



Why Include Pay Rates in Jobs?

- Candidates want to see salaries in job ads
- Governments everywhere are making new laws to empower candidates in the job market
- You have an opportunity to be an early adopter, gain the trust of candidates and employees.



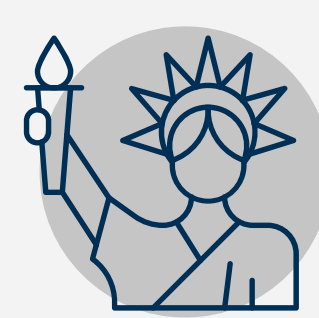
1) Because in some places, it's the law:



Colorado



California



New York



Washington

Colorado, California, New York and Washington state have laws that require posting salaries



In some/all of these locations, Indeed will either not post your job, or post it with a suggested salary. The US is considering making pay transparency a national law

Same goes for Canada:



Ontario



BC



Newfoundland

Ontario, British Columbia, and Newfoundland have laws requiring job ads to include salary.

**More provinces are expected to follow.*

2) Indeed, the world's largest job board, knows jobs that include salary perform better:



Indeed postings with salaries listed have a **16% lower cost per apply on average -and receive up to 90% more applications.** Fill rate improves by 40% when salary info is included.



In August 2023, half of US job postings on Indeed advertised at least some employer-provided salary information, the highest share yet recorded.



Providing pay information in job postings can be a **way for employers to build more trust with their employees,** attract new workers, and may potentially help close gender and racial pay gaps.

3) LinkedIn also endorses publishing salary:



LinkedIn's 2022 survey found that **91% of respondents said that salary information influenced their decision to apply to a job.**



If candidates want more money than a job is offering and don't apply, that is a good thing. It can save you time, helping you connect with the right candidate sooner.