

# Determine Your InMail Strategy

When sourcing for talent on a social network, consider that the talent you're reaching out to may not be immediately seeking new opportunities. As such, approach talent with the mindset of starting a conversation. In the event the recipient isn't open to a new opportunity, they may know someone who is. It's important that your message is carefully crafted to encourage a response, regardless of whether the position is right for them. A networking opportunity today could lead to multiple opportunities in the future.

Minimize the message window to review profile details and create a more personalized message.

Choose a template that you or your team have created.

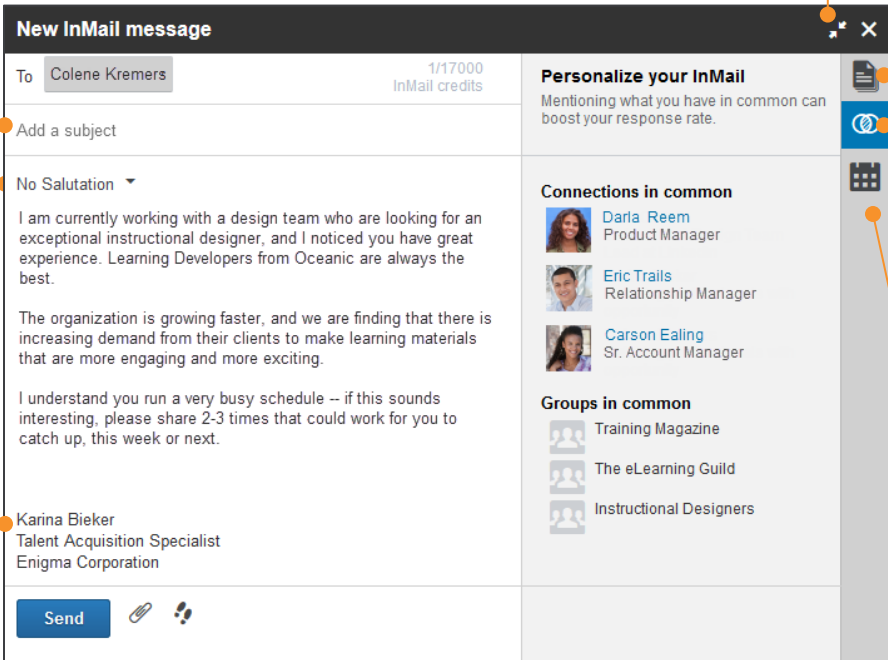
See who and what you have in common. Use this information to personalize and customize your message.

Share your availability and save time when scheduling meetings with busy candidates.

Keep your subject short and inviting.

Select a salutation appropriate for the person you are contacting.

Customize your signature for all your messages.



The screenshot shows a 'New InMail message' window. The recipient is Colene Kremers, with 1/17000 InMail credits remaining. The subject line is 'Add a subject'. The salutation is 'No Salutation'. The message body contains three paragraphs: 'I am currently working with a design team who are looking for an exceptional instructional designer, and I noticed you have great experience. Learning Developers from Oceanic are always the best.', 'The organization is growing faster, and we are finding that there is increasing demand from their clients to make learning materials that are more engaging and more exciting.', and 'I understand you run a very busy schedule -- if this sounds interesting, please share 2-3 times that could work for you to catch up, this week or next.' The signature is for Karina Bieker, Talent Acquisition Specialist at Enigma Corporation. The right sidebar shows 'Personalize your InMail' tips, 'Connections in common' (Daria Reem, Eric Trails, Carson Ealing), and 'Groups in common' (Training Magazine, The eLearning Guild, Instructional Designers). Annotations with orange lines point to various UI elements: the top right corner (minimize/maximize/close buttons), the subject line, the salutation dropdown, the signature, the 'Personalize your InMail' section, the 'Connections in common' list, and the 'Groups in common' list.

## Implement Best Practices

Save candidates to a project before you reach out for better tracking of those you've contacted and to prevent duplication of efforts within your team. When you compose an InMail message:

- Consider your first message to be a conversation starter.
- Be brief and to the point.
- Adopt a conversational, enthusiastic tone.
- Focus on finding out candidate availability and interest in a new opportunity.
- Use the filters in Recruiter to customize your message or template to reflect something about the recipient's experience.
- Avoid sharing the job description or requesting a resume in your first message.
- Don't be afraid to ask for referrals if the recipient isn't interested or available to make a move.

## InMail versus Email

You have two options for communicating with talent via Recruiter: InMail and email. If you use InMail, you can track your response rates and measure the effectiveness of your communications. If you have member email addresses, you can choose to send email, however, you will not be able to track their responses.