Increase member value with a career center

Providing your members with a resource to advance their careers is key in member retention. Here's how:

- Social media integration
- Job widgets
- YM Careers
- Job Flash™ email

Personalization matters:

- Add CE to profile on organization’s job board: 76%
- Automatic updates to profile on organization’s job board: 73%
- Digital badges: 70%
- Add CE to LinkedIn: 66%
- Automatic updates to LinkedIn: 62%

How they want their professional development highlighted:

- How they want their professional development highlighted: 76%
- How they want to hear about new jobs: 59%

How they want to hear about new jobs:

- Dedicated emails: 59%
- Monthly newsletter: 38%
- Email recommendations based on past activity: 32%
- Social media: 21%

Let YM Careers take the heavy lifting

Get jobs off the job board and into the hands of passive job seekers:

- YM Careers Job Flash™ email
- Social media integration
- Job widgets
- Personalization matters

- YM Careers Job Flash™ email:
  - Emails featured jobs on your job board to your members
  - Employers pay a premium to reach these passive job seekers - thousands of dollars more in revenue
  - Full-service email where the YM Careers team does all the work
  - 763% average increase in career center traffic with each email sent

- Social media integration:
  - Automatic feed of jobs delivered to your social media pages

- Job widgets:
  - Feed of jobs on your website
  - 93% average increase in job views
  - Drives passive job seekers
  - Attracts new users

- Personalization matters:
  - YM Careers shows users jobs similar to the one they’re viewing
  - YM Careers allows users to sign up for email alerts with new jobs matching their criteria