

USING SOCIAL MEDIA TO RECRUIT Is Even More Important Than You Thought

• THE SEEKER

THE RECRUITER •



69% OF ALL AMERICANS USE SOCIAL MEDIA¹

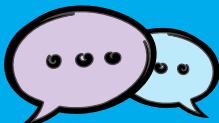
14.4 million

People in the US have used social media to search for a job²

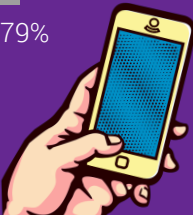
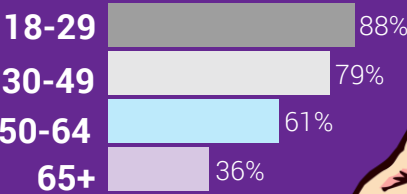


84% OF ORGANIZATIONS USE SOCIAL MEDIA FOR RECRUITING⁴

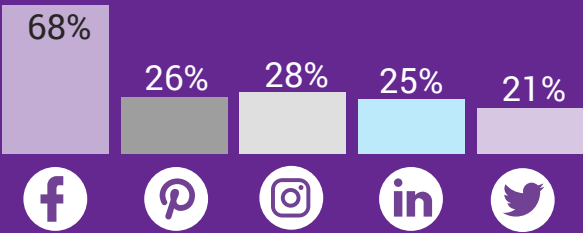
73% HIRED SUCCESSFULLY USING SOCIAL MEDIA³



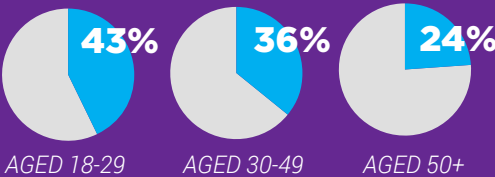
SOCIAL MEDIA USERS BY AGE:¹



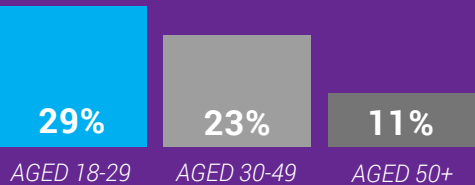
MOST POPULAR PLATFORMS:¹



AGES OF PEOPLE WHO USE SOCIAL MEDIA TO LOOK FOR OR RESEARCH A JOB⁴



APPLIED FOR A JOB FOUND ON SOCIAL MEDIA³



42%

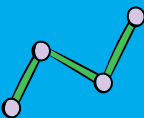
of organizations say that candidate quality improved³



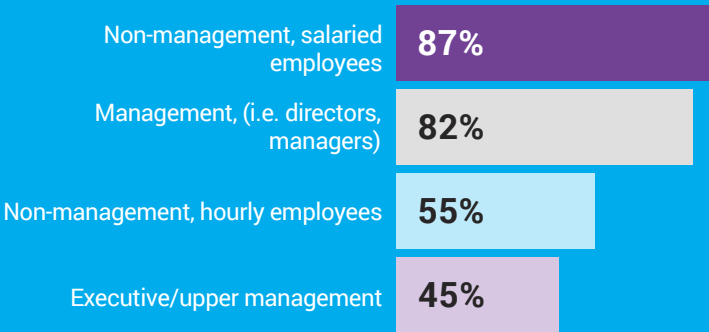
20% say it takes less time to hire³

31%

saw an increase in employee referrals³



JOB LEVELS RECRUITED THROUGH SOCIAL MEDIA:⁵



TO LEARN MORE ABOUT SOCIAL RECRUITING, PLEASE VISIT
[MONSTERGOVERNMENTSOLUTIONS.COM/SOCIAL-RECRUITMENT](https://www.monstergovernmentsolutions.com/social-recruitment)

Sources: 1) Pew Research, January 2017 <http://www.pewinternet.org/fact-sheet/social-media/>; 2) Forbes, April 2017, <https://www.forbes.com/sites/williamarruda/2017/04/06/will-facebook-make-looking-for-a-job-easier-or-just-more-social/#148542204f89>; 3) Job Seekers: Social Media is Even More Important than you Thought, Brooke Torres, themuse.com, <https://www.themuse.com/advice/job-seekers-social-media-is-even-more-important-than-you-thought>; 4) The Undercover Recruiter, <https://theundercoverrecruiter.com/global-stats-recruiting-trends/>; 5) Using Social Media for Talent Acquisition – Recruitment and Screening, Sept 2017, SHRM, <https://www.shrm.org/hr-today/trends-and-forecasting/research-and-surveys/pages/social-media-recruiting-screening-2015.aspx>