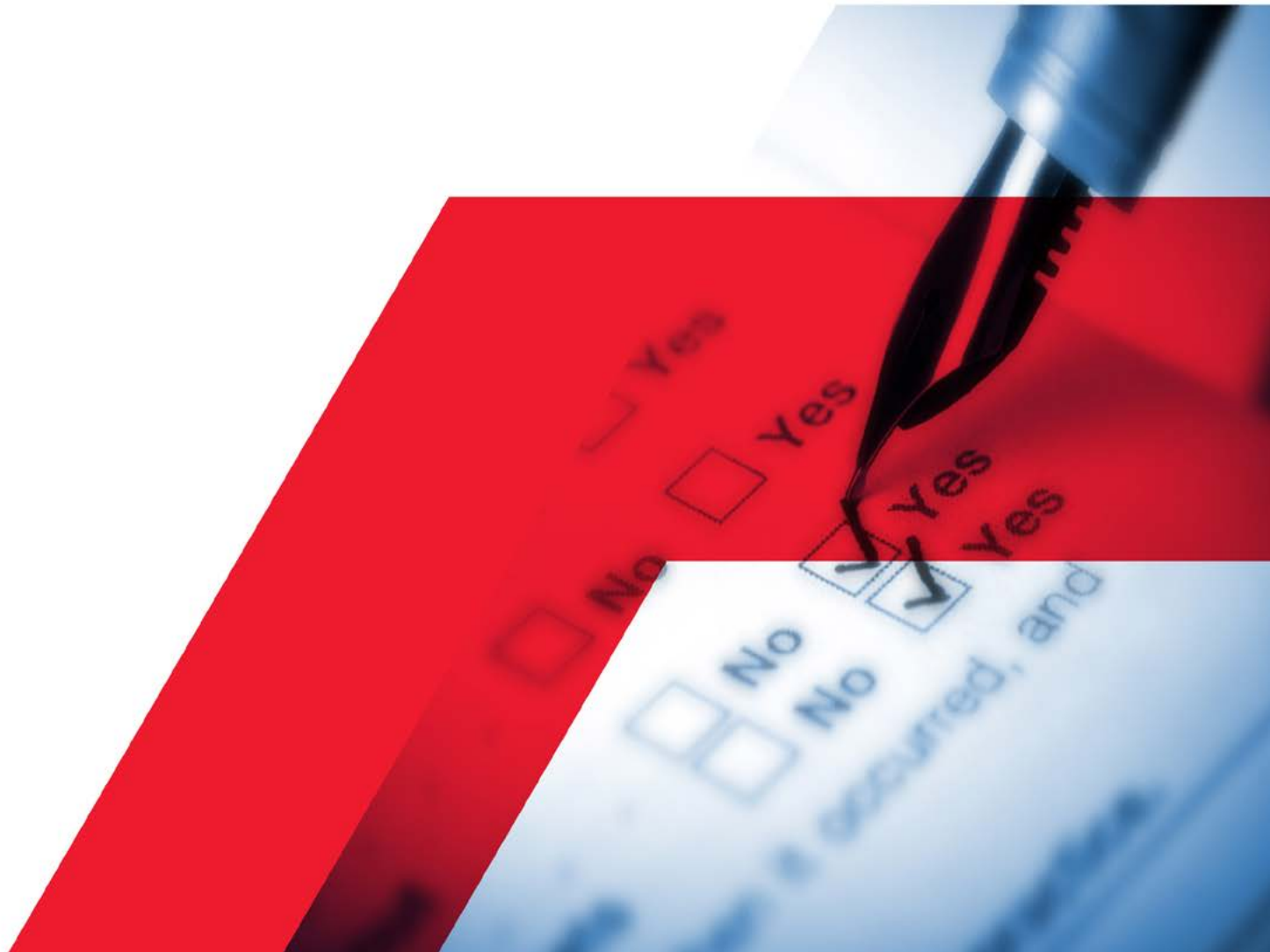




Recruiting Research Survey



Welcome to AIRS® 2014 Social Media & Mobile Recruiting Survey

Highlights

- **90%** of the participants **utilize Social Media** in their recruiting efforts
- **86%** of the participants identify **LinkedIn** as their **most successful Social Media Recruitment Tool**
- **Only 43%** of participants feel their companies website is **“Mobile friendly”**
- **52%** of the participants have a formal **Social Media Policy** in place in their organization
- **45%** of the participants have a **Facebook Career Page**
- **33%** of the participants have a **Twitter Career Page**

Social Media is playing an ever increasing role in shaping the way our world looks today. World governments and economies are feeling the effects of this platform and the Recruiting Industry is not immune! We polled those in the Recruiting field to see how Social Media and Mobile technology is affecting their world, if trends are changing and where companies are spending their time, money and energy in the Social Media and Mobile technology space. We hope the results that follow, help you benchmark your company’s usage of Social Media and Mobile technology as a Recruitment Tool.

AIRS is proud to have a large alumni network of recruiters in every industry and location. As a service to ALL recruiters, we frequently poll our network on current trends and hot topics. What follows are our most recent survey results! We are pleased to share this with you and hope it is helpful to you and your organization. Please look for future survey results!



AIRS® Recruiting Research Survey • Volume 5

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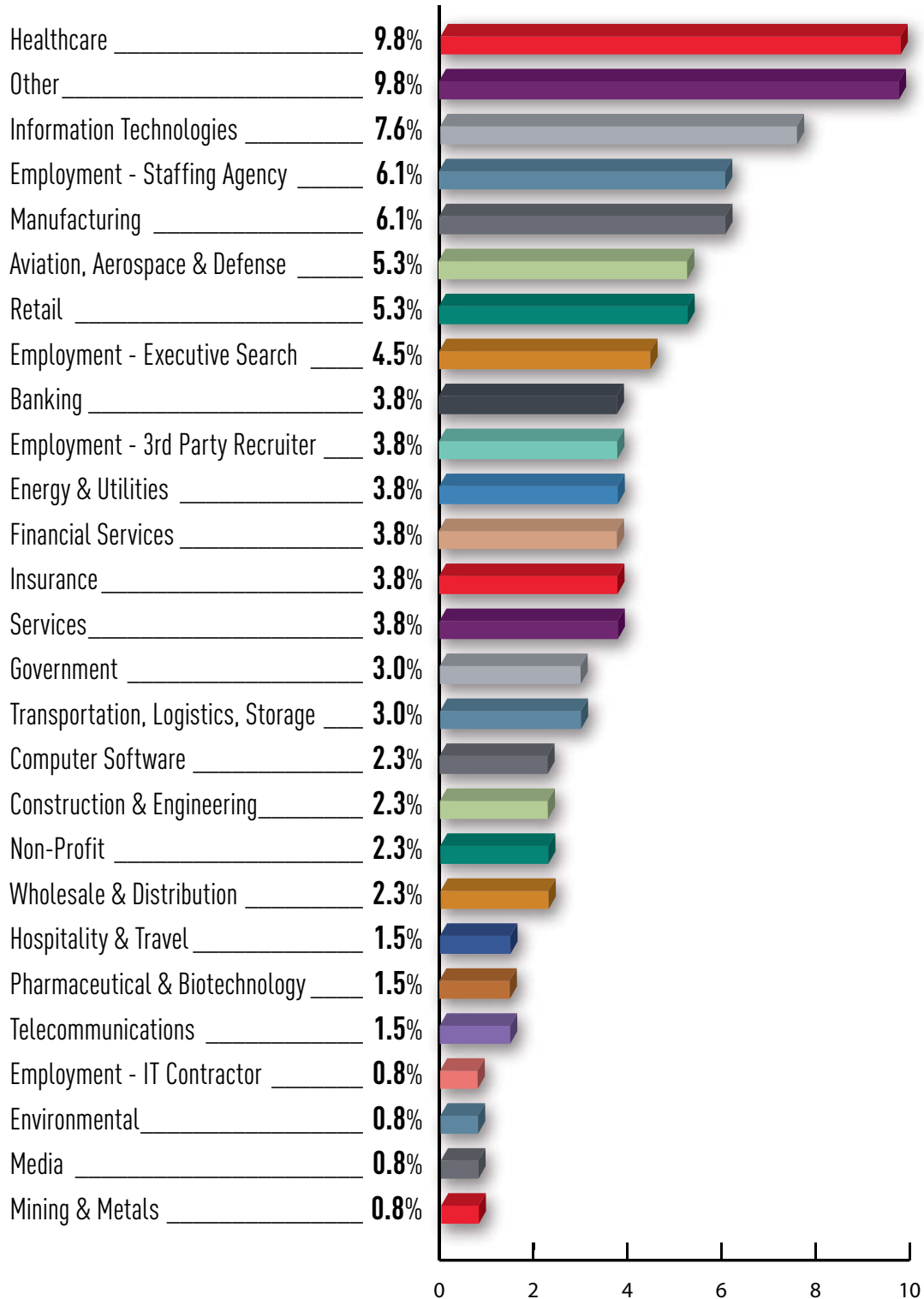
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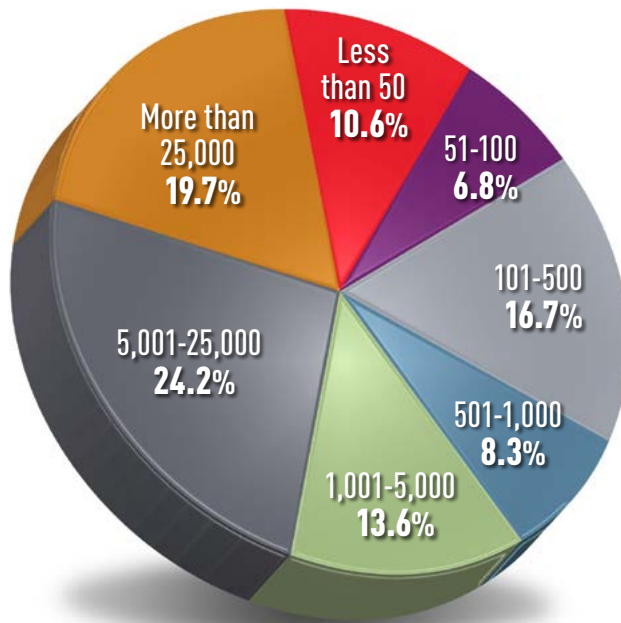
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AIRS 2014 Social Media & Mobile Recruiting Survey

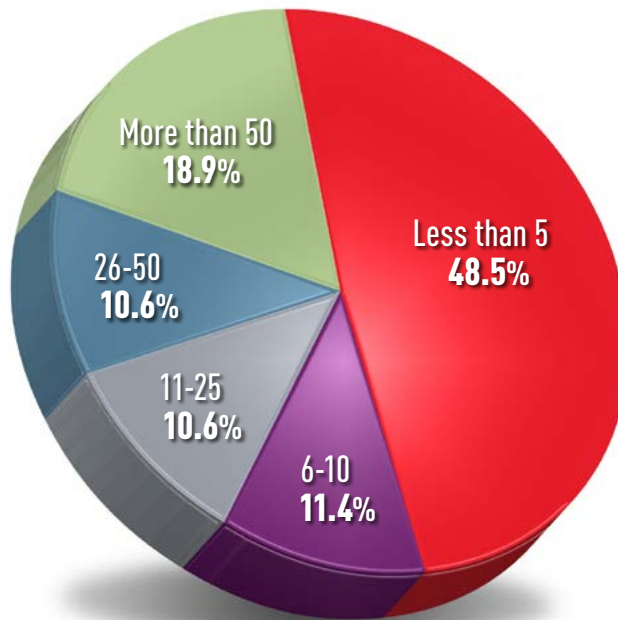
What industry is your company in?



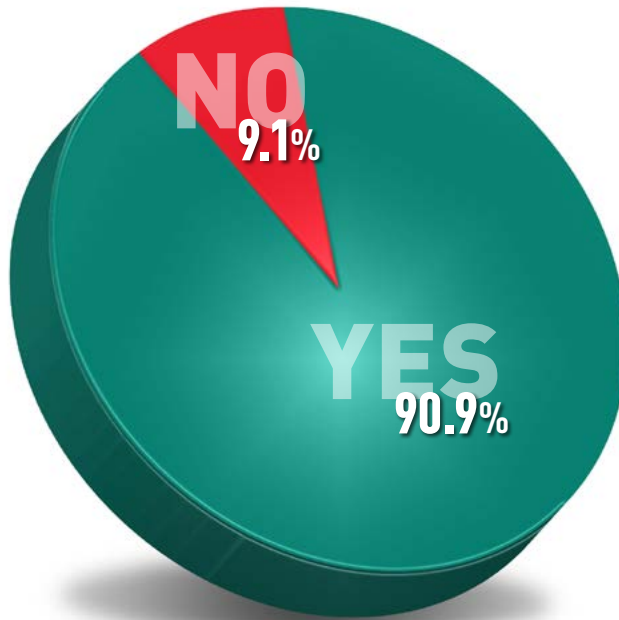
Number of Employees (Company Size)



Number of Recruiters in Your Organization

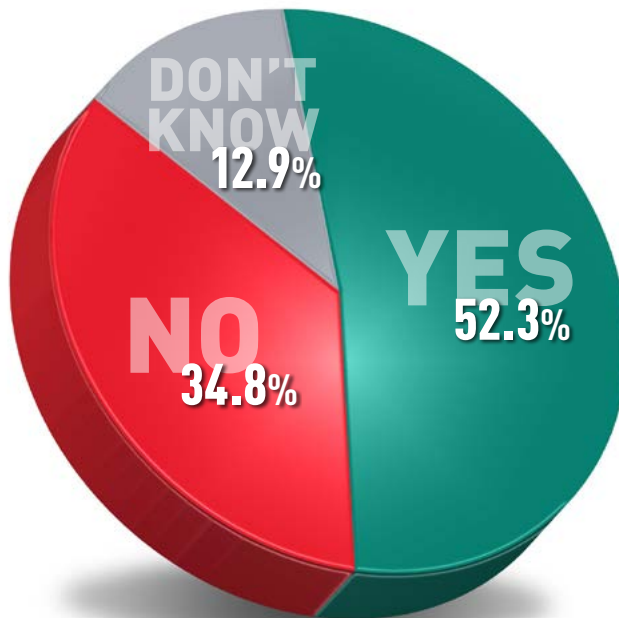


Does your organization utilize any Social Media in their recruiting?

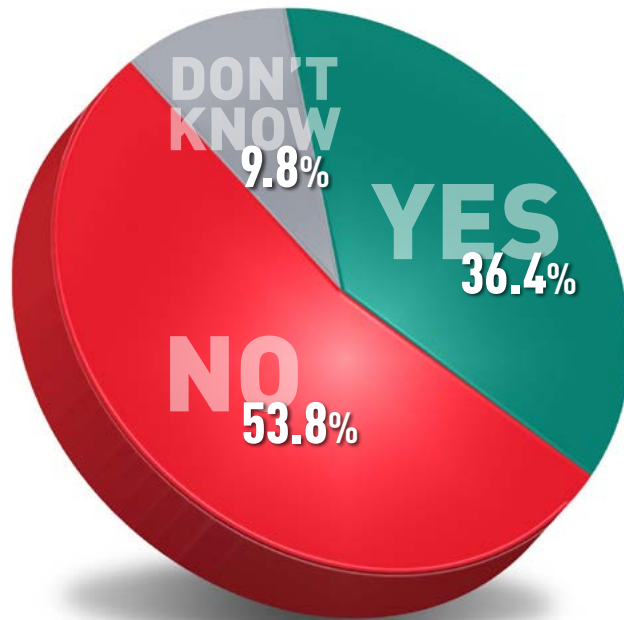


No, our organization forbids the use of **0.0%**
Don't Know **0.0%**

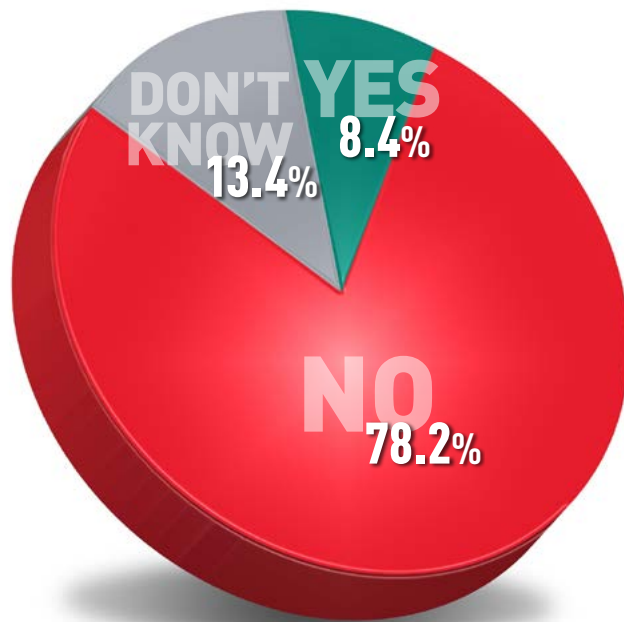
Does your company have a formal Social Media Policy?



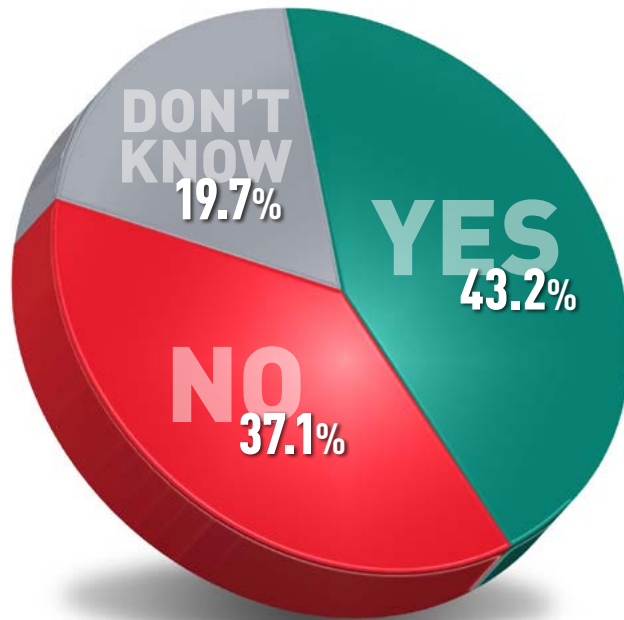
Does your organization utilize Mobile Recruiting?



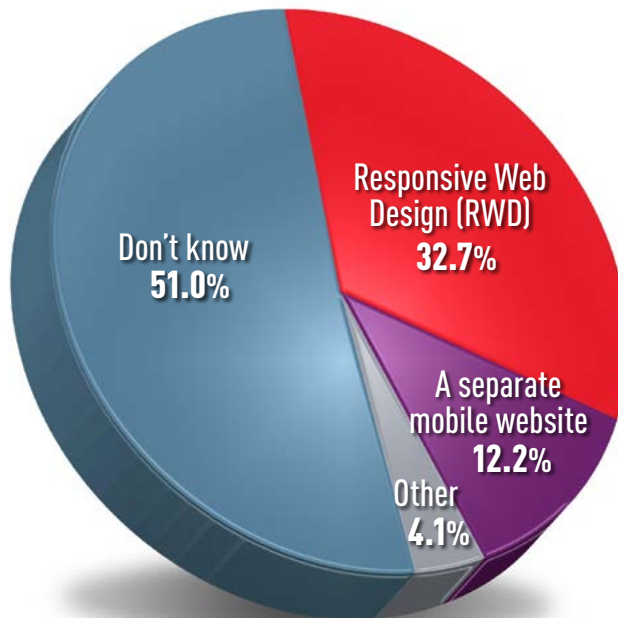
Does your organization have a mobile app for recruiting/staffing?



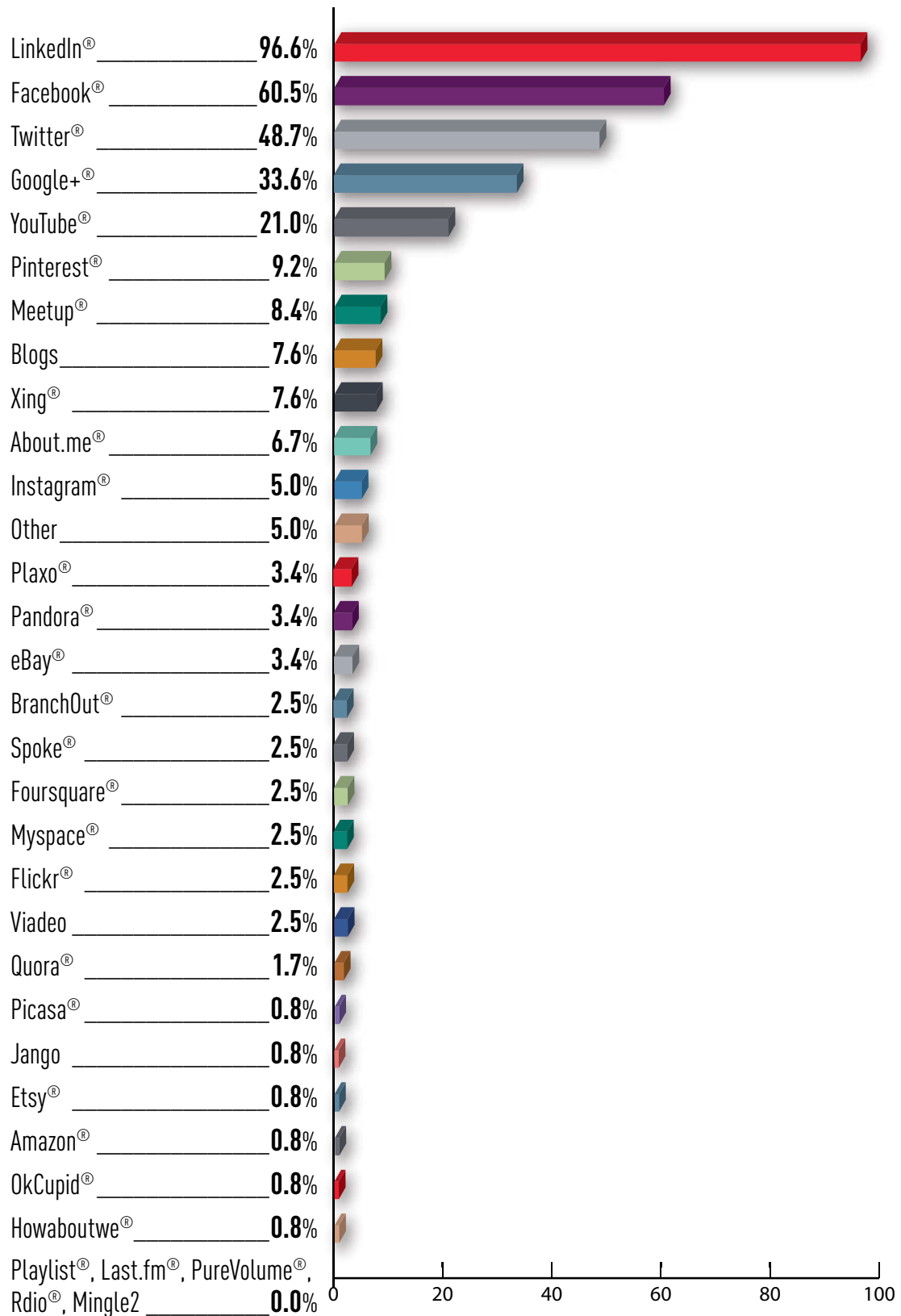
Is your organization's website Mobile friendly?



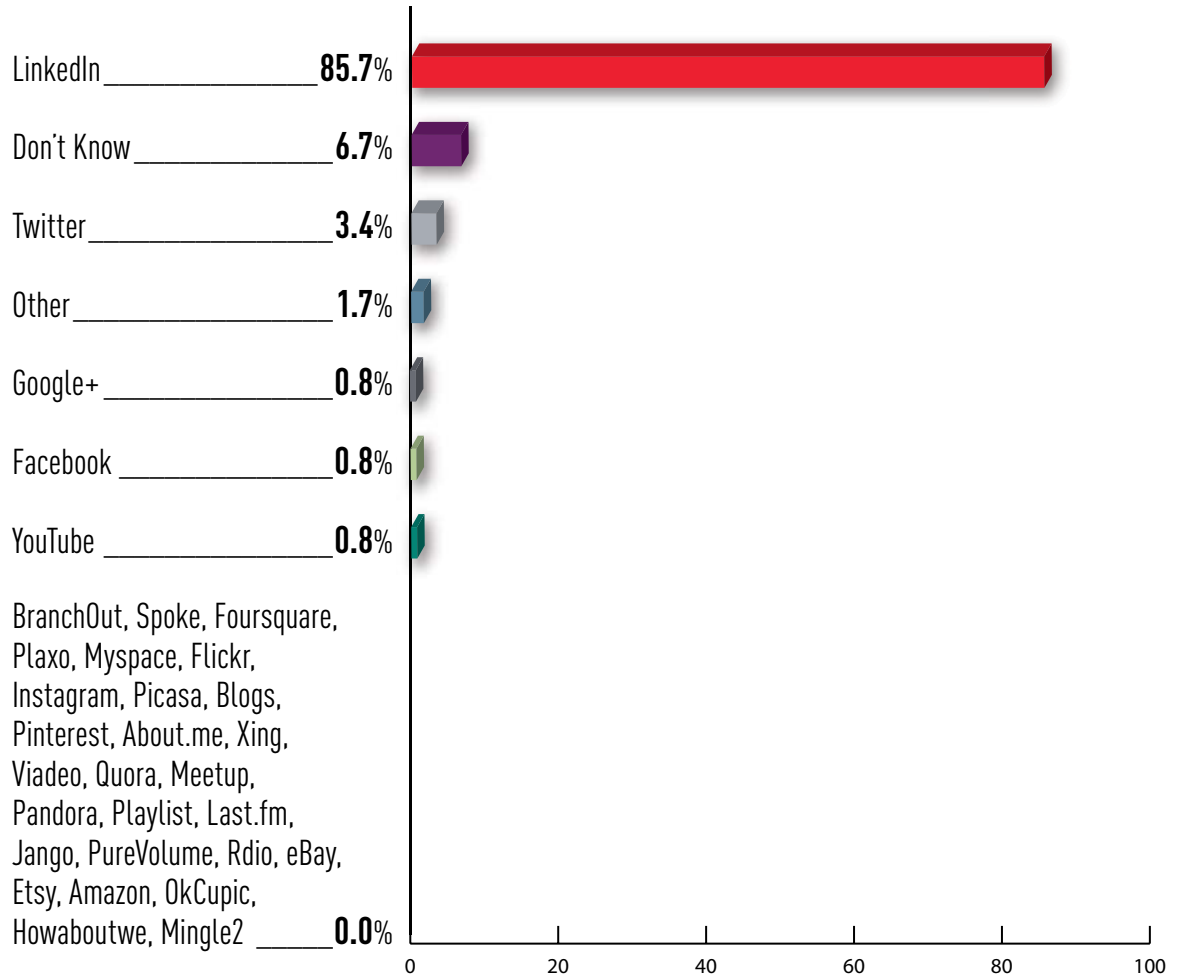
If yes, what best describes the design of the website?



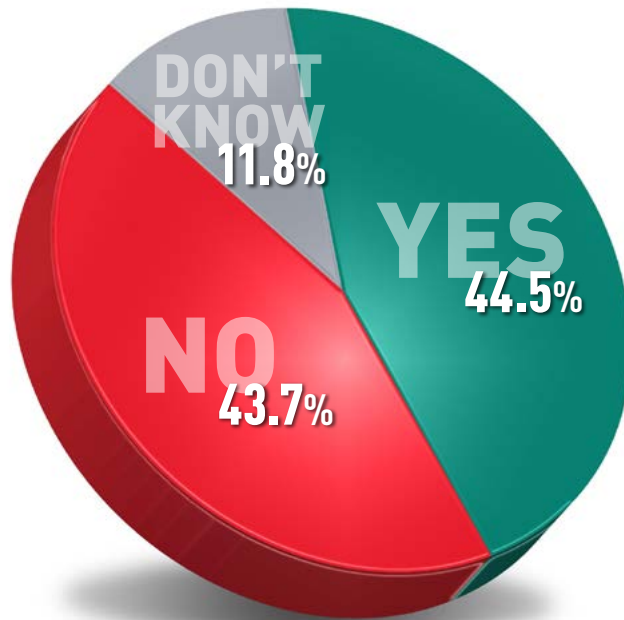
What Social Media sites do you use for recruiting?



What is the MOST effective Social Media site you use for recruiting?



Does your organization have a Facebook Career page?



Does your organization have a Twitter Career Page?

