

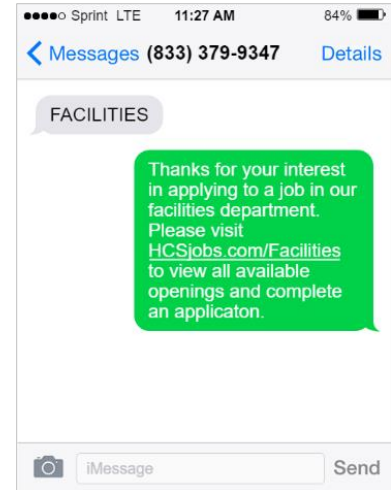
## Basic Text to Apply

symplr Hiring's **Basic Text to Apply** feature makes it easier to attract and hire talent by providing applicants another convenient method to quickly find and apply to any jobs catching their attention. In addition to sending out links to openings on your career site, these automatic replies can be configured to send out whatever information or instructions the situation calls for.

### What is it?

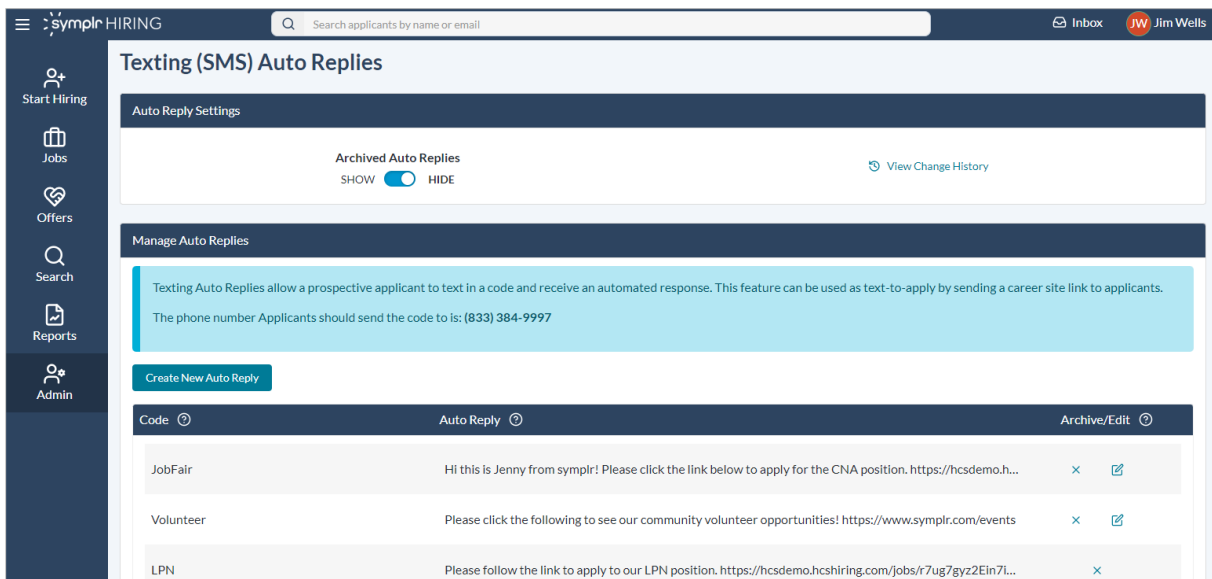
**Basic Text to Apply** automatically replies with a pre-written message to anyone who sends a text message containing a specific code word or phrase. These replies can be used to direct recipients to a job application, send them a specific job site search, or relay other instructions or important details.

By following the instructions sent in the automatic reply, applicants can discover and apply to your jobs in the most convenient way yet. When used effectively, this can be a powerful tool for focusing on and attracting tough-to-recruit specialized talent.



### How do I use it?

Text to Apply works by sending automatic text replies to applicants when they send a predetermined code. Setup of this feature requires defining what codes the applicants can submit, along with the responses each code generates. The **Admin** section of symplr Hiring now contains the *Texting (SMS) Auto Replies* page, where you can set up and manage these codes and automatic text replies.



Selecting **Create New Auto Reply** displays the *New Texting Auto Reply* pop-up window where new automatic replies are added. Enter the desired code word or phrase in the **Code** field, followed by its response text in the **Auto Reply** box.

The **Generate Apply Link** area allows you to include a link directly to career sites for an individual location within your organization, or to specific job postings at a location. Expanding the **Generate Apply Link** area displays fields for selecting a location and job, and clicking **Generate Apply Link** automatically adds it to the text of your message.

**Note:** The link is not displayed in the **Auto Reply** area when generated. It is added after the auto reply is saved.

Apply links added to your message automatically include **&ref=texttoapply** tracking tag, helping your facilities track the effectiveness of Text to Apply campaigns. This data can be found in applicant reports by displaying **Text to Apply** under the **Referrer** column.

Once you're satisfied with this content, selecting **Create Auto Reply** adds the automatic text response to your organization's list. Now when candidates text the code word to your text line, they'll receive this pre-written message in an instant.

If you need to review the entirety of a message, hovering your cursor over the text in the **Auto Reply** column displays the full text in a pop-up.

Code ?	Auto Reply ?	Archive/Edit ?
Nurse	Reply with "NURSE" to view our open nursing positions! <a href="https://hcsdemo.hcshiring.com/jobs/2uepxFcUD0uh9qY11dkNGA?ref=texttoapply">https://hcsdemo.hcshiring.com/jobs/2uepxFcUD0uh9qY11dkNGA?ref=texttoapply</a>	X [edit icon]
JobFair	Hi this is Jenny from symplr! Please click the link below to apply for the CNA position. <a href="https://hcsdemo.hcshiring.com/jobs/2uepxFcUD0uh9qY11dkNGA?ref=texttoapply">https://hcsdemo.hcshiring.com/jobs/2uepxFcUD0uh9qY11dkNGA?ref=texttoapply</a>	X [edit icon]

Messages that have been "retired" or archived display at the bottom of this list, highlighted in red. After a message has run its course, selecting the **X** under the **Archive** column deactivates it, adding it to this list at the lower end of the page.

Settings at the top of the page provide ways to **Show** or **Hide** these archived messages from the list, and the **View Change History** option opens the *Change Log* page that keeps track of who created or archived any messages on the list.

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## The Fine Print

Nothing to worry about, just a few more details about this feature to keep in mind.

- Messages can be edited up until the point the code has been used. If you need to make changes to a live response after it's been used, you'll need to archive the message and re-create it using the same code. A code word or phrase may only be used in one live message at a time.
- The character limit for an auto-reply message is the same as your organization's texting character limit. This limit can be adjusted if needed by a symplr support representative.
- Automatic replies are set and managed at the client level and may be used across all locations.
- This feature must be enabled by a symplr support representative. Please contact us at (866) 323-3030 or email [talentsupport@symplr.com](mailto:talentsupport@symplr.com) for assistance.