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

% 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

Source: Survey conducted Jan. 3-10, 2013. "Social Media Use in 2013"
PEW RESEARCH CENTER
YouTube, Instagram and Snapchat are the most popular online platforms among teens

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

Most Effective Site for Recruitment

LinkedIn: 73%
Facebook: 14%
Professional or association site: 9%
Google+: 1%
Instagram: <1%
YouTube: <1%
Twitter: <1%
Other: 2%

Note: (2015 n = 337; 2013 n = 464; 2011 n = 377). 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.
Risks for Employers include:

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

Absolute Deal Breakers:
- 39%-
- 38%-
- 32%-
- 27%-
- 26%-

Techniques for your classroom:
1. Be like Ellen
2. Audit
3. Branding Activity
4. Offer Headshots


Thank you!
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