

HAPI Organic Posting Network (OPN)

Distribute jobs automatically to free job boards to boost visibility.



HAPI OPN is ideal for employers who:

- Want to increase job visibility without increasing spend
- Need a baseline level of exposure for every role
- Want to reach passive and active job seekers through additional organic channels
- Aim to drive more traffic into their ATS and grow their talent pool
- Prefer simple, always-on distribution without campaign management

Understanding the customer challenges and providing solutions

Customer Challenge

How HAPI OPN Helps

Customer Benefits



"We don't have a budget for paid media."

- Automatically posts jobs to 25+ free job boards and aggregators
- Includes national and niche organic platforms

- ✓ Increased reach at no cost
- ✓ No dependency on paid ads



"We want to build a stronger talent pool over time."

- Drives organic traffic into the ATS
- Supports long-term pipeline growth

- ✓ Larger, more diverse candidate pool
- ✓ Better sourcing foundation



"We want to have consistent brand visibility on key free channels."

- Automatically distributes jobs to LinkedIn and other high-visibility organic channels
- Ensures every role has a baseline presence where candidates already browse

- ✓ Immediate visibility without campaign setup
- ✓ Consistent employer branding across organic channels
- ✓ Works out of the box, no extra configuration required



"Our jobs don't get enough visibility organically."

- Expands distribution beyond the career site
- Ensures consistent presence on key free channels

- ✓ More inbound traffic
- ✓ Broader candidate discovery



"We don't want extra tools or workflows."

- Fully embedded in the ATS via HAPI
- No additional dashboards or integrations

- ✓ Zero operational overhead
- ✓ Works seamlessly in existing flows

Why Your Customers Will Want HAPI Organic Posting Network



Free visibility, by default:

Automatically reach more candidates without increasing recruitment spend.



Reduced reliance on paid channels:

OPN provides a strong organic baseline that complements paid job marketing.



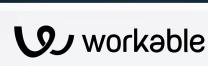
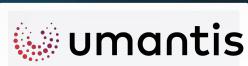
Seamless ATS integration:

No setup, no need for intensive training, jobs are distributed easily when posted.



Always-on value:

Ideal as a foundational distribution layer for every hiring team.



Want to learn more?

Check HAPI Partner Content Hub for more materials