iCIMS

iCIMS Text Engagement: Best Practices

The "Do's"

1. Make your message short and sweet by using less than 160 characters
2. Personalize your message to include the name of the candidate and job opening
3. Add a URL that links to the job posting - Google Maps directions or any useful content
4. Preview your message to make sure it picks up the $firstName, $campaignName, $link, etc.
5. Download the mobile app from Google Play or iTunes
6. Stay on top of your messages and keep your inbox at zero
7. Schedule messages and notifications in advance with the 'send at a later date/time' option
8. Evaluate campaign success using your dashboard
9. If your response rate/time is low, try testing a different time of day to send messages.
10. Adjust your messaging and make sure you have a clear call to action.
    - Call to action should be text message. If you ask them to call or email, it will result in your response rate in TextRecruit lower than the actual response rate.

The "Don'ts"

1. Don't try to include too much information - your text should be short, clean, and to the point
2. Don't send multiple mass texts to the same individuals - no one likes to be spammed
3. Don't waste time responding to a hard no
4. Don't be afraid to ask questions - your Account Manager is always available to help