SUMMER HIRING IS HEATING UP

THE BENEFITS OF TARGETING TEENS FOR YOUR SUMMER HIRING NEEDS.

Wages increased 4X FASTER for 15 to 19 year olds compared to all workers in 2022.

55.3% of people ages 16 to 24 were employed in the summer of 2022.

Top industries for teen employment include:

- **FOOD & BEVERAGE** 27%
- **RETAIL** 14.7%
- **HEALTHCARE & SOCIAL WORK** 8.2%
- **EDUCATION** 7%
- **SPORTS & RECREATION** 6.8%

4 TIPS FOR TARGETING TEENS

1. Include keywords such as teen jobs, seasonal work and weekend jobs in your postings to increase SEO.
2. Promote jobs on social media platforms that teens use, such as Snapchat, TikTok and Instagram.
4. Keep in mind who you are hiring. Teens may not bring experience but are willing to work hard in exchange for fair pay and professional growth.

Ready for fresh strategies?

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SOCIAL PLATFORMS USED BY TEENS

- **Instagram** 84%
- **Snapchat** 80%
- **TikTok** 69%
- **Twitter** 39%
- **Pinterest** 32%
- **Facebook** 28%
- **LinkedIn** 3%