



# The 2022 Potentialpark Talent Communication Study - Latvia

University of Latvia

Data about Talent Communication & the Career Search



# Report Content

- About Potentialpark
- About the Study and Demographics
- Career & University Perceptions
- Online Experience & Career Information
- Future of the Potentialpark Partnership

Our mission is to **inspire communication**, because no one should miss the opportunity to find the work and place where they **belong**.







# We are experts in Talent Communication

At Potentialpark, we aim to **bridge the gap in communication** by bringing together talent, employers, and academic institutions worldwide. To do this, we conduct our Talent Communication Study.

Each year, we survey students and graduates across the globe about their needs, preferences, and online behavior when searching for and applying for jobs. Based on their answers, we analyze international employers' communication and recruitment channels worldwide. We can place those employers in the Potentialpark Rankings according to how talent friendly they are.

Our research gives **students** a voice. With their direct feedback, we **influence the world of recruitment and job searching**. This means that the right students and employers can find each other.

# Meet Potentialpark

With **20 Years** of global market research **experience**, we are experts in talent communication and candidate career search experience.

**Global Network, Local Insights!** We are as international as our events where we facilitate knowledge sharing and collaboration- yet our data is always local.

**An International Team** as international as our projects driven by curiosity and the ambition to improve communication between talent and employers.

**Strategic Partner!** We are the intersection between students, employers and academia institutions worldwide.



As a Potentialpark Partner, you are receiving a report with the most important insights from our 2022 Talent Communication Study.

We thank you for your cooperation and dedication to make this happen! It is thanks to you that we are able to bring students' voices to employers' tables and influence the world of recruiting and job search.

We are looking forward to another year of fighting the good fight together with you for improved communication and recruiting processes!



**THANK YOU**

for helping us give a  
voice to students and  
shape the future of  
Talent  
Communication!



# About the Study and Demographics





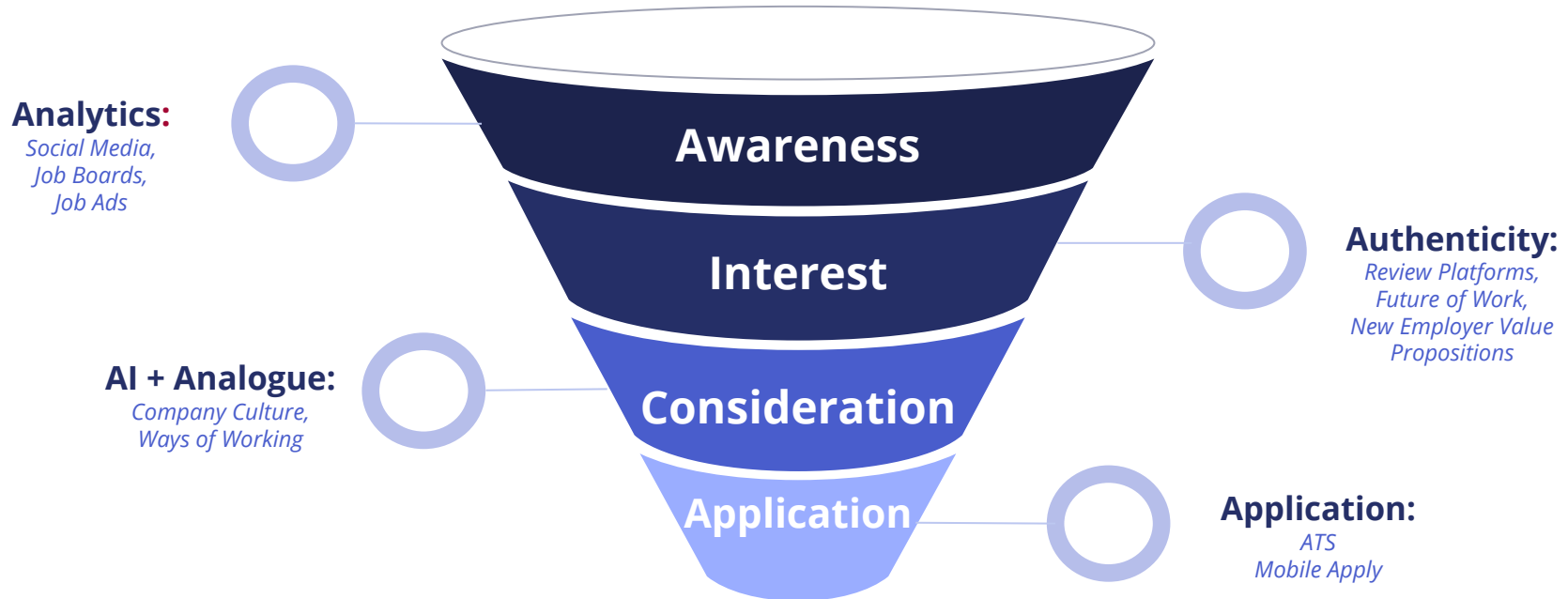
This section covers the following topics:

- About the Study and its Impact
- Demographics of the Study



# The Talent Communication Funnel

We have highlighted the four main steps of the Talent Communication Funnel. Our study discovers the opinions and needs of talent within these different steps, and our feedback to employers ensures that talent can navigate each step easily through a company's channels of communication.



# About the Study

## Global Data



**43 627 responses**  
in our survey



Field Period from  
**September to November**  
**2021**



**126 countries**  
included in the  
study

As we have gathered a wide range of data, we are able to have a **great impact** on the processes of top employers and **improve** the steps of **the Talent Communication Funnel**.

## Response Breakdown

**Europe**  
**27412**

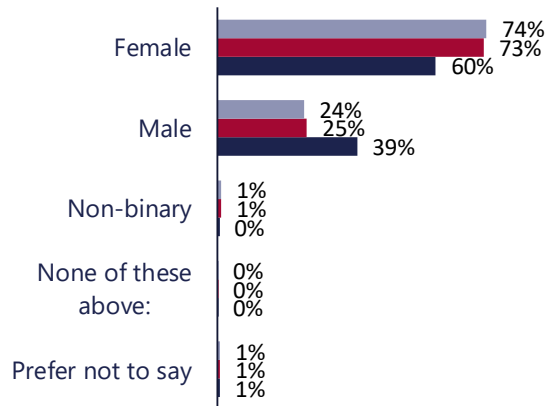
**Latvia**  
**1839**

**University of Latvia**  
**696**

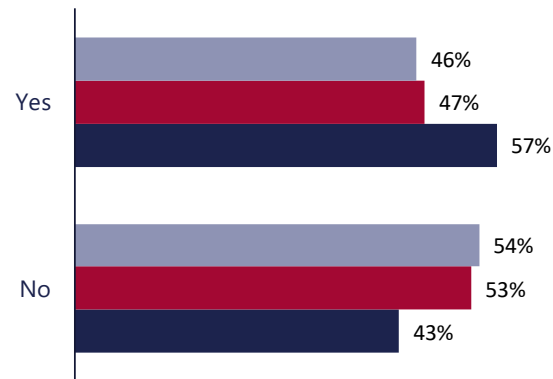
# Key Demographics

This is an overview of the demographics of participants in the study.

What gender do you identify with?



Are you actively searching for a new job or opportunity?



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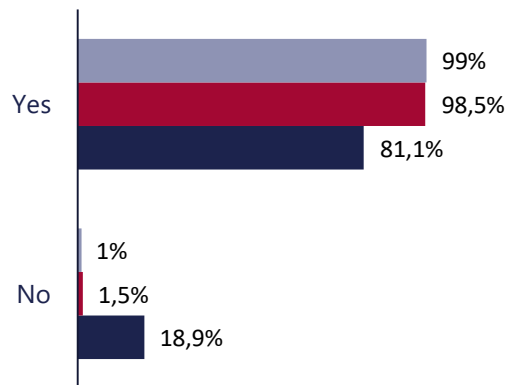
■ Europe



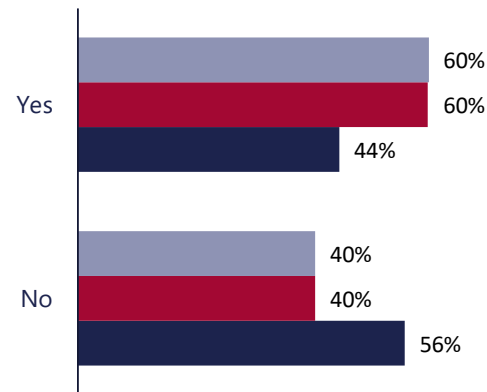
# Key Demographics

This is an overview of the demographics of participants in the study.

Are you currently studying?



Are you currently working?



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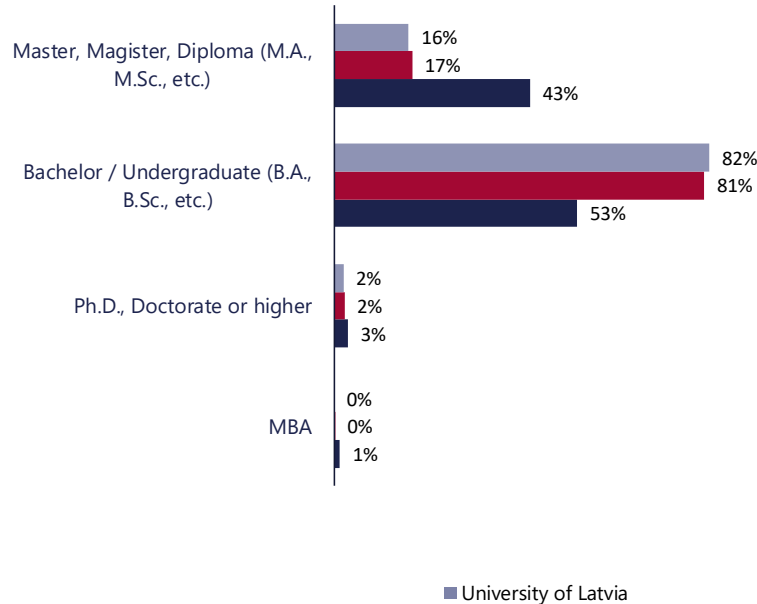
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■ Europe

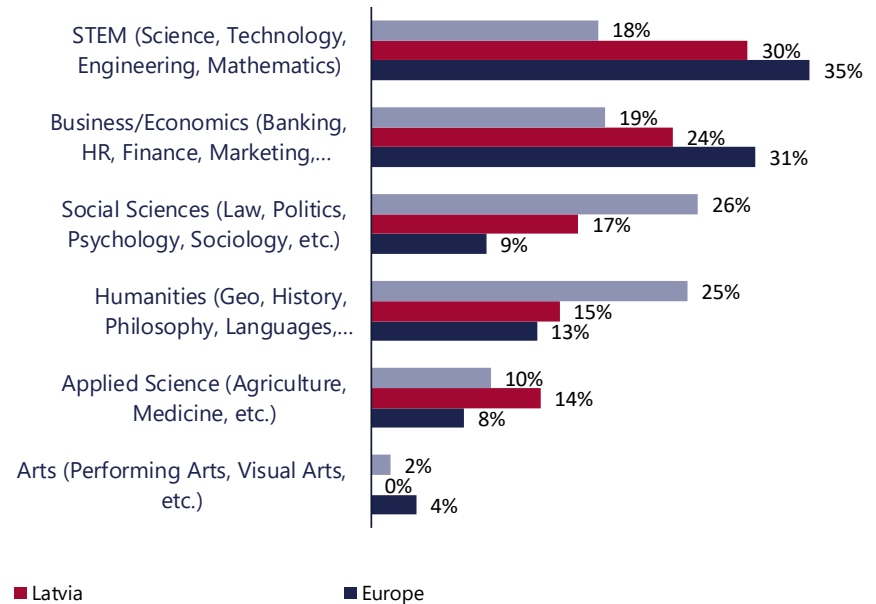
# Key Demographics

This is an overview of the demographics of participants in the study.

## What degree are you studying?



## What is / was your field of study?





# Career & University Perceptions

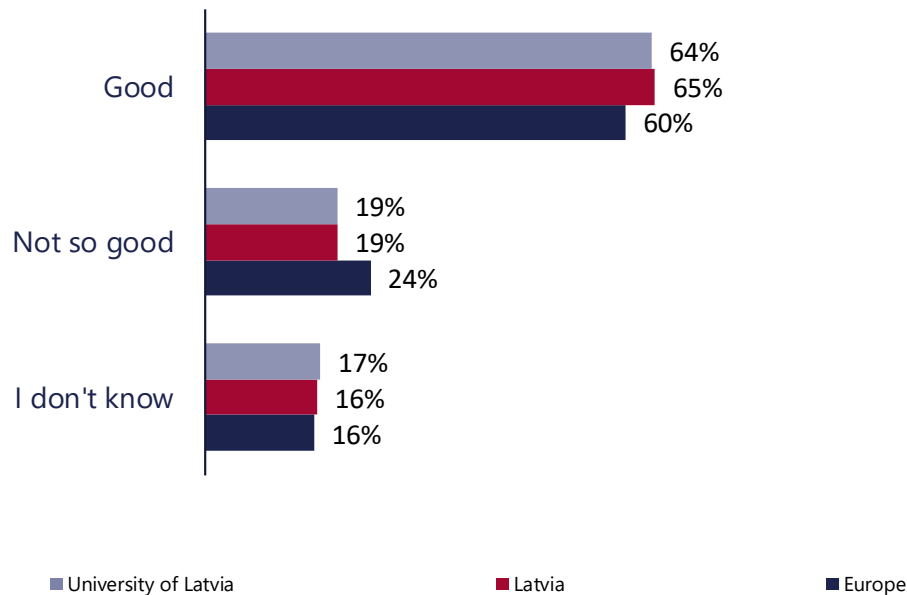




## This section covers the following topics:

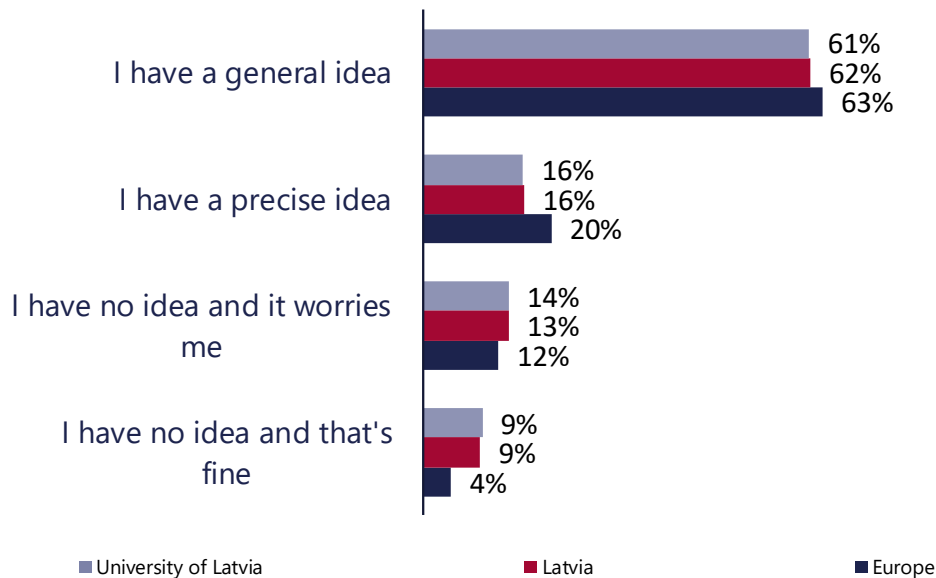
- Perception respondents have of the support provided by their university
- How candidates view their own employability

# How do you see your chances as a graduate on the job market?



# Having a clear idea of what to do after graduation can make the career hunt easier for students.

Do you know what you want to do when you graduate?





# In which areas do you need help to improve your chances on the job market?



# How would you describe your University?



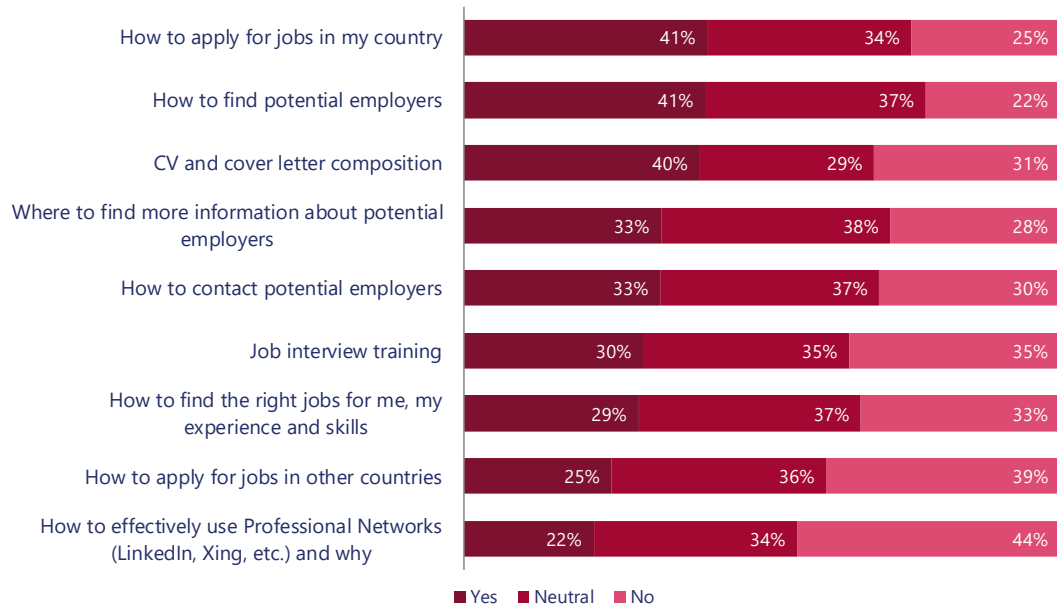
# We asked: Are you satisfied with the help provided by your university in regard to the following?

**14%** of students  
obtain information  
from the Career  
Center



# We asked: Are you satisfied with the help provided by your university in regard to the following?

**15%** of students  
obtain information  
from the Career  
Center



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# Online Experience & Career Information

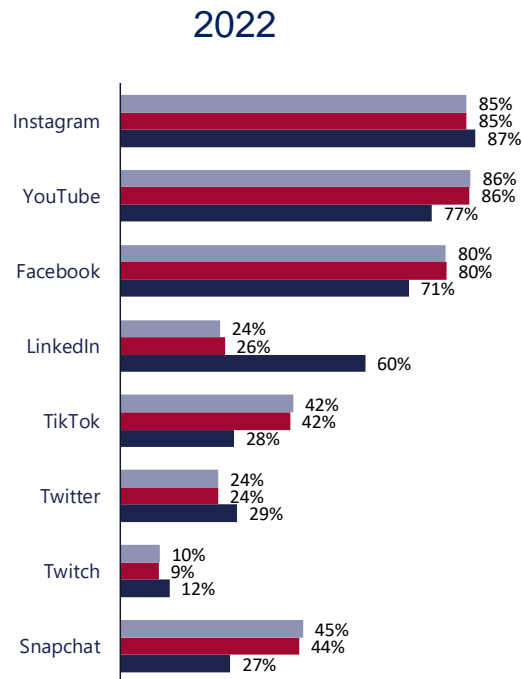
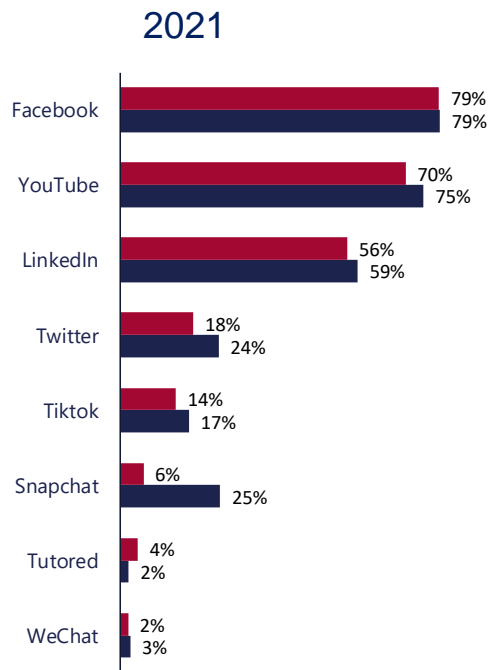


A photograph of four people (three men and one woman) standing on a grassy hill, hugging each other from behind. They are silhouetted against a bright, low sun, creating a warm, golden glow. The scene is peaceful and suggests a sense of accomplishment or shared success.

## This section covers the following topics:

- Career-related online behavior
- Respondents' use of online resources when researching and applying to potential employers
- Comparisons with last year's data

# Which of the following social media channels do you use?

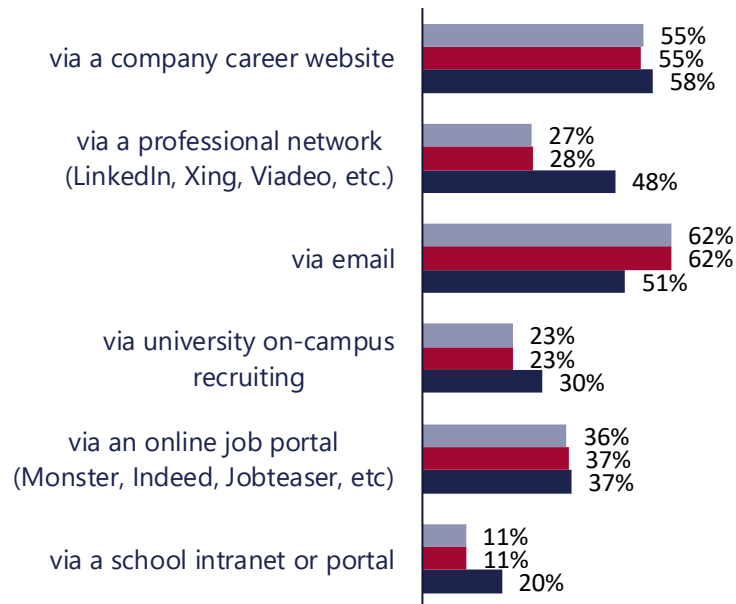


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# How do you want to apply?

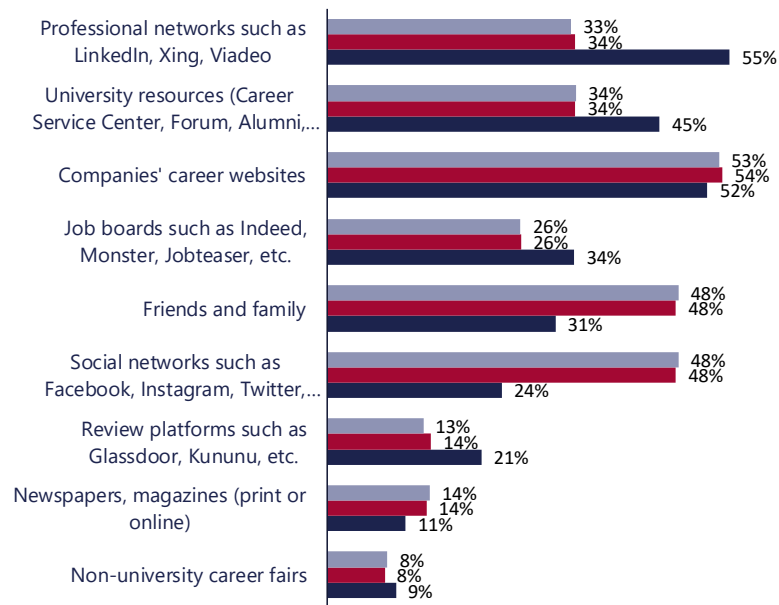


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# Where do you find the most credible information about jobs and employers?



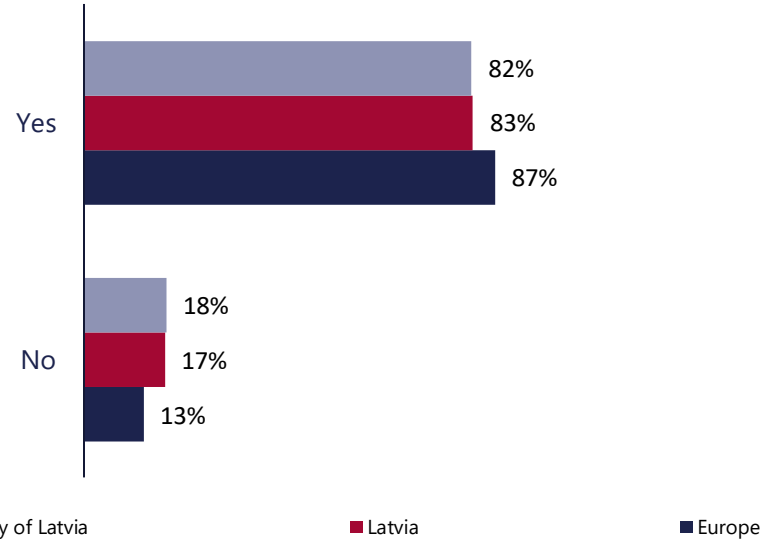
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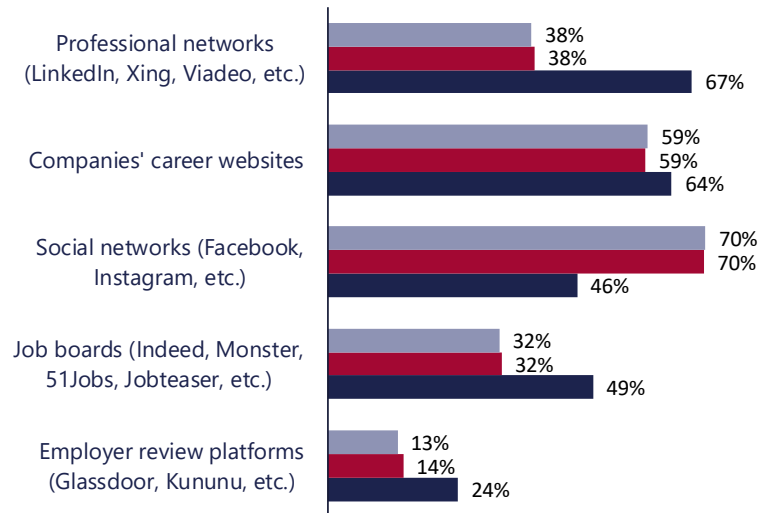
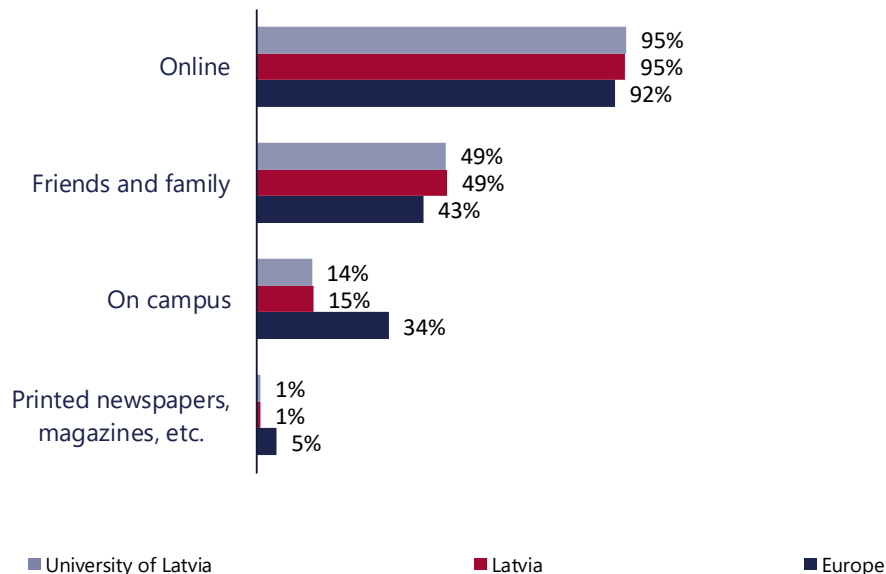
# Do you have an updated profile on LinkedIn or Xing?



*Note: This question was only asked to students who claimed that they used LinkedIn or Xing.*

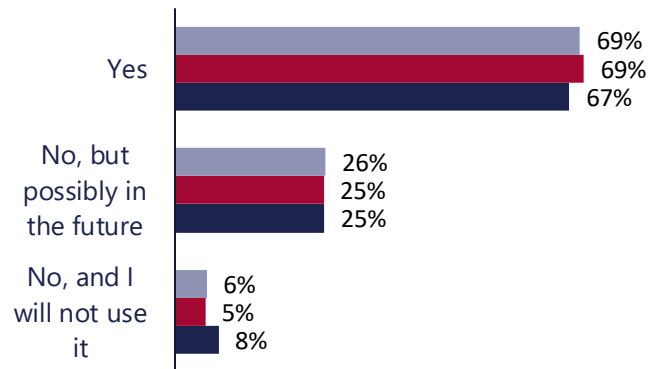


# Where do you look for information about a potential employer?



## Where do you go to find information about employers online?

# Do you use a smartphone for career-related activities?



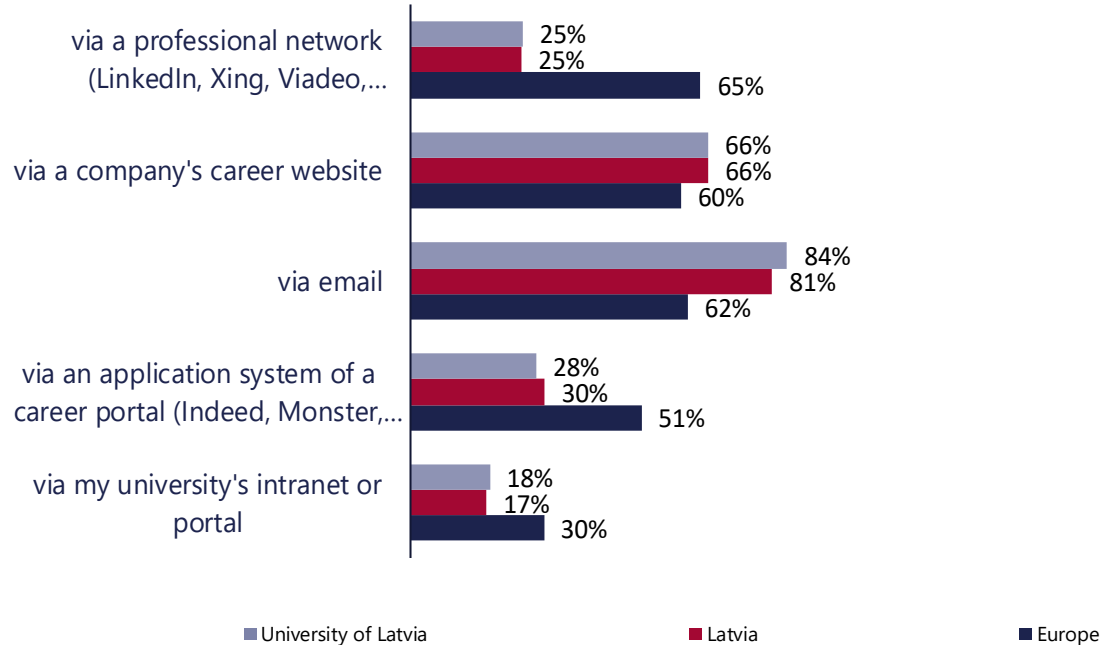
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# Which career channel have you used to apply for a job on a smartphone?



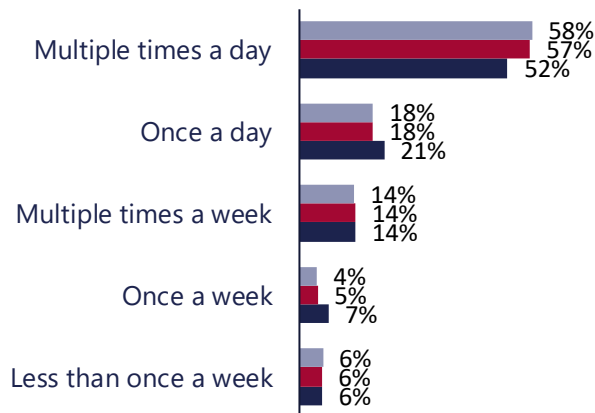
*Note: This question was only asked to students who claimed that they had applied jobs on a smartphone.*



# TikTok: Would you follow career-related content on TikTok?

TikTok is the fastest growing social media.

*Note: answers from students that said they use TikTok.*

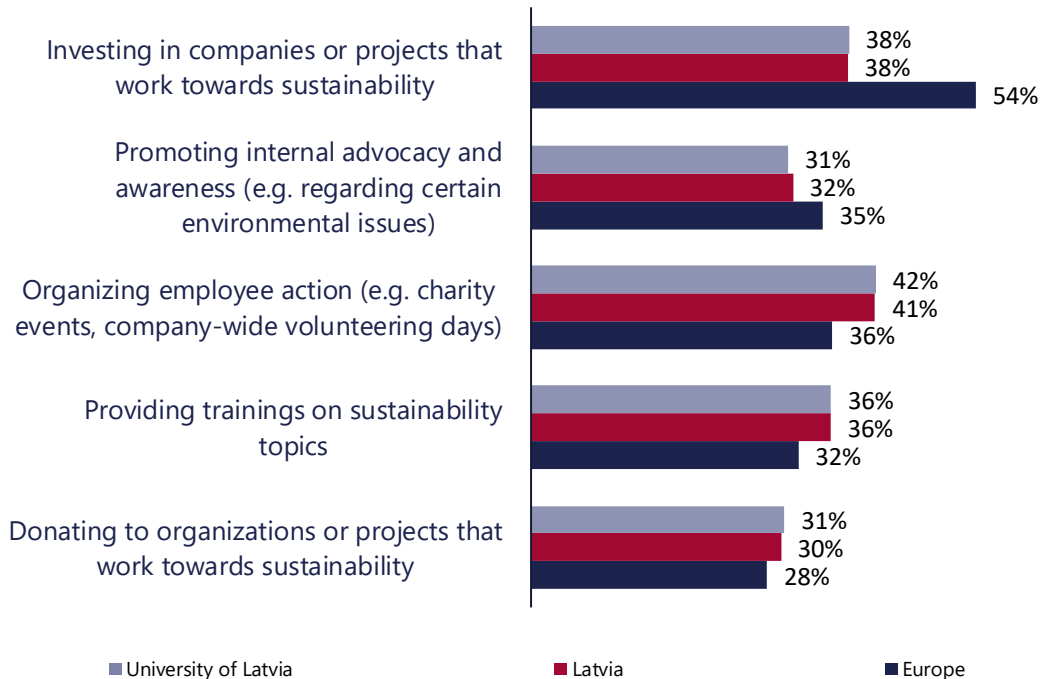


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# What type of sustainability efforts would you prefer to see from employers?





# What type of diversity, equity and inclusion efforts would you like to see from employers?



# Potentialpark Partnership Looking Forward

Partner Report Deliveries  
for 2022 Talent  
Communication Study

**March - April  
2022**

Contact from  
Potentialpark to begin  
2023 season

**August  
2022**

Closing date of the 2023  
Talent Communication  
Study

**November  
2022**

**April  
2022**

Student Webinar that  
brings together students  
and employers

**September  
2022**

Launch of the 2023  
Talent Communication  
Study

**February - March  
2023**

Summits and  
Publications of  
Potentialpark Rankings



# Stay Connected with us!

We have an exciting **Global Student Webinar** coming up in **April** so stay tuned for the invitation!

The **2023 Talent Communication Study** will launch early **September**, so make sure to stay connected with us to be among the first to receive the survey link!

For any question reach out to:  
**[partnerships@potentialpark.com](mailto:partnerships@potentialpark.com)**





**Partnerships Team**  
[partnerships@potentialpark.com](mailto:partnerships@potentialpark.com)

