

# An Open Invitation

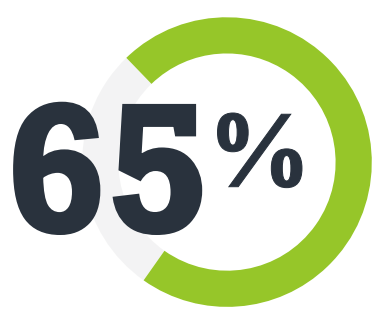
## The Power of Talent Communities

**84%** of job seekers are interested in joining a talent community

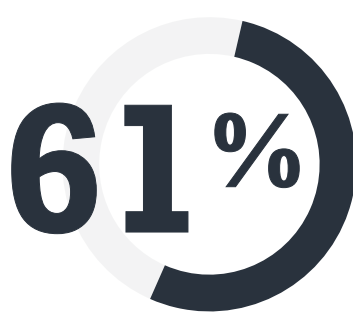
### Everyone's Invited!

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

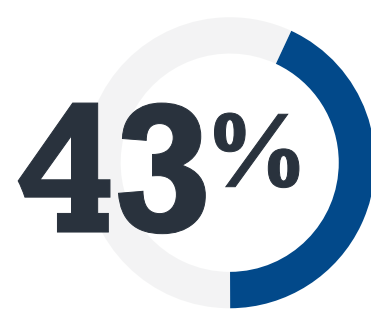
#### Job Seekers Believe Talent Communities Are



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



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



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



**29%** 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

**1<sup>ST</sup>**

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



**2<sup>ND</sup>**

To save time when job searching



**3<sup>RD</sup>**

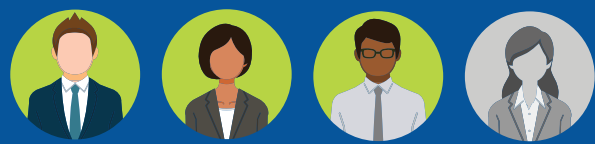
To have the opportunity to learn about different companies



### They're Engaged!

Companies should make engagement with potential candidates a priority

**87%** 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

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Source: A Nexxt Survey of 1,457 job seekers from November 17 to December 9, 2022. A Nexxt Survey of 3,277 job seekers from February 15 to March 1, 2020.

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