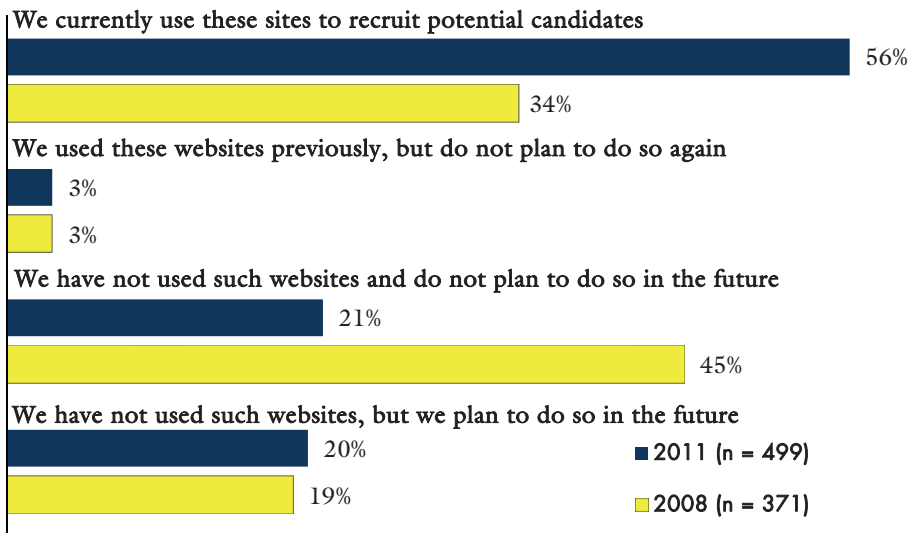


SHRM Research Spotlight: Social Networking Websites and Staffing

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Use of Social Networking Websites to Recruit Potential Job Candidates in 2011 vs. 2008



What Is Social Media?

- LinkedIn
- Facebook
- Twitter
- Any type of virtual interpersonal communication
- Media with social interaction
- Various forms of user-generated content and the collection of websites and applications that enable persons to interact online
- Transforms people from content consumers to content producers

Key Findings

- More than one-half (56%) of the organizations currently use social networking websites when recruiting potential job candidates. This is a significant increase since 2008, when a little over one-third (34%) of organizations were using these sites as a recruiting tool.
- Among organizations that used social networking sites for recruiting, the most utilized social networking website in 2011 was LinkedIn (95%). This was followed by Facebook (58%) and Twitter (42%).
- The percentage of respondents who believe that social networking websites are efficient for recruiting nonmanagement, management and executive-level employees has increased significantly since 2008.

Social networking websites allow an employer the opportunity to gather initial information about a job candidate before a single word has been exchanged.

Social Networking Websites Used Most Often by Organizations for Recruitment in 2011

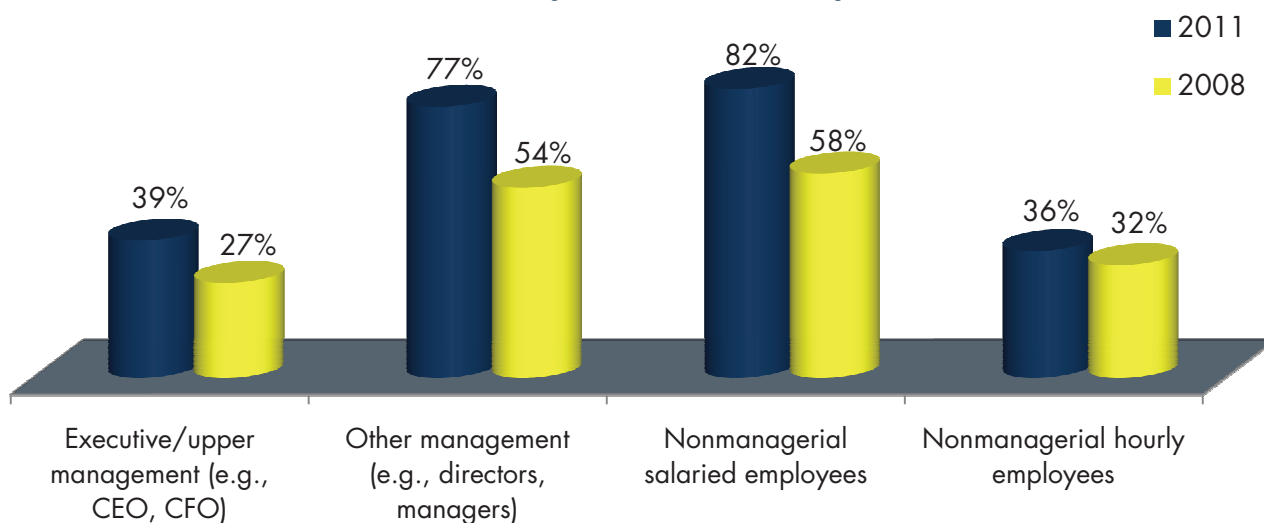
	(n = 277)
LinkedIn	95%
Facebook	58%
Twitter	42%
Professional or association social networking site other than SHRM Connect	23%
SHRM Connect	6%
MySpace	3%
Foursquare	1%
Second Life	1%
Other	6%

Note: Excludes respondents who indicated their organizations did not use social networking websites to recruit potential job candidates.

Top Reasons Organizations Are Using Social Networking Websites for Staffing in 2011 Compared With 2008	2011 (n = 277)	2008 (n = 125)
To recruit passive job candidates who might not otherwise apply or be contacted by the organization	84%	69%
Less expensive than other methods of recruiting job candidates	67%	-
To increase employer brand and recognition	60%	35%
To target a specific job level to recruit or contact (e.g., entry-level, managers, executives, etc.)	54%	40%
Can target job candidates with a very specific set of skills	52%	38%

Note: Excludes respondents who indicated their organizations did not use social networking websites to recruit potential job candidates.

Job Levels Organizations Are Filling When Using Social Networking Websites



Note: Excludes respondents who indicated their organizations did not use social networking websites to recruit potential job candidates.

Percentage of HR Professionals Who Believe Social Networking Websites Are an Efficient Way to Recruit Candidates at Multiple Job Levels

	2011 (n = 277)	2008 (n = 125)
Executive/upper management (e.g., CEO, CFO)	52%	22%
Other management (e.g., directors, managers)	58%	13%
Nonmanagerial salaried employees	58%	15%
Nonmanagerial hourly employee	41%	22%

Note: The data shown combine the responses "very efficient" and "somewhat efficient" as asked in the survey. Excludes respondents who indicated their organizations did not use social networking websites to recruit potential job candidates.

Methodology | A sample of HR professionals was randomly selected from SHRM's membership database, which included approximately 250,000 individual members at the time the poll was conducted. The sample was composed of members with the job function of recruiting/staffing. For this analysis, 541 responses were used, yielding a response rate of 18%. The margin of error for this poll is +/- 4%.

Note: 2008 data are taken from *SHRM Staffing Research: Online Technologies and Their Impact on Recruitment Strategies* (2008, July–September).