save and Exit: Saves the ROD message, closes the Compose Message screen, and opens the Employee Referrals summary screen, which displays a list of your ROD campaigns.

The new Referral On-Demand message is sent to targeted recipients.

## New Social Job Distribution Campaign

Administrators and recruiters use Social Job Distribution (SJD) to market targeted jobs to your company's Facebook fans and Twitter followers.

This campaign type allows you to distribute individual jobs for posting to your Facebook fans and Twitter followers now, or set up an automated campaign that posts automatically based on a schedule you set.

To create a new SJD campaign, click the Create button from either of two places:

- On the main Promote Jobs page.
- Under the Send Jobs to Fans and Follower tab of the Promote Jobs page.

Creating a new SJD campaign involves three main steps:

1. Choose social accounts.
2. Choose jobs.
3. Compose the SJD message, to either post now or use automated processing.

## Choosing SJD Social Accounts

Sign in with either administrator or recruiter access privileges.

### **[Sourcing] Administrator or recruiter login > [Home page] Promote Jobs > Send Jobs to Fans and Followers]**

1. Click Create to the right of Send Jobs to Fans and Followers.
2. The Choose Social Accounts screen displays the social channels that are currently connected to Sourcing, each displaying as a card. To connect to a new social channel, click Add Facebook Page or Add Twitter Account.
3. A new window opens prompting you to enter the username and password for the account you want to add to Sourcing. Enter the login credentials for the account and request authorization from the desired channel.

Once you have connected to the desired social channel, you will see it as a card on the Choose Social Accounts screen. The owner of the account is displayed along with the number of Sourcing campaigns using the channel. Social channels can be Private or Public:

- o Private - Only the owner of the channel can post jobs to it.
  - o Public - Can be posted to by all administrators and recruiters.
4. You have two options for creating a new social jobs distribution:
    - o Post Jobs Now - Select to send a one-time posting now. This will open the Choose Jobs screen.
    - o Schedule Automated Posting - Select to schedule an automated posting. This will open the Choose Jobs screen, and later also allow you to set up the delivery schedule.

You are advanced to the Choose Jobs screen.

Complete choosing jobs for the posting.

## Choosing SJD Jobs

Sign in with either administrator or recruiter access privileges.

Choose SJD Social Accounts.

### **[Sourcing homepage] > Promote Jobs > [Send Jobs to Fans and Followers] > Create > [Choose Jobs]**

1. Jobs in your organization meeting the filter parameters display in the center column.
2. To filter the jobs to display only those you want to include in your SJD message, use any of the following methods:
  - o Only Show: Select a checkbox to filter by:
    - My Jobs (Starred) - Any recruiter or administrator can select a job as My Job. Take ownership and receive activity alerts.
    - Hot Jobs - Jobs prioritized by a recruiter or administrator. These positions appear first to all users who are searching the site or receiving Sourcing messages.
    - New Jobs - Jobs posted within a number of days specified in the Configuration.
    - Jobs with Video - Job announcement contains a video.
  - o Specific Search: Enter a keyword or requisition number and search.
  - o Location and Category: Use the available search facets to find the jobs you want to send in the SJD, by location or category. For example, you might select all Sales jobs in Atlanta, Georgia.

All matching results display in the center column.

3. In the center column use the checkboxes next to the job titles to select the specific jobs you want to include in the SJD message.
4. Click Continue and Create Your Message.

You are advanced to the Compose Message screen.

Compose and send your SJD message.

## Composing the SJD Message to Post Jobs Now

Sign in with either administrator or recruiter access privileges.

Choose SJD social accounts, selecting option to post message now.

Choose SJD jobs.

**[Sourcing] Administrator or recruiter login > [Home page] Promote Jobs > [Send Jobs to Fans and Followers] Create > Continue and Create Your Message > Compose Message]**

1. On the Compose Message screen you can edit up to 30 characters of text for your SJD message.  
A preview of the SJD message is displayed on the Compose Message screen and will show updates to the editable text in real time.
2. Optional. If you are sending multiple jobs, you can set the interval between consecutive posts.
3. When you are done editing your message you have two options to select from at the bottom of the screen:
  - o Save as Draft - Prompts you to name the SJD. After saving the system displays options for Post Now and Save and Exit. Save and Exit saves a draft of your SJD message without sending it.
  - o Post Now - Post your SJD message now.

The new Social Jobs Distribution message is sent to the targeted social account now.

## Composing and Scheduling the SJD Message for Automated Processing

Sign in with either administrator or recruiter access privileges.

Choose SJD social account, selecting option to use automated processing

Choose SJD jobs.

**[Sourcing] Administrator or recruiter login > [Home page] Promote Jobs > [Send Jobs to Fans and Followers] Create > Continue and Create Your Message > [Compose Message]**

1. On the Compose Message screen you can edit up to 30 characters of text for your SJD message.  
A preview of the SJD message is displayed on the Compose Message screen and will show updates to the editable text in real time.
2. Optional. If you are sending multiple jobs, you can set the interval between consecutive posts.
3. When you are done editing your message you have two options to select from at the bottom of the screen:
  - o Save as Draft - Prompts you to name the SJD. After saving the system displays options for Name and Schedule Campaign and Save and Exit. Save and Exit saves a draft of your SJD message without sending it.
  - o Name and Schedule Campaign - Opens the Schedule Your Message window where you can set the frequency, date, time and duration of your Social Jobs Distribution message. Then click Start Your Schedule to begin the automated processing.

The new Social Jobs Distribution message is sent to the targeted social accounts on the specified schedule.

## New Talent Community Message

Administrators and recruiters use Talent Community (TC) to see who has joined your Talent Community and to send messages promoting jobs and other content to prospective candidates.

The Talent Community is the user population that has signed up to receive, based on location and interests, automated job alerts and direct TC messages. This type of campaign allows you to target job seekers, who have signed up for the Talent Community, with a campaign that highlights jobs you would like them to apply to.

To create a new TC message, click the Create button from either of two places:

- On the main Promote Jobs page.
- Under the Talent Community tab of the Promote Jobs page.

Creating a new TC message involves three main steps:

1. Choose members.
2. Choose jobs.
3. Compose and send the TC message.

## Choosing TC Members

Sign in with either administrator or recruiter access privileges.

**[Sourcing] Administrator or recruiter login > [Home page] Promote Jobs > [Search and Message Your Talent Community]**

1. Click Create to the right of Search and Message Your Talent Community.
2. Choose Talent Community members for the email notification. You can search by Name or Email; by Department or by Location; or by Interests.  
Members meeting the filter parameters appear in the Recipients tab.
3. Optional. To manually remove a member from the target population, click Remove next to their name. The member appears on the Removed tab. You can add them back to the population by clicking Add.
4. Once you are satisfied with your target population, click Continue and Select Jobs.

You are advanced to the Choose Jobs screen.

Complete choosing jobs.

## Choosing TC Jobs

Sign in with either administrator or recruiter access privileges.

Choose TC message members.

**[Sourcing] Administrator or recruiter login > [Home page] Promote Jobs > [Search and Message Your Talent Community] Create > Continue and Select Jobs > [Choose Jobs]**

1. Jobs in your organization meeting the filter parameters display in the center column.
2. To filter the jobs to display only those you want to include in your TC message, use any of the following methods:
  - Only Show: Select a checkbox to filter by:
    - My Jobs (Starred) - Any recruiter or administrator can designate a job as "My Job". Select My Jobs here to choose them for inclusion in your message.
    - Hot Jobs - Jobs prioritized by a recruiter or administrator. These positions appear first to all users who are searching the site or receiving Sourcing messages.
    - New Jobs - Jobs posted within a number of days specified in the Configuration.
    - Jobs with Video - Job announcement contains a video.
  - Specific Search: Enter a keyword or requisition number and search.



- Location and Category: Use the available search facets to find the jobs you want to send in the TC message, by location or category. For example, you might select all Sales jobs in Atlanta, Georgia.

All matching results display in the center column.

3. In the center column use the checkboxes next to the job titles to select the specific jobs you want to include in the TC message.
4. Click Continue and Create Your Message.

You are advanced to the Compose Message screen.

Compose and send your TC message.

## Composing the TC Message

Sign in with either administrator or recruiter access privileges.

Choose TC message members.

Choose TC message jobs.

**[Sourcing] Administrator or recruiter login > [Home page] Promote Jobs > [Search and Message Your Talent Community] Create > Continue and Create Your Message > [Compose Message]**

1. On the Compose Message screen, click Choose a Template.
2. The names of available templates are displayed across the top of the Choose a Template window.
  - a. Click any of the template names and a preview of the template is displayed in the bottom of the window.
  - b. After selecting the desired template, click Select and Continue.
3. Use the Edit screen to change the subject, headline and message body as needed.
4. At the bottom of the Edit screen select one of the two available options: Save as Draft or Preview and Finalize Message.
  - Save as Draft: Prompts you to name the TC message. After saving you will see options to Preview and Finalize, or Save and Exit.
  - Preview and Finalize Message: Shows an image of the message in a window, as it will appear when received by a user. At the bottom left of the window is a checkbox for you to "CC Myself". At the bottom right is a Send to Recipient button to send the TC message to your selected recipients.
  - Save and Exit: Saves the TC message, closes the Compose Message screen, and opens the Talent Community summary screen, which displays a list of your TC messages.

The new Talent Community message is sent to targeted recipients.

## Manage Existing Campaigns

Use the Manage Campaigns feature to view, edit or delete active job campaigns and messages of the following types: Automated Referral Marketing, Referrals On-Demand, Social Job Distribution and Talent Community messages.

Access the Manage Campaigns feature from the Promote Jobs page using one of the two following methods:

- Manage All Active Campaigns button - Click this button at the top of the Promote Jobs page to open the Active Campaigns page, in a view displaying all the active campaigns for all campaign types.
- Manage link - Click this link to the right of each campaign type to open the Active Campaigns page, in a view showing all the active campaigns for just that type.

## Manage Campaigns Summary Information

In either view, the Active Campaigns page displays the following summary information and UI elements in table layout.

UI Element	Description and Actions
Name	<p>The name you have given to the campaign (e.g. Americas Referrals, San Jose Software Engineering, Sales Tweet). Clicking the name of a campaign opens the message editor, from which you can edit the name, text, template, schedule and status.</p> <ul style="list-style-type: none"> <li>ARM campaigns - All active campaigns are listed.</li> <li>ROD campaigns - Saved draft messages are listed.</li> <li>SJD campaigns - All active campaigns are listed.</li> <li>Talent Community messages - Saved draft messages are listed.</li> </ul>
Recipients	<p>The total number of selected recipients of the campaign message. Click the number to open the Recipient Filters window, showing the current parameters defining the recipient population. Click Edit Recipients in that window to make changes to the population.</p>
Channel	<p>The name of the social media account with an icon indicating whether it is in Twitter or Facebook. Click the "View On..." link to open the respective social channel in a new window.</p>
Jobs	<p>Total number of job announcements included in the campaign or message. Click the number to open the Selected Jobs window, showing the titles of the jobs currently included. Click Edit Jobs in that window to make changes.</p>
Status	<p>Potential statuses include Draft, Running and Stopped.</p> <ul style="list-style-type: none"> <li>Draft - A draft of the campaign has been begun but is neither completed nor scheduled to be sent.</li> <li>Running - The campaign is live and scheduled to be sent.</li> <li>Stopped - The campaign is saved, but has been disabled in the system.</li> </ul> <p>Available statuses by type:</p> <ul style="list-style-type: none"> <li>Automated Referral Marketing - Draft, Running and Stopped.</li> <li>Referral On-Demand - Draft.</li> <li>Social Jobs Distribution - Draft, Running and Stopped.</li> <li>Talent Community message - Draft.</li> </ul>
Schedule	<p>Schedule values correspond to the displayed Status value.</p> <ul style="list-style-type: none"> <li>Draft - Shows the date on which the campaign or message was last saved.</li> <li>Running - Shows the date of the next scheduled message.</li> <li>Stopped - No value is displayed.</li> </ul>
Trash icon (Delete)	<p>On the far right column is a Delete button. You will be prompted to confirm a deletion before any campaign or message is erased.</p>

The elements displayed in a Manage Active Campaigns table varies with the campaign type, as listed below.

Campaign Type	UI Elements Displayed
Automated Referral Marketing	Create, Name, Recipients, Status, Schedule and Delete.

Campaign Type	UI Elements Displayed
Referrals On-Demand	Create, Name, Recipients, Jobs, Status, Schedule and Delete.
Social Jobs Distribution	Create, Name, Channel, Jobs, Status, Schedule and Delete.
Talent Community messages	Create, Name, Recipients, Jobs, Status, Schedule and Delete.

## Editing an ARM Campaign

Sign in with either administrator or recruiter access privileges.

The campaign or message must have been created, saved (at least as a draft), and be active in the system.

**[Sourcing] Administrator or recruiter login > [Home page] Promote Jobs > [Promote Your Jobs page] Manage All Active Campaigns > [Active Campaigns page]**

**[Sourcing] Administrator or recruiter login > [Home page] Promote Jobs > [Promote Your Jobs page] Manage > [Active Campaigns page]**

1. Click the ARM campaign's name to open the message editor.  
The Compose Message and Schedule page opens.
2. From the message editor you can perform several actions:
  - o Click Rename to open the Rename Your Campaign window; from where you can view, edit, save or cancel.
  - o Click Recipients to open the Recipient Filters window; from where you can view, edit recipients or cancel.
  - o Click Edit (next to Template) to open the Choose a Template window; from where you can view, edit, select and continue, or cancel.
  - o Next to the Schedule is Running/Not Running message, click Stop or Start to disable or enable the delivery of the campaign message.
  - o Click Preview to open a rendering of the message in a separate window.
  - o Click Edit Schedule to open the Schedule Your Message window; from where you can view, edit, start or cancel.
  - o Click Save and Exit to save a draft of the message and exit the message editor.
3. On the Active Campaigns page you can also perform these actions:
  - o Click the number of recipients to open the Recipient Filters page; from where you can view, edit recipients, or cancel. Edit Recipients opens the Choose Recipients page.
  - o Click the Delete button to remove the campaign from the system.

The campaign is edited and changes are saved, or the campaign is deleted. The Active Campaigns and other affected pages are updated.

## Editing an ROD Campaign

Sign in with either administrator or recruiter access privileges.

The campaign or message must have been created, saved (at least as a draft), and be active in the system.

**[Sourcing] Administrator or recruiter login > [Home page] Promote Jobs > [Promote Your Jobs page] Manage All Active Campaigns > [Active Campaigns page]**

**[Sourcing] Administrator or recruiter login > [Home page] Promote Jobs > [Promote Your Jobs page] Manage > [Active Campaigns page]**

1. Click the ROD campaign's name to open the message editor.  
The Compose Message page opens.
2. From the message editor you can perform several actions:
  - o Click Rename to open the Rename Your Campaign window; from where you can view, edit, save or cancel.
  - o Click Recipients to open the Recipient Filters window; from where you can view, edit recipients or cancel. Edit Recipients opens the Choose Recipients page.
  - o Click Jobs to open the Selected Jobs window; from where you can view, deselect jobs, save changes or cancel.
  - o Click Edit (next to Template) to open the Choose a Template window; from where you can view, edit, select and continue, or cancel.
  - o Click Preview and Finalize Message to open a rendering of the message in a separate window. From this window you can also send the message now.
  - o Click Save and Exit to save a draft of the message and exit the message editor.
3. On the Active Campaigns page you can also perform these actions:
  - o Click the number of recipients to open the Recipient Filters window; from where you can view, edit recipients, or cancel. Edit Recipients opens the Choose Recipients page.
  - o Click Jobs to open the Selected Jobs window; from where you can view, deselect jobs, save changes or cancel.
  - o Click the Delete button to remove the campaign from the system.

The campaign is edited and changes are saved, or the campaign is deleted. The Active Campaigns and other affected pages are updated.

## Editing an SJD Campaign

Sign in with either administrator or recruiter access privileges.

The campaign or message must have been created, saved (at least as a draft), and be active in the system.

**[Sourcing] Administrator or recruiter login > [Home page] Promote Jobs > [Promote Your Jobs page] Manage All Active Campaigns > [Active Campaigns page]**

**[Sourcing] Administrator or recruiter login > [Home page] Promote Jobs > [Promote Your Jobs page] Manage > [Active Campaigns page]**

1. Click the SJD campaign's name to open the message editor.  
The Compose Message and Schedule page opens.
2. From the message editor you can perform several actions:
  - o Click Rename to open the Rename Your Campaign window; from where you can view, edit, save or cancel.
  - o Click Jobs to open the Selected Jobs window; from where you can view, deselect jobs, save changes or cancel.
  - o Click the View on Twitter (or Facebook) link to open the social account and view the existing postings on that channel.
  - o You can set the interval between job posts for this campaign using the options provided on the dropdown list.
  - o You can edit up to 30 characters of text that will be included on the postings to the social account.
  - o Click Post Now to immediately post the jobs to the social account using the specified interval between jobs.

- Click Save and Exit to save a draft of the message and exit the message editor.
- 3. On the Active Campaigns page you can also perform these actions:
  - Click Jobs to open the Selected Jobs window; from where you can view, deselect jobs, save changes or cancel.
  - Click the View on Twitter (or Facebook) link to open the social account and view the existing postings on that channel.
  - Click the Delete button to remove the campaign from the system.

The campaign is edited and changes are saved, or the campaign is deleted. The Active Campaigns and other affected pages are updated.

## Editing a TC Message

Sign in with either administrator or recruiter access privileges.

The campaign or message must have been created, saved (at least as a draft), and be active in the system.

**[Sourcing] Administrator or recruiter login > [Home page] Promote Jobs > [Promote Your Jobs page] Manage All Active Campaigns > [Active Campaigns page]**

**[Sourcing] Administrator or recruiter login > [Home page] Promote Jobs > [Promote Your Jobs page] Manage > [Active Campaigns page]**

1. Click the TC campaign name to open the message editor.  
The Compose Message and Schedule page opens.
2. From the message editor you can perform several actions:
  - Click Rename to open the Rename Your Campaign window; from where you can view, edit, save or cancel.
  - Click Recipients to open the Recipient Filters window; from where you can view, edit recipients or cancel.
  - Click Jobs to open the Selected Jobs window; from where you can view, deselect jobs, save changes or cancel.
  - Click Edit (next to Template) to open the Choose a Template window; from where you can view, edit, select and continue, or cancel.
  - Click Preview and Finalize Message to open a rendering of the message in a separate window. From this window you can also send the message now.
  - Click Save and Exit to save a draft of the message and exit the message editor.
3. On the Active Campaigns page you can also perform these actions:
  - Click the number of recipients to open the Recipient Filters page; from where you can view, edit recipients, or cancel. Edit Recipients opens the Choose Recipients page.
  - Click Jobs to open the Selected Jobs window; from where you can view, deselect jobs, save changes or cancel.
  - Click the Delete button to remove the campaign from the system.

The campaign is edited and changes are saved, or the campaign is deleted. The Active Campaigns and other affected pages are updated.



# 4 Manage Landing Pages

## Manage Landing Pages

### Landing Pages Administration

Administrators create and maintain Landing pages in Sourcing as a means to present job search results, and other information about your organization and site. The URL link for a Landing page can be deployed by sharing in an email or on a social networking site.

Landing pages serve as focal points for candidates to find out more about similar positions. Additionally, they provide the benefit of Search Engine Optimization, attracting more users back to your site. Use Landing pages to target populations of prospects interested in jobs within a specific category or at a specific location. You can also create and share custom Landing pages with a combination of job category and location to attract candidates with special interests.

#### Enable Landing Pages

Administrators use the Landing Page Campaigns setting (located in the Campaigns section of Configuration) to enable Landing pages related functionality for campaigns in Sourcing. In the Site Builder configuration, Administrators can also toggle on and off the site specific settings for Landing pages.

There are three types of Landing pages:

- **Category** - Displays the results of a job search based on a job category.
- **Location** - Displays the results of a job search based on organizational locations at the city, state/province, or country level.
- **Custom (Combination)** - Displays the results of a job search based on a combination of job category and location, as defined by a search.

#### Category Landing Pages

Category Landing page functionality for a site is enabled or disabled by an Administrator, from the Site Builder Configuration area, by toggling on and off the Category Landing Page setting.

If the setting is On, the system:

- Generates and stores the information for a Landing page for each job category. Each Category Landing page has a title, image area, and job search results for all job requisitions in that category.
- Turns on the option for administrators to create Category Landing pages from the Job Search page, and deploy them for end-users to see.

If the setting is Off, it turns off the option for the Administrators to create and deploy Category Landing pages.

Administrators create Category Landing pages using the Create a Landing Page button from the Job Search page. Once a Category Landing page is published and deployed, Administrators can make edits and changes to it by clicking the Manage Landing Pages button on the Home and Promote Jobs pages.

Deployed Category Landing page links will take users to the corresponding Category Landing page.

### Location Landing Pages

Location Landing page functionality for a site is enabled or disabled by an Administrator, from the Site Builder Configuration area, by toggling on and off the Location Landing Page setting.

If the setting is On, the system:

- Generates and stores the information for a Landing page for each country, state or province. Each Location Landing page has a title, image area, and job search results for all job requisitions at that location.
- Turns on the option for Administrators to create these Location Landing pages from the Job Search page, and deploy them for end-users to see.

If the setting is Off, it turns off the option for the Administrators to create and deploy Location Landing pages.

Administrators create Location Landing pages using the Create a Landing Page button from the Job Search page. Once a Location Landing page is published and deployed, Administrators can make edits and changes to it by clicking the Manage Landing Pages button on the Home and Promote Jobs pages.

Deployed Location Landing page links will take users to the corresponding Location Landing page.

### Custom Combination Landing Pages

Custom Combination Landing page functionality is always enabled. Administrators create Custom Combination Landing pages from the Job Search page, by first initiating a search on a category and location. Each Custom Combination Landing page has a title, image area, and job search results for jobs relevant to the category and location.

Administrators can deploy them for end-users to see. Deployed Custom Combination Landing page links will take end-users to the corresponding Custom Combination Landing page.

Once a Custom Combination Landing page is created and deployed, Administrators can make edits and changes to it by clicking the Manage Landing Pages button on the Home and Promote Jobs pages.

## Configuration

Settings to enable Landing pages are listed in the following table.

Settings	
Name	Location
Landing Page Campaigns	[Sourcing] Administrator login > [Home page] User Settings (Name) > Configuration > Campaigns > General
<ul style="list-style-type: none"> <li>• Category Landing Page</li> <li>• Location Landing Page</li> </ul>	[Sourcing] Administrator login > [Home page] User Settings (Name) > Configuration > Site Builder > Edit Site Settings > Category and Location Pages



## Location/Category Landing Pages

Location Landing pages provide administrators the ability to promote jobs for organizational locations at the country or state/province level, and they attract job seekers with information about jobs in locations they are interested in. Category Landing pages provide administrators the ability to promote jobs for specific job categories, and they attract job seekers with information about jobs of a type they are interested in.

### Enable Location and Category Landing Pages

Location and Category Landing page functionality is enabled or disabled by an administrator from the Sourcing Configuration area, in the Site Builder settings. When enabled, the system creates and stores the information for each Location and Category Landing page based on the locations and categories available for your organization's implementation.

### Edit, Publish and Deploy Location and Category Landing Pages

Administrators access the functionality to edit, publish and deploy Location and Category Landing pages using the Manage Landing Pages button from the Home page. They can perform the following functions::

- Upload a new image or video to replace the standard image, by clicking the Gear icon.
- Edit title and tagline text, by clicking the Pencil icon.
- Use Tracking to view page performance analytics.
- Use Preview to view a preview of changes to the page in another window.
- Use Help to view information for editing the page.
- Use Publish to make the Landing page viewable to end-users.
- Use Copy Link to copy the Landing page URL.
- Deploy the Location or Category Landing page by sharing the URL on social channels (e.g. Facebook, LinkedIn or Twitter) or in an email.

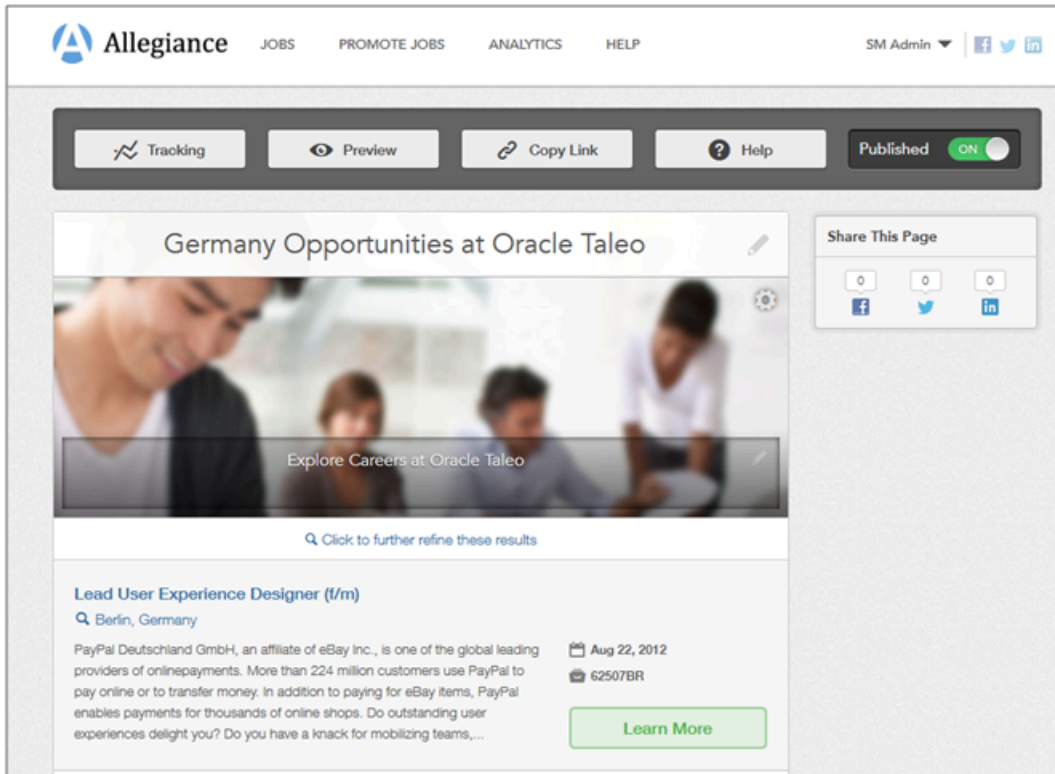


Figure: Administrator view of a Location Landing page for Allegiance job opportunities in Germany.

Once a Location or Category Landing page is published and deployed, administrators can make edits and changes to it by clicking the Manage Landing Pages button on the Home or Promote Jobs pages.

### Candidate End User

Candidates who see the URL link and follow it to the Location or Category Landing page can:

- Click the Alerts button to sign up for job alerts.
- View any promotional materials (video or tagline text) about what it is like to work at the location.
- View a list of jobs for the location.
- Click the Search button to refine the search results and narrow down the list of jobs.
- Follow links to learn more about listed jobs, and view the job description on the host Sourcing site.

## Landing Pages Editing Functions

Function	Description
General Page Editing	<p>A sample of the Landing page displays, with editing buttons to allow you to modify the content.</p> <ul style="list-style-type: none"> <li>• Click the Pencil icon, or anywhere in the headline box, to edit the headline. Save when you are done editing.</li> </ul>

Function	Description
	<ul style="list-style-type: none"> <li>Click the Gear icon to edit information for a Landing page video, if any. You can add, change or remove a video URL, and cancel or save your actions.</li> <li>Click the Pencil icon, or anywhere in the description box, to edit the description. Save when you are done editing</li> </ul>
Help	Click to open tooltips describing the editable fields on the Landing page.
Click to Further Refine These Results	Click to open the Job Selector page and refine the list of jobs to include in the Landing page. Working with the Job Selector page is the same as for ROD, SJD and TC jobs as described in the Promote Jobs chapter of this guide.
Preview	Click Preview to open, in a new window, a preview of the Landing page as front-end users would see it. Close the window when done.
Publish	Use the Publish toggle to enable or disable the specific Landing page you are working with. When On, the Landing page is visible to all users who follow a URL link to the page. When Off, the page is visible only to administrator users via Manage Landing Pages.
Copy Link	Click Copy Link to open a modal displaying the short-link URL for the Landing page. Click Copy Link a second time to copy the URL to clipboard. You can then paste it in an email or share via social channels.
Tracking	Click Tracking to open the Landing page's Performance page, and view analytics for the Landing page.

## Creating Location/Category Landing Pages

You must be logged in as an administrator.

### [Sourcing] Administrator login > [Home page] Manage Landing Pages

- Select either Manage Location Pages or Manage Category Pages from the dropdown menu.  
When Location or Category pages are enabled in the Site Builder configuration, the system automatically creates and stores the information needed to make Landing pages for all available job locations and categories. The pages are not yet viewable by any users except administrators.  
Depending upon your selection, the Manage Location Pages or Manage Category Pages modal opens.
- Select a location or category from the selection list.  
An editable example of the Location or Category Landing page opens.
- Edit the Landing page as needed. Use Help to view information for editing the page.
  - Click the Gear icon to upload a new image or video to replace the standard image.
  - Click the Pencil icon to edit the title and tagline text.
  - Click Further Refine These Results to edit the search and refine the job results list.
- Use Preview to view a preview of changes to the page in another window.
- Repeat steps 3 and 4 until you are done editing the Landing page.
- When done editing, use Publish to make the Landing page viewable to end-users.  
The Landing page is created and available for use, but not yet deployed in manner where end-users know where to find it.
- Use Copy Link to copy the Landing page URL.
- Deploy the Location or Category Landing page by sharing the URL on social channels (e.g. Facebook, LinkedIn or Twitter) or in an email.

End-users who follow the Landing page URL link can access and interact with the Landing page and your Sourcing site.

Use Tracking to view page performance analytics.

## Custom Landing Pages

Custom Landing pages provide Administrators the ability to promote jobs based on a combination of job categories and locations, and attract job seekers with information about jobs specific to their interests.

### Create, Edit, Publish and Deploy Custom Landing Pages

Customized Landing page functionality is always enabled, it does not need to be turned on in Configuration. Administrators create Custom Landing pages from the Home and Job Search pages, by initiating a search on a combination of category and location, then clicking the Create a Landing Page button. Each Custom Landing page has a title, an image area, and job search results for jobs relevant to the category and location. Administrators can perform the following functions when creating Custom Landing pages:

- Use a custom template to provide a title and search.
- Upload a new image or video to replace the standard image, by clicking the Gear icon.
- Edit title and tagline text, by clicking the Pencil icon.
- Use Tracking to view page performance analytics.
- Use Preview to view a preview of changes to the page in another window.
- Use Help to view information for editing the page.
- Use Publish to make the Landing page viewable to end-users.
- Use Copy Link to copy the Landing page URL.
- Deploy the Custom Landing page by sharing the URL on social channels (e.g. Facebook, LinkedIn or Twitter) or in an email.

Once a page is published and deployed, administrators can make edits and changes to it by clicking the Manage Landing Pages button on the Home or Promote Jobs pages.

### Candidate End User

Candidates who see the deployed URL link and follow it to the Custom Landing page can:

- Click the Alerts button to sign up for job alerts.
- View any promotional materials (video or tagline text) about what it is like to work for the organization or location.
- View a list of jobs specific to their interests and desired locations.
- Click the Search button to refine the search results and narrow down the list of jobs.
- Follow links to learn more about listed jobs, and view the job description on the host Sourcing site.

### Recommended Practice

Create Custom Landing pages to:

- Target highly desired populations of job seekers (e.g. software developers for certain development centers).
- Highlight different or unusual types of jobs (e.g. internships or campus recruiters).

- Promote types of jobs only available in certain areas (e.g. healthcare and medical professionals in California).

## Creating Custom Landing Pages

You must be logged in as an administrator.

### **[Sourcing] Administrator login > [Home page]**

1. Enter search criteria in the Keyword (category) and Location fields.
2. Click Search.  
The Job Search page opens, with search results displaying in the center column.
3. Click Create a Landing Page.  
The Create a Landing Page modal opens.
4. Enter a Page Title and click Create.  
An editable example of the Landing page opens.
5. Edit the Landing page as needed. Use Help to view information for editing the page.
  - a. Click the Gear icon to upload a new image or video to replace the standard image.
  - b. Click the Pencil icon to edit the title and tagline text.
  - c. Click Further Refine These Results to edit the search and refine the job results list.
6. Use Preview to view a preview of changes to the page in another window.
7. Repeat steps 5 and 6 until you are done editing the Landing page.
8. When done editing, use Publish to make the Landing page viewable to end-users.  
The Landing page is created and available for use, but not yet deployed in manner where end-users know where to find it.
9. Use Copy Link to copy the Landing page URL.
10. Deploy the Custom Landing page by sharing the URL on social channels (e.g. Facebook, LinkedIn or Twitter) or in an email.

End-users who follow the Landing page URL link can access and interact with the Landing page and your Sourcing site.

Use Tracking to view page performance analytics.

## Managing Landing Pages

You must be logged in as an Administrator.

### **[Sourcing] Administrator login > [Home page]**

1. Click the Manage Landing Pages button.  
The Manage Landing Pages modal opens.
2. Select from one of the available Landing page types: Manage Category Pages, Manage Landing Pages, or Manage Custom Pages.  
The applicable page selector modal opens for the selected type.
3. Select an existing page from the dropdown list and click Next.  
The Manage Landing Pages editor opens, displaying a sample of the selected Landing page.
4. Edit the Landing page as needed.
  - o Click Help to highlight the editable areas of the page.

- Click the Pencil icon to edit the page title text.
  - Click the Gear icon to add or edit a URL for a supporting video.
  - Click the Pencil icon to edit the page description.
  - Click the Further Refine Results link to open the Job Search page and further filter the results.
5. Click Preview to review the results of your edits.  
Repeat steps 3, 4 and 5 until done editing.
  6. Ensure the Published toggle is set to On so all users can see the Landing page.
  7. Click the Copy Link button to copy the URL link for the Landing page.
  8. Deploy the page by pasting the URL link in an email or sharing it to a social channel.

When users click on the deployed link they can view and interact with the Landing page by following the job links back to the Sourcing site, to see the job details and apply for the job.

As administrator you can use Tracking to open analytics and view activity statistics for the Landing page.

# 5 Facebook Jobs Application

## Facebook Jobs Application

### Facebook Jobs Application

Administrators and recruiters use the Facebook Jobs Application to embed Sourcing within your Facebook fan page, allowing Facebook users to quickly search, share and apply to your jobs.

Access the Facebook Jobs application by signing into Sourcing from the Portal page, using the Sign in with Facebook feature. As the administrator or recruiter, use the module to:

- Install the application on your Facebook page.
- Validate the installation.
- Open the installed application.
- Change the Facebook page's Jobs Application icon.
- Configure the default filter for the installed application.

Installing the application broadens the reach of your referral program, and allows users to share your jobs with their Facebook friends.

### Installing the Facebook Jobs Application

You must have Sourcing Administrator or Recruiter privileges and Administrator/Owner privileges for the Facebook page you want to install the Facebook Jobs Application on.

#### [Sourcing Portal page]

1. Click Sign In, and then click the Sign in with Facebook option.
2. Authorize the connection between Sourcing and Facebook.
  - If you are not logged into Facebook, you will be prompted to enter your Facebook login credentials.
  - If you are already logged into Facebook, you will be automatically logged into the Sourcing Home page.
3. At the top right of the Home page, click the User Settings (Name) dropdown menu and select the Manage My Channels option.
4. At the top right of the Manage My Social Channels page, click Install Facebook Jobs App.
5. In the Add Page Tab window, click the Choose Facebook Pages dropdown and from the list select the desired Facebook page you want to install the jobs application on.

The list includes the pages for the Facebook account you are logged into, for which you have Facebook administrator/owner privileges.
6. Click Add Page Tab.

The Facebook Jobs Application is now installed on the selected Facebook page.

Verify the installation on the Facebook page.

## Validating the Application Installation

You must be logged in to Sourcing with administrator or recruiter privileges, and administrator/owner privileges for the Facebook page you want to verify the installation for.

### **[Sourcing] Administrator or recruiter login > [Home Page]**

1. At the top right of the Home page, click the User Settings (Name) dropdown menu and select the Manage My Channels option.
2. On the Manage My Social Channels page, you will see cards for all connected social networks. The card for the Facebook page on which you have installed the Facebook Jobs Application shows an "App Installed" status below the page name.

The Facebook Jobs Application is verified as installed on the selected Facebook page.

You can open the Facebook page, change the Jobs Application icon, and configure the default filter for the Jobs Application.

## Opening the Installed Application

You must be logged in to Sourcing with administrator or recruiter privileges, and administrator/owner privileges for the Facebook page you want to open.

### **[Sourcing] Administrator or recruiter login > [Home Page]**

1. At the top right of the Sourcing home page, click the User Settings (Name) dropdown menu and select the Manage My Channels option.
2. On the Manage My Social Channels page, you will see cards for all connected social networks. On the card for the desired Facebook page, click View.  
The Facebook page opens.
3. On the Facebook page, click the tile to open the application within Facebook.  
Clicking this tile is also how end-users on Facebook will open the application to see your jobs.

The Our Jobs page opens.

You can view the Facebook page, change the Jobs Application icon, and configure the default filter for the Jobs Application.

## Changing the Facebook Jobs Application Icon

The Facebook Jobs Application must be installed on the desired Facebook page.

You must be logged in with Sourcing Administrator or Recruiter privileges, and Administrator/Owner privileges for the Facebook page you want to verify the installation for.

### **[Sourcing] Administrator or recruiter login > [Home page] User Settings (Name) > Manage My Channels > [Manage My Social Channels] > [Card for Facebook page] View**

1. On the Facebook page click the Edit Page dropdown and select Update Public Info.
2. Click Apps in the left sidebar menu.
3. Click Edit Settings for the Sourcing Jobs Application.
4. Click Change, next to Custom Tab Image.
5. Click Edit, on the image icon.
6. Click Choose File.  
Note the image specifications.
7. Navigate to the image file that you wish to upload and select it.



**8. Click Open.**

The new image appears as the Jobs Application icon.

## Configuring the Jobs Application Default Filter

The Facebook Jobs Application must be installed on the Facebook page.

You must be logged in to Sourcing with administrator or recruiter privileges, and administrator/owner privileges for the Facebook page you want to verify the installation for.

**[Sourcing] Administrator or recruiter login > [Home Page] User Settings (Name) > Manage My Channels > [Manage My Social Channels] > [Card for Desired Facebook page] >**

- 1.** On the card for the desired Facebook page click Configure Facebook Jobs App.  
The Configure Jobs App dialog opens. Leave this window open and proceed to the next step.
- 2.** In a different tab or browser, open the Sourcing Home page.
- 3.** Perform a job search using the parameters by which you want the Jobs Application to filter for jobs as a default.  
For example, if you want the default filter to be "All Sales jobs based in New York City, USA", then enter "New York, USA" in the Location field, enter "Sales" in the Keyword/Category" field, and click Search.  
The Job Search Results page opens.
- 4.** Take note of, or copy to clipboard, the end of the URL for the Job Search Results page, beginning with "/jobs/search/xxxxxxx".  
For example, "/jobs/search/253635"
- 5.** Return to the Configure Jobs App dialog. (This is the dialog you left open in Step 1.)
  - a.** Enter or paste the URL from the Job Search Results page into the Landing Page URL field.
  - b.** Then add "/fb" to the beginning of the URL.  
For example, enter "/fb/jobs/search/253635" into the dialog.
- 6.** Click Update to close the Configure Jobs App dialog.

The default filter for the Facebook Jobs App now matches the parameters for the search page URL you entered.



# 6 Analytics

## Analytics

### Analytics

Administrators and recruiters use the Analytics module to navigate to available analytics pages, view actions taken by users, filter data by various parameters, download raw data to Excel reports, and view reports on individual job requisition performance and job category landing pages.

Access the module by signing into Sourcing and clicking the Analytics link on the navigation bar at the top of the home page.

The Analytics module provides access to your site's activity from directly within the application, allowing you to view and report on actions taken by your users. Upon opening, the Analytics module displays tabs to access the following pages:

- Activities Overview (default home for Analytics module)
- Emails
- Job Shares
- Application Starts

Analytics also provides information about site activity from these other functional areas of the application:

- From the Job Details pages: Job Requisition Performance Statistics
- From the Landing pages: Landing Page Statistics

## Analytics Overview Section

Use the Activities Overview page to view a dashboard for all of the activity for your Sourcing site, and evaluate the effectiveness of your referral programs and social channel marketing.

Access the page by clicking the Analytics link on the Sourcing home page. It serves as the default home for the Analytics module. The page displays three main sections:

- Filtering parameters
- Summary Totals
- Charts

### Filtering Parameters

**Campaign/Channel:** Select a value to show data for; from All Activity, Referrals, Talent Community, Landing Pages, Facebook, or Twitter.

**Start Date and End Date:** Click into the date fields to use a calendar selection tool to enter a date or date range to show data for.

### Summary Totals

Displays summary total data for Population, Talent Community Population, Job Shares, Job Views and Job Apply Starts; based on the selected filtering parameters. You can access a Detailed View from the Job Shares and Job Apply Starts. For the selected filter values a snapshot of data is displayed in the Summary Totals:

- **Population:** Total population size at the end of the selected period.
- **Talent Community Population:** Population at the end of the selected period of people who have subscribed for Talent Community job alerts.
- **Job Shares:** Users recommending jobs to one or more friends during the time period. Click the number to open the job shares Detailed View.
- **Job Views:** Users' views of individual jobs during the time period. These are broken down by Employee, Referral and Other roles.
- **Job Apply Starts:** Job application starts during the time period. Click the number to open the job application starts Detailed View.
- **Information Icon:** Hover over the information icon for any of the data types to open a tool tip, which provides the definition of the data type.

### Charts

Display a graphical view for Job Views, Job Shares and Apply Starts. You can access a Detailed View from the Job Shares and Job Apply Starts. For the selected filter values a graphical timeline view of the data is displayed.

- **Job Shares:** View the number of job shares across the time period. Hover your mouse over a specific date to view the number of job shares for that date. Click View Details to navigate to the job shares Detailed View.
- **Job Views:** View the number of job views across the time period. Hover your mouse over a specific date to view the number of job views for that date. These are broken down by Employee, Referral and Other roles (beneath the chart)..
- **Job Apply Starts:** View the number of job application starts across the time period. Hover your mouse over a specific date to view the number of job application starts for that date. Click View Details to navigate to the job application starts Detailed View.

## Analytics for Emails

Use the Emails Report page to view a log, in table layout, of all job marketing emails that have been sent from your site. These include Automated Referrals Marketing, Referrals On-Demand and Talent Community emails.

Access the Emails Report page from the Analytics Overview page, by clicking the Emails tab.

All messages sent from your site are available, enabling you to track your email marketing campaigns' success via open and click rates. For each email sent you see the following:

- Sent Date

- Email Type
- Email Subject line
- Sender's Country
- Number of Recipients
- Open Rate (number opens/number of users in targeted population)
- Click Rate (number clicks/number opens)
- Opt Out rate (number clicks of the unsubscribe link/number opens)

To view a particular email click View Example. An example of the email as it appeared to the recipients displays in a new window.

Analytics for email are also available in a downloadable email report. Click the Download to Excel button to obtain an Excel (CSV) file.

## Analytics for Job Shares

Use the Job Shares Detailed View page to view data for jobs shared via your Sourcing site. See how your campaigns are doing based on how many job shares are sent out.

Access the page from the Analytics Overview page, by clicking Job Shares tab. You can also access this page by clicking various View Details links on the Overview page.

The page is displayed with three main sections:

- Filters: You can filter the data by Campaign/Channel, Start and End Date, Department, Location, Share Type, and Social Networks.
- Timeline chart: Job shares data is displayed in a chart across the time period defined with the Start/End filters.
- Results table: Results for job shares meeting the filtering criteria are displayed in table layout.

### Filters

The following filters are provided:

- Campaign/Channel: Select a specific Campaign or Channel using the dropdown menu.
- Start and End Date: Click into the date field to select a Start or End date. A calendar selector tool opens. Click the day(s) on the calendar to select a day or date range.
- Department or Location: Use the respective dropdowns to select a particular Department and/or Location from the values for your organization's implementation.
- Share Type: Use the dropdown menu to choose from Personal Message, Status Update, or All.
- Social Networks: Use the checkboxes to select the social networks by which you want to filter. Options include Facebook, Twitter, LinkedIn and Other.

### Timeline Chart

The timeline chart displays total job shares across the time period defined by the Start and End Date filters. Click on a data point for an individual date to see a count of job shares for that date.

## Results Table

Job shares are shown in table layout, in descending chronological order by default. The table displays the following data:

- Job (requisition information)
- Referrer
- Share Date
- Share Type
- Social Channel(s)
- Number of Applicants

## Navigation and Related Functions

The following navigation aids and related functions are used with the table:

- Change pages in the table using "Page X of X".
- Search by a specific Referrer name by typing in the Search By field.
- Click a Job Title to open the respective job details page within Sourcing.
- Click a Referrer name to open a Compose Email window, addressed to the email address associated with their Sourcing account.
- Change sorting by ascending or descending order for any column by clicking the Up and Down arrows.
- If a job share was made using a particular social network, an icon for the network displays in Social Channels (e.g. Facebook, Twitter or LinkedIn).

## Report Table Results

Click Download to Excel to obtain a report of the job share data. Report output includes the filter parameters as well as the following columns:

- Job Title
- Requisition Number
- Job Department
- Job Location
- Referrer Name
- Referrer Email
- Referrer Department
- Referrer Location
- Share Date
- Share Type
- Facebook
- LinkedIn
- Twitter
- Number of Applicants

## Analytics for Apply Starts

Use the Apply Starts Detailed View page to view data for job applications started via your Sourcing site. See how your campaigns are doing based on how many job applications are started.

Access the page from the Analytics Overview page, by clicking Apply Starts tab. You can also access this page by clicking various View Details links on the Overview page.

The page is displayed with three main sections:

- **Filters:** You can filter the data by Campaign/Channel, Start and End Date, Department and Candidate Type.
- **Timeline chart:** Application starts data is displayed in a chart across the time period defined with the Start/End filters.
- **Results table:** Results for application starts meeting the filtering criteria are displayed in table layout.

### Filters

The following filters are provided:

- **Campaign/Channel:** Select a specific Campaign or Channel using the dropdown menu.
- **Start and End Date:** Click into the date field to select a Start or End date. A calendar selector tool opens. Click the day(s) on the calendar to select a day or date range.
- **Location or Department :** Use the dropdowns to select a particular Location or Department from the values for your organization's implementation.
- **Candidate Type:** Use the checkboxes to choose one or more values from Employee, Alumni, Referral or Other.
- **Social Networks:** Use the checkboxes to select the social networks by which you want to filter. Options include Facebook, Twitter, LinkedIn and Other.

### Timeline Chart

The timeline chart displays total job application starts across the time period defined by the Start and End Date filters. Click on a data point for an individual date to see a count of application starts for that date.

### Results Table

Application starts are shown in table layout, in descending chronological order by default. The table displays the following data:

- Job (requisition information)
- Candidate
- Date
- Referrer
- Social Channel(s)

### Navigation and Related Functions

The following navigation aids and related functions are used with the table:

- Change pages in the table using "Page X of X".

- Search by a specific Candidate name by typing in the left Search By field.
- Search by a specific Referrer name by typing in the right Search By field.
- Change sorting by ascending or descending order for any column by clicking the Up and Down arrows.
- Click a Job Title to open the respective job details page within Sourcing.
- Click a Candidate or Referrer name to open a Compose Email window, addressed to the email address associated with their Sourcing account.
- If an application start was made using a particular social network, an icon for the network displays in Social Channels (e.g. Facebook, Twitter or LinkedIn).

### Report Table Results

Click Download to Excel to obtain a report of the job application starts data. Report output includes the filter parameters as well as the following columns:

- Job Title
- Requisition Number
- Job Department
- Job Location
- Candidate Name
- Candidate Type
- Candidate Email
- Date
- Referrer Name
- Referrer Email
- Referrer Department
- Referrer Location

## Analytics for Job Performance

Use Job Performance Statistics to track job performance for each individual job on your site. You can see activity for each job over time to help you analyze how your users are finding your jobs.

Access job performance statistics from any Job Detail page. There are two main features:

1. **Job Stats box:** Displays on the right side of any Job Detail page. Shows total numbers for Views, Job Shares and Apply Starts; for that individual job.
2. **Job Performance page:** In the Job Stats box, click the View Performance Over Time link to open the Job Performance page and see more detailed information about the job listing.

### Job Performance Page

The Job Performance page shows more granular data, in the form of raw data and conversion rates, for the selected job. Sections include:

- Summary Data



- Job Timeline
- Job Traffic - Top Referring URLs or Sites

### Summary Data

Shows summary raw data and conversion rates for Views, Job Shares and Apply Starts.

Views are broken down by type: Employee, Referrals and Unidentified.

Job Shares include the Referral Conversion rate, which is the percentage of views from employees that resulted in job shares.

Apply Starts includes the Apply Conversion rate, which is the percentage of views from candidates that resulted in job application starts.

### Job Timeline

Shows the Date Range the job was posted as well as the dates videos were added or removed. This helps you track performance over time against additional marketing media.

Data presented for each activity includes Activity name, Data Range or Date, Views, Shares, Applies, Referral % and Apply %.

Referral % is the percentage of views from employees that resulted in job shares.

Apply % is the percentage of views from candidates that resulted in job application starts.

Up and down arrows indicate whether the Referral and Apply percentages are increasing or decreasing for the activity period.

### Job Traffic

Show how users are finding your jobs. Sites and individual URLs are displayed in their respective charts with the number of hits in descending order.

Click Download Report to save either of these charts as an Excel report. The report includes Job Title, Date, Referring Site/URL, and Number of Hits.

## Analytics for Manage Landing Pages

Administrators use Landing Page Statistics to view analytics for each landing page.

As administrator, access landing page statistics from any landing page. Click the Tracking button at the top of a landing page, when logged in, to open the Landing Page Performance page. Landing Page Performance displays activity for the specific landing page, in graphical and chart views.

### Graphical View

In the graphical view it displays the following:

- Page Views: Number of views occurring directly on the landing page.
- Page Shares: Number of times the landing page was shared.
- Signups: Number of Talent Community signups stemming from the landing page.
- Job Views: Number of job views resulting from landing page traffic.

- Job Shares: Number of job shares resulting from landing page traffic.
- Apply Starts: Number of job application starts resulting from landing page traffic.

### Chart View

Landing Page Performance also displays Landing page traffic in two chart views: Top Referring URLs and Sites. The charts provide the Referring URL/Site and number of Hits.

Click Download Report to save either of these charts as an Excel report. The report includes Landing Page name, Date, Job Category, Referring Site/URL, and Number of Hits.

## Downloading Results Data to an Excel Report

You want to download to an Excel report the results table data from a page in Sourcing.

This example task assumes the use of Microsoft Windows 7 with Microsoft Office 2007 Excel and Internet Explorer 9. Steps will vary with other operating system, browser and Excel combinations.

**[Sourcing] Administrator or recruiter login > [Home page] Analytics > [Overview] Job Shares or Apply Starts > [Detailed View page]**

**[Sourcing] Administrator or recruiter login > [from any Job Detail page] > [Job Stats] View Performance Over Time > [Job Performance page] > [Job Traffic: Top Referring URLs/Sites]**

**[Sourcing] Administrator or recruiter login > Manage Landing Pages > Select a Category/Landing Page > [Landing Page] Tracking > [Landing Page Performance] > [Landing Page Traffic: Top Referring URLs/Sites]**

1. If available, set the filter parameters to capture desired data.
2. Click Download to Excel, or Download Report.  
The system opens a download dialog showing a suggested filename.
3. Select Save As to download the file locally.
4. When prompted navigate to and select the file download destination.
5. Ensure the file type is Microsoft Excel Comma Separated Value (CSV).
6. Click Save.

The table results are downloaded with the specified name to the specified location as an Excel CSV file.

Open and view the data in the Excel report.

## Converting Comma-Separated File in Excel

By default, reports are downloaded as CSV (Comma-Separated Value) files and opened in Microsoft Excel. If you open a report and it is comma-separated, then follow these instructions to convert it to general format.

This example task assumes the use of Microsoft Windows 7 with Microsoft Office 2007 Excel and Internet Explorer 9. Steps can vary with other operating system, browser and Excel combinations.

1. Navigate to the file on your local system and open it in Excel.
2. Navigate to the Data tab and click "Text to Columns".
3. In the converter wizard screen step 1, choose "Delimited" and click Next.

4. In the converter wizard screen step 2, select "Comma" and click Next.
5. In the converter wizard screen step 3, select "General" and click Finish.
6. Save.

The table results are converted to general format.

View the data in the Excel report.

## Further Information - FAQ

Use Sourcing's FAQ module to learn more about Tracking and Analytics.

Access the FAQs section by clicking the FAQ link on the navigation bar of the Sourcing home page. Within the FAQ, open the Tracking and Analytics section. It includes topic items regarding the following:

- Receiving notifications about your jobs.
- Using the Analytics section to see all activity in the Sourcing system.



# 7 Frequently Asked Questions

## Frequently Asked Questions

### Frequently Asked Questions

Administrators, Recruiters, Employees, Alumni and Other users can use the Frequently Asked Questions (FAQ) section as a quick help reference from within the Sourcing application.

Help content provided in the FAQs is role dependent. Basic information is provided to users who arrive at the Portal page. If you log in, content is expanded based on the user role you have logged in with.

Access FAQ's by clicking the Help link in the navigation bar at the top of the Portal, Home and other Sourcing pages. FAQ topics provide answers to questions frequently asked by users, in these main categories:

- Applying to Jobs
- Sharing Jobs
- Generating Referrals
- Tracking and Analytics
- Sourcing Accounts
- Contact Us

For any particular FAQ, click the arrow symbol to expand the answer. The expanded view provides the answer to the FAQ as well as any associated example images.



# 8 Glossary

## Glossary

The following is a quick glossary of Sourcing terminology.

**Applicant:** A person who is applying for a job. Applicants are of three types:

- Alumnus - A former employee.
- Employee - An existing employee.
- Unaffiliated - Never been an employee.

**Apply Start:** Creation of an application, when users click “Start Application” in Sourcing and are passed off to an application flow; via the Upload Resume modal, Taleo Enterprise integration, or other eRecruitment platform or Applicant Tracking System.

**Applicant Tracking System (ATS):** A software application that enables the electronic handling of recruitment needs.

**Automated Referral Marketing (ARM):** Scheduled, recurring automated messages sent to a population encouraging them to share jobs.

**Candidate:** A person interested in or seeking a job. There are several types in Sourcing:

- Alumnus - A former employee.
- Employee - An existing employee.
- General - A candidate being referred in without being tied to a specific job.
- Known - A candidate being referred in who is already registered in the system.

**Campaign:** Messages that are scheduled to be sent to a chosen population on a recurring basis.

**Category Tiles:** Display on the Home page. Promote category landing pages by displaying tiles for the top landing pages that are published. Tile display is based upon the following criteria:

1. The user has categories listed in their preferences, and there are more than 2 open jobs for that category, or,
2. The system fills the rest of the tiles based on the published categories that have the most New jobs.

Each tile contains the following information:

- Category name.
- 3 most recently posted jobs in that category.
- Number of New jobs in that category.
- Tile is a link to the associated landing page.

**CS:** Career Section.

**Endorsement:** Giving information as to why you are referring a particular candidate, when prompted by an endorsement email sent by the system. Generally your reply is provided to interested recruiters.

**External User:** A user who is outside of or not affiliated with your organization. Not an employee or alumnus.

**Facebook Jobs Application:** A Sourcing job search application recruiters can embed on a Facebook page for which they have administrator privileges, so visitors to the page can be directed to your organization's job postings.

**Geocoding:** A location defined as a string or semi-formatted text, then translated to standard geographical coordinates (i.e. longitude and latitude). "Reverse Geocoding" refers to longitude and latitude coordinates converted to a human-readable location description.

**Geolocation:** The identification of a meaningful, real world location of an object, such as a street address, using its latitude and longitude coordinates. Geolocation search works in Sourcing by using the address, city, state or province, and country, and coding those fields to a specific longitude and latitude.

**Geolocation Search:** Sourcing uses geocoding to convert job locations and user locations (strings) into longitude and latitude coordinates, and radius search to match users to jobs within a user-defined distance from their location.

**Hot Job:** Jobs that recruiters and/or administrators have selected as "Hot", meaning they will appear first in all job searches and in campaigns. Administrators and recruiters can toggle the Hot Job tag on and off from the Job Search and Job Details pages.

**Internal User:** A user who is affiliated with your organization, an employee or alumnus.

**Job Alert:** Emails sent to users who have signed up for the Talent Community, including relevant jobs based upon each user's Location and Interests.

**Job Apply Start:** See Apply Start above.

**Job Location:** The geographic location where a job is based. There can be multiple locations for a job.

**Job Location Translation:** The supported language translation for the locale (country) the job location is in.

**Job Share:** A user recommending a job to one or more friends, via copied-and-pasted referral links or URLs, in emails or through social channels.

**Job Site:** Use of Sourcing as a site for candidates to search for and apply to an organization's jobs. Job sites can be for external candidates, internal employee candidates, or both.

**Job View:** A users' view of an individual job, whether done by an employee, referral and other role.

**Landing Page:** A page branded for displaying postings for your organization's jobs, based on job category and/or location, whose URL can be provided to users via email or social channels.

**Language Locale:** A country, for which there is a standard language or languages that Sourcing is translated into. For example, for United States the language is English, and for Canada there is Canada English and Canada French. See the Oracle Taleo Enterprise Edition Configuration Guide for Sourcing for a list of supported languages and locales.

**New Job** A job tagged by the system, based on the number of days after the job is uploaded during which it is considered new. Administrators set the date range in the Jobs configuration.

**PlaceFinder:** Geocoding technology to make software applications location-aware, by converting place formats (such as street addresses or place names) into geographic coordinates and address components.

**Recruiter Site:** Use of Sourcing as a site for an organization's recruiters to advertise and share open jobs in messages, campaigns, and on social channels.



**Referral:** A candidate's submittal of their resume for a specific job, when the candidate is associated to a referrer who has sent the candidate a referral link. Or a general referral of a candidate by a referrer who enters the candidate's contact information and uploads their resume.

**Referrals On-Demand (ROD):** One-time messages sent to a population sharing specific jobs or social channels.

**Referral Site:** Use of Sourcing as a site for employees, alumni and others to refer in candidates, in general or for specific jobs.

**Referrer:** A person who refers in a candidate. Certain logged-in users of Sourcing can view and copy their personal referral link in user settings, and can share their link with candidates via email or social channels. There are several types of referrers:

- **Alumnus** - A former employee.
- **Employee** - An existing employee.
- **Original Referrer** - The first referrer of a candidate, if there are multiple referrers.
- **Priority Referrer** - A setting in the Users configuration enables passing of priority referrer parameter in the Applicant Tracking System URL.
- **Top Referrer** - A block on the right side of the Home and Job Search pages showing information about users who have referred the most candidates. A setting in the Users configuration allows administrators to regulate if the Top Referrers will be available to users other than Trusted Referrers. Top referrers are scored by the system using these criteria: job shares, clicks resulting from job shares, and apply starts from job shares. Each criterion is weighted according to your preferences. In order to be eligible as a Top Referrer, users must meet a configurable minimum Qualifying Score.
- **Trusted Referrer** - A setting in the Users configuration allows administrators to enter the relationship IDs of the user roles that are considered trusted referrers. Based on configuration, Trusted Referrers can be allowed to partially log in to refer candidates, recommend candidates for jobs, upload candidate's resumes, and see New and Hot jobs flags.
- **Unaffiliated Referrer** - Referrers who are not employees or alumni.

**Social Channels:** Social networking sites (such as Facebook, LinkedIn, Twitter and Weibo) with which Sourcing has functionality to integrate.

**Social Job Distribution (SJD):** Campaigns that post jobs to connected Facebook fan pages, Twitter handles, and LinkedIn pages.

**Solr Search:** A search engine platform for websites, having features such as faceted search, database integration and geospatial search that make it useful for performing geolocation searches.

**Starred Job:** Jobs that recruiters and/or administrators have selected to receive notifications for when users share or apply to them. You can manually star jobs on the Job Search page. When you send a campaign from your account, Sourcing automatically stars the jobs you selected for that message. Users can also filter the Job Search page to view only starred jobs.

**Talent Community (TC):** User population that has signed up to receive, based on location and interests, automated Job Alerts and direct TC messages.

**TBE:** The Oracle Taleo Business Edition product.

**TE:** The Oracle Taleo Enterprise Edition product line (Recruiting, Legacy Onboarding, Onboarding Transitions, Scheduling Center, Career Section, Performance Management and related platform applications).

**Sourcing:** The Oracle Taleo Enterprise Edition Sourcing product.

**Unique Referral Link:** The long or short URL to your Sourcing site, which you can provide to candidates to expose them to your organization's jobs. If a candidate applies to a job you are automatically identified as the referrer.

**Allowlist parser:** A part of the Solr technology that is used in the geocoding process, containing a list of places around the world. In order to geocode the job location through the Oracle eLocation API correctly, the location string must be parsed into country, state/province, city and address values. The parsed values are then sent to the API and the coordinates returned to Sourcing.