



Content Management System (CMS)



Objective of this User Guide

- ✓ 1. Full understanding of the Content Management System
- ✓ 2. Complete autonomy in creating and editing content

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User Guide

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Introduction





Key Notions

Definitions – Website Structure – Content Management System





Introduction

Key Notions – Definitions

Accor Careers

Accor Careers is the official Accor Careers Website. It replaces the previous Accor Jobs.

Careers Website Languages

There are a total of 12 available languages on the Career Website:
English, French, Spanish,
Portuguese, German, Polish, Chinese,
Japanese, Korean, Thai, Indonesian,
and Turkish.

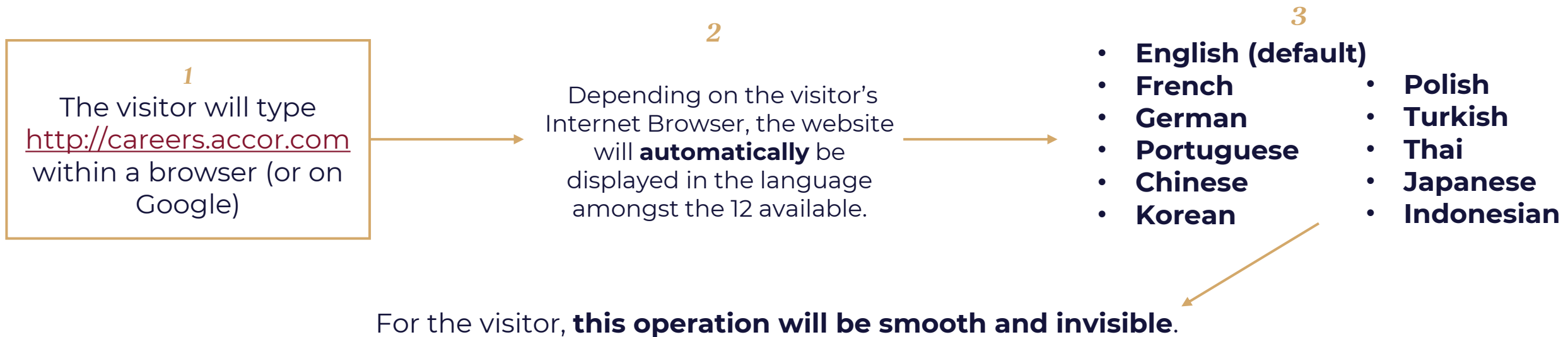




Introduction

Key Notions – Accor Careers Structure

To post content on the Careers Website, you need to understand its structure from a visitor standpoint.



From a content writing standpoint however, when creating/editing content, you will need to write it on the English Page and on the language page(s) applicable.

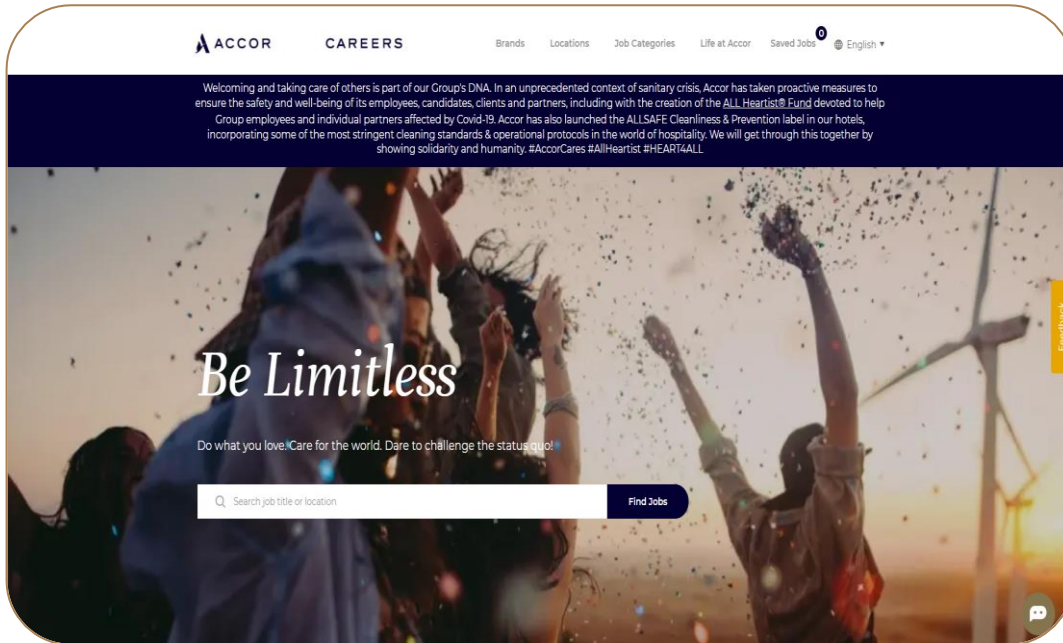
Example: if you are writing content for the country page “Germany”, you need to write the content in English and German.





Introduction

Key Notions – What is the Content Management System (CMS)?



The CMS is an online tool that allows you to create and modify content.

Three types of content can be posted:

- Text
- Image
- Video

Content can be used to promote/highlight different topics (non-exhaustive list):

- Accor News in the Hub/Country
- Content related to the EVP Pillars
- Focus on a particular hotel and/or activity
- New openings
- Meet-Ups and/or Campus Recruitment
- Employee testimonials
- Legal & Compliance Programs



All content must respect Accor branding guidelines and cannot be discriminatory in any way.



CMS is not used to post job opportunities/vacancies. This is handled either through INES-Taleo or CRM-Lite. *Separate training materials are available for this topic.*





2






User Rights and Scopes





Introduction

User Rights and Scopes

	CORPORATE & Hub T&C	Global Talent Acquisition Team
 Edit content	✓	✓
 Save content	✓	✓
 Approve content	✗	✓
 Publish content	✗	✓
 Delete content	✗	✓





3

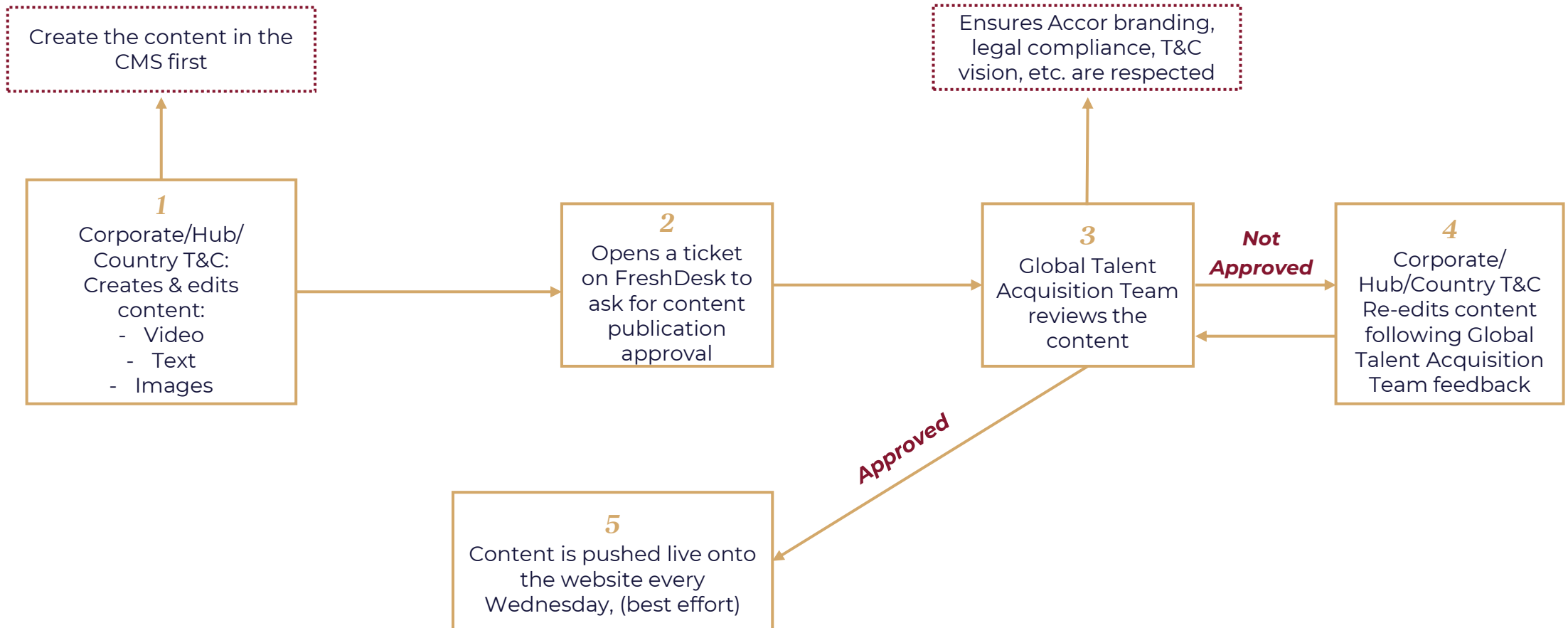
Approval Process





Introduction

Content Publication Approval Process Overview



! All content must respect Accor branding guidelines and cannot be discriminatory in any way.





Introduction

Content Publication Approval Process Overview – Focus on Step 2

INES-HELPDESK

Welcome

LOGIN SIGN UP

Welcome!

SIGN UP WITH US

Create your INES Support account.

Once you sign up, you will have complete access to our self service portal and you can use your account to raise support tickets and track their status.

Login to the support portal

Enter the details below

Your e-mail address

.....

☒ Remember me on this computer

Forgot your password?

LOGIN

Are you an agent? [Login here](#)

1

Go to: <https://ines-helpdesk.freshdesk.com/support/login>
And click on “Sign up with us”

INES-HELPDESK

Welcome

LOGIN SIGN UP

Sign up for your Ines-helpdesk account

Region * ...

Full name *

Email *

☐ Je ne suis pas un robot reCAPTCHA Confidentialité - Conditions

REGISTER **CANCEL**

2

Fill in your information and click on “Register”





Introduction

Content Publication Approval Process Overview – Focus on Step 2

The screenshot shows the INES-HELPDESK Agent Portal. At the top, there's a navigation bar with 'Home', 'Solutions', and 'Tickets'. Below this, a search bar is present with the text 'How can we help you today?'. A search input field contains the placeholder 'Enter your search term here...'. Below the search bar, there are two buttons: '+ NEW SUPPORT TICKET' (highlighted with an orange box) and '+ CHECK TICKET STATUS'. The main content area is titled 'Knowledge base' and contains a welcome message for new GM & INES administrators. Below this, there's a section for 'EMPLOYEE APP' with two columns of links: 'Access (14)' and 'Email (6)'. The 'Access' column includes links like 'How to go to the Talent Acquisition platform...' and 'How do I proceed if I have lost my credentials...'. The 'Email' column includes links like 'Which email should I choose to register i...' and 'How can I update my professional email...'.

3 On your Dashboard, click on “New Support Ticket”.

The screenshot shows the 'Submit a ticket' form. The fields are as follows: 'Requester' is filled with 'name.surname@accor.com'; 'Your Name' is empty; 'Topic' is a dropdown menu with 'Accor Careers' selected; 'Category' is a dropdown menu with 'Local content publication' selected; 'This ticket is in english' is a dropdown menu with 'Yes' selected; 'Request title' is filled with 'CMS – Content – Hub XXXX – Language(s) XXX'; 'Description' is a text area with the placeholder text: 'Copy paste all of the content you want to be validated. At the end, indicate in which pages the content has been written: “Page XXXX (put the name of the page) - Image / Video (indicate if there is an image or a video).’'. Below the text area is a link '+ Attach a file'. At the bottom, there are two buttons: 'SUBMIT' and 'CANCEL'.

4 Fill out all of the mandatory information.
In **Request title**: put “CMS – Content – Hub XXXX – Language XXX ». Replace the first XXXX by your Hub and the second XXXX by the language you want to post your content on.

In **Description**: copy paste all of the content you want to be validated. At the end, indicate in which pages the content has been written. “Page XXXX (put the name of the page) - Image / Video (indicate if there is an image or a video).
Click on “Submit” to submit your Support Ticket.





Introduction

Content Publication Planning Overview

Content sent on Tuesday
will be published on
Wednesday of the week
after.

Please keep in mind that it is your responsibility to create/edit your content in the CMS directly and then send a note via Freshdesk (not by email) when it is ready for review for publication.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Last day to send your content for publication on Wednesday	Review of the content before publishing	Content is pushed live onto the Careers Website every Wednesday, (best effort)	Send your content	Send your content	Send your content	Send your content
It will give Global Talent Acquisition Team enough time to review and validate the content		Content will appear instantly				





Branding Guidelines









Introduction

Content Management System – Guidelines

Branding Guidelines

When adding/modifying your content (text, image, video), you need to follow 3 core principles:

-  All of your content must be professional and high quality
-  Must follow legal compliancy
-  Be encouraging and take cultural sensitivity into consideration
-  Whenever is possible, please add your

Please note that you can only post content related to your geographic scope.

Image format (size) will always be indicated in the tool, each time you will need it and the weight cannot go higher than 3 Mo. As for the video, it should be below 100 mbs and only in Mp4 format or an embed video from Youtube, Vimeo or Wistia

You must exclusively own any text/video/image you decide to post on the website.



*Create &
Edit Content*





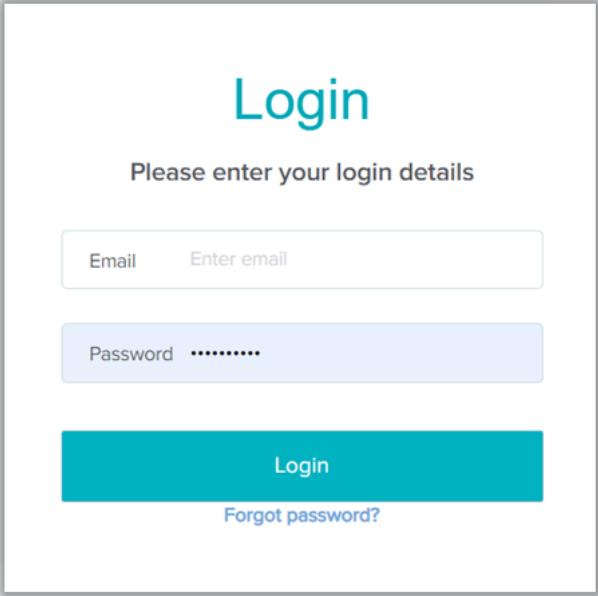
Log-in to the CMS platform





Introduction

Credentials Process for the CMS



The image shows a login form for Phenom People. At the top is the Phenom People logo. Below it is the word "Login" in a large, teal font. Underneath "Login" is the text "Please enter your login details". There are two input fields: one for "Email" with a placeholder "Enter email" and one for "Password" with a placeholder ".....". Below these fields is a teal "Login" button. At the bottom of the form is a link that says "Forgot password?".

For CMS account creation requests:

Please open a ticket on Freshdesk (following the steps mentioned [here](#)). In **Subject** put “CMS – creation or change requests” and in **Description** put the following information : First Name / Last Name / Regions / E-mail Address

Please remember that we have a limited amount of licenses to allocate per Hub. Should you require to add or change a license holder, please open a Support Ticket. It is also recommended to limit the license holder in order to maintain a consistent tone of voice across the platform from an employer branding perspective.





Log-in

► Log yourself into the CMS platform:

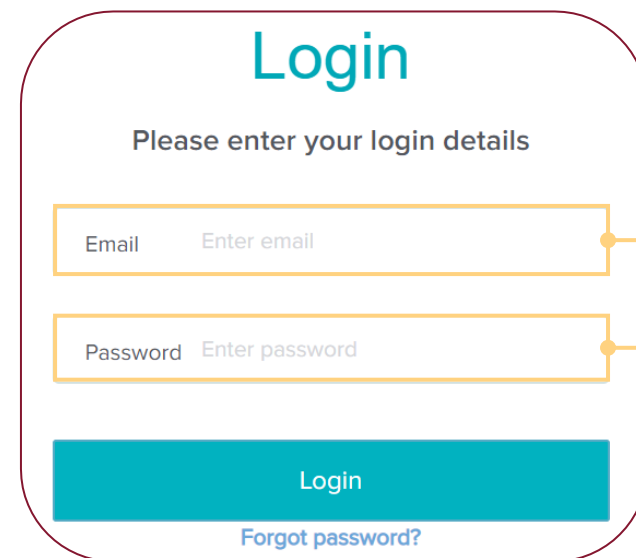
1

Click on the URL link.

<https://cms.phenompro.com/tier3/#/login>

2

Enter your email and password created before.



The login form is titled "Login" in teal. Below the title is the instruction "Please enter your login details". There are two input fields: "Email" with a placeholder "Enter email" and "Password" with a placeholder "Enter password". Both fields have orange borders and are connected by lines to the step 2 instruction. Below the fields is a teal "Login" button. At the bottom of the form is a link "Forgot password?" in blue.



For your 1st connection on the CMS platform, you will be sent an email from Phenom People once clicked on the URL link, you will be able to create a password.





2

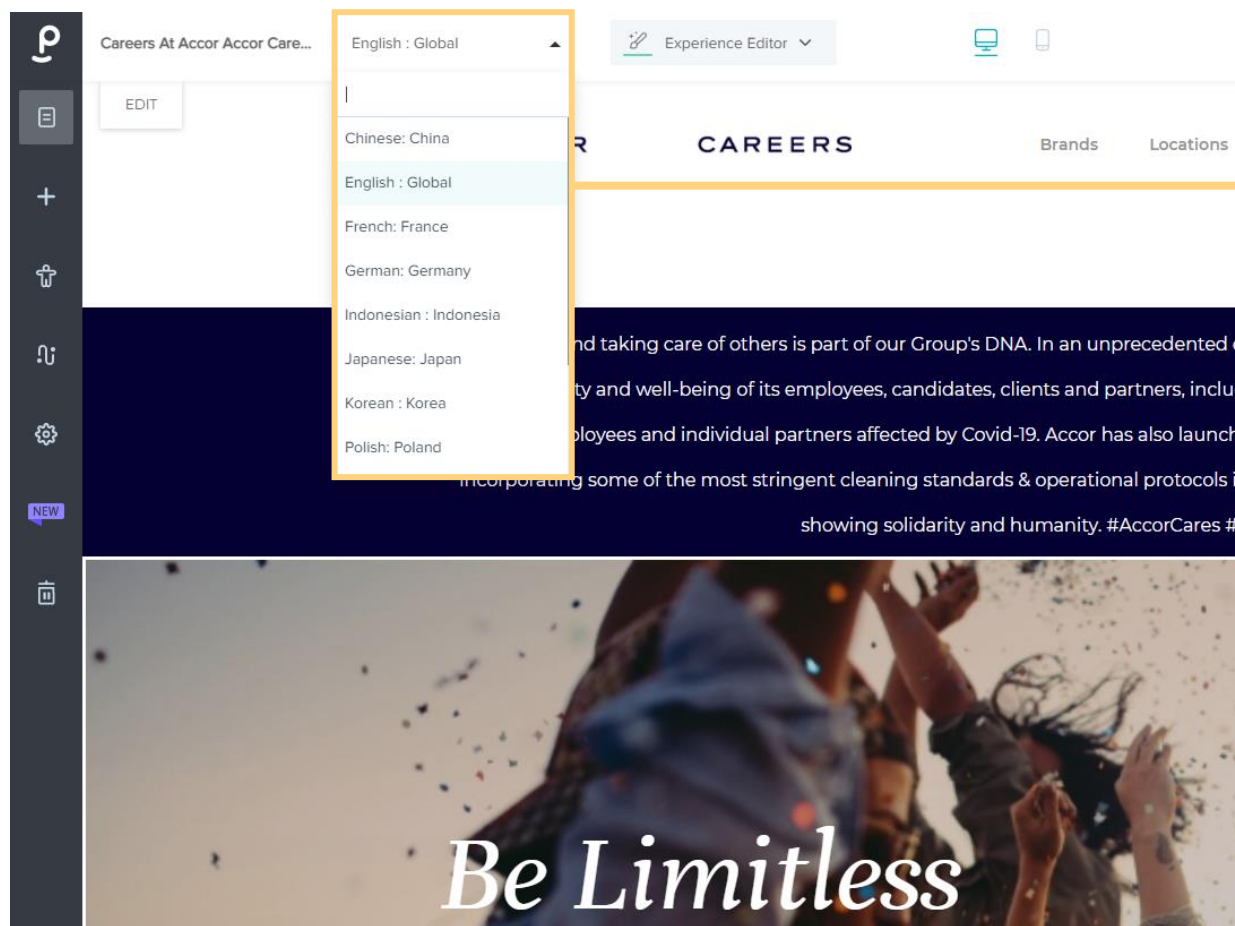
Language Selection





Language Selection

- The first step will be to choose the language you want to create/edit your content in.



Click on “English (Global)” and select your language, among the list of 12 languages. This list mirrors the languages of INES.





Language Selection

Ex: The South America Hub wants to promote a New Opening.

- ▶ South America will first need to look for all the languages spoken in the Hub and match it with the languages available in Accor Careers.
- ▶ In this case, there are 3 available languages in Accor Careers, which are spoken in the Hub. This means that the CMS Editor will have to publish the content in the following languages:

English (Global)



Portuguese (Brazilian)



Spanish



All content must always be written at least in English.





3

Hub and Geographic Area/Country pages



Hub and Geographic Area/Country Page



In the Career Website, you have 2 areas where content can be posted:

	Page Type	Description
	HUB PAGE Ex: https://careers.accor.com/global/en/location-north-america Accessed through the header	Each Hub has its own page: <ul style="list-style-type: none">• North America & Central America• South America• Northern Europe• Southern Europe• India, Middle East & Africa• Pacific• Greater China• South East Asia, Japan & South Korea• Corporate Offices
	GEOGRAPHIC AREA PAGE Ex: https://careers.accor.com/global/en/germany Accessed through the header	Each Geographic Area/Country also has its own page and refers to specific geographic areas such as Germany, Singapore, Canada, Chile, France, etc. There are as many pages as there are geographic areas in which Accor operates in.

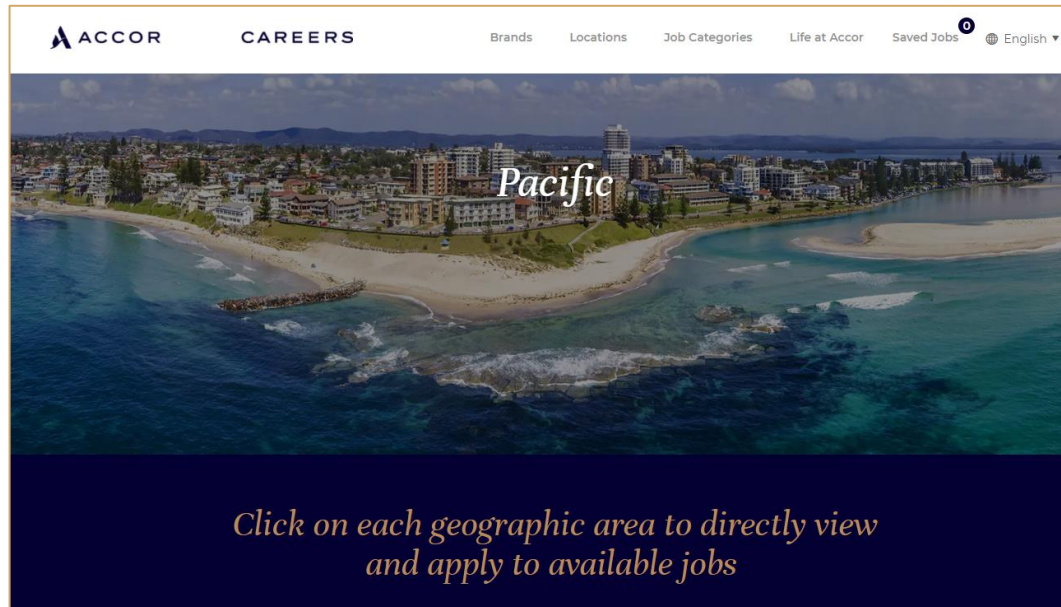
Remember: you are NOT permitted to modify content on any other pages





Hub and Geographic Area/Country Page

In the Accor Careers Website, you have 2 areas where content can be posted:



HUB PAGE

Ex : <https://careers.accor.com/global/en/location-pacific>
Accessed through the website header (Locations)



GEOGRAPHIC AREA/COUNTRY PAGE

Ex : <https://careers.accor.com/global/en/country-french-polynesia>

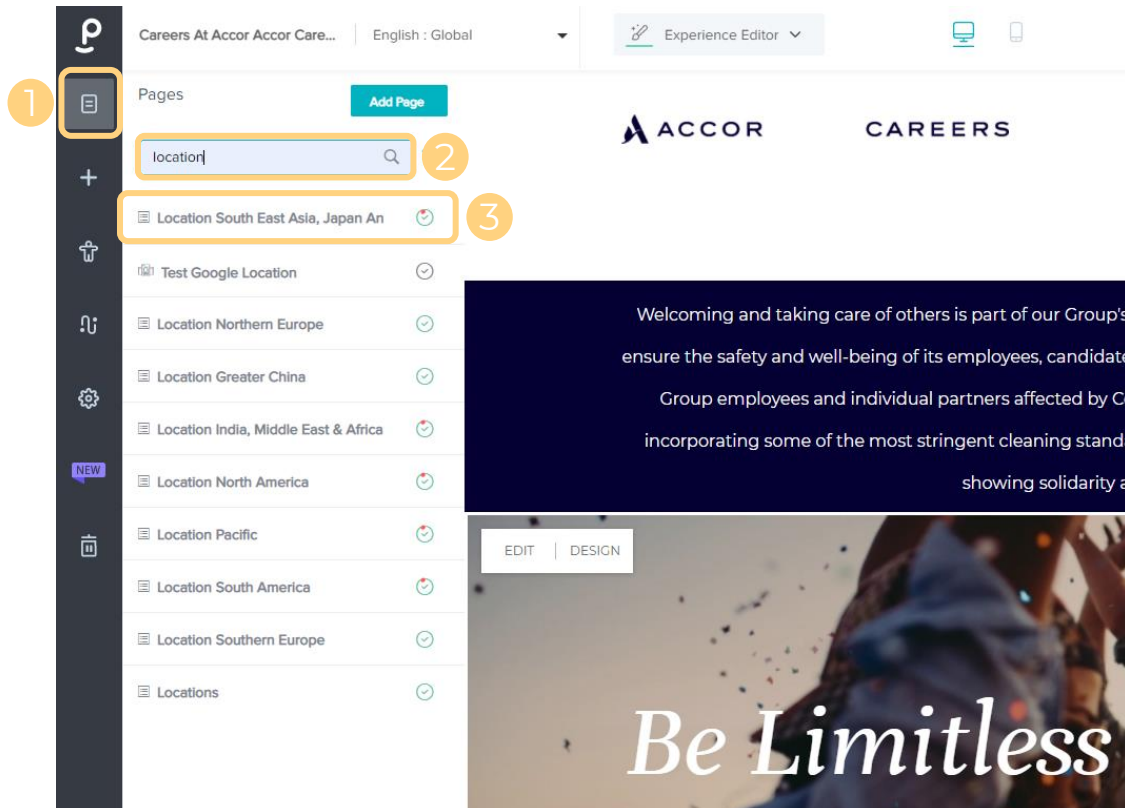
Accessed through the website header
(Locations > Hub page)





Hub and Geographic Area/Country Page

- 1 Click on **“Pages”** icon
- 2 Search for your Hub or country page in the **search bar**
- 3 Click on **your page. Let's use the example of South East Asia, Japan & South Korea.**



► You can only modify a page related to your Hub (in the larger terms). Here the list of all the Hub pages :

- North America & Central America
- South America
- Northern Europe
- Southern Europe
- India, Middle East & Africa
- Pacific
- Greater China
- South East Asia, Japan & South Korea
- Corporate Offices

To find them, type “Location” and you will find the list.

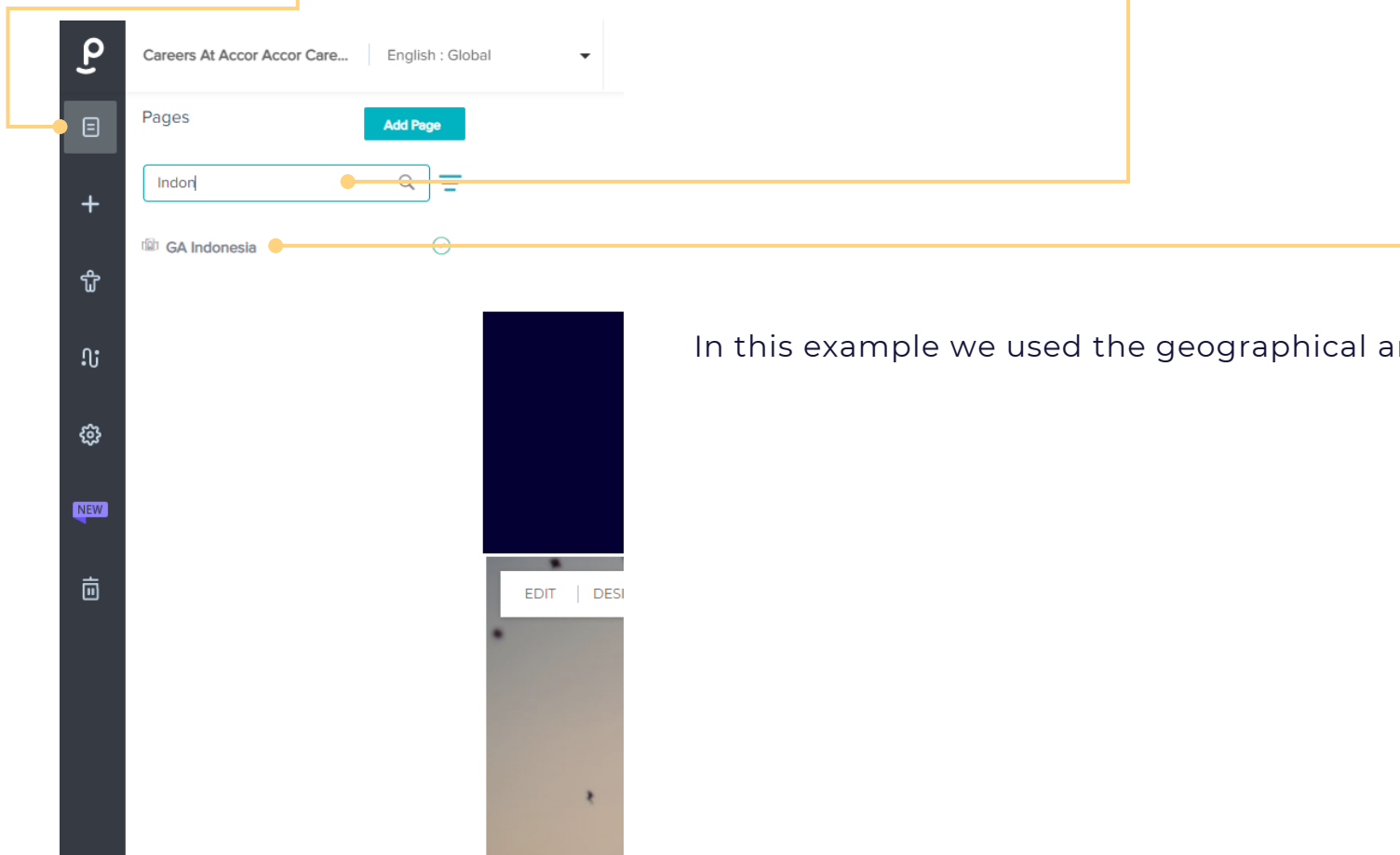
If you want to publish in a specific geographic area/country, type its name on the search bar (next page)





Hub and Geographic Area/Country Page

► Click on **“Pages”** tab, search for your Hub or country page in the **search bar**, then click on **your page**. Let's use the example of **Indonesia**.



In this example we used the geographical area/country “Indonesia”.





Hub and Geographic Area/Country Page

- Click on **“Pages”** tab, search for your Hub or country page in the **search bar**, then click on **your page**. Let's use the example of **Greater China**.

The screenshot shows the Accor Careers portal interface. On the left, a vertical sidebar contains icons for Pages, Add Page, Edit, and a 'NEW' badge. The main content area has a header with 'Careers At Accor Accor Care...', 'English : Global', and 'Experience Editor'. Below the header, the 'Pages' tab is active, displaying a search bar with the text 'greater' and a list of results. The first result, 'Location Greater China', is highlighted with a blue box and a checkmark icon. To the right of the search bar, the 'ACCOR CAREERS' logo is visible, along with links for 'Brands', 'Locations', 'Job Categories', and 'Life at Accor'. Below the search results, there is a dark blue banner with white text: 'Welcoming and taking care of others is part of our Group's DNA. In an unprecedented context of sanitary crisis, Accor has taken ensure the safety and well-being of its employees, candidates, clients and partners, including with the creation of the ALL Heart Group employees and individual partners affected by Covid-19. Accor has also launched the ALLSAFE Cleanliness & Prevention incorporating some of the most stringent cleaning standards & operational protocols in the world of hospitality. We will get to showing solidarity and humanity. #AccorCares #AllHeartist #HEART4ALL'. Below the banner is a large image of people celebrating with confetti, with the text 'Be Limitless' overlaid.



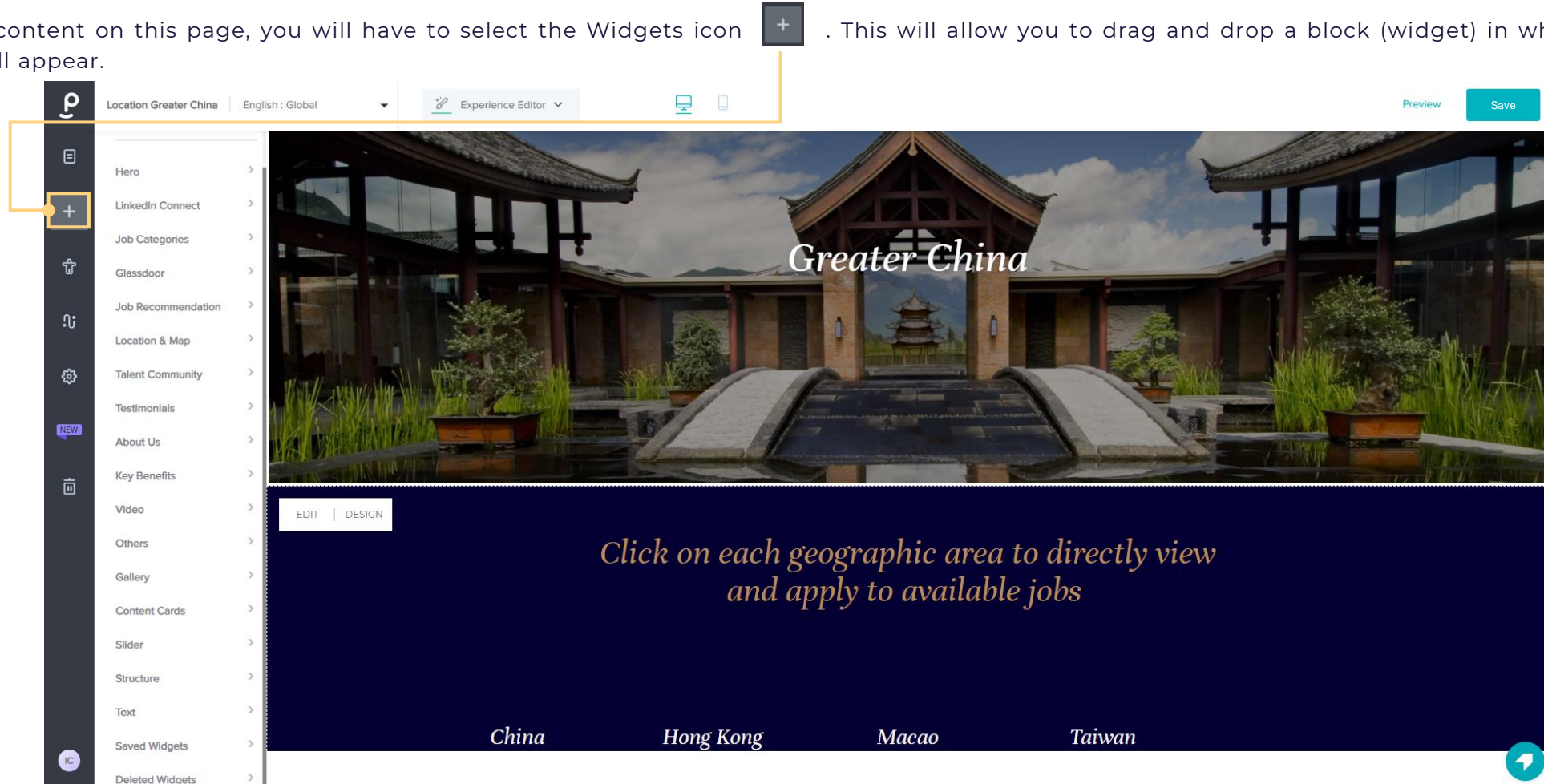
For each language selected, you will need to search your page as showed.
In our scenario, Greater China page is searched then selected for each tenant.





Hub and Geographic Area/Country Page

► To add content on this page, you will have to select the Widgets icon . This will allow you to drag and drop a block (widget) in which your content will appear.



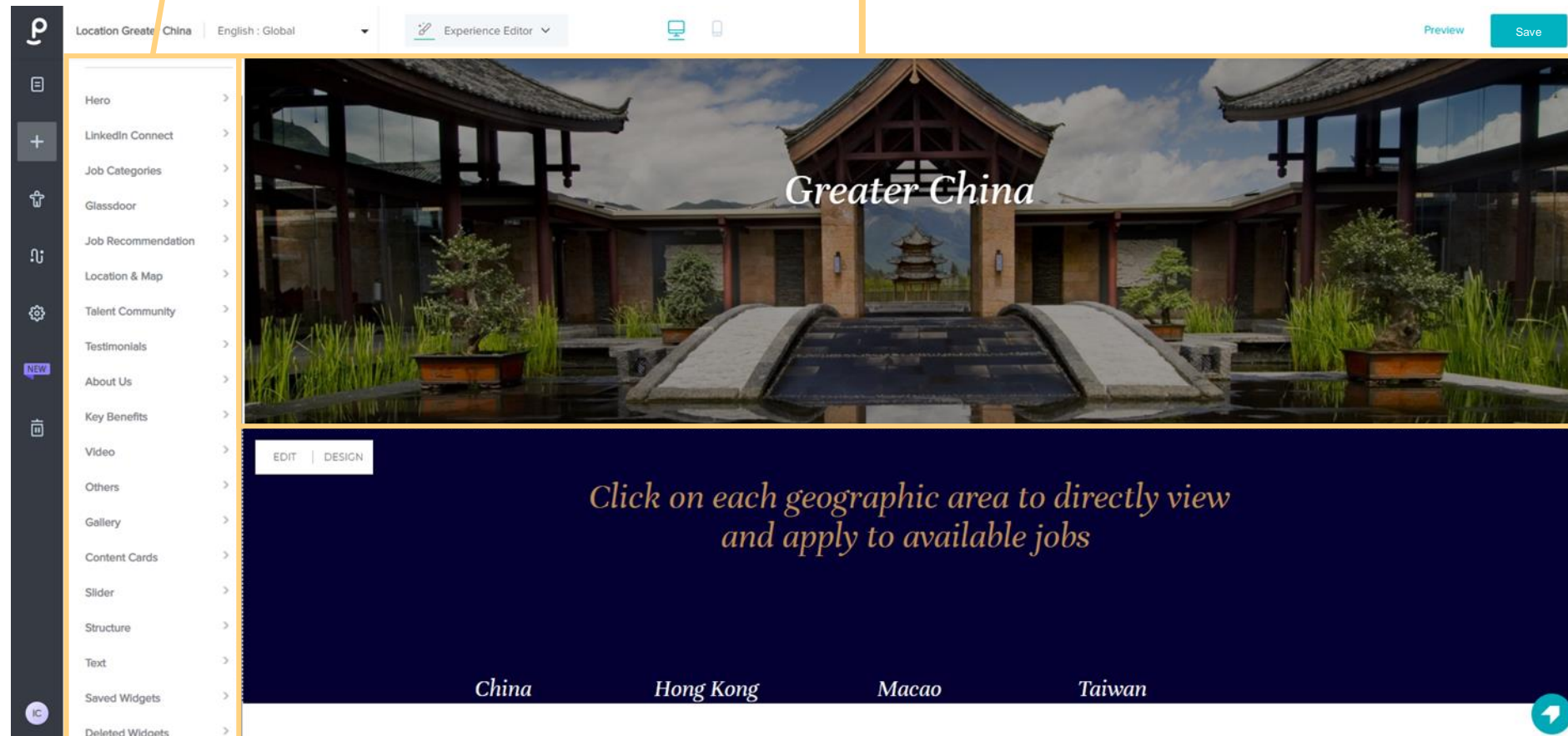
The screenshot displays the user interface for editing a 'Hub and Geographic Area/Country Page'. On the left, a vertical sidebar contains a list of widget categories: Hero, LinkedIn Connect, Job Categories, Glassdoor, Job Recommendation, Location & Map, Talent Community, Testimonials, About Us, Key Benefits, Video, Others, Gallery, Content Cards, Slider, Structure, Text, Saved Widgets, and Deleted Widgets. A '+' icon is highlighted in the sidebar, and a corresponding '+' icon is shown in a callout box above the main content area. The main content area features a large image of a traditional Chinese building with a pond in the foreground. The text 'Greater China' is overlaid on the image. Below the image, a dark blue banner contains the text 'Click on each geographic area to directly view and apply to available jobs'. At the bottom of the banner, four buttons are visible: 'China', 'Hong Kong', 'Macao', and 'Taiwan'. The top of the interface includes a header with 'Location Greater China', 'English : Global', and 'Experience Editor'. A 'Preview' button and a 'Save' button are located in the top right corner. A teal speech bubble icon is in the bottom right corner.





Hub and Geographic Area/Country Page

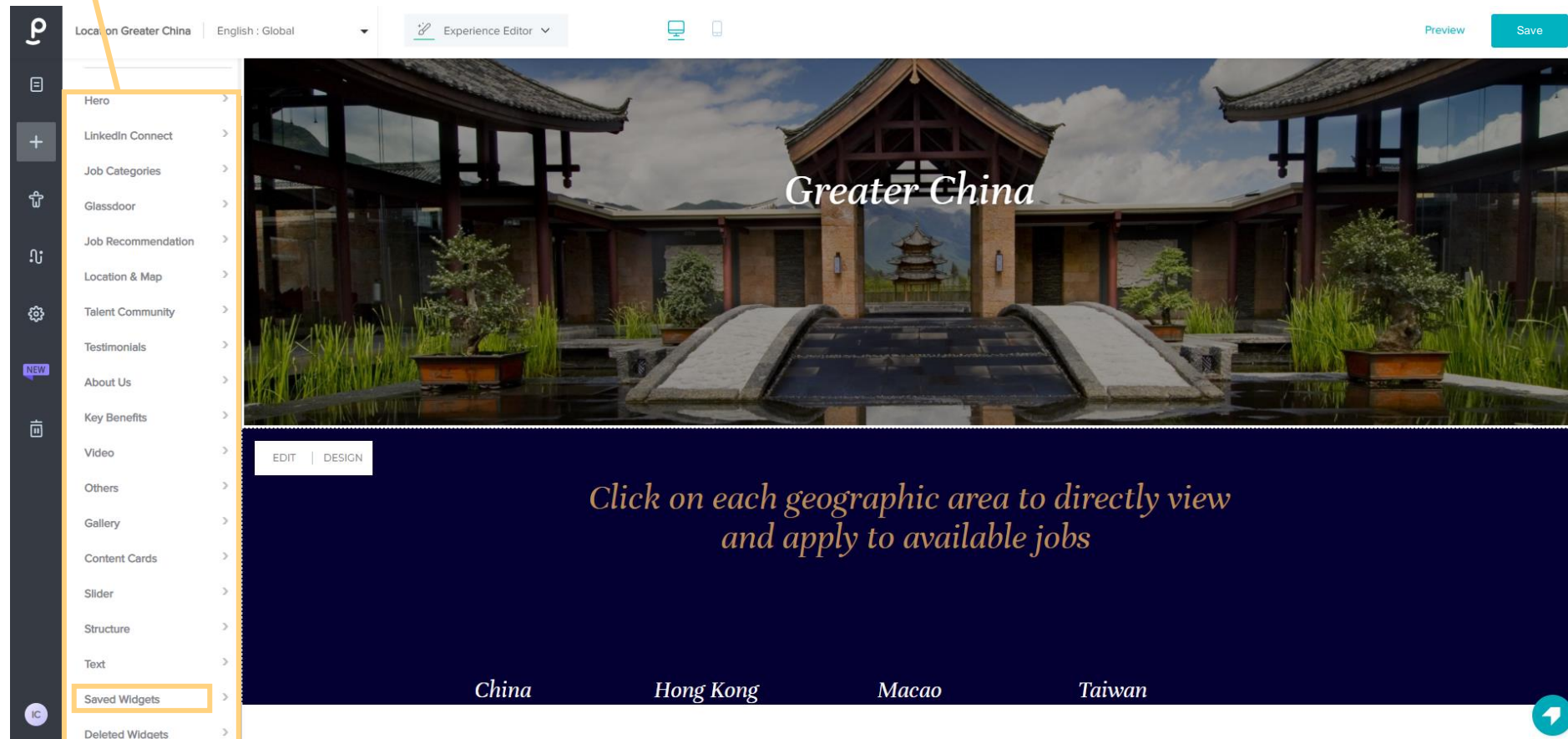
- This list is called **“Widgets”**. A widget is a block that you need to add on **this page**.





Hub and Geographic Area/Country Page

- In this Widgets List, scroll down until you get to “Saved Widgets”:





Hub and Geographic Area/Country Page

- In “Saved Widgets” category, type “Hubs” in the search bar and you will find the list of 4 widgets we prepared for you to add your content.

The screenshot displays the Experience Editor interface. On the left, a sidebar lists various widget categories. The 'Saved Widgets' category is highlighted, and a search bar within it contains the text 'hubs'. Below the search bar, four widget options are listed: 'Hubs_Image', 'Hubs_Image+Text', 'Hubs_Testimonials', and 'Hubs_Deleted'. The main preview area shows a large image of a traditional Chinese building with the text 'Greater China' overlaid. Below the image, a dark blue banner contains the text 'Click on each geographic area to directly view and apply to available jobs'. At the bottom of the banner, four buttons are visible: 'China', 'Hong Kong', 'Macao', and 'Taiwan'. The interface also includes a top navigation bar with 'Location Greater China', 'English : Global', and 'Experience Editor' dropdowns, and a right sidebar with 'Preview' and 'Save' buttons.





3




Which Widget(s) to Use





Hub and Geographic Area/Country Page

- Depending on the type of content you wish to publish, you will have to choose specific widgets in the list “Saved Widget”:

Content you wish to publish	Image + Text 	Testimonials 	Video + Text 
Widgets to use	« Hubs_Image+Text »	« Hubs_Testimonials »	« Hubs_Video » and « Hubs_Text_For_Video »
Explanation	Use this widget to add content an image and a text.	Use this widget to add employee testimonials or introduce your team.	A video should always have an explaining text with it. You will have to use two widget for that. First, drag and drop the widget « Hubs_Video » and then drag and drop the widget « Hubs_Text_For_Video »





4

Editing Widgets

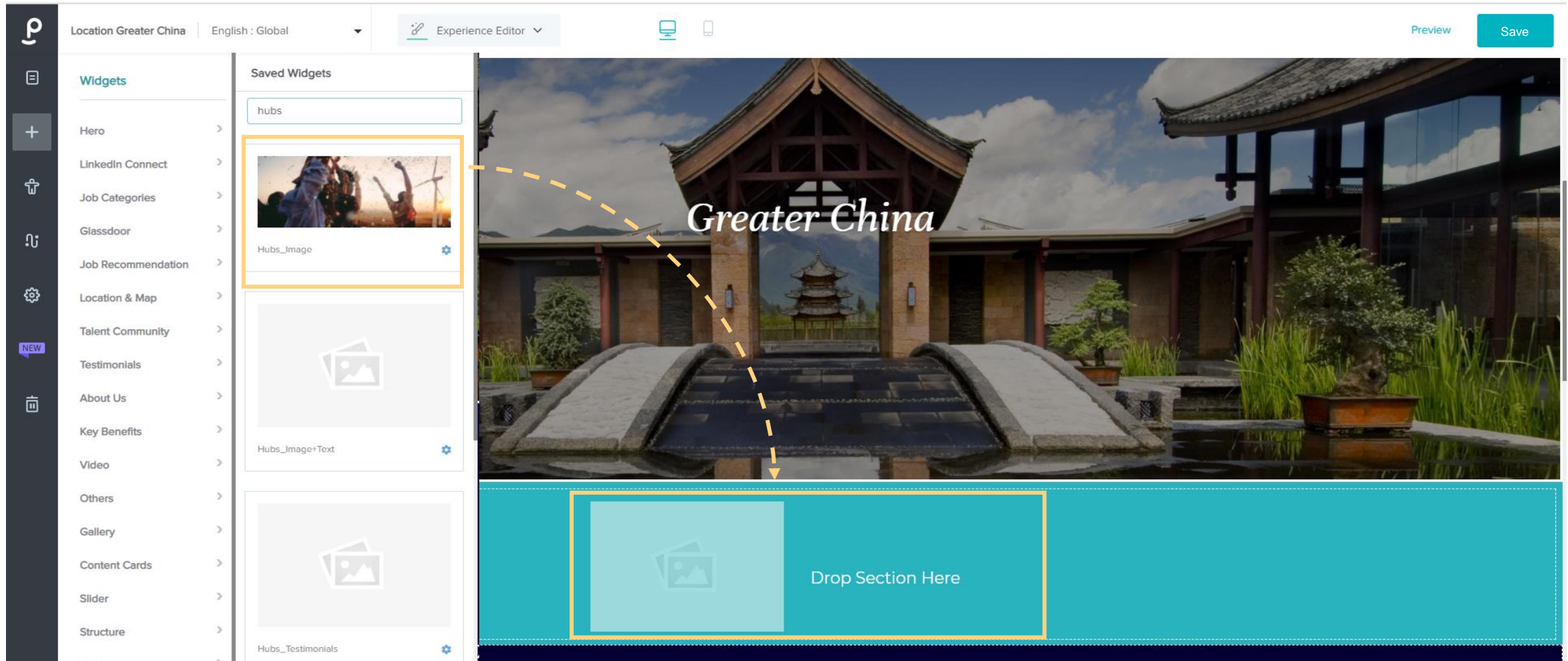




Editing Widget

► Select your widget and drag and drop it by holding your mouse pad and right click on it and put it right under the image “Greater China”.

In our example, we want to post an Image and a short Text. We choose the right widget to do so: “Hubs_Image” widget.



Edit Text





Editing Widget

Edit Text

- Click on the Text, edit it then save it: Please note that the font style is already populated based on the Accor branding guidelines and it should be respected.

Greater China

Our Planet 21 – Acting Here program endeavours to act for “positive hospitality”, to guarantee our clients quality products and services with a high environmental and social performance. Its ambition: ensure that they enjoy a more responsible hotel experience and encourage them to take action with us.



Edit Image





Editing Widget

Edit Image

► Click on the Image of your widget you wish to change:

Greater China

160 x 136

**ACTING
HERE**
Planet 21

Our Planet 21 – Acting Here program endeavours to act for “positive hospitality”, to guarantee our clients quality products and services with a high environmental and social performance. Its ambition: ensure that they enjoy a more responsible hotel experience and encourage them to take action with us.

EDIT | DESIGN

...





Editing Widget

Edit Image

► The Edit menu appears on the left side. Click on the Replace button under the current displayed image :

DESIGN AND SETTINGS ×

Widget > Card > Primary-Image

Multiselection
Allows you to edit groups of elements at once ☐

IMAGE

Image

Replace **Edit Image**

Alt Text
img1

POSITION

Alignment

Image Position

Cancel **Save**

Greater China

ACTING HERE Planet 21

EDIT | **DESIGN**

Our **Planet 21 – Acting Here program** endeavours to act for “positive hospitality”, to guarantee our clients quality products and services with a high environmental and social performance. Its ambition: ensure that they enjoy a more responsible hotel experience and encourage them to take action with us.

ACTING HERE Planet 21

If you select “Edit Image”, you will be able only to change size and position of the current image.

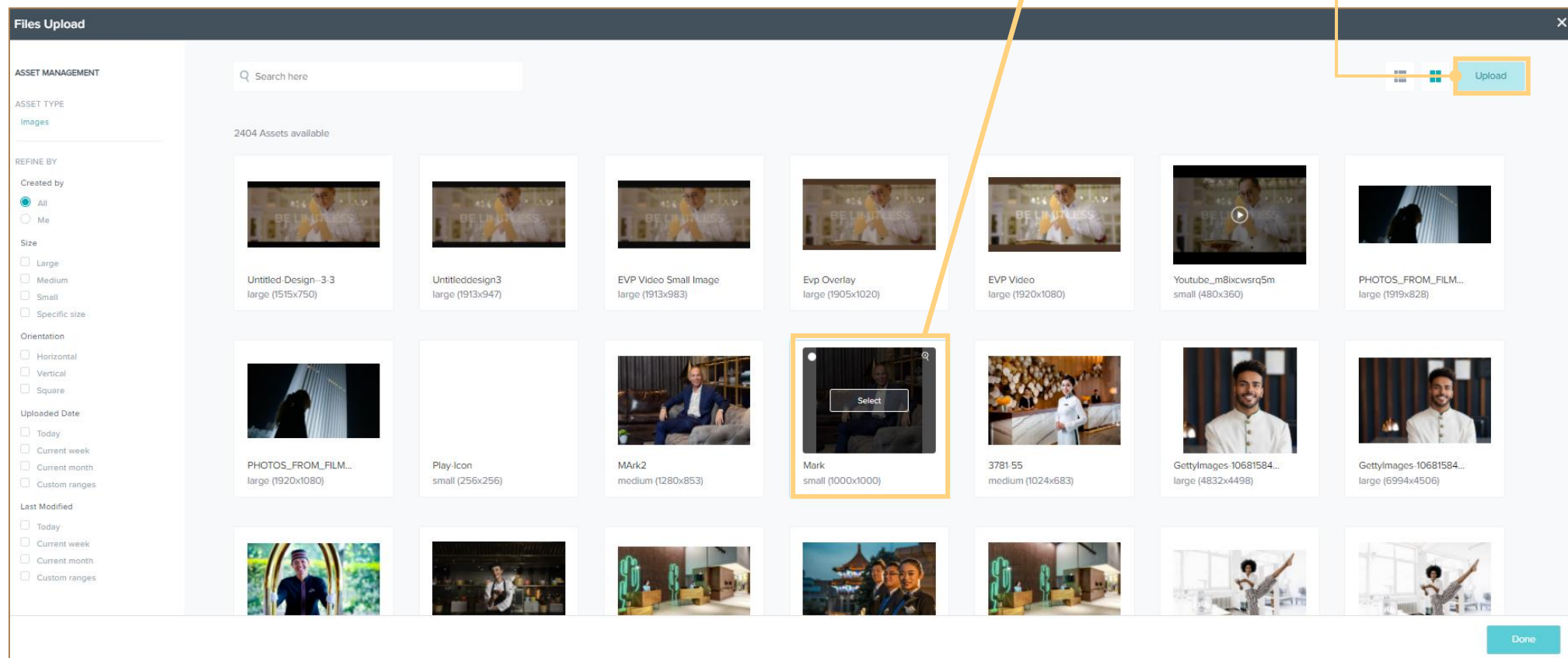




Editing Widget

Edit Image

► You land on the “Image Library” pop-up window. Here you will be able either to select an existing image or add another one:



Go to the next slides to see how to “Upload an image”.

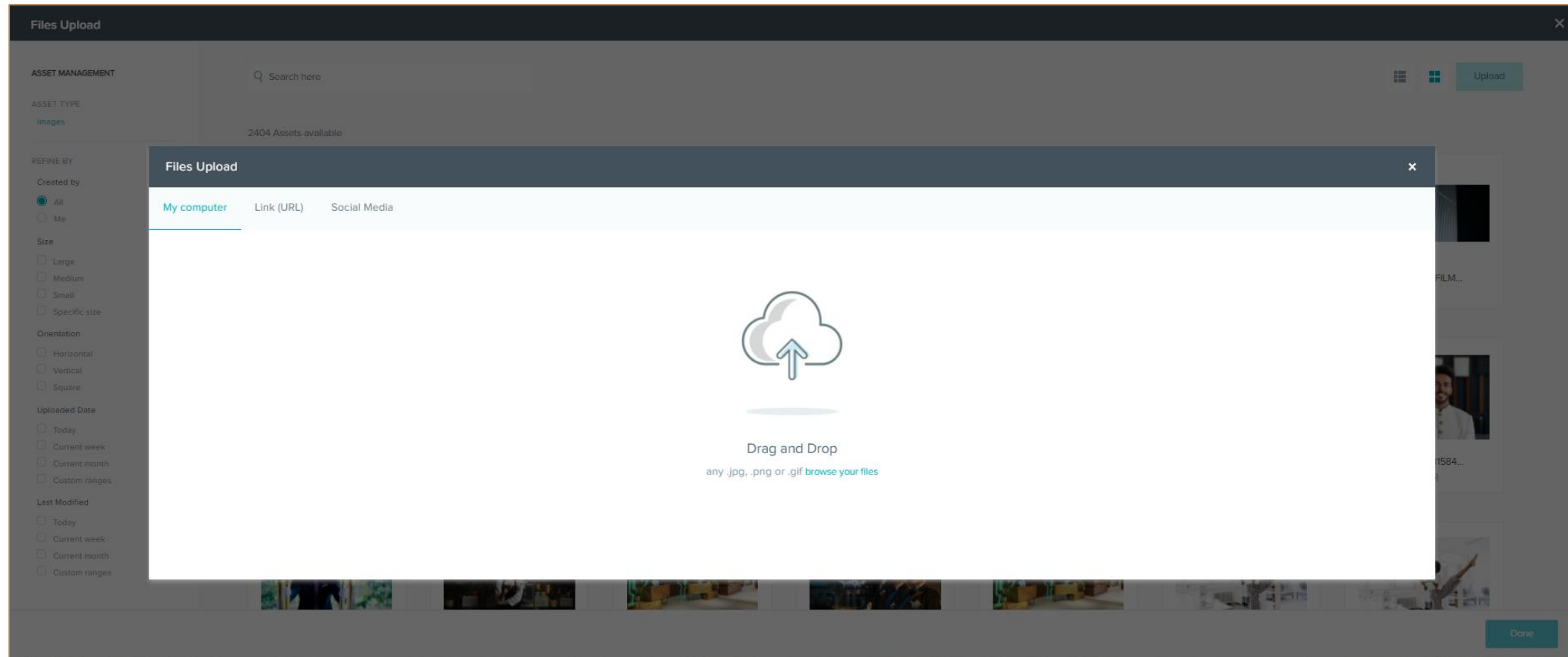




Editing Widget

Edit Image

- ▶ When the “Upload” pop-up window opens, click on it to browse your Computer files or drag and drop your image:





Editing Widget


Edit Image

► Once your image is imported, click on it to Select it and then add/change the Title of your image, then click on Upload:

Files Upload

Select assets to edit it's details.
Note: by selecting multiple assets the details will be applied to all of them.


1



untitled-design-3-3
Large (1515 X 750)

Files Upload

Select assets to edit it's details.
Note: by selecting multiple assets the details will be applied to all of them.



untitled-design-3-3
Large (1515 X 750)

2

Title

untitled-design-3-3

Alt text

untitled-design-3-3

Description (optional)

untitled-design-3-3

3

Cancel

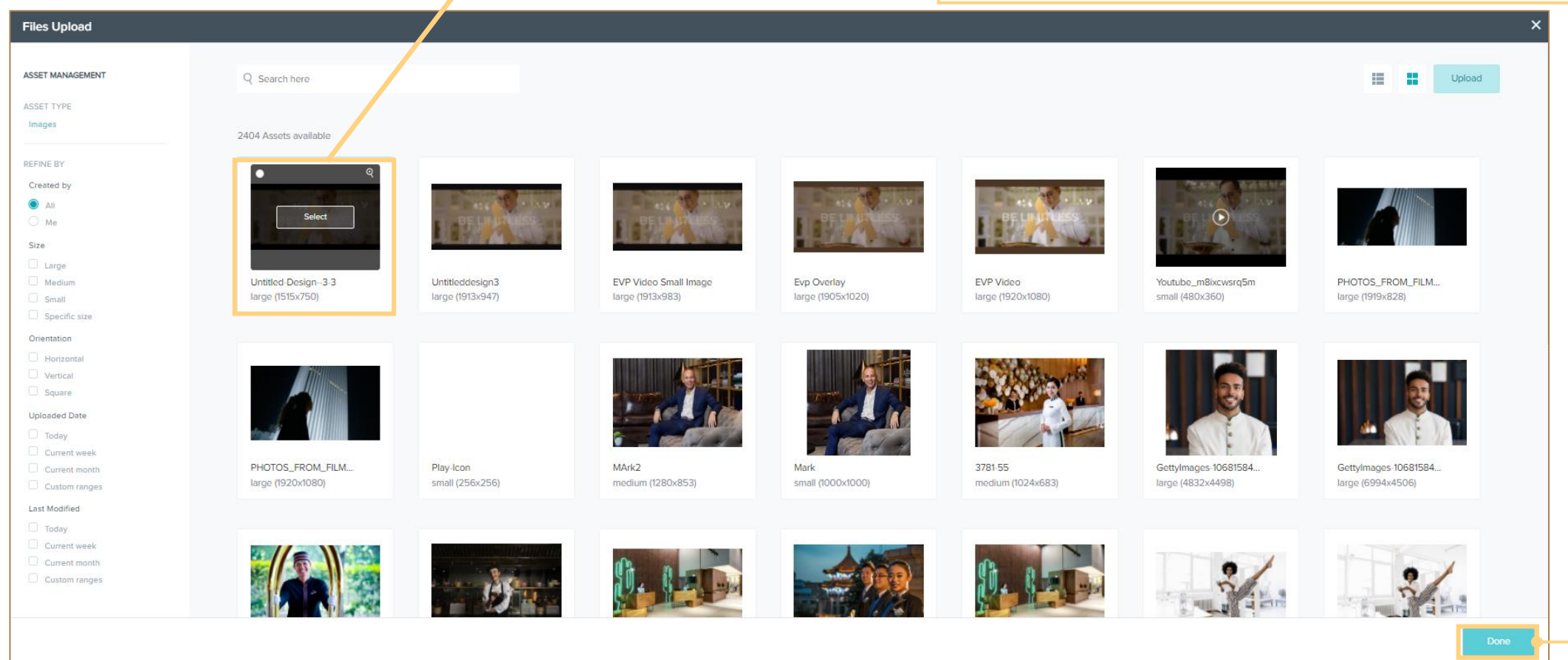
Upload



Editing Widget

Edit Image

► You land back on the “Image Library”. Select the image imported then click on “Done”:





Editing Widget

Edit Image

► Click “Save”:

DESIGN AND SETTINGS

Widget > Card > Primary-Image

Multiselection

Allows you to edit groups of elements at once

IMAGE

Image

BE LIMITLESS

Replace

Edit Image

Alt Text

img1

POSITION

Alignment

Image Position

Cancel

Save

Greater China

EDIT | DESIGN

BE LIMITLESS

Our **Planet 21 – Acting Here** program endeavours to act for “positive hospitality”, to guarantee our clients quality products and services with a high environmental and social performance. Its ambition: ensure that they enjoy a more responsible hotel experience and encourage them to take action with us.





5

Save Your Content





Save your Content

► Finally click “Save” :

Location Greater China | English : Global | Experience Editor | Preview | Save

Greater China

Once your content saved, open a ticket to “Support Careers” team for publication approval as showed [here](#).

BE LIMITLESS

Our **Planet 21 – Acting Here program** endeavours to act for “positive hospitality”, to guarantee our clients quality products and services with a high environmental and social performance. Its ambition: ensure that they enjoy a more responsible hotel experience and encourage them to take action with us.



*To Go
Further*



Support

For any support regarding the Content Management System, please use your [Freshdesk access](#) to open a ticket and assign it to “Support Careers”.

