

Jobvite released an interesting report looking at employers' use of social media in the recruiting process. The biggest takeaway, as illustrated above, is that 89% of U.S. companies will use social networks for recruiting. That's a lot. However, it also means that 11% aren't even bothering to check out LinkedIn, which I find pretty interesting, given how much professional information there is on the network.

Some other key findings:

- 55% will increase their budgets for social recruiting; referrals, corporate career sites and direct sourcing are other top categories for increased investment.
- Referrals, direct sourcing and social networks are the top rated external sources for quality candidates.
- Only 16% will spend more on job boards and a third of respondents plan to spend less on job boards, third party recruiters and search firms
- LinkedIn has led in recruiting usage each year and now almost all of those surveyed (87%) use the professional network, up from 78% last year.
- Recruiting usage of other major networks stayed fairly steady with 55% using Facebook and 47% using Twitter.
- But now, most (64%) have expanded their social recruiting programs to two or more social media channels; and 40% use all three top networks – LinkedIn, Facebook and Twitter.
- 77% of survey respondents expect increased competition for talent.
- Nearly 2/3 of companies intend to recruit from competitors in the year ahead.
- Among companies anticipating increased hiring this year, 95% now use or plan to start using social recruiting.

You can find the whole report here.

<https://www.webpronews.com/89-of-u-s-companies-will-use-social-networks-for-recruiting-2011-11?>