The job market is cutthroat due to an increased demand for skilled workers.

 Relationships matter more than ever, forcing recruiters to engage candidates at every touchpoint.

- 69% of recruiters expect competition to increase in 2015.
- To succeed, recruiters plan to invest more in social recruiting (73%), referrals (63%) and mobile (51%).

Social recruiting is now the norm — 93% of recruiters use or plan to use social to support their recruiting efforts. But social is no longer enough on its own. This year’s study delves into the various tools and practices recruiters utilize to target quality talent. Findings reveal that, much like marketers, recruiters showcase their employer brand and engage with candidates across many platforms.

It’s a fiercely competitive labor market, which means that recruiters must engage candidates like a marketer would engage customers.

- Demand for a limited supply of highly skilled workers is increasing, specifically in Engineering, IT, Operations and Sales.
- Employer brand matters — 73% of companies are highlighting company culture to attract top talent.

Social media enables recruiters to find quality hires by targeting talent, engaging candidates, evaluating applicants and showcasing employer brand.

- 73% of recruiters plan to increase their investment in social recruiting in 2014.
- While 83% of job seekers flock to Facebook, LinkedIn remains recruiters’ top social network.
- Despite the proliferation of social media, 82% of recruiters believe their social recruiting skills to be proficient or less.

Recruiters take social media profiles seriously when evaluating candidates.

- Recruiters are now reviewing social profiles to uncover mutual connections and evaluate written or design work.
- 55% of recruiters have reconsidered a candidate based on their social profile (up 13% from 2013).

Mobile is a burgeoning channel for candidate engagement — recruiters that don’t leverage mobile will risk losing talent to the competition.

- 55% of recruiters use or plan to use a mobile career site to support recruiting efforts.
- Recruiters are already seeing the benefits with improved time-to-hire (14%) and quality of candidates (13%).

The best recruiters market to different audiences and channels to find, engage and hire talent faster.

- Recruiters continue to find the best candidates through referrals, internal transfers and direct sources.

Social Recruiting Survey Results 2014
Demand for skilled labor is high but supply is low.

69% of recruiters expect hiring to become more competitive in the next 12 months.

Hiring is on the rise across industries.

What job openings are you hoping to fill this year?

- **ENGINEERING**: 38%
- **IT**: 48%
- **OPERATIONS**: 49%
- **MARKETING**: 41%
- **SALES**: 50%

Anticipate filling between 11-50 job positions in the next 12 months.

Plan to fill more than 100 positions in the next 12 months.
Competition is fierce — job seekers are constantly shopping for the next best opportunity.

Q. Why do employees leave your company?

- Higher compensation: 61%
- Better title: 25%
- Geography: 32%
- Flexibility to work from home: 14%
- Alignment with company culture: 19%
- Long-term growth potential: 44%

On average, new hires don’t stick around for long. Recruiters have to work harder to keep employees happy, engaged and motivated.

- 3-5 years: 38%
- 2 years: 18%
- 18 months or less: 12%
In the war for talent, recruiters must be ready to go to battle.

Q. What steps do you take to compete against other employers?

- Higher compensation: 30%
- Highlight company culture: 73%
- Better benefits: 51%
- Flexible hours: 45%
- Remote working: 28%
- Faster hiring process: 30%
- Recruit passive candidates: 46%
To target top talent, recruiters need to build an arsenal.

In 2014, employers plan to increase their investment in a range of recruiting methods.

Q. Where are recruiters finding the best candidates?

- **Social networks**: 73%
- **Referrals**: 63%
- **Corporate career site**: 60%
- **Direct sourcing**: 57%
- **Mobile career site**: 51%
Social media is an essential recruitment tool across industries.

Q. Which of the following social networks do you use for recruiting?

- **LinkedIn (94%)**
- **Facebook (66%)**
- **Twitter (52%)**
- **Google+ (21%)**
- **RSS Feed (20%)**
- **YouTube (15%)**
Which of the following tactics do you use for recruiting on social networks?

**LinkedIn**
- Search for candidates: 95%
- Contact candidates: 95%
- Keep tabs on potential candidates: 93%
- Vet candidates pre-interview: 93%
- Post jobs: 92%

**Facebook**
- Showcase employer brand: 59%
- Generate employee referrals: 51%
- Post jobs: 48%
- Vet candidates pre-interview: 32%
- Vet candidates post-interview: 35%

**Twitter**
- Showcase employer brand: 44%
- Post jobs: 39%
- Generate employee referrals: 32%
- Search for candidates: 17%
- Vet candidates post-interview: 18%
73% of recruiters have hired a candidate through social media.

Q. Which of the following networks have you hired through?

- LinkedIn: 79%
- Facebook: 26%
- Twitter: 14%
- Candidate blog: 7%
93% of recruiters will review a candidate’s social profile before making a hiring decision.

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

- Professional experience: 97% (20%)
- Length of professional tenure: 96% (14%)
- Industry-related posts: 88% (27%)
- Mutual connections: 93% (35%)
- Specific hard skills: 95% (13%)
- Cultural fit: 80% (46%)
- Examples of written or design work: 83% (24%)
55% of recruiters have reconsidered a candidate based on their social profile, with 61% of those reconsiderations being negative.

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33% of recruiters don’t spend anything on social recruiting and 41% spend between $1 - $999.

Q. What is your monthly expenditure for the following recruiting tools?
Social recruiting delivers results. So why aren’t recruiters investing in it?

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

- Quality of candidates: 44%
- Quantity of candidates: 44%
- Time-to-hire: 34%
- Employee referrals: 30%
Only **18%** of recruiters consider themselves to be experts at social recruiting.

Q. Rate your social recruiting skill level.

- **31%** Novice
- **51%** Proficient
- **18%** Expert
The Mobile Recruiter.
Recruiters are on 24/7 and use mobile to evaluate candidates anytime, anywhere.

Recruiters are utilizing mobile to find and engage candidates in the following ways:

- **Post jobs**: 22%
- **Search for candidates**: 36%
- **Contact candidates**: 41%
- **Post jobs on social**: 30%
- **Forward candidate resumes to colleagues**: 40%

51% of recruiters plan to increase their investment in mobile recruiting in 2014.
Despite **43%** of job seekers using mobile in their job search, **59%** of recruiters currently invest nothing in mobile career sites.

There’s a mobile disconnect between job seekers and recruiters.

For those who are leveraging the power of mobile, they are already seeing its impact on candidate engagement:

- Improves time-to-hire: **14%**
- Improves quality of candidate: **13%**
- Improves quantity of hires: **19%**
- Improves quality/quantity of referrals: **10%**
Now in its seventh year, Jobvite’s annual Social Recruiting Survey is the most comprehensive survey of its kind. The online survey was conducted in August 2014. The survey was completed by 1,855 recruiting and human resources professionals spanning across industries. Survey participants were comprised of both Jobvite customers and non-customers.

Jobvite is the only recruiting platform 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, 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 tour of our product.

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