

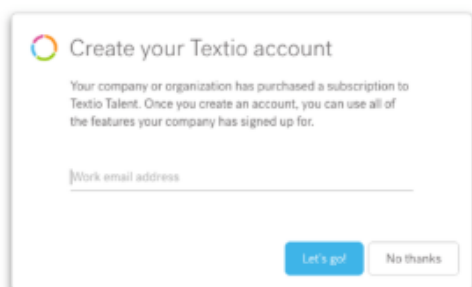
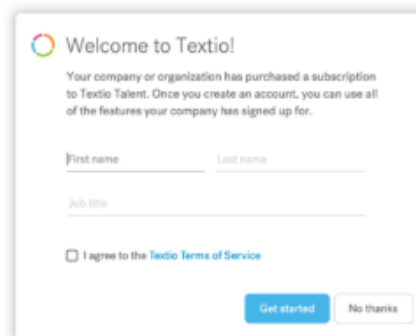
Introduction to Textio

Welcome to the world of Augmented Writing... fuelled by hiring data from half a billion documents, Textio writes with you to build job adverts to attract the most qualified and diverse talent pool for the roles you need to fill. No more staring at a blank page, struggling for the perfect phrase, just put down your thoughts and the words write themselves.

Imperial College London is one of the first universities in the UK to implement and start using Textio as a tool. Geared towards our commitment to Equality, Diversity and Inclusion, Textio will enable you to write better quality adverts, and thanks to our live bank of adverts, this can now be done faster than ever before.

These simple steps show you how to login, search and create new adverts on the Textio Platform. So let's get started:

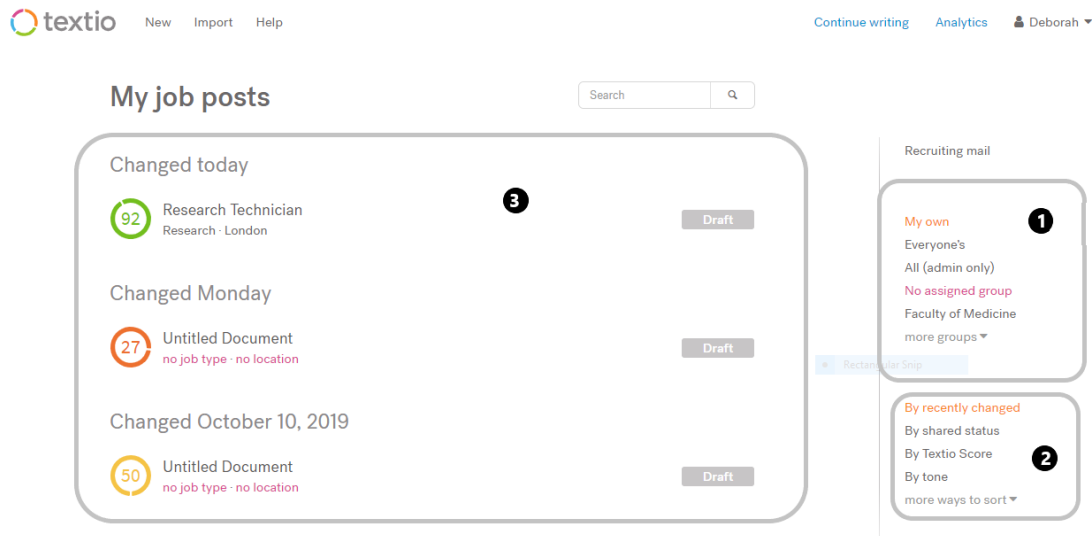
A. Create your account

This is a screenshot of a web form titled "Create your Textio account". It features the Textio logo at the top left. Below the title, there is a paragraph of text: "Your company or organization has purchased a subscription to Textio Talent. Once you create an account, you can use all of the features your company has signed up for." Below this text is a single input field labeled "Work email address". At the bottom right of the form, there are two buttons: "Let's go!" in blue and "No thanks" in white with a grey border.This is a screenshot of a web form titled "Welcome to Textio!". It features the Textio logo at the top left. Below the title, there is a paragraph of text: "Your company or organization has purchased a subscription to Textio Talent. Once you create an account, you can use all of the features your company has signed up for." Below this text are three input fields: "First name", "Last name", and "Job title". Below these fields is a checkbox labeled "I agree to the Textio Terms of Service". At the bottom right of the form, there are two buttons: "Get started" in blue and "No thanks" in white with a grey border.

1. To create your account, go to textio.com/go.
2. Enter your Imperial College London email address.
3. You will be redirected to enter your single sign-on password.
4. Once you are redirected back to Textio you may be asked to enter your name and job title. Just fill out the form and you're ready to go!

You will only be asked to enter your Imperial email address for future log-ins.

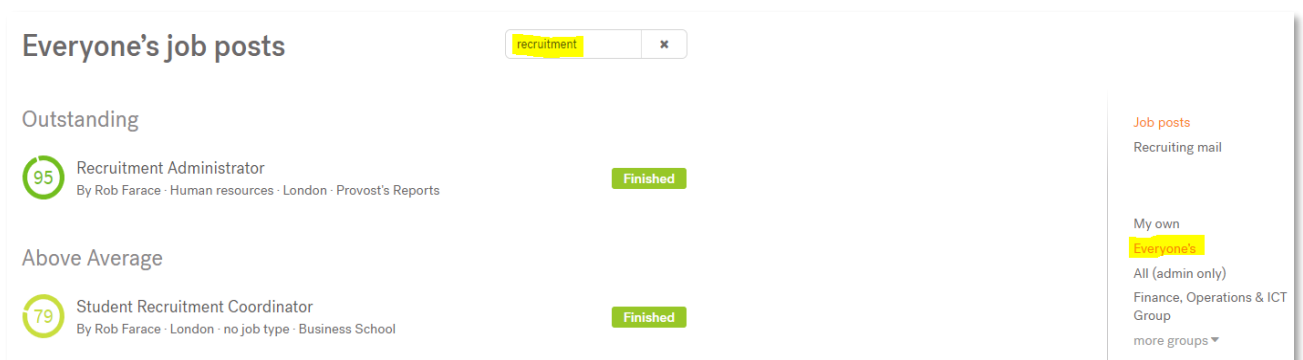
B. Your screen



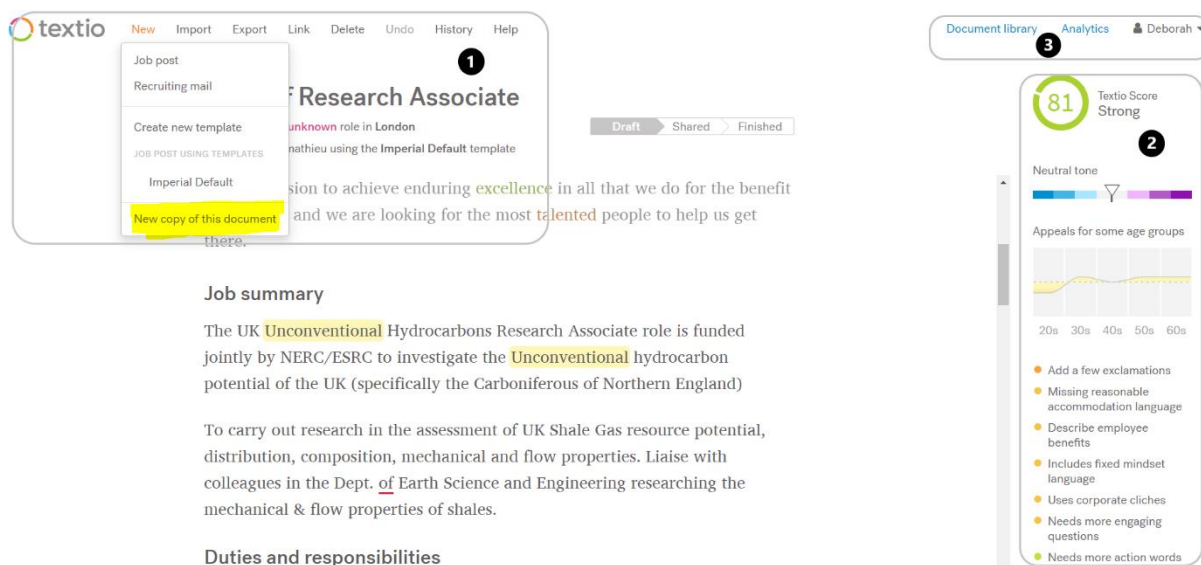
1. Access the best written documents written by other members of your Faculty by clicking on **More groups**.
2. To find the right document to start from, sort your library by date changed, Textio Score, tone and many other options.
3. Finished documents with high scores are the best place to start writing.

You can also use the Search Bar at the top of the page and input job titles or part of a job title to search the document library. For example, searching “Recruitment” will bring up the below results.

To do this, please ensure you are searching “Everyone’s” adverts and not just your own. You can do this via the right navigation panel:



C. Editor Window and Writing Canvas



1. If you are starting from a shared document, make a copy to work from by selecting **New Copy of this document** in the main navigation menu.

You can copy a **Link** to share your document with someone by email or messaging.

2. Your Textio Score predicts the effectiveness of your document. A score of 49 means it will perform better than 49% of similar documents.

The tone meter indicates the statistical ratio of men and women who will apply to your role compared to other companies.

The age graph shows how people from different age ranges will respond to your writing.

The guidance shows you where to focus your writing. Click on each item to learn more.

3. To manage your account, open your menu to see your account settings, see you user achievements or sign out of Textio

Programme Officer (Early Years)

Job post for an Administrative role in London

Draft Shared Finished

By Deborah Demathieu using the Imperial Default template

- **Administer** all aspects of the curriculum for the Early Years.
- Maintain **accurate** electronic student records, **in line with** FEO policies.
- Work closely with the Technology Enhanced Education team to **ensure** that students receive **timely and accurate** electronic timetables.
- Support the production of programme materials including e-docs and e-bulletins, ensuring that they **comply with** FEO quality standards.
- **Oversee** **manage** the in-course assessment and feedback processes for the reviewing regularly and advising on how they can be **improved**.
- **Manage** examinations on multiple sites, collating documentation, recording and communicating relevant information to a wide range of **stakeholders** and ensuring the **integrity** of the examinations.

67 Textio Score
Fair

- Uses corporate cliches
- Add a few exclamations
- Needs more engaging questions
- Uses repetitive wording
- Includes fixed mindset language
- Too much bulleted content
- Job post is too long

Neutral tone



Textio is currently comparing your writing to 233,299 recent Administrative job posts in the United Kingdom.

Hover over key phrases for details and suggestions on how to change your language to get a different result.

Advert recommendations:

Benefits - Mention up to three benefits offered by Imperial that you think would resonate with candidates. This will help candidates understand Imperial's culture as they might not read about our benefits on our website, particularly if they come across the vacancy on a third-party site.

Key colour coding:

Grey: Phrases that are repeated

Orange: Corporate cliché proven to decrease engagement

Green: Positive word that will help increase engagement.

Outlined with green: Neutral, but Textio will give a suggestion to switch it to a positive term.

Blue: The phrase will increase the number of men who apply.

Purple: The phrase will increase the number of women who apply.

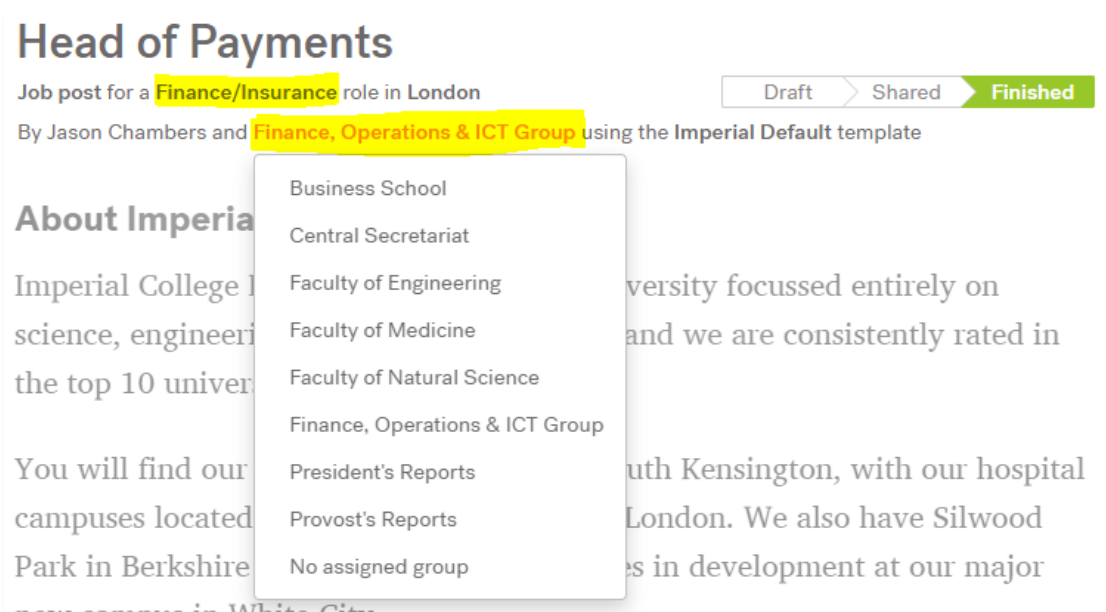
Yellow: The phrase may change how people from different age ranges respond to your writing.

D. Setting your adverts to Finished

Once complete ensure that your advert is moved to the **Finished** stage.

Adverts that are still in the Draft stage after 3 months will be deleted by the Recruitment team.

To finish an advert, title and tag it with job type (e.g. Research, Administrative, Project Management etc) and assign your advert to a group (e.g. Faculty of Medicine, Provost Reports, Faculty of Engineering etc) so your advert can be easily found by others.



The screenshot shows a job post titled "Head of Payments" for a "Finance/Insurance" role in London. The post is currently in the "Draft" stage, with "Shared" and "Finished" stages also visible. The author is Jason Chambers and the group is "Finance, Operations & ICT Group". A dropdown menu is open, showing the following options: Business School, Central Secretariat, Faculty of Engineering, Faculty of Medicine, Faculty of Natural Science, Finance, Operations & ICT Group, President's Reports, Provost's Reports, and No assigned group.

For any help using Textio, please email recruitment@imperial.ac.uk.