



# SOCIAL MEDIA & RECRUITING

Every day, millions of people log in to their social media accounts to send, share, snap and more

**968**  
**MILLION**  
PEOPLE USE  
FACEBOOK ON A  
DAILY BASIS

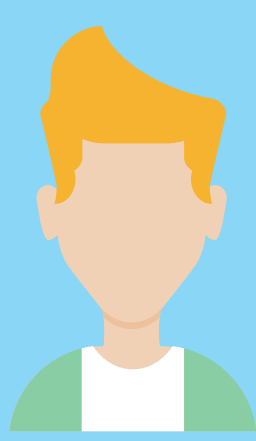
**500**  
**MILLION**  
TWEETS ARE  
SENT PER DAY

**2.5**  
**BILLION**  
AVERAGE NUMBER  
OF LIKES PER DAY  
ON INSTAGRAM

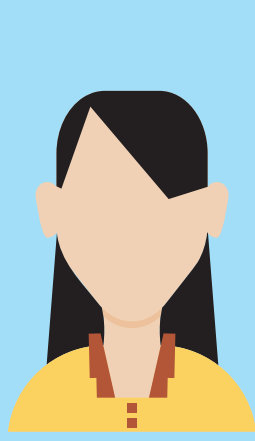


**SNAPCHAT USERS SHARE 8,796  
PHOTOS PER SECOND**

It's not just Millennials taking part in this social media craze  
Percentage of internet users who use social media



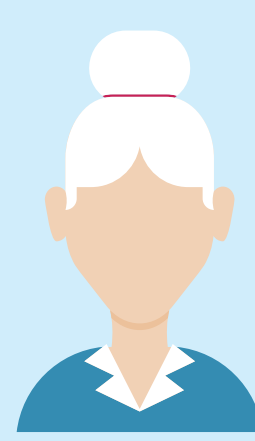
**89% AGED  
18-29**



**82% AGED  
30-49**



**65% AGED  
50-64**



**49% AGED  
65+**

To take advantage of this tech trend, recruiters are leveraging social media participation in their favor with "social hiring"



Social hiring is the sourcing of candidates for hire via social media channels such as Facebook, Twitter and LinkedIn

**93%** | of recruiters currently use or plan to use social media to support their recruiting efforts



**94% UTILIZE LINKEDIN**



**66% UTILIZE FACEBOOK**



**54% UTILIZE TWITTER**



**21% UTILIZE GOOGLE+**



While LinkedIn is the most popular platform among recruiters, job seekers flock to Facebook

**83%** | of job seekers look to Facebook for jobs



Social hiring shouldn't be limited to the major players of Facebook, LinkedIn and Twitter



**31%**

OF JOB SEEKERS SAY  
USING INSTAGRAM LED  
TO FINDING A JOB



**25%**

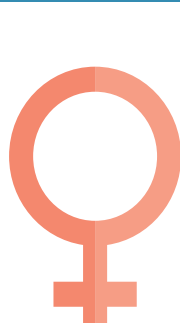
OF JOB SEEKERS SAY  
USING PINTEREST LED  
TO FINDING A JOB



**17%**

OF JOB SEEKERS SAY  
USING SNAPCHAT LED  
TO FINDING A JOB

## AVERAGE PROFILE OF A SOCIAL JOB SEEKER



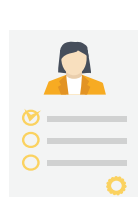
**70%**  
OF JOB  
SEEKERS ARE  
FEMALE



**40%**  
ARE BETWEEN  
THE AGES OF  
30-39



**68%**  
COLLEGE  
EDUCATED



**31%**  
ADMITTED TO  
INFLATING  
THEIR SKILLS



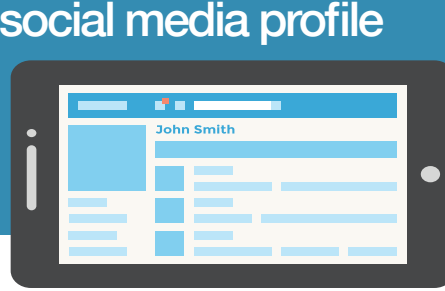
**56%**  
USE LINKEDIN TO  
FIND HIGHER  
INCOME JOBS  
(>\$75K)



**75%**  
FOUND THEIR  
CURRENT POSITION  
THROUGH FACEBOOK

**93%** | of recruiters review a candidate's social media profile before making a hiring decision

**55%** | have reconsidered a candidate based on what they saw

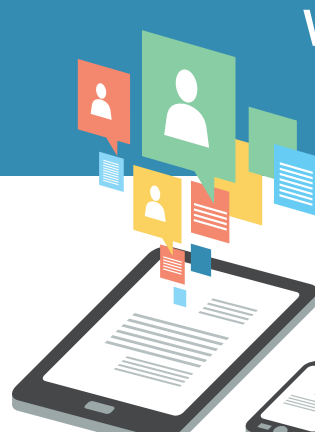


Cultural fit is the #1 factor recruiters look for in a candidate's Facebook profile



only 28% of Millennials use Facebook to evaluate a company's culture

While recruiters are increasingly more tuned into social as a hiring platform, many are missing out on a huge factor - mobile



**43%** | of job seekers use mobile in their job search

**59%** | of recruiters currently invest nothing in mobile career sites

### Sources

[HTTPS://ABOUT.TWITTER.COM/COMPANY](https://about.twitter.com/company)  
[HTTPS://INSTAGRAM.COM/PRESS/](https://instagram.com/press/)  
[HTTP://EXPANDEDRAMBLINGS.COM/INDEX.PHP/SNAPCHAT-STATISTICS/](http://expandedramblings.com/index.php/snapchat-statistics/)  
[HTTP://WWW.PEWINTERNET.ORG/FACT-SHEETS/SOCIAL-NETWORKING-FACT-SHEET/](http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/)

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