

THE IMPORTANCE OF SOCIAL MEDIA FOR RECRUITING

WHY SOCIAL MEDIA IS ESSENTIAL

Nearly **3.5 billion** people worldwide use social media

The average user **HAS MORE THAN 5**

social media accounts... and spends **2.25 HOURS** a day on social media

28%

discover companies through social ads

Usage increased **13.2% IN 2021**

1 IN 10 HIRES come from Social Media

44% use social media to learn about a brand

HOW JOB SEEKERS USE SOCIAL MEDIA

86%

of job seekers use social media in their job search

61% increased their social media usage in 2020

73%

between the ages of 18 and 34 found their last job via social media

HOW RECRUITERS USE SOCIAL MEDIA

92%

SOCIAL MEDIA

87%

EMPLOYEE REFERRALS

82%

JOB BOARDS

72%

JOB ADS

85%

of employers

said social media helps them find and engage passive job seekers

35%

of employers increased their social recruiting efforts in 2020

70%

of hiring managers have successfully hired with social media

Let NAS Social help you discover the best ways to maximize social media for your recruitment efforts.