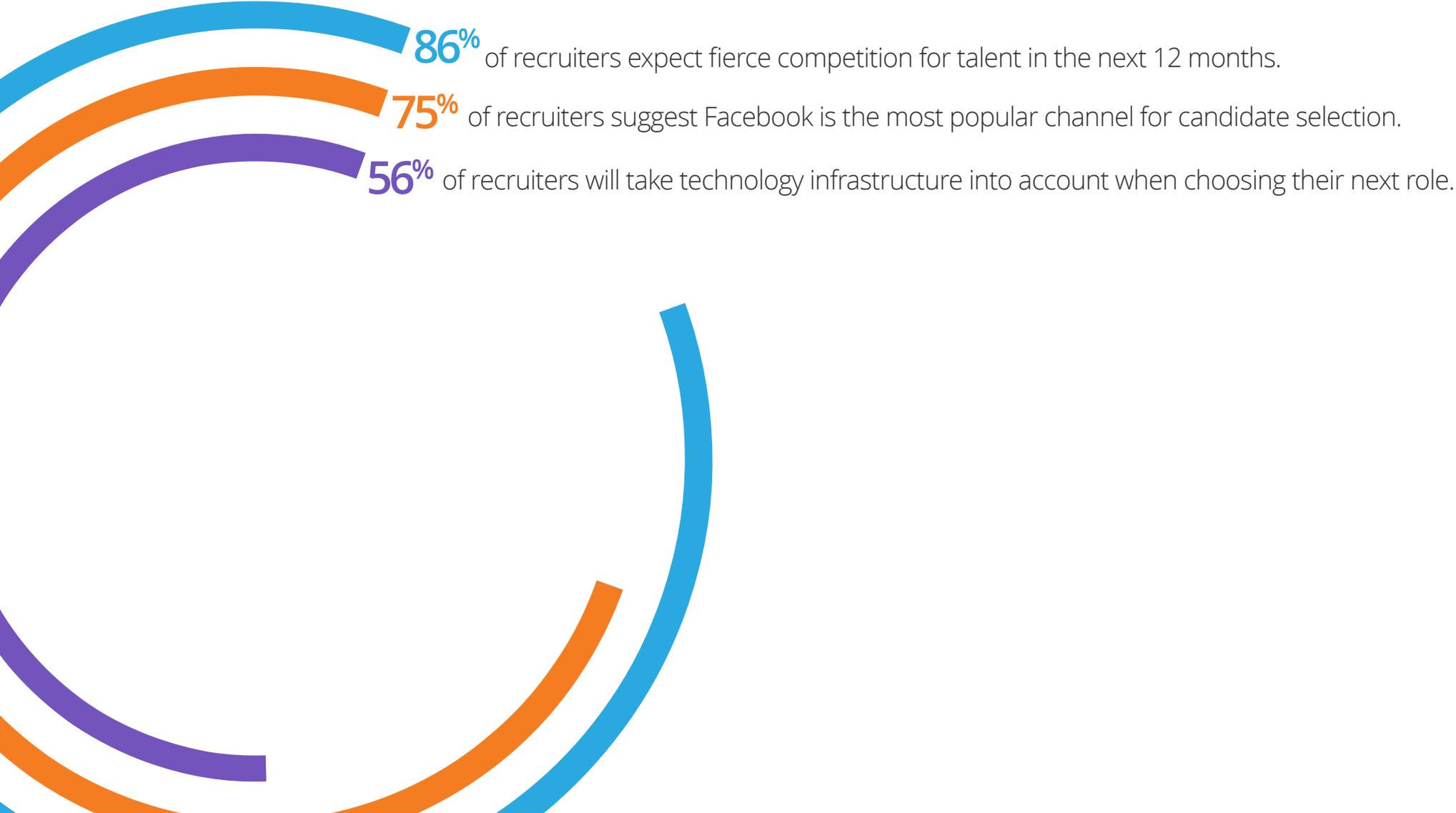


The **Jobvite**
UK Social Recruitment
Survey

20
15



In a Competitive and Complex Job Market, a Change Is on the Horizon

Only **5%** of UK recruiters expect a decrease in competition in the next 12 months.

Recruiting is fundamental to the health and success of all businesses today. Finding, nurturing, and hiring the right talent is now a dynamic and diversified process. It requires recruiters to tap into social networks, mobile, and beyond.

This is the first annual study of the social recruiting market in the UK.

- The study examines trends, challenges, and opportunities faced by recruiters nationwide
- It identifies the prevailing new approaches to finding the best talent
- It also reveals key differences between the US and UK markets

Top Findings:

UK recruiters are facing an increasingly challenging market, against the backdrop of a skills shortage.

- **86%** of recruiters anticipate the job market to remain the same or get more competitive
- **65%** of recruiters are concerned that the current economic environment will make it increasingly difficult for them to find the most skilled candidates
- **58%** of recruiters say that the biggest challenge their company faces in hiring quality talent is the lack of skilled or qualified workers

The pressure is on and speed is of the essence.

- **49%** of recruiters are experiencing increased pressure to hire the right candidate faster
- This pressure is driven by senior management (**67%**), lines of business managers (**39%**) and the Board (**20%**)
- **68%** of recruiters take between 11-60 days to hire a candidate across all categories

The UK is just beginning its social recruitment journey.

- **60%** of recruiters have not used social media channels in the last 12 months to identify candidates
- But this is about to change—one third (**33%**) of all recruiters plan to increase investment in recruiting via social media in the next 12 months
- **75%** of recruiters who have used social media channels in the last 12 months used Facebook; it's the UK's most popular channel

Technology matters to recruiters.

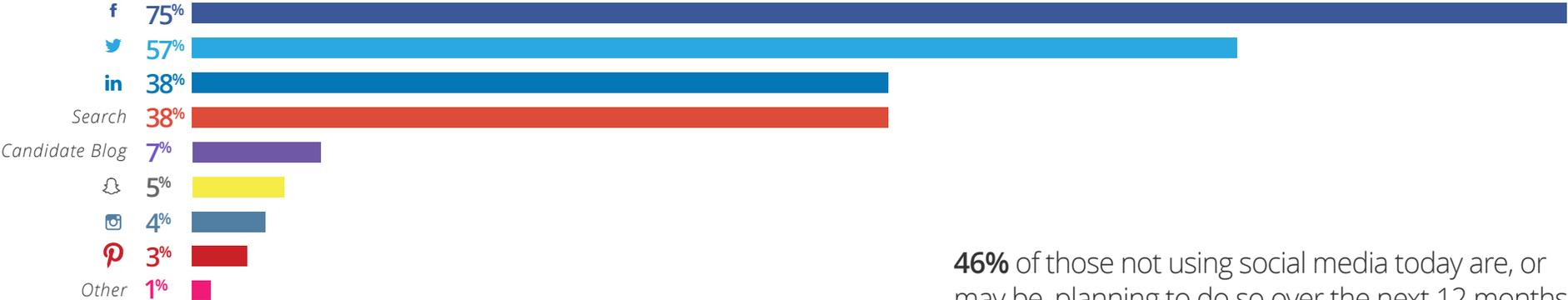
- **56%** of recruiters indicate that they will be taking the recruitment technology infrastructure of their future employer into account when selecting a new role
- **60%** of recruiters also suggest that not having the right recruitment technology in place will affect their decision on taking on their next role

The Social Media Landscape

To support the demands of modern business, UK recruiters need to focus on social media and technology.

SOCIAL

In the UK, **60%** of recruiters don't use social media in the recruiting process. The **40%** that do, favour the following channels to cast a wider net in candidate identification:



46% of those not using social media today are, or may be, planning to do so over the next 12 months.

EMPLOYER BRAND



of recruiters have found social or professional networks to be the most effective in growing their employer brands.

CHANNEL PREFERENCES



75% of recruiters favour Facebook when looking for candidates
57% also use Twitter and 38% LinkedIn.

INVESTMENT

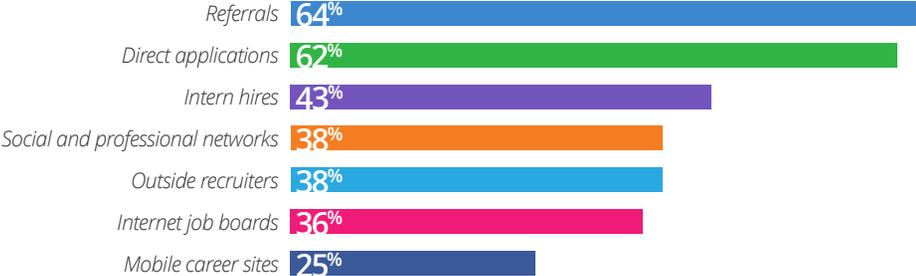


It's time for change. One third (33%) of all recruiters and their companies plan to invest in social media recruiting in the next 12 months.

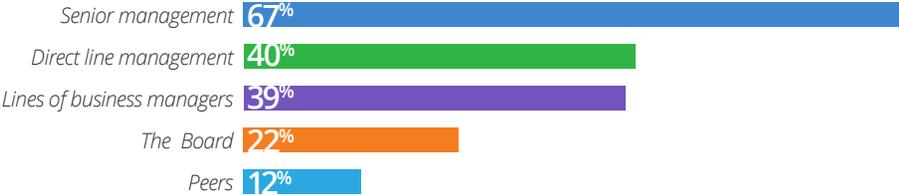
The Realities of Modern Recruiting

38% of UK recruiters say the size of their recruiting team has increased significantly in the last year.

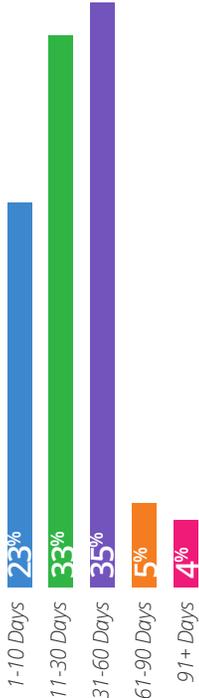
Recruiters find candidates from various places, but in the UK employee referrals remain the most effective source of quality hires.



49% of recruiters are facing increased pressure to make the right hire faster. This is driven by:



Average time-to-hire:



In the UK **35%** of recruiters spend **£5,000** or more on outside agencies or recruiters annually.

Set Against a Competitive Backdrop

65% of UK recruiters expect the current economic environment will make it increasingly difficult to find the most skilled candidates.

Two-in-five recruiters also believe there will be more competition in hiring employees in the next twelve months.

This percentage skyrockets in industries that are high-growth or known to be facing a skills shortage:



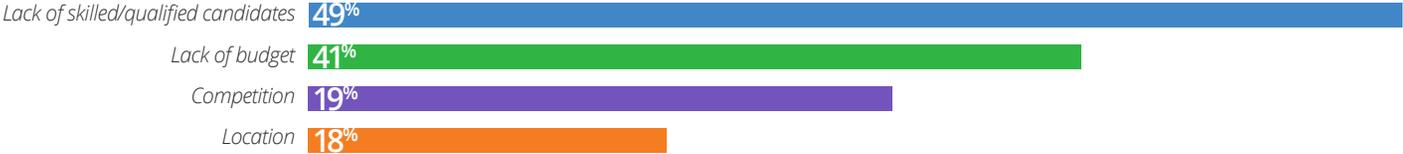
Size also plays a role. Medium sized organisations expect stiffer competition in the next year:



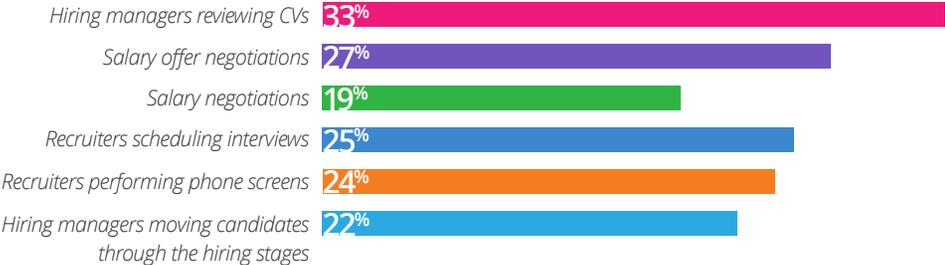
Even the Best UK Recruiters Face Stumbling Blocks

58% of UK recruiters are struggling to find skilled or qualified candidates.

What are the obstacles confronting recruiters?



Internal bottlenecks have a real impact on hiring efficiency. Recruiters cite these as top challenges:



Of course, it all depends on what industry you work in!



of recruiters in **manufacturing** found the lack of skilled workers to be a huge problem.



of recruiters in **retail** say lack of budget is a challenge.



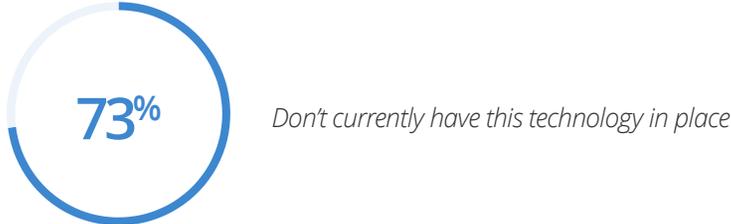
of recruiters in **construction** find that location gets in the way of hires.

Technology Matters

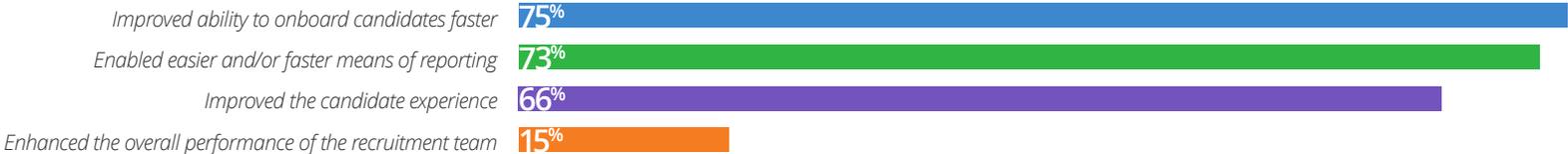
UK recruiters are increasingly concerned with the technologies that will help them to do their jobs better.

56% of recruiters will take into account the recruitment technology infrastructure of their future employers and how that will affect their ability to do their jobs.

Yet, many organisations aren't using an ATS:



Those that do use an ATS, have realised significant benefits:



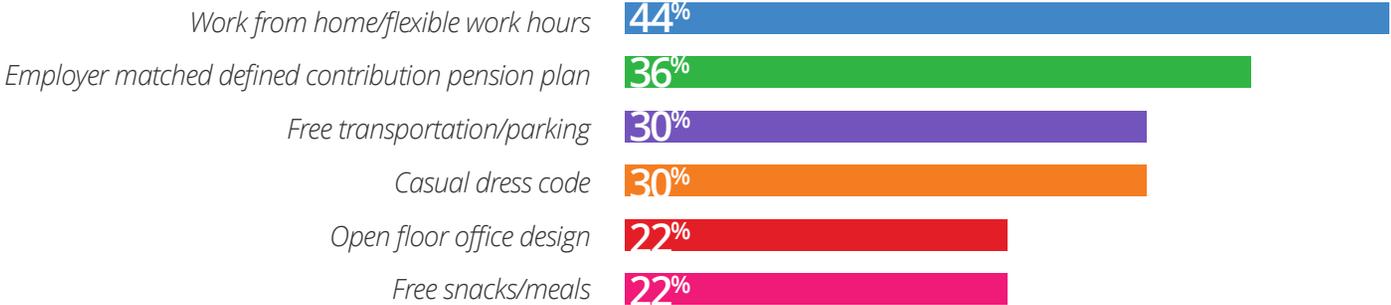
In fact, **60%** of recruiters **say that not having the right technology in place will affect their decision on whether to take on their next role.**

What's Attracting Talent?

The modern UK recruiter draws on referrals and candidate insight to keep the talent pipeline full.

64% of recruiters find their best quality candidates through referrals.

But perks should not be discounted. In the last 12 months recruiters have found that candidates can be swayed by:

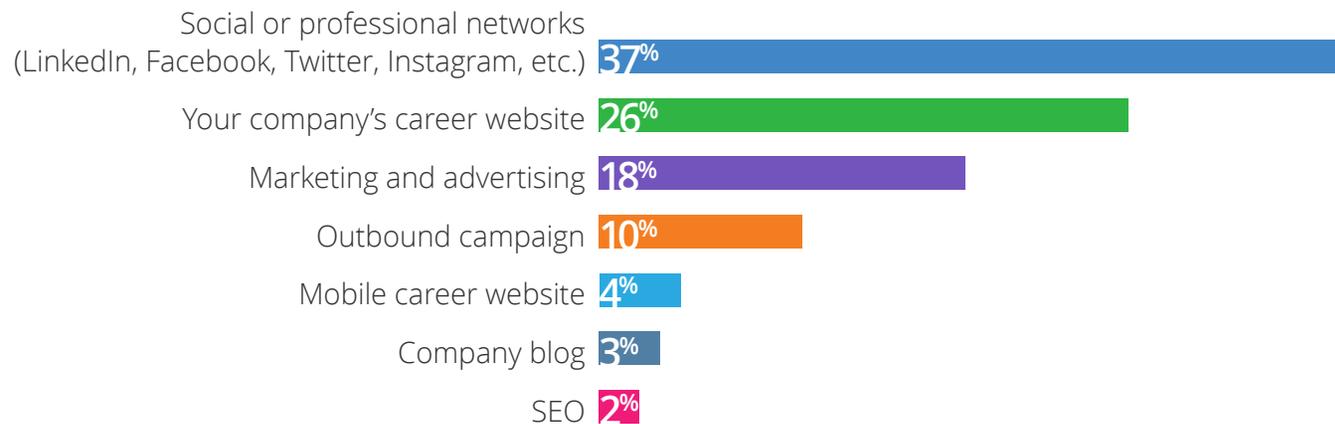


After referrals, recruiters find their best candidates through direct applications (**64%**) and intern-hires (**43%**).

Recruitment is Marketing

One in ten of UK recruiters suggest that brand awareness is one of the key challenges they face in attracting top talent.

Recruiters, like marketers, know how important it is to make their company brand visible. They're using multiple channels, and in the UK have found these to be most effective in growing their employer brand:



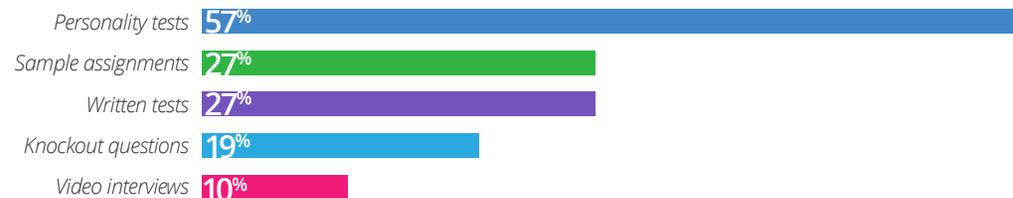
More than a quarter of recruiters in the US said that brand awareness is one of the biggest challenges they face in attracting top talent. As competition for talent in the UK increases, companies will need to start concentrating on boosting their employer brand awareness.

Mobile career websites might rank lower today, but **a fifth of recruiters (19%) are planning to increase investment in this area in the next twelve months.** Don't get left behind!

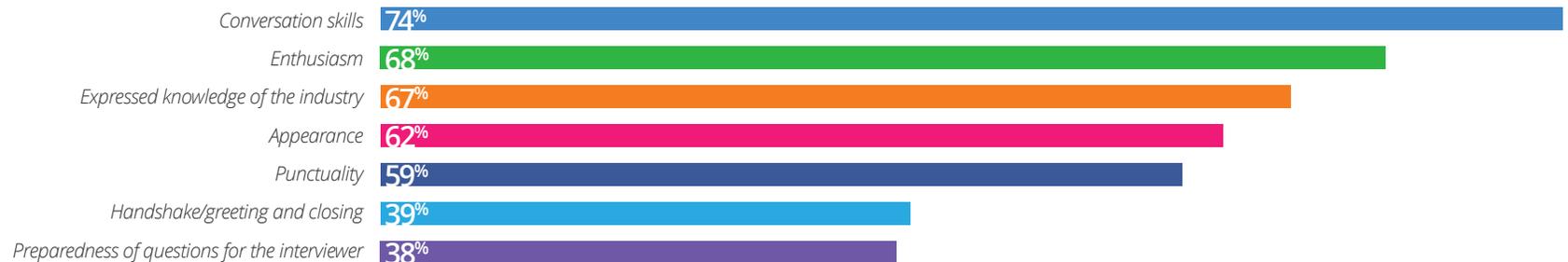
Great Talent Remains Hard to Find

UK recruiters are getting creative about how they evaluate job seekers.

88% of recruiters still count on CVs and 74% on references when it comes to candidate evaluation. But the standard methods aren't enough when you're after the perfect fit. Recruiters are diving deeper to understand candidates. Creative examples include:



First impressions are critical. Long after the candidate has left the office, recruiters consider:



What Gives an Edge—and What Doesn't Cut It



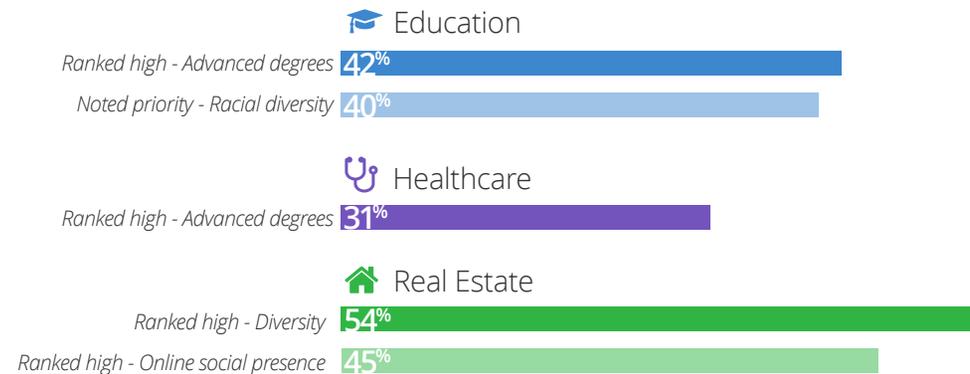
These were ranked especially high (% 4 or 5):



These were ranked especially low (% 1 or 2):



Different industries value different attributes:



Living Social

What they say and do on social media may affect a candidate's ability to land their next job.

Social channels are a goldmine of information for recruiters. Here's what they notice most:



Length of average job tenure



Length of tenure with current employer, written or design work, and a commitment to professional organisations



Mutual connections

But it can also be a minefield for candidates. Here's what's frowned upon:



References to marijuana use



Spelling/grammar errors in posts/tweets



Pictures of the consumption of alcohol

There is neutral ground too:



Political affiliations



A limited social media presence

There's good news! 61% of recruiters would be more, or much more likely, to **reconsider a hiring decision based on the positive content on a candidate's social media profile.**

Recruiters' Advice for Candidates on Social Media in the UK

With the proliferation of social media in our daily lives, it's important to remind candidates what's a good idea and what might cost them their dream job!

Do: Share details about volunteer, professional, or social engagement work.



of recruiters view this positively.

Engage with current events, appropriately.



of recruiters view this positively, while 35% are neutral.

Double check your spelling and grammar.



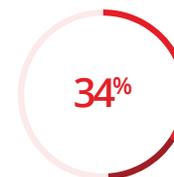
cite these mistakes as a negative.

Don't: Share details of alcohol consumption or marijuana use.



of recruiters view alcohol negatively, and 65% view marijuana negatively.

Rush to post that selfie!



of recruiters see selfies negatively, although 49% are neutral.

UK and US
What's the Difference?

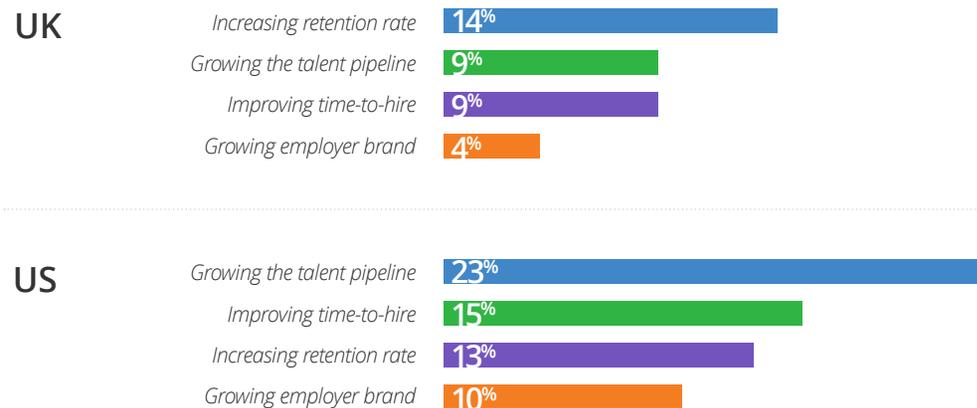
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Recruiting Landscapes Across Borders

*Challenges and priorities are similar in the UK and US.
But we have some differences from our friends across the pond.*

Both the UK and US put **improving the quality of the hire as a top priority**—but there's a disparity on emphasis with **45%** of UK recruiters marking this as the top priority and only **28%** of US recruiters doing the same.

Other priorities include:



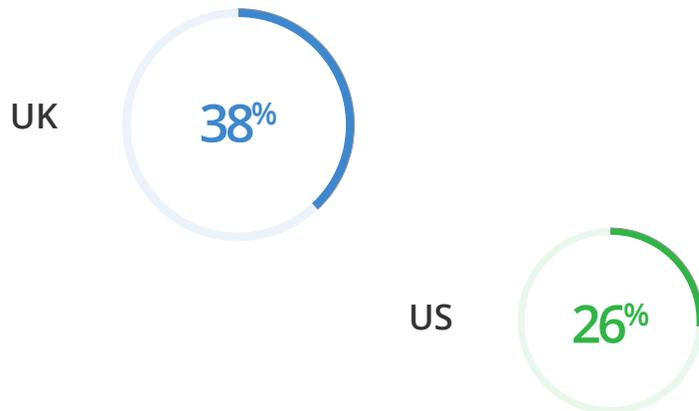
It appears that both nations are facing a skills shortage. **58%** of UK and **56%** of US respondents marked the lack of skilled/qualified candidates as one of the biggest challenges.

Preparing for Challenging Environments

US invests more than the UK in the right technology for recruitment.

In the UK, **40%** of recruiters expect that competition in hiring will become more fierce, compared to **67%** of those in the US.

Significant increases in the size of recruitment teams have been experienced in the last 12 months:



But investment is lower in the UK—there are far more organisations spending less than £1,000 a year on career websites, mobile career websites, social media recruiting, job boards, and ATS.

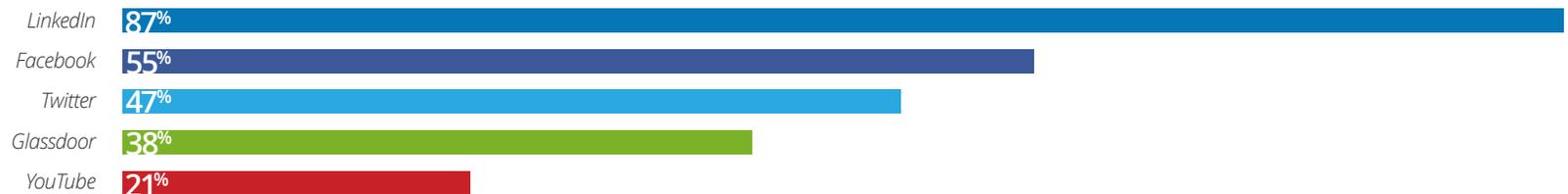


The UK is still more reliant on outside recruitment agencies. In the UK **21%** of organisations spend between £5,000-£15,000 a year on outside recruitment agencies compared to the US where spend in this area tapers off to **9%**. Based on Jobvite's experience, there's definitely a shift afoot in this area, especially as more companies start to invest in recruiting technology.

Socially Speaking

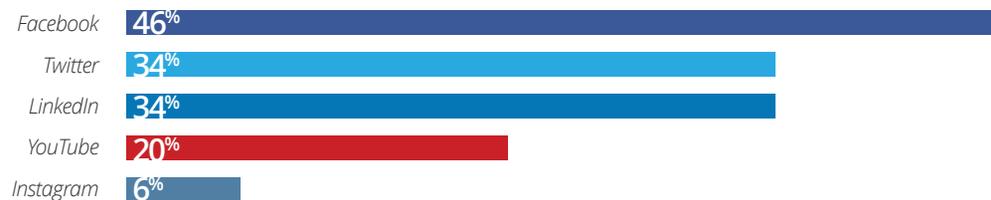
Social recruiting is the next frontier for the UK.

In the **US**, companies plan to use the following channels in recruiting efforts:



And only 4% had no plans to use social media in the next 12 months.

In the **UK**, companies plan to use the following channels in recruiting efforts:



Yet, incredibly, 30% do not plan on using social media in the next 12 months, despite an increasingly competitive market.

92% of recruiters in the US are using social media to cast a wider net than ever. In the UK, only **40%** of recruiters have used social media in candidate identification in the last 12 months.

It's Not All Stiff Upper Lip

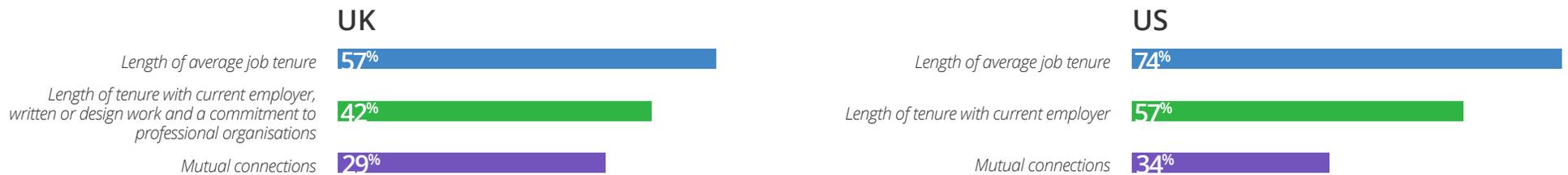
The UK is more tolerant of social media indiscretions.

When viewing a candidate's profile recruiters view the following elements as mostly negative:



Time for a #selfie. The US is however apparently more tolerant of the selfie phenomenon with **76%** viewing this as mostly positive or neutral compared to **66%** in the UK.

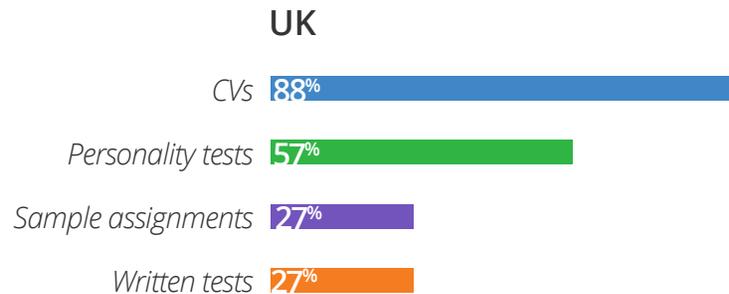
But recruiters across the pond agree on the factors to review on a candidate's social media profile:



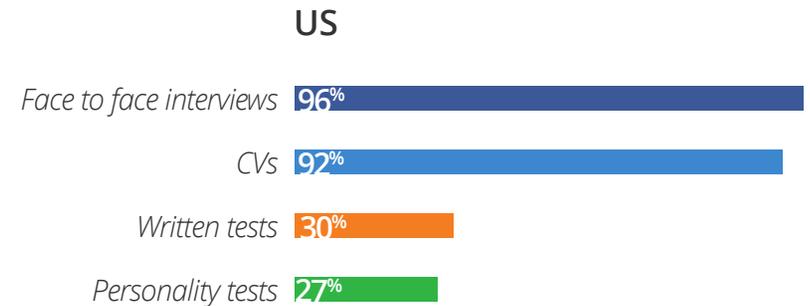
When It Comes to Quality—it's the Same Difference

Candidates are evaluated on the same criteria, but elements hold different weight.

In the UK the highest quality candidates are sourced from employee referrals (**22%**), direct applications (**19%**) and social and professional networks (**14%**).



The US is the same, but different. Employee referrals are still considered the best way to find the highest quality candidates (**36%**). This is followed by intern hires (**19%**), and social and professional networks (**14%**).



*References hold more weight in the UK, with **74%** of recruiters citing this as a means of evaluation compared to **60%** in the US.*

The Future of UK Recruitment in a Nutshell:

- We're competing more for a limited talent pool
- We're treating technology as a must within our recruitment teams
- But our use of social is still behind the US, where organisations are getting access to great talent without the cost of external agencies

The UK is approaching a turning point in the way its businesses recruit and it looks like the future is social and mobile.

About The UK Survey

In its first year, Jobvite's first annual UK Social Recruitment Survey is one of the most comprehensive surveys of its kind. The online survey was conducted in July 2015. The survey was completed by 500 recruiting and human resources professionals spanning several industries. Survey participants were comprised of both Jobvite customers and non-customers.

UK and US comparisons were made based on the US research—more information on this can be found at www.jobvite.com.

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 optimise 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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