The Importance of Social Media for Recruiting

Why Social Media is Essential

- Nearly 3.5 billion people worldwide use social media.
- Usage increased 13.2% in 2021.
- The average user has more than 5 social media accounts and spends 2.25 hours a day on social media.

How Recruiters Use Social Media

- 92% of employers use social media.
- 87% use it for applicant referrals.
- 82% use it for onboarding.
- 72% use it for new employee training.

- 35% of employers increased their social recruiting efforts in 2020.

- 85% of hiring managers have successfully hired with social media.
- 70% of hiring managers help them find and engage passive job seekers.

- 1 in 10 hires come from social media.

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.

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

Sources: Aberdeen Group, CareerBuilder, Glassdoor, GlobalWebIndex, HootSuite, Indeed.