



# Social Media Dominates Recruiting Channels IndustryView Report

Trends and best practices from the industry.

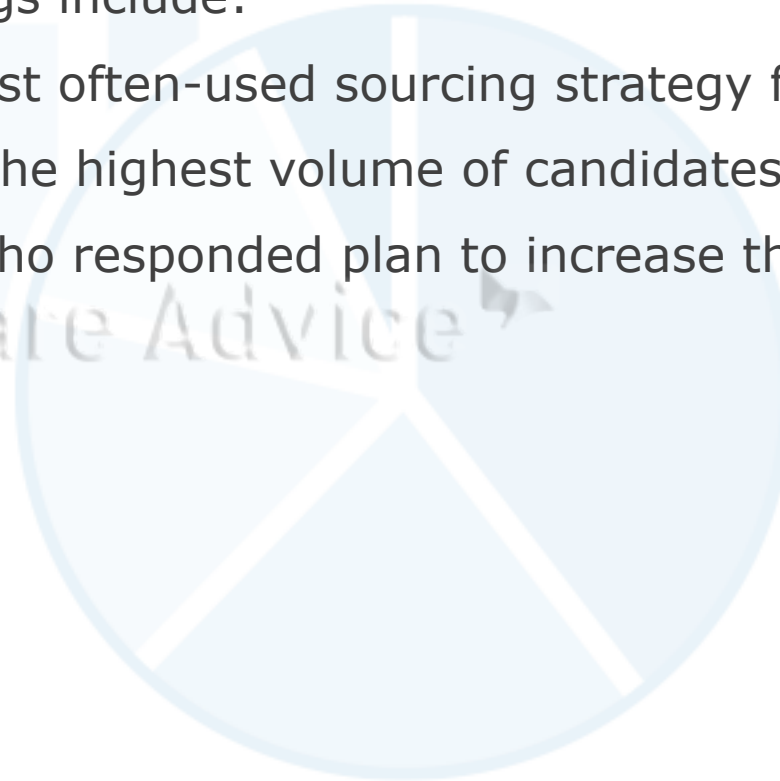
# Abstract

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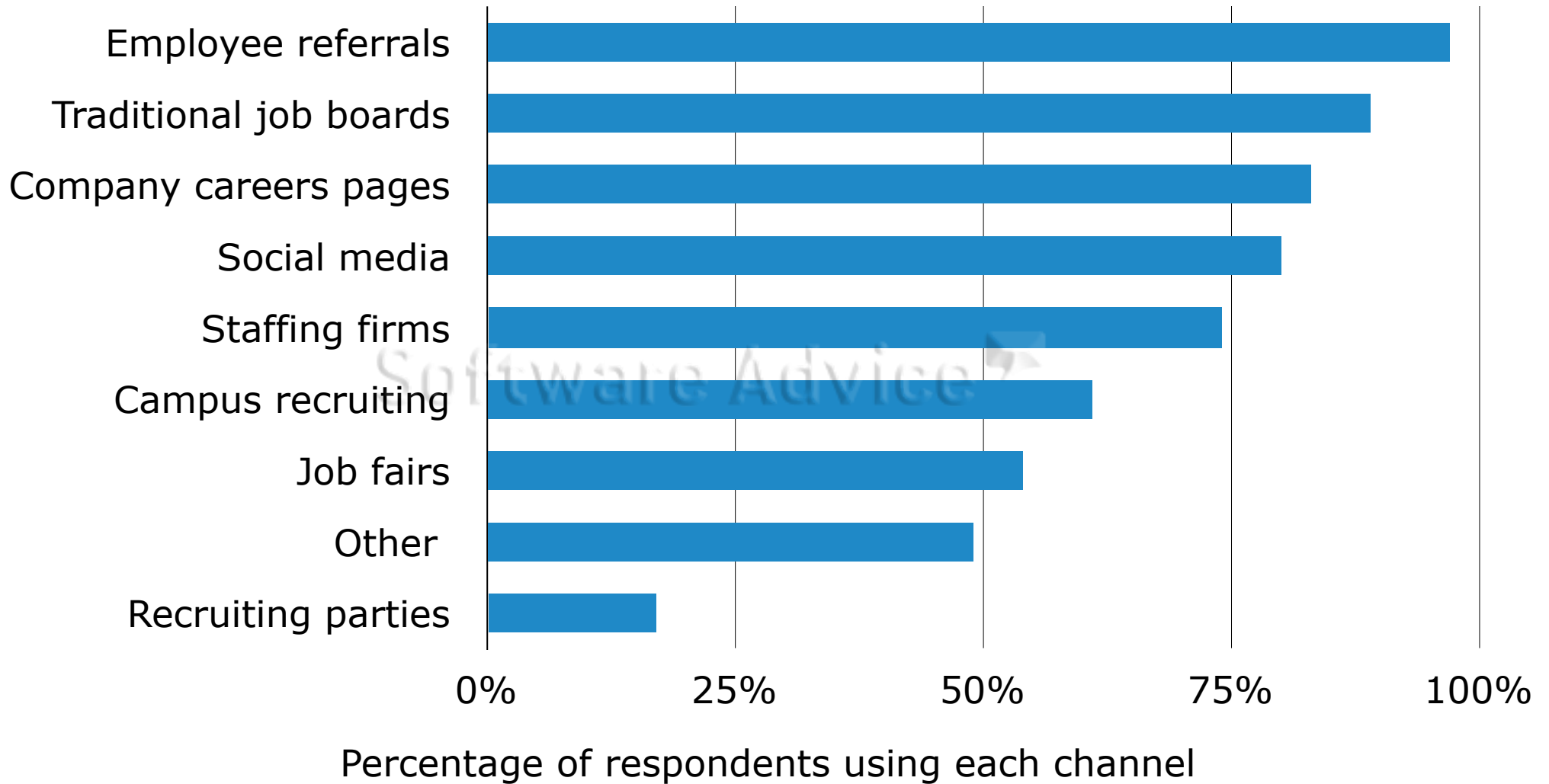
We recently completed our 2013 Recruiting Channels Survey in order to determine which channels recruiters found delivered the highest volume and quality of candidates. Key findings include:

- Employee referrals are the most often-used sourcing strategy for recruiters.
- Traditional job boards deliver the highest volume of candidates.
- Almost half of the recruiters who responded plan to increase their investment in social media recruiting.

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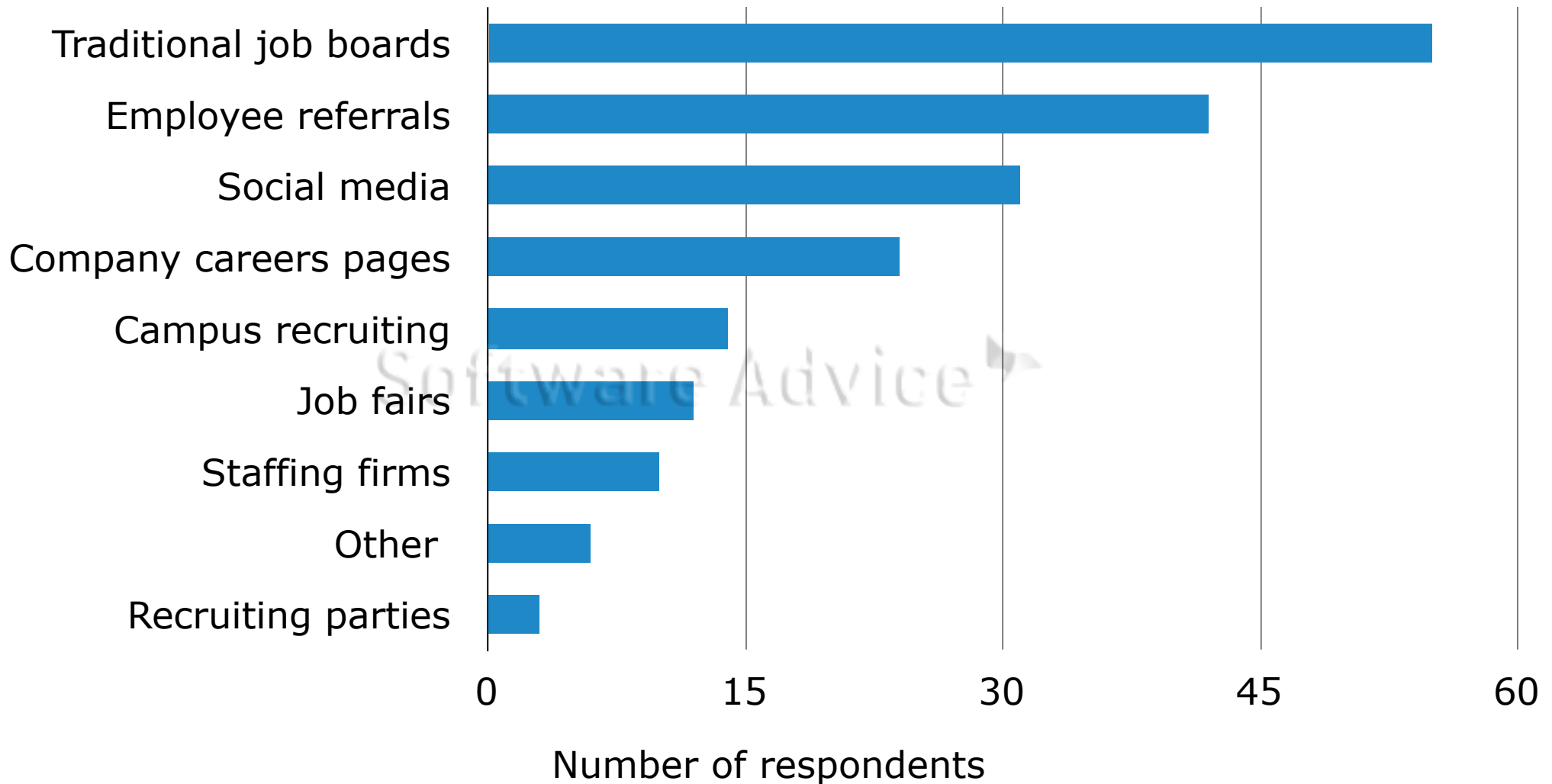


# Current Use of Recruiting Channels



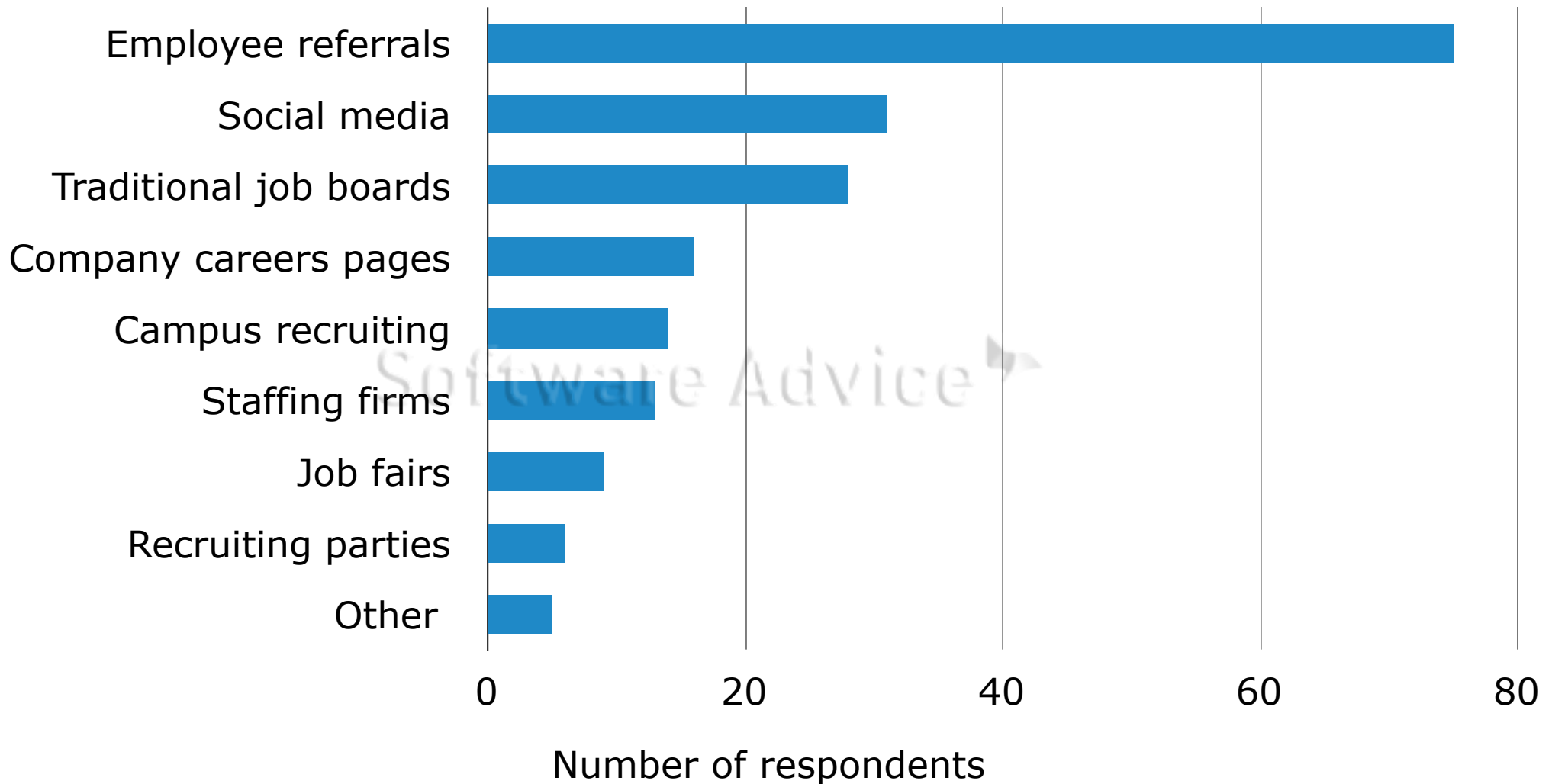
97 percent of recruiters said they used employee referrals to source new hires. Traditional job boards and company careers pages were second and third. Meanwhile, 80 percent of recruiters said they used social media to find candidates.

## Channels Delivering the Highest Volume of Candidates



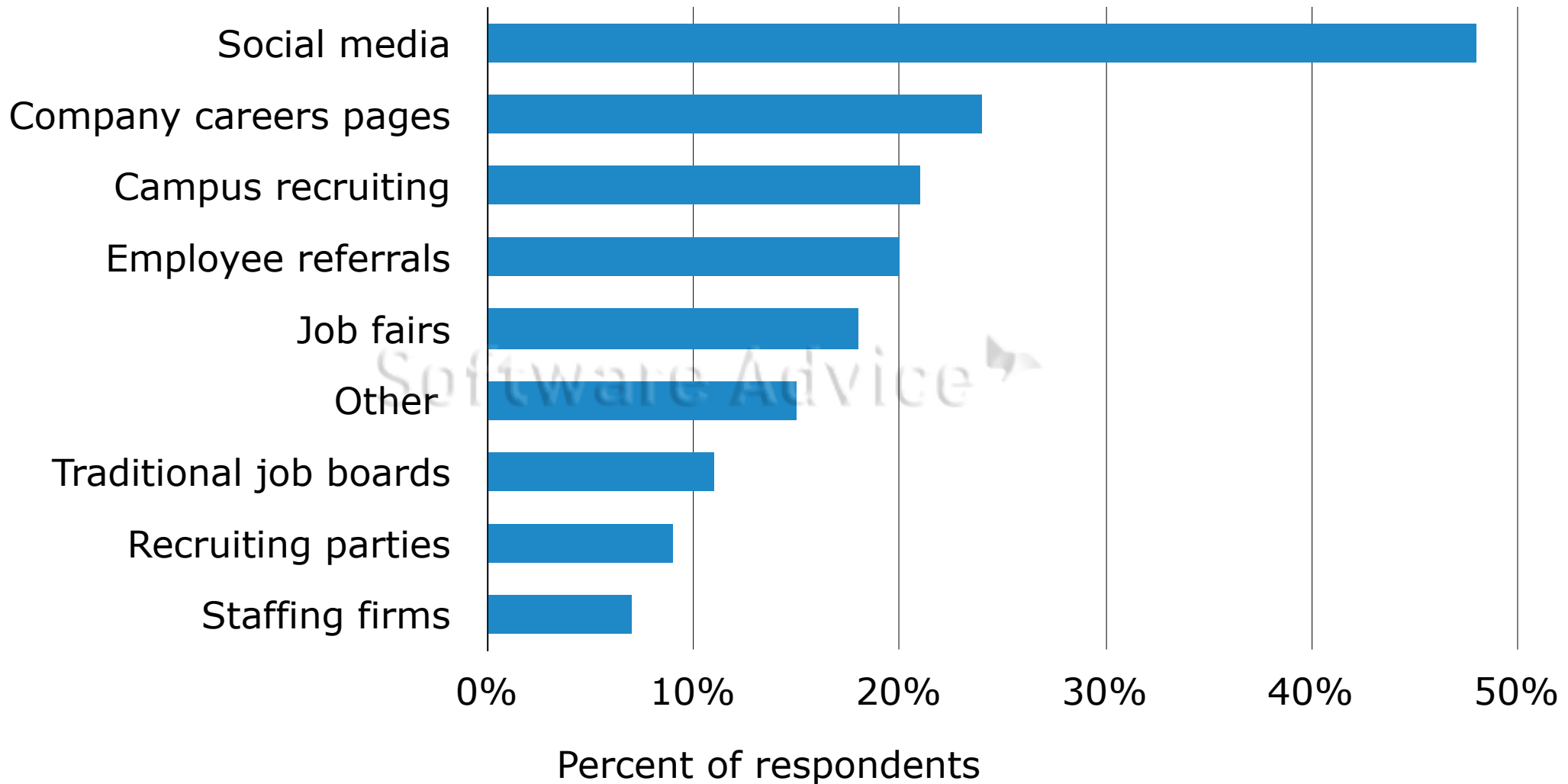
The channel delivering the most candidates into recruiters' inboxes was still traditional job boards, while employee referrals came in second. Social media came in at a strong third.

# Channels Delivering the Highest Quality of Candidates



While traditional job boards delivered the most candidates, employee referrals still deliver (by far) the best candidates for open positions. However, more respondents said social media delivered high quality candidates than traditional job boards.

## Projected Use and Budget for Each Channel in 2013



Although traditional job boards, employee referrals and company careers pages were the three most used channels, recruiters plan to invest more in social media in 2013.

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Read about our findings in more detail.



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