Recruitment Email – How to & Best Practices

Are you interested in emailing your contacts information about employment opportunities at Center For Family Services? Use our recruitment image in an email to help spread the word.

Subject Line Copy:

Your subject line is a great way to catch your readers attention. Consider one of the following when drafting your email:

- Join Center For Family Services' Top Workplace Team!
- Apply & Get Hired!
- Center For Family Services is Hiring! Now Offering a $500+ Sign-On Bonus.
- Find Where You Fit In. Center For Family Services is Hiring.

Suggested Image:

Please utilize the image available on the PR page of the Staff Portal.

Putting it all together

The following are directions for dropping in the image into an email. Additionally, directions have been included for:

- How to format your email
- How to link text to an image
- How to select BCC

Directions in Outlook

1. Open up a new email

2. If you're sending an email to a large list of email addresses be sure you're sending it Bcc or Blind Carbon Copy. This will prevent recipients from receiving any reply all messages and prevent emails from being shared.

   a. To enable Bcc, Click the OPTIONS tab.

    b.   Click on the Bcc text field under the Cc field in your message

    c.   Add recipient emails to Bcc field

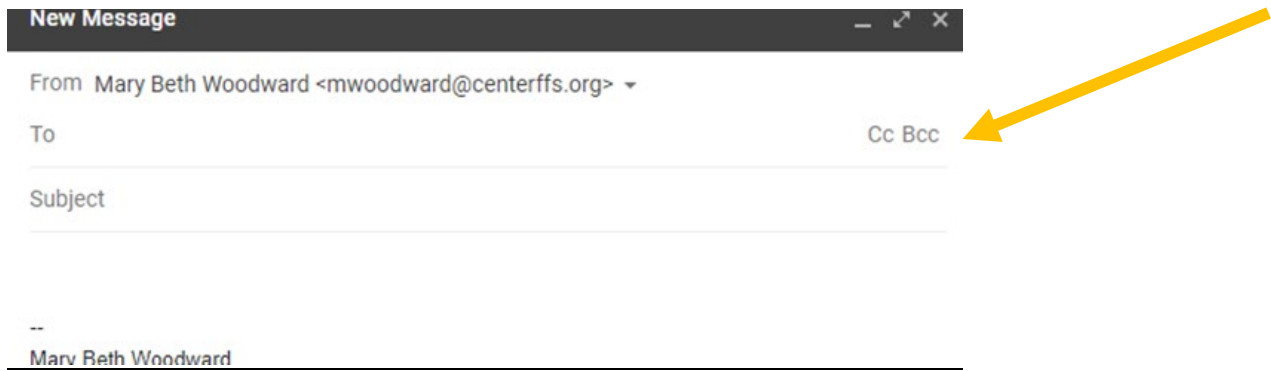3. Include a Subject Line. Use any of the suggested subject lines shared earlier in this document.

4. Drop the image into the email.

    a.   First, save the recruitment image on the PR section of the Staff Portal. For now, save the image to your desktop for ease of locating.
    b.   Next, put your cursor in your email where you want the image to appear. It's recommended the image goes immediately following the copy.
    c.   Then, click "Insert" located along your tool bar.
    d.   Click Pictures.
    e.   Find the saved recruitment image and click Insert.
    f.   Your image should now appear in your email.
    g.   To resize your image, click it and use your cursor to drag the corners either in or out to make the image either smaller or bigger.
    h.   Lastly, you can also hyperlink your image so that it directs readers to a specific webpage, like our Join Our Team page.
         a.   Right click the image
         b.   Select Link
         c.   Follow the same steps to hyperlink text/words

5. You're all done! Congratulations. Hit Send.

Directions in Gmail

    1.   Open up a new email

    2.   If you're sending an email to a large list of email addresses be sure you select "Bcc". This will prevent recipients from receiving any reply all messages and prevent emails from being shared.

3. Include a Subject Line. Use any of the suggested subject lines shared earlier in this document.

4. Drop in the suggested recruitment image into your email:

    a. First, save the recruitment image, either directly from this document or from the accompanying zip drive. For now, save the image to your desktop for ease of locating.

    b. Next, put your cursor in your email where you want the image to appear. It's recommended the image goes immediately following the copy.

    c. Then, click "Insert Photo" Icon located along the bottom toolbar of your email.
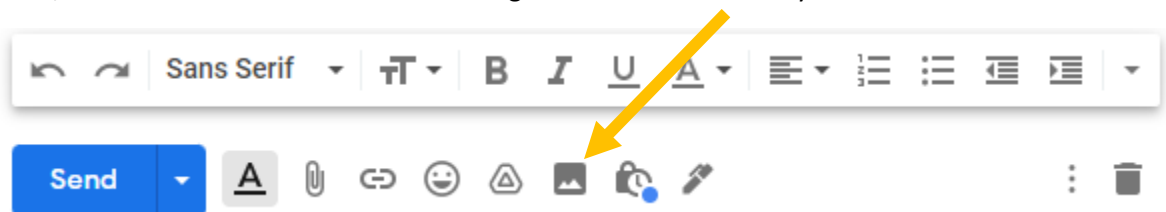
    d. Click Upload.

    e. Click Choose photos to Upload

    f. Find the saved recruitment image and click Open

    g. Your image should now appear in your email.

    h. To resize your image, click it and choose "Best Fit" size option.

    i. Lastly, you can also hyperlink your image so that it directs readers to a specific webpage, like our Join Our Team page.

        a. Click the image

        b. Select Insert Link icon

        c. Follow the same steps to hyperlink text/words

5. You're all done! Congratulations. Hit Send.