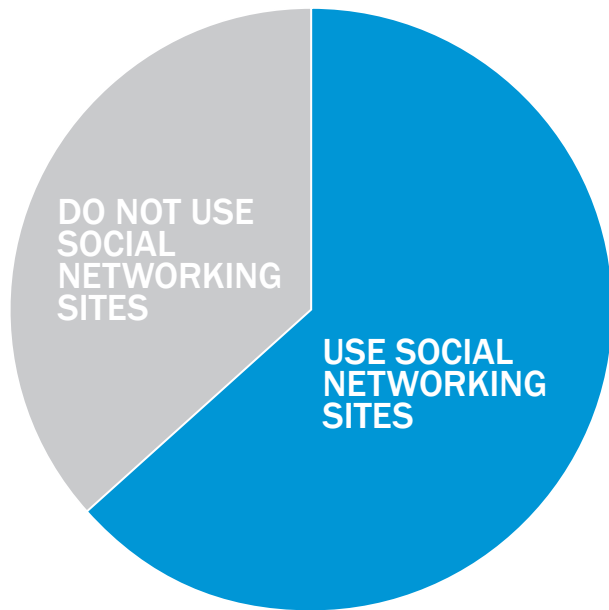




33

ESSENTIAL RECRUITING STATS

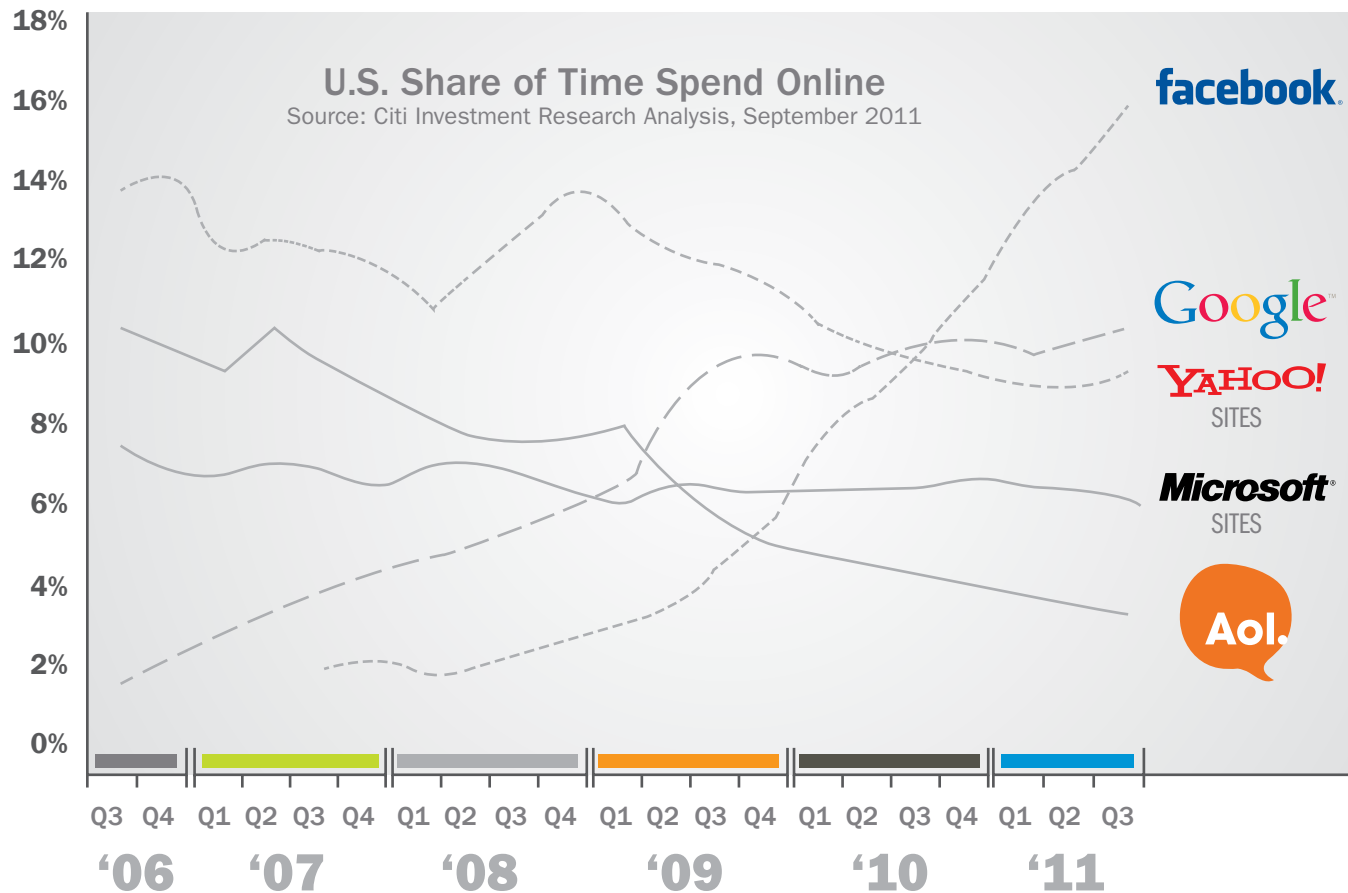


65% of Online Adults Use Social Networking Sites

That's more than double the amount in 2008

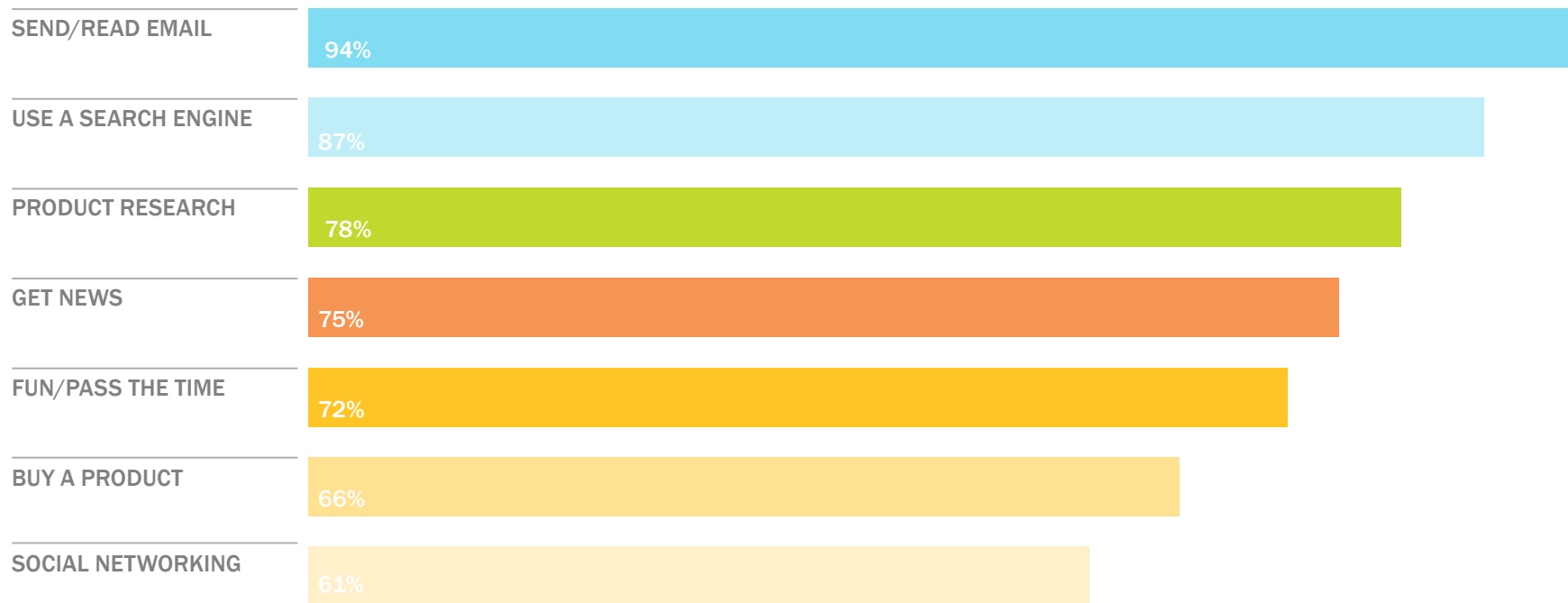
SOURCE: PEW RESEARCH CENTER, AUGUST 2011

Consumers Are Spending More Time Online Every Day



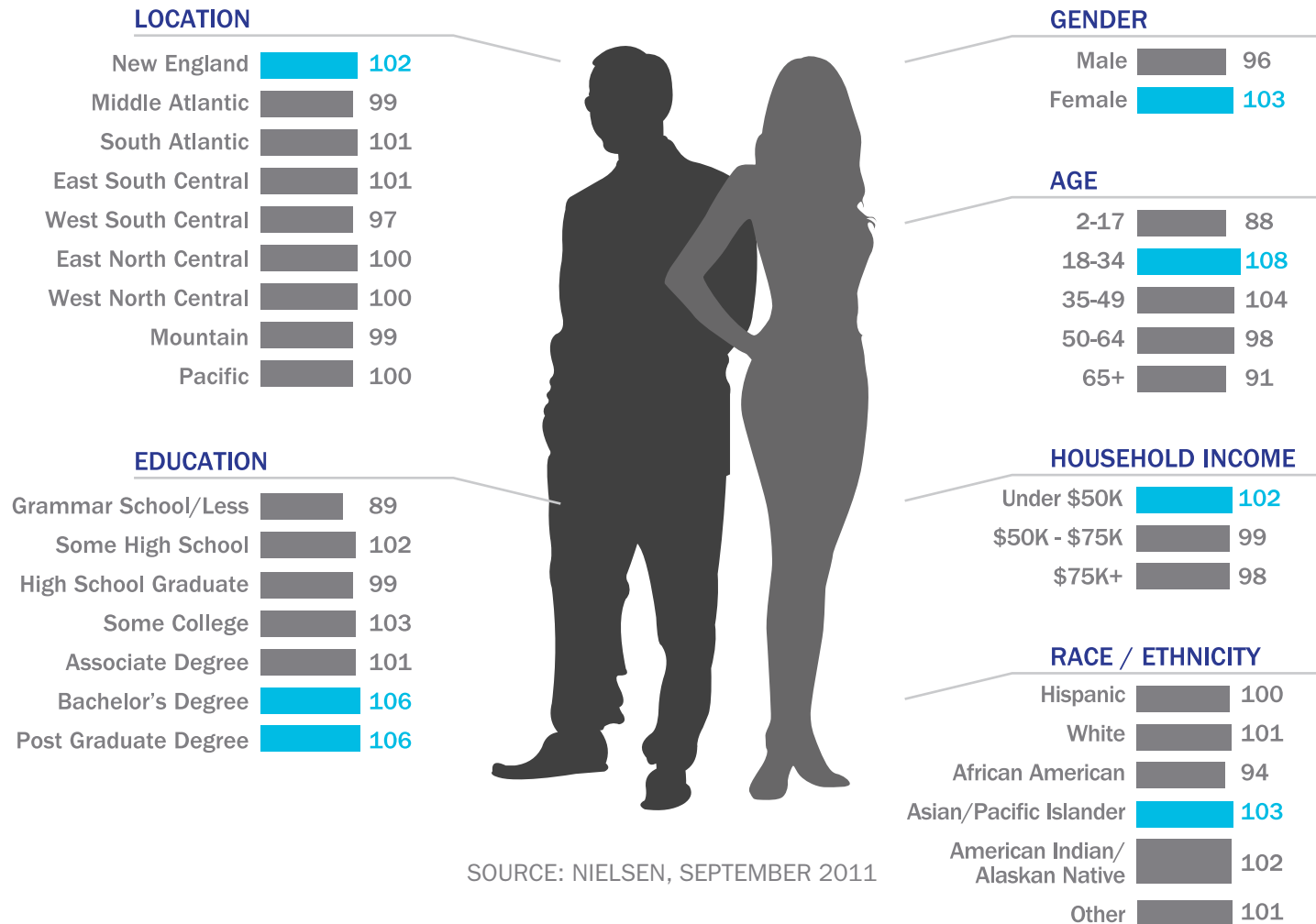
SOURCE: CITI INVESTMENT RESEARCH ANALYSIS, SEPTEMBER 2011

We Do More Online than Ever Before

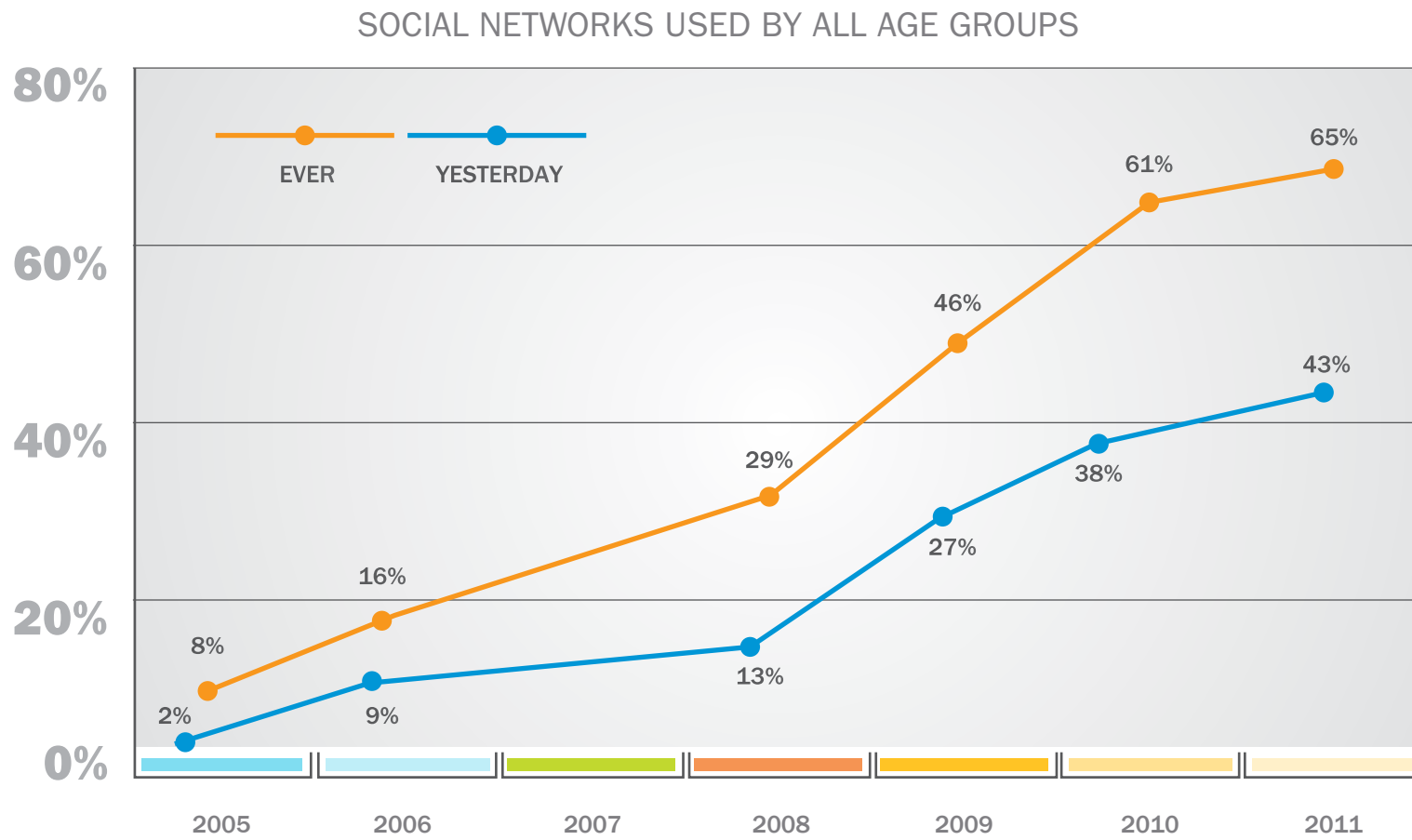


SOURCE: PEW RESEARCH CENTER, MAY 2010

Social Networks Account for 1/4 of the Time Spent Online



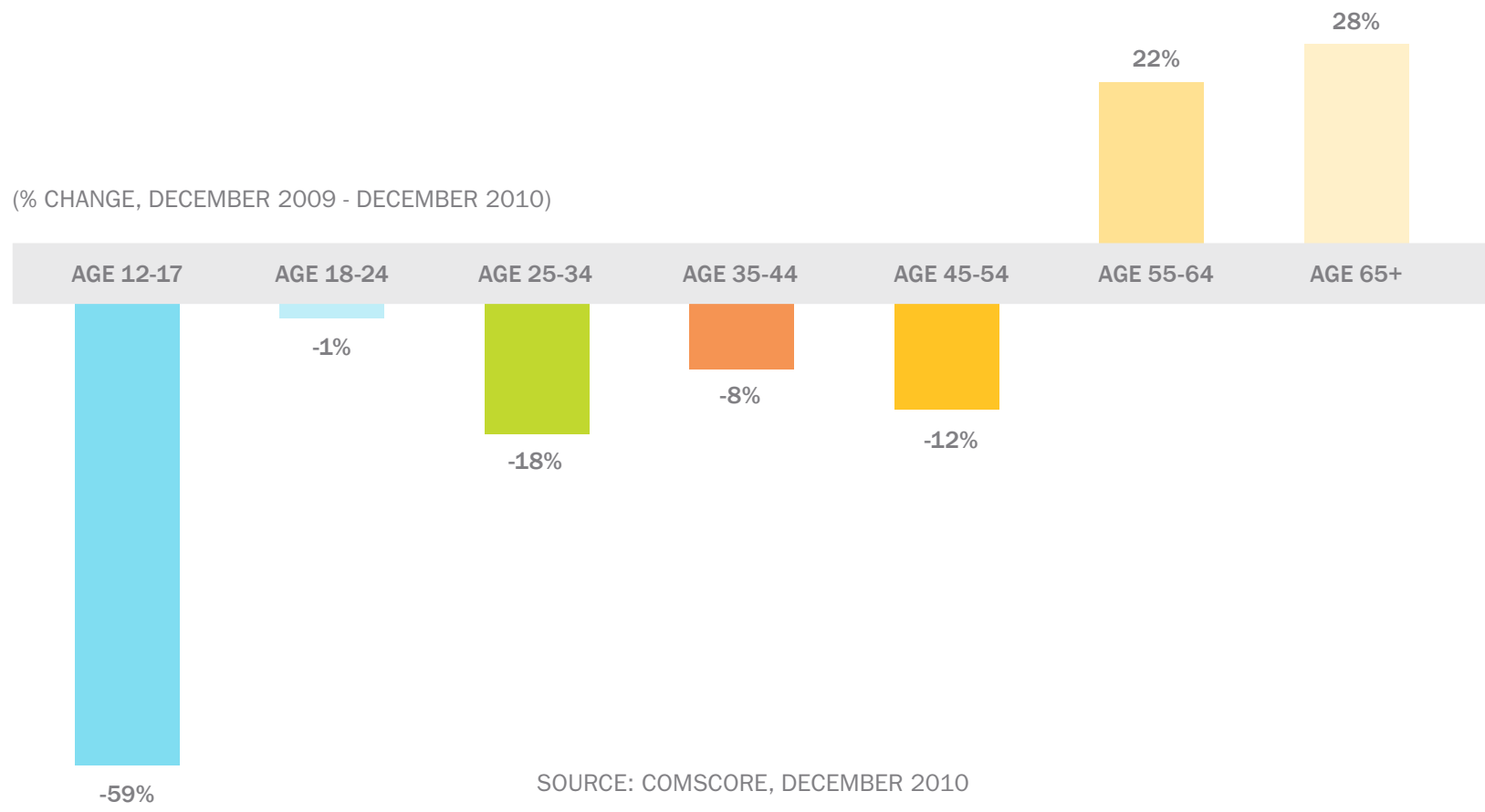
Regardless of Age, We're on Social Networks



SOURCE: PEW RESEARCH CENTER, AUGUST 2011

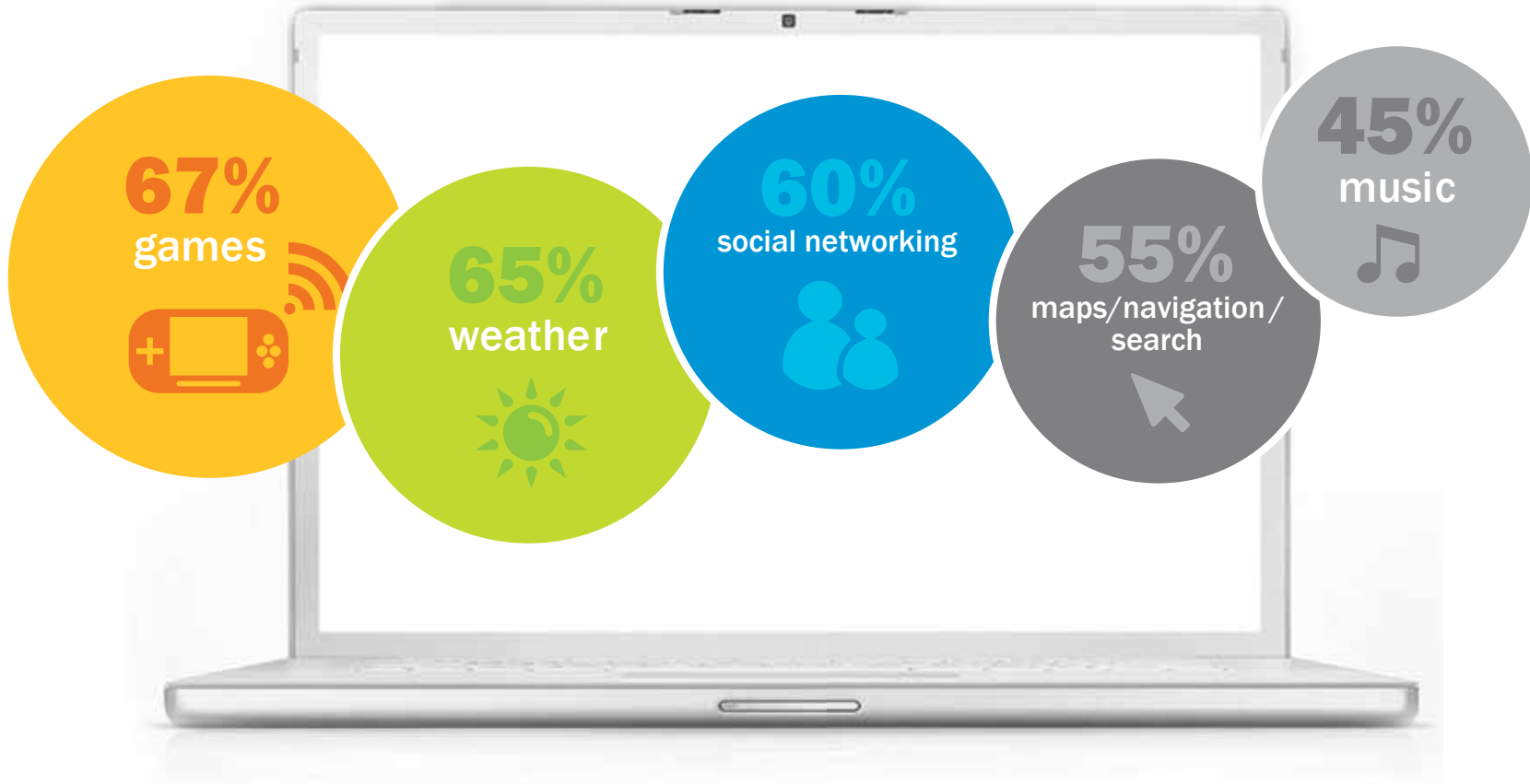


Social Media Will Soon Overtake Email Usage



Social App Usage Has Increased by 30% Since 2010

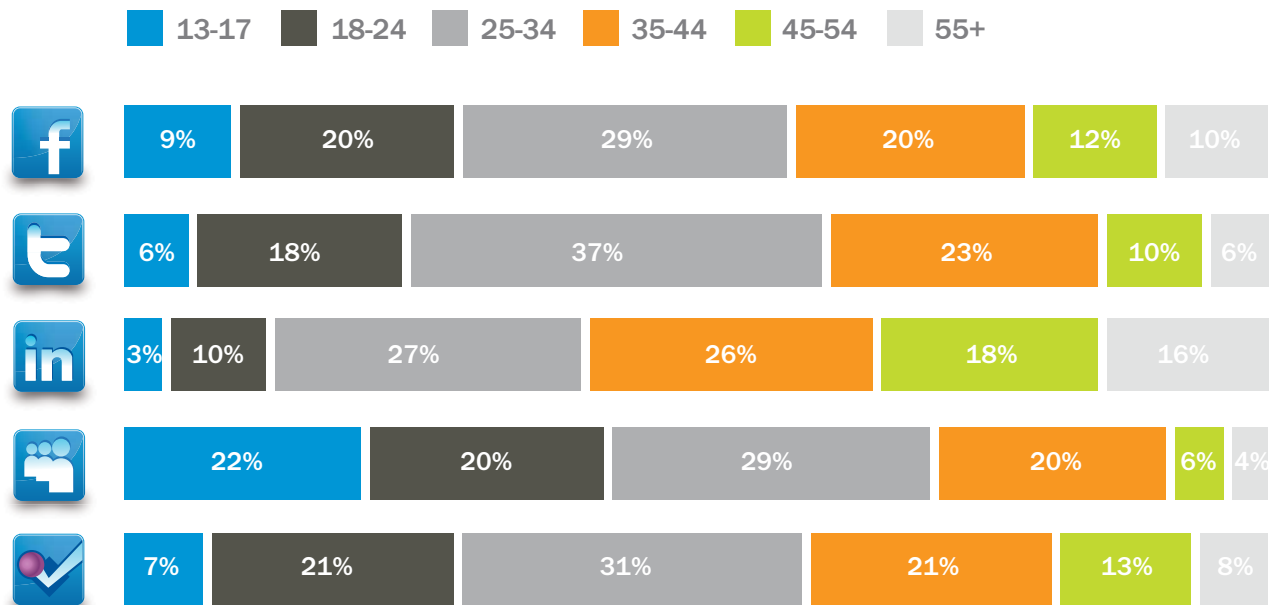
TOP 5 APP CATEGORIES USED BY SMARTPHONE OWNERS WHO DOWNLOAD APPS



SOURCE: NIELSEN, SEPTEMBER 2011

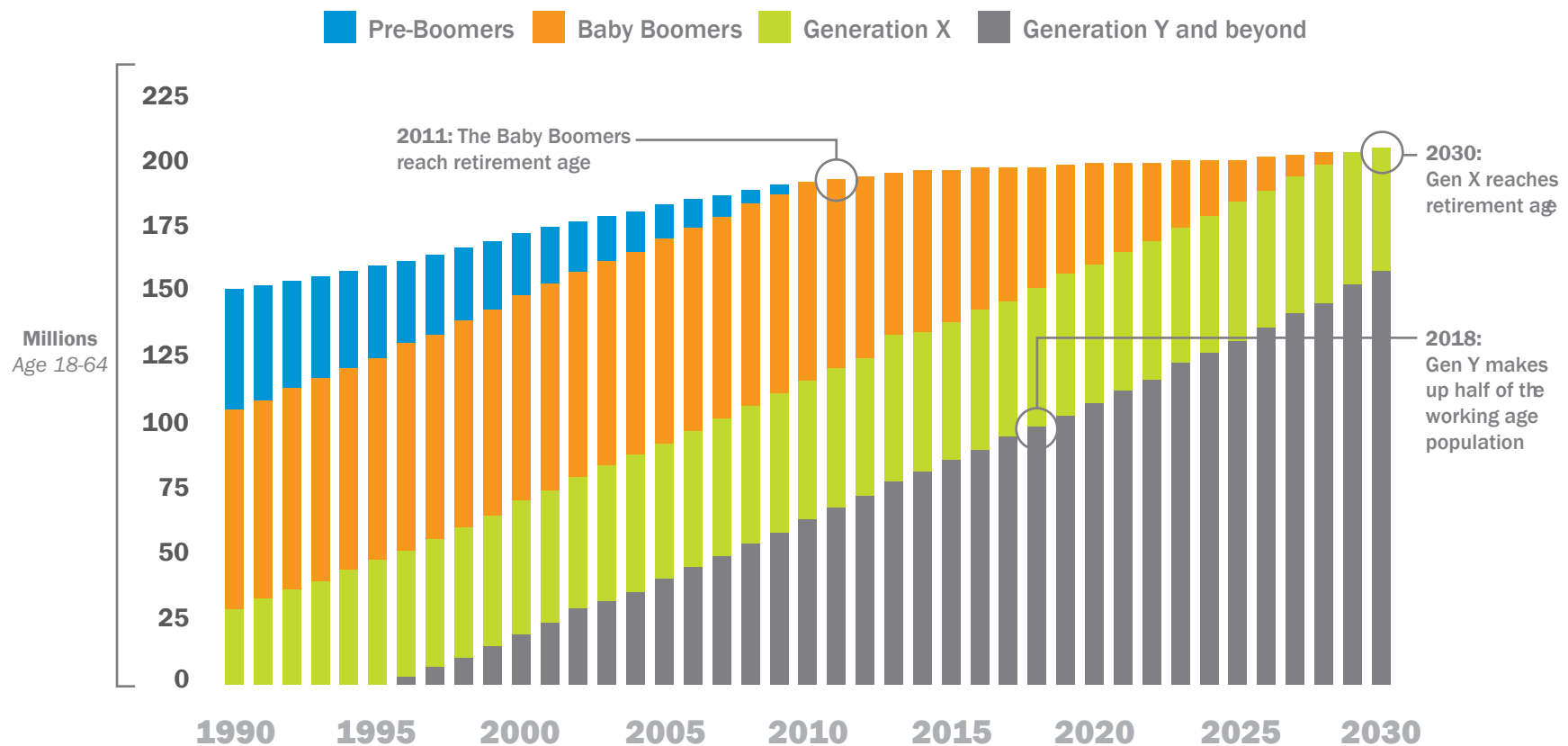
Gen X and Gen Y Use of Social Apps Also on the Rise

PERCENTAGE OF SOCIAL NETWORKING APP USERS BY AGE



SOURCE: NIELSEN, SEPTEMBER 2011

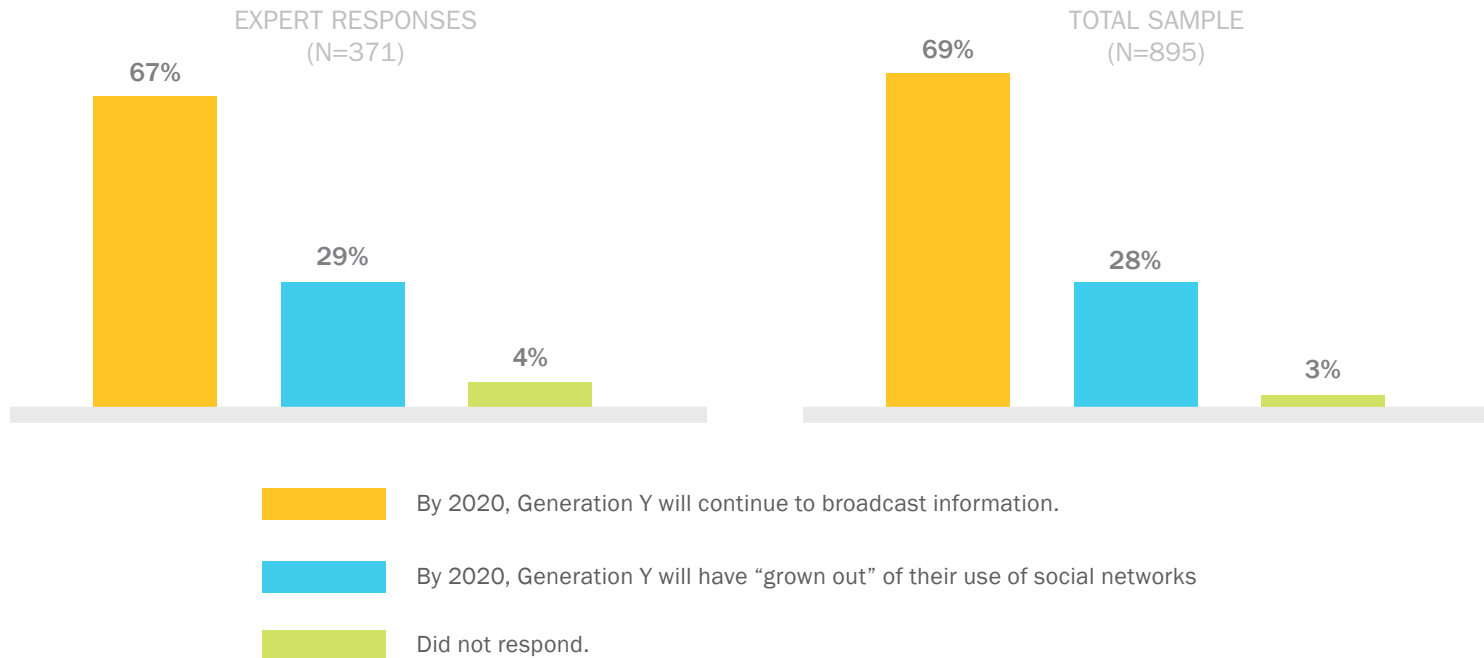
Gen Y Is Fast-Becoming the Majority of the Working Population



SOURCE: U.S. BUREAU OF THE CENSUS, PROJECTIONS BASED ON 2000 CENSUS

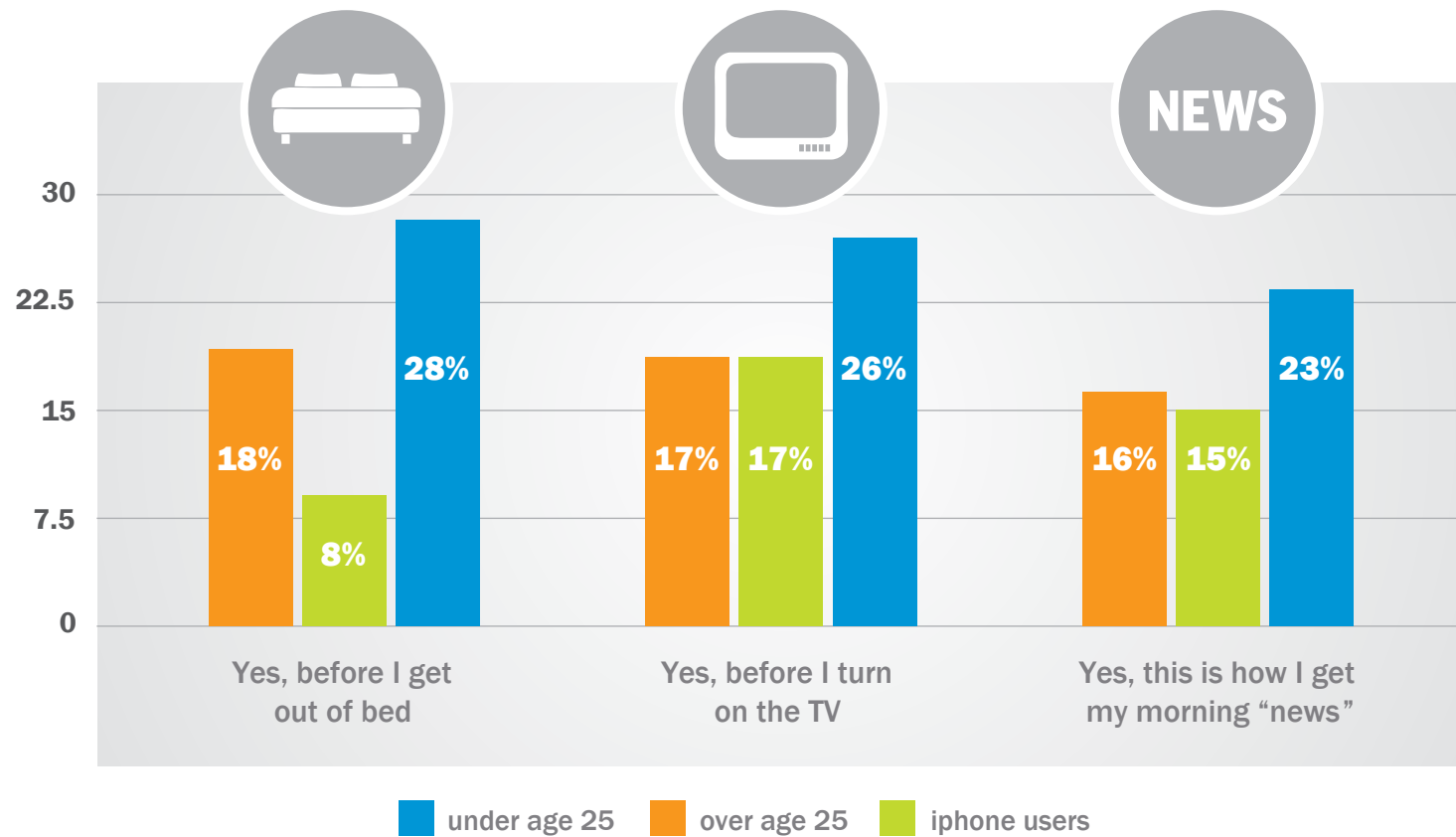
Gen Y's Social Sharing Will Not Slow Down

WILL THE WILLINGNESS OF GENERATION Y/MILLENNIALS TO SHARE INFORMATION CHANGE AS THEY AGE?



SOURCE: PEW RESEARCH CENTER, JULY 2010

28% of iPhone Users Check/Update Social Networks Before Leaving Bed!



SOURCE: RETREVO 2010

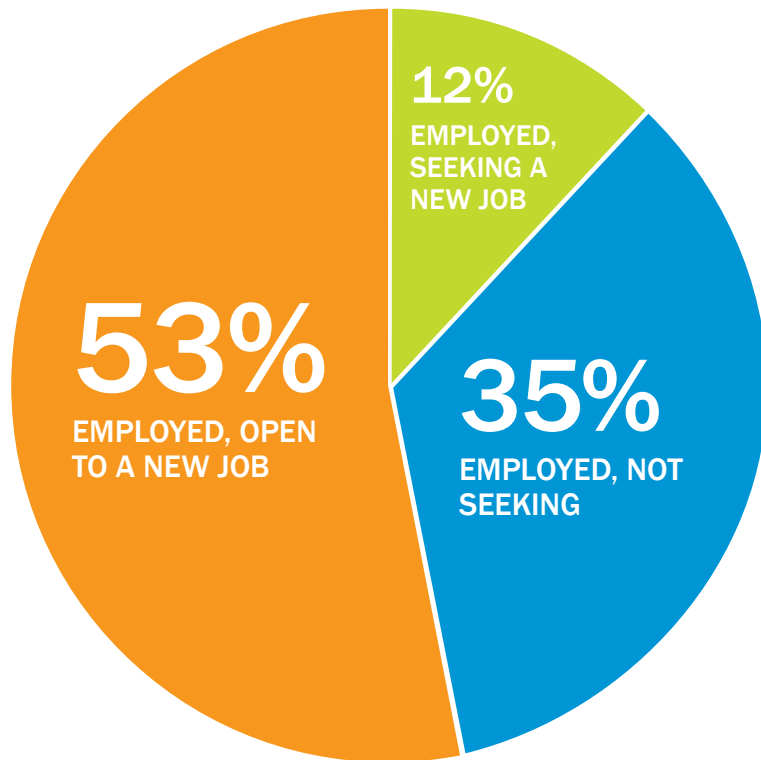
Job Seekers Who Use Social Networks and Job Boards Found Jobs Through Social

WHAT RESOURCES DIRECTLY LED TO YOUR MOST RECENT JOB?

	ONLINE SOCIAL NETWORK LED TO MOST RECENT JOB	INTERNET JOB BOARD LED TO MOST RECENT JOB
AGE 18-34	73%	53%
INCOME OF \$75,000+	40%	26%
COLLEGE GRAD OR HIGHER	46%	41%

SOURCE: JOB SEEKER NATION, JOBVITE 2010

The Majority of Employed Americans Are Open to New Opportunities



75% AGE 18-44

52% COLLEGE GRAD OR HIGHER

34% INCOME OF \$75K+

73% JOB SEARCH ACTIVITY

SOURCE: JOB SEEKER NATION, JOBVITE 2010

By 2015...

60%

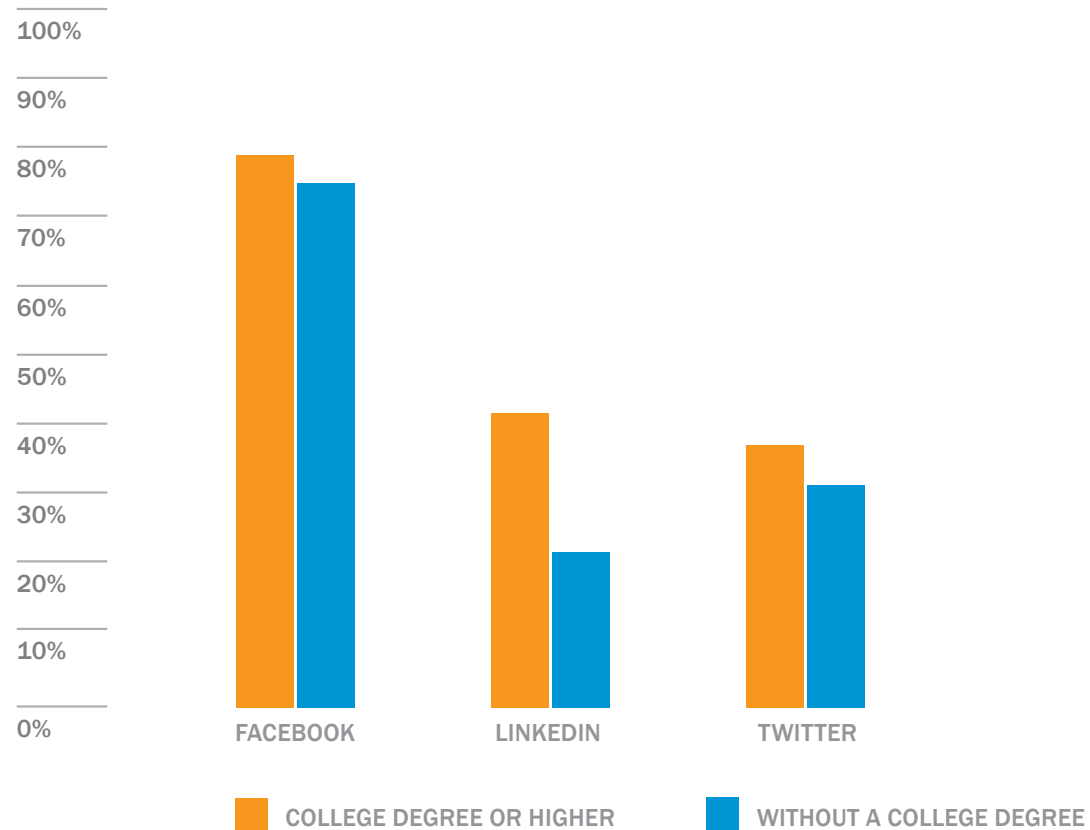
OF NEW JOBS WILL
REQUIRE SKILLS HELD BY

20%

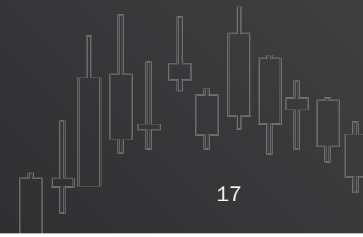
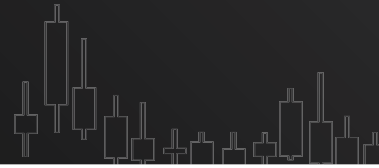
OF THE POPULATION

SOURCE: AMERICAN SOCIETY FOR TRAINING AND DEVELOPMENT

Employed Americans Looking for New Jobs Are on Social Networks



SOURCE: JOB SEEKER NATION, JOBVITE 2010



Social Technologies Are Changing How Companies Hire

16%

WILL INVEST MORE IN JOB
BOARDS THIS YEAR

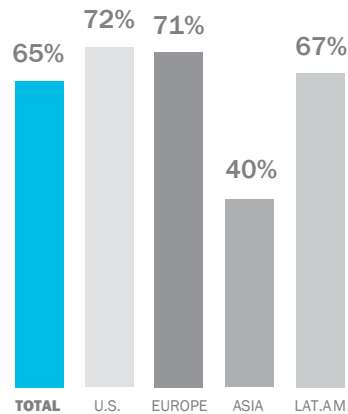
55%

WILL INVEST MORE IN SOCIAL
MEDIA FOR HIRING THIS YEAR

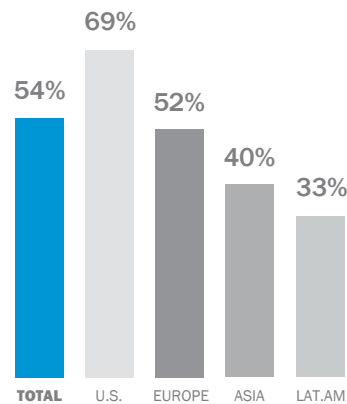
SOURCE: SOCIAL RECRUITING SURVEY, JOBVITE 2011

Companies All Over the World Are Recognizing the Value of Social Media

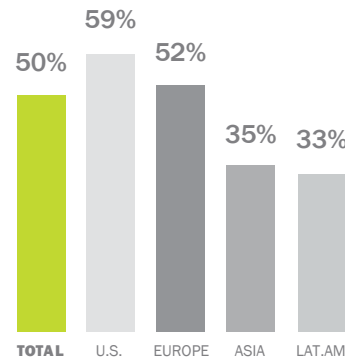
PERCENTAGE OF FORTUNE GLOBAL 100 COMPANIES WITH THE FOLLOWING TYPES OF ACCOUNTS:



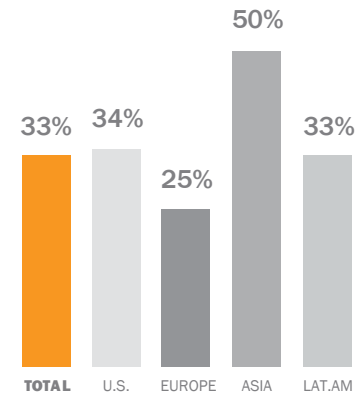
twitter



facebook



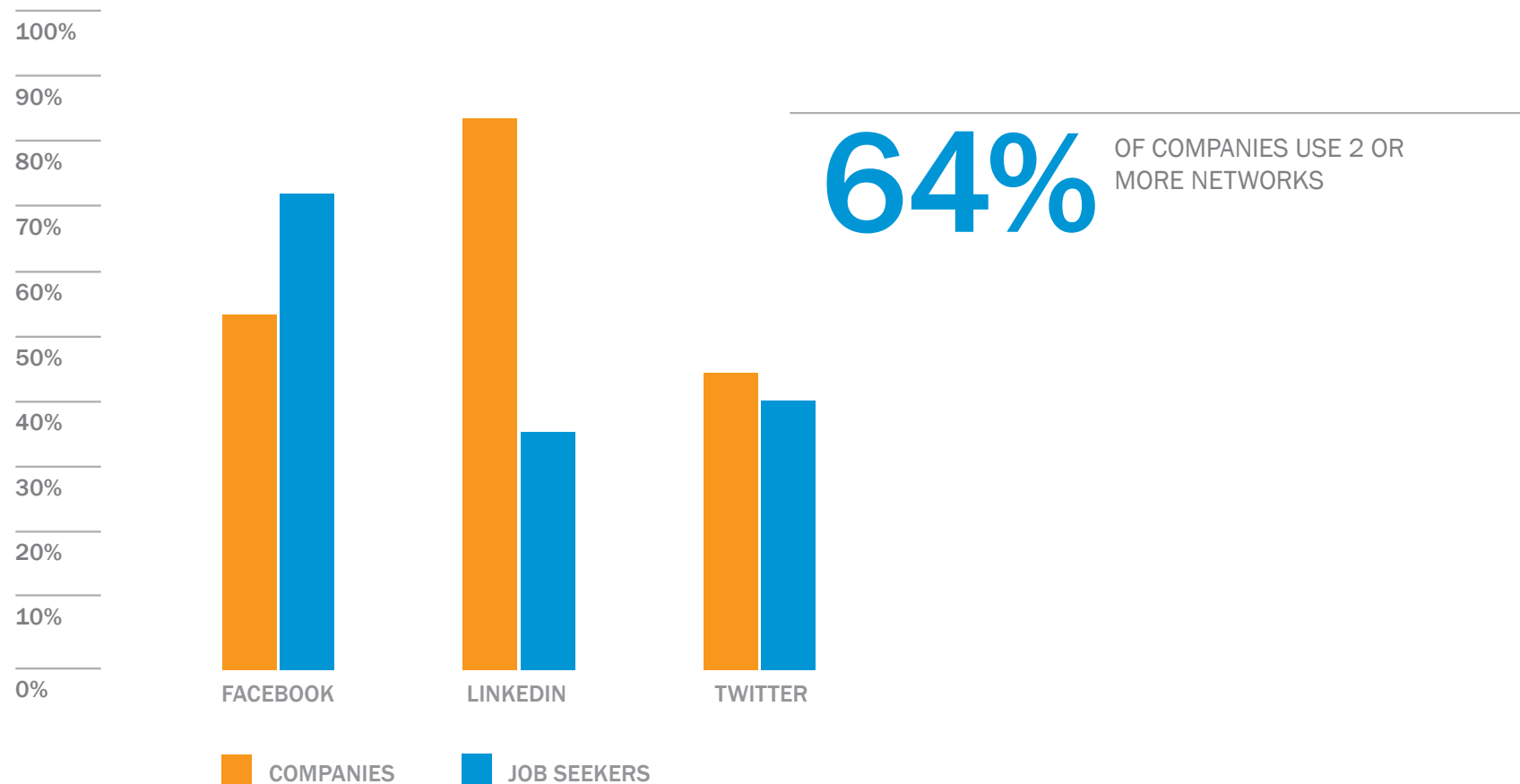
You Tube



Blogs

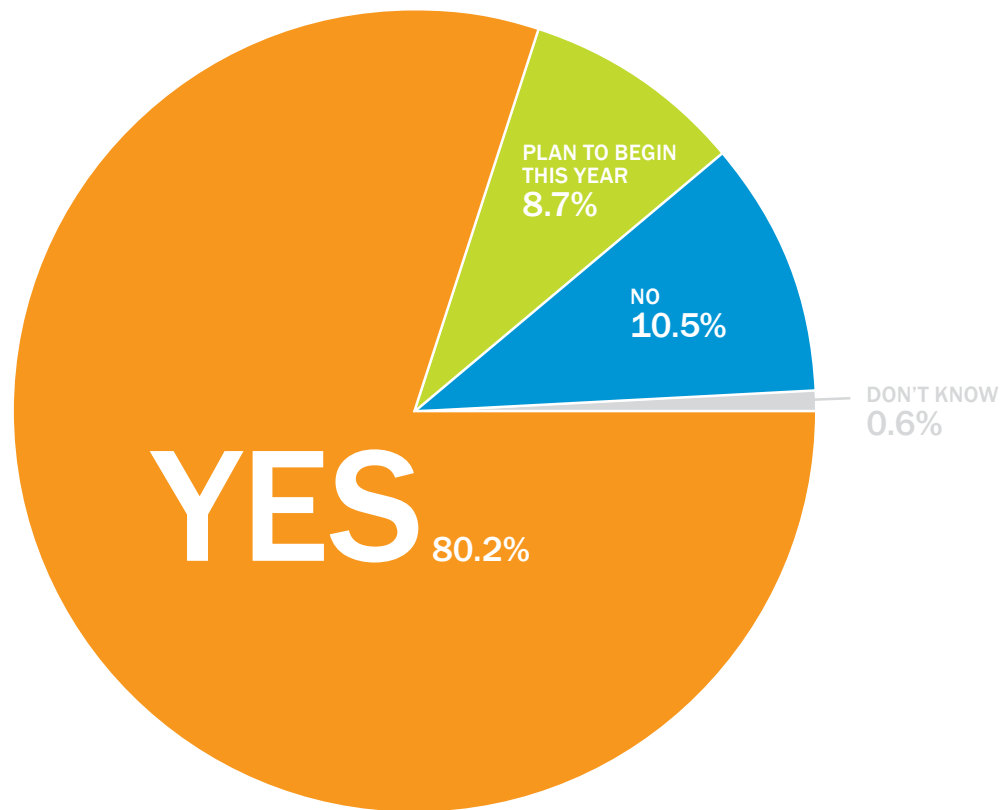
SOURCE: BURSON-MARSTELLER EVIDENCE-BASED COMMUNICATIONS GROUP, 2010

Employers and Job Seekers Are on Different Networks



SOURCE: JOB SEEKER NATION, JOBVITE 2010

89% of U.S. Companies Will Use Social Networks for Recruiting



SOURCE: SOCIAL RECRUITING SURVEY, JOBVITE 2011

Companies Using Multiple Networks for Social Recruiting

All social hires by network



Employee social referral hires by network

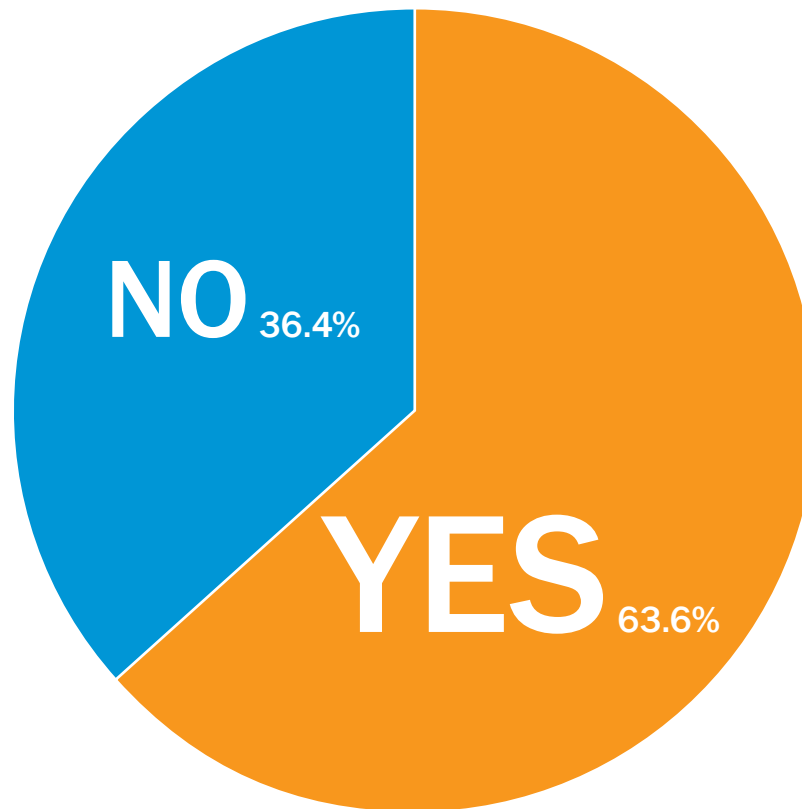


Jobs shared in social networks



SOURCE: SOCIAL RECRUITING SURVEY, JOBVITE 2011

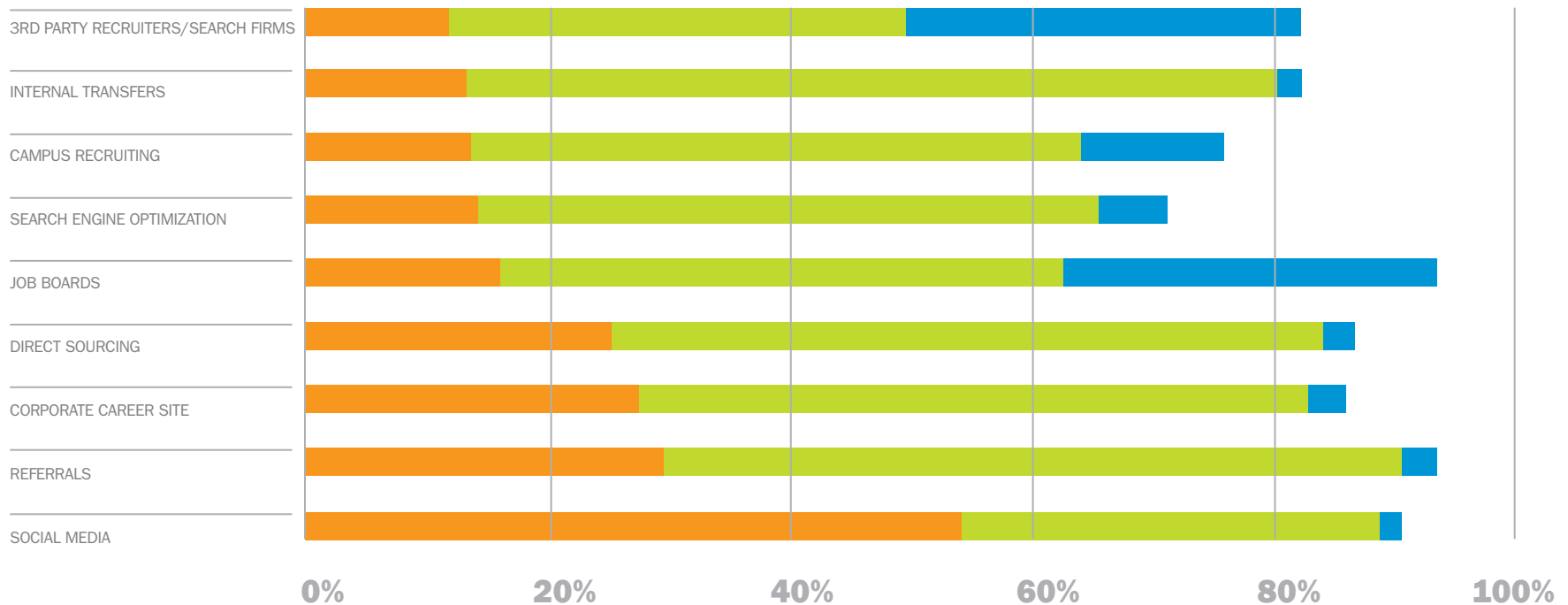
2/3 of Companies Have Successfully Hired Through Social Networks



58% SUCCESSFULLY HIRED FROM SOCIAL NETWORKS IN 2010

SOURCE: SOCIAL RECRUITING SURVEY, JOBVITE 2011

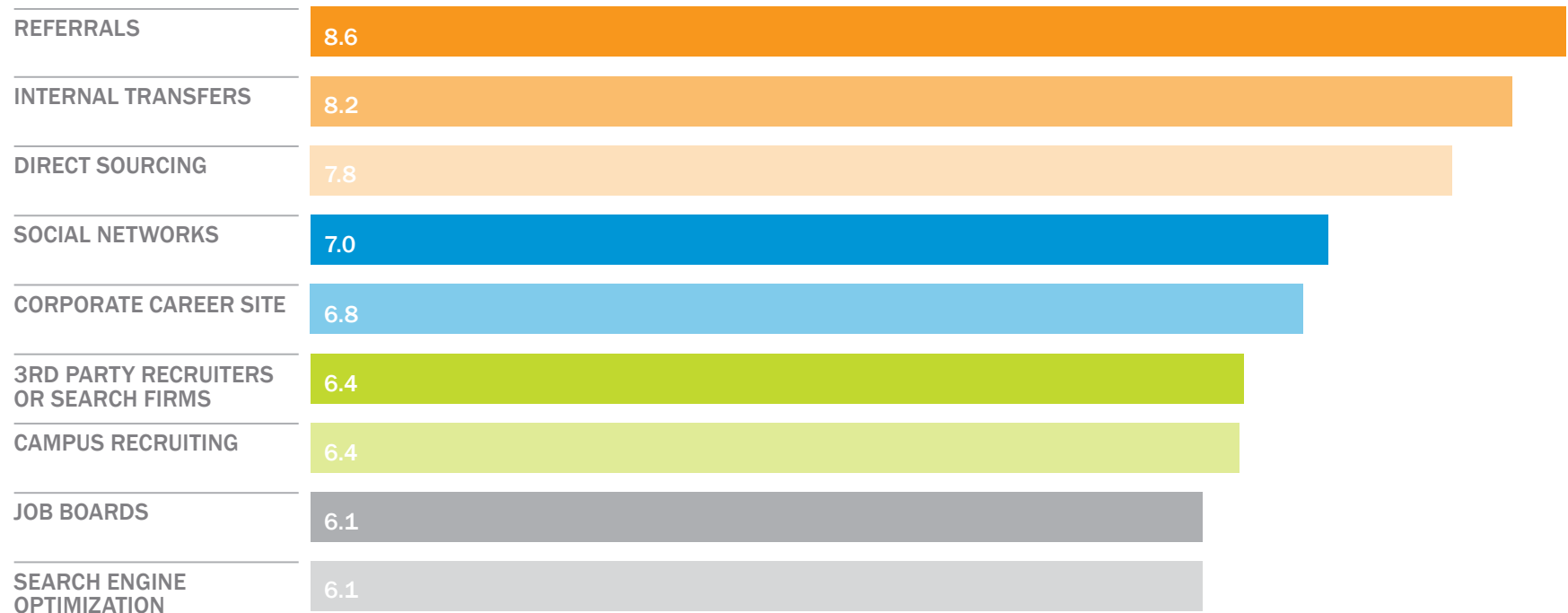
Social Media Leads All Other Categories for Increased Investment for Recruiting



SOURCE: SOCIAL RECRUITING SURVEY, JOBVITE 2011

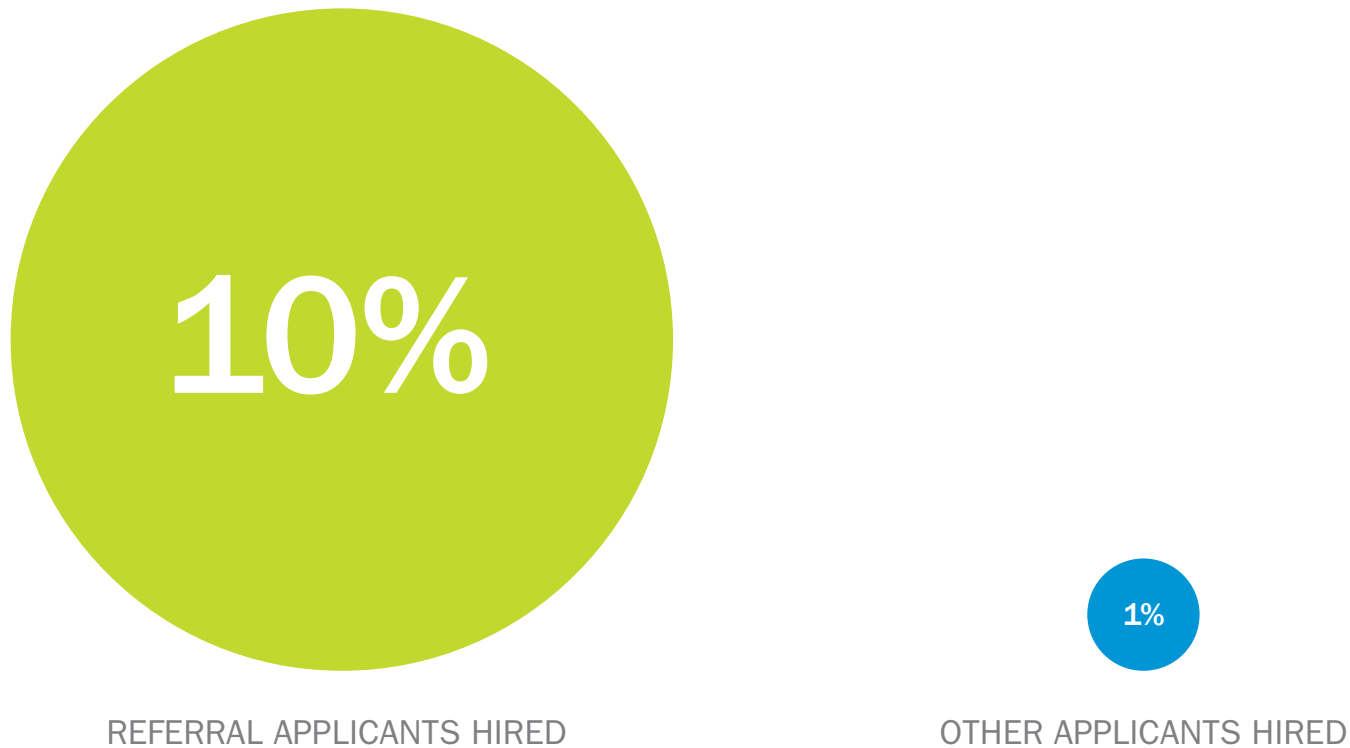
Best Outside Talent Comes from Referrals, Direct Sourcing and Social Networks

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



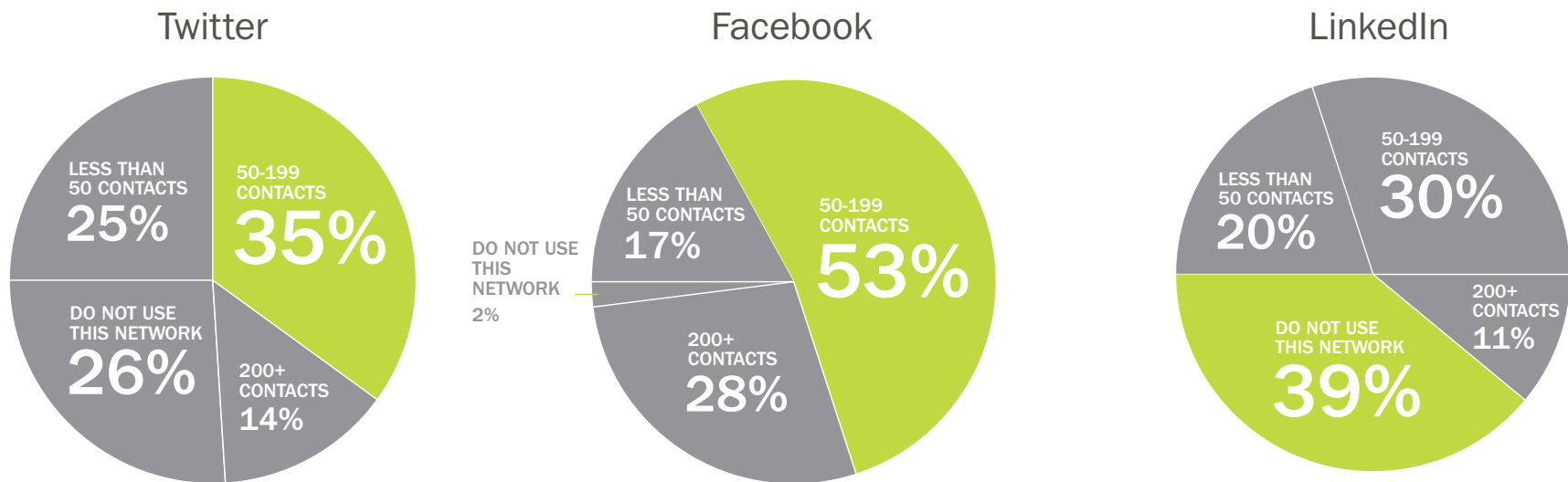
SOURCE: SOCIAL RECRUITING SURVEY, JOBVITE 2011

Referral Applicants Are High Quality Compared to Other Sources



SOURCE: JOBVITE INDEX, 2010

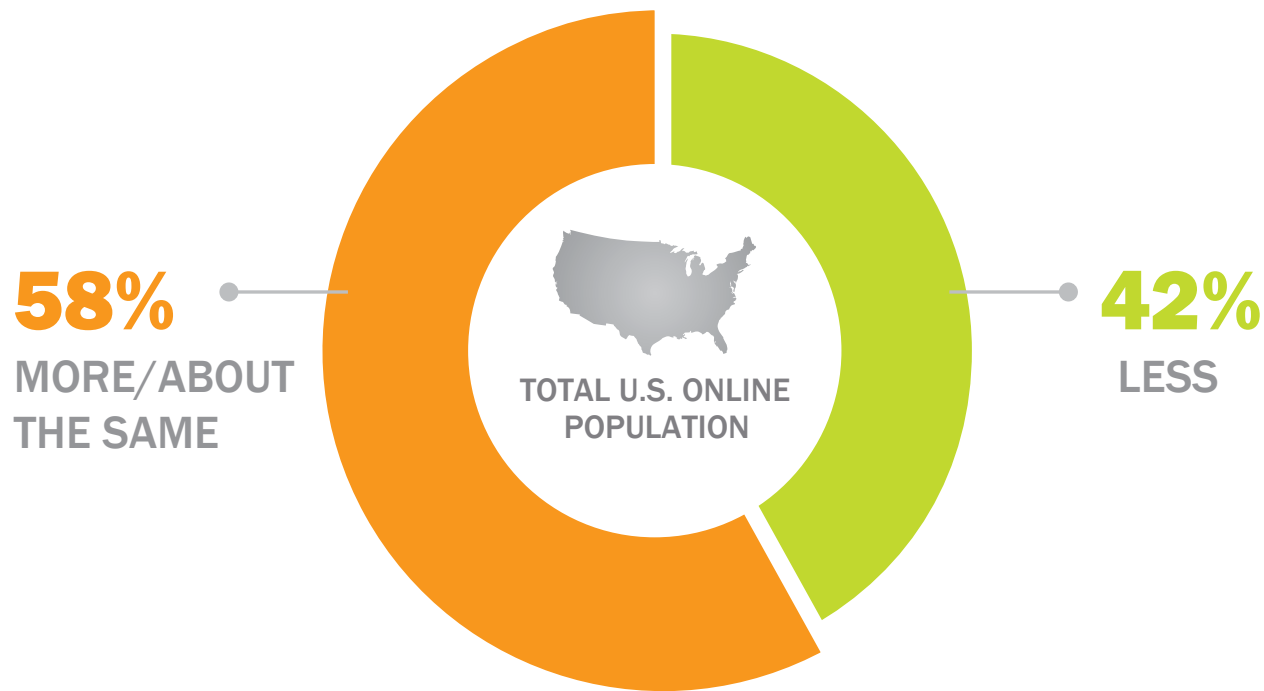
Job Seekers Who Found Most Recent Job on Social Networks Have More Contacts on Twitter and Facebook



SOURCE: JOB SEEKER NATION, JOBVITE 2010

Time Spent with Friends on Social Networks Rivals Time Spent In-Person

“Thinking about the amount of time you spend with friends online on a social networking site; would you say it’s more, less, or about the same as the time you spend with friends in real life?”



SOURCE: 2011 SOCIAL MEDIA MATTERS: U.S. TOTAL ONLINE POPULATION SAMPLE AND BLOGGER

Social Networking Is Global



SOURCE: NIELSEN, SEPTEMBER 2011

1. **Australia** 7 hours, 17 minutes spent online per person
2. **Brazil** 30.3 million are active on Orkut, the #1 social networking site in Brazil
3. **France** Nearly 25% of French Internet users visited the #2 social networkingsite, Overblog
4. **Germany** German Internet users spent more time on social networks than anywhere else, a total of 12.7 billion minutes in May 2011
5. **Italy** Italian Internet users spend 31% of their Internet time on social networks
6. **Japan** Over half of active Japanese Internet users visited the top social networking site, FC2 Blog, in May 2011
7. **Spain** Spanish Internet users average 4 hours, 42 minutes per person on the #4 social site, Tuenti
8. **Switzerland** 60% of active Swiss Internet users are on social networks and blogs
9. **U.S.** Blogger is now the #2 social networking and blog site
10. **U.K.** Internet users viewed Facebook 20.2 billion times



- 51% of Americans age 12 and older use Facebook
- Average user has 130 friends
- Over 250 million users access Facebook through mobile devices
- 61% of Fortune Global 100 companies use Facebook

SOURCES: ARBITRON AND EDISON RESEARCH, BURSON MARSTELLAR 2011 GLOBAL 100 SOCIAL MEDIA STUDY, FACEBOOK

A Closer Look at Job Seekers that Use Facebook

DEMOGRAPHICS INCLUDE ACTIVE JOB SEEKERS AND PROACTIVE CAREER MANAGERS.

	GENDER		AGE					EMPLOYED	
	Male	Female	18-24	25-34	35-44	45-54	55+	Yes	No
Job Seekers that Use Facebook (n=804)	49%	51%	23%	30%	26%	15%	6%	73%	27%
Job Seekers that DO NOT Use Facebook (n=240)	56%	44%	10%	19%	31%	25%	16%	69%	31%

	EDUCATION				HOUSEHOLD INCOME				
	High School or Less	Some College	College Grad	Post Grad	<\$25K	\$25-49K	\$50-74K	\$75-99K	\$100K+
Job Seekers that Use Facebook (n=804)	19%	37%	29%	15%	18%	33%	20%	13%	16%
Job Seekers that DO NOT Use Facebook (n=240)	26%	36%	26%	12%	27%	30%	18%	11%	13%

SOURCE: JOB SEEKER NATION, JOBVITE 2010



- 400 million unique visitors per month
- 50 million users log in to Twitter every day
- Over 55% of active users access Twitter on mobile devices
- 77% of Fortune Global 100 companies use Twitter

SOURCES: TWITTER, WALL STREET JOURNAL, BURSON MARSTELLAR 2011 GLOBAL 100 SOCIAL MEDIA STUDY

A Closer Look at Job Seekers that Use Twitter

DEMOGRAPHICS INCLUDE ACTIVE JOB SEEKERS AND PROACTIVE CAREER MANAGERS.

	GENDER		AGE					EMPLOYED	
	Male	Female	18-24	25-34	35-44	45-54	55+	Yes	No
Job Seekers that Use Twitter (n=357)	57%	43%	23%	36%	25%	12%	3%	77%	23%
Job Seekers that DO NOT Use Twitter (n=687)	47%	53%	18%	23%	28%	20%	11%	70%	30%

	EDUCATION				HOUSEHOLD INCOME				
	High School or Less	Some College	College Grad	Post Grad	<\$25K	\$25-49K	\$50-74K	\$75-99K	\$100K+
Job Seekers that Use Twitter (n=357)	18%	34%	33%	33%	17%	31%	20%	14%	19%
Job Seekers that DO NOT Use Twitter (n=687)	22%	38%	26%	14%	22%	33%	20%	12%	13%

SOURCE: JOB SEEKER NATION, JOBVITE 2010



- Executives from all 2011 Fortune 500 companies are on LinkedIn
- Nearly 2 billion people searches on LinkedIn
- 9 million recent college graduates
- Over 2 million companies have a LinkedIn Page

SOURCE: LINKEDIN

A Closer Look at Job Seekers that Use LinkedIn

DEMOGRAPHICS INCLUDE ACTIVE JOB SEEKERS AND PROACTIVE CAREER MANAGERS.

	GENDER		AGE					EMPLOYED	
	Male	Female	18-24	25-34	35-44	45-54	55+	Yes	No
Job Seekers that Use LinkedIn (n=320)	56%	44%	17%	35%	28%	14%	6%	83%	18%
Job Seekers that DO NOT Use LinkedIn (n=724)	48%	52%	21%	24%	27%	19%	10%	68%	32%

	EDUCATION				HOUSEHOLD INCOME				
	High School or Less	Some College	College Grad	Post Grad	<\$25K	\$25-49K	\$50-74K	\$75-99K	\$100K+
Job Seekers that Use LinkedIn (n=320)	12%	23%	42%	23%	11%	24%	17%	18%	29%
Job Seekers that DO NOT Use LinkedIn (n=724)	24%	43%	22%	10%	25%	36%	21%	10%	9%

SOURCE: JOB SEEKER NATION, JOBVITE 2010



Ready to Step Up Your Social Recruiting Strategy?



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, 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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