

How WayUp Helped the #1 Job Search Engine Make More Diverse Hires with Virtual Events

Challenge

Indeed is committed to advancing diversity and representation. They aim for their job seekers and clients to see themselves represented through the support they receive at Indeed, and as such, they know their workforce needs to be reflective of the communities that they serve. There are countless talented candidates that may not see a clear path to Indeed for themselves, so the Indeed team wanted to boost their outreach to underrepresented demographics.

Solution

Partnering with WayUp, the Indeed team leveraged WayUp Boosts to drive diverse, qualified candidates to their Client Success hiring events. The WayUp team promoted Indeed's events to their target profile and drove qualified candidates to register.

The Results

The set up was simple -- Jenna had a quick meeting with the WayUp team to discuss Indeed's sourcing strategy and requirements to boost their event. From there, she simply sent the team a link to the events and was up and running! The WayUp Boost successfully amplified and diversified Indeed's hiring strategy and made it easier for people to apply through a broader reach. Using the WayUp Boost was a transformative moment of growth for the Indeed team, resulting in 3 successful hires made on the Client Success team.

"Diversity and representation is essential to the way we are building our workforce, supporting our clients, and innovating our support strategy. Diversity is an ongoing job for us that has involved analyzing our hiring practices --this is where WayUp became a valued partner to us and we look forward to continuing the partnership into the future."

- Jenna Kurek
Senior Director, Client Success

97%

BIPOC Candidates

52

Colleges & Universities
Represented

3

Hires Made From One
Virtual Event



WayUp