

SOCIAL JOB SEEKER SURVEY

2011

Methodology

the polling company, inc. on behalf of Jobvite conducted a nationwide online omnibus survey of 1,205 adults (age 18+). The survey was fielded October 24-27, 2011; it included questions on current employment status and the use of social networks to find job opportunities.

Respondents for this survey were selected from an opt-in panel and had expressed prior consent to participate in online surveys such as this. Data were weighted so the demographics of this audience closely match the nationwide population of adults (age 18+) with respect to gender, age and region.

The first substantive question determined respondents' employment situation and attitude toward future employment opportunities, thereby screening out non-employed, non-job seekers. This included those who were retired, and students and unemployed persons who said they are not looking for a job in the next year. This narrowed the sample size from 2,049 to 1,205 for the remaining four substantive inquiries on respondents' behavior with respect to social networking and their most recent job search. Of the 1,205 adults completing the remainder of the survey, 831 were deemed to be "job seekers," or individuals open to or actively pursuing a position.

When sample is based on a self-selected population and not a probability sample (in which everyone in the population has a non-zero chance of being selected), no conclusions can be drawn with respect to sampling error.

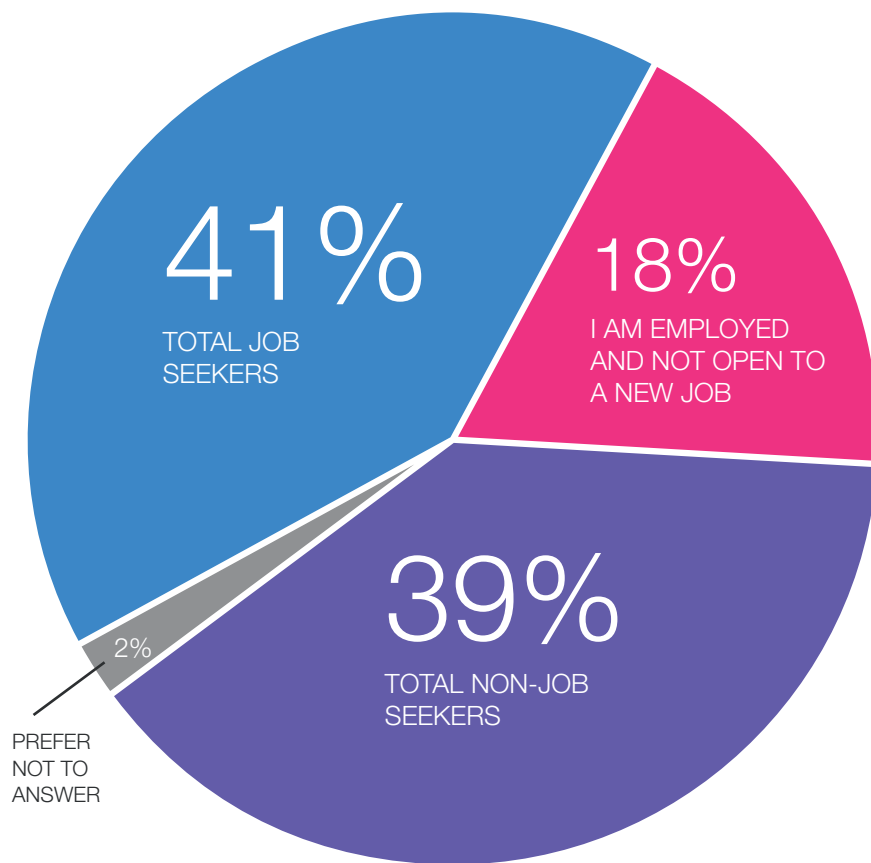
Audiences Defined

This report frequently compares the responses of various segments of the overall population participating in the survey. The following definitions are used throughout the report.

Job Seekers	All those actively seeking work or open to a new job, both currently employed and unemployed.
Workforce	All participants in the labor market, both currently employed and unemployed.
Proactive Job Seekers	Employed, but open to a new job.
Active Job Seekers	Actively seeking a new job, both currently employed and unemployed.
Stationary Employees	Employed and not open to a new job.
Super Socials	Job seekers with more than 150 contacts in any social networks.

2 in 5 adults in the U.S. are open to or seeking a new job

Which of the following best describes your current employment situation, as well as your attitude toward a new job?



41% TOTAL JOB SEEKERS
 21% I Am Employed and Open to a New Job
 12% I Am Unemployed and Currently Seeking a Job
 8% I Am Employed but Currently Seeking a New Job

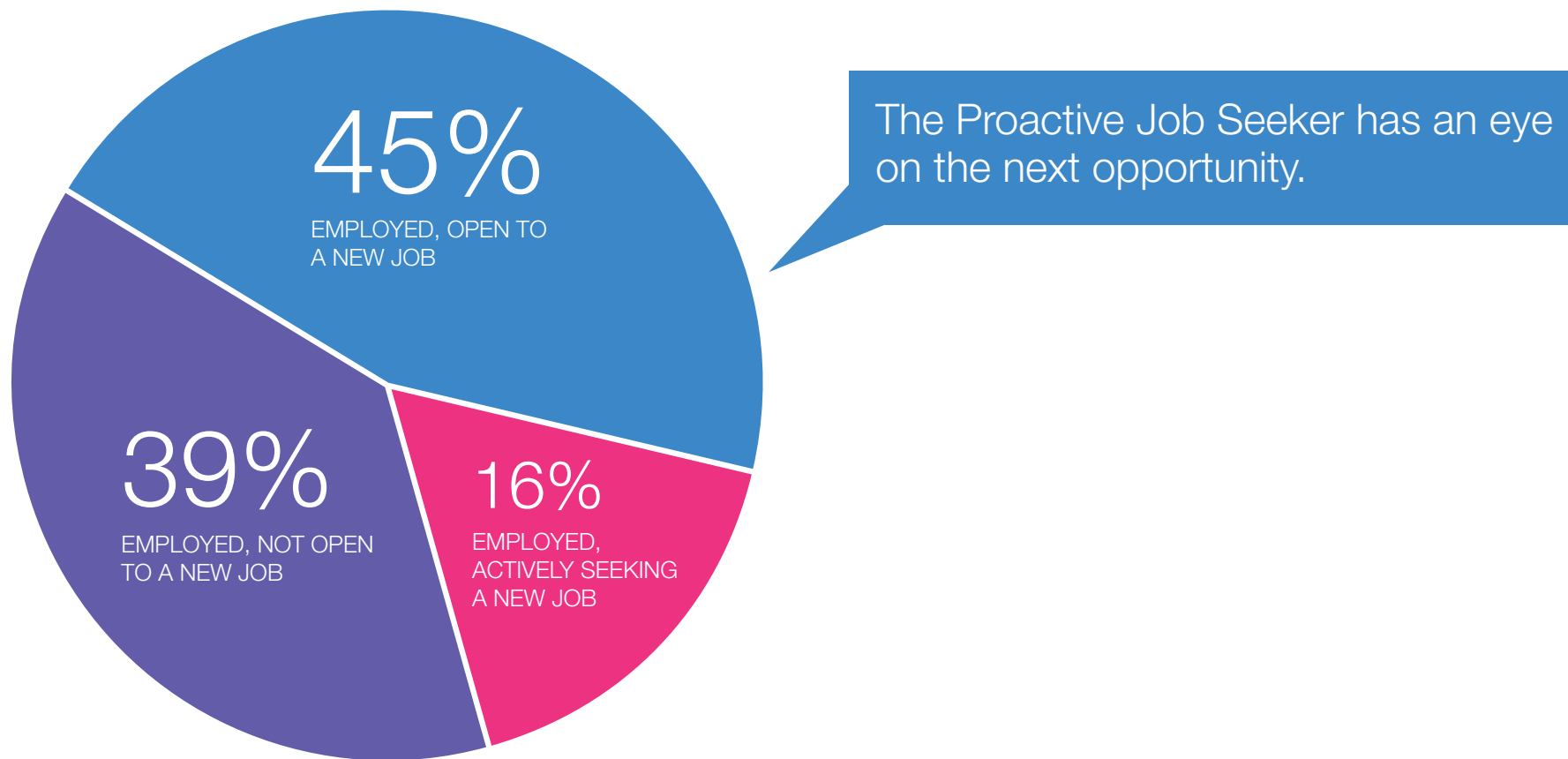
39% TOTAL NON-JOB SEEKERS
 22% I Am Retired
 11% I Am Unemployed and Currently Not Seeking a Job
 7% I Am a Student

18% I AM EMPLOYED AND NOT OPEN TO A NEW JOB

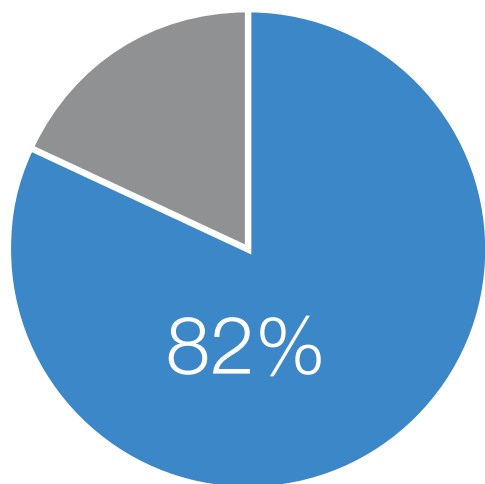
2% PREFER NOT TO ANSWER

61% of employees are actively seeking or open to a new job

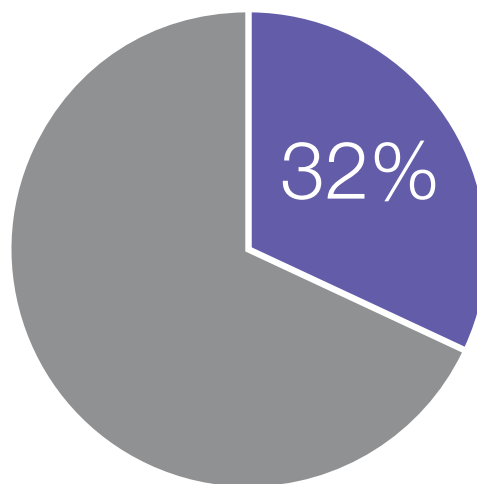
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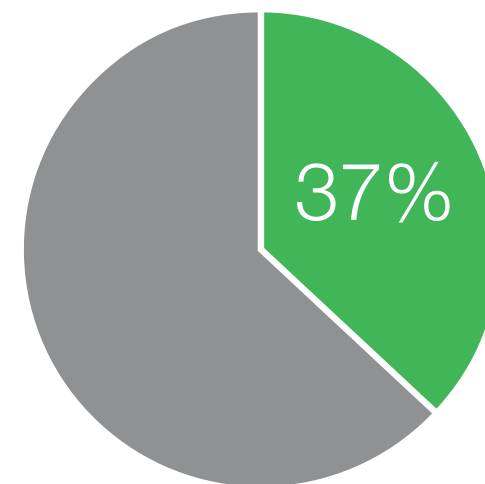
Social network use is growing among the workforce



Facebook



LinkedIn



Twitter

Compare to social network use in 2010:

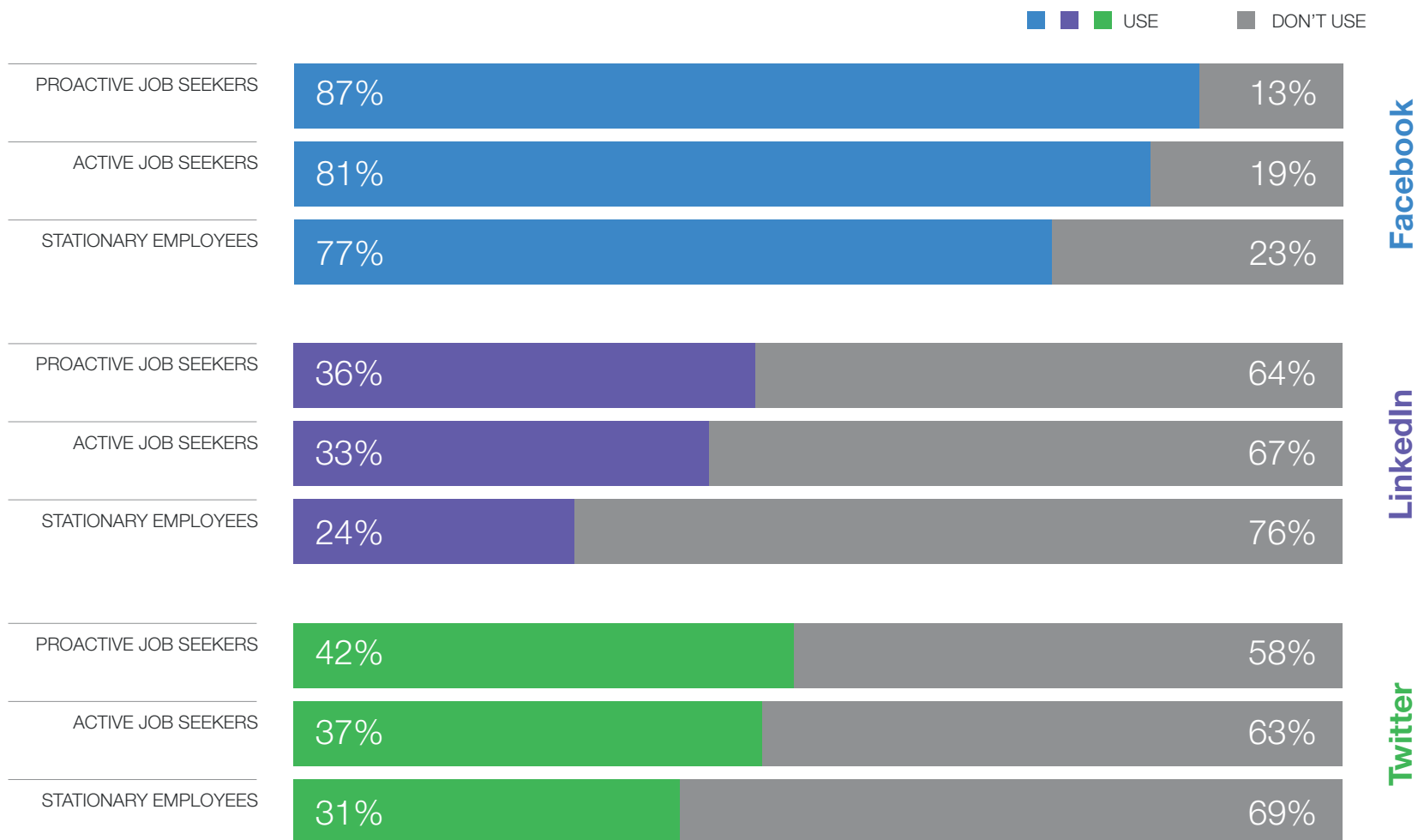
77% FACEBOOK

31% LINKEDIN

34% TWITTER

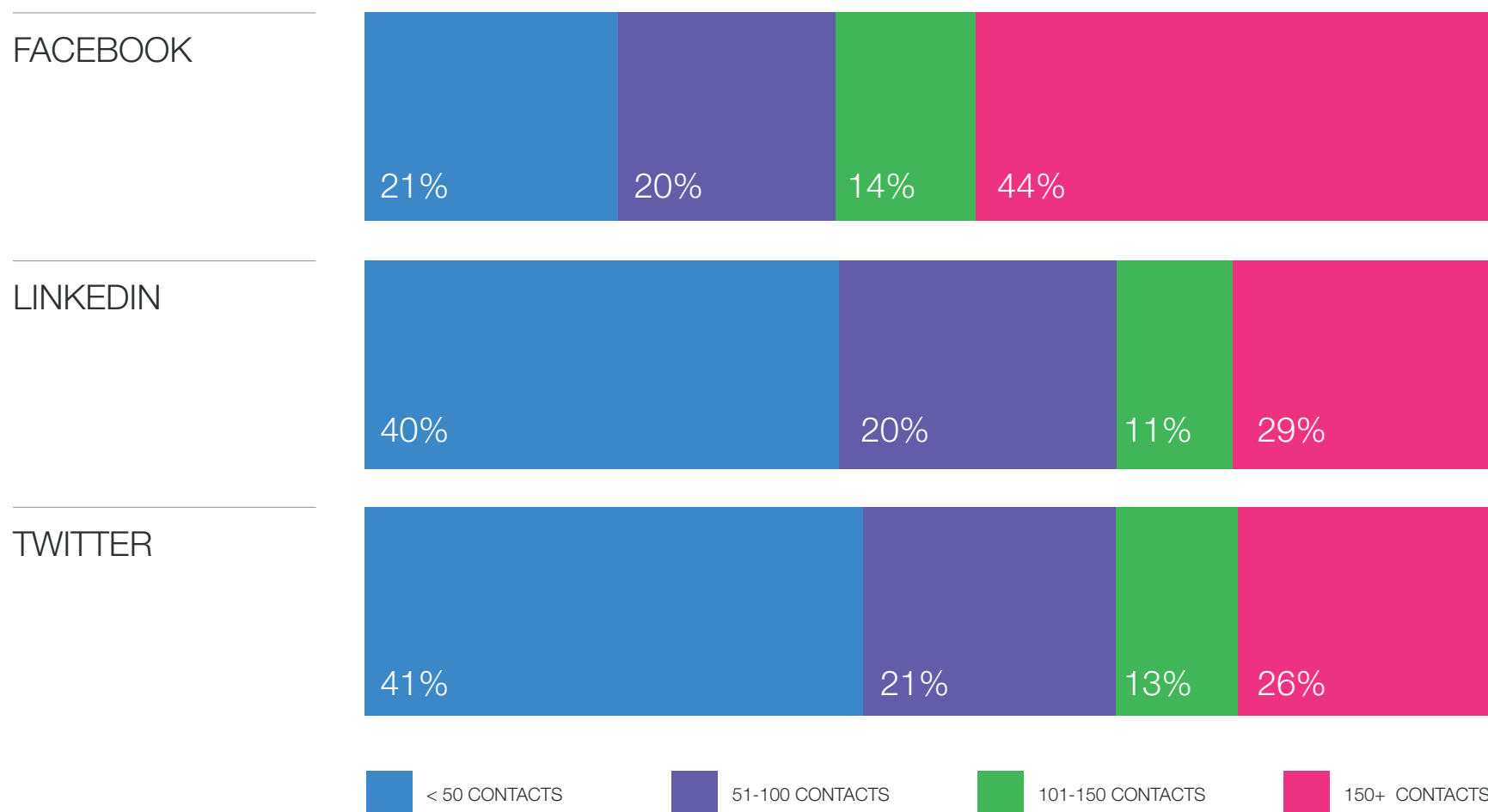
Proactive Job Seekers using all networks at higher rates

Social network use by three segments of the workforce.



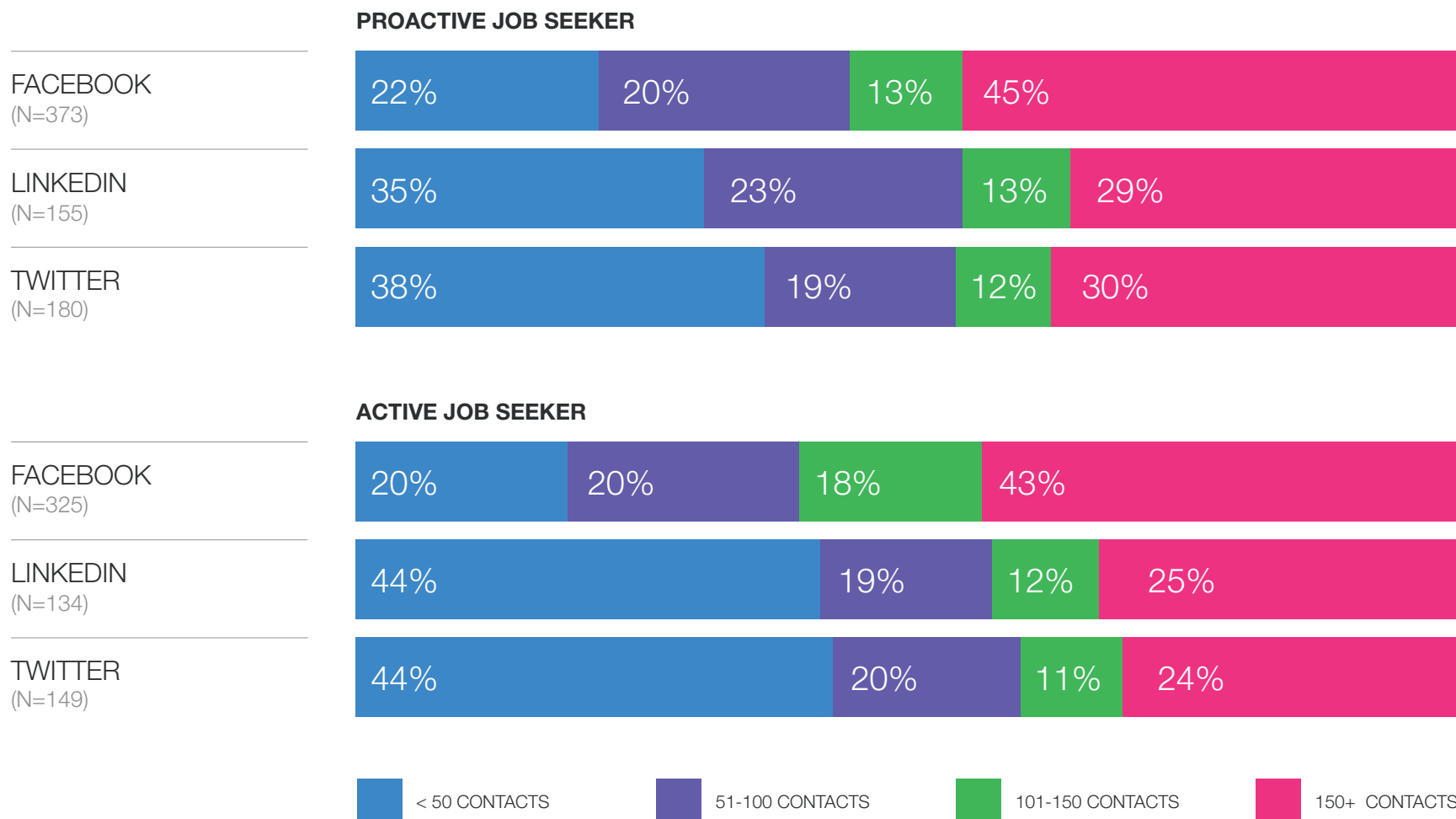
Facebook users build the largest networks of contacts

Approximately how many contacts do you have in each online social network? (All job seekers)



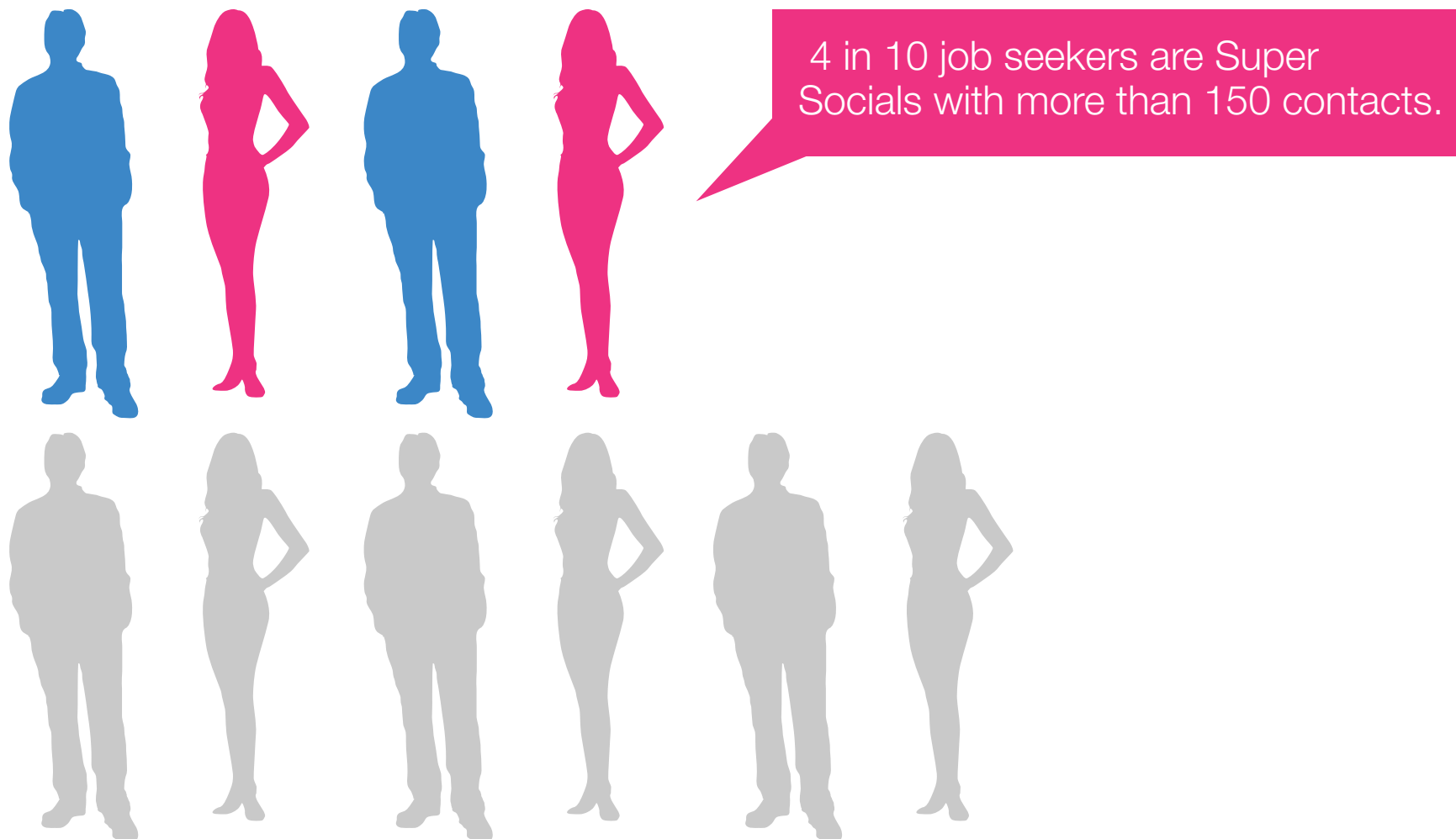
Proactive Job Seekers build larger networks on LinkedIn and Twitter

Approximately how many contacts do you have in each online social network?



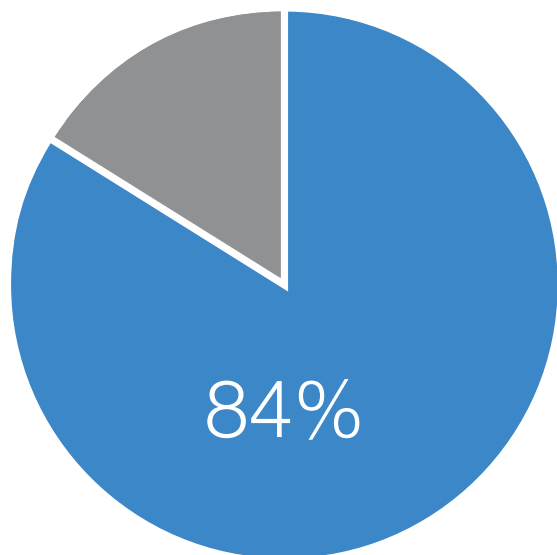
Building substantial networks of contacts

Approximately how many contacts do you have in each online social network?

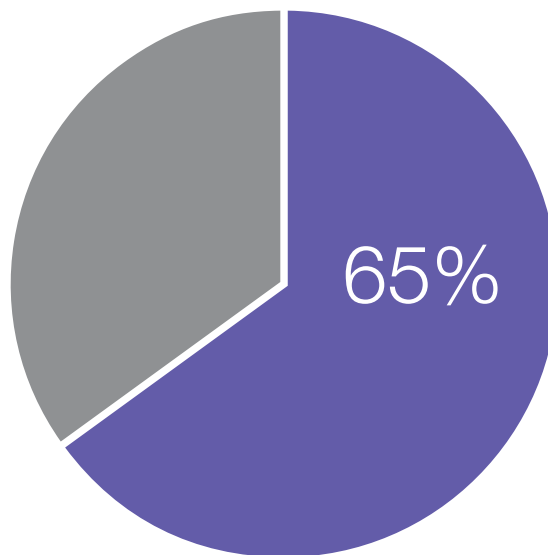


Super Socials use LinkedIn at higher rates than other segments

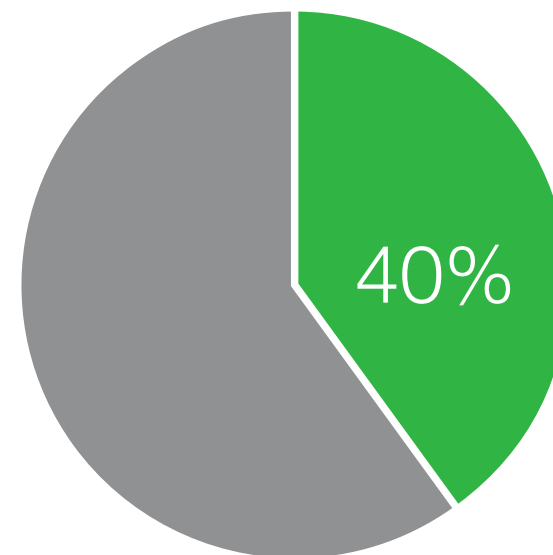
Social network use by Super Socials, job seekers with over 150 contacts on any network.



Facebook



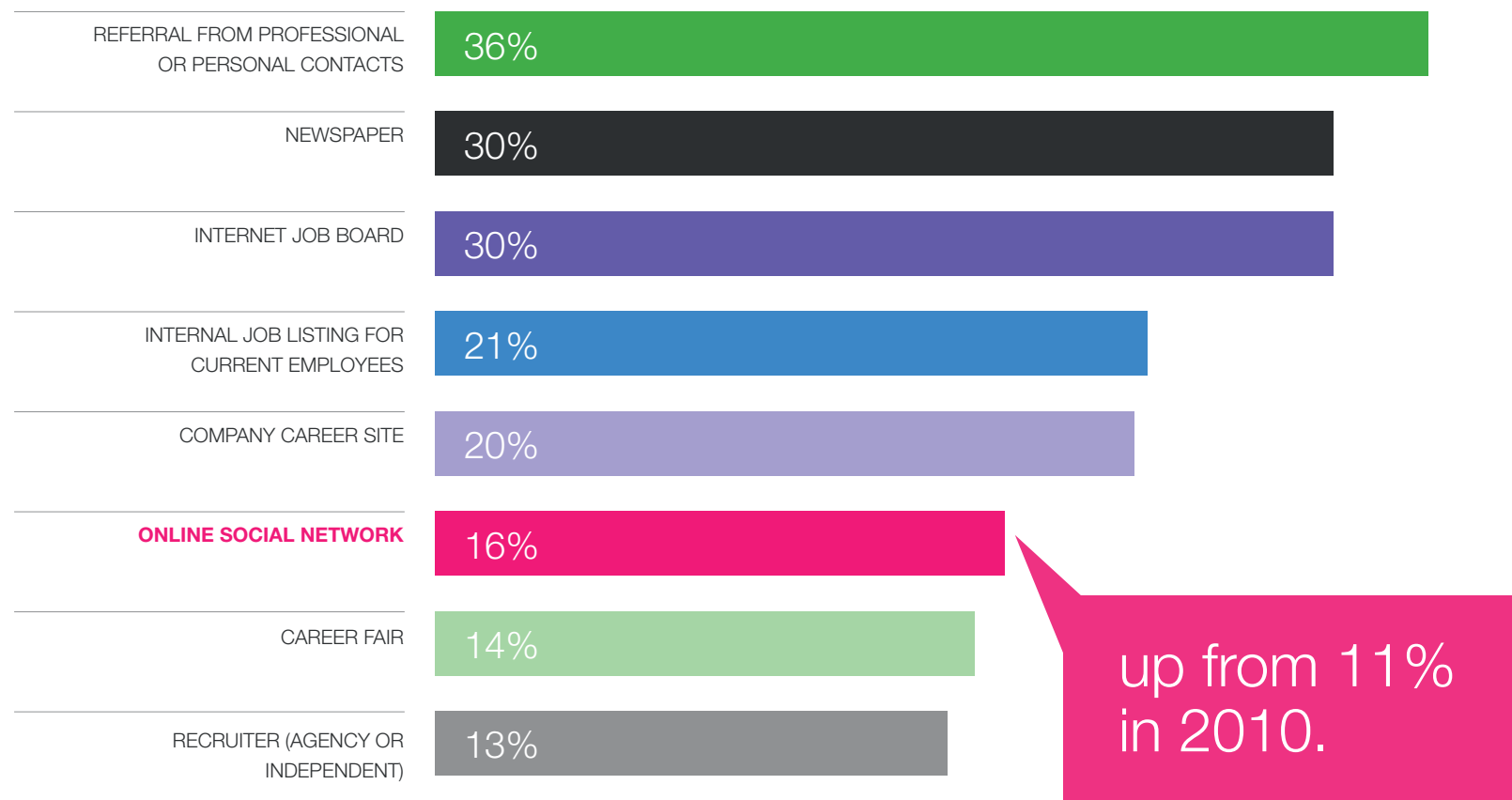
LinkedIn



Twitter

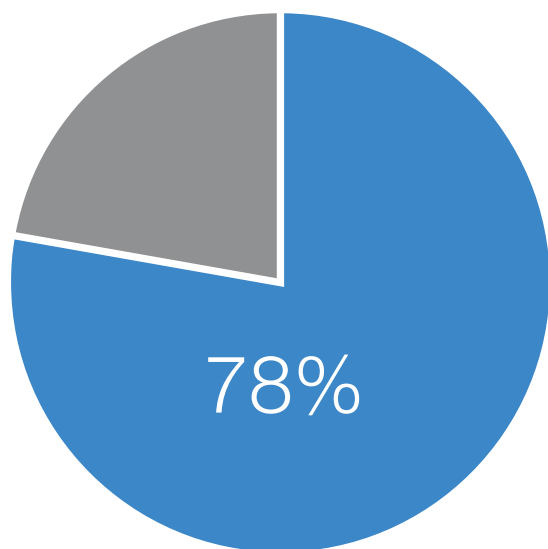
Referrals top the list of job finding resources — and social networks move up

Which of the following resources did you use that directly led to finding your current/most recent job?
 (Multiple responses from the entire workforce.)

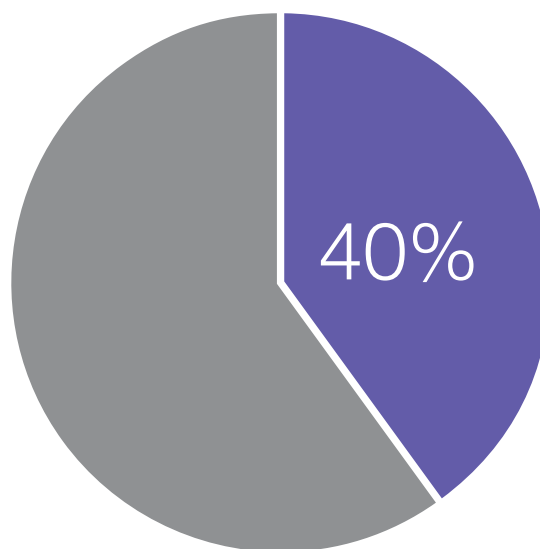


Facebook most frequently led to current job

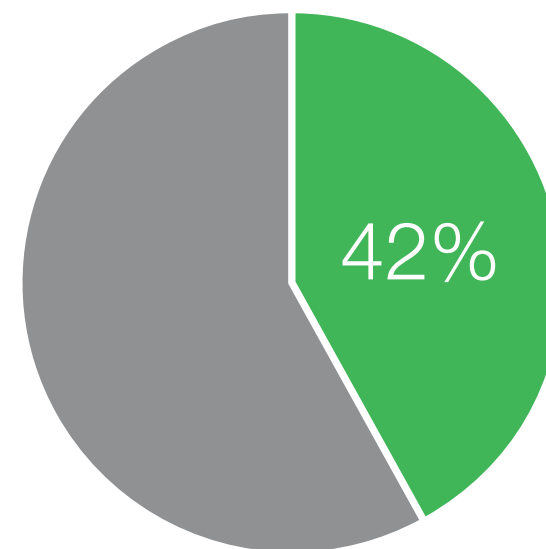
Which of the following online social networks did you use that directly led to finding your current/most recent job? (Multiple responses from the entire workforce; asked only of those who said social networks led to most recent job.)



Facebook



LinkedIn

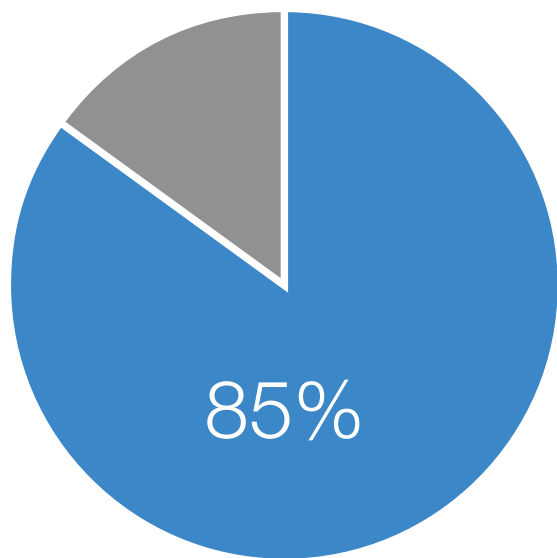


Twitter

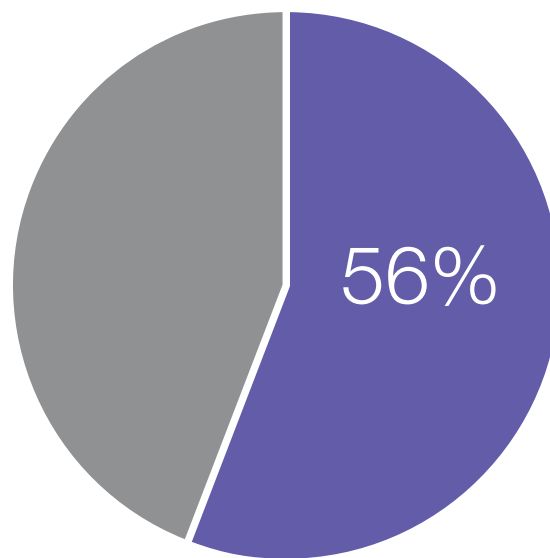
Super Socials more engaged in using social networks for the job hunt

Which of the following online social networks did you use that directly led to finding your current/most recent job? (Multiple responses; asked only of those who said social networks led to their most recent job.)

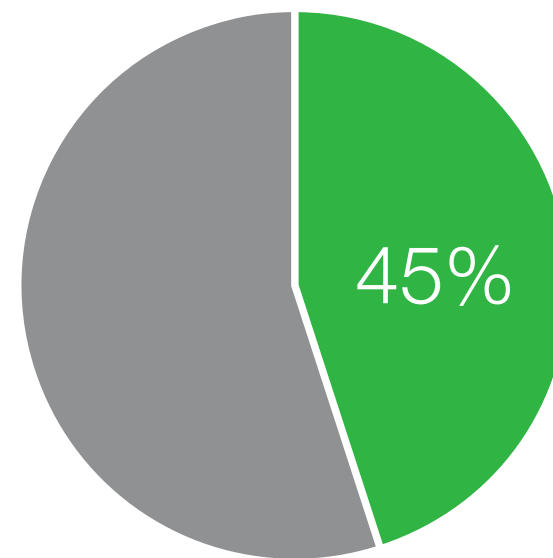
Super Socials are job seekers with over 150 contacts on any social network.



Facebook



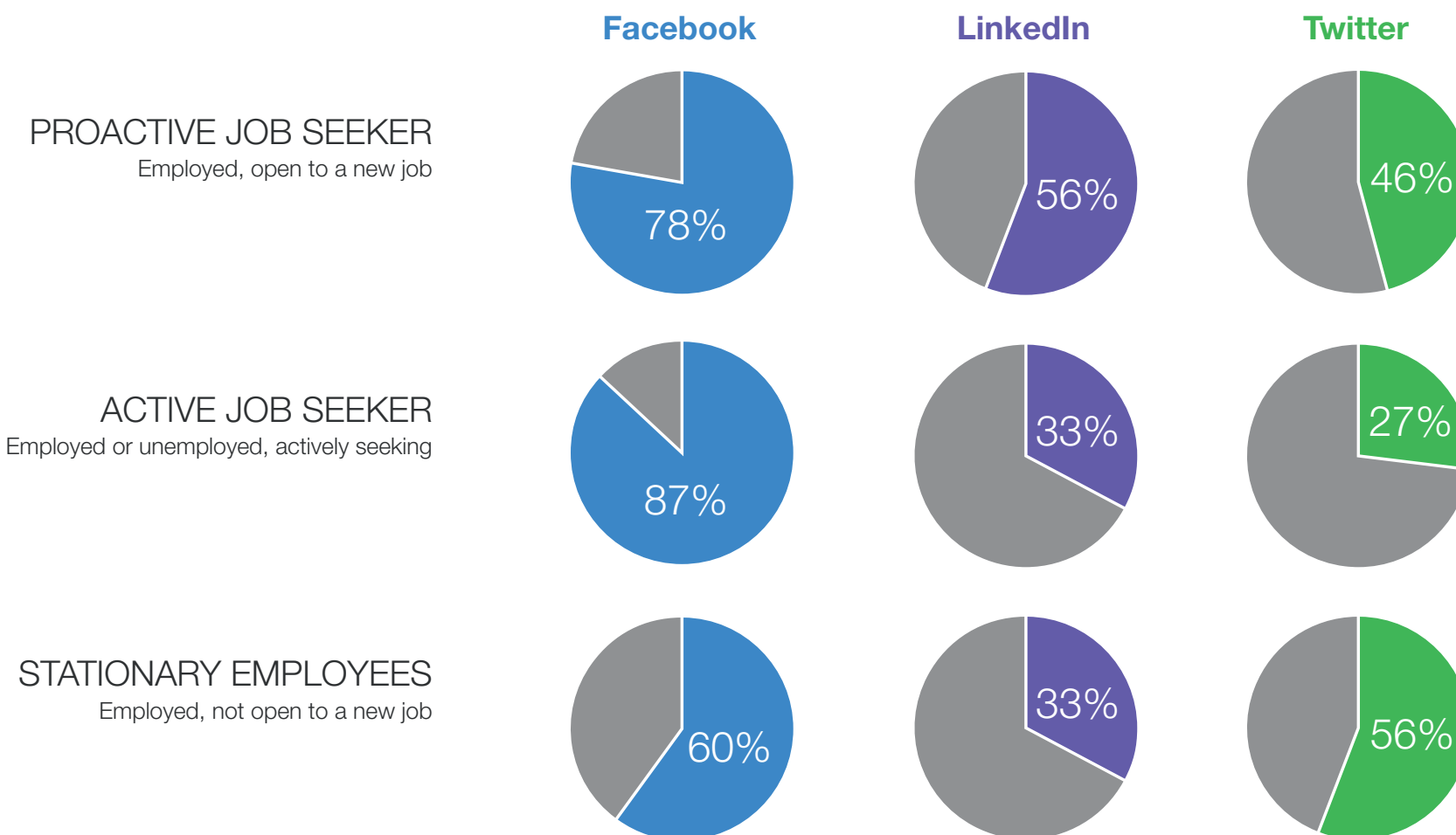
LinkedIn



Twitter

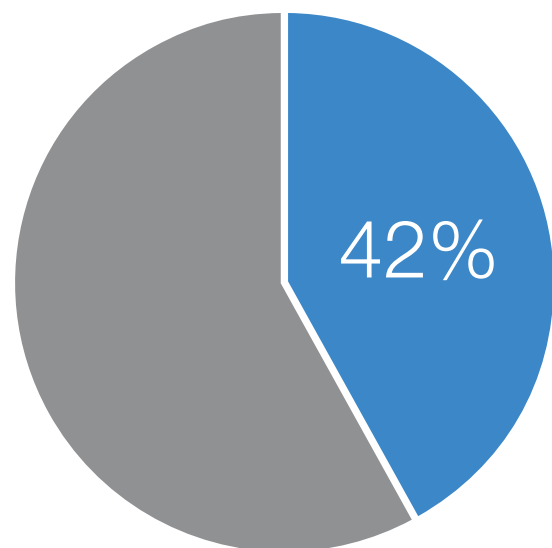
Proactive Job Seekers more engaged with LinkedIn and Twitter as job resources

Which of the following online social networks did you use that directly led to finding your current/most recent job? (Multiple responses; asked only of those who said social networks led to their most recent job.)

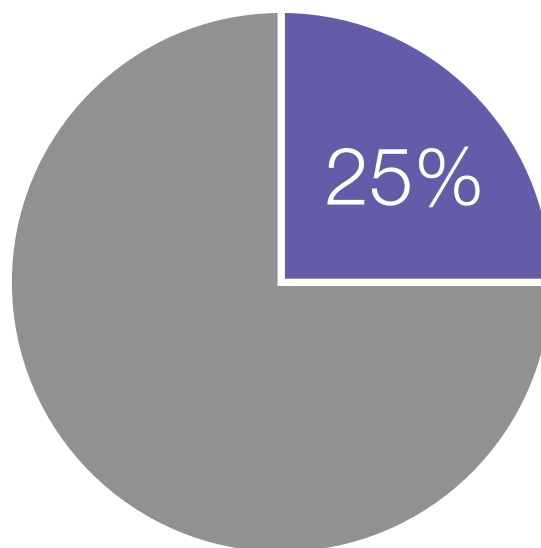


Social network referrals are highly productive for job seekers

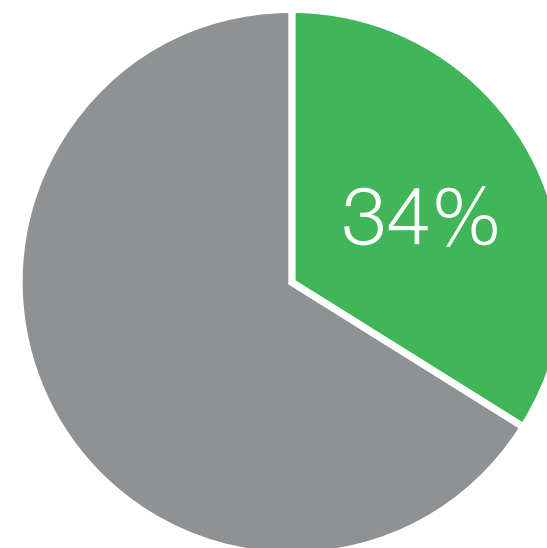
Job seekers who received job referrals on a social network — and credited that network with their most recent job.



Facebook



LinkedIn

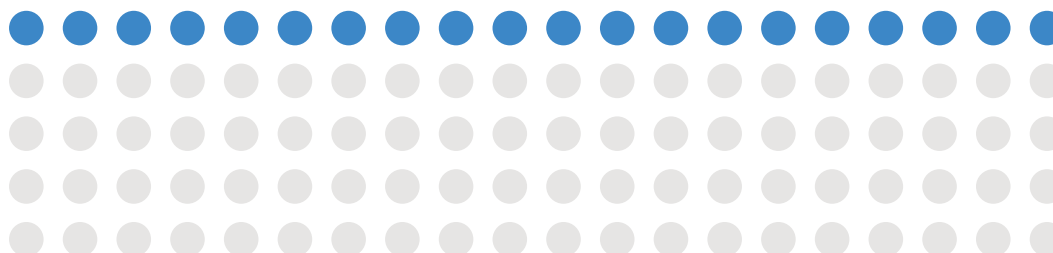


Twitter

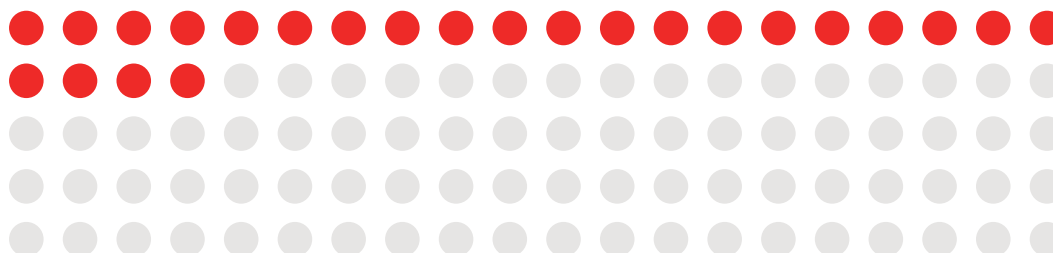
Most likely to update Facebook with professional information? Super Socials.

Who has updated their Facebook profile with professional information in the last 12 months?

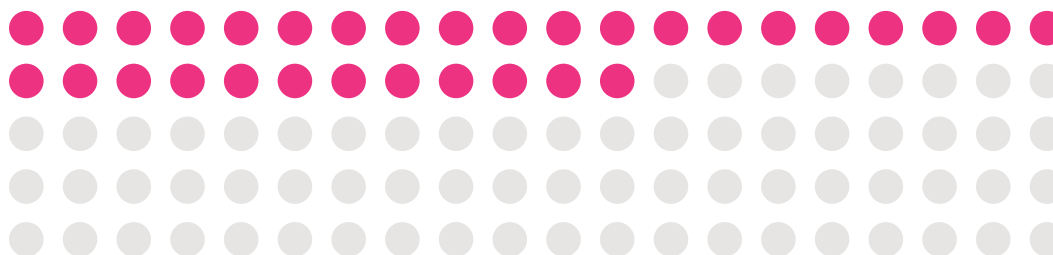
20%
OF ALL JOB SEEKERS



24%
OF PROACTIVE JOB SEEKERS

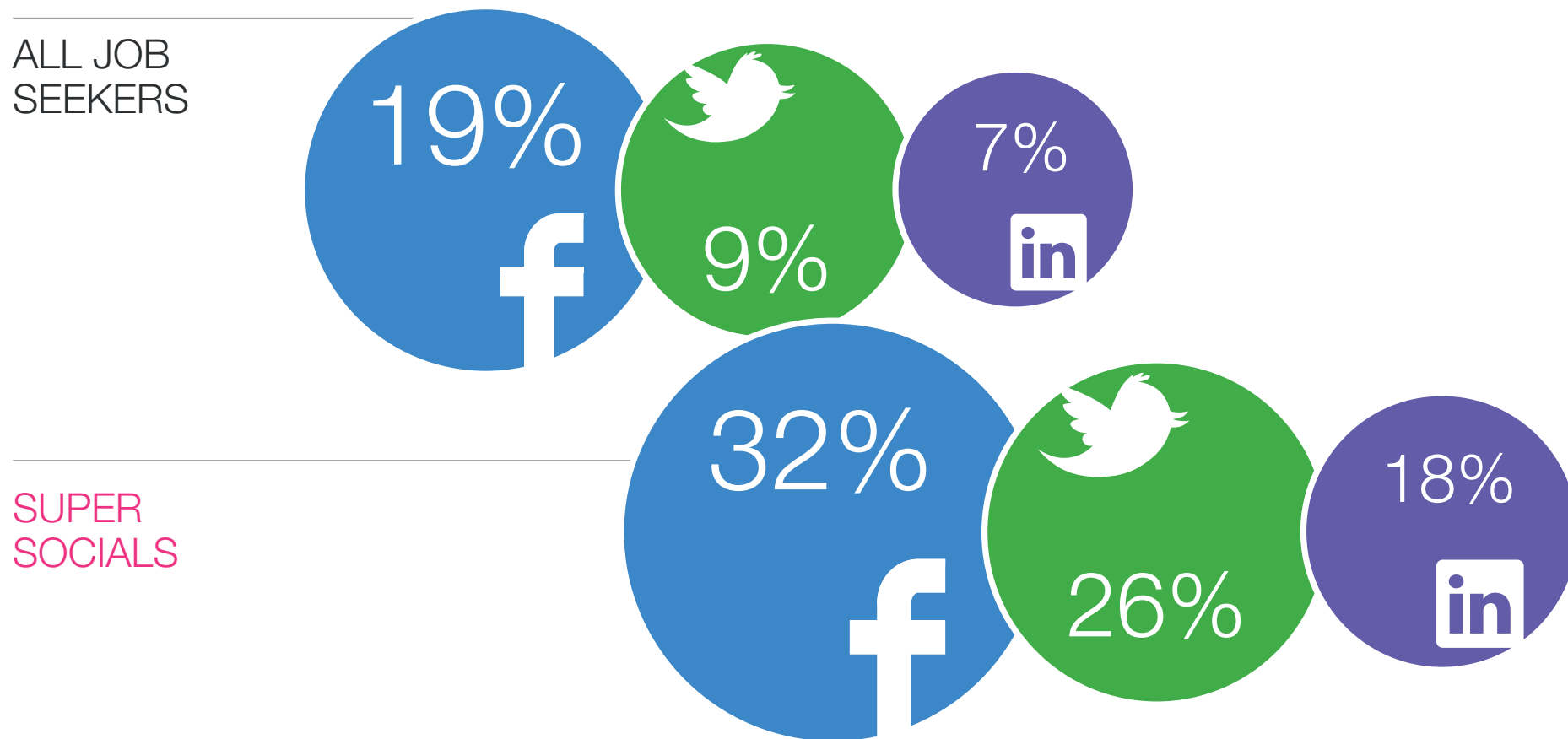


32%
OF SUPER SOCIALS



Job seekers are beginning to change online visibility with work in mind

Job seekers who modified privacy settings in the last year with work in mind.



Job Seekers are actively mining social networks for opportunity

Which career supporting/job hunting activities did you complete with each network in the last 12 months? Responses from all job seekers.

	FACEBOOK	LINKEDIN	TWITTER
Have a profile	84%	35%	38%
Used for any specified career activity	44%	26%	23%
Updated profile with professional info	20%	15%	8%
Made new professional connections	20%	13%	9%
Got a job referral from a contact	16%	9%	6%

54%

OF JOB SEEKERS ENGAGED IN AT LEAST ONE JOB-SEEKING ACTIVITY ON A SOCIAL NETWORK.

Proactive Job Seekers better positioned for success than Active Job Seekers

	PROACTIVE JOB SEEKERS	ACTIVE JOB SEEKERS
Updated profile with professional information		
Facebook	24%	17%
LinkedIn	17%	14%
Twitter	14%	7%
Got a job referral		
Facebook	18%	14%
LinkedIn	10%	9%
Twitter	7%	4%
Made new professional connections		
Facebook	26%	13%
LinkedIn	17%	8%
Twitter	10%	8%
Shared a job opportunity with a contact		
Facebook	22%	12%
LinkedIn	12%	8%
Twitter	9%	8%

Super Socials use networks more for the job hunt

Which career supporting/job hunting activities did you complete with each network in the last 12 months?

	ALL JOB SEEKERS	SUPER SOCIALS
Updated profile with professional information		
Facebook	20%	35%
LinkedIn	15%	58%
Twitter	8%	35%
Got a job referral		
Facebook	16%	25%
LinkedIn	9%	43%
Twitter	6%	32%
Made new professional connections		
Facebook	20%	34%
LinkedIn	13%	35%
Twitter	9%	36%
Shared a job opportunity with a contact		
Facebook	20%	30%
LinkedIn	8%	36%
Twitter	7%	27%

Secrets of the Super Socials

Which career supporting/job hunting activities did you complete in a social network in the last 12 months? Those with 150+ contacts.

CAREER SUPPORTING ACTIVITIES

Updated profile with professional information	46%
Provided your profile on a job application or during an interview	25%
Searched for jobs	37%
Had contact with a recruiter	25%
Connected with a potential employer	29%
Modified privacy settings with work in mind	41%

CONTACT DEVELOPMENT ACTIVITIES

A contact shared a job opportunity	36%
A contact referred me for a job	34%
A contact provided an employee's perspective on a company	30%
I asked a contact for help with a job search / career advice	35%
I made new professional connections	45%
I shared a job opportunity with a contact	40%

A closer look at Proactive Job Seeker demographics

About the Proactive Job Seekers — employed but open to a new job.

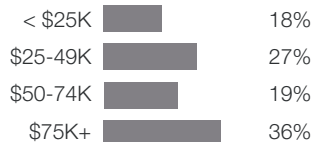
GENDER



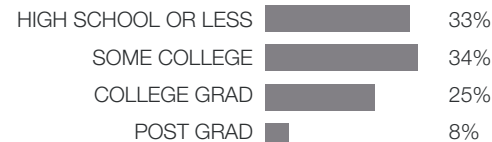
AGE



HOUSEHOLD INCOME



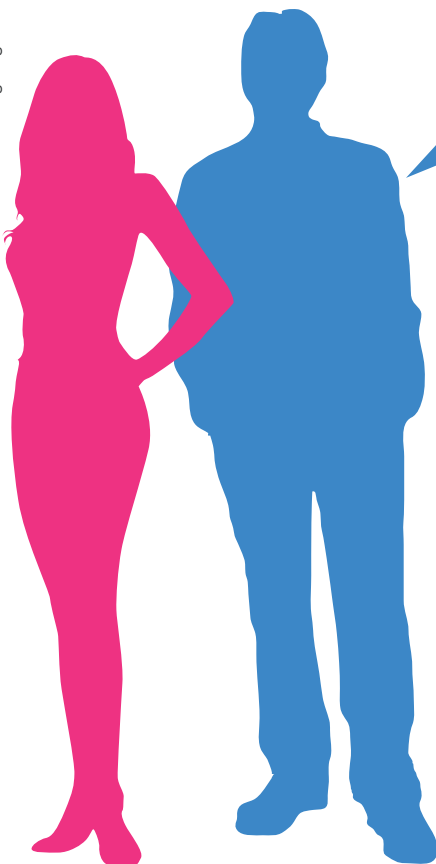
EDUCATION



SOCIAL NETWORKS USED



More likely to be male, between 30-54, with a household income of \$75K+ and college graduates.



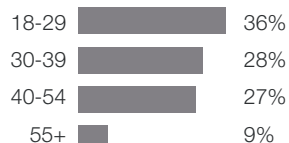
A closer look at Super Social Job Seeker demographics

About the Super Socials - those with over 150 contacts in any social network.

GENDER



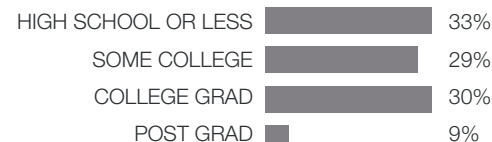
AGE



HOUSEHOLD INCOME



EDUCATION



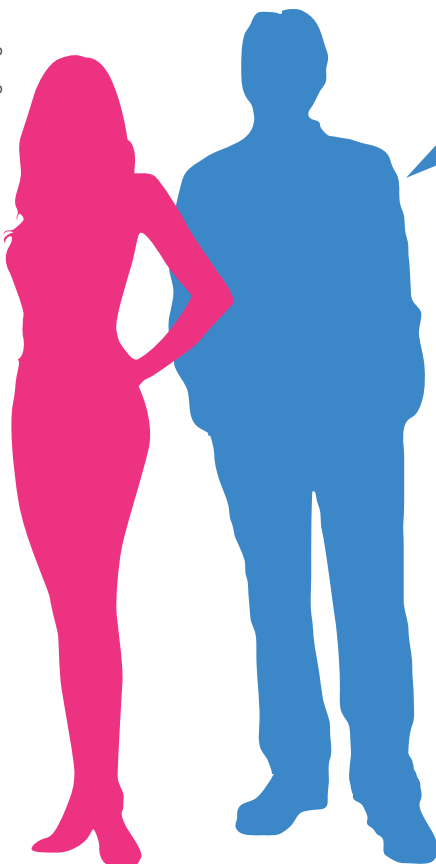
SOCIAL NETWORKS USED



EMPLOYED



More likely to be under the age of 40, earn more than \$75,000 annually and have a college degree.



SOURCE: SUPER SOCIAL ADDENDUM

About Jobvite

Jobvite is the leading recruiting platform for the social web. Today's fastest-growing companies use [applicant tracking](#), [recruiter CRM](#) and [social recruiting](#) software solutions from Jobvite 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.

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