



## Empowering digital community, from spiritual aspects to practical life hacks

2023.01.04

LatePost

There is no denying that the individual ability of users to aid farmers and to help recruiting workers is limited. Yet, it offers a unique window for Kuaishou to gain a clear understanding of the largest hurdle encountered by ordinary people in earning their living. With this understanding in mind, Kuaishou has leveraged the advantage of its platform to integrate online communities with offline industries. In January 2022, having identified the huge job-seeking needs of blue-collar workers on the platform, Kuaishou launched “Kwai Recruit (快招工)”, a platform dedicated to the employment and recruitment of blue-collar workers, which was later upgraded to “Kwai Hire (快聘)”, connecting proper manufacturers, service providers, small- and medium-sized enterprises that have huge demands for recruitment, with the blue-collar job seekers.