

HTML Communication Templates in TalentLink

IMPROVING EMPLOYER BRAND AND RECIPIENT EXPERIENCE

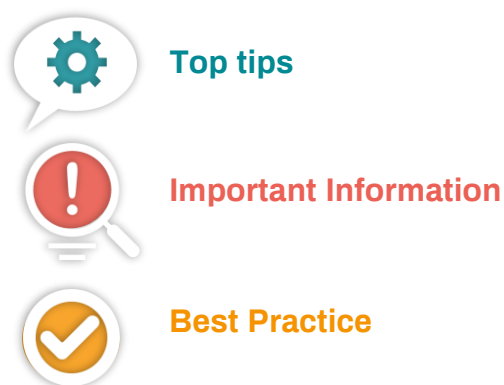
Introduction

TalentLink permits you to send email communications to candidates, recruiters and external parties at various stages of your recruitment and selection process. The vast majority of these emails will be generated using communication templates created within the system. This guide will explain how to use a pre-defined HTML template to create emails with advanced formatting and an improved layout.

This guide outlines the following;

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2. Adding your image to the Image Library	4
3. Creating your new HTML email template	5
4. Removing sections of the template	8

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

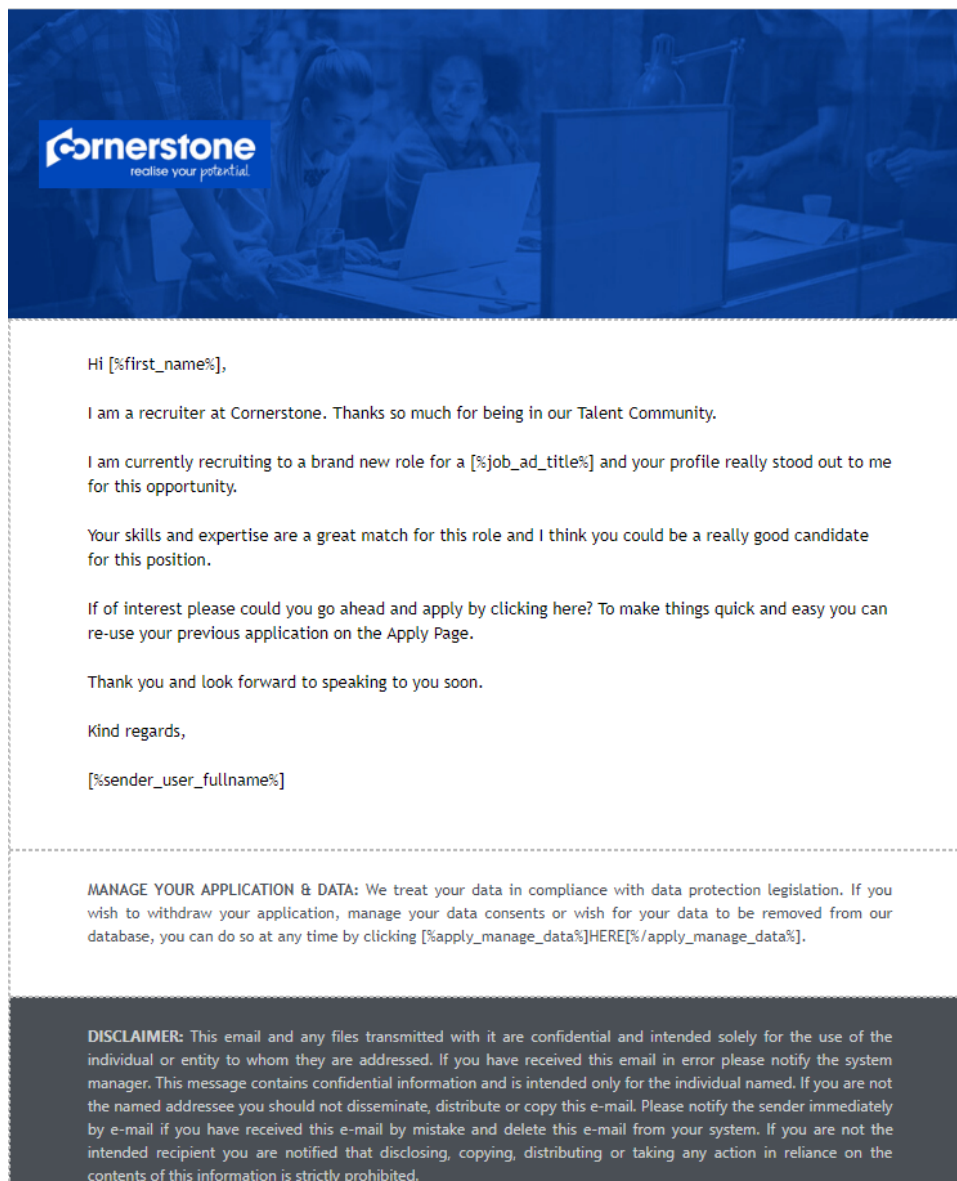


1. Understanding the functionality

A standard feature of email templates is the ability to edit the body of the text using a “WYSIWYG” (what you see is what you get) editor, where you can edit fonts, sizes, add hyperlinks etc.

The editing facilities in communication templates also support HTML manipulation and as such, Cornerstone have shared a HTML code template which will display the following sections which can be seen in the example below:

- An Image header
- A central text panel
- Text linking the receiver to the candidate “Manage my data page”
- A panel for legal disclaimer text



The image shows a preview of an email template. At the top is a blue header banner with the Cornerstone logo and the tagline 'realise your potential'. Below the banner is a central text panel with a light blue background. The text in the panel is as follows:

Hi [%first_name%],

I am a recruiter at Cornerstone. Thanks so much for being in our Talent Community.

I am currently recruiting to a brand new role for a [%job_ad_title%] and your profile really stood out to me for this opportunity.

Your skills and expertise are a great match for this role and I think you could be a really good candidate for this position.

If of interest please could you go ahead and apply by clicking here? To make things quick and easy you can re-use your previous application on the Apply Page.

Thank you and look forward to speaking to you soon.

Kind regards,

[%sender_user_fullname%]

Below the text panel is a dashed line, followed by a section titled 'MANAGE YOUR APPLICATION & DATA:'. The text in this section is:

MANAGE YOUR APPLICATION & DATA: We treat your data in compliance with data protection legislation. If you wish to withdraw your application, manage your data consents or wish for your data to be removed from our database, you can do so at any time by clicking [%apply_manage_data%]HERE[%/apply_manage_data%].

At the bottom of the email is a dark grey footer panel with the following text:

DISCLAIMER: This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please notify the system manager. This message contains confidential information and is intended only for the individual named. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. If you are not the intended recipient you are notified that disclosing, copying, distributing or taking any action in reliance on the contents of this information is strictly prohibited.

2. Adding your image to the Image Library

Before you can create your email template, you need to add the image you wish to use in the banner to your Image Library.

From the left-hand menu on the Dashboard, navigate to:

- Settings
- System Administration
- Image Library



The image dimensions must be **750 pixels (width) x 240 pixels (height)**.



If you are unable to **resize the image**, check with your IT team locally to see how best to do this.

To upload your image, click on 'add new images' in the top right-hand corner. A new window will open to allow you to add your image:

ADD NEW IMAGES



Select images

*



File formats allowed: jpg, bmp, gif, png, jpeg.
Size limit for any Upload Document: 2048kB.

No files uploaded

Properties

Global images

☐

Department

PS Test Organisation



Keywords

CANCEL

SAVE

- Add the image you wish to upload.
- As a Local System Administrator, you are unlikely to need to make the image a global image therefore all you will need to do is ensure that the Department is set to the correct OBS Level 1 Organisation and add any searchable keywords.

- Save your newly uploaded image.

When you've clicked save, you will automatically return to your Image Library where you should see your newly uploaded image.

Right click on the image and select 'Copy Image Address'. Paste this link to a Word/Notepad document – you'll need it available to insert into the HTML code in the communication template.



HTML code works by locating the source of the image on a webpage – **if the image is removed, this will no longer appear in the template as the code can't identify where the image sits so bear this in mind when managing your Image Library.**

3. Creating your new HTML email template

Follow the steps below to create your new template:

- Navigate to Settings -> Communication Templates from the left-hand menu.
- Select the correct template type and create a new template, giving the template a name and adding any descriptions, comments or delays as required.
- In the communication template editor, click on the Toggle Source Mode icon:



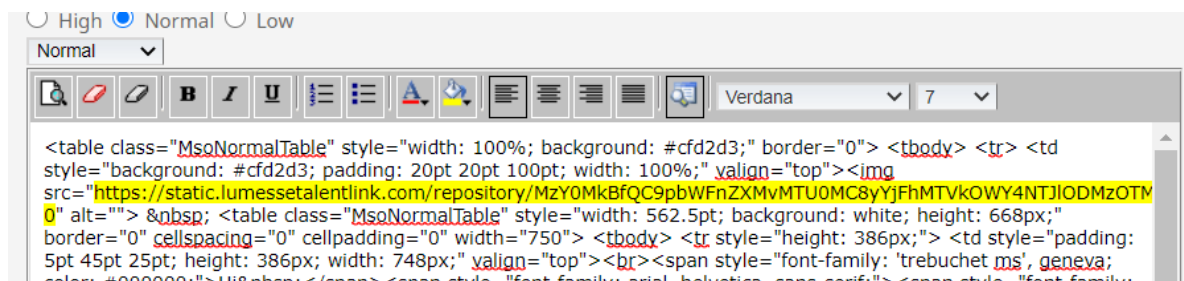
- Select all the code in the orange box on the next page and paste this into the body of the communication template.

```

<!DOCTYPE html>
<html>
<head>
</head>
<body>
<table class="MsoNormalTable" style="width: 100%; background: #cfd2d3;" border="0">
<tbody>
<tr>
<td style="background: #cfd2d3; padding: 20pt 20pt 100pt; width: 100%;" valign="top">
<table class="MsoNormalTable" style="width: 562.5pt; background: white; height: 668px;"
border="0" cellspacing="0" cellpadding="0" width="750">
<tbody>
<tr style="height: 386px;">
<td style="padding: 5pt 45pt 25pt; height: 386px; width: 748px;" valign="top"><br /><span
style="font-family: 'trebuchet ms', geneva; color: #000000;">Hi<br /><span style="font-
family: arial, helvetica, sans-serif;"><span style="font-family: 'trebuchet ms', geneva; color:
#000000;">[%first_name%],</span><br /><br /><span style="font-family: 'trebuchet ms', geneva;
color: #000000;">I am a recruiter at Cornerstone. Thanks so much for being in our Talent
Community.</span><br /><br /><span style="font-family: 'trebuchet ms', geneva; color:
#000000;">I am currently recruiting to a brand new role for a [%job_ad_title%] and your profile
really stood out to me for this opportunity.</span><br /><br /><span style="font-family: 'trebuchet
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you could be a really good candidate for this position.</span><br /><br /><span style="font-
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on the Apply Page.</span><br /><br /><span style="font-family: 'trebuchet ms', geneva; color:
#000000;">Thank you and look forward to speaking to you soon.</span><br /><br /><span
style="font-family: 'trebuchet ms', geneva; color: #000000;">Kind regards,</span><br /><br />
<span style="color: #000000; font-family: 'trebuchet ms',
geneva;">[%sender_user_fullname%]<br /></span>
<p style="margin-bottom: 8pt;"><!--[endif]--></p>
</td>
</tr>
<tr style="height: 114px;">
<td style="background: #ffffff; padding: 15pt 45pt; text-align: justify; height: 114px; width: 748px;"
valign="top"><span style="color: #4a4f55; font-family: 'trebuchet ms', geneva; font-size: 9pt; line-
height: 12px;"><strong>MANAGE YOUR APPLICATION & DATA:</strong> We treat your
data in compliance with data protection legislation. If you wish to withdraw your application,
manage your data consents or wish for your data to be removed from our database, you can do
so at any time by clicking [%apply_manage_data%]HERE[%/apply_manage_data%].</span><br
/><br /></td>
</tr>
<tr style="height: 168px;">
<td style="background: #4a4f55; padding: 15pt 45pt; text-align: justify; height: 168px; width:
748px;" valign="top"><span style="color: #cfd2d3; font-family: Segoe UI; font-size: 9pt; line-
height: 12px;"><strong>DISCLAIMER:</strong> This email and any files transmitted with it are
confidential and intended solely for the use of the individual or entity to whom they are addressed.
If you have received this email in error please notify the system manager. This message contains
confidential information and is intended only for the individual named. If you are not the named
addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender
immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your
system. If you are not the intended recipient you are notified that disclosing, copying, distributing
or taking any action in reliance on the contents of this information is strictly
prohibited.</span></td>
</tr>
</tbody>
</table>
</td>
</tr>
</tbody>
</table>
</body>
</html>

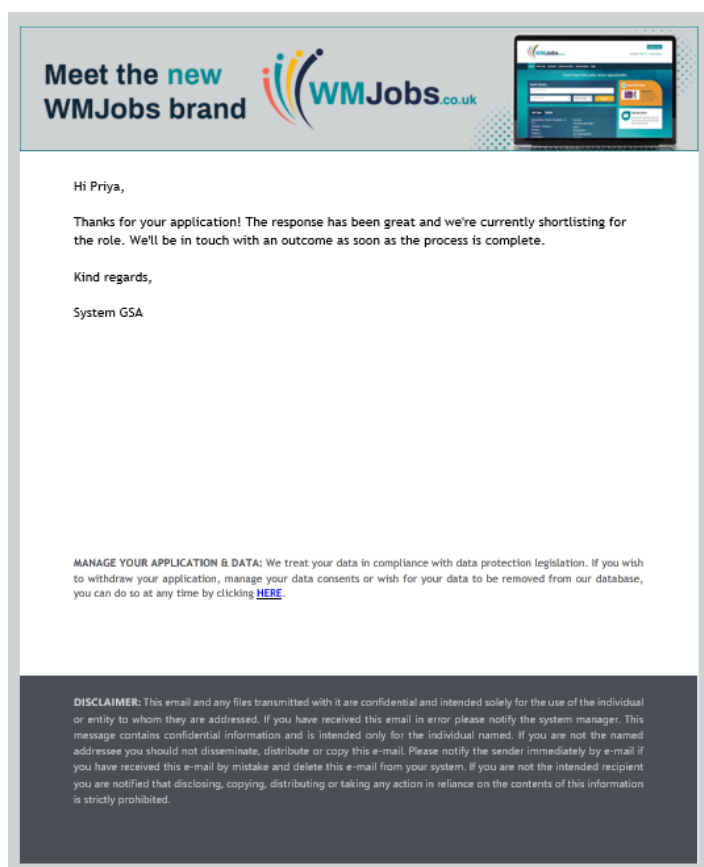
```

- Click on the Toggle Source Mode icon to view how the template might look normally and then click on Toggle Source Mode again to return to the HTML code.
- Replace the highlighted part of the HTML code in the image below with the Image Address that you obtained for your new image (copy and paste over the highlighted link – this will replace the default Cornerstone image with your own image):



```
<table class="MsoNormalTable" style="width: 100%; background: #cfd2d3; border="0"> <tbody> <tr> <td style="background: #cfd2d3; padding: 20pt 20pt 100pt; width: 100%;" valign="top"> &nbsp; <table class="MsoNormalTable" style="width: 562.5pt; background: white; height: 668px; border="0" cellspacing="0" cellpadding="0" width="750"> <tbody> <tr style="height: 386px;"> <td style="padding: 5pt 45pt 25pt; height: 386px; width: 748px;" valign="top"><br><span style="font-family: 'trebuchet ms', geneva; color: #000000">Hi&nbsn</span><span style="font-family: arial helvetica sans-serif"><span style="font-family:
```

- Click on Toggle Source Mode once more to view the template with your newly inserted image.
- You can now continue to edit the email content. Simply delete the existing text and replace with your own email message



Please be aware that should you choose to use the **disclaimer section**, you will need to add your organisation's own disclaimer message.

4. Removing sections of the template

Should you wish to remove sections of the template e.g. candidate portal information and/or disclaimer text, please use the relevant HTML code in the boxes below.

Template without candidate portal link

```
<!DOCTYPE html>
<html>
<head>
</head>
<body>
<table class="MsoNormalTable" style="width: 100%; background: #cfd2d3;" border="0">
<tbody>
<tr>
<td style="background: #cfd2d3; padding: 20pt 20pt 100pt; width: 100%;" valign="top">
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helvetica, sans-serif;"><span style="font-family: 'trebuchet ms', geneva; color:
#000000;">[%first_name%],</span><br /><br /><span style="font-family: 'trebuchet ms', geneva; color:
#000000;">I am a recruiter at Cornerstone. Thanks so much for being in our Talent
Community.</span><br /><br /><span style="font-family: 'trebuchet ms', geneva; color: #000000;">I
am currently recruiting to a brand new role for a [%job_ad_title%] and your profile really stood out
to me for this opportunity.</span><br /><br /><span style="font-family: 'trebuchet ms', geneva; color:
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good candidate for this position.</span><br /><br /><span style="font-family: 'trebuchet ms', geneva;
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quick and easy you can re-use your previous application on the Apply Page.</span><br /><br /><span
style="font-family: 'trebuchet ms', geneva; color: #000000;">Thank you and look forward to speaking to
you soon.</span><br /><br /><span style="font-family: 'trebuchet ms', geneva; color: #000000;">Kind
regards,</span><br /><br /><span style="color: #000000; font-family: 'trebuchet ms',
geneva;">[%sender_user_fullname%]&nbsp;</span><br /></span>
<p style="margin-bottom: 8pt;"><!--[endif]--></p>
</td>

</tr>
<tr style="height: 168px;">
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12px;"><strong>DISCLAIMER:</strong> This email and any files transmitted with it are confidential
and intended solely for the use of the individual or entity to whom they are addressed. If you have
received this email in error please notify the system manager. This message contains confidential
information and is intended only for the individual named. If you are not the named addressee you
should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if
you have received this e-mail by mistake and delete this e-mail from your system. If you are not the
intended recipient you are notified that disclosing, copying, distributing or taking any action in reliance
on the contents of this information is strictly prohibited.</span></td>
</tr>
</tbody>
</table>
</td>
</tr>
</tbody>
</table>
</body>
</html>
```


Template without disclaimer text

```
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<body>
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consents or wish for your data to be removed from our database, you can do so at any time by clicking
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</tr>
</tbody>
</table>
</td>
</tr>
</tbody>
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</body>
</html>
```

Template with banner and message only

```
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geneva;">[%sender_user_fullname%]&nbsp;</span><br /></span>
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</td>
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</table>
</body>
</html>
```