



Ministry of Human Resources and Social Security promotes live streaming for job creation, with Kuaishou's live-streaming recruitment user base reaching 250 million

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On January 10, the "Notice on Promoting the Application of Live Streaming for Job Creation in the Field of Employment Public Services of the Ministry of Human Resources and Social Security" was issued. The notice stated that live streaming for job creation is an innovative practice that integrates digital technology with public services, characterized by intuitive experiences, instant interactions, and precise matchmaking. This practice offers broad application prospects in the field of employment services. It is understood that Kuaishou, as a platform for live-streaming job creation, has contributed to an increase of 14% in the online recruitment industry. The platform has collaborated with over 240,000 companies and achieved a monthly active user of 250 million. The industrialization of live streaming has not only increased user retention for the platform, but also opened up new business models.