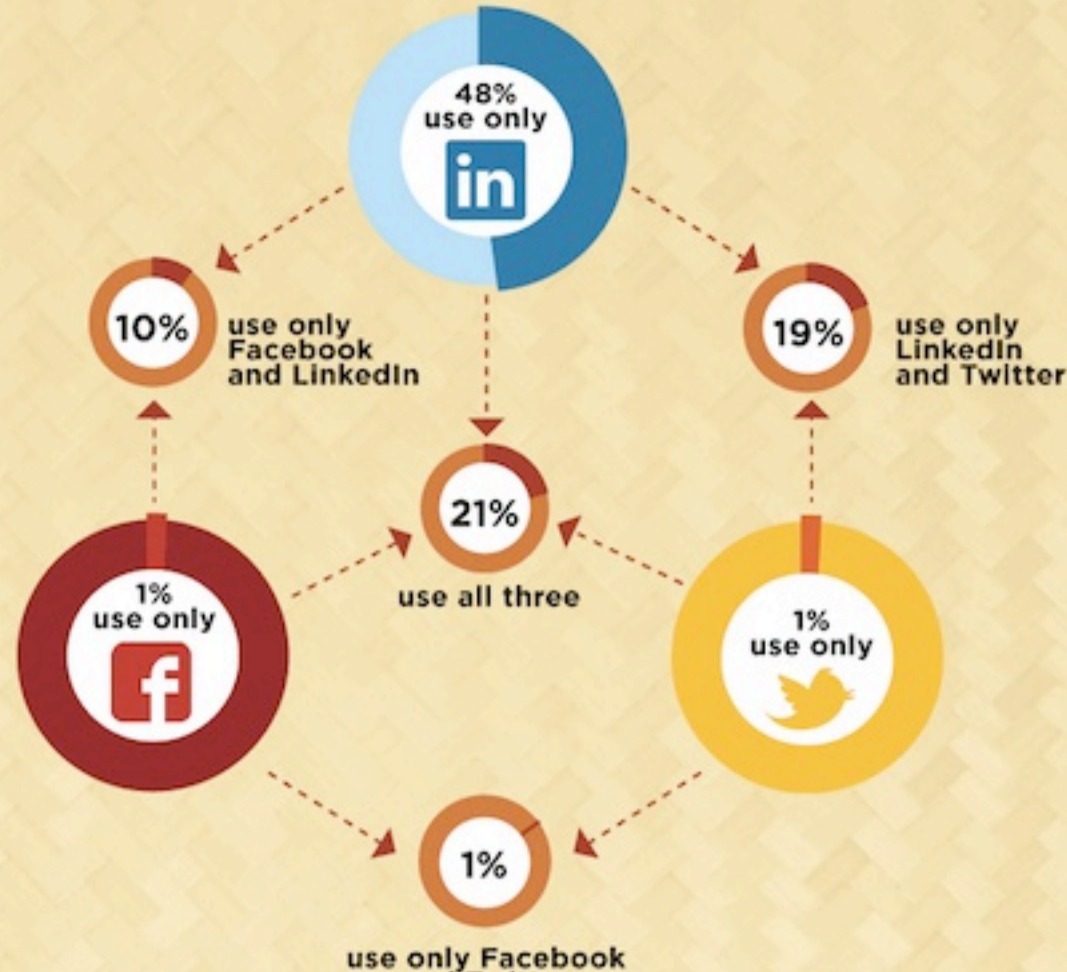


# HOW RECRUITERS ARE USING SOCIAL MEDIA

Social media has made it easier for recruiters to build and nurture connections, ultimately increasing the efficiency with which a recruiter can source quality candidates. However, current social media usage by recruiters varies greatly. Take a look at the differences in how recruiters use the 'Top 3' social networking sites and which ones are most effective for reaching candidates.

## WHICH NETWORKS ARE RECRUITERS USING?

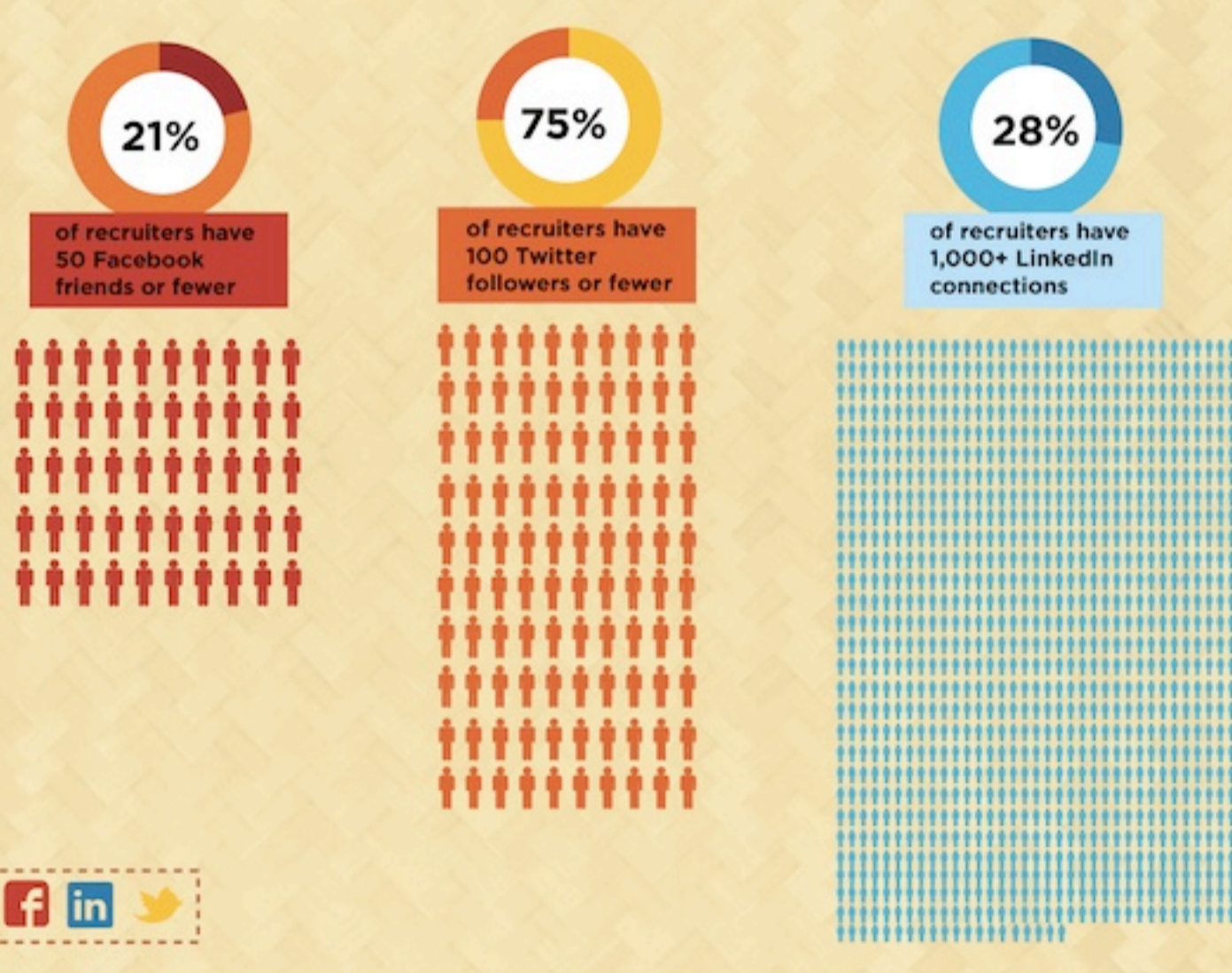
### PERCENT OF RECRUITERS USING SOCIAL NETWORKS



## NETWORK CONNECTIONS PER RECRUITER



## VARIATION IN NETWORK SIZE



## CONNECTIONS ADDED PER WEEK



## TIME NECESSARY TO DOUBLE NETWORK SIZE

(IN MONTHS)



## WHICH NETWORK IS MOST EFFECTIVE?

### JOB VIEWS BY NETWORK

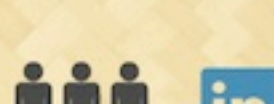
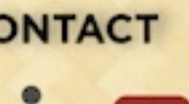
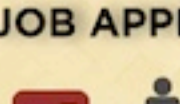
LinkedIn gets 5.7x more job views than Facebook and 3x more than Twitter does

Twitter gets 1.9x more job views than Facebook



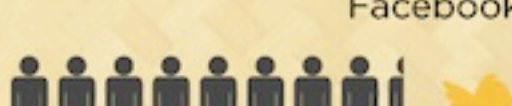
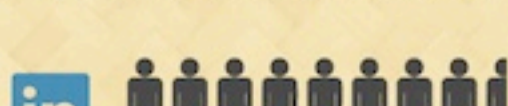
### JOB APPLICATIONS BY NETWORK

### PER CONTACT



Twitter gets 2.9x more job applications than Facebook

LinkedIn gets 3x more job applications per contact than Facebook



LinkedIn gets 8.8x more job applications than Facebook and 3x more than Twitter

Twitter gets 8.4x more job applications per contact than Facebook, 2.8x more than LinkedIn