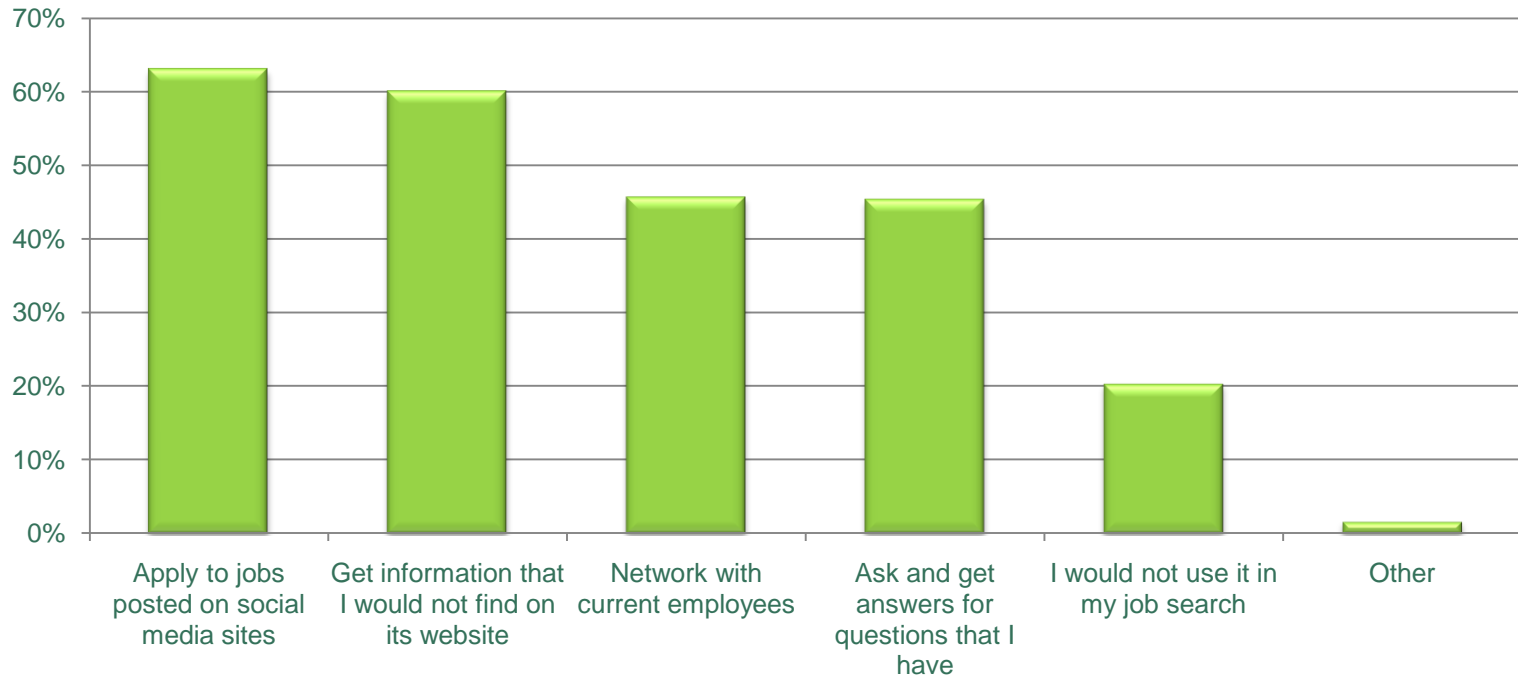


# Social Media Use

Q: If you wanted to work at a company, how would you use its social media presence in your job search? (select all that apply)

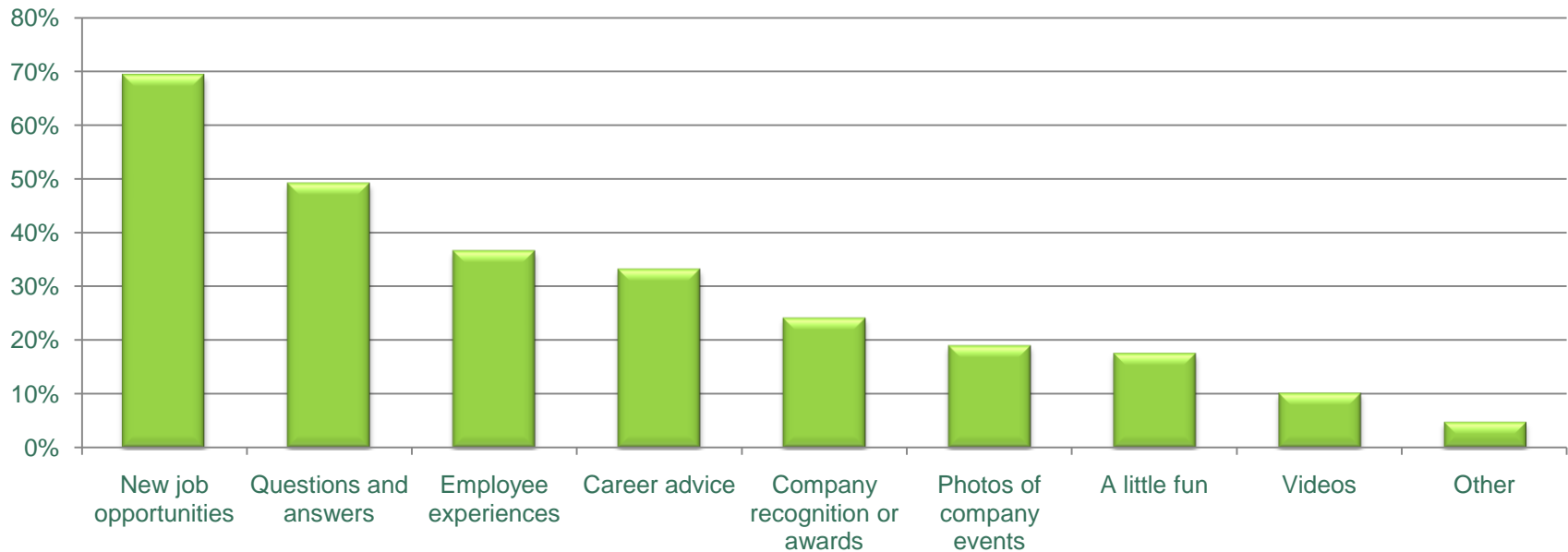
- More than half of job seekers state that they would apply for jobs posted on social media sites (63%) and get information that might not be found on a company website (60%).



# Social Media Desired Interactions

Q: Which of the following do you most like to see when interacting with a company on social media sites? (select all that apply)

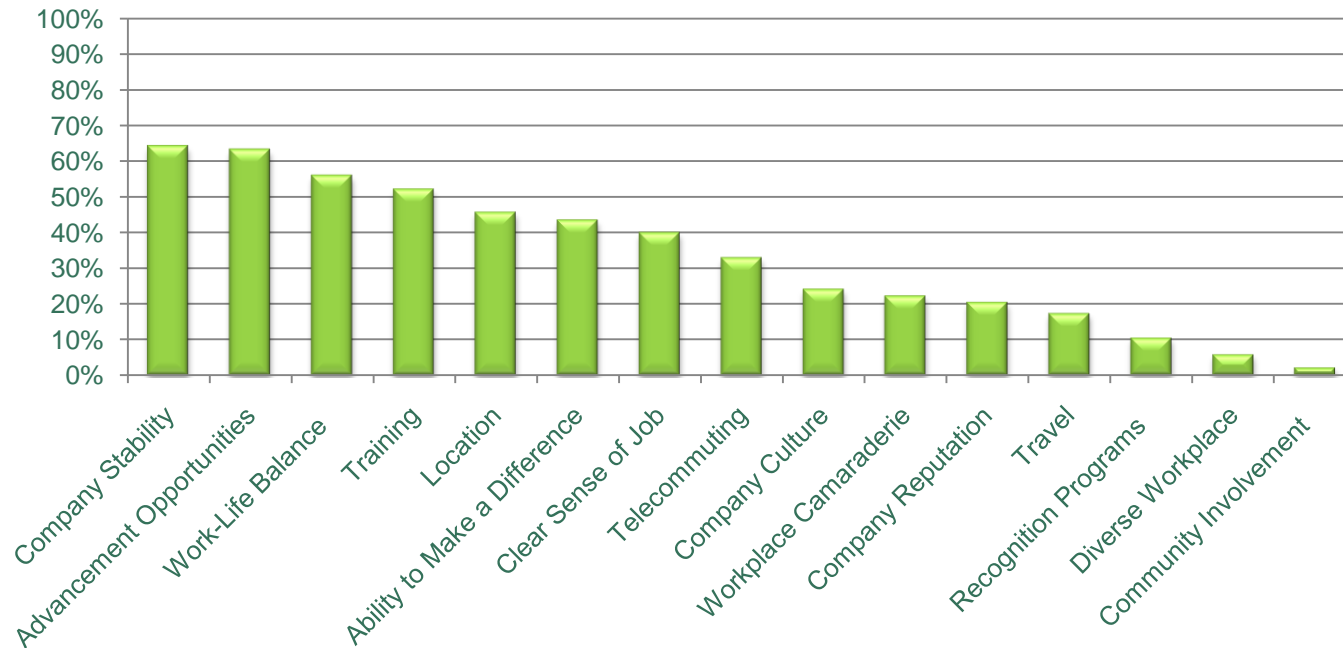
- The majority of people (69%) are looking for new job opportunities when interacting with companies in a social media setting. This is followed by questions and answers (49%) and then employee experiences (37%) and career advice (33%).



# Job Considerations

Q: Besides a clear listing of competitive pay and benefits, how important are the following factors when you consider a job? Rank only 5 factors in order of importance (1= most important).

- Company stability and advancement opportunities are the two factors most frequently ranked in their top five when considering a job.



# Both Employers and Employees are focused on navigating through the current economic circumstances

- As a result, fundamental issues of profitability and job security are the most important HR issues not retention and recruitment

## Employers



## Employees

