



# FLOCKITY 2026 STATE OF **CREATOR-LED RECRUITING**

## **YEAR IN REVIEW**

### **GROWING IN THE EVER-CHANGING LANDSCAPE**

Insights from the shift of post and pray to trusted voices, from job search to job discovery, and everything in between. Because people believe people.

[www.flockity.com](http://www.flockity.com)

# Executive Summary

If 2024 was the year everyone woke up to creator-led recruiting, 2025 was the year Flockity quietly, okay, loudly, proved it works. This year, we didn't just grow. We tilted the whole talent attraction universe a few degrees off its axis and invited everyone to notice.

And they did.

Our creator network exploded, not in the "we went viral and broke something" way, but in the "we carefully cultivated a thriving ecosystem of humans candidates actually trust" way. We added creators across tech, lifestyle, career, community, and those unexplainable-but-highly-engaging niches TikTok keeps inventing. And they brought with them something most employers spend millions trying to buy: **credibility**.

On the customer side, Flockity saw a surge of adoption from brands who decided that maybe, just maybe, trusting and testing a new way to reach all talent is a sustainable pipeline strategy. Smart companies leaned in, experimented, doubled down, and ended up with the kind of results that make executives ask, "Wait, why aren't we doing more of this?"

In terms of outcomes, creator-led recruiting shined: We continue to deliver 89%+ net new traffic to our customer career sites. We increased conversions by borrowing the trust of authentic creators. We delivered more traffic than ever, from audiences who weren't actively job hunting.

This is the core of the Flockity thesis: **Discovery beats search**.

This research walks you through everything we learned, measured, broke (and fixed), and everything we now know about what works. And by the end, the conclusion is simple: **Creator-led recruiting isn't a trend**. It's the new funnel. And Flockity is powering it.

## Highlights

Increase in influencer reach

**483%**  
and growing

Increase in Flockity Creators

**246%**

**89%**

NET NEW CANDIDATES  
VISITING THE CAREER SITE

**423%**

INCREASE IN SHARES YOY

# Candidates don't search for jobs; they discover them.

Let's be honest: traditional (post and pray) talent attraction didn't fall apart, it tripped, slid off the stage, and landed in the orchestra pit. The warning signs have been blinking for years, but in 2025, the lights went bright red. Candidates stopped refreshing job boards while they mass applied with bots. Cold outreach responses flatlined. Employer brand content got eaten alive by TikTok videos featuring raccoons, tiny kitchens, and people rating their walks.

Candidates didn't go extinct. They just changed habitats.

What once lived neatly in "search" behavior now lives entirely inside "scroll" behavior. Today's job seeker, especially the passive, high-value, impossible-to-reach ones, aren't typing job titles into Indeed at 11 p.m. They're consuming content from creators who feel like trusted friends.

They respond to energy, authenticity, and real talk. Not "competitive salary and benefits."

This is the seismic shift: attention went social, trust went peer-to-peer, and discovery became king.

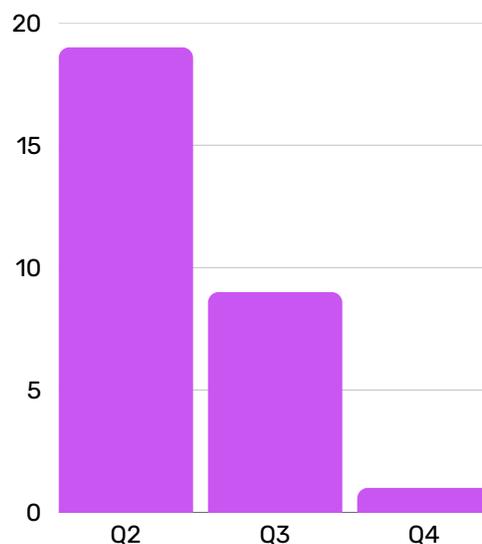
And in that vacuum, where trust in job boards continued to decline, and companies kept spending, Flockity carved out an entirely new category: creator-led recruiting, powered by humans who speak the language candidates actually listen to.

## Recruiting didn't fail. Recruiting evolved.

But most of the industry is still stuck staring at their job board invoices, wondering why the traffic graphs look like ski slopes. Meanwhile, the conversation about jobs has already moved: to creators, communities, and content feeds.

That's the moment we built for.

Job Seeker  
Net Sentiment



*Job seekers have taken to social media in droves to express their distrust for the job search. This chart shows the decrease in net sentiment among job seekers over the last three quarters.*

# Trust beats targeting every time.

Now, to the uninitiated, Flockity can sound almost magical:

“You mean real people just... talk about our jobs? And then candidates apply?”

Yes. But also no.

Because there’s a whole lot of science, strategy, and deeply nerdy infrastructure behind the scenes. Here’s what makes the Flockity engine run circles around the old-school TA funnel:

## Discovery > Search

Traditional funnels rely on jobseekers making the first move. Spoiler: they aren’t. The modern candidate journey starts where their thumb already is, on TikTok, Instagram, YouTube Shorts, or whatever micro-obsession platform comes next. Flockity inserts jobs into the moment a candidate is open, not when they are actively searching. That shift changes everything.

## Authenticity at Scale

We do not script. We do not turn humans into recruitment billboards. Because authenticity works and ads don’t. Creators speak in real voices that cut through the noise and land with actual resonance, something a “We’re Hiring!” graphic has ever accomplished.

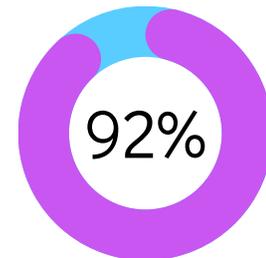
## The Creator Edge

Micro- and mid-creators deliver what brands can’t manufacture: belonging, trust, relatability, and “I know this person, so I’m listening.” This is not influencer marketing. This is peer influence applied to career decisions.

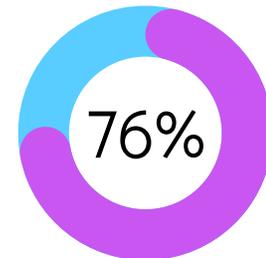
## Trust as a service

Every creator is keenly attuned to their audience. They know their following and what pops and what flounders. Our creators find jobs that match based on audience fit, content style, past performance, and a few top-secret “Flockity knows what works” variables. This is why our creators don’t just post, many times, they perform.

## Gen Z + The job search



Trust TikTok for Career advice



Get career advice on  
Instagram

Context: LinkedIn is 34%

Source: Zety

# People or brands? Both!

Here's a reality many teams in talent acquisition are starting to acknowledge: Even the best employer content doesn't always break through the way it used to. Not because it's untrustworthy or poorly crafted, far from it, but because polished corporate messaging often gets lost in the noise of today's content-saturated world. Creators and brand content pair well together to cut through the clutter.

Creator content, on the other hand, tends to resonate differently. It feels personal, relatable, and grounded in real human experience, which naturally taps into the way modern audiences process information and make decisions.

Let's break it down:

## **Trust > Targeting**

People trust people. Not logos. Not a career site that has a "Join Our Family!" headline. When a creator says, "You should check out this job," it hits differently because it feels like a recommendation, not an ad. Peer influence outperforms segmentation every. single. time.

## **Relevance Comes From Resonance**

Creators thrive because they know their audience. They speak its language, mirror its humor, share its worries, and embody its aspirations. When they talk about work, it's contextualized inside a life, not inside an employer brand style guide.

## **The Network Effect of Micro-Influencers**

Unlike mega-influencers shouting into the void, micro-creators generate conversation. Their followers ask questions. They engage. They share. One post becomes a mini community moment, and that ripple becomes recruitment momentum.

## **Native Content = Lower Friction**

Candidates trust creators because creators don't suddenly switch into "corporate voice" when promoting a job. The content stays native. The humor remains, the honesty remains, the "listen, here's the deal" tone remains.

This lowers cognitive friction and increases click-through velocity.



# Micro-influencers drive conversion

Flockity was built as an awareness engine. Full stop. The goal was simple: help jobs show up where people already are, through voices they already trust. Discovery first. Everything else second. But as the year unfolded and the data matured, something unexpected, and frankly, exciting, started to emerge.

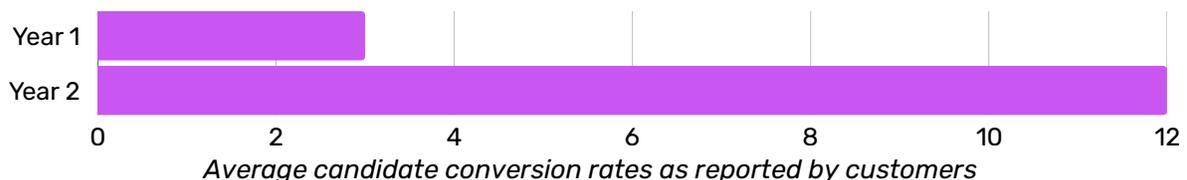
In a handful of very specific scenarios, specific roles, shared by specific Flockity creators, to highly aligned audiences—we saw click-to-apply conversion rates land between 12–20%. That’s not a rounding error. **That’s 3–7x higher** than typical job board benchmarks. These weren’t paid ads screaming for attention. They were recommendations. And candidates responded accordingly.

## Alignment made simple

What made these moments stand out wasn’t scale, it was alignment. Micro-influencers don’t broadcast. They communicate. They know who’s listening, what their audience cares about, and, just as importantly, what not to share. When the right job crossed their path, it didn’t feel like promotion. It felt like help. That distinction matters.

## They’re helpers

These creators weren’t optimizing for clicks. They were protecting trust. And that trust accelerated the candidate journey. Instead of browsing, comparing, and abandoning applications, candidates moved decisively. They clicked, they understood the opportunity, and they applied, often in a single session. No endless scrolling. No funnel fatigue. Just clarity and momentum.



It’s important to say this clearly: these results aren’t a promise, but a pattern. Not every role converts at this level. Not every audience behaves the same way. But when relevance, credibility, and timing align, trusted voices compress the funnel that traditional channels can’t replicate.

This is the quiet power of micro-influencers in recruiting. They don’t just create awareness, they create confidence. Confidence turns curiosity into action. What Flockity surfaced this year is something the industry has long underestimated: when job opportunities travel through relationships instead of platforms, conversion doesn’t need to be coerced. It happens naturally.

# 2026 Predictions

We don't need a crystal ball to see where talent attraction is headed—we have traffic patterns, behavioral data, and thousands of real creator–candidate interactions pointing in the same direction. The shift isn't theoretical anymore. It's already underway.

1

## **Creator-led will become a budget line item.**

In 2026, creators will no longer live in the “experimental” or “nice-to-have” column of TA budgets. Talent teams will begin treating creator-led recruiting the same way marketing treats influencer partnerships: as a repeatable, measurable channel that complements paid media, employer brand, and referrals. Instead of asking if creators belong in the mix, leaders will ask how many roles, regions, and functions they can responsibly support through creator-led distribution.

2

## **Link-in-bio ecosystems augment traditional career sites**

Career sites aren't going away—but they'll stop being the front door. Candidates increasingly trust curated, role-specific flows over sprawling corporate pages that require effort to navigate. Link-in-bio ecosystems will act as lightweight, high-intent entry points that meet candidates where they already are, guiding them quickly from discovery to understanding to action. The result: less friction, fewer drop-offs, and higher-quality engagement.

3

## **Creator communities begin influencing employer choice**

Employer brand will continue to matter—but where it's shaped will change. In 2026, perception won't be formed primarily on career pages or Glassdoor reviews, but inside creator-led communities and comment sections. Candidates will look to creators to validate what it's really like to work somewhere, how roles compare, and whether an opportunity is worth their time. These off-platform conversations will quietly become one of the most powerful brand signals in recruiting.

4

## **Early adopters gain compounding advantages**

Brands that invest early in creator-led recruiting will benefit from network effects that are difficult to replicate later. Creators build familiarity with employers over time. Audiences recognize repeat signals. Trust compounds. As demand for high-performing creators grows, the brands that helped shape the category will see stronger results, faster traction, and more consistent performance. Waiting doesn't just delay results—it increases the cost of entry.

# How Flockity Works

## Customer Commitment

Each customer agrees to share their job feed in the Flockity platform. We give each customer UTMs to track on their end. Each customer buys a bank of clicks to be leveraged in the platform by our influencers.

## Influencer Commitment

The influencers/affiliates search the platform for open roles their network would like. They are then given a short link that they can publicly share on their social networks. The influencers/affiliates reach nearly one million eyeballs via their connections, followers, and networks.

## Integrity

Our tech carefully weeds out bot clicks and our affiliates are all vetted and approved prior to sharing. We make sure they are people that our customers would be proud to have promoting their jobs.

## Why now?

This is the part where we make the case clearly, because delaying creator-led recruiting comes with very real opportunity cost.

Waiting means:

- Missing early adopter advantages
- Losing impressions to competitors
- Spending more on job boards for shrinking returns
- Bypassing passive talent that creators can reach instantly
- Falling behind brands that are quietly pulling ahead by rewiring their funnels

Creator-led recruiting is now where paid social was in 2014. Not mainstream yet...but the brands experimenting now become the category winners later.

Don't be the company that waits until Q4 next year, panics, and then says, "We should have done this twelve months ago."

That moment always comes. But it doesn't have to.

## Highlights

Flockity Influencer reach

**7.2M**

and growing

QoQ growth in shares

**124%**

Conversion rate

**7-13%**

**89%**

NET NEW CANDIDATES  
VISITING THE CAREER SITE



# THE NEXT GEN OF CREATOR-LED RECRUITING IS HERE



Startup of  
the Year

Because Great Talent Doesn't Search. They Discover.

## Meet Flockity Amplify

The future of recruiting isn't automation. It's amplification. Not algorithms. People. As the first company to bring influencer marketing to recruiting, it's become more clear than ever: The Power of People Is the Future. In a world full of bots, scams, data grabs, ghost jobs, and posers, we found the magic remains in humanity, authenticity, trust, and learning. Together.

### Flockity

The flagship, offers real creators sharing real jobs in their public profiles, not because we tell them to, but because it aligns with who they are, what they talk about, and what their community values. 89% of the traffic Flockity drives is net new to your career site.

### Flockity+

Choose the creator, give direction, and own the final content. Think Cameo for jobs, whether it's a welcome video for a finalist or a creator talking about why your product team is a place they'd want to work. Flockity+ delivers clicks plus commissioned video.

### Linkity

Turn your employees into influencers, effortlessly. Automate the right jobs to the right team members to share jobs with zero lift. All those times you wished employees would post your EB content and they didn't because it was hard? Linkity makes it simple.

## Trusted by



Ask your Agency about Flockity or drop us a line: [tracey@flockity.com](mailto:tracey@flockity.com)