



2014

Social Recruiting Survey

Jobvite



The job market is cutthroat due to an increased demand for skilled workers.

Relationships matter more than ever, forcing recruiters to engage candidates at every touchpoint.

- 69% of recruiters expect competition to increase in 2015.
- To succeed, recruiters plan to invest more in social recruiting (73%), referrals (63%) and mobile (51%).

Social recruiting is now the norm — 93% of recruiters use or plan to use social to support their recruiting efforts. But social is no longer enough on its own. This year's study delves into the various tools and practices recruiters utilize to target quality talent. Findings reveal that, much like marketers, recruiters showcase their employer brand and engage with candidates across many platforms.

It's a fiercely competitive labor market, which means that recruiters must engage candidates like a marketer would engage customers.

- Demand for a limited supply of highly skilled workers is increasing, specifically in Engineering, IT, Operations and Sales.
- Employer brand matters — 73% of companies are highlighting company culture to attract top talent.

Social media enables recruiters to find quality hires by targeting talent, engaging candidates, evaluating applicants and showcasing employer brand.

- 73% of recruiters plan to increase their investment in social recruiting in 2014.
- While 83% of job seekers flock to Facebook, LinkedIn remains recruiters' top social network.
- Despite the proliferation of social media, 82% of recruiters believe their social recruiting skills to be proficient or less.

Recruiters take social media profiles seriously when evaluating candidates.

- Recruiters are now reviewing social profiles to uncover mutual connections and evaluate written or design work.
- 55% of recruiters have reconsidered a candidate based on their social profile (up 13% from 2013).

Mobile is a burgeoning channel for candidate engagement — recruiters that don't leverage mobile will risk losing talent to the competition.

- 55% of recruiters use or plan to use a mobile career site to support recruiting efforts.
- Recruiters are already seeing the benefits with improved time-to-hire (14%) and quality of candidates (13%).

The best recruiters market to different audiences and channels to find, engage and hire talent faster.

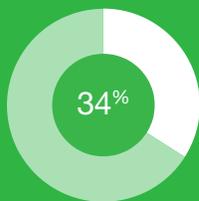
- Recruiters continue to find the best candidates through referrals, internal transfers and direct sources.

Demand for skilled labor is high but supply is low.

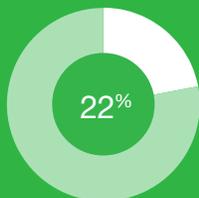
69%

of recruiters expect hiring to become more competitive in the next 12 months.

Hiring is on the rise across industries.



Anticipate filling **between 11-50** job positions in the next 12 months.



Plan to fill **more than 100** positions in the next 12 months.

Q. What job openings are you hoping to fill this year?

ENGINEERING



IT



OPERATIONS



MARKETING

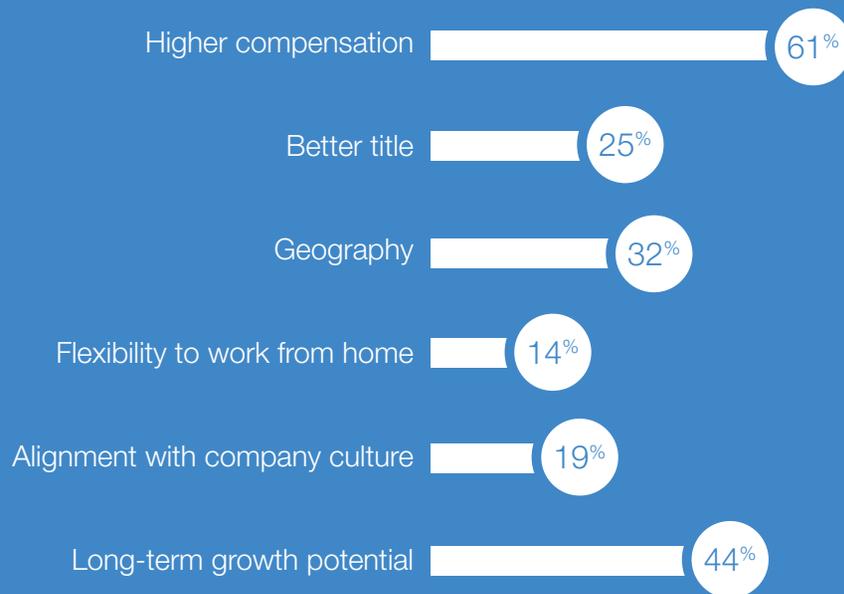


SALES

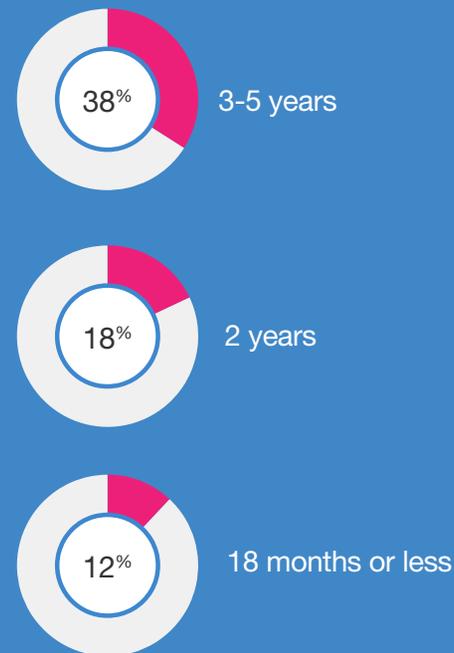


Competition is fierce — job seekers are constantly shopping for the next best opportunity.

Q. Why do employees leave your company?

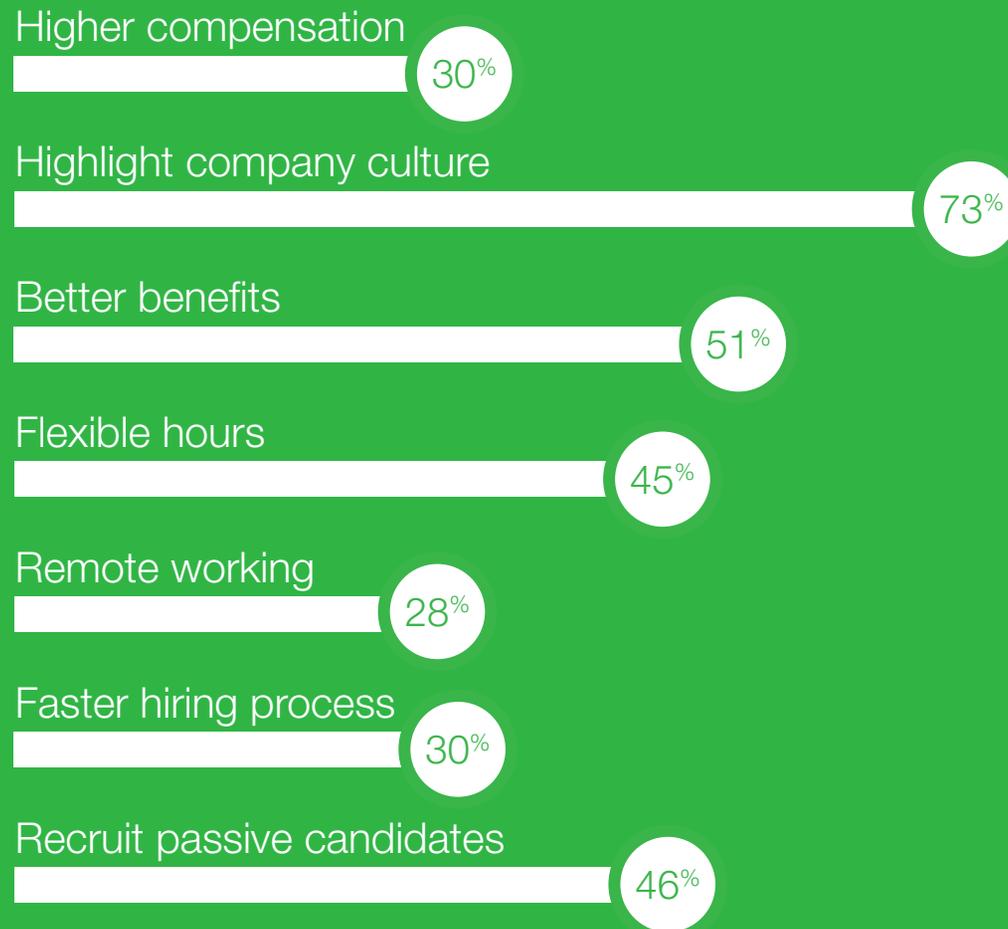


On average, new hires don't stick around for long. Recruiters have to work harder to keep employees **happy, engaged and motivated.**



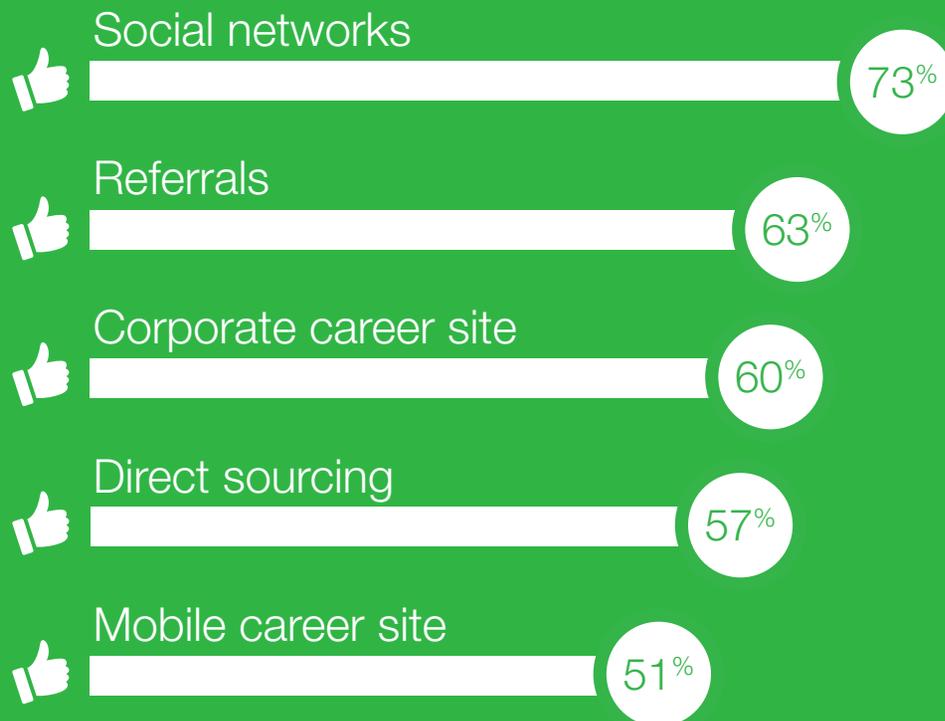
In the war for talent, recruiters must be ready to go to battle.

Q. What steps do you take to compete against other employers?



To target top talent, recruiters need to **build an arsenal.**

In 2014, employers plan to increase their investment in a range of recruiting methods.

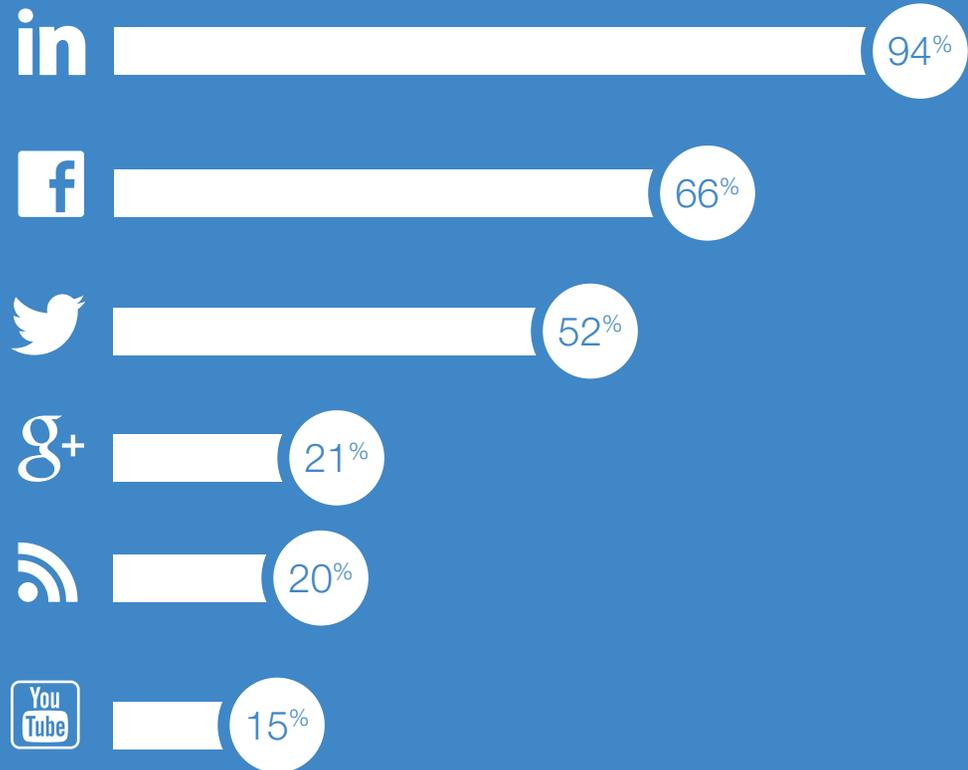


Q. Where are recruiters finding the best candidates?

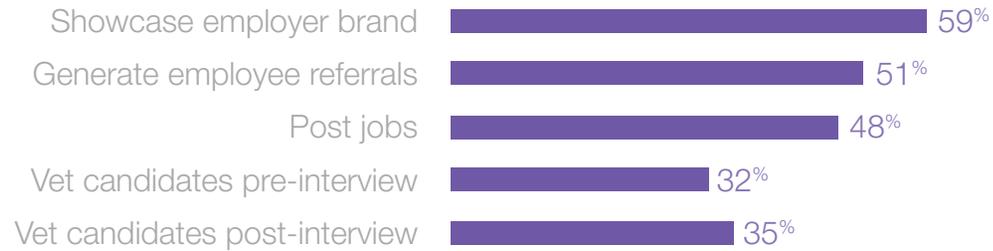


Social media is an essential recruitment tool across industries.

Q. Which of the following social networks do you use for recruiting?

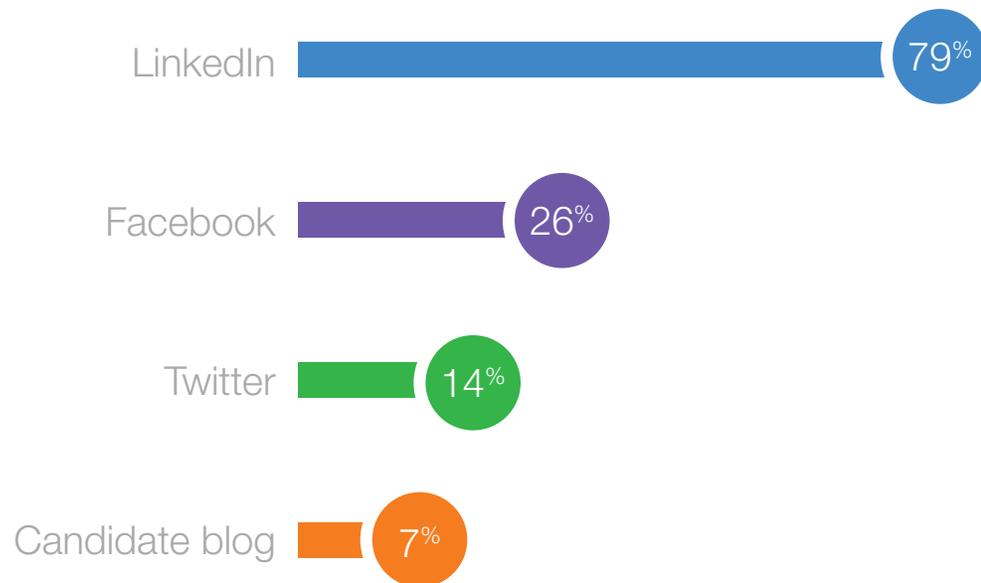


Q. Which of the following tactics do you use for recruiting on social networks?



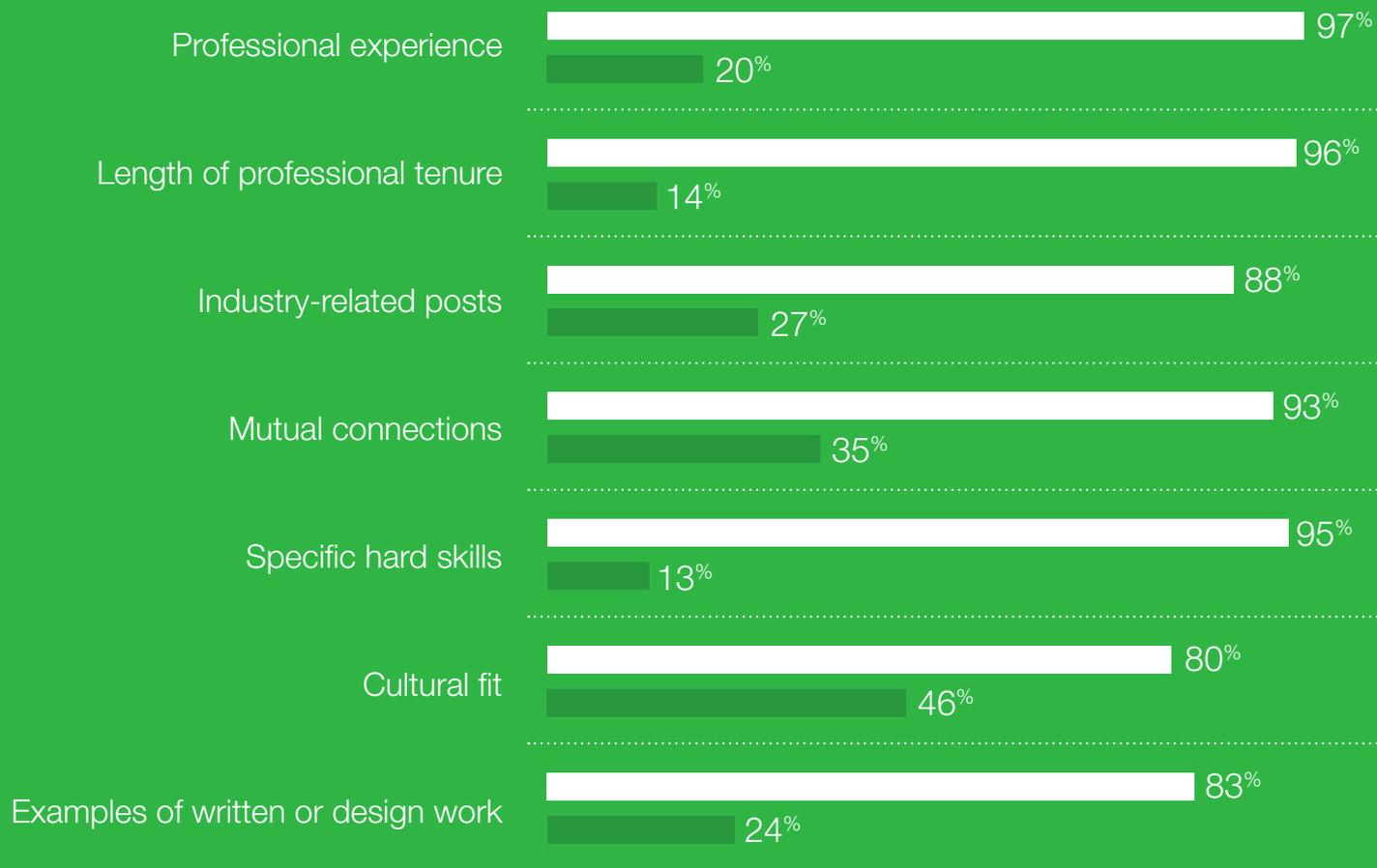
73% of recruiters have hired a candidate through social media.

Q. Which of the following networks have you hired through?



93% of recruiters will review a candidate's social profile before making a hiring decision.

Q. What do you look for in a candidate on social networks?





55% of recruiters have reconsidered a candidate based on their social profile, with

61% of those reconsiderations being negative.

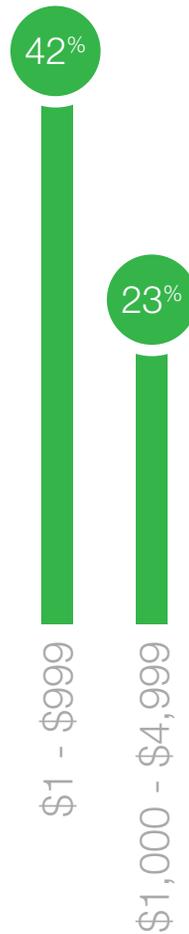
	POSITIVE	NEUTRAL	NEGATIVE
Profanity	5%	22%	63%
Spelling/grammar	3%	24%	66%
Illegal drug references	2%	7%	83%
Sexual posts	1%	17%	70%
Volunteering/donations to charity	65%	25%	2%
Political affiliation	2%	69%	17%
Alcohol	2%	43%	44%
Guns	2%	32%	51%



33% of recruiters don't spend anything on social recruiting and 41% spend between \$1 - \$999.

Q. What is your monthly expenditure for the following recruiting tools?

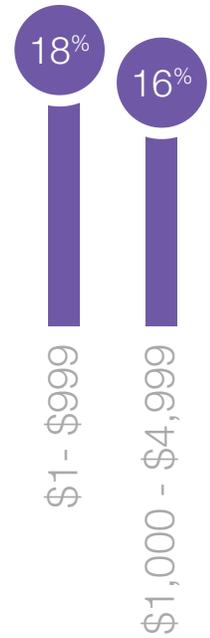
Job boards



Social



Outside recruiters



Social recruiting delivers results. So why aren't recruiters investing in it?

Q. Since implementing social recruiting, which of the following have improved?

Quality of candidates  44%

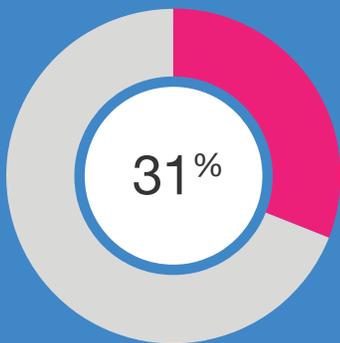
Quantity of candidates  44%

Time-to-hire  34%

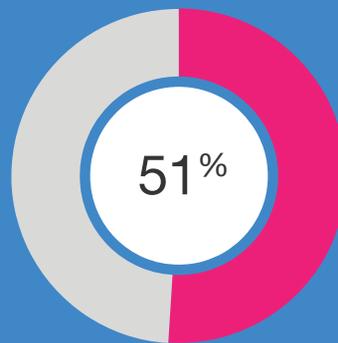
Employee referrals  30%

Only **18%** of recruiters consider themselves to be experts at social recruiting.

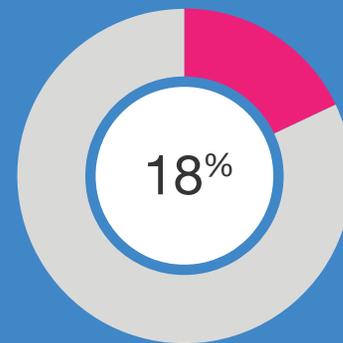
Q. Rate your social recruiting skill level.



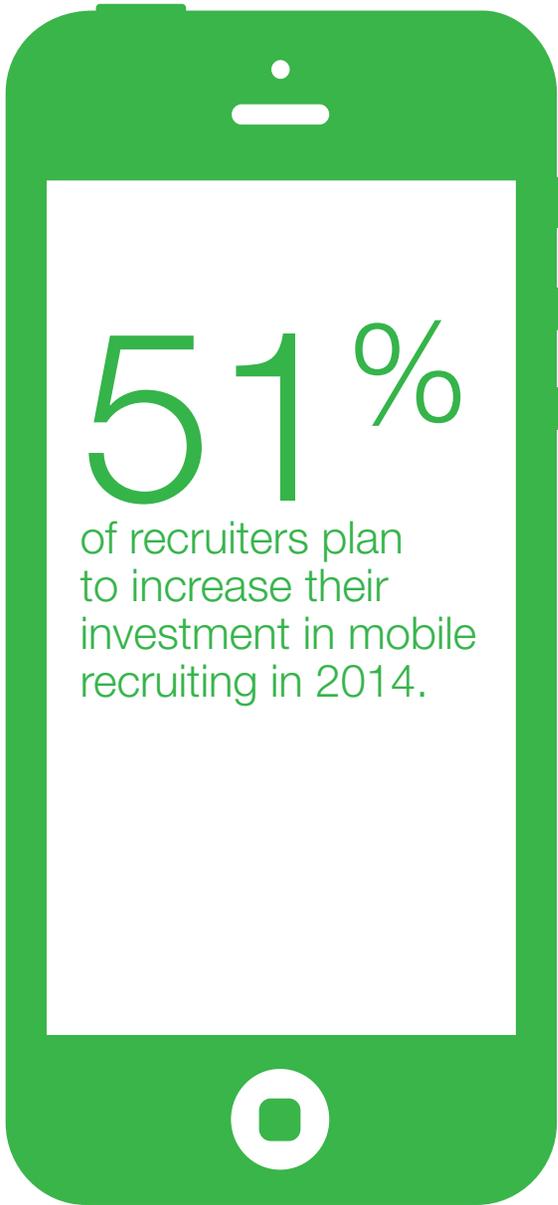
Novice



Proficient



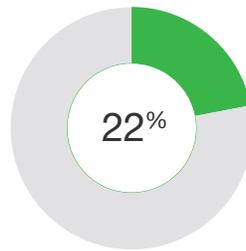
Expert



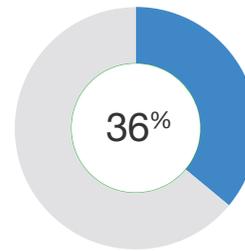
The Mobile Recruiter.

Recruiters are on 24/7 and use mobile to evaluate candidates anytime, anywhere.

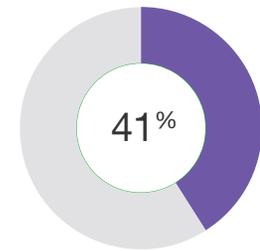
Recruiters are utilizing mobile to find and engage candidates in the following ways:



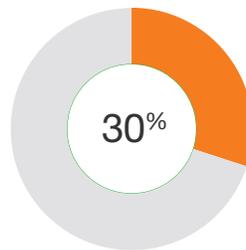
Post jobs



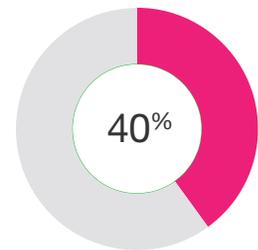
Search for candidates



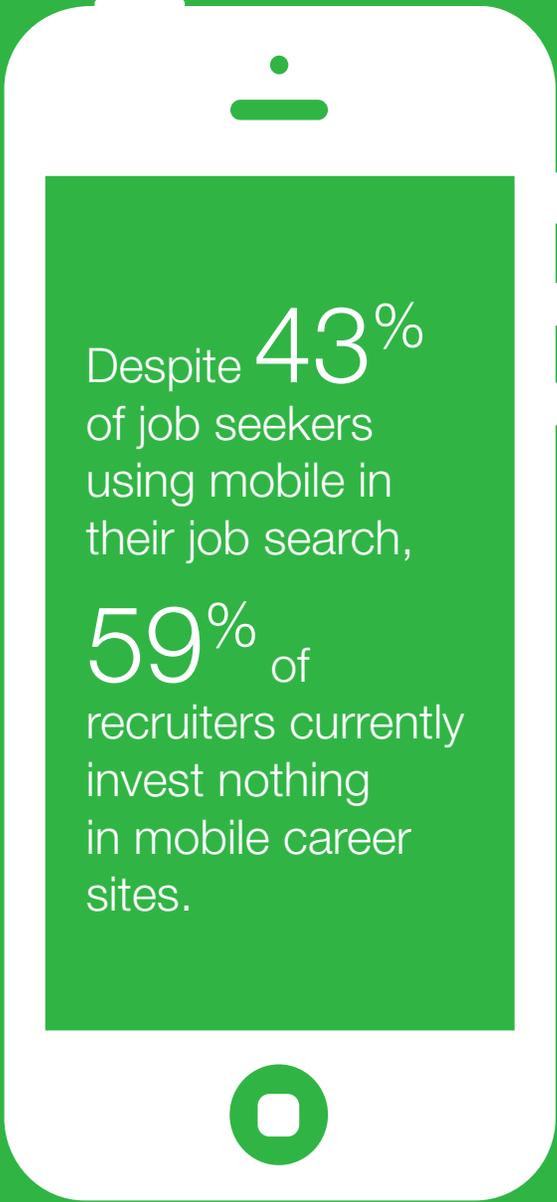
Contact candidates



Post jobs on social



Forward candidate resumes to colleagues



Despite **43%** of job seekers using mobile in their job search, **59%** of recruiters currently invest nothing in mobile career sites.

There's a mobile disconnect between job seekers and recruiters.

For those who are leveraging the power of mobile, they are already seeing its impact on candidate engagement:

Improves time-to-hire



Improves quality of candidate



Improves quantity of hires



Improves quality/quantity of referrals



About The Survey

Now in its seventh year, Jobvite's annual Social Recruiting Survey is the most comprehensive survey of its kind. The online survey was conducted in August 2014. The survey was completed by 1,855 recruiting and human resources professionals spanning across industries. Survey participants were comprised of both Jobvite customers and non-customers.

About Jobvite

Jobvite is the only recruiting platform that delivers real-time recruiting intelligence with innovative technology for the evolving social web. Leading, fast-growing companies today use Jobvite's social recruiting, sourcing and talent acquisition solutions to target the right talent and build the best teams. Jobvite is a complete, Software-as-a-Service (SaaS) platform, which can optimize the speed, cost-effectiveness and ease of recruiting for any company. To find out more take a tour of our product.

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