

**Jobvite**

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2012

**SOCIAL RECRUITING  
SURVEY RESULTS**

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# Widespread acceptance of social recruiting leads to a spike in candidate quantity and quality and an increase in employee referrals, and social knowledge.

Social media has quickly become a dominant force for companies to find and hire quality talent. Because it allows employers to tap extended networks for candidates that would not be found otherwise, social recruiting offers tremendous value to companies of all sizes. It has become an essential avenue for recruiters to successfully compete in the war for talent.

The increase in social media use for recruiting is a direct result of the number of quality candidates seen from social channels. As tracking systems and social networks become commonplace in recruiting, trending data indicates social recruiting not only increases the number of applicants in the hiring pipeline, but also the quality of candidates.

- 92% of respondents use or plan to use social media for recruiting, an increase of almost ten percent from the 83% using social recruiting in 2010.
- 73% have successfully hired a candidate through social networks, making social recruiting a highly effective source of quality new hires.

- A large majority of recruiters (71%) consider themselves savvy in social recruiting, having a sizeable understanding of what to look for in social profiles.
- 49% of recruiters who implemented social recruiting saw an increase in the quantity of candidates, and 43% noted a surge in the quality of candidates.

Respondents of this survey clearly suggest that social recruiting is forefront in their hiring strategies, and in particular there's growing interest in reviewing candidate's profiles during the hiring process.

- 80% of respondents like to see memberships and affinities with professional organizations. Volunteerism also creates a positive impression with 66% of respondents.
- 78% had a negative reaction to illegal drug references; while 67% felt similar toward posts of a sexual nature.

- Grammar and spelling mistakes in social profiles also garnered a negative reaction from 54% of respondents – much higher than alcohol consumption at 47% negative.

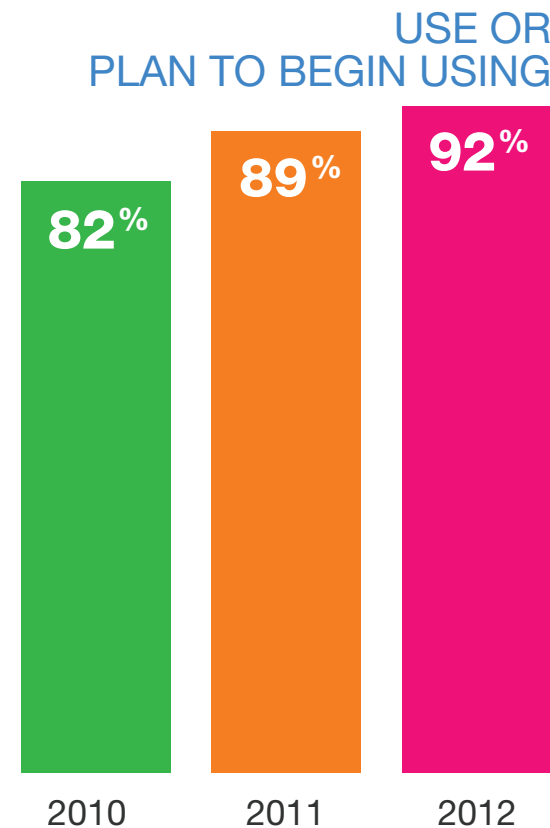
As recruiters continue to collect more knowledge on social recruiting best practices, the number of quality hires acquired through social media increases. The role candidates' social activity plays in hiring decisions also grows in importance. Hiring in and of itself has broadened its reach to include a multitude of social media sources as companies continue to seek out new ways to find and hire the best talent.

Recruiters leveraging social media to reach candidates is at an **all-time high**

**92%** use or plan to begin using social networks/social media for recruiting

**Q.**

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

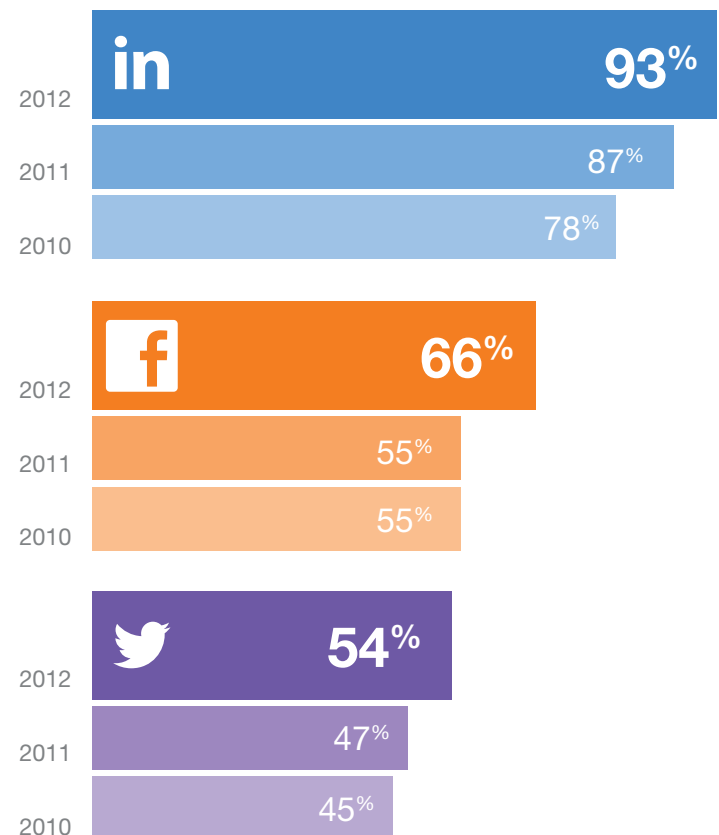


Facebook and Twitter recruiting adoption growing rapidly while **LinkedIn becomes nearly universal**

# Q.

Which of the following social networks or social media do you or your company use, or plan to use, for recruiting?

## MOST POPULAR SOCIAL NETWORKS BEING USED FOR RECRUITING:



# Social recruiting just works better

Since implementing social recruiting,

49% saw an increase in quantity of candidates





43% reported an increase in candidate quality

20% reported it took less time to hire

31% saw increase in employee referrals

## Q.

Since implementing social recruiting, how have the below changed?

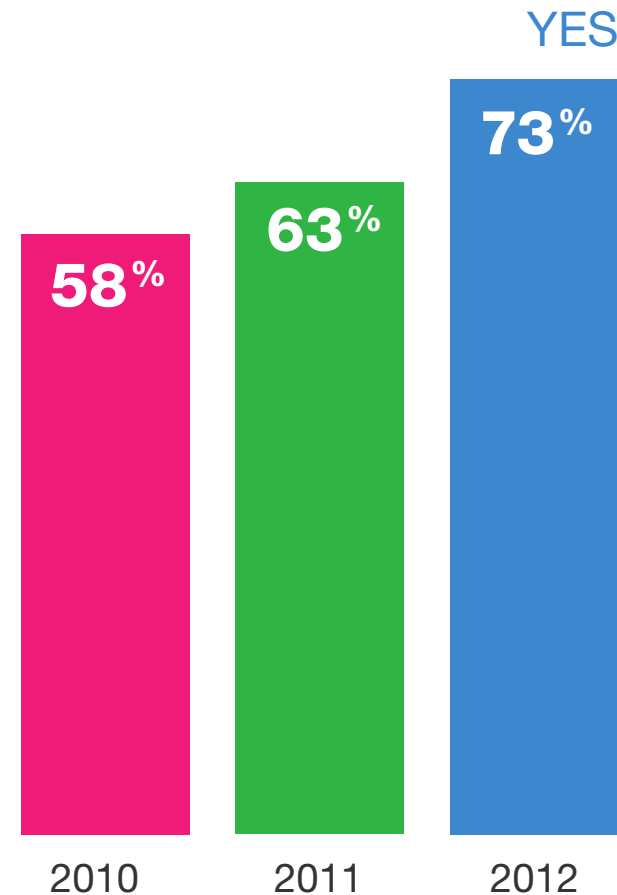
	INCREASE	DECREASE	STAYED THE SAME
<b>TIME TO HIRE</b>	14%	 <b>20%</b>	38%
<b>CANDIDATE QUANTITY</b>	 <b>49%</b>	3%	24%
<b>CANDIDATE QUALITY</b>	 <b>43%</b>	3%	30%
<b>EMPLOYEE REFERRALS</b>	 <b>31%</b>	2%	38%

73% of recruiters have successfully hired a candidate who was identified or **introduced through a social network or social media**

↑ 15% increase from 2010–2012

Q.

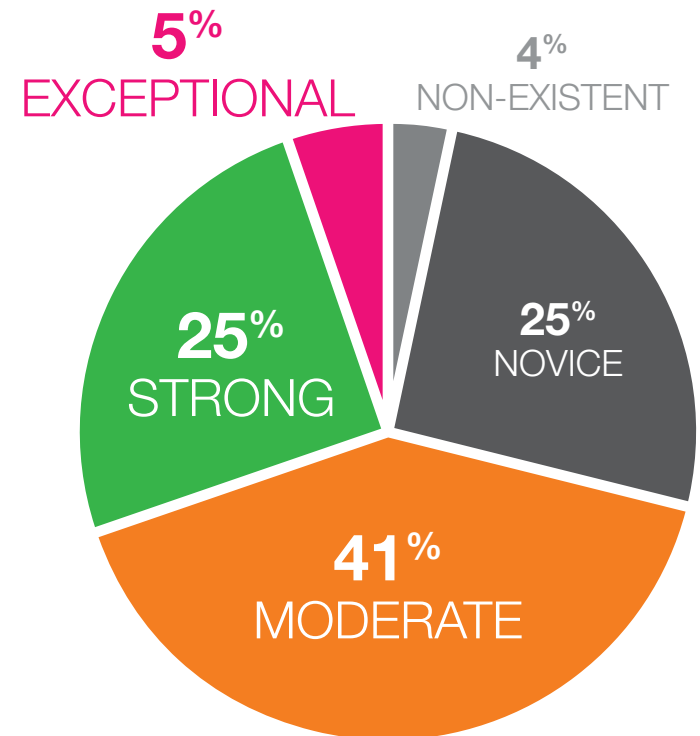
Have you or your company successfully hired a candidate who was identified or introduced through a social network or social media?



71% of recruiters consider themselves moderate – **exceptional social recruiters**

Q.

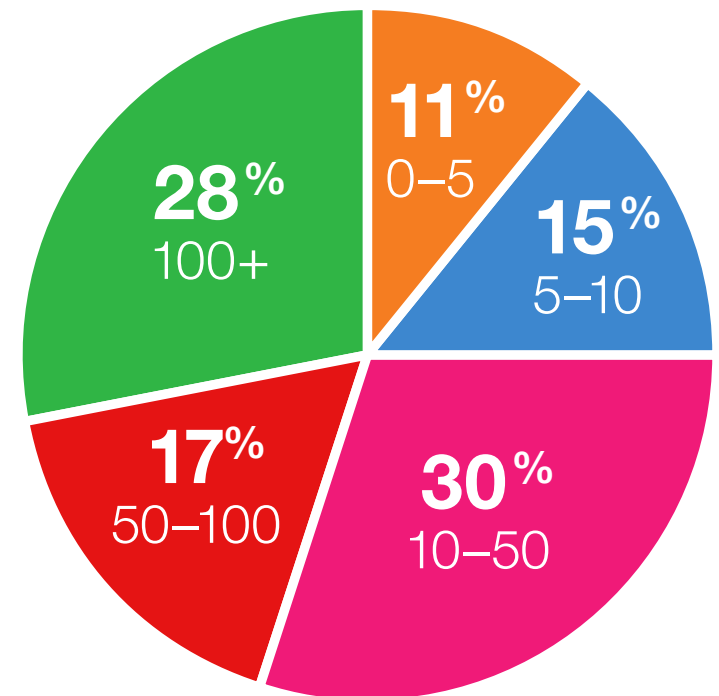
How would you rate your social recruiting skill level?



**90% plan on increasing employee count** to some degree in the next year

**Q.**

How many job openings do you anticipate filling in the next 12 months?

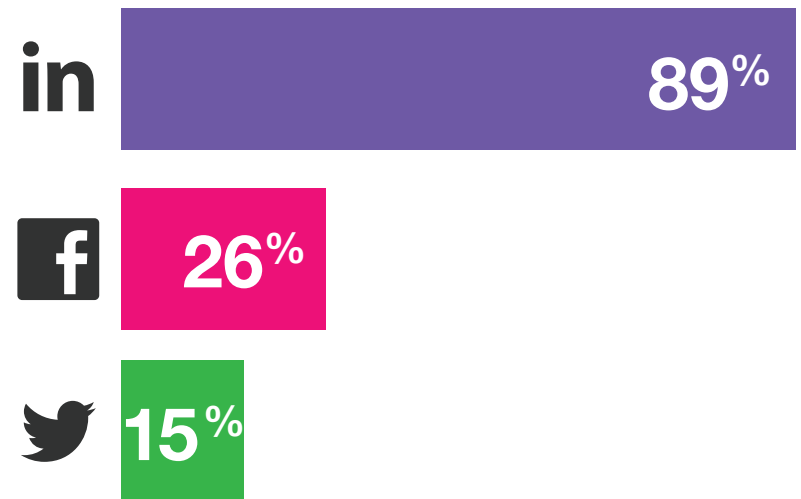




**89% have made a hire through LinkedIn,**  
26% through Facebook  
and 15% through Twitter

**Q.**

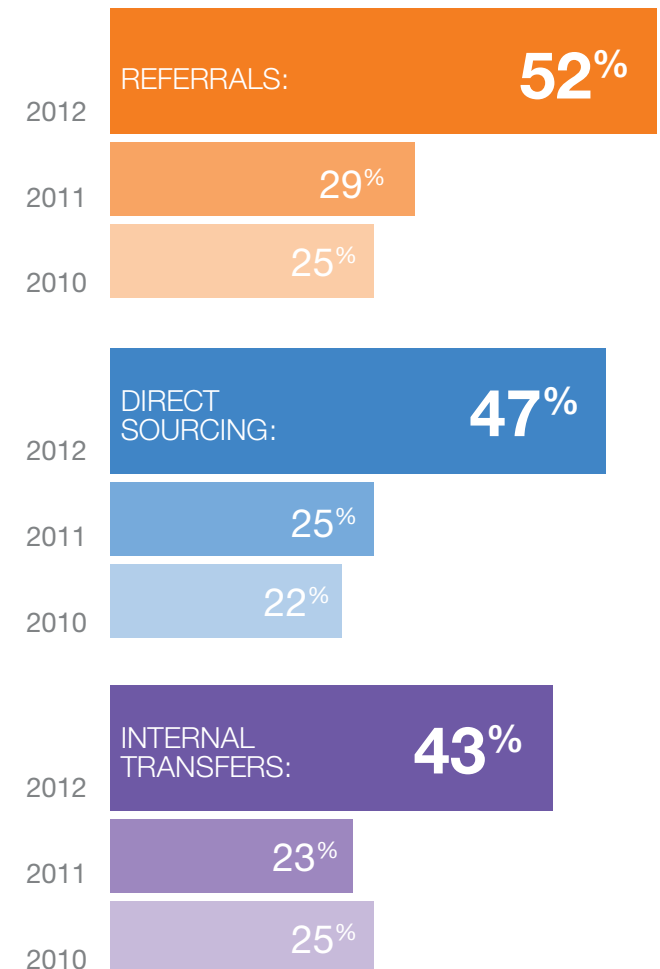
Through which of these networks have you hired?



**The highest rated candidates** come from referrals, direct sourcing and internal transfers

## Q.

Rate the quality of candidates from these sources: referrals, job boards, social networks, direct sourcing, 3<sup>rd</sup> party search firms, campus recruiting, SEO, corporate career site, internal transfers.

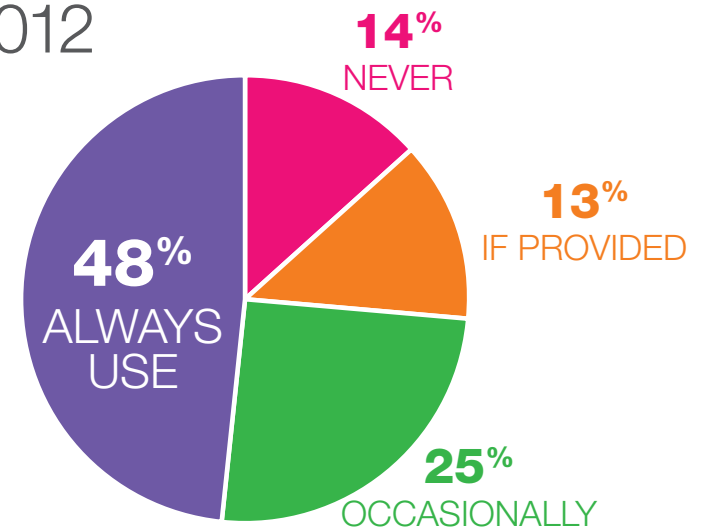


**86% of recruiters**  
are likely to look at  
social profiles

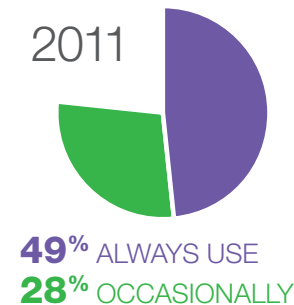
**Q.**

How do you use the online profiles  
when reviewing candidates?

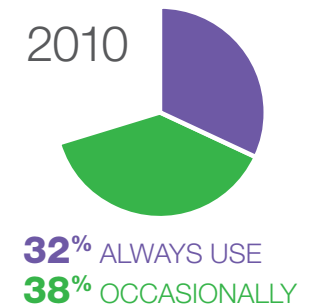
2012



2011



2010



**Poor spelling and profanity make a bad impression to a majority of recruiters**

**Q.**

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

	POSITIVE	NEUTRAL	NEGATIVE
<b>REFERENCES TO DOING ILLEGAL DRUGS</b>	2%	8%	<b>78%</b>
<b>POSTS/TWEETS OF A SEXUAL NATURE</b>	3%	21%	<b>66%</b>
<b>PROFANITY IN POSTS/TWEETS</b>	2%	15%	<b>61%</b>
<b>SPELLING/GRAMMAR ERRORS IN POSTS/TWEETS</b>	2%	33%	<b>54%</b>
<b>PICTURES OF CONSUMPTION OF ALCOHOL</b>	1%	37%	<b>47%</b>
<b>MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS</b>	<b>80%</b>	10%	1%
<b>VOLUNTEERING/DONATIONS TO CHARITY</b>	<b>66%</b>	22%	1%
<b>POLITICAL POST/TWEETS</b>	2%	<b>62%</b>	18%
<b>OVERTLY RELIGIOUS POSTS/TWEETS</b>	3%	<b>53%</b>	26%
<b>REFERENCES TO BURNING MAN</b>	3%	29%	18%

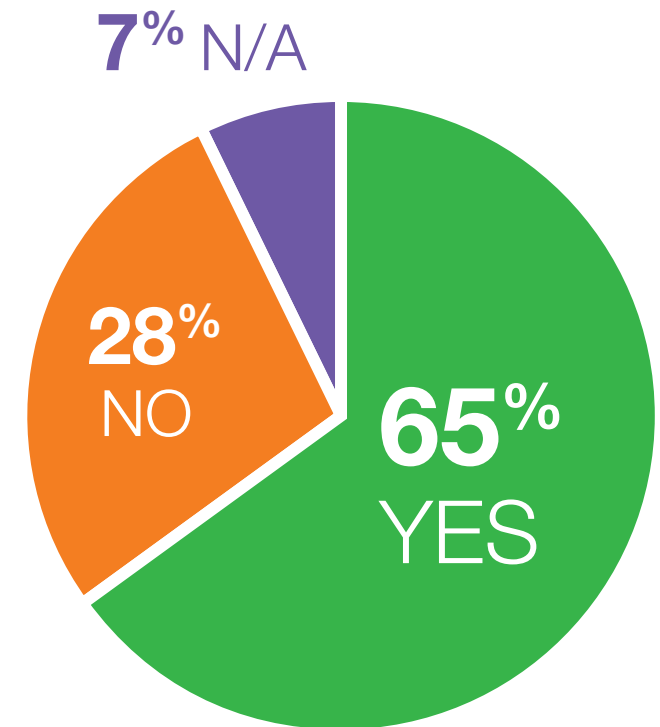
# 65% of recruiters compensate employees for referrals

36% more that \$100

43% more than \$1000

Q.

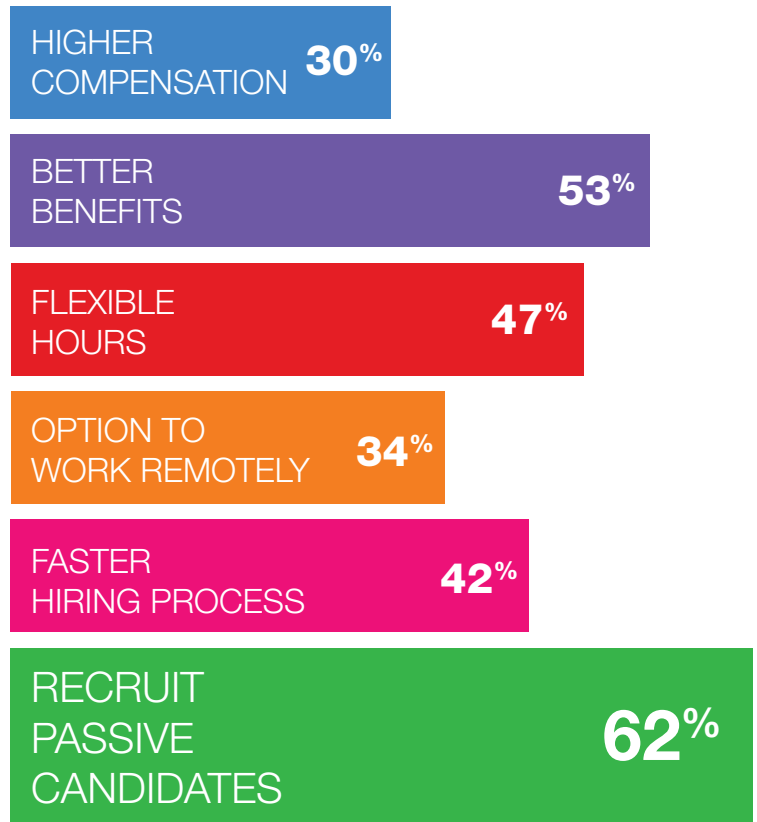
Do you compensate employees for referrals?



**Recruiting passive candidates** is the most popular tactic in competitive recruiting

Q.

What steps do you take to compete against other employers?



## ABOUT THIS SURVEY:

The Jobvite Social Recruiting Survey 2012 was conducted online between May and June 2012. Over 1000 people across the globe completed the survey in response to an email invitation sent to a registered list of human resources and recruiting professionals. Respondents answered questions using an online survey tool. The data collected from this survey 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).

### Additional Social Recruiting Resources:

- The 2012 State of Social Recruiting Infographic
- 2012 Jobvite Index
- Social Job Seeker 2011
- Jobvite Customer Videos
- Jobvite Product Tours

## 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.

Jobvite Hire is a practical, intuitive web-based platform that helps you effectively manage every stage of hiring. It's the only social recruiting and applicant tracking solution that makes it easy for everyone to work together on hiring. With Jobvite Hire, you can improve the speed and quality of talent acquisition, create a great candidate experience, and increase referral and social network hires – all while using fewer resources.

Jobvite Source is an easy-to-use, web-based application that can help you achieve your recruitment sourcing goals today. It's the only social sourcing and candidate relationship management application that helps you target relevant talent through employee referrals, social networks and the web – then build and engage your talent pool. Jobvite Source is one intuitive platform to manage all sourcing programs and see the results.

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