

Students want Job Search Answers- TalentEgg Steps Up

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Toronto, ON ([RPRN](#)) 01/13/10 —
**Students want Job Search
Answers; TalentEgg Steps Up
to Help Out**



In response to student demand, new community features were announced today on TalentEgg.ca, Canada's career hub for students and recent

graduates.

TalentEgg Answers, the newest section of TalentEgg.ca, was developed in response to a greater demand for information from its audience of 18-24 year old post-secondary students and recent graduates. Students use TalentEgg to find meaningful opportunities with top Canadian employers, and to find career resources through its online magazine, *The Career Incubator*. However, in the wake of the worst recession in over 20 years, students and recent graduates needed more answers.

"We started to notice a sharp increase in the amount of questions being sent directly to our inboxes. Students had specific questions about their job search that simply couldn't be answered by broad articles or resources."

TalentEgg has a history of responding to the needs of its audience, launching *The Career Incubator* to assist students who requested resources to support their job search.

“In

this case, we decided to think outside the box, and take the opportunity to implement a key Web 2.0 feature. We decided that the best way to answer students’ questions was by allowing our audience – students, recent grads, career-centre professionals, and employers – to crowd source the best answers to their questions, and so we decided to launch TalentEgg Answers, our new interactive Q&A section.”



TalentEgg launches new Q&A section on TalentEgg.ca

With TalentEgg Answers, registered users can submit questions and help fellow job seekers answer their own questions.

For employers, TalentEgg Answers represents an opportunity to connect with students and become actively involved in guiding their career search. Several employers subscribed to TalentEgg have already confirmed they will be actively involved in the new community.

“This is just the beginning. At TalentEgg, we’ve always been committed to providing genuine, relatable resources for our audience. TalentEgg Answers is only our first step into open, crowd-sourced solution gathering.”

TalentEgg is Canada’s career hub for students, connecting students with the resources they need to make a successful transition from school to work.

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TalentEgg.ca: Career hub for Canadian students and new grads

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