

## Text Messaging

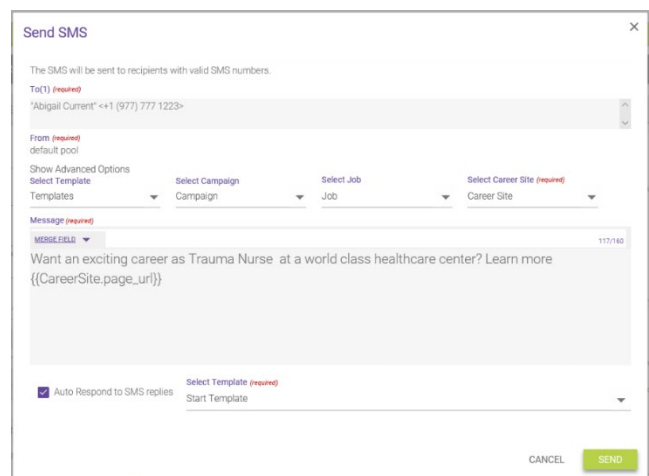
The Text Messaging feature in symlr Talent Sourcing provides a new avenue for communicating with candidates by allowing you to send and receive text messages (SMS) directly with candidates in your talent pool.

This quick and easy way to correspond with candidates from within Talent Sourcing supports modern communication methods, improves the candidate experience, increases the likelihood of candidate response, and optimizes your overall candidate communication strategy.

## Sending Text Messages

Once you have located the desired candidates to message, select the *Send SMS* option from the drop-down menu in the upper-right corner of the candidate card. The **Send SMS** pop-up window opens, containing many fields for customizing your message:

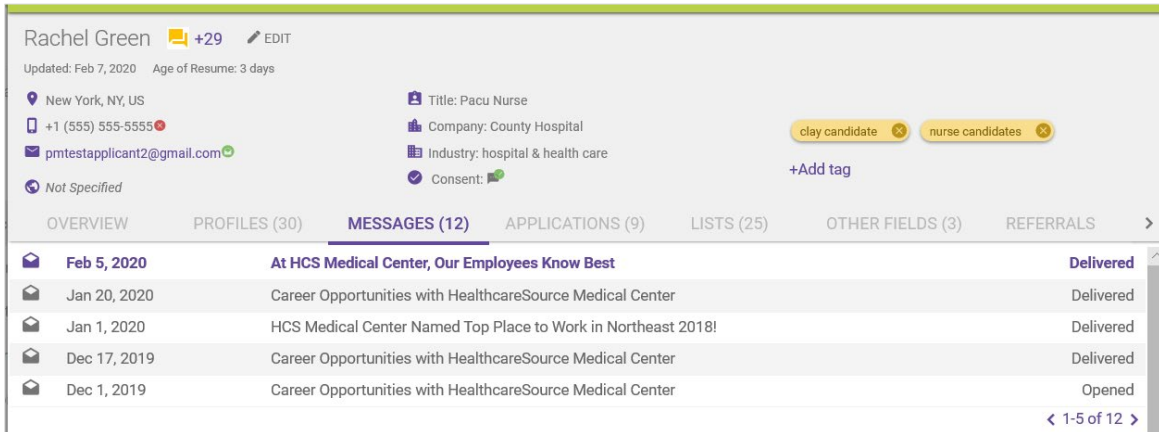
- **To.** Shows the names and numbers of selected recipients. Only candidates that have a home or mobile phone on the candidate record are shown.
- **From.** By default, the company's default SMS number pools is shown. If your company only has one SMS number pool configured, this field cannot be changed.
- **Show Advanced Options.** Clicking this link allows you to choose a template for your message, and to configure additional options:
  - **Select Template.** Select from a list of pre-configured templates that have been published.
  - **Select Campaign.** Select a campaign to help report on the progress of the SMS messages.
  - **Select Job.** Allows you to select a specific job available at your company. If the SMS template chosen requires a job (i.e. it has job merge fields), then this field is required.
  - **Select Career Site.** Allows you to select a specific career site and page within a career site. If the SMS template chosen requires a career site (i.e. it has career site page merge fields), then this field is required.
  - **Message.** Contains the body of the message for the selected template. You can make changes to the SMS content, including managing merge fields. Messages are limited to 160 characters.

A screenshot of the "Send SMS" pop-up window. The window has a title bar "Send SMS" and a close button "X". Below the title bar, it says "The SMS will be sent to recipients with valid SMS numbers." There is a "To(1) (required)" field with a dropdown arrow, showing "Abigail Current" and a phone number "+1 (977) 777 1223". Below that is a "From (required)" field with a dropdown arrow, showing "default pool". There are four "Show Advanced Options" sections: "Select Template" with a dropdown arrow, "Select Campaign" with a dropdown arrow, "Select Job" with a dropdown arrow, and "Select Career Site (required)" with a dropdown arrow. Below these is a "Message (required)" field with a dropdown arrow, showing a message template: "Want an exciting career as Trauma Nurse at a world class healthcare center? Learn more {{CareerSite.page\_url}}". At the bottom left, there is a checkbox "Auto Respond to SMS replies" which is checked. At the bottom right, there is a "Start Template" button and a "SEND" button. The character count "117/160" is visible in the top right of the message field.

- **Auto-Respond to SMS Replies.** Allows you to configure automatic SMS responses to any SMS replies received from candidates. Selecting this option lets you choose a template for replies.

**Note:** Reply templates cannot contain job or career site merge fields.

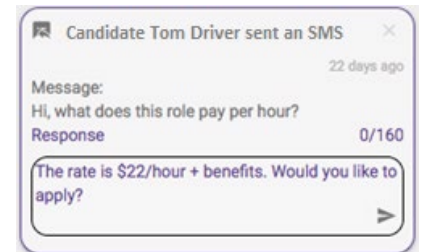
Candidates have the ability to respond to the received messages. Both sent and received messages are tracked within Recruitment Marketing and available for review in the candidate profile on the **Messages** tab.



## Notifications

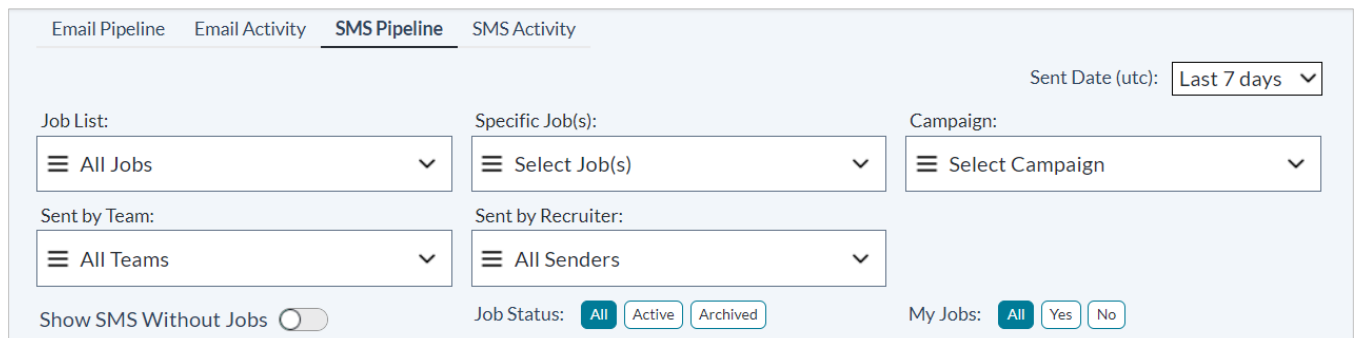
The bell icon in the top right corner of the Talent Sourcing lists notifications for text messaging. Alerts are posted here each time a candidate responds to a text.

Recruiter can respond to the message directly from this Notification Center, as well as link to the candidate's full profile.



## Reporting

SMS **Activity** and **Pipeline** reports are available on the **Email/SMS** page under the **Reports** area to help track the status and effectiveness of text messages. These reports track clicks and conversion rates to help improve recruiting efforts. Reports can be downloaded in CSV format.



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## Consent

Text Messaging provides a way to request consent from candidates before they can receive these messages by adding a question to the application workflow.

Candidates SMS numbers can be unsubscribed in the following ways:

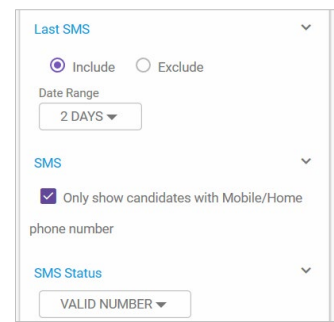
- Candidate texts **STOP** (or related keyword) to the company's designated SMS number.
- Candidate imported with the **SMS Consent** field value set to *No*.
- Candidate phone number added by an administrator directly on the *SMS Unsubscribes* page.

A candidate's current consent status can be viewed in the header of their profile.

## Filters

Similar to email Filters, new SMS filters have been added to narrow down candidates.

- **Last SMS.** Choose time frame to filter by sent/not sent.
- **SMS.** Option to only filter out candidates with Mobile/Home phone number.
- **SMS Status.** Valid, invalid format, invalid number, unsubscribed, no SMS number.



The image shows a screenshot of a filter configuration panel for SMS. It includes a dropdown menu for 'Last SMS' with a downward arrow. Below it are radio buttons for 'Include' (selected) and 'Exclude'. A 'Date Range' section contains a dropdown menu currently set to '2 DAYS'. The next section is for 'SMS' with a dropdown arrow, containing a checked checkbox for 'Only show candidates with Mobile/Home phone number'. The final section is for 'SMS Status' with a dropdown arrow and a dropdown menu currently set to 'VALID NUMBER'.

## Templates

Text message templates are available for texts. They are managed on the *SMS Templates* page under the **Campaign** area. Administrators and users with necessary permissions are able to:

- Create, edit, and publish SMS templates in Campaign.
- Add Simple Text and merge fields (Job, Recruiter, Candidate, Career Site) into the SMS template.
- Create templates up to 160 characters.
- Define SMS templates with trigger words (i.e. START, STOP); if candidate sends with that word they automatically get response.