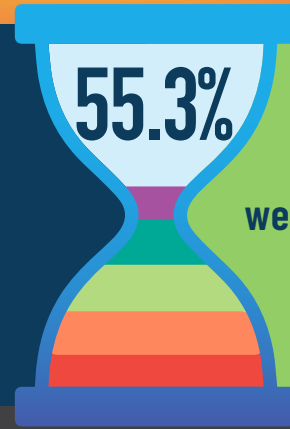




SUMMER HIRING IS HEATING UP

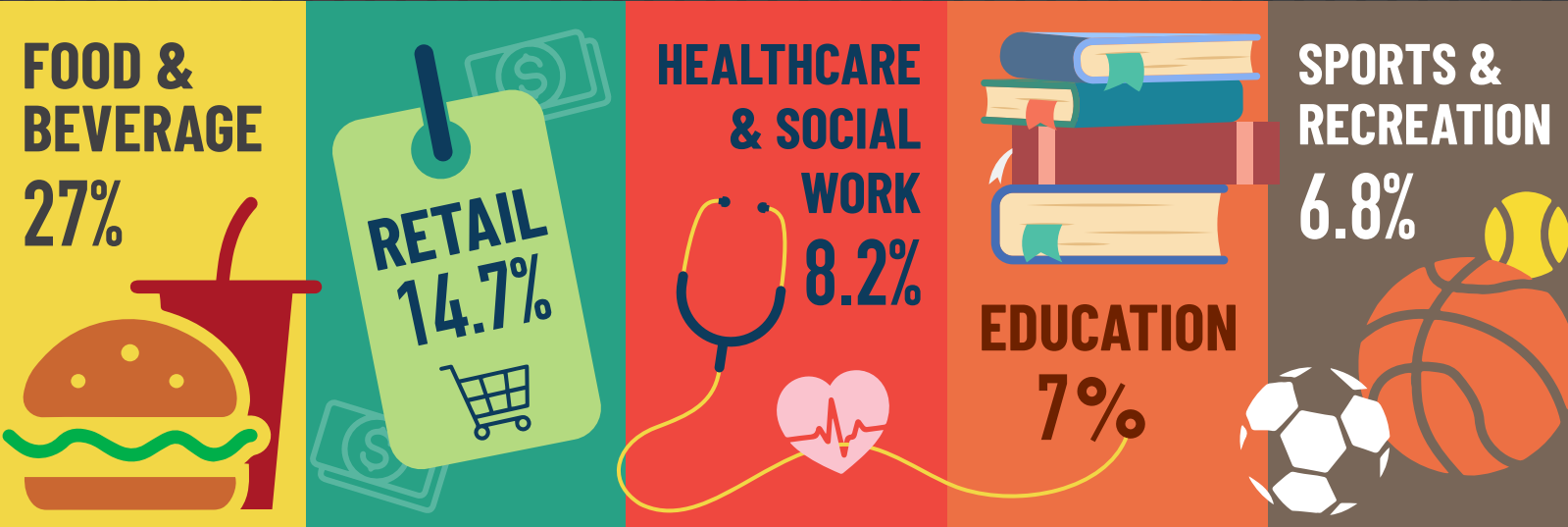
THE BENEFITS OF TARGETING TEENS FOR YOUR SUMMER HIRING NEEDS.

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



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

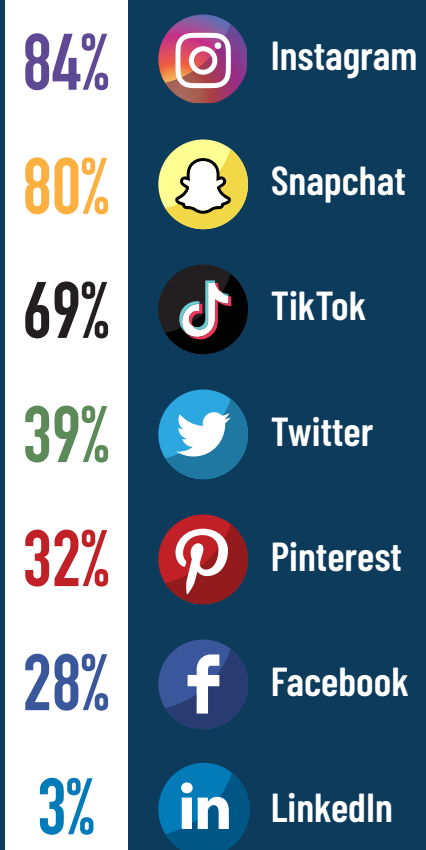
Top industries for teen employment include:



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.
- 3 Make your applications short and mobile-friendly.
- 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.

SOCIAL PLATFORMS USED BY TEENS



Ready for fresh strategies?

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RECRUITMENT INNOVATION