

Can I promote my current Jobs to the newsfeed?

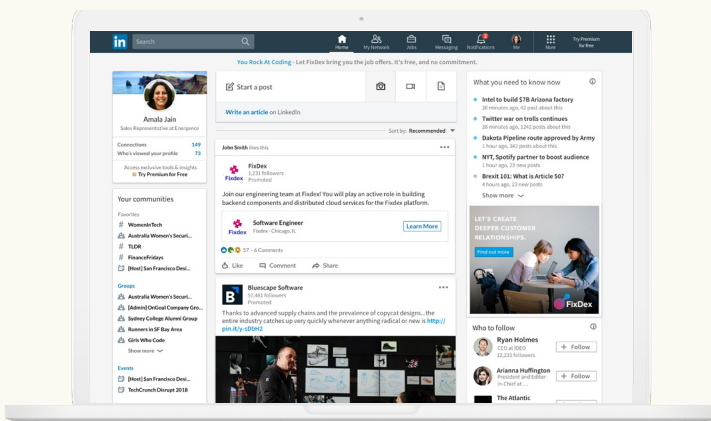
Yes, with a new Sponsored Content format called Single Job Ad.

Single Job Ads provide a quick and easy way to promote your current Jobs on your target audience's newsfeed.

How does it work? Accessible on both desktop and mobile, the Single Job Ad reaches beyond your network with strong targeting capabilities.

Why would I use it? If you are having a hard time finding candidates, or you have an "always on" hiring need.

How much does it cost? Single Job Ads are priced as Sponsored Content, CPM or CPC.



52%

Decrease in average cost per applicant

25%

Increase in average click to apply rate