



# U.S. National Labor Exchange

JULY 2018

## The Goal

Use LinkedIn's platform as a tool to help state, provincial, and national job banks deliver more value to employers and job seekers.

## The Project

In 2017, LinkedIn agreed to make job listings from the US-based National Labor Exchange (NLx) available to its network of more than 150 million members in its US. Since that time, LinkedIn has sent more than 2.4 million applicants back to the NLx and the employers who rely on it.

## Overview

Every state in the U.S. operates a labor exchange (or "job bank"). State governments operate job boards in order to achieve two interconnected objectives. The first is helping employers, often small- and medium-sized businesses, find the talent they need to grow and expand. The second is helping job seekers, more likely to be low-income or receiving public assistance, connect with companies looking for workers.

With the goal of making government more successful at both objectives, LinkedIn partnered with the National Labor Exchange (NLx), a joint effort of the National Association of State Workforce Agencies and DirectEmployers Association. The NLx collects currently available job postings from the federal jobs portal USAjobs.gov and state workforce agency job banks.

The LinkedIn/NLx partnership builds upon the unique strengths of both LinkedIn and state workforce agencies. LinkedIn operates the world's largest professional network, and develops algorithms and product features that helps millions of job seekers find economic opportunities. Workforce agencies receive jobs from small- and medium-sized businesses more likely to struggle to get their jobs in front of the right candidates. The complementary nature of these strengths set the stage for a winning partnership.

Since the beginning of the partnership, more than **3.2 million jobs** from the NLx have been distributed through LinkedIn, without any cost. In its first year, the partnership generated more than **2.4 million additional applicants** for the companies that post job openings on the NLx. As one example of partner success, the State of Minnesota witnessed a 500 percent increase in traffic from social media, all of which came from LinkedIn members who viewed a job on LinkedIn.com and came to the state job bank to complete an application.<sup>1</sup>

With more than 575 million members in 200 countries around the world, we believe LinkedIn can be an effective partner to national job banks who seek to create better employment outcomes for its citizens.

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*"LinkedIn and state workforce agencies share the same goal - connecting every person to economic opportunity. This partnership is helping us better deliver on that mission."*

**Charlie Terrell**

*Director of the National Labor Exchange, NASWA and WAPES representative, Americas*

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<sup>1</sup>Data comparing desktop traffic to [www.minnesotaworks.net](http://www.minnesotaworks.net) from October - December 2016 to October - December 2017 according to [www.SimilarWeb.com](http://www.SimilarWeb.com).