

The Jobvite logo is centered on a dark gray background. The word "Jobvite" is written in a clean, white, sans-serif font. Behind the letters "Job", there is a cluster of small, bright yellow dots that radiate outwards, creating a starburst or particle effect.

# Jobvite

20/10  
Social  
Recruiting  
Survey  
Results

---

## EXECUTIVE SUMMARY

# Social networks lead all other recruiting channels for planned investment by employers as the economy recovers

Social media has been an engine for rapid transformation in both personal and business use of the Internet. At the same time, the nature of our working lives has changed dramatically. Fifty years ago, employees dreamed of working for a company their entire lives. But in 2006, the average worker now has 10.8 employers in their lifetime compared to 4 in 1960s – and Gen X may have 14. Today, the job search is always on.

For both candidates and companies, social media offers a way to digitize referrals, market themselves, conduct research, publicize their intentions and needs, and connect with those who have similar interests and goals.

The results of our 2010 social survey show that social recruiting has become a mainstream channel for companies who are hiring, with 83% now using or planning to use social media for recruiting. This higher adoption of social recruiting this year is especially significant as we had the largest, most diverse sample of respondents since the survey began.

In the first year we conducted this survey (2008), LinkedIn was used by more than twice as many recruiters as the next closest network, Facebook, and Twitter did not even appear as a network used for recruiting. This year, LinkedIn continues to lead in usage (and even more so in hires successfully made), but there has been a growth in adoption of multiple networks: Facebook use has grown 15% since last year and Twitter use has grown 32%: now 78% use LinkedIn, 55% use Facebook and 45% use Twitter.

Looking forward, social networks lead all other recruiting channels for planned investment by employers as the economy recovers:

- 46% of respondents plan to spend more on social recruiting in 2010 than 2009
- 36% will spend less on job boards
- 38% will spend less on third party recruiters and search firms
- For candidate quality, respondents rated social networks significantly higher than job boards who landed in last place, just above search engine optimization
- Referrals were the most highly rated for candidate quality

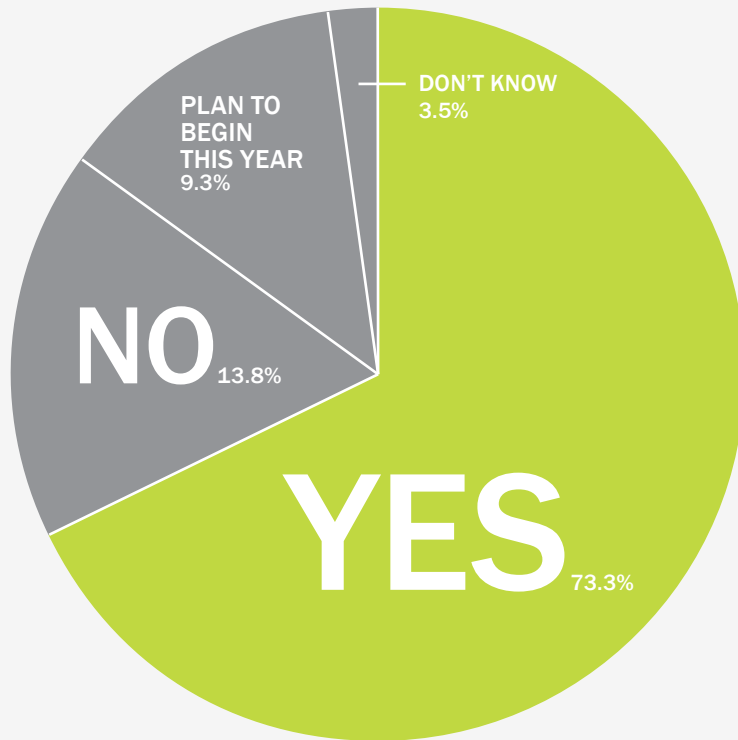
Among those actively hiring in 2010, adoption is even greater:

- 92% of those hiring in 2010 currently use or plan to recruit via social networks
- Of this group, 86% use LinkedIn, 60% use Facebook and 50% use Twitter for recruiting
- In addition, 50% of hiring companies plan to invest more in social recruiting while only 17% will spend more on job boards and 36% will spend less on job boards

Why do companies plan to “spend more” on social recruiting this year when an old fashioned virtue of this new channel is its low cost? Employers planned to invest more this year than they have in the past – but that does not mean social recruiting costs more. As the economy begins to recover, companies looking to make new hires are seeking the most cost-effective, efficient ways to find new talent. And with innovative social recruiting technology, companies can achieve a far greater return on investment – this channel is cheaper to implement, simpler to use, easier to track and better at finding great talent.

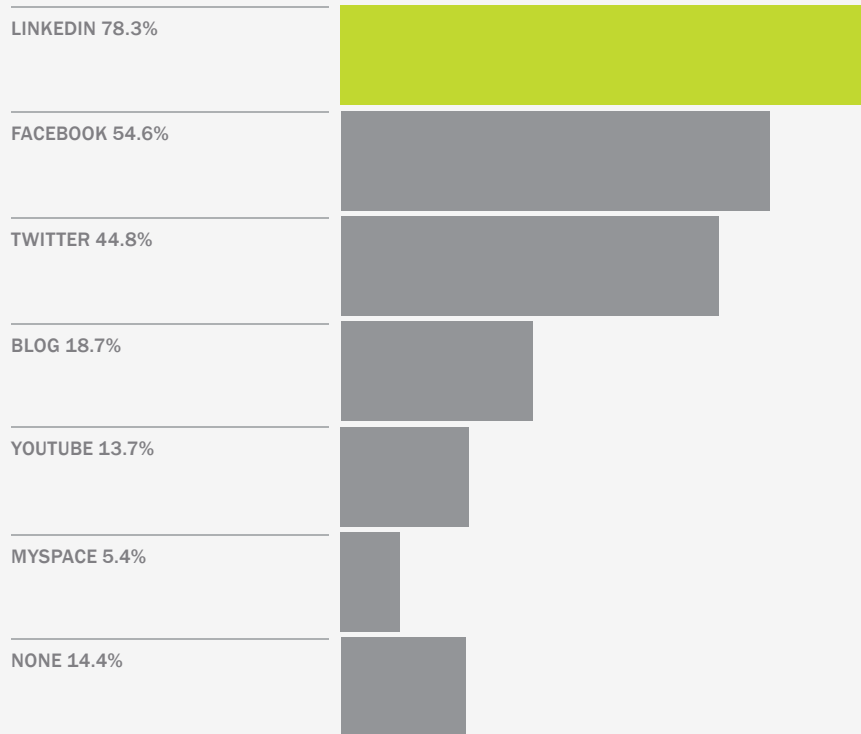
# Social Media for Recruiting

**Q** DO YOU OR YOUR COMPANY USE SOCIAL NETWORKS OR SOCIAL MEDIA TO SUPPORT YOUR RECRUITMENT EFFORTS?



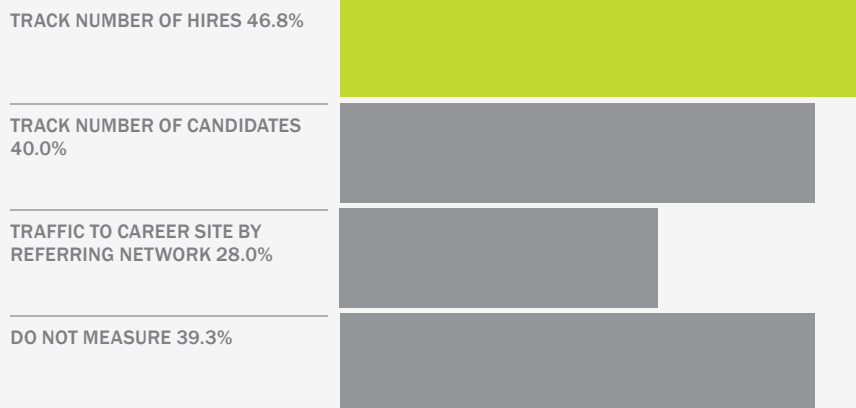
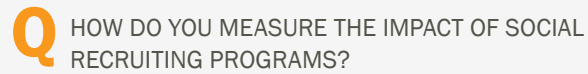
Copyright © 2010 Jobvite, Inc.

**Q** WHICH SOCIAL MEDIA DO YOU OR YOUR COMPANY USE FOR RECRUITING?

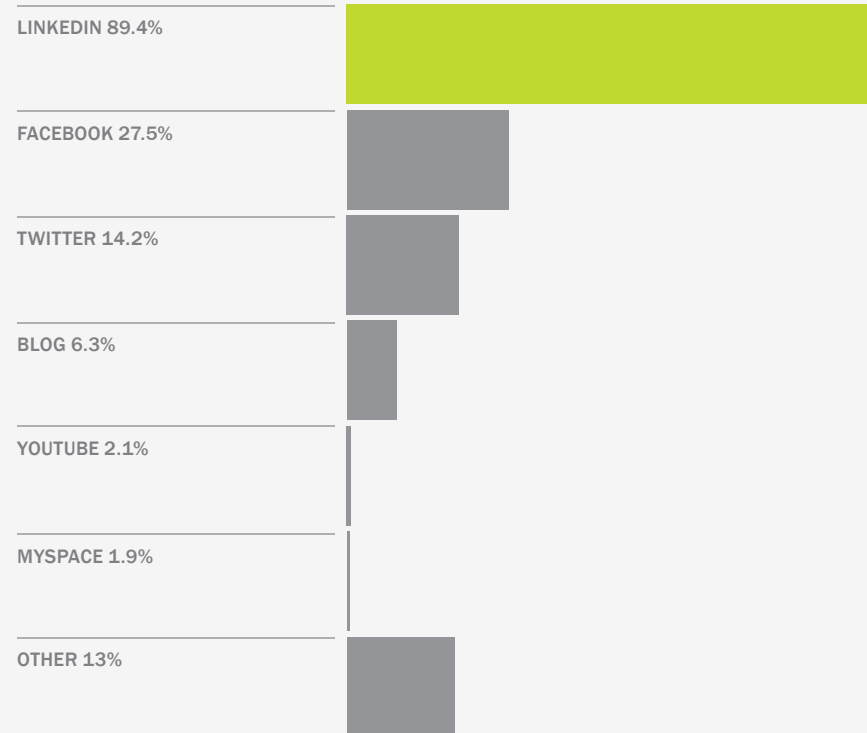
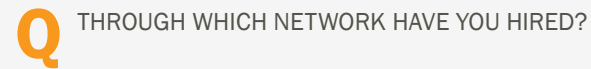


Copyright © 2010 Jobvite, Inc.

# Hiring through Social Networks



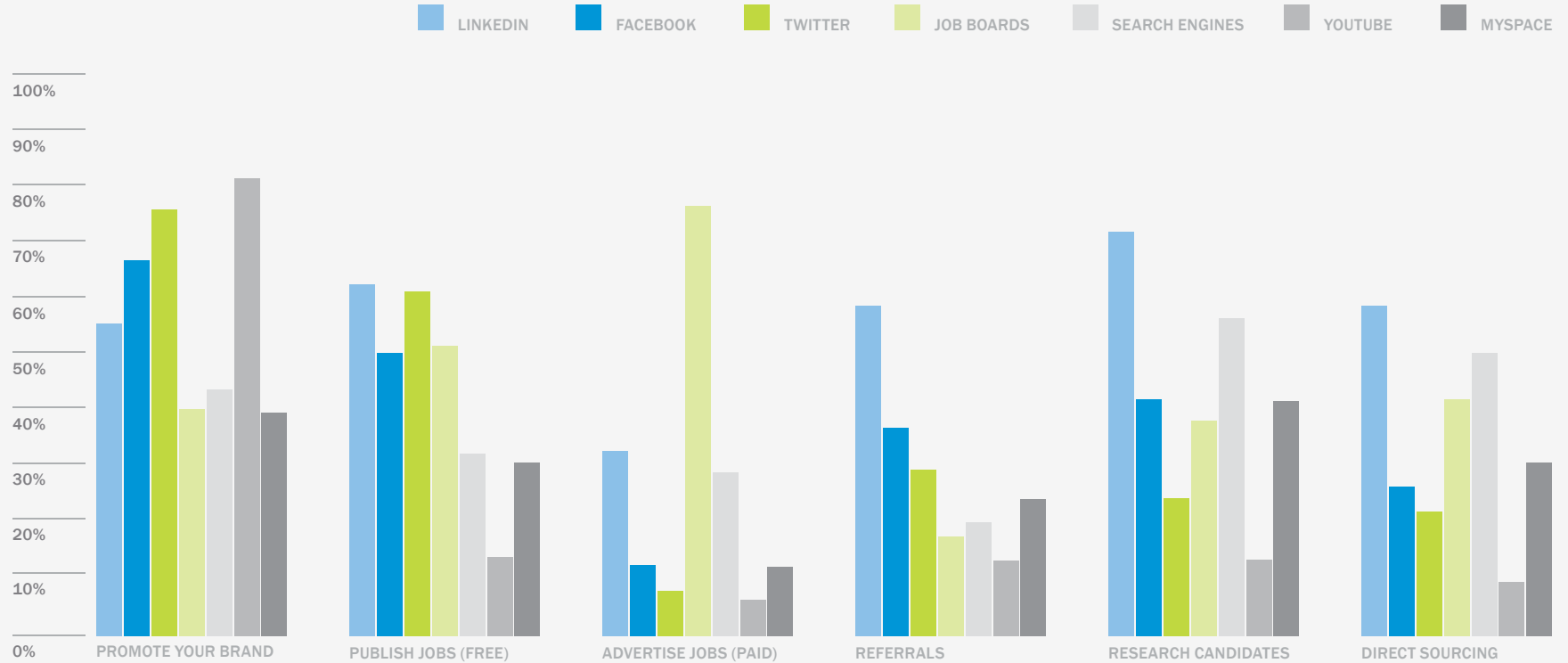
Copyright © 2010 Jobvite, Inc.



Copyright © 2010 Jobvite, Inc.

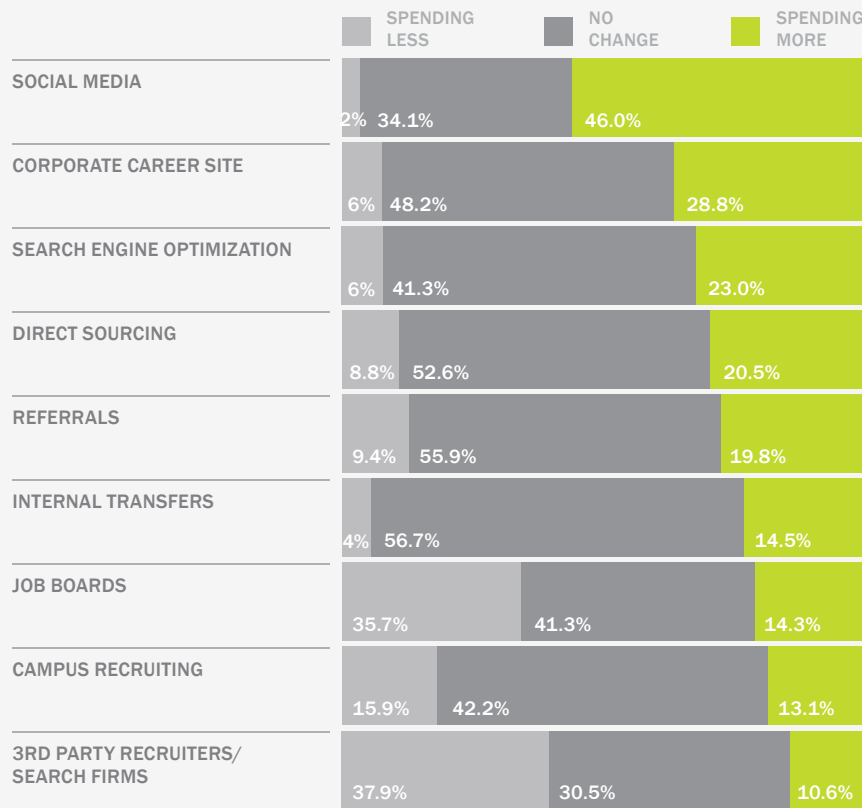
# Uses of Social Media for Recruiting

**Q** HOW DO YOU USE THESE CHANNELS? CHECK ALL THAT APPLY.



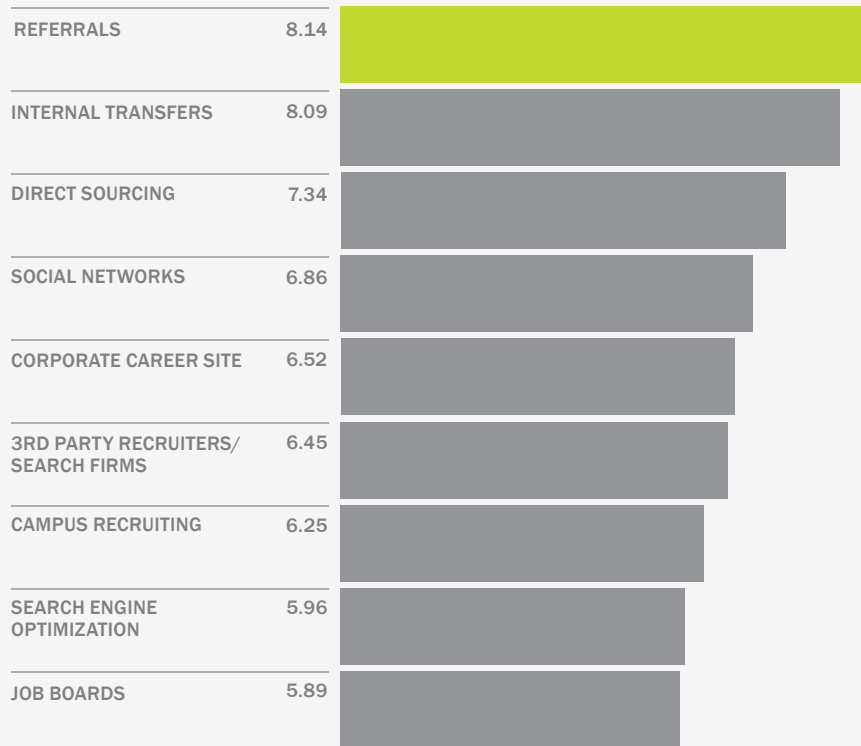
# Recruiting Spend

**Q** HOW IS YOUR COMPANY CHANGING ITS SPENDING ON THESE RECRUITING SOURCES IN 2010 COMPARED TO 2009?



Copyright © 2010 Jobvite, Inc.

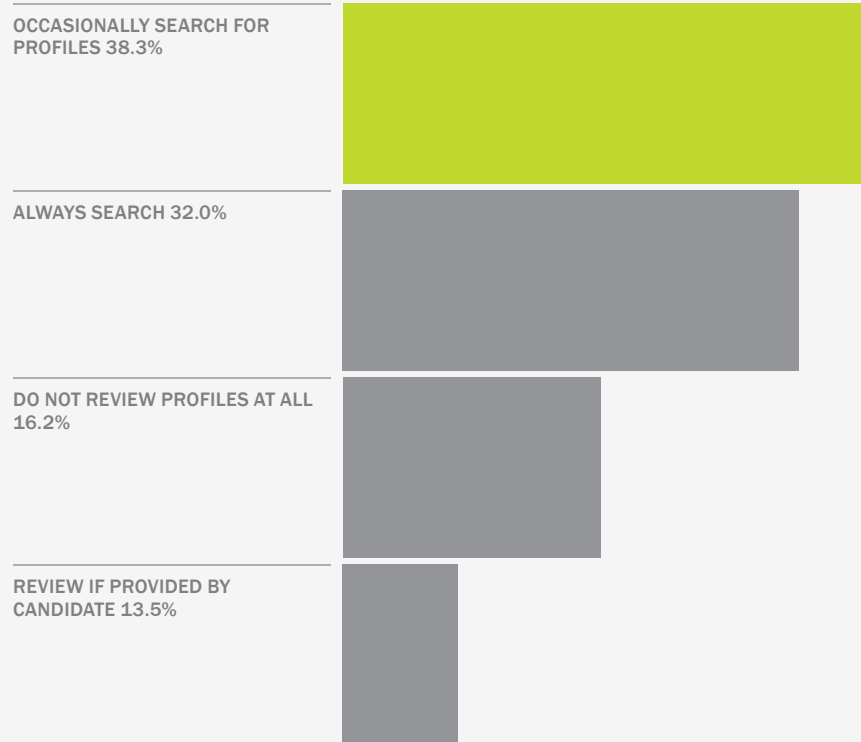
**Q** RATE THE QUALITY OF CANDIDATES FROM THESE SOURCES WHERE 10 REPRESENTS THE HIGHEST QUALITY.



Copyright © 2010 Jobvite, Inc.

# Online Profiles

**Q** HOW DO YOU USE ONLINE PROFILES WHEN REVIEWING CANDIDATES?



Copyright © 2010 Jobvite, Inc.

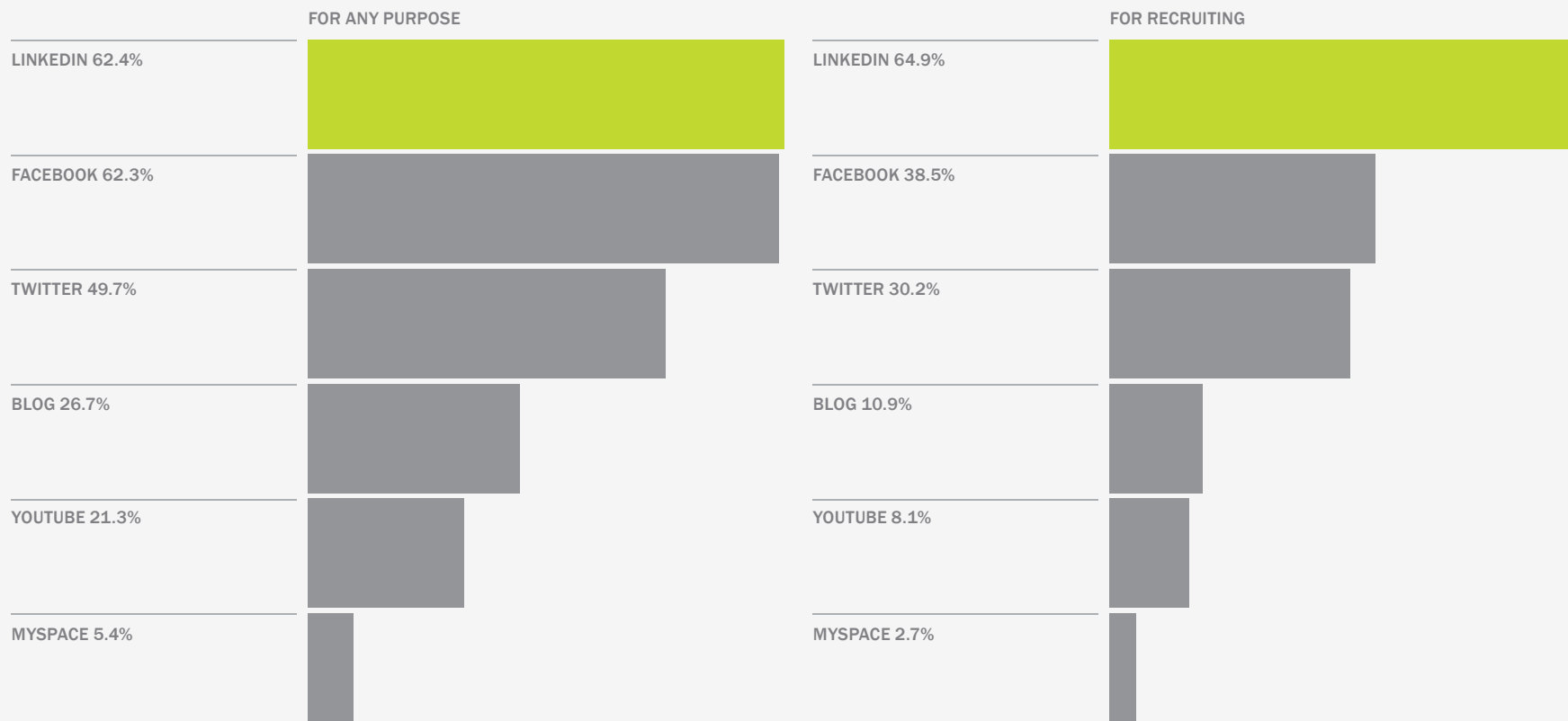
**Q** WHAT PERCENTAGE OF CANDIDATES DISCLOSE THEIR SOCIAL NETWORKING PRESENCE?



Copyright © 2010 Jobvite, Inc.

# Corporate Social Media Accounts

**Q** WHAT CORPORATE SOCIAL MEDIA ACCOUNTS DOES YOUR COMPANY HAVE?



Copyright © 2010 Jobvite, Inc.

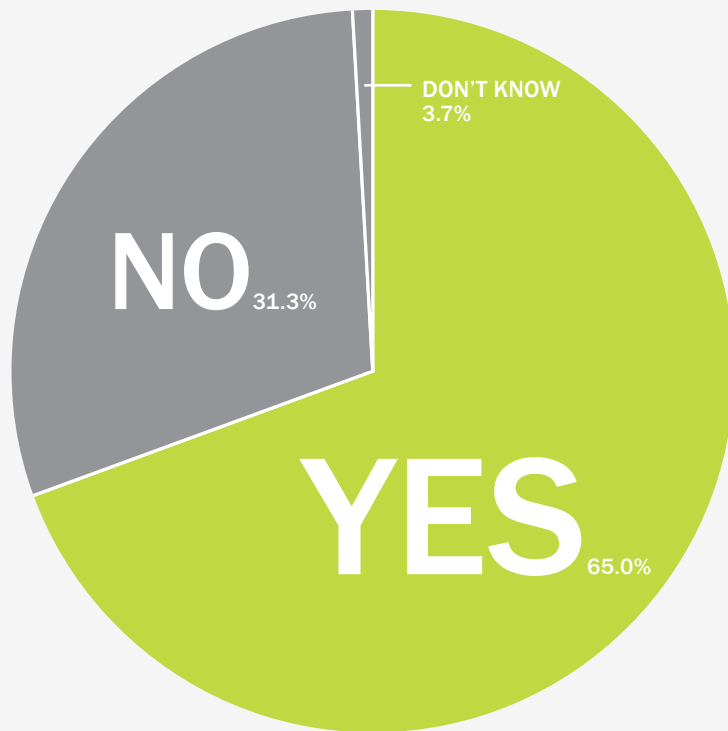
Copyright © 2010 Jobvite, Inc.



---

# Employee Referrals

**Q** DO YOU COMPENSATE EMPLOYEES FOR REFERRALS TODAY?



Copyright © 2010 Jobvite, Inc.

**Q** OVER THE LAST YEAR, WHAT PERCENTAGE OF YOUR EMPLOYEES HAVE PARTICIPATED IN REFERRING CANDIDATES?

**28.7%**

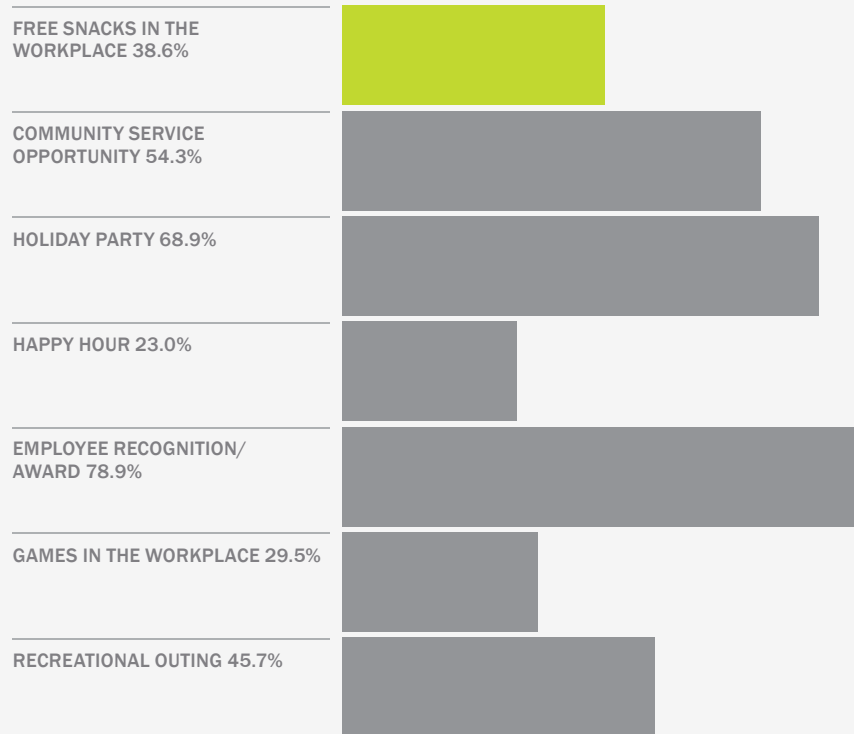
**Q** OVER THE LAST YEAR, WHAT PERCENTAGE OF YOUR NEW HIRES ARE REFERRALS?

**27.3%**

Copyright © 2010 Jobvite, Inc.

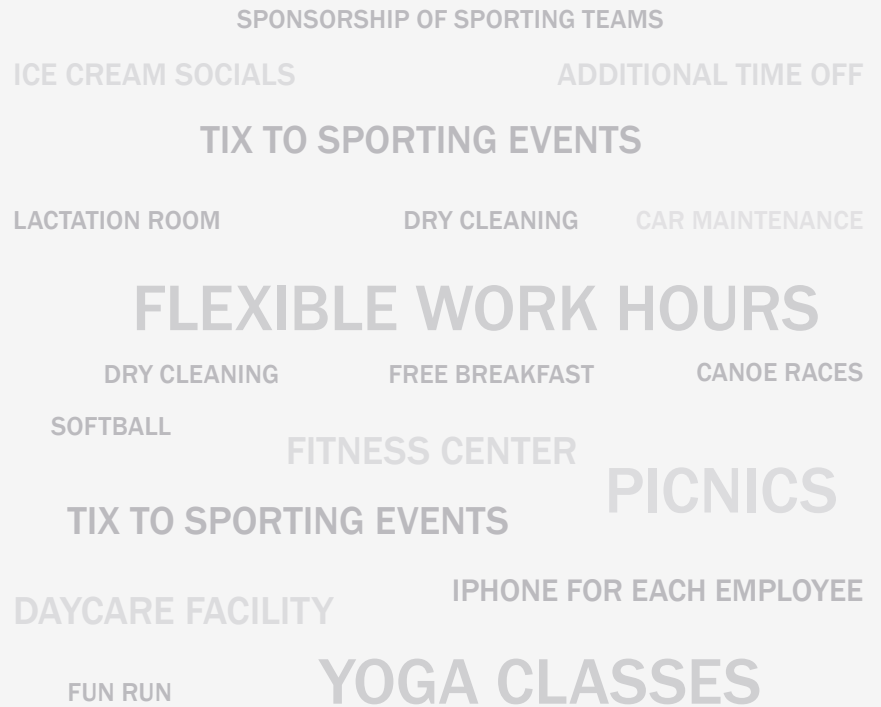
# Employee Perks

**Q** WHICH OF THESE PERKS DOES YOUR COMPANY PROVIDE FOR EMPLOYEES?



Copyright © 2010 Jobvite, Inc.

**Q** OTHER PERKS



Copyright © 2010 Jobvite, Inc.

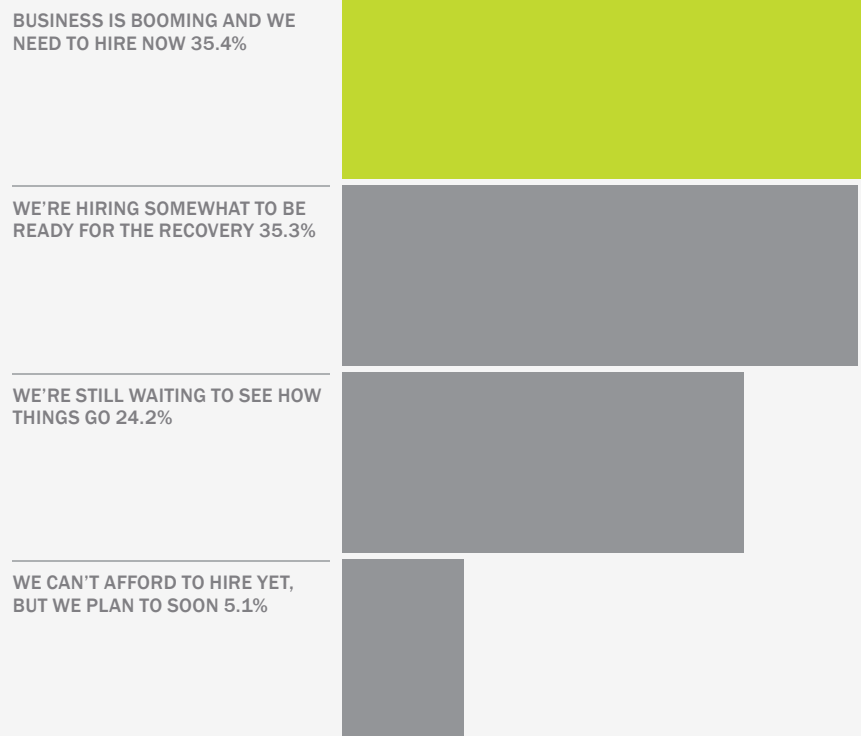
# Hiring Plans

**Q** HOW DOES HIRING AT YOUR COMPANY IN 2010 COMPARE TO 2009?



Copyright © 2010 Jobvite, Inc.

**Q** HOW ARE YOU PREPARING FOR THE RECOVERY, IN TERMS OF HIRING?



Copyright © 2010 Jobvite, Inc.

---

# Job Applicants

---

## Q HOW DO APPLICANTS IN 2010 COMPARE TO 2009?



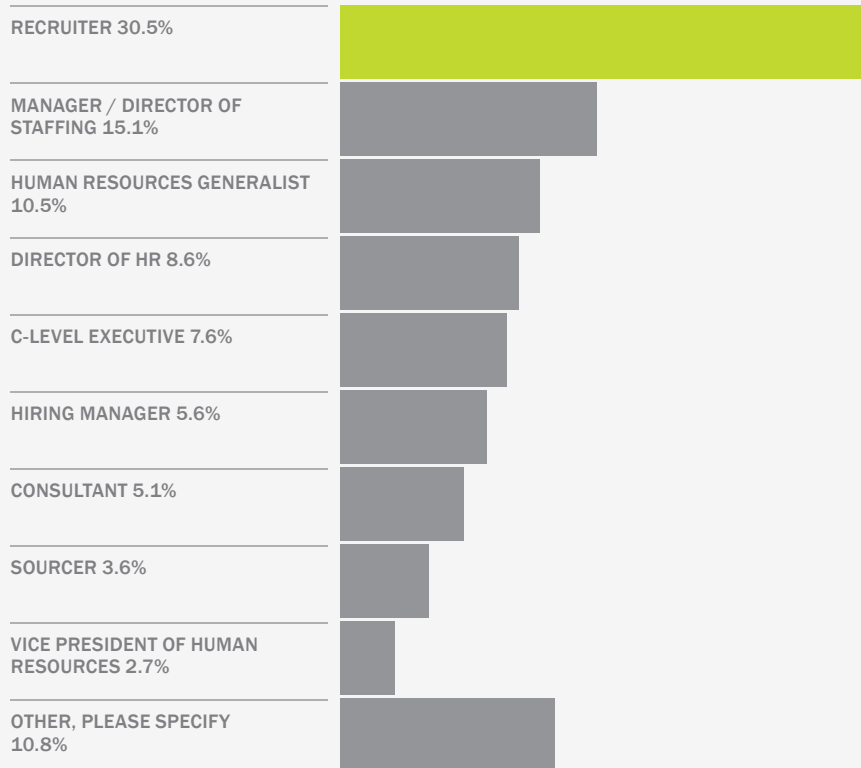
# Role of Respondents

**Q** WHAT TYPE OF ORGANIZATION DO YOU WORK FOR?



Copyright © 2010 Jobvite, Inc.

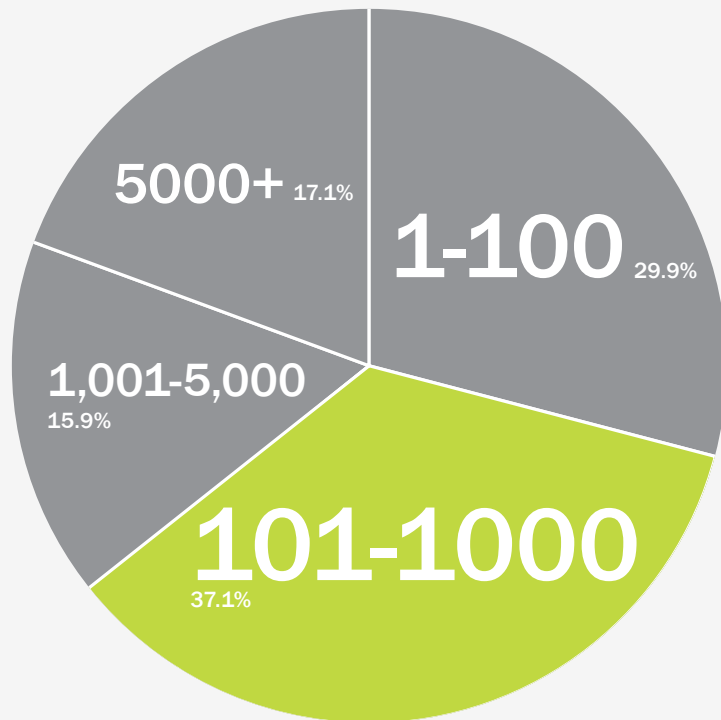
**Q** WHAT IS YOUR ROLE IN RECRUITING AT YOUR COMPANY?



Copyright © 2010 Jobvite, Inc.

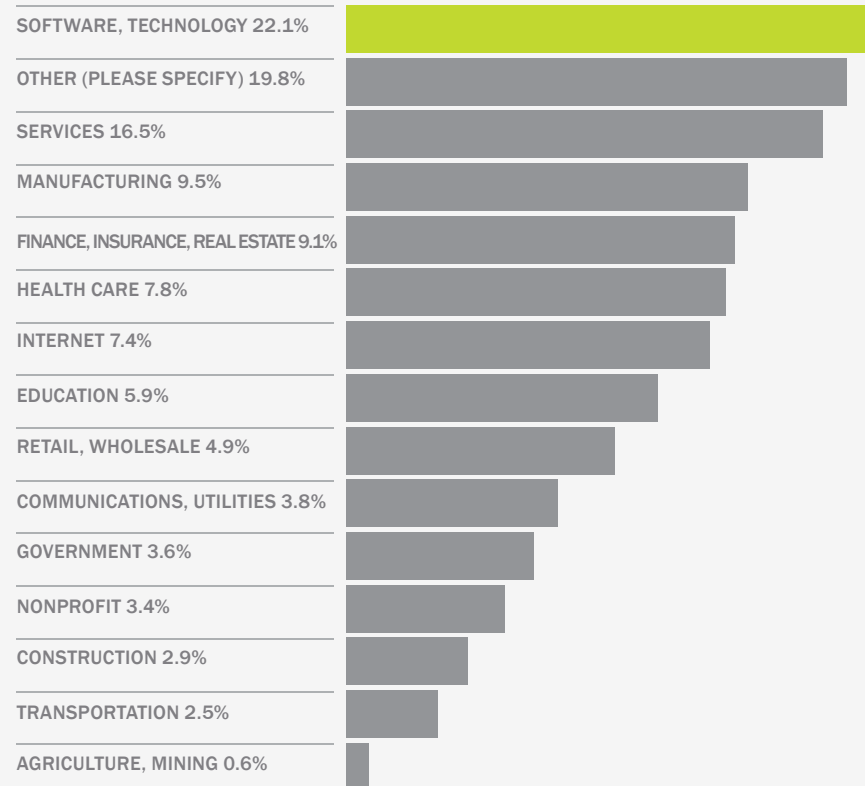
# Company Demographics

**Q** HOW MANY EMPLOYEES DOES YOUR COMPANY HAVE?



Copyright © 2010 Jobvite, Inc.

**Q** WHAT INDUSTRY DO YOU WORK IN?



Copyright © 2010 Jobvite, Inc.

---

#### **ABOUT THIS SURVEY**

The Jobvite Social Recruiting Survey 2010 was conducted online between May and June 2010; over 600 people participated in the survey. The survey was completed by individuals responding to an online invitation or to an email invitation sent to a registered list of human resources and recruiting professionals. Respondents answered questions using an online survey tools and the response data is available only in aggregate form.

For more information about the survey, please contact our media relations team at [jobvite@atomicpr.com](mailto:jobvite@atomicpr.com).

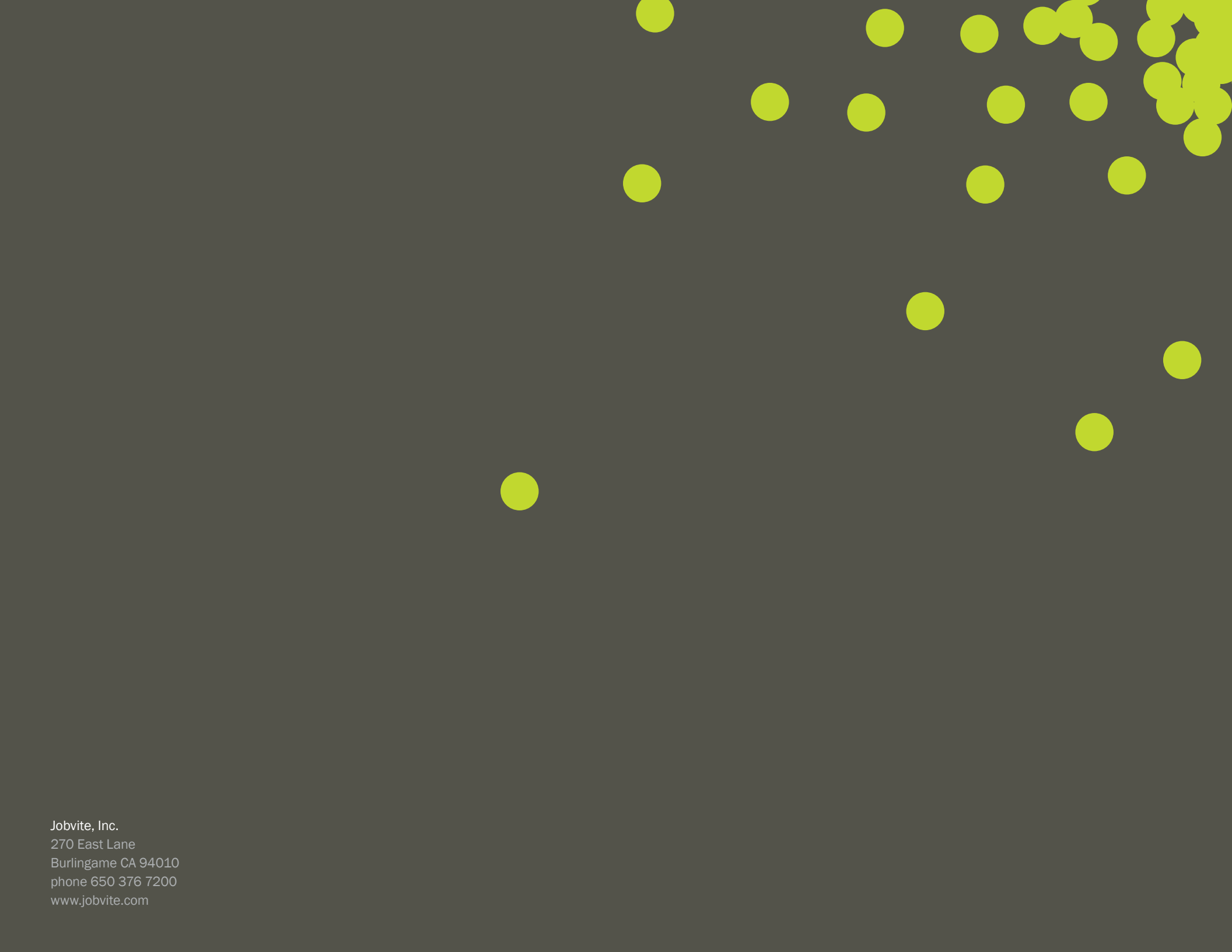
#### **ABOUT JOBVITE**

Jobvite is the only [recruiting platform](#) that 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, modular Software-as-a-Service (SaaS) platform which can optimize the speed, cost-effectiveness and ease of recruiting for any company.

The recruiting platform includes: [Jobvite Source](#), a social sourcing and CRM solution; [Jobvite Hire](#), a complete recruiting and applicant tracking solution; and [Jobvite Share](#), a free social recruiting site. All Jobvite applications power word of mouth job marketing in social networks with innovative technologies that make social recruiting practical, measurable and easy.

#### **CONNECT WITH US**

[www.jobvite.com](http://www.jobvite.com)  
[www.twitter.com/jobvite](https://www.twitter.com/jobvite)  
[www.facebook.com/jobvite](https://www.facebook.com/jobvite)  
650 376 7200



Jobvite, Inc.  
270 East Lane  
Burlingame CA 94010  
phone 650 376 7200  
[www.jobvite.com](http://www.jobvite.com)