

2013

Social Recruiting Survey Results

Jobvite

Social recruiting has grown up and has seen universal adoption across industries.

Anyone not leveraging social referrals is behind the curve.

- 94% of recruiters use or plan to use social media in their recruitment efforts
- 78% of recruiters have made a hire through social media

This year's results delve into how recruiters are leveraging social recruiting in addition to whether or not they are using it. Much like marketers, recruiters use social networks as part of a multi-channel strategy to find leads and nurture them to hire. Just as the days of "rented attention" and "one size fits all" campaigns are over in the marketing and advertising worlds, recruiters now focus on building their own talent pool and appealing to candidates' individual preferences.

The best candidates are always "shopping" for a new job and have more information at their fingertips than ever before. To succeed in today's fiercely competitive market, recruiters have started to use a marketer's approach to find and cultivate the top talent:

- Facebook, Twitter and LinkedIn are still the recruiters social networks of choice – but they have company. Blogs, Youtube, GitHub, Stackoverflow, Yammer, and Instagram have emerged as channels recruiters also use to source talent.
- Across social channels, recruiters look for professional experience, tenure, hard skills, industry-related voice and cultural fit as part of the hiring process.
- LinkedIn remains the king of searching (96%), contacting (94%), vetting (92%) and keeping tabs of candidates (93%).

Recruiters are also placing increasing importance on candidates' social profiles:

- 42% have reconsidered a candidate based on content viewed in a social profile, leading to both positive and negative re-assessments
- Profanity, and grammar and punctuation errors trigger negative reactions among recruiters over 60% of the time

Social recruiting is not just a way of finding the best cultural fit – there are also significant bottom line benefits

- Recruiters reported a jump in time to hire (33%), the quality of candidates (49%) and the quantity of candidates (43%)
- 60% of recruiters estimate the value of social media hires as greater than \$20k/year. 20% estimate the value of social media hires as greater than \$90k/year.

Finally, developments in social recruiting exist in the context of a highly competitive employee market:

- Only 1.5% of recruiters expect the hiring environment to get less competitive in the coming year
- 68% of companies offer referral compensation to gain a competitive edge in hiring

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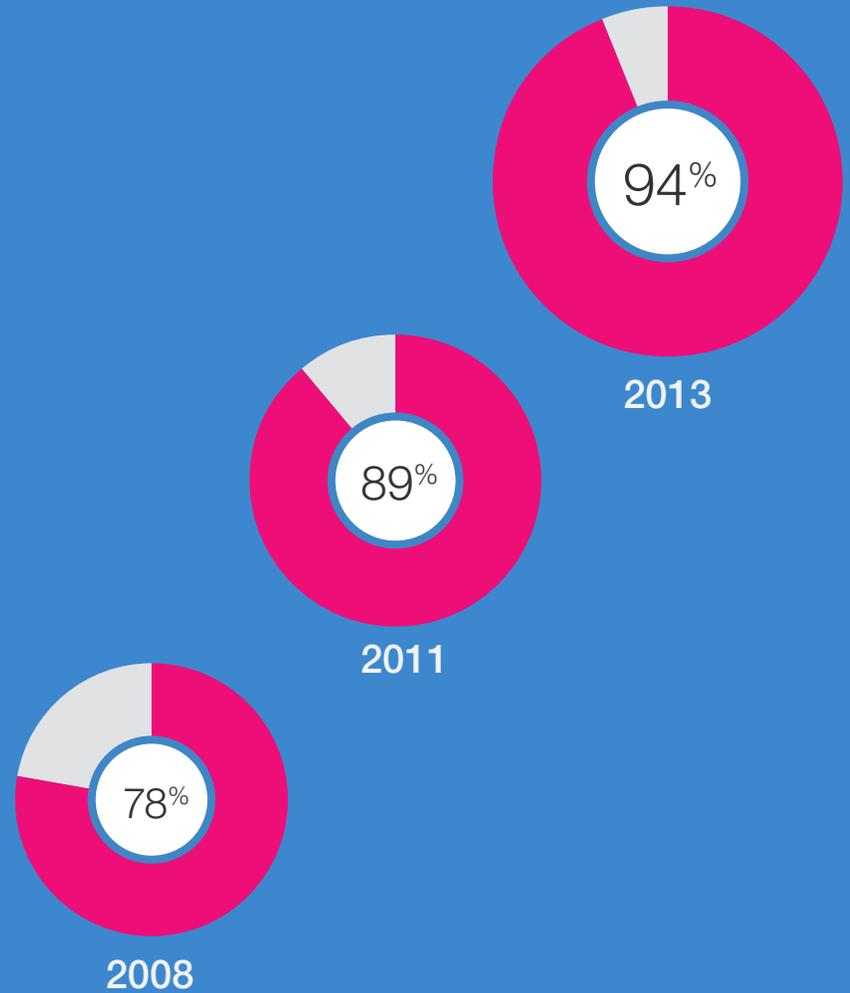
Q.

Do you (or your company) use social networks or social media to support your recruitment efforts?

Across industries, there is near-universal adoption of social recruiting



use or plan to begin using social networks/social media for recruiting





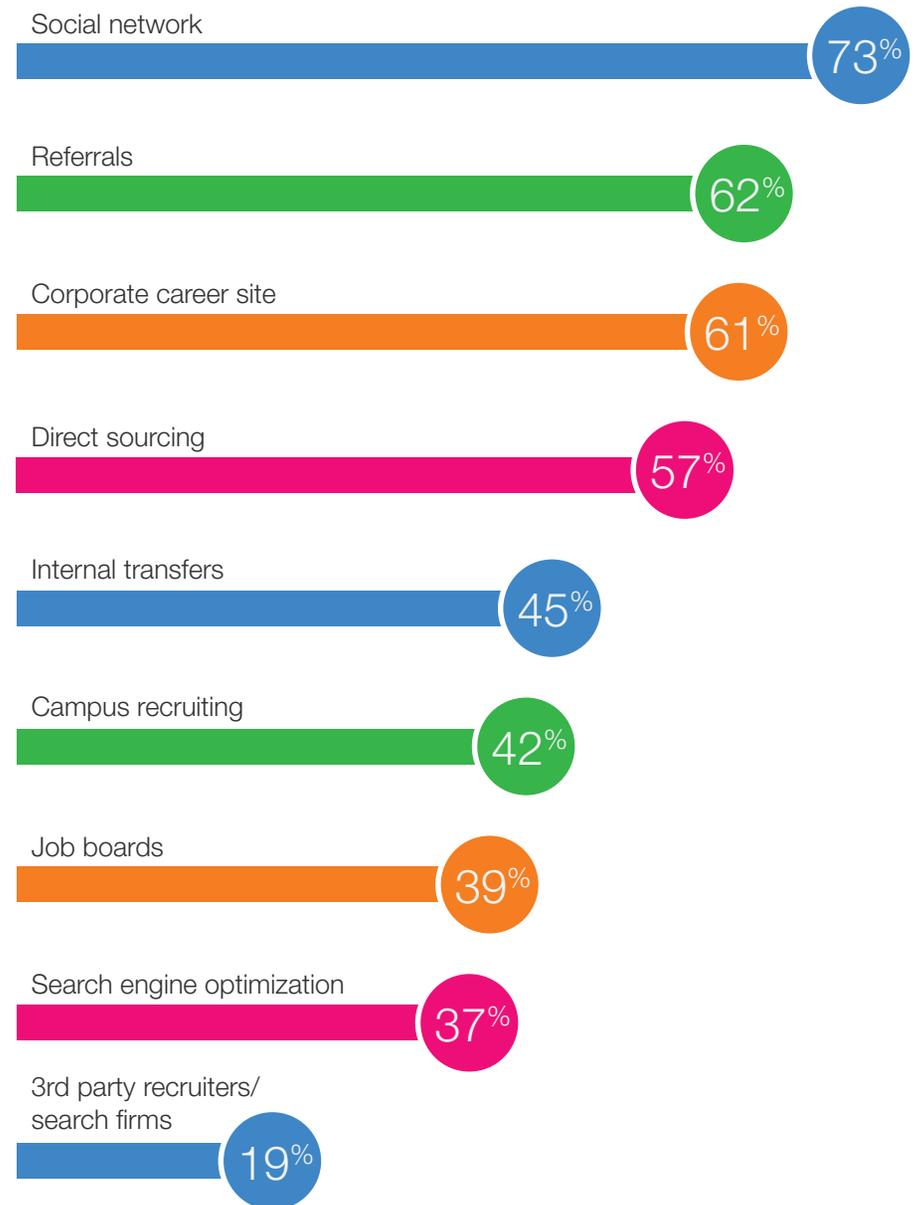
Recruiting is marketingSM.

Recruiters live in a multichannel world and work multiple candidate touch points from their own career sites to social networks and beyond.

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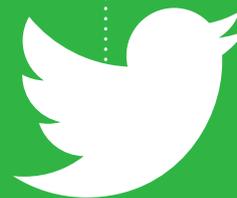
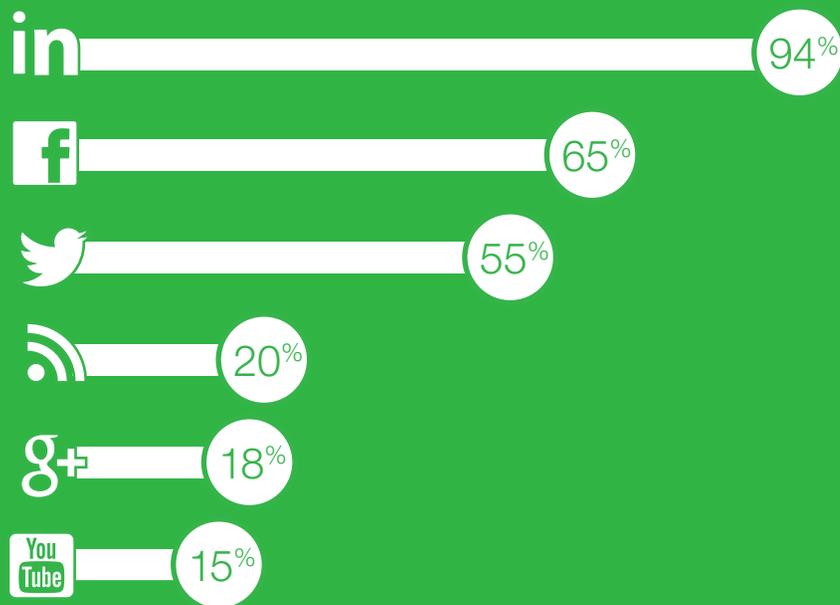
Q.

Do you plan to increase your investment in any of these candidate recruiting sources in 2013 compared to 2012?



LinkedIn, Facebook and Twitter are still the recruiter's social networks of choice

Top social networks for recruiting, 2013



Beside the big three, recruiters use a multitude of specialized, localized and up-and-coming social networks.

Xing Weibo GitHub Yammer
Vimeo Stackoverflow
Instagram Pinterest

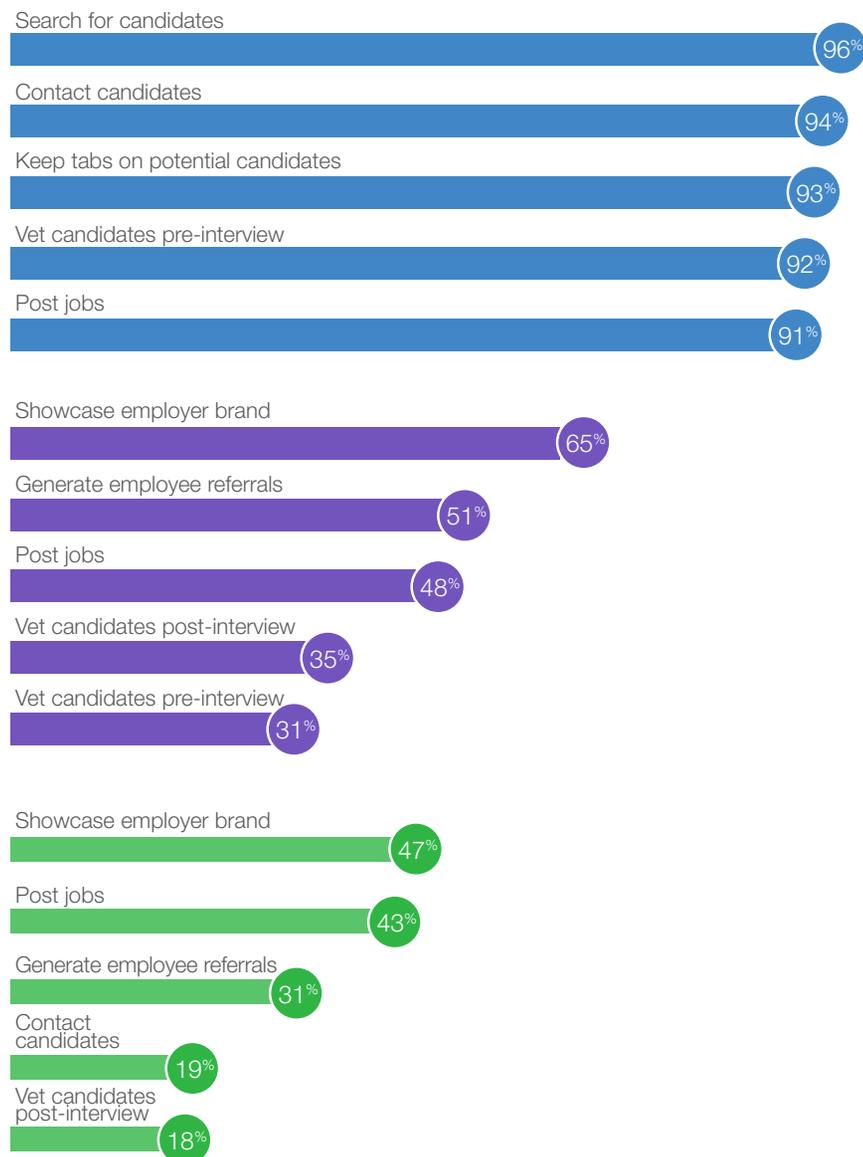


Top recruiters use social networks at each stage of the recruiting funnel

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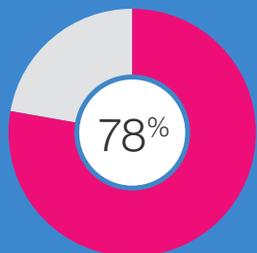
LinkedIn dominates all stages of the funnel. Facebook and Twitter show strength in both top-of-the-funnel activities like generating employee brand awareness and bottom-of-the funnel activities like vetting candidates pre- and post-interviews.



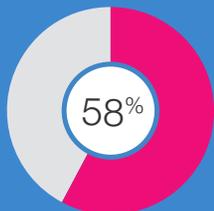


78%

of recruiters have hired through a social network



2013



2010

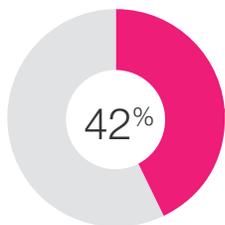
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Q.

Through which of these networks have you hired?



93%
of recruiters
are likely to look
at a candidate's
social profile.



42% have reconsidered a candidate based on content viewed in a social profile, leading to both positive and negative re-assessments.

More recruiters react negatively to profanity (65%) and grammar and punctuation errors in posts/tweets (61%) than references to alcohol use (47%).

Q. How would you react to these possible items discovered by reviewing a candidate's social network profile?

	POSITIVE	NEUTRAL	NEGATIVE
References to doing illegal drugs	1%	7%	83%
Posts/tweets of a sexual nature	1%	16%	71%
Profanity in posts/tweets	4%	20%	65%
Spelling/grammar errors in posts/tweets	3%	29%	61%
References to guns	1%	31%	51%
Pictures of consumption of alcohol	1%	39%	47%
Volunteering/donations to charity	65%	26%	1%
Political posts/tweets	2%	65%	18%
Overtly religious posts/tweets	2%	55%	28%



Social profiles give recruiters more confidence in a candidate's professional and cultural fit.

Q.

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



- ① Professional experience
- ② Length of professional tenure
- ③ Specific hard skills

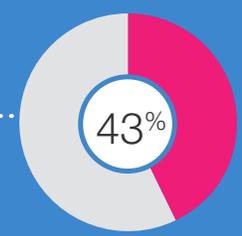


- ① Cultural fit
- ② Industry-related posts
- ③ Professional experience



Social recruiting generates strong ROI, both in dollars and candidate quality.

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



Spend less than \$1000/month on social recruiting, but 60% estimate the value of their hires through those channels as greater than \$20k/ year. 20% estimate it at greater than \$90K per year.

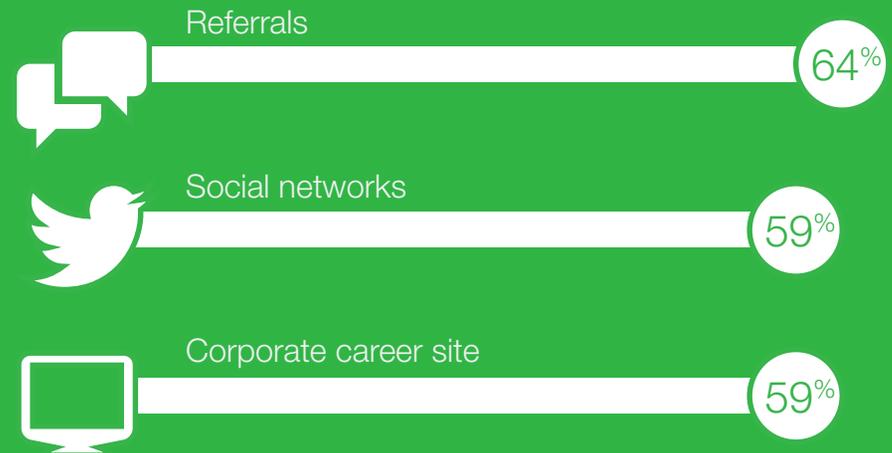


The best-quality candidates come through your company's and employees' networks.

Q.

Rate the quality of candidates from these sources from 1 to 3, where 3 represents the highest quality.

Percent noting 3 (highest quality) for each

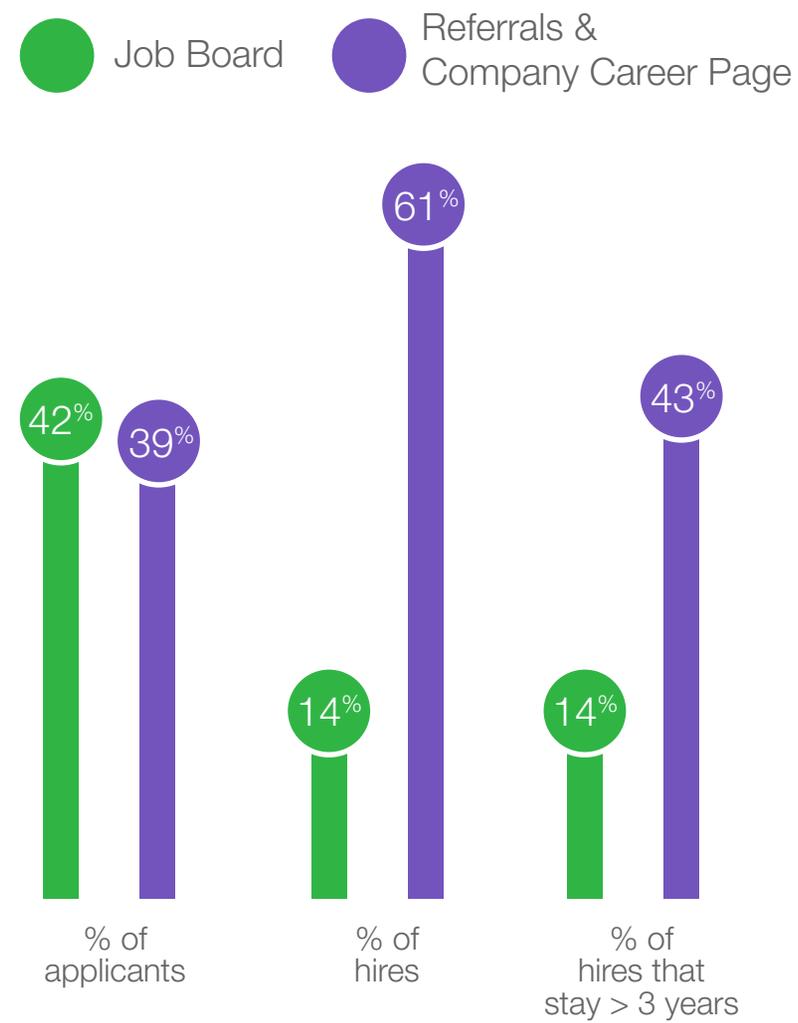


The highest-rated candidates are sourced through referrals, social networks and corporate career sites.



Hiring through your company's and employees' networks is more efficient.

Candidates sourced through referrals and company hiring pages are more likely to get hired faster and stay on the job longer.



Applicant-to-hire ratio and average employment length, job boards vs. referrals and company career page

Only
1.5%
of recruiters expect the hiring environment to get less competitive in the coming year.

Recruiters in manufacturing (74%), retail (74%) and technology (72%) were most likely to expect more competition in hiring. Even at the low end, 63% of healthcare recruiters expect more competition in the coming year.

Average Time to Hire



The most competitive fields across the 1000+ companies on the Jobvite platform



68%

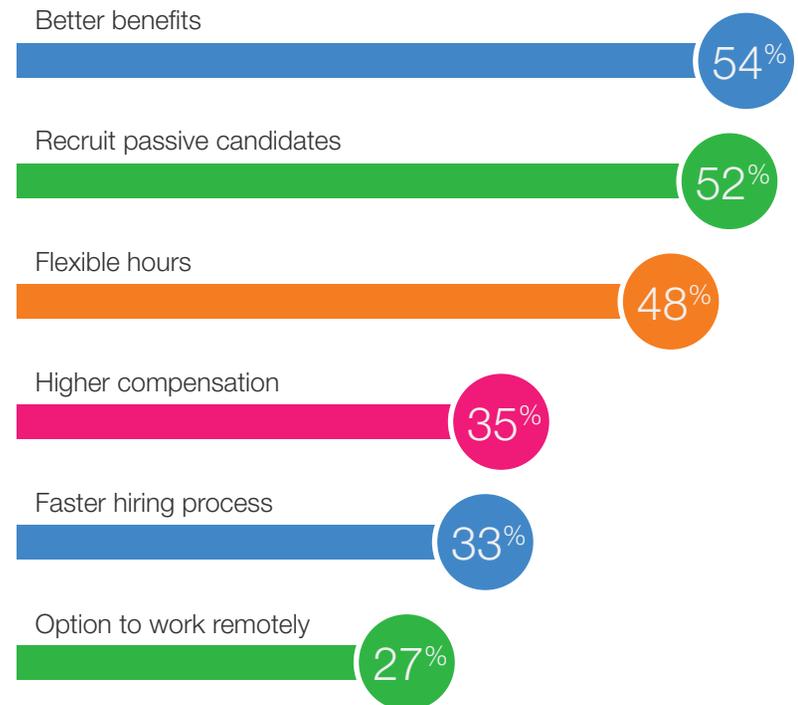
of companies offer referral compensation to gain a competitive edge in hiring

To compete with other employers



Q.

What steps do you take to compete against other employers?





ABOUT THIS SURVEY:

Now in its sixth year, Jobvite's annual Social Recruiting Survey is the most comprehensive survey of its kind. The survey was conducted online in June 2013. 1600 recruiting and human resources professionals completed the survey in response to either an email or a social media invitation.

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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. To find out more, take a product tour.

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