

Participant Guide | Introduction to Indeed

Overview & Purpose:

This document will help guide you through the *Introduction to Indeed* program. Use this resource during our in-class activity, and note your ideas and takeaways in the spaces provided.

Table of Contents:

[Group Case Study: Salary Transparency](#)

[Case Study Background](#)

[Independent Reflection](#)

[Breakout Groups](#)

[Group 1: Sponsored Job Tag](#)

[Group 2: Job Seeker Demographic Data](#)

[Group 3: Cannabis Dispensary Job Postings](#)

[Group 4: Justice Impacted Job Seekers](#)

[Discussion Questions](#)

[Sharebacks & Takeaways](#)

Group Case Study: Salary Transparency

Case Study Background

For many years, Indeedians requested more insight into salary bands for jobs internally at Indeed to better understand compensation as they grew their career. There were also questions about salary bands from external candidates applying to jobs at Indeed. Like many companies, Indeed's stance was to not publicly disclose any salary information. How do you think Indeed has responded to these requests for salary transparency?

Independent Reflection

Leveraging what you learned about Indeed's business framework, please answer the following questions based on the Salary Transparency case study background provided above.

1. What immediate next steps do you think Indeed took to solve this challenge?

2. What do you think the results were?

3. What parts of the business framework do you think most heavily influenced the decisions made and why?

Participant Guide | Introduction to Indeed

4. Which teams do you think were involved in these decisions?

Breakout Groups

Group 1: Sponsored Job Tag

Sponsored Jobs allows employers to pay for their job listings on Indeed, providing premium visibility on our site and helping them fill their roles faster. Historically, we have labeled which jobs were sponsored. Over time, we noticed many job seekers intentionally skipped jobs that had the 'sponsored' label on it. After further research, we learned that many job seekers believed these jobs were less relevant than other jobs, especially since Indeed always had three sponsored jobs shown at the top of the results page. Job seekers were now skipping over many relevant jobs that could be a good fit for them. Some markets allow for more flexibility in labeling ads like this, but other markets (particularly in India and Japan) have stringent legal requirements related to paid advertisements. With so many job seekers missing out on relevant job opportunities, what do you think Indeed did?

Group 2: Job Seeker Demographic Data

Inclusion and belonging is a core part of our business. In order to effectively uphold this value, we have to know and understand our job seekers to build products and services that meet their unique needs. To gather the necessary information to do this, we began exploring the idea of capturing job seeker demographic data. At the same time, we know not all job seekers may feel comfortable sharing this information, and collecting information like this can pose issues with privacy and trust between Indeed and job seekers. With these conflicting ideas in mind, how do you think Indeed chose to move forward?

Group 3: Cannabis Dispensary Job Postings

For years, Indeed has sought to be a trusted place for both employers and job seekers to post and find jobs. To ensure this, our Trust and Safety team reviews all jobs that are posted on Indeed. As the cannabis industry has grown, Indeed has seen more jobs for dispensaries, medical marijuana staff members, etc. posted on Indeed. However, marijuana is not legal in all parts of the world, nor is it legal at a federal level in the United States. From the perspective of Trust and Safety, how do you think Indeed chose to move forward regarding job postings on Indeed within the cannabis industry?

Group 4: Justice Impacted Job Seekers

Participant Guide | Introduction to Indeed

Individuals impacted by the justice system often have a difficult time obtaining work after incarceration because of gaps on their resume or a lack of work experience. Some employers even have rules in place that specifically prevent justice-impacted job seekers from working at their businesses. However, Indeed seeks to support job seekers in finding jobs and removing these barriers. Faced with employers' existing policies or helping justice-impacted job seekers, what do you think Indeed chose to do?

Discussion Questions

Use the following space to answer the questions for your assigned group:

1. What immediate next steps do you think Indeed took to solve this challenge?

2. What do you think the results were?

3. What parts of the business framework do you think most heavily influenced the decisions made and why?

4. Which teams do you think were involved in these decisions?

Sharebacks & Takeaways

As other groups present their findings and insights, use the following space to take your own notes and reflections from the other case studies.

Notes:
