

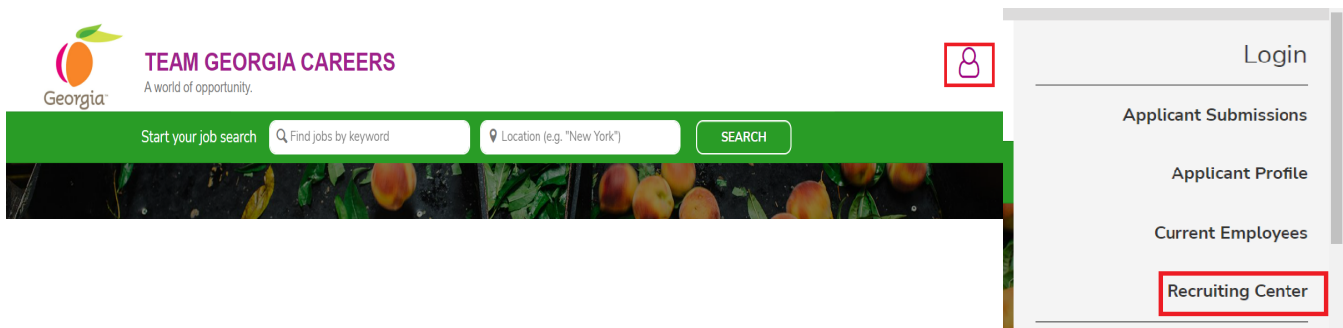
Social Sourcing Job Aid

Social Sourcing Functionality:

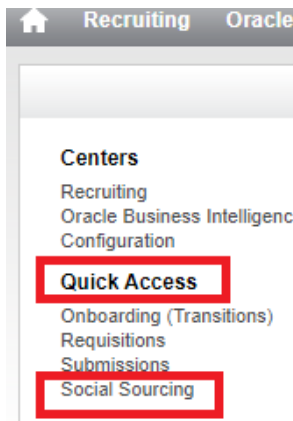
- Agency Recruiters using Social Sourcing Feature can:
 - Connect with individuals who have signed up for Talent Community.
 - Promote organization jobs and hiring events with wide array of tools and features.
 - Create customized, targeted messaging to engage passive candidates.
 - Share/Source posts on all social media channels
- Agency Recruiters cannot:
 - Send correspondences in regards to other recruitment activities such as missing documents etc to the candidates.

Accessing Social Sourcing:

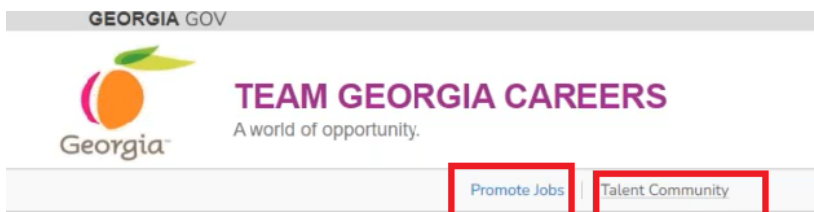
1) Login to Team Georgia Careers.



2) On the homepage, click on Social Sourcing located under Quick Access on the left.



3) The page will be redirected to Social Sourcing platform where there will be two tabs: Promote Jobs and Talent Community. Note: Promote Jobs tab is default tab and is highlighted in blue



Note: When clicked on Talent Community Tab, recruiters can manage and track if any campaigns have been sent out previously. Recruiters can even create a new talent community message or view on the existing one by clicking on the blue

Promote Jobs | **Talent Community**

Search and Message Your Talent Community

Engage passive candidates and anyone else that has signed up for job alerts.

Create a new talent community message or click on a campaign name to view an existing message.

Talent Community + Create

Name	Recipients	Assets	Status	Schedule	
Campaign 1	42	1 job	Draft	Saved: Apr 26	

4) On the Promote Your Jobs page, Click the green Create button to promote a job and build a marketing campaign.

Note: recruiters can manage the campaigns from this page as well.

Promote Your Jobs

Click "create" to build a job marketing campaign.
Click "manage" to view or edit an existing one.

Search and Message Your Talent Community
See who has joined your Talent Community and promote jobs and other content to prospective candidates.

+ Create Manage

5) Once Create has been clicked the Talent Community tab will be defaulted. The page will redirect to Search and Message Your Talent Community window. There are three tabs-Choose Members, Choose Jobs and Compose Message. Choose Members tab is defaulted.

Promote Jobs | **Talent Community**

Search and Message Your Talent Community

Choose your recipients.

Choose Members > Choose Jobs > Compose Message

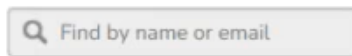
No search executed 0 recipients

Last Contacted

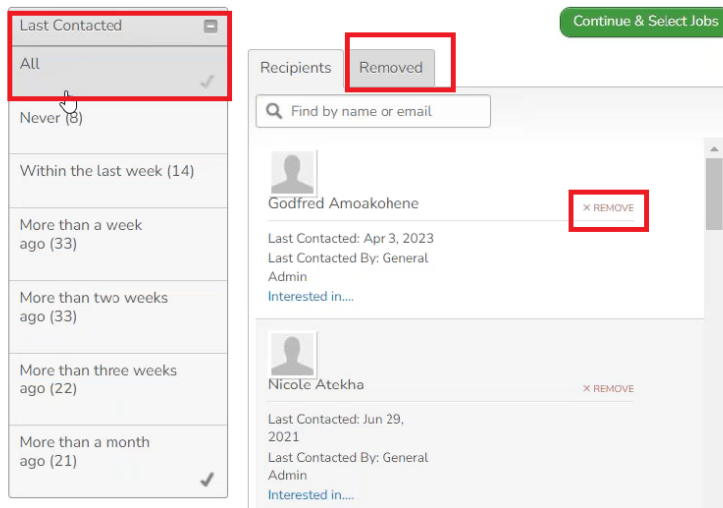
- All
- Never (8)
- Within the last week (14)

You can add community members by location and department, or individually by name.

6) If name or email is known, enter the name or email in the Find by name or email field to add them to the list.

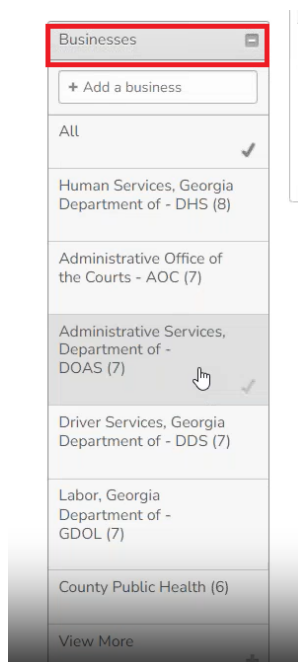


7) In order to make a selection based on Last Contacted, click the criteria on the left as per your needs. If All is selected under Last Contacted then the list will be displayed that will include all those who have been contacted and you can Remove accordingly by Clicking on Remove.
Note: The ones that have been removed will be under Removed tab.



8) In order to send campaign message with the job information to all the passive job seekers who have joined the Talent Community, Click All under Last Contacted.

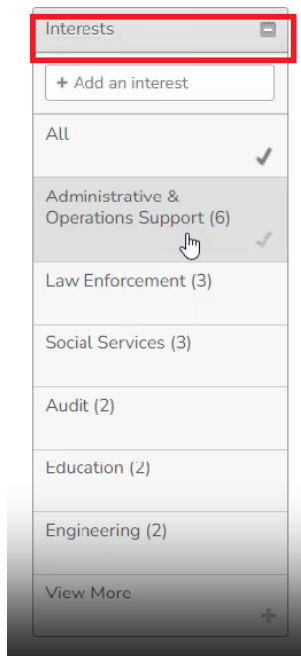
9) Once All have been selected, scroll down to Businesses panel located on the left and Click on your agency name.



10) If you want to send a campaign to candidates in a specific location, select the location under the Locations Field. Multiple locations can be selected if needed.



11) If the agency is looking to send a job campaign for a specific job family, then select the appropriate job family from under the Interests panel on the left.



12) Based upon the selections made, a narrowed down list of recipients will be displayed.
Note: Under the names displayed, you will also be able to see Last Contacted date, Last Contacted By and their interests.

13) Click Continue & Select Jobs.

14) The Choose Jobs tab will be highlighted.

Search and Message Your Talent Community

Choose your jobs.

Choose Members **Choose Jobs** Compose Message

Only show: 6 recipients and 0 jobs

- ★ My Jobs 548 results
- HOT** Hot Jobs
- NEW** New Jobs
- Jobs with Video

Keywords or req. number

ATTORNEY 3
Public Safety, Georgia Department of - DPS
Location: Georgia - Fulton - Atlanta
Category: Legal
Job Vacancy Announcement: Attorney 3 Location: Georgia Department of Public Safety Headquarters - Atlanta (Fulton County) Job Code - LEP022 Pay Grade...

15) Scroll down to the Agency Name located on the left and Select the Agency or Search for an agency by typing in the agency name in the box Add an agency.

AGENCY NAME

- All
- Behavioral Health and Developmental Disabilities, Georgia Department of - DBHDD (133)
- Savannah Technical College - STC (64)

16) All the job postings for the agency that has been selected will be displayed. Add a check mark next to the job(s) that you want to promote and Click Continue & Create Message.

CADRE WORKER 1 / YOUTH LEADER - YCA FT. GORDON **HOT**

Defense, Georgia Department of - DOD
Location: Georgia - Richmond - Augusta
Category: Social Services

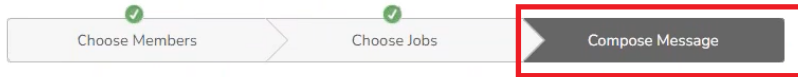
This announcement may be used to fill all current or future full-time and part-time openings at Youth Challenge Academy Ft. Gordon. Pay depending....

Continue & Create Your Message

17) The Compose Message tab will be highlighted. Click on Choose a Template button to send a campaign message. Note: there are two recipients in this example.

Search and Message Your Talent Community

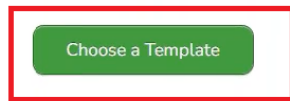
Craft your message.



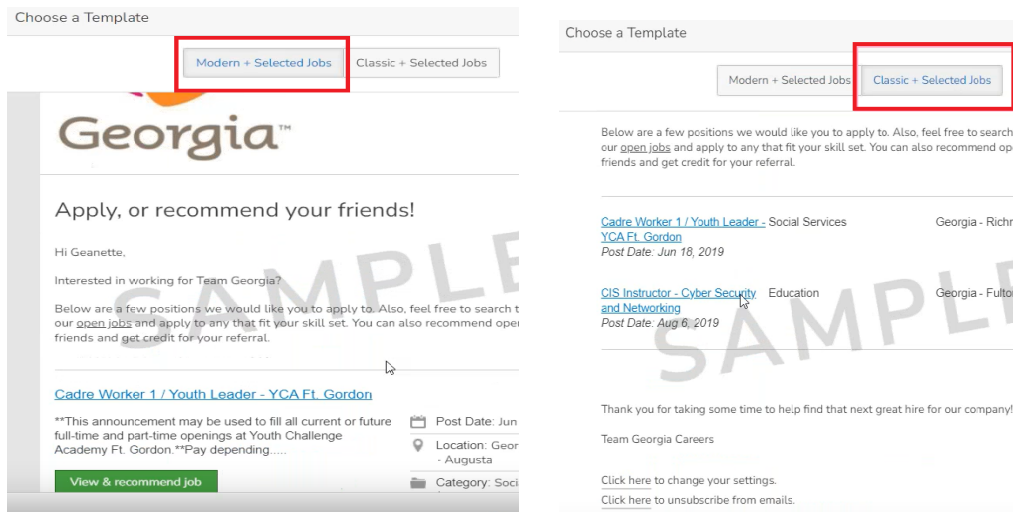
Your campaign is incomplete.
Last edit at 10:15 AM on Jul 26, 2023.

[2 recipients](#) and [2 jobs](#)

You can edit the default email copy shown below and also select which email design template you'd like to use.

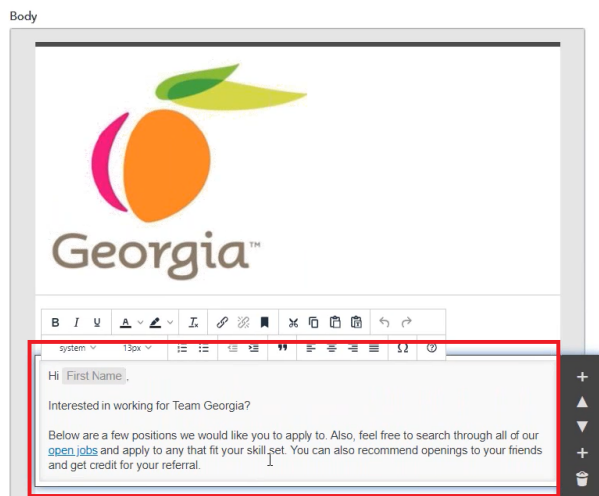


18) The template window will open. There are two styles: Modern+Selected Jobs - more descriptive and Classic+Selected - simple. You can select any style that you would like.

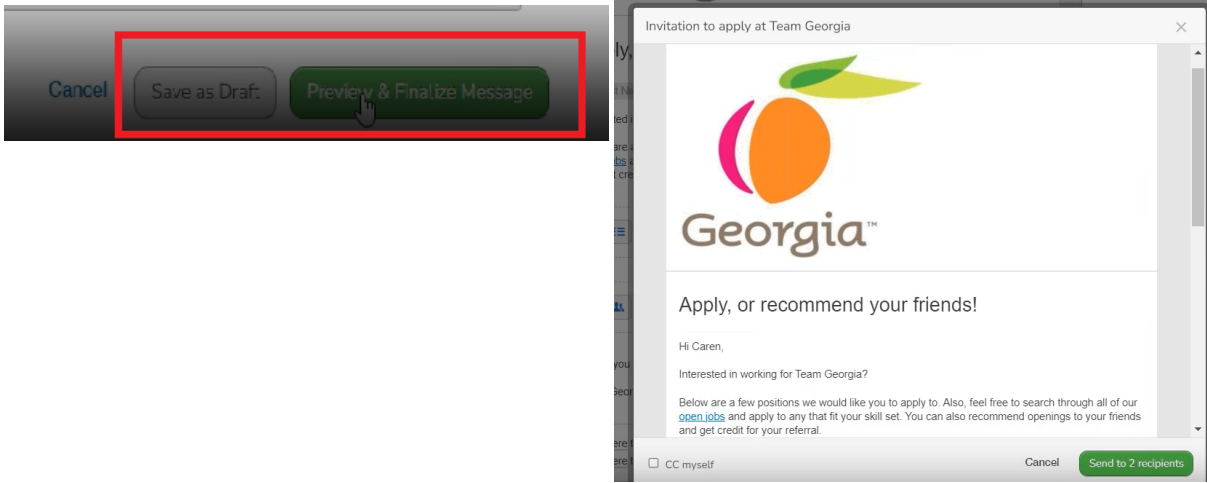


19) Click Save and Continue.

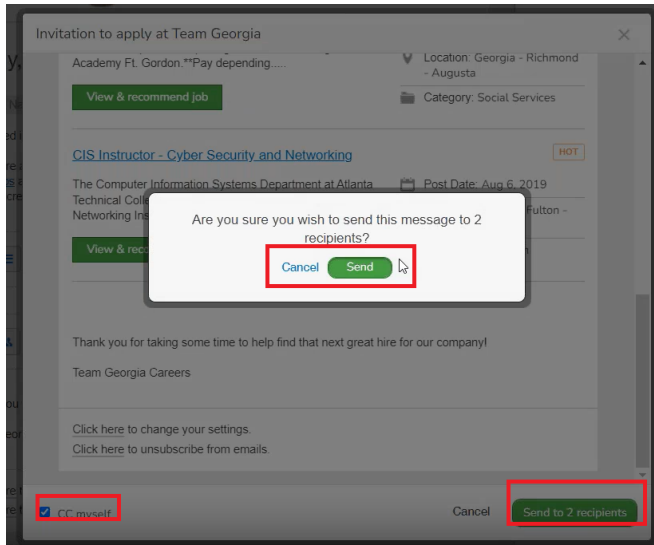
20) You can edit the template by clicking in the body of the message.



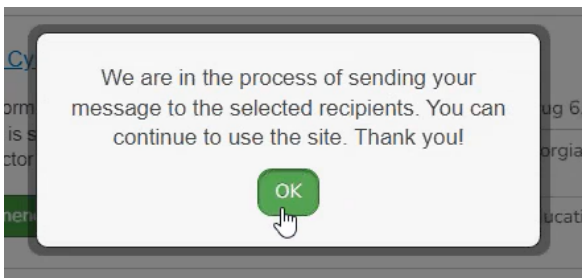
21) Click on Save as Draft if not ready to send yet. If ready to send the campaign message then Click on Preview & Finalize Message. A preview of how an applicant will see the message is displayed.



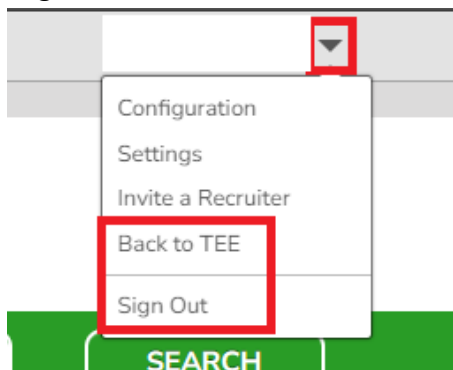
22) Place a checkmark next to CC myself if you would like to send a copy to yourself. Click Send to recipients button. A message will be displayed. If you are ready to send, click Send.



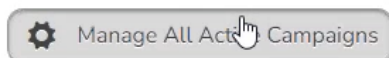
22) Click OK when the message window is displayed.



23) Click on Back To TEE located in the top right corner in the drop-down under your name OR Click on Sign Out.



24) In order to manage your campaigns. Navigate back to the Talent Community page by Clicking on Social Sourcing in TGC. Click on Manage All Active Campaigns.



25) If the campaigns have been saved as draft, you will be able to see them under Talent Community tab when clicked on Manage All Active Campaigns.

Notes