



An Open Invitation

The Power of Talent Communities

75% of job seekers are interested in joining a talent community

Everyone's Invited!

Talent communities are key for companies looking to build a talent pipeline to make hires now and in the future

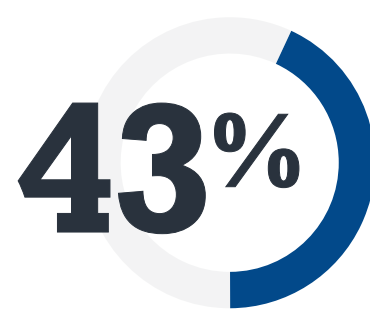
Job Seekers Believe Talent Communities Are



A great way to learn about a company's news, corporate culture, and open positions



A great way to submit information to a company without committing to a specific position



A great way to learn about a company even if they don't want to work there



54% of job seekers who have joined a talent community are passive candidates

Making Plans for the Future!

Top reasons why job seekers join talent communities

1ST

To build relationships with organizations that might have opportunities in the future



2ND

To save time when job searching



3RD

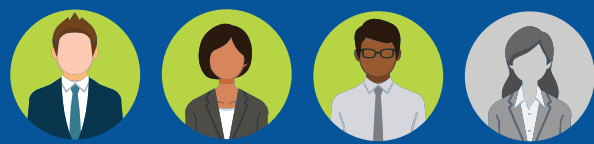
To have the opportunity to learn about different companies



They're Engaged!

Companies should make engagement with potential candidates a priority

89% of job seekers said that they'd be more inclined to apply to a company that allowed them to engage with them and learn about their organization prior to the recruitment process



3 out of 4 job seekers

want to give companies their resume—even if they don't have any job openings



4 out of 10

job seekers said they only apply at companies where they appreciate their mission and corporate culture



By offering candidates the ability to join a talent community with the main goal of learning more about an organization and its values, employers are simultaneously able to build relationships and their talent pipelines to decrease time to hire and sourcing costs now and in the future."

- Andy Katz, COO at Nexxt

nexxt

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Source: A Nexxt survey of 3,277 job seekers from February 15 to March 1, 2020

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