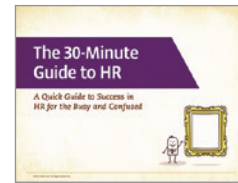


# Finding Job Candidates via Social Recruiting

In today's world of recruiting, there is no single source of candidates anymore and no one process will work for all organizations. But as recruiters begin searching for quality candidates and as resources may be limited, hiring managers are more often turning to social media. For more stats and tips on recruiting, creating effective job descriptions and other human resources activities, visit [sikich.com/hr-guide](http://sikich.com/hr-guide).

DOWNLOAD THIS

The 30-Minute Guide to Human Resources



[sikich.com/hr-guide](http://sikich.com/hr-guide)

## 1 Social recruiting becomes the norm.

ORGANIZATIONS ARE QUICKLY MAKING THE MOVE TO **FIND AND CONTACT JOB CANDIDATES** ON SOCIAL NETWORKING SITES.

**92%**

OF ORGANIZATIONS ARE REGULARLY USING SITES LIKE



LINKEDIN



FACEBOOK



TWITTER

TO RECRUIT THESE CANDIDATES.

SOURCE: STAFF.COM

## 2 LinkedIn tops all sites for social recruiting.

**98%** 

OF RECRUITERS

HAVE SUCCESSFULLY HIRED AT LEAST ONE CANDIDATE THROUGH **LINKEDIN**.



**42%**

OF ORGANIZATIONS

HAVE USED **TWITTER** TO RECRUIT AND HIRE JOB CANDIDATES.

**33%**



OF RECRUITERS

HAVE HIRED QUALIFIED CANDIDATES THROUGH **FACEBOOK**.

SOURCE: ONLINEDEGREES.COM

## 3 Social media can prevent job offers.

OF THE

**12%**

OF **HIRING MANAGERS** WHO SAY THEY USE SOCIAL MEDIA TO UNCOVER REASONS NOT TO HIRE SOMEONE...

MORE THAN

**50%**

ACTUALLY JUST WANT TO FIND OUT IF THE CANDIDATE WILL FIT THE **ORGANIZATION'S CULTURE**.

BUT **34% OF THESE HIRING MANAGERS** DID DISCOVER REASONS TO NOT HIRE SOMEONE VIA SOCIAL MEDIA. IN FACT, **33% OF THESE CASES** INCLUDED A CANDIDATE BAD-MOUTHING A PREVIOUS EMPLOYER.



SOURCE: CAREERBUILDER

## 4 Mobile aids in job searching.



SINCE **2010** MOBILE TRAFFIC HAS GROWN BY **2000%**

**1 IN 4** JOB SEEKERS USE MOBILE DEVICES TO SEARCH FOR JOBS.



SOURCES: INTERNATIONAL TELECOMMUNICATION UNION; LINKUP

## 5 Candidates want to view videos.

**JOB SEEKERS** VIEW POSTINGS THAT INCLUDE VIDEO ICONS **12% MORE OFTEN** THAN JOB POSTINGS WITHOUT VIDEO.

SOURCE: HIRERABBIT



## 6 Social media improves recruiting processes.

**TIME TO HIRE** HAS IMPROVED BY 33%.

**33%**

**CANDIDATE QUALITY** HAS IMPROVED BY 49%.

**49%**

**CANDIDATE QUANTITY** HAS IMPROVED BY 43%.

**43%**

**EMPLOYEE REFERRALS** HAVE IMPROVED BY 32%.

**32%**

SOURCE: JOBVITE