

KEY DIFFERENCES BETWEEN

Active & Passive

JOB SEEKERS

ACTIVE

Lack of recognition in the hiring process is a key turnoff

73% recently updated their LinkedIn profile

84% expect a mobile-friendly experience

77% say social interaction with employees is important in the hiring process

PASSIVE

Higher acceptance rate (65%) for a new position than active candidates (26%)

Only 34% have an updated LinkedIn profile

Less comfortable with video interviews

Less than half care about Glassdoor and online company/CEO ratings



Engagement drives results
throughout the talent lifecycle

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SOURCE: 2017 Trendicator's Talent Acquisition Report
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