ACCOR CAREERS

Content Management System (CMS)

ACCOR

Objective of this User Guide

1. Full understanding of the Content Management System

2. Complete autonomy in creating and editing content

Menu

1 Introduction

- Key notions
- User rights and scopes
- Approval Process
- Branding Guidelines

2 Create/Edit Content

- Log-In
- Language Selection
- Hub & Geographic Area (Country) Pages
- Editing Widget
- Save your Publication

3 To Go Further

- Support

Introduction

1

Key Notions

Definitions – Website Structure – Content Management System

Introduction

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.
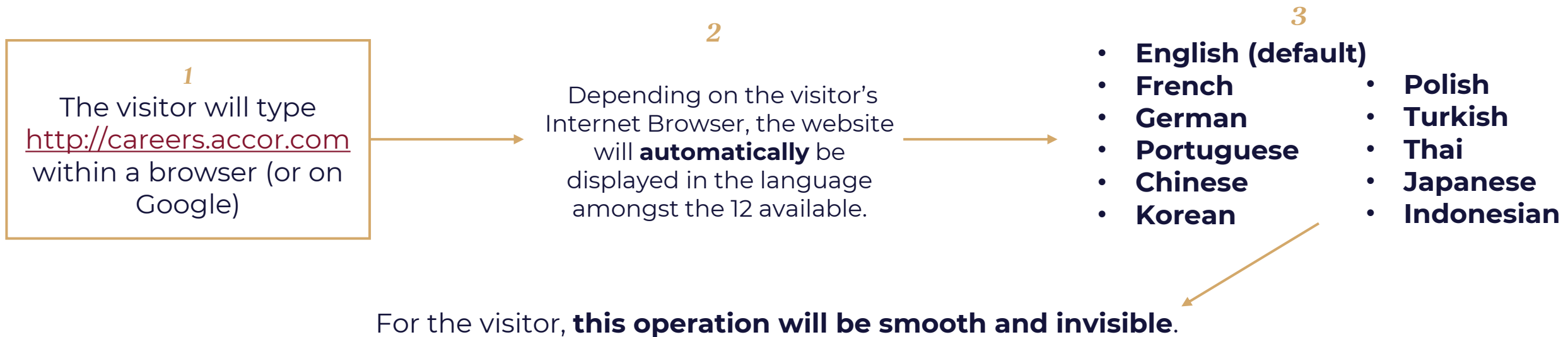
Introduction

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

1

The visitor will type http://careers.accor.com within a browser (or on Google)

2

Depending on the visitor's Internet Browser, the website will **automatically** be displayed in the language amongst the 12 available.

3

- **English (default)**
- **French**
- **German**
- **Portuguese**
- **Chinese**
- **Korean**
- **Polish**
- **Turkish**
- **Thai**
- **Japanese**
- **Indonesian**

For the visitor, **this operation will be smooth and invisible**.

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.

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.***

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

Create the content in the CMS first

Ensures Accor branding, legal compliance, T&C vision, etc. are respected

1
Corporate/Hub/ Country T&C: Creates & edits content:
- Video
- Text
- Images

2
Opens a ticket on FreshDesk to ask for content publication approval
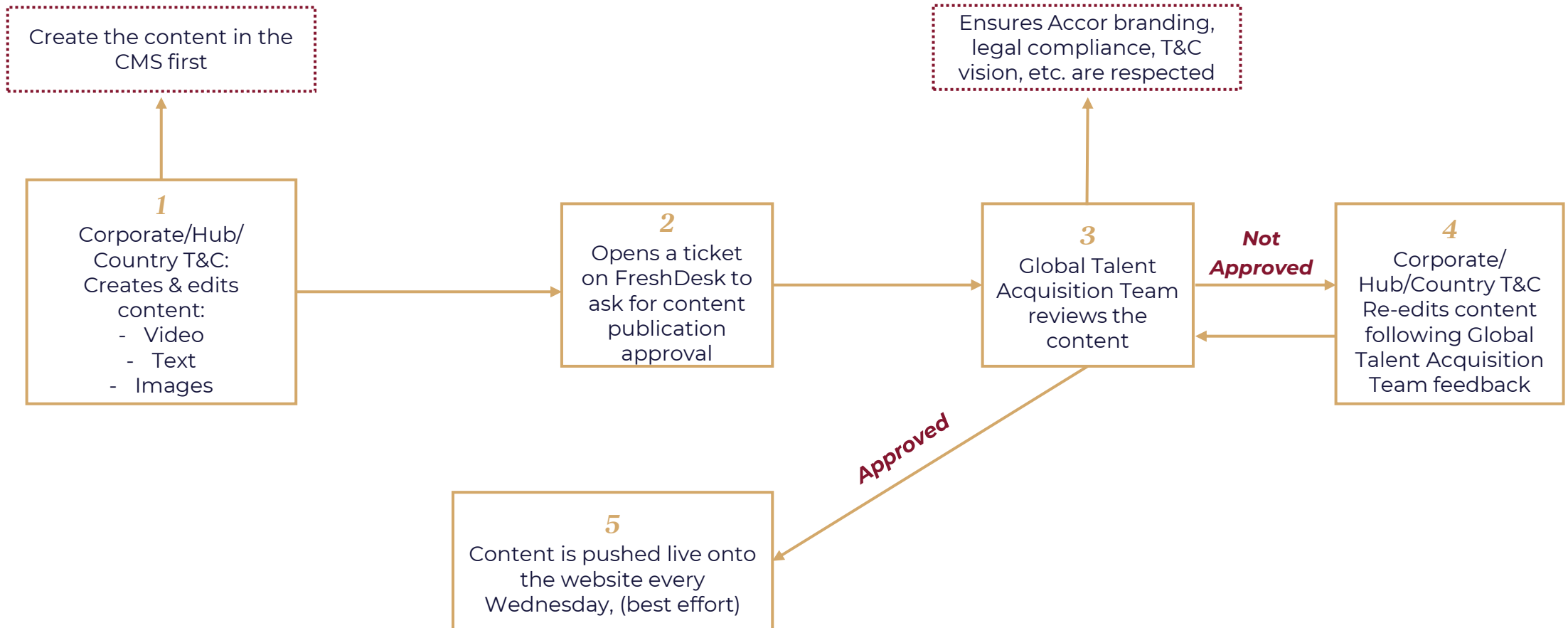
3
Global Talent Acquisition Team reviews the content

Not Approved

4
Corporate/ Hub/Country T&C Re-edits content following Global Talent Acquisition Team feedback

Approved

5
Content is pushed live onto the website every Wednesday, (best effort)

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

Introduction

1 Go to: https://ines-helpdesk.freshdesk.com/support/login
And click on "Sign up with us"

2 Fill in your information and click on "Register"

Introduction

3 On your Dashboard, click on "New Support Ticket".

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.

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

\ *4* \

Branding 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.
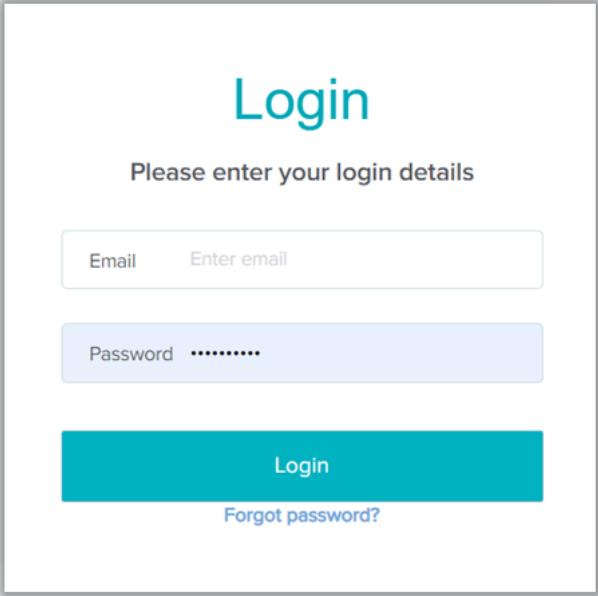
Create &
Edit Content

\ *1* \

Log-in to the CMS platform

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.
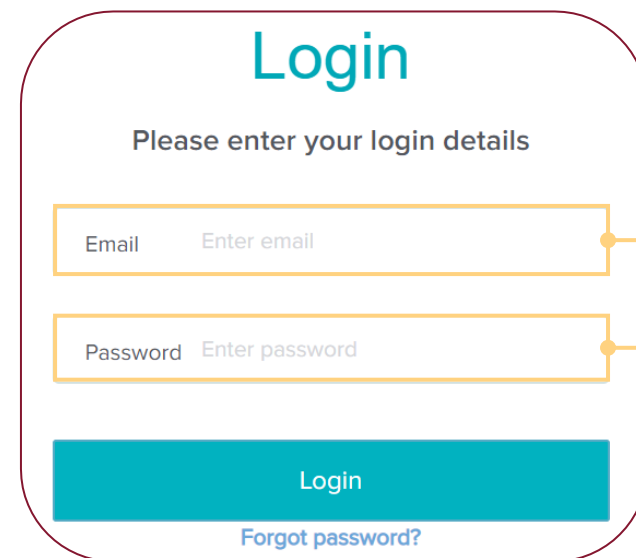
Log-in

► Log yourself into the CMS platform:

1 Click on the URL link.

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

2 Enter you Accor email and password created before.

Login

Please enter your login details

Email   Enter email

Password   Enter password

Login

Forgot password?

ⓘ 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.
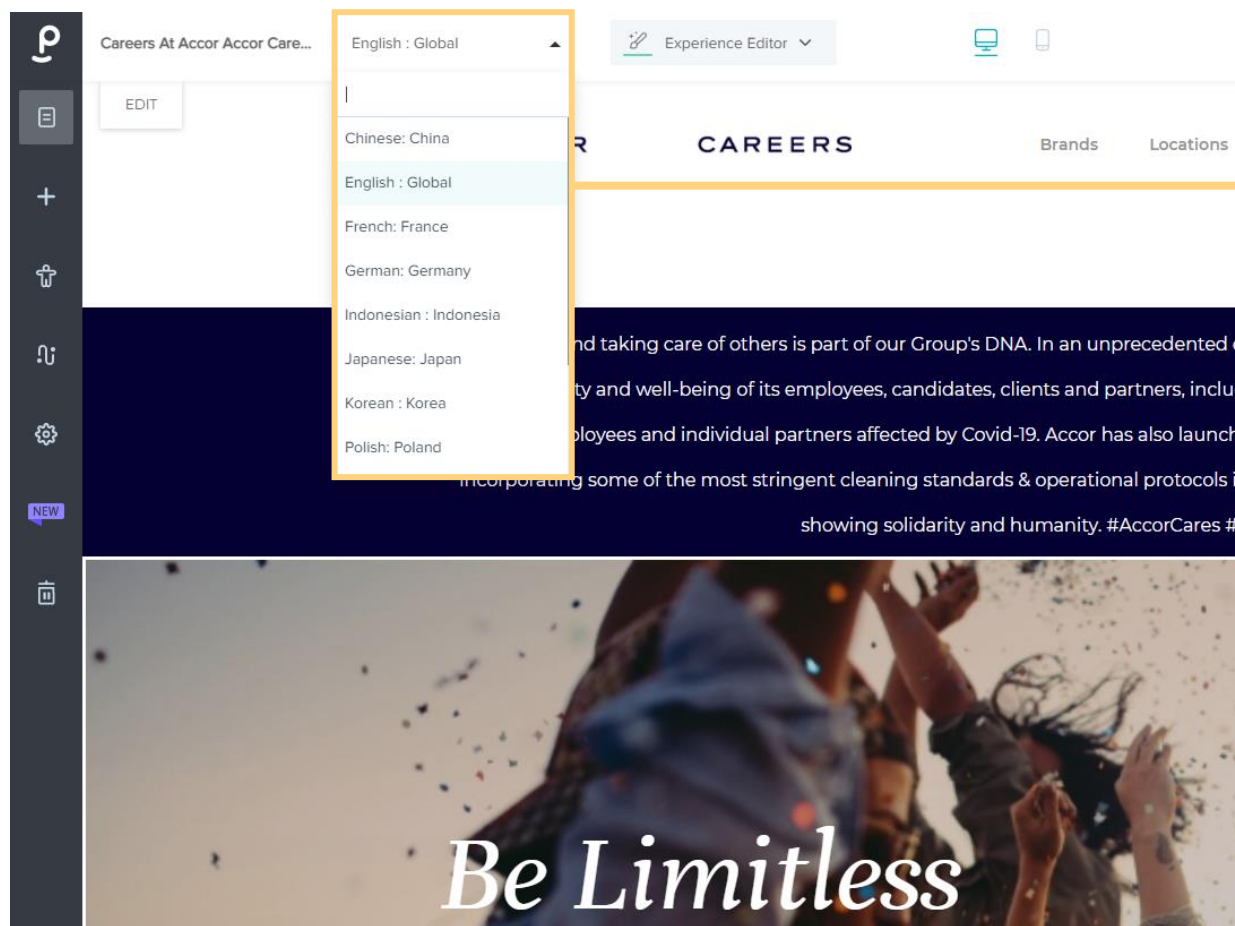
Language Selection

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.

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: • 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:

Pacific

Click on each geographic area to directly view and apply to available jobs

Opportunities in French Polynesia

Refine your search   Search results

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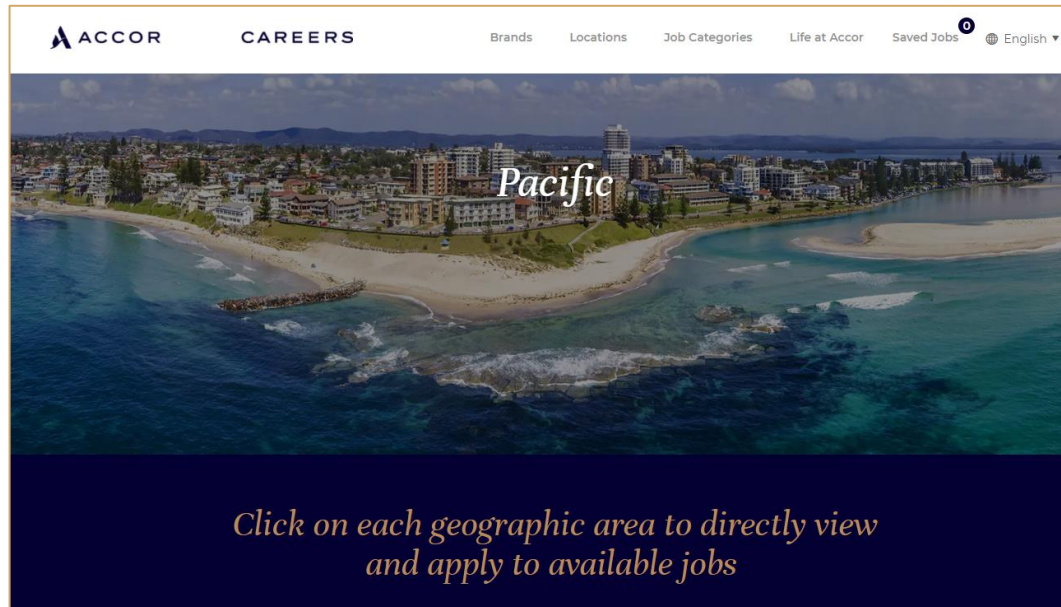
Ex : https://careers.accor.com/global/en/location-pacific
Accessed through the website header (Locations)

GEOGRAPHIC AREA/COUNTRY PAGE

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

Accessed through the website header
(Locations > Hub page)

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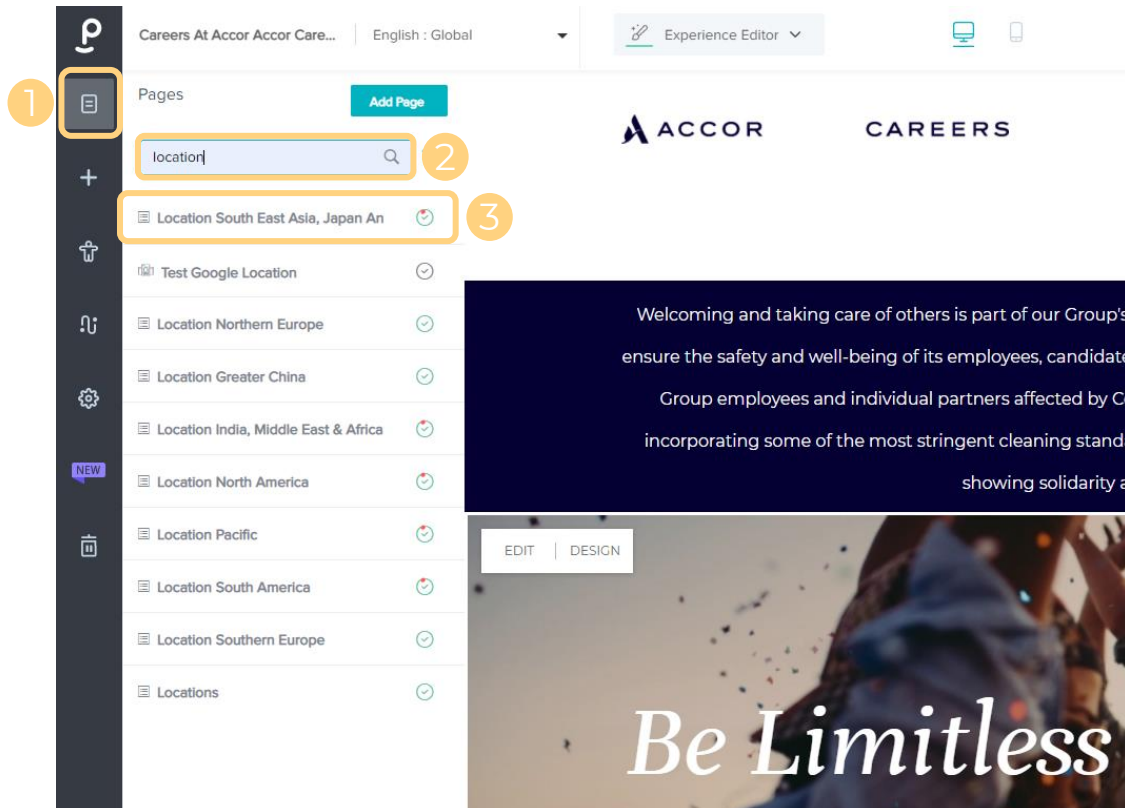
► You can only modify a page related to your Hub (in the larger terms). Here the list of all the Hub pages :

- 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.**

Careers At Accor Accor Care... | English : Global

Pages   Add Page
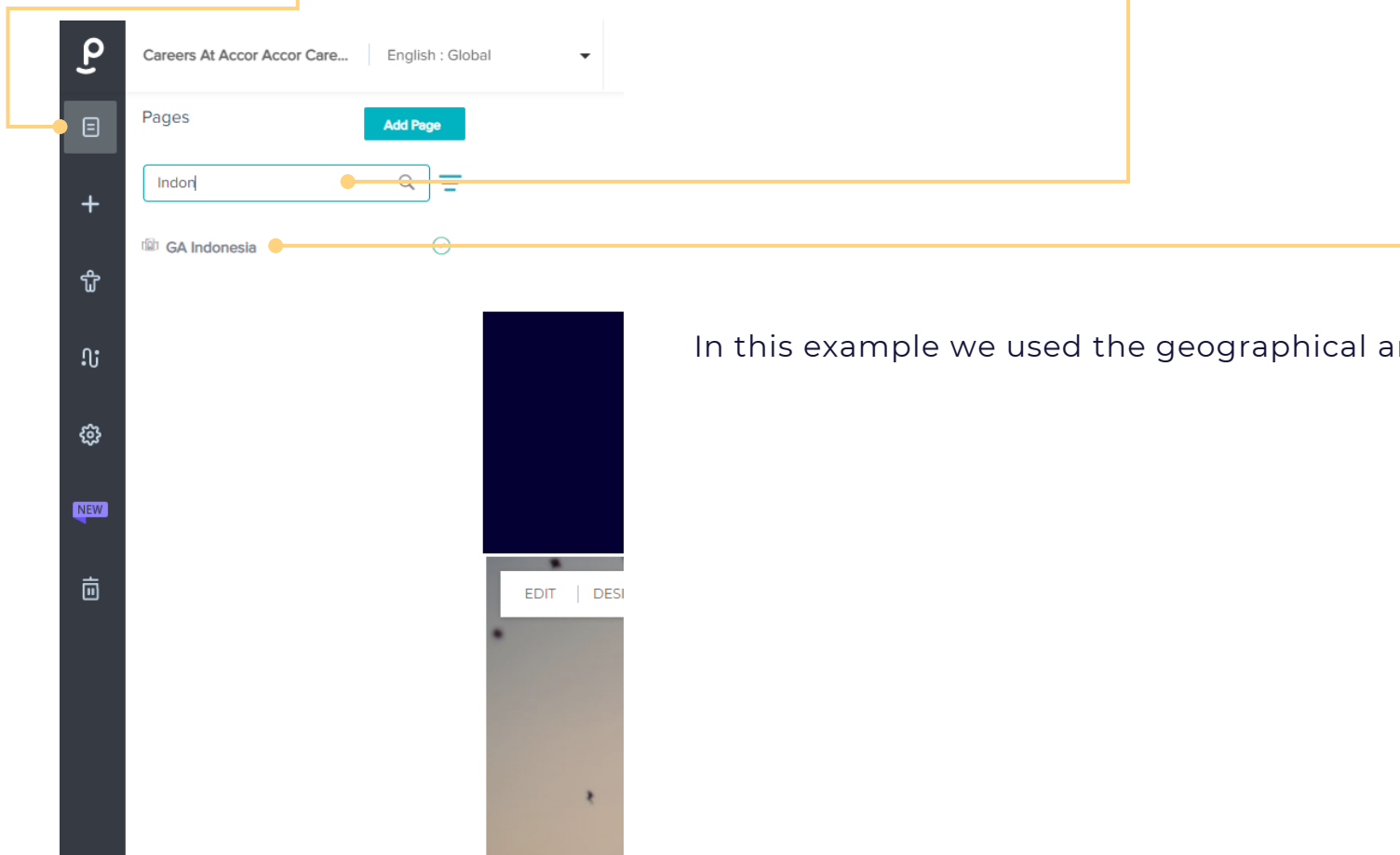
Indon

GA Indonesia

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

EDIT | DES

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.**

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.
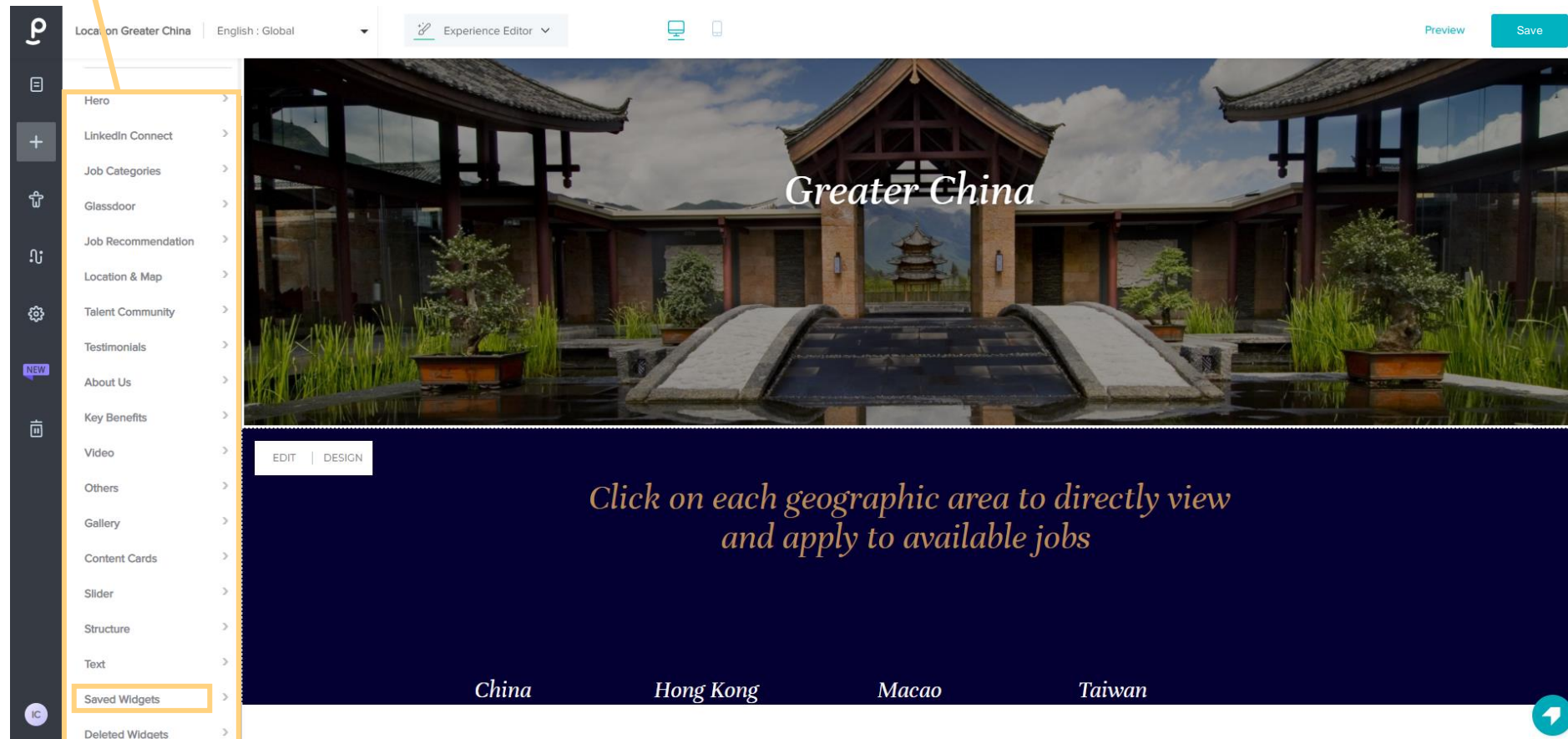
Hub and Geographic Area/Country Page

► This list is called **"Widgets"**. A widget is a block that you need to add on **this page.**
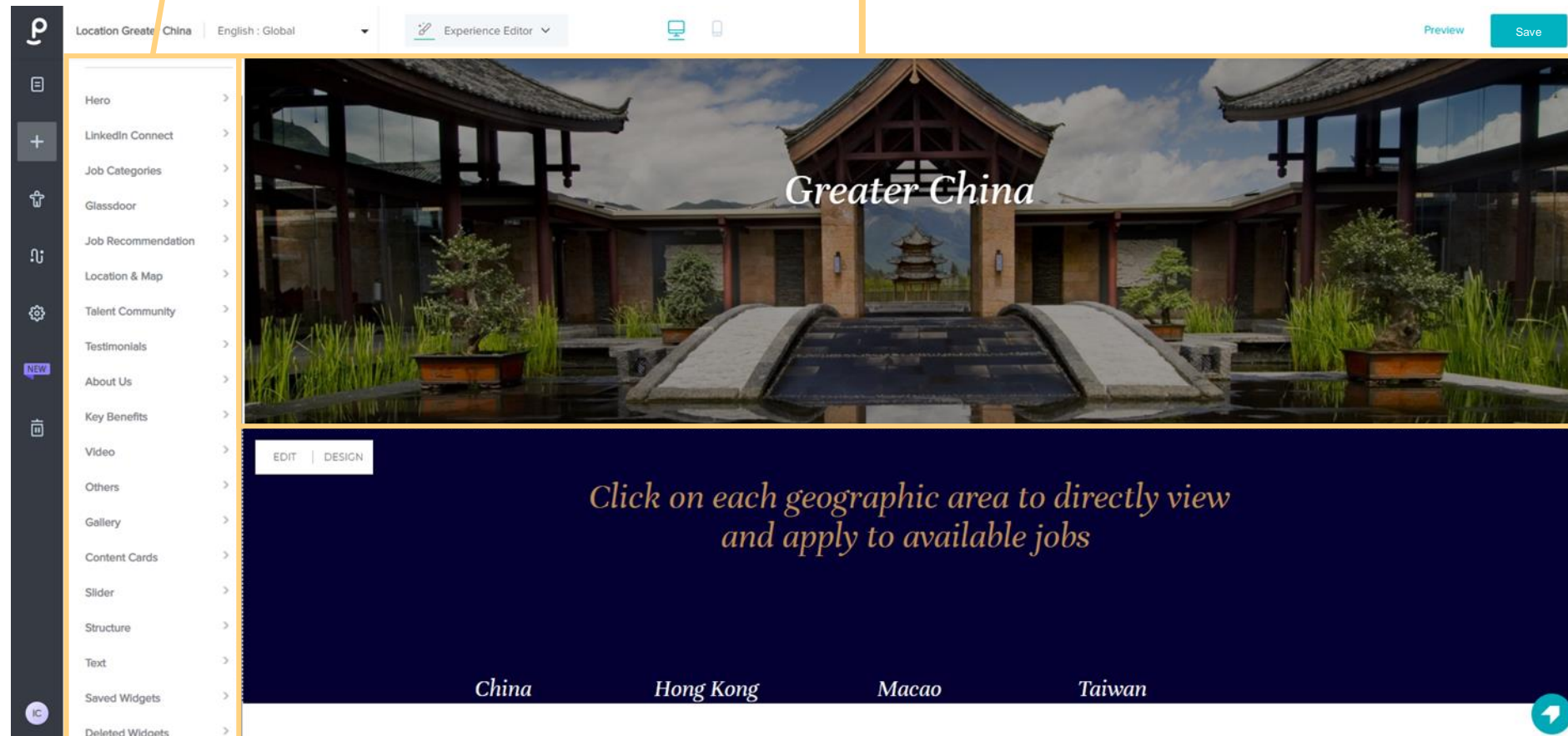
Hub and Geographic Area/Country Page

► 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.

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.
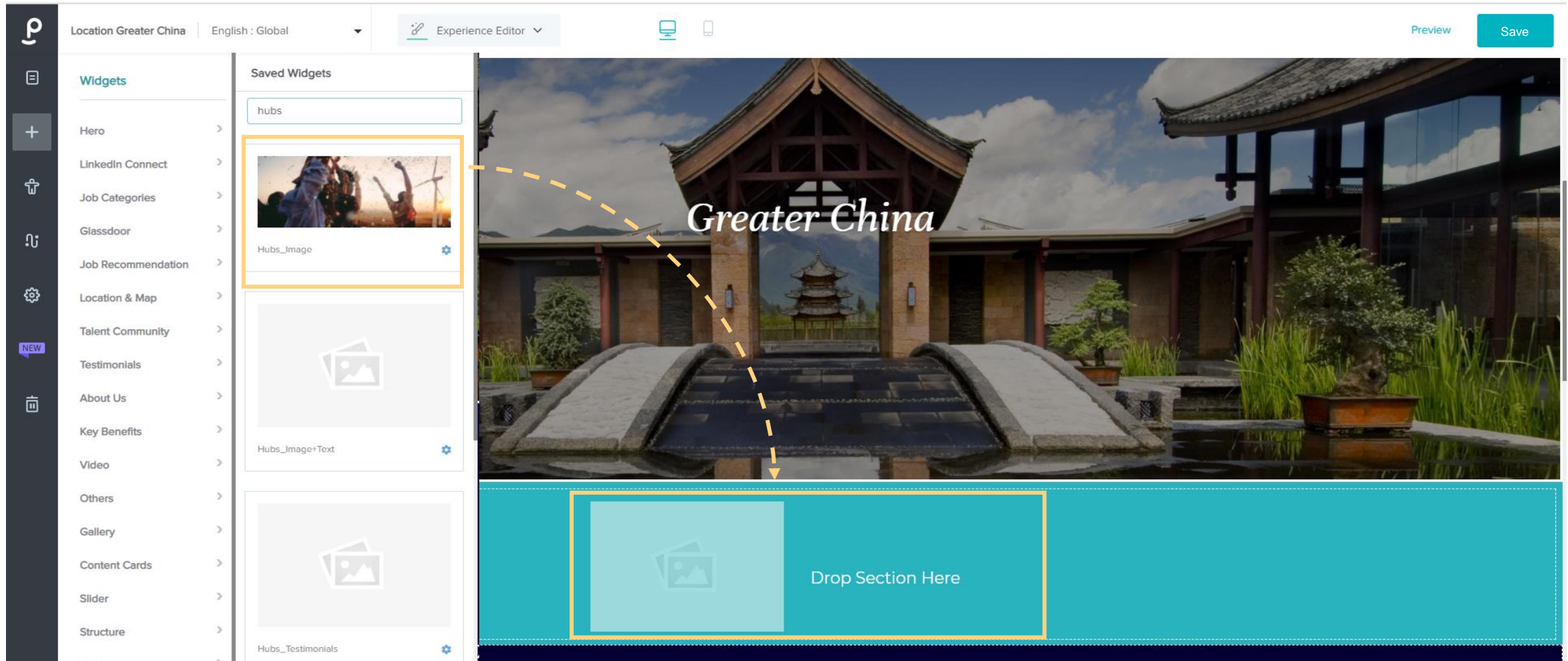
Edit Text

Editing Widget

► 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

► 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

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

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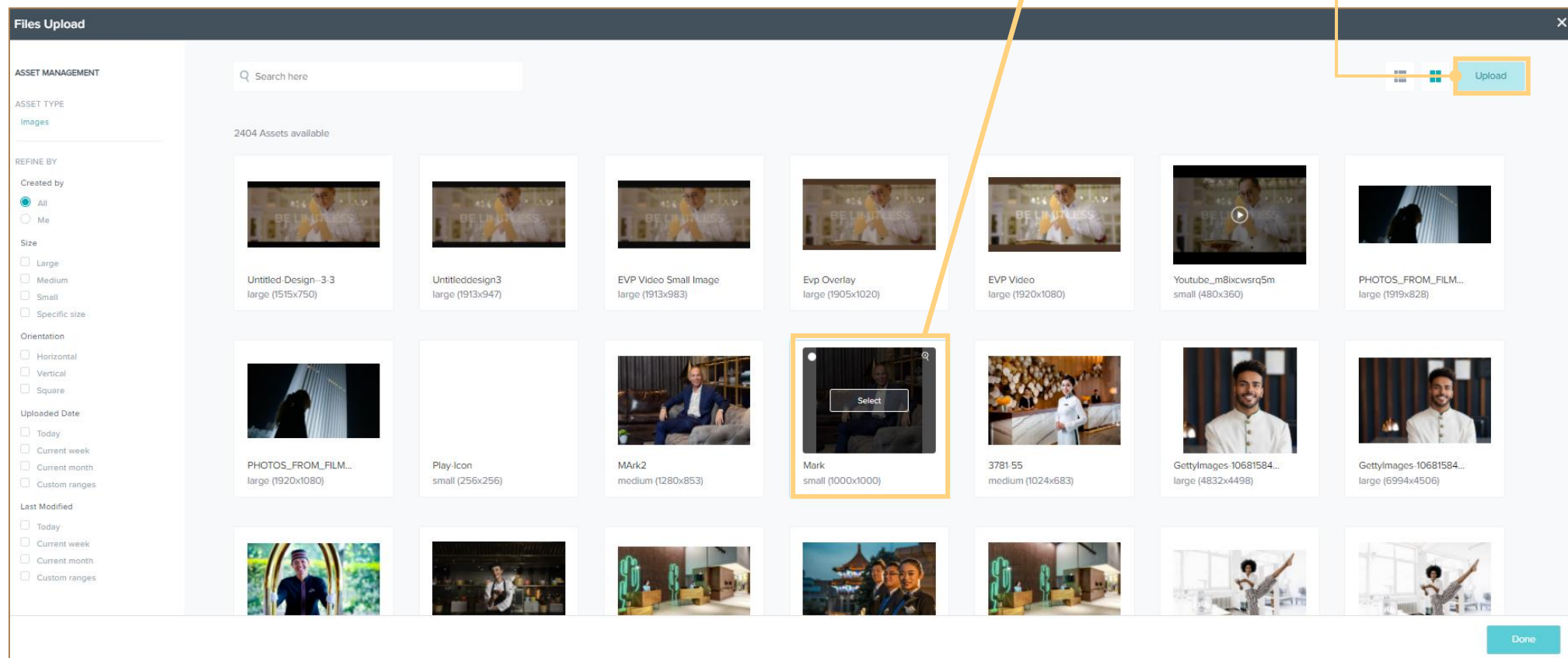
Editing Widget

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:

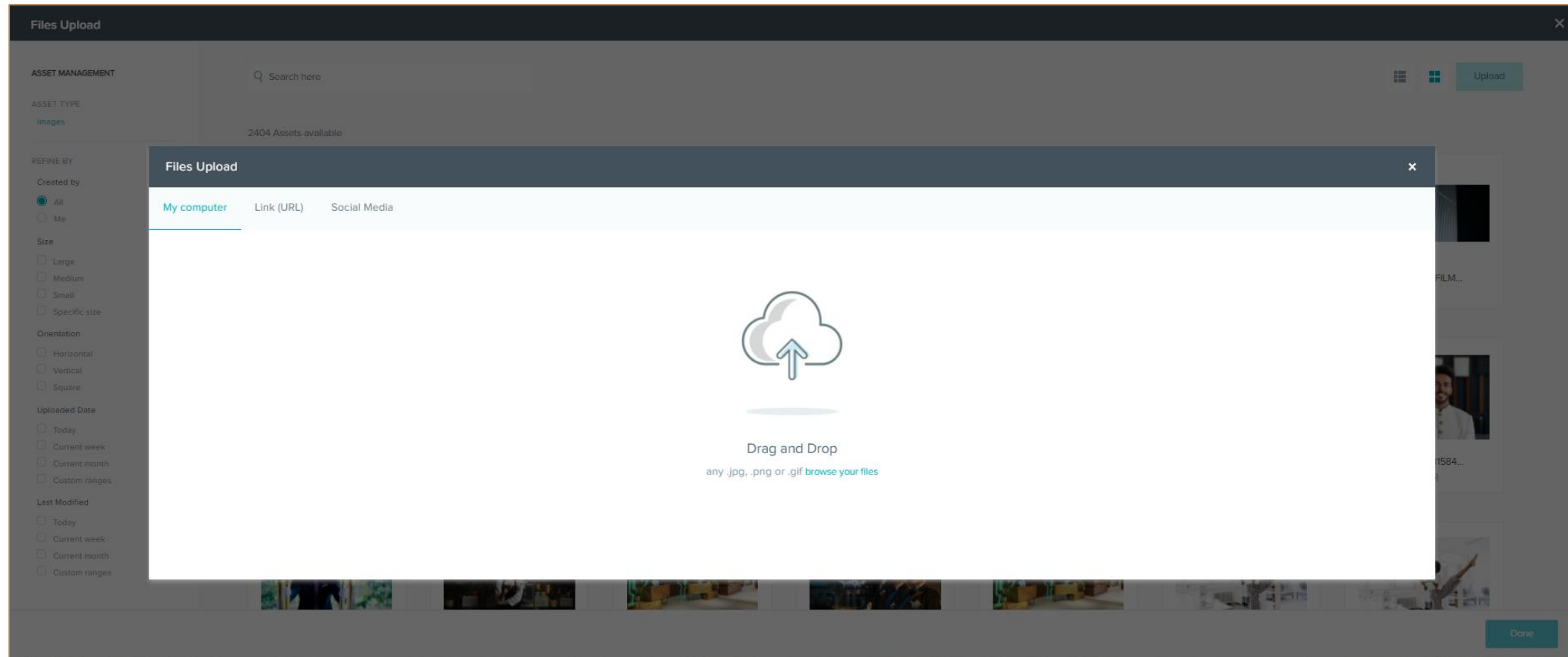Go to the next slides to see how to "Upload an image".

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

Editing Widget

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

Editing Widget

Edit Image

► Click "Save":

Save Your Content

Save your Content

Location Greater China | English : Global ▼ | ✎ Experience Editor ▼ | 🖥 📱 | Preview | **Save**

Greater China

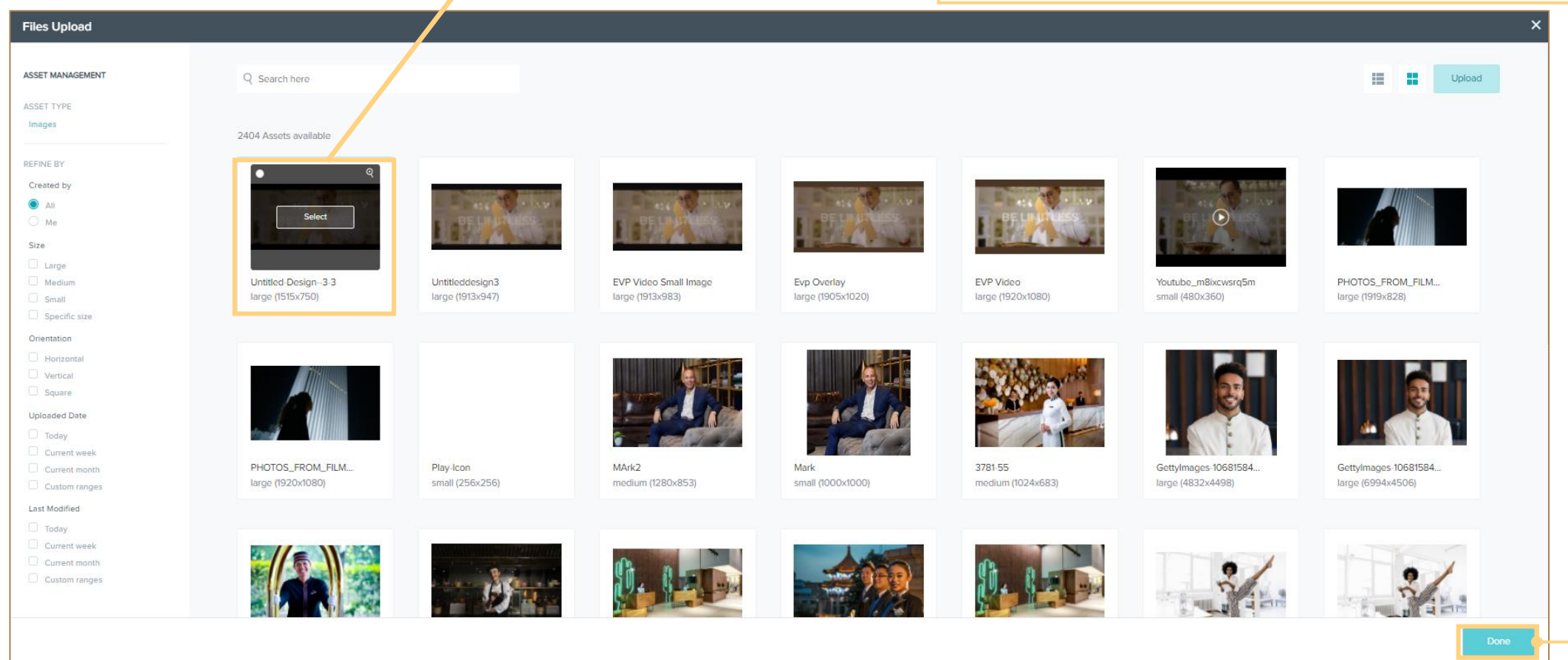ⓘ Once your content saved, open a ticket to "Support Careers" team for publication approval as showed <u>here</u>.

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 <u>Freshdesk access</u> to open a ticket and assign it to "Support Careers".

A INES-HELPDESK

Agent Portal | Edit profile | Sign out   English ▾

| **Home** | Solutions | Tickets |

How can we help you today?

Enter your search term here...   🔍

➕ New Support Ticket   〰️ Check Ticket Status

Knowledge base

EMPLOYEE APP

Access (11)

📖 How to go to the Talent Acquisition platform?

📖 How do I proceed if I have lost my credentials?

📖 I can't connect to INES with my MyAccorHotels.com Employee Access

📖 What is an Accor Employee access?

Profile (3)

📖 Why do I have to give a personal email address when registering to I...

📖 How can I update my professional email address?

📖 How do I delete an Employee profile in the Employee App?

ACCOR