

USING SOCIAL MEDIA – WHAT JOB SEEKERS EXPECT

ACTIVE



90% of **active job seekers** use social media at least **once a week, or more.**¹



48% of **active job seekers** agree that interacting with a company via social media gives them a **stronger connection to the company brand.**³

PASSIVE



80% of **passive job seekers 18-34** use social media at least once a week, or more.²



52% of **passive job seekers** agree that interacting with a company via social media gives them a **stronger connection to the company brand.**⁴

Active and passive job seekers say they use a company's social media page to

1. Apply to jobs posted,
2. Ask and get answers to questions
3. Get info not on the company website.

IS YOUR SOCIAL MEDIA PRESENCE PROVIDING THIS?



Survey Methodology: Personified, a division of CareerBuilder, surveyed more than 3,500 active and passive job seekers nationwide across industries from March 8 to March 17, 2010.

¹ 18-24 year olds ² 18-34 year olds ³ 18-34 year olds ⁴ 25-44 year olds

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