Adding images to Communication Templates
IMPROVING EMPLOYER BRAND AND CANDIDATE EXPERIENCE

Introduction

Within TalentLink, you are able to add images to your Communication Templates using HTML Code, which allows you to brand your communications and add to your candidate experience.

This guide outlines the following;

Throughout the guide, you will see the following icons which indicate the WMJobs Team's recommendations which will help you with all your [title] queries.

Top tips

Important Information

Best Practice

1. Understanding how images work in Communication Templates

Placing a logo or image into a Communication Template within TalentLink is slightly different than adding an image onto a Form or using an image using Image Library.

To place a logo into a communication template, the image in question needs to be **web based**. This is so you can obtain a link to the image which you can insert into a specific coding format for your logo to appear on a communication template as logo's can only be entered into Communication Templates through **HTML code**.

If your image already sits on a website as a web based image – great – you can copy and paste this straight into your Communication Template.

If it doesn't, you will need upload an image to a webpage and obtain the link.

2. Copying an image from a webpage

Find the image you want to use on your webpage, and **copy the image**.
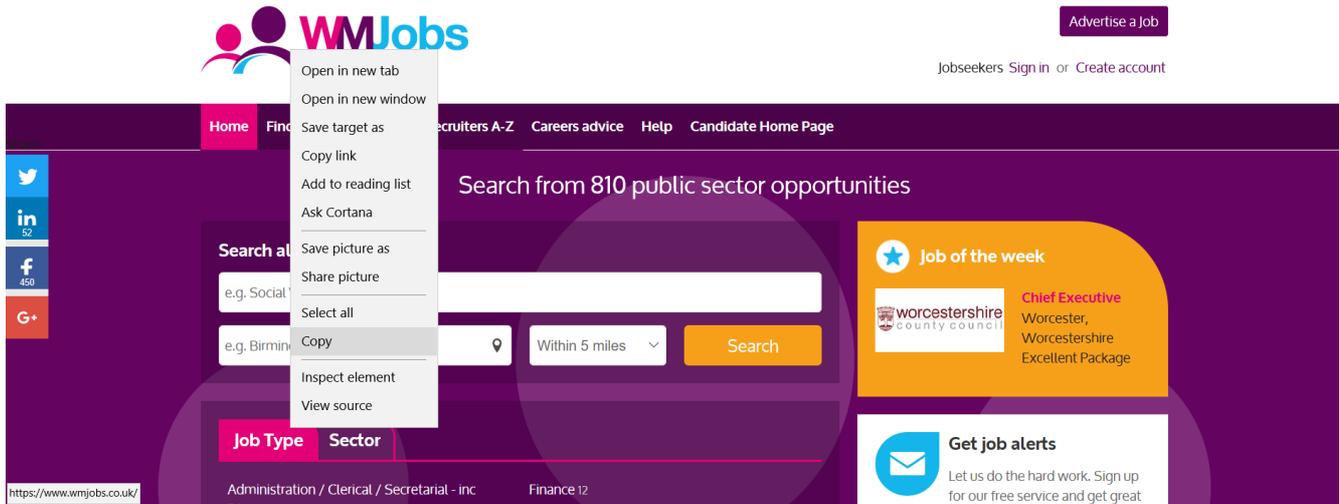
Once copied, navigate to '**Communication Templates**';
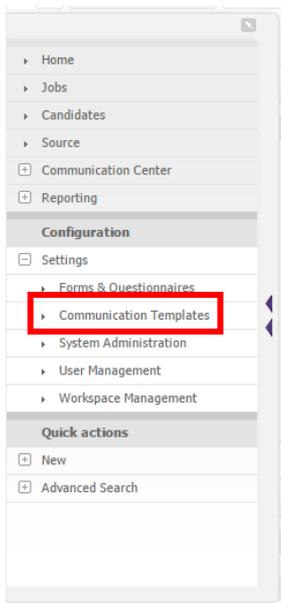
Once selected, you will see the Communication Template Management screen;
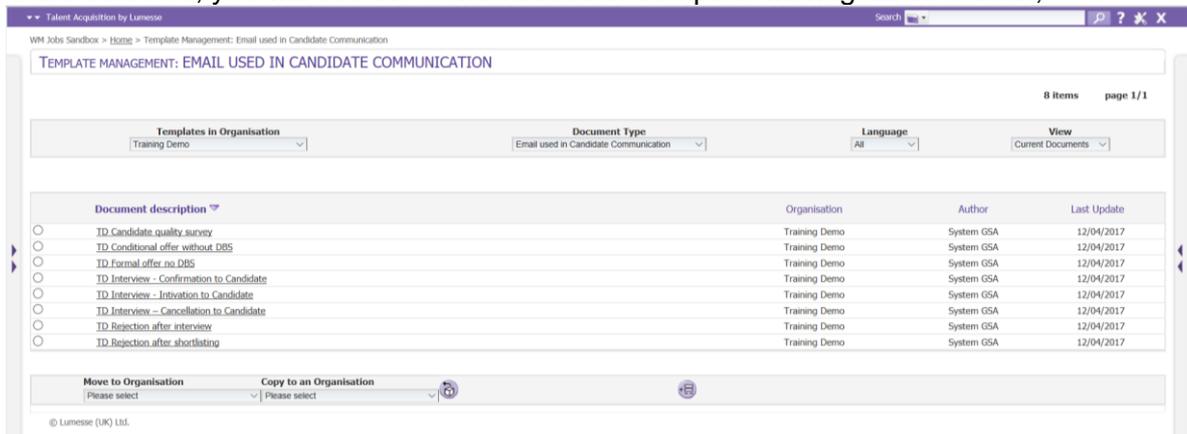
Click on the **Document description** of the template you wish to add the image to, ensuring that you have filtered the list correctly by **Organisation** and **Document Type**.

Within your template, **paste** the image;
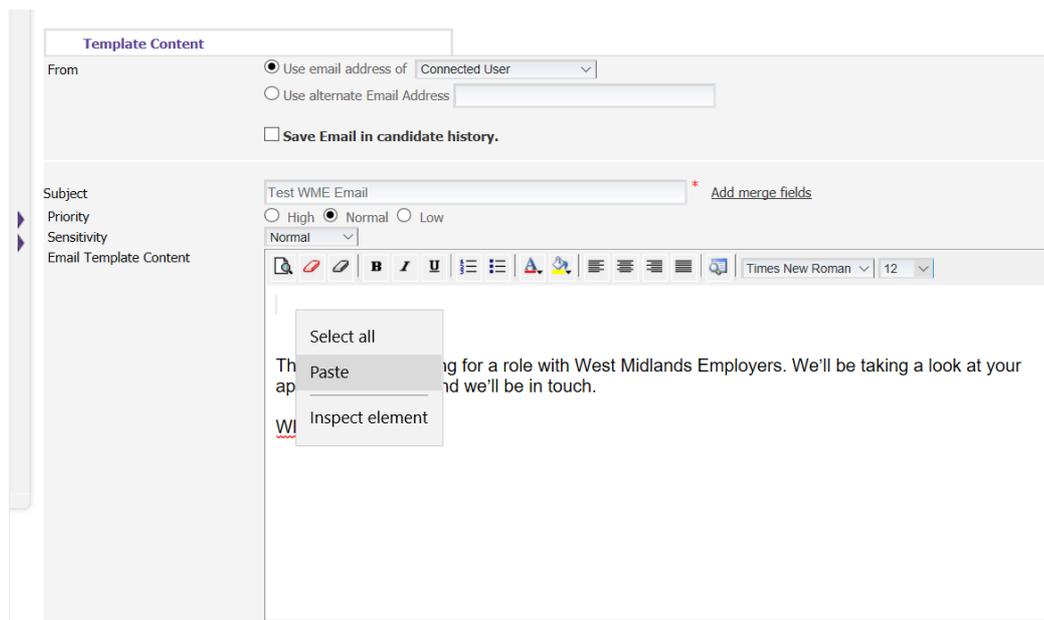
The logo will then appear in your template;
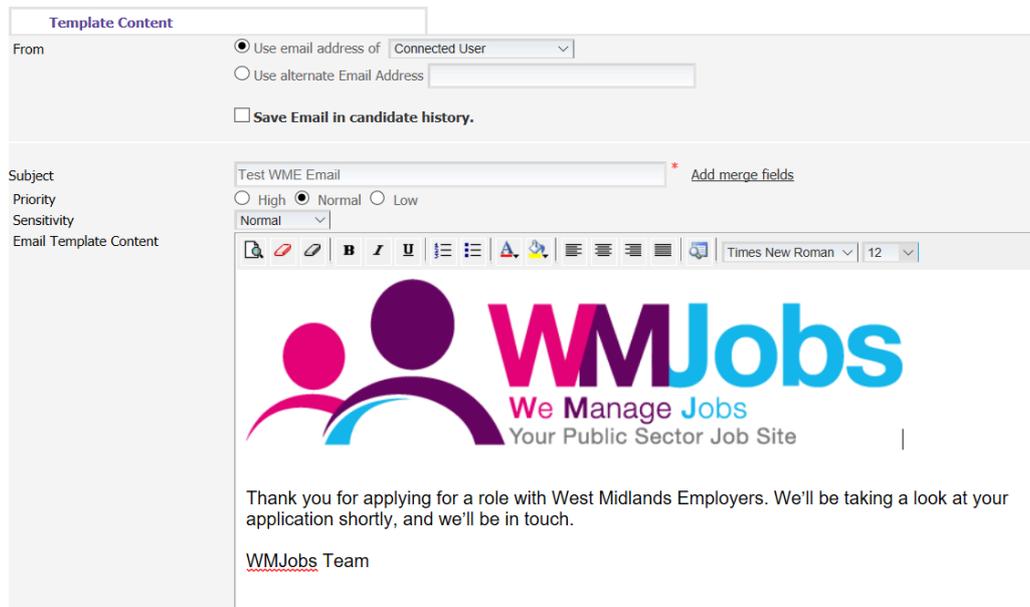
HTML code works by locating the source of the image on a webpage – **if the logo is removed or moved to another location, this will no longer appear in the template as the code can't identify where the image sits so bear this is mind when using this option**

2. Creating a link to a web-based image

The image you want to include within a Communication Template may be sat on your local drive – to enter this into a template, this will need to be uploaded to the web as a web based image so that the image link can be obtained and entered into HTML Code on your template so that your image appears.

This section of the guide will show you an option to use to obtain the link that you need.

Before hosting an image, contact your **Communications Department** to see if there are options available for you locally to do this and it this is acceptable

Firstly, visit an image hosting website - in this example, www.imgur.com is being used;
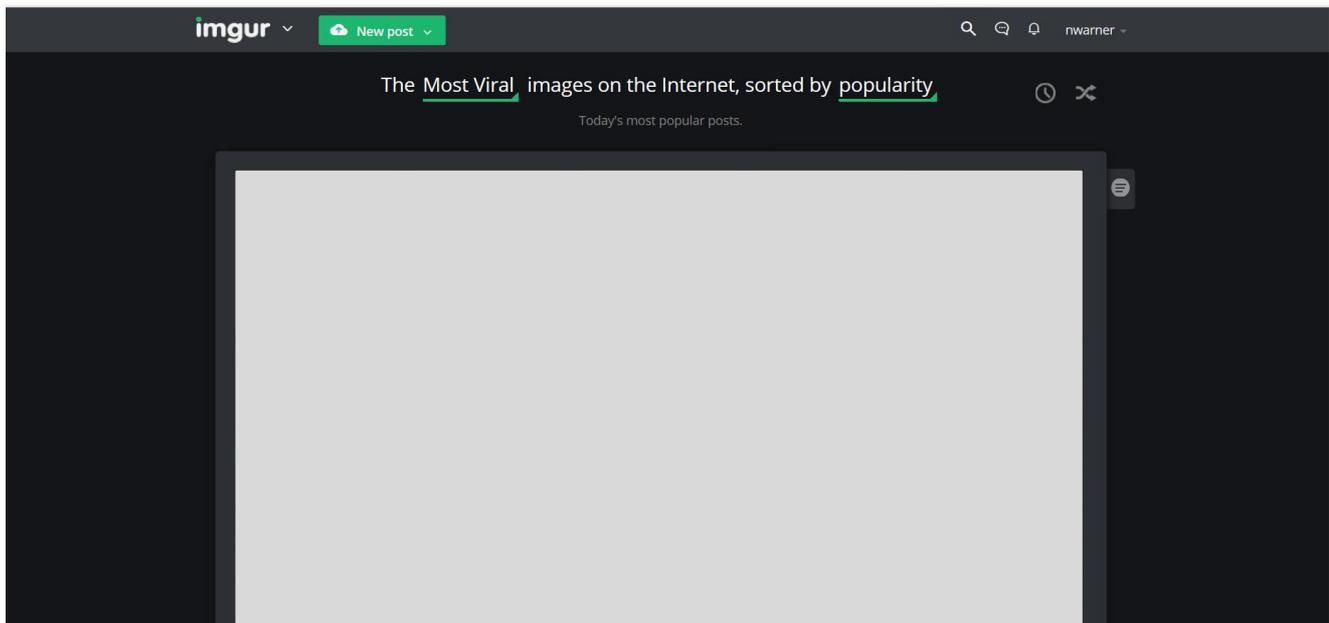
To add an image, click '**New post**' and '**Upload Images**';
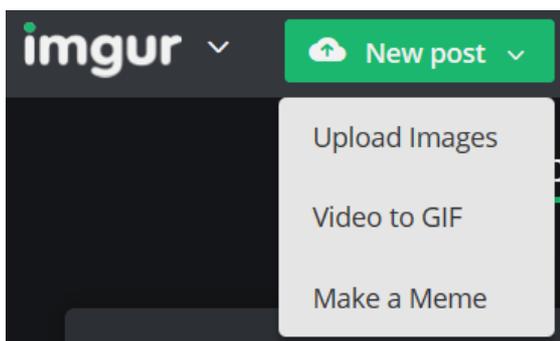

The following box will appear;
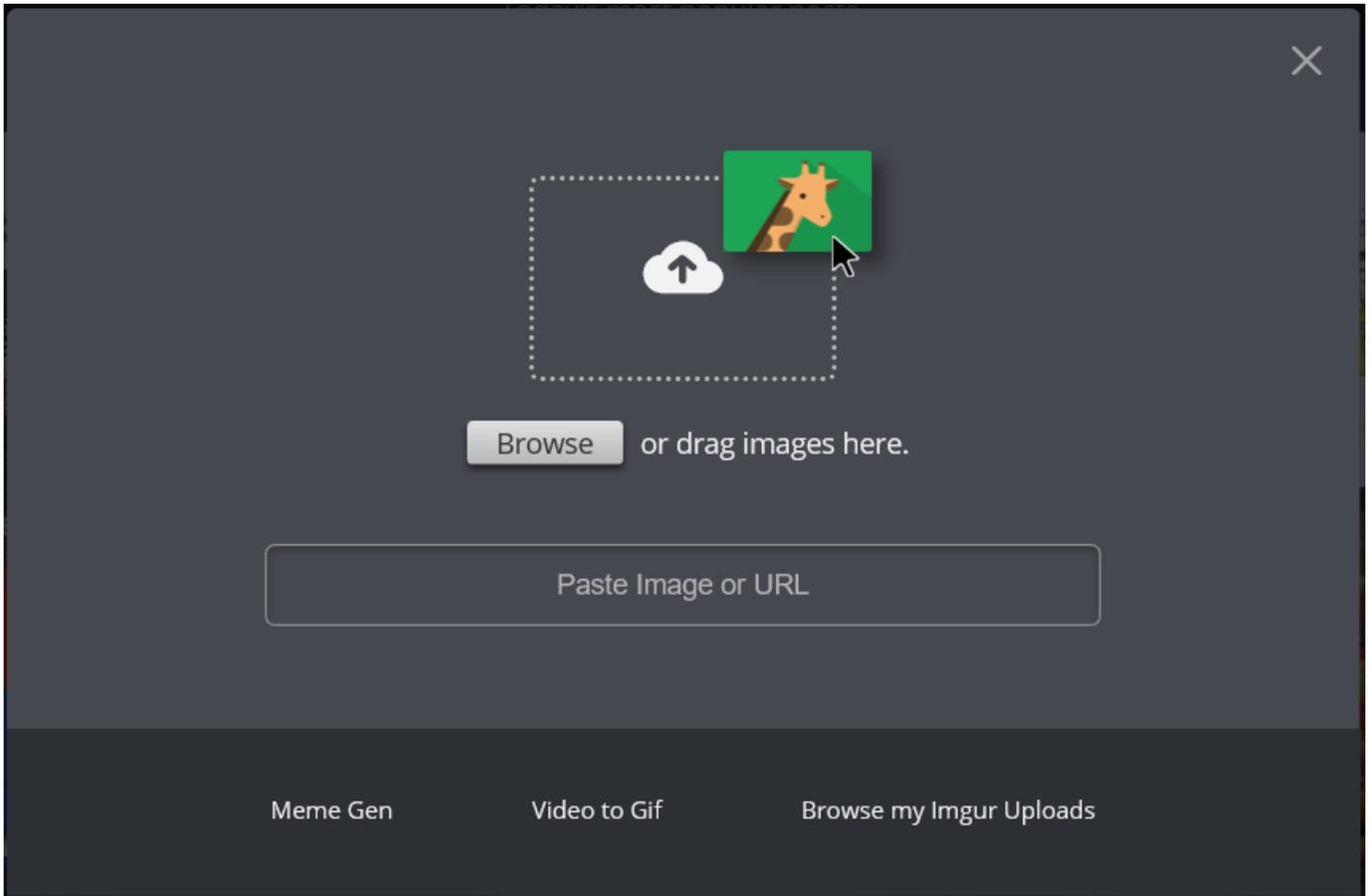
Click '**Browse**' to find the image you wish to upload.

Once uploaded, this will create a post;
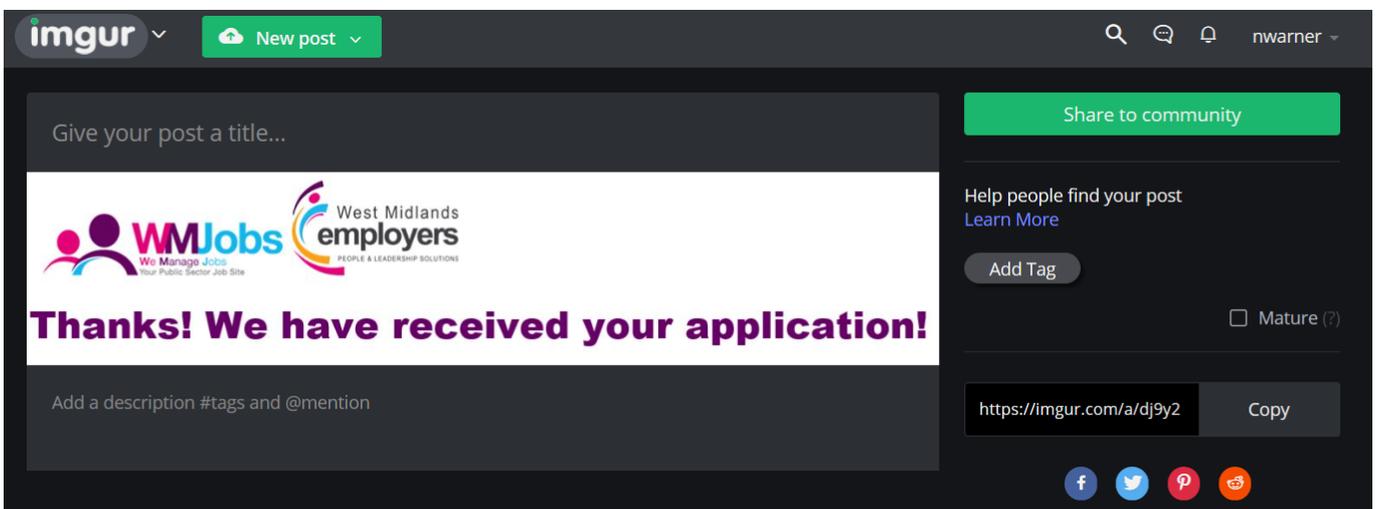
Click your username to the right-hand side, and click '**Images**';
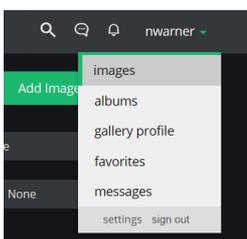
This will take you to your bank of images.

If you click the icon of your image;

This will provide you the links to your images;

From the list, you will need to option the '**Direct Link**'.

You now have the link to your image.

3. Inserting an image using HTML Code

Once you have the link to your image, you will then need to go into TalentLink and open the Communication Template you want to include the logo on and enter the relevant code.

Navigate to '**Communication Templates**' from your left-hand toggle menu;
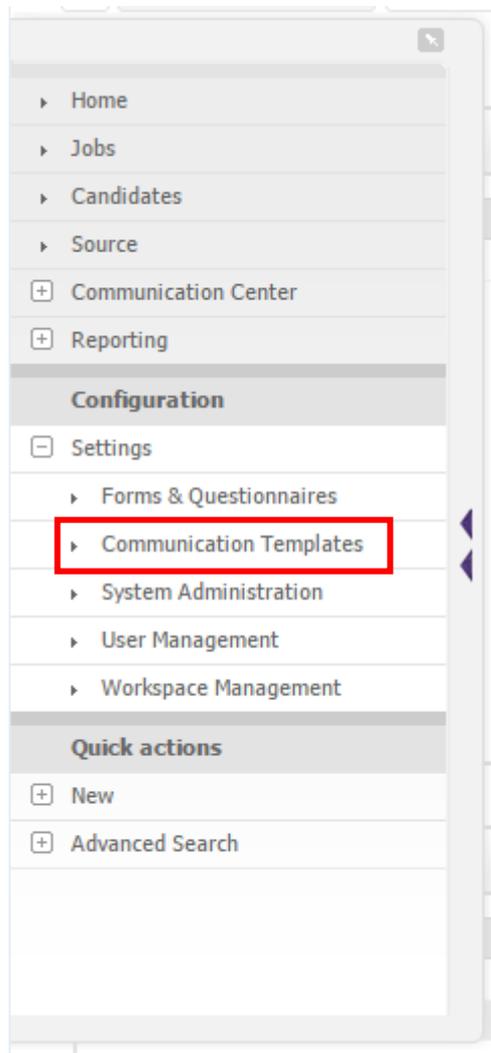
Once selected, you will see the Communication Template Management screen;
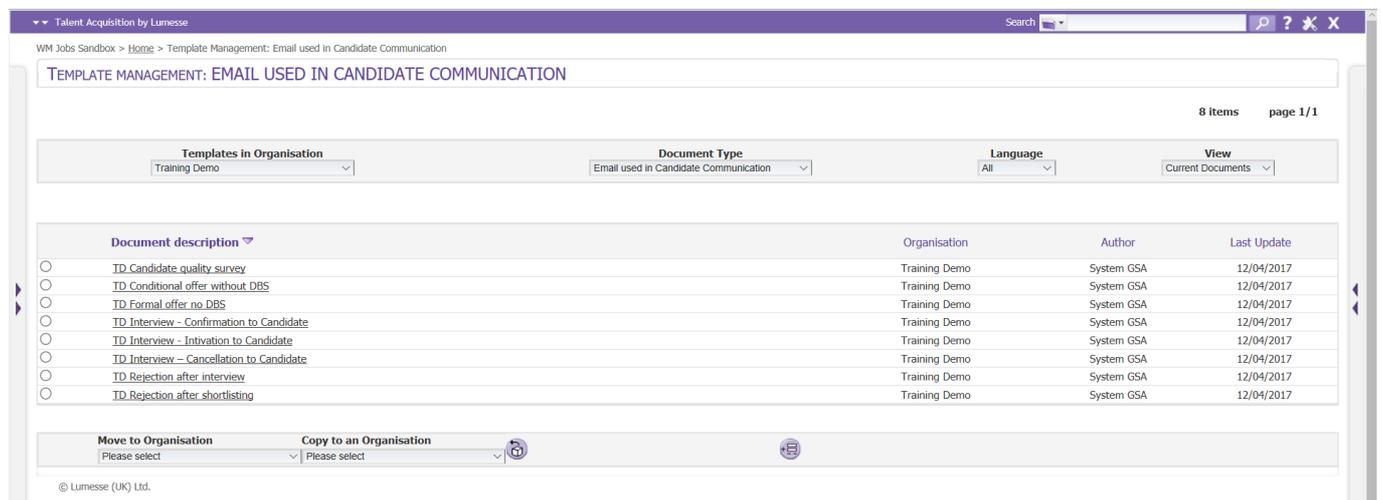
Click on the **Document description** of the template you wish to add the image to, ensuring that you have filtered the list correctly by **Organisation** and **Document Type**.

Once you are in the Communication Template, along your formatting bar, there is an option to switch to HTML code – '**Toggle Source Mode**'. Click this icon;
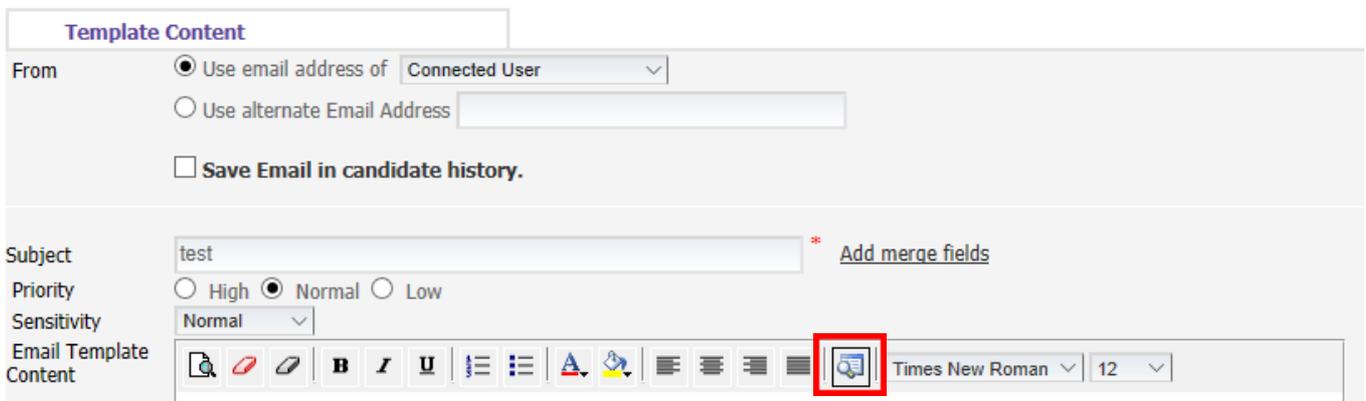
The text within your template will change to HTML code and will look similar to the below;
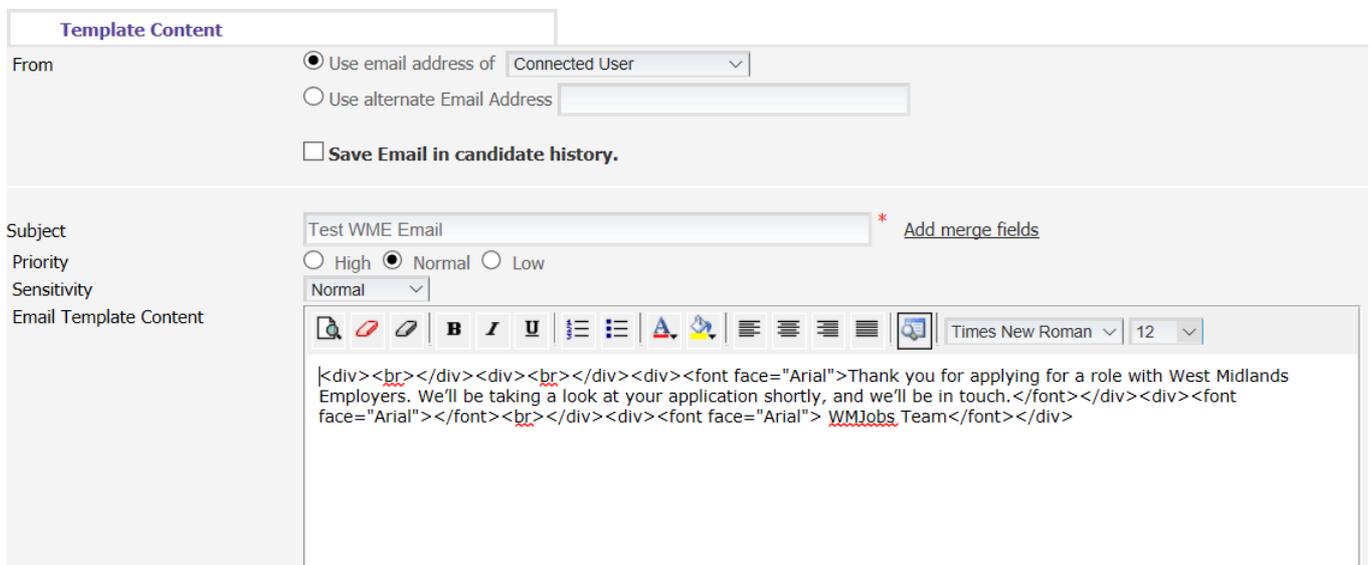
What you will need to do now is add coding to this which will insert your logo into your Communication Template. At the top of the coding, insert the below coding as it shows below – any text in bold is action you need to take;

<img src="**HERE YOU NEED TO ENTER THE LINK TO YOUR WEB BASED IMAGE – THIS IS THE LINK YOU HAVE OBTAINED FROM IMGUR.COM IF YOU HAVE USED IT**">

The format of the code will be the same for all images – the only thing that will need to change are the links to the images

Once you have entered the code into your Communication Template, it should look similar to this;

If you click the '**Toggle Source Mode**' icon, you will then see the image appearing in your Communication Template;
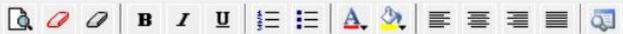
Click the '**Save**' icon to save the changes you have made.

You can now add images to your Communication Templates!

We have outlined in this guide the essential information you need to add images to your communications sent from TalentLink, improving your employer brand and adding to your candidate's experience.

We have created several resources for you to use which sit on the **Solution tab on the Service Centre** to help you.