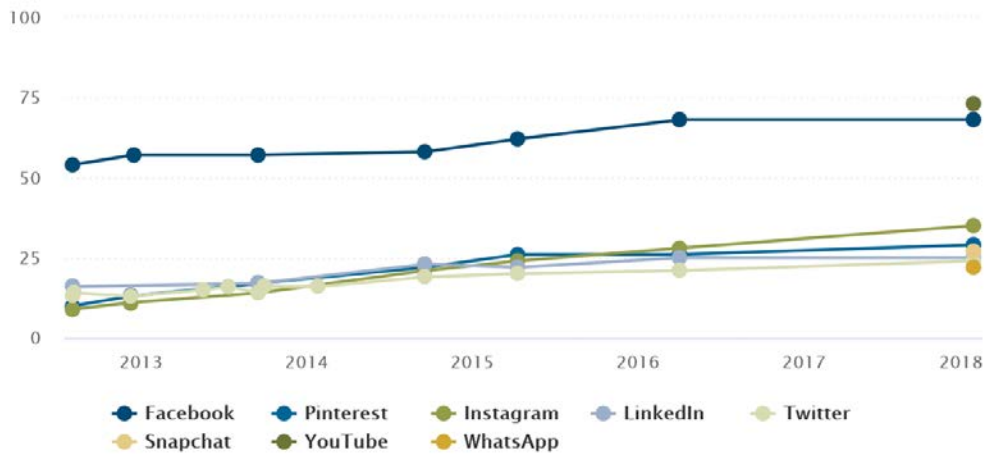


Yes, They're Looking! How Employers Use Social Media



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% of U.S. adults who use ...



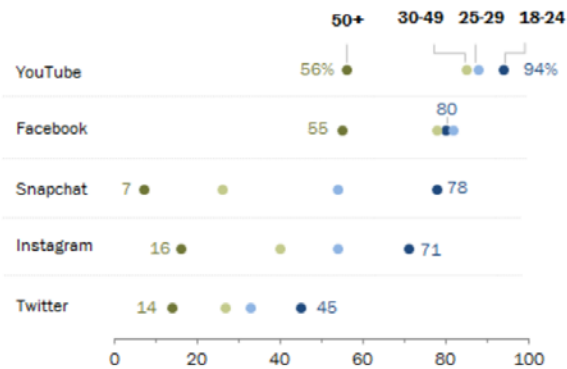
Source: Surveys conducted 2012-2018.

PEW RESEARCH CENTER

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

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% of U.S. adults in each age group who say they use ...



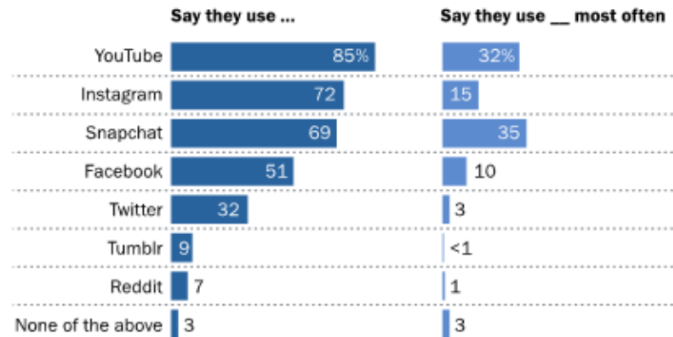
Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

PEW RESEARCH CENTER

YouTube, Instagram and Snapchat are the most popular online platforms among teens

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% of U.S. teens who ...



Note: Figures in first column add to more than 100% because multiple responses were allowed. Question about most-used site was asked only of respondents who use multiple sites; results have been recalculated to include those who use only one site. Respondents who did not give an answer are not shown.

Source: Survey conducted March 7-April 10, 2018.

"Teens, Social Media & Technology 2018"

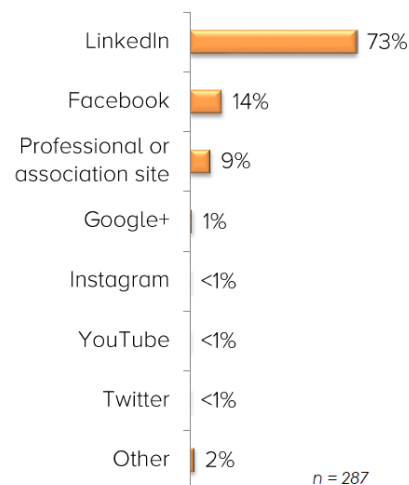
PEW RESEARCH CENTER



LinkedIn is the top and most effective social media site for recruiting, but Facebook, Twitter and professional/association social networking sites are gaining popularity.

Social Media Sites Used for Recruitment	2011	2013	2015
LinkedIn	95%	94%	96%
Facebook	58%	54%	66%
Twitter	42%	39%	53%
Professional or association social networking site (other than SHRM Connect)	23%	29%	35%
Google+	*	8%	12%
YouTube	*	8%	11%
Instagram	*	*	7%
SHRM Connect	6%	5%	4%
Pinterest	*	4%	3%
Vine	*	*	1%
Other	6%	2%	5%

Most Effective Site for Recruitment



Note: (2015 n = 337; 2013 n = 484; 2011 n = 277). Only respondents who were currently using social networking websites to recruit job candidates were asked this question. Total does not equal 100% due to multiple response options. An asterisk (*) indicates this response option was not available in that year.

Using Social Media for Talent Acquisition—Recruitment and Screening @SHRM 2016 9

Risks for Employers include:

Moving away from a selection tool and towards a _____ tool.

Absolute Deal Breakers-

- 39%- _____
- 38%- _____
- 32%- _____
- 27%- _____
- 26%- _____

<http://press.careerbuilder.com/2017-06-15-Number-of-Employers-Using-Social-Media-to-Screen-Candidates-at-All-Time-High-Finds-Latest-CareerBuilder-Study>

Techniques for your classroom:

1. Be like Ellen
2. Audit
3. Branding Activity
4. Offer Headshots

Thank you!

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