

Information for Media Partners

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Overview

This article is intended to provide information for Media Partners who provide advert booking services for a client who uses SnapHire. If a new integration is required, please contact Aotal directly to confirm the details of the integration. This article includes:

- [Standard integrations](#)
- [SnapHire client specific customized integrations \(via workflow\)](#)
- [Referring to job vacancies in advertising \(all integrations\)](#)
- [Referring to the careers site in advertising \(all integrations\)](#)
- [Further information](#)

Standard integrations

Overview

Standard integrations do not vary from organization-to-organization; they are standard processes which have been developed between Aotal (SnapHire) and the media partner. Currently there are only standard integrations with Connect2 (by AdCorp) and Haineslink (by Haines).

Sign-in process

These integrations allow the users within the organization to automatically sign in to your advertising booking website directly from SnapHire, and have some of the job information you require pre-populated. This saves them having to manually sign in to your site and re-enter the job information they have already added into SnapHire.

SnapHire user information

For any SnapHire user at the organization who requires it, Aotal will provide you with the details below in order for you to create their account in your site:

- email address
- first name
- last name
- password (a randomly generated user 'external password' from SnapHire)

Simply setup their account in your site with the details we provide, and then process their requests as usual.

SnapHire client specific customized integrations (via workflow)

If you are a media partner with whom there is no standard SnapHire integration developed, we may be able to assist you/your client by customizing their site workflow to allow a user to send an email requesting your assistance directly from SnapHire to you. These integrations will vary from organization-to-organization but typically:

1. The email request you receive might include pre-defined information (e.g. job title, job number, core advert text etc.) as well as any free text comments from the user relating to their advertising request.
2. After you have created proofs/estimates etc., you simply need to click on the link within the original request you received to be able to upload the files and add comments.
3. The SnapHire user receives a notification on their SnapHire homepage to advise them that you have provided information for their review.
4. This process can be repeated as many times as required for a particular vacancy.

Referring to job vacancies in advertising (all integrations)

When booking advertising for the client, the job reference you publish must include the specific code for the client and media (Please note: codes for the same media may vary from organization-to-organization). These codes are generally 2-3 characters long. Aotal can provide you with a complete list of codes for the client as/when you require it.

Job reference code for offline advertising:

If you are providing a job reference code for offline advertising, simply append the specific media code to the job code - for example:

- IF the media is NZ Herald with a media code of NZH
- AND the job code is 1234
- THEN the job reference code you need to use would be 1234NZH.

When a candidate visits the client's careers website and searches for the job by the reference code you have created, then the source of their application will automatically be tracked back to the specific media. This is important information for the client to evaluate their advertising effectiveness.

Job reference link for online advertising:

If you are providing a job reference link for online advertising, you need to provide a link to the specific job on the careers site which includes the job reference code (as above - the job code plus media code).

Simply append the job reference to their standard online advertising link (this will have been provided to you by SnapHire). For example:

- IF the clients standard online advertising link is: <http://careers.acme.co.nz/?job=> (<http://careers.acme.co.nz/?job=%C2%A0>),
- AND the job reference is 1234SK
- THEN then you would use the link: <http://careers.acme.co.nz/?job=1234SK> (<http://careers.acme.co.nz/?job=1234SK>).

When a candidate clicks on a link you have created to take them directly to the job on the clients careers site, then the source of their application will automatically be tracked back to the specific media. This is important information for the client to evaluate their advertising effectiveness.

Referring to the careers site in advertising (all integrations)

If required, you can also provide a link for online advertising that drives candidates to the SnapHire careers site which is not for a specific job, but with sourcing information included.

For example, you are placing a company branded advert on another website (e.g. Smiths Graduates) where a wide-range of the clients jobs are applicable. The link in the advert you place uses a general link to the careers site which tracks the source to the media code SG (Smiths Graduates). Any candidates who click through from the Smiths Graduates site and registers on the site will have the job seeker source of 'Smiths Graduates'. If they go on to apply to any jobs while they are in that session, the application source is also set as 'Smiths Graduates'.

You can build this link by:	Example:
1. Identifying the clients careers site URL	<u>http://yourcompany.com/</u> (<u>http://yourcompany.com/</u>)
2. Use the general sourcing code: ?source=	?source=
3. Identifying the media code you want as the source	SG
4. Build the link with the portions: <ul style="list-style-type: none">• Careers site URL• ?source=• Media code	<u>http://yourcompany.com/?source=SG</u> (<u>http://yourcompany.com/?source=SG</u>)

Further information

Please contact Aotal Support (support@aotal.com) if you require:

- a new media code added for the client.
- an updated media code list for the clients site.
- confirmation of a careers site standard online advertising link.
- any other information about integrating with a SnapHire site.