Logos and Photos

Server Image Store

PCRecruiter provides a storage option for image files to use in email templates, reports, presentations, and profiles if needed. If you have access to a web hosting platform that can store images for public use, you may also keep images there for use in the same way.

- The Server Image Store will hold files with PNG, JPG, GIF, BMP extensions and sizes up to 600,000 bytes (i.e. 600 KB).
- While there is no height/width restriction, best practice for email design is approximately 600px maximum width.

Add an Image to the Server Image Store

1. Click the **System** icon on the Main Toolbar.
2. Click **Database Maintenance** (or use the Search at the top of the menu area on the left).
3. Click **Server Image Store**.
4. Click **Add**.
5. Browse for an image file on your computer.
6. Click **Upload**.

Once the image has been uploaded, you will see a Normal (http) and Secure (https) URL for it — using the Secure link is preferred in most cases. You can copy the URL of the image for use elsewhere in the system.

Adding an Image to an Email

When including images in an email, from PCR or from any other system, you can either directly embed the image into the mail or you can link it from a web hosted source (like the Server Image

Store, your website, etc.) There are pros and cons to each method.

Embedded images are part of the mail's code, so they load quickly and are available offline. However, embedded images also make the email itself larger and slower, can sometimes increase the chances of being marked as spam, and can be turned into attachments by some email programs.

On the other hand, hosting images on the web means the email is smaller and, assuming the recipient loads the images, can be used for tracking purposes. The downside is that they can sometimes be blocked or may not load if the reader is offline while loading the message.

To insert an image:

1. From any email window (Form Letter or single), click the toolbar icon for **Insert/Edit Image.**
2. If the image is in the Server Image Store, copy/paste the URL directly into the **Source** field. Otherwise use the **From File** option to browse for an image to embed.
3. Optional: Add an **Image Description** - some email programs will show this text as an alternative if the image cannot be loaded.
4. Optional: Manually adjust the image **Dimensions** in pixel size — it is recommended that you size your images appropriately first, as loading a large image and scaling it down in the email itself can result in slow loading or poor quality. It can sometimes be useful to keep the image at exactly double size and reduce by 50% in the email itself, as displays with higher resolution (Apple Retina) may display the image more crisply.
5. Optional: Check or Uncheck **Constrain proportions**, this affects the ability to resize the uploaded image without distorting the height/width ratio.
6. Click **OK**.

Adding an Image to a Record

A photo or logo can be uploaded to Name, Company, and Position records. These appear as icons in 'recently viewed' cards and pipeline layouts, and are displayed in the Social Networking Toolbar on the left side of the Name or Company screens. Logos uploaded to Position or Company records can also be made visible in the PCR Job Board.

Our PCR Capture extension has the ability to automatically add the profile picture from the source site a record is captured from, if one is available, but you can also manually upload a photo directly

from within PCR.

1. Access a **Name** or **Company** record.
2. Click the **record icon** (circle button) at the top of the Social Networking Toolbar on the left side of the record. Alternately, you can select "Upload a Logo / Photograph" from the Action menu in the top right corner of the record.
3. Click **Select File** to browse for an image file on your computer, the file will be automatically uploaded once opened. If your image is in the Server Image Store, paste the Secure external URL for the image.
4. Click **Upload URL**.
5. Click **Close**.

Add a Logo to Candidate Presentations

Images can also be added to your Candidate Presentations templates.

1. Click the **System** icon on the Main Toolbar.
2. Click **Presentations**.
3. Click **Candidate Presentation Templates**.
4. Select the desired template from the **Select/Create Templates** dropdown menu, or click here to learn how to create new Candidate Presentation Templates.
5. Click within the blank space at the top of the template window for the option to add a **Banner Image**.
6. Click **Browse** to select an image from your computer.
    - Multiple images can be uploaded to your templates.
7. Once an image has been uploaded, it will be listed as an option towards the bottom of the window.
8. Click on an **image file** to set the display settings in the presentation.
9. To remove an image, click on the image file and then **Remove Current Image**.
10. Click **Close**.