



Recruiting Research Survey

*Volume 9 • Social Media & Mobile
Recruiting Survey 2016*

Welcome to AIRS® 2016 Social Media & Mobile Recruiting Survey Results!

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!

Highlights

- Respondents reported the average number of recruiters in their organization was **20**, up 13% from 2015 and up 12% from 2014.
- **93%** of our respondents utilize Social Media in their recruiting. Only 52% have a formal Social Media policy.
- The # of respondents who said their organization utilized Mobile Recruiting increased **49%**.
- **67%** of respondents stated their websites were Mobile friendly, compared to only 43% in 2015.
- Only **14%** of respondents said their organization had a mobile app for recruiting/sourcing, up from 8% in 2015.
- The number of respondents stating LinkedIn as the MOST effective Social Media tool is down **6.7%** from 2015.

AIRS® Recruiting Research Survey: Volume 9 • Social Media & Mobile Recruiting Survey

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(RecruitResSurvey_Vol9_062016)

AIRS 2016 Social Media & Mobile Recruiting Survey

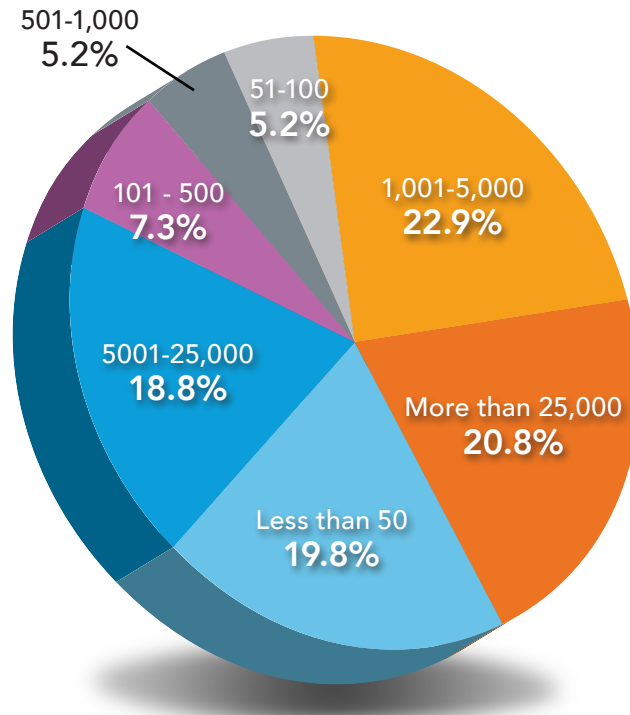
What industry is your company in?

	2016	2015	% change from 2015
Aviation, Aerospace & Defense	4.2%	5.3%	- 20%
Banking	2.1%	3.8%	- 45%
Chemicals	3.1%	0.0%	+ 100%
Computer Hardware	0.0%	0.0%	-
Computer Software	1.0%	2.3%	- 57%
Conglomerate	0.0%	0.0%	-
Construction & Engineering	3.1%	2.3%	+ 35%
E-Commerce	0.0%	0.0%	-
Electronics & Semiconductors	1.0%	0.0%	+ 100%
Employment - 3rd Party Recruiter	12.5%	3.8%	+ 229%
Employment - Ad Agency	0.0%	0.0%	-
Employment - Executive Search	4.2%	4.5%	- 7%
Employment - IT Contractor	0.0%	0.8%	- 100%
Employment - Staffing Agency	6.3%	6.1%	+ 3%
Energy & Utilities	2.1%	3.8%	- 45%
Environmental	1.0%	0.8%	+ 25%
Financial Services	2.1%	3.8%	- 45%
Food & Beverage	2.1%	0.0%	+ 100%
Government	3.1%	3.0%	+ 3%
Healthcare	14.6%	9.8%	+ 49%
Hospitality & Travel	0.0%	1.5%	- 100%
Information Technologies	6.3%	7.6%	- 17%
Insurance	2.1%	3.8%	- 45%
Legal	0.0%	0.0%	-
Manufacturing	2.1%	6.1%	- 66%
Media	0.0%	0.8%	- 100%

What industry is your company in? (continued)

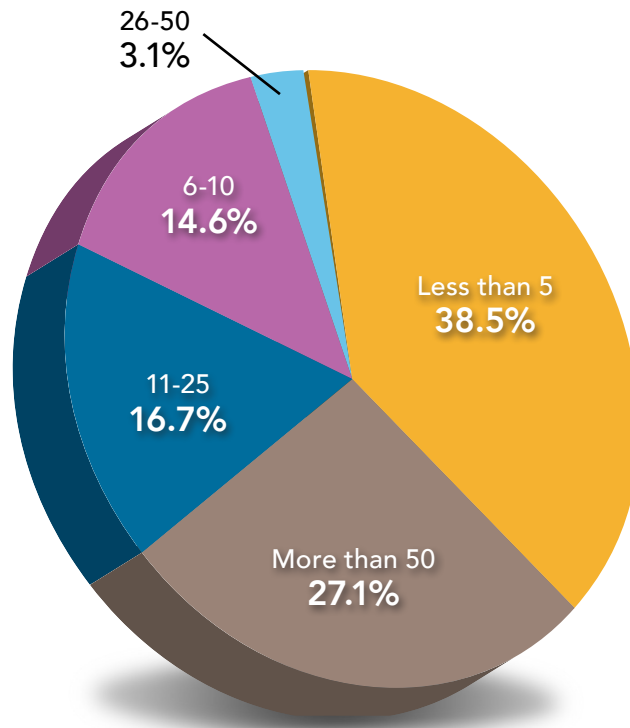
Mining & Metals	1.0%	0.8%	+ 25%
Non-Profit	1.0%	2.3%	- 57%
Other	14.6%	9.8%	+ 49%
Paper & Packaging	0.0%	0.0%	-
Pharmaceutical & Biotechnology	3.1%	1.5%	+ 107%
Planning & Public Works	0.0%	0.0%	-
Publishing & Printing	0.0%	0.0%	-
Real Estate	0.0%	0.0%	-
Research & Science	0.0%	0.0%	-
Retail	1.0%	5.3%	- 81%
Security	0.0%	0.0%	-
Services	3.1%	3.8%	- 18%
Sports & Recreation	1.0%	0.0%	+ 100%
Telecommunications	1.0%	1.5%	- 33%
Transportation, Logistics, Storage	0.0%	3.0%	- 100%
Venture Capital	0.0%	0.0%	-
Wholesale & Distribution	1.0%	2.3%	- 57%

How many employees does your organization have? 2016



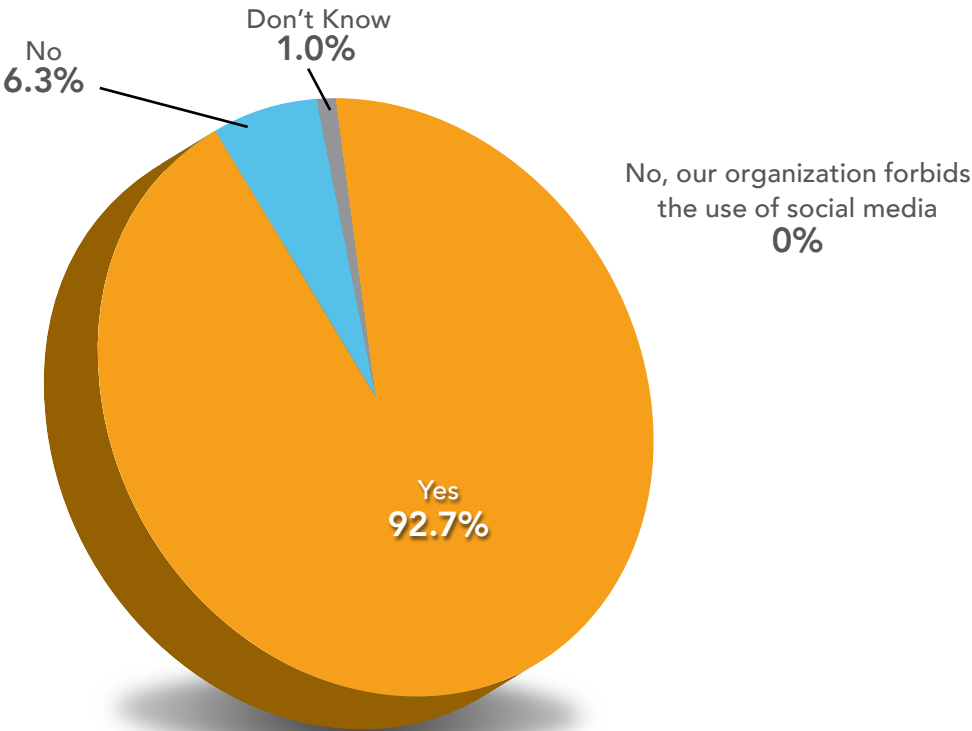
	2016	2015	% change from 2015
Less than 50	19.8%	10.6%	+ 86.8%
51-100	5.2%	6.8%	- 23.5%
101-500	7.3%	16.7%	- 56.3%
501-1000	5.2%	8.3%	- 37.3%
1001-5000	22.9%	13.6%	+ 68.4%
5001-25000	18.8%	24.2%	- 22.3%
More than 25000	20.8%	19.7%	+ 5.6%

How many recruiters does your organization have? 2016



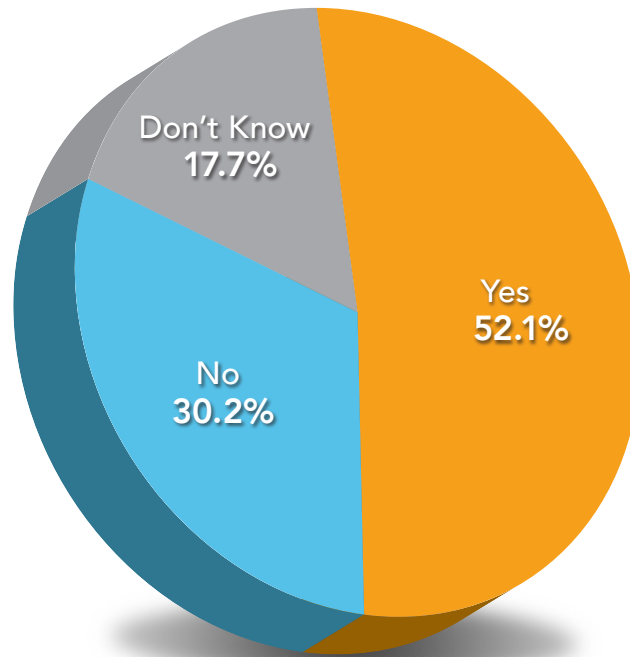
	2016	2015	% change from 2015
Less than 5	38.5%	48.5%	- 20.6%
6-10	14.6%	11.4%	+ 28.1%
11-25	16.7%	10.6%	+ 57.5%
26-50	3.1%	10.6%	- 70.8%
More than 50	27.1%	18.9%	+ 43.4%

Does your organization utilize any Social Media in their recruiting? 2016



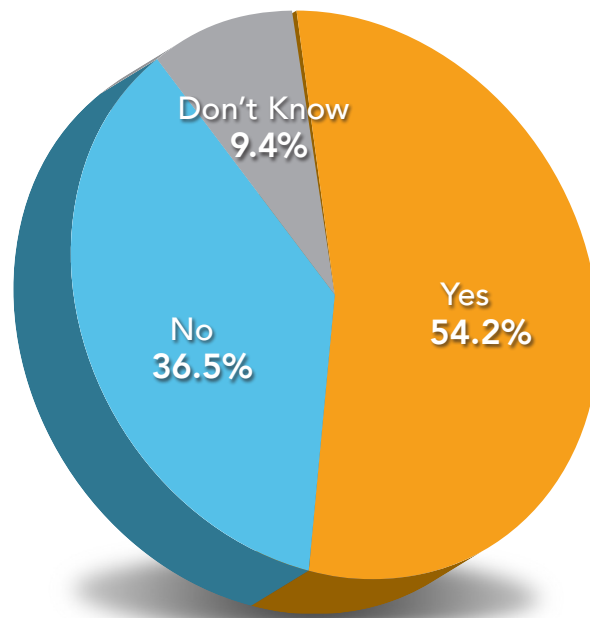
	2016	2015	% change from 2015
Yes	92.7%	90.9%	+ 2.0%
No	6.3%	9.1%	- 30.8%
No, our organization forbids the use of social media	0.0%	0.0%	-
Don't Know	1.0%	0.0%	+ 100%

Does your company have a formal Social Media Policy? 2016



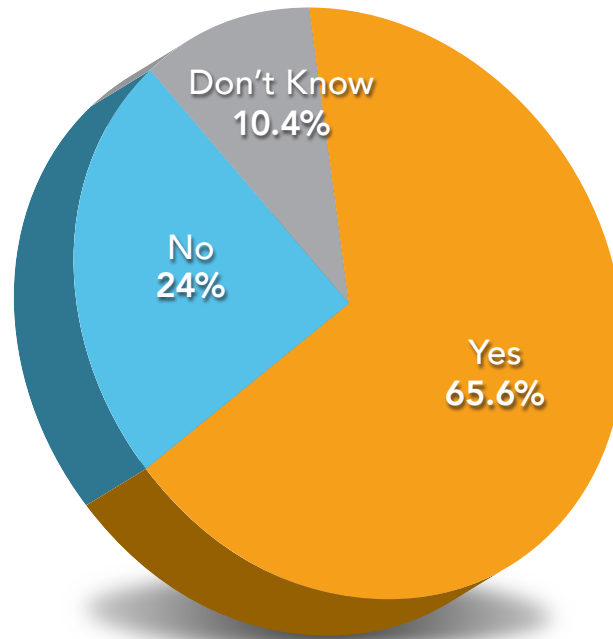
	2016	2015	% change from 2015
Yes	52.1%	52.3%	- 0.4%
No	30.2%	34.8%	- 13.2%
Don't Know	17.7%	12.9%	+ 37.2%

Does your organization utilize Mobile Recruiting? 2016



	2016	2015	% change from 2015
Yes	54.2%	36.4%	+ 48.9%
No	36.5%	53.8%	- 32.2%
Don't Know	9.4%	9.8%	- 4.1%

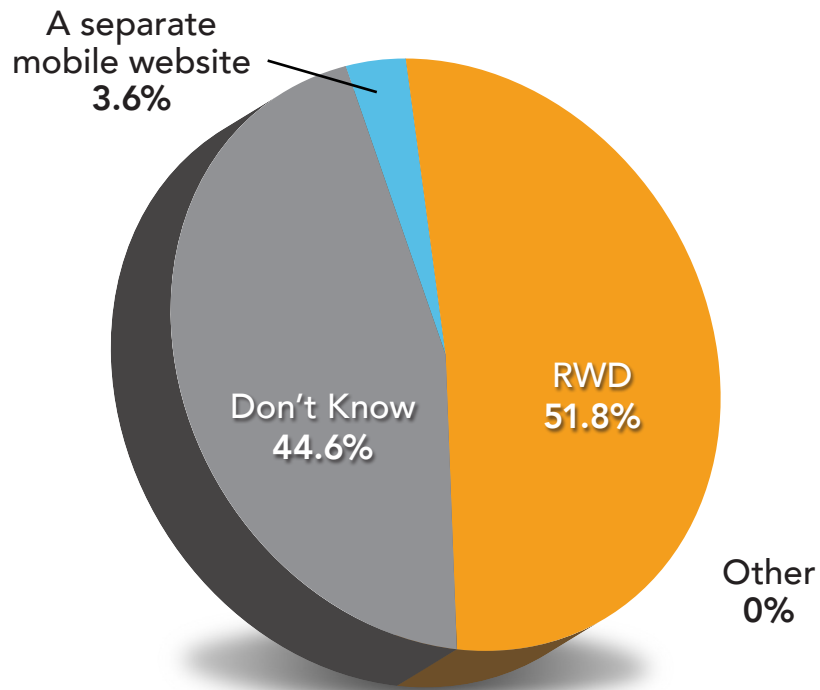
Is your organization's website Mobile friendly?
2016



	2016	2015	% change from 2015
Yes	65.6%	43.2%	+ 51.9%
No	24.0%	37.1%	- 35.3%
Don't Know	10.4%	19.7%	- 47.2%

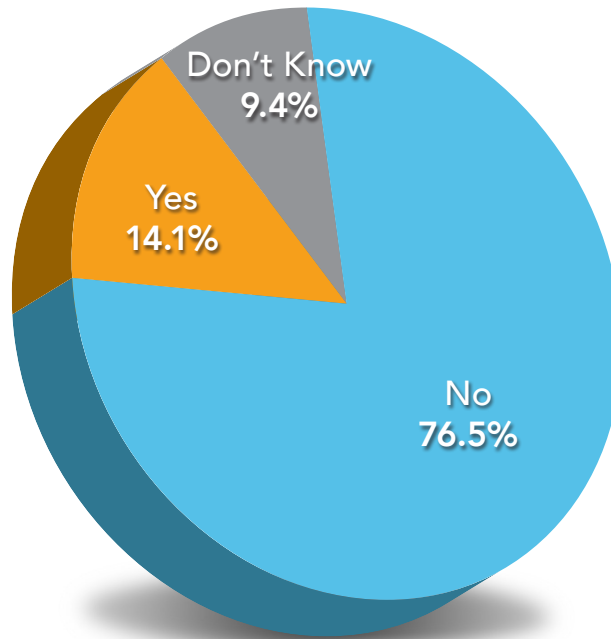
If yes, what best describes the design of the website?

2016



	2016	2015	% change from 2015
Responsive Web Design (RWD)	51.8%	32.7%	+ 58.4%
A separate mobile website	3.6%	12.2%	- 70.5%
Other	0.0%	4.1%	- 100.0%
Don't Know	44.6%	51.0%	- 12.5%

Does your organization have a mobile app for recruiting/staffing?
2016



	2016	2015	% change from 2015
Yes	14.1%	8.4%	+ 67.9%
No	76.5%	78.2%	- 2.2%
Don't Know	9.4%	13.4%	- 29.9%

Does your organization have a mobile app for recruiting/staffing?
If yes, what does the app do?

- We use Hirevue, a platform which allows candidates to participate in an online digital interview via any mobile device.
- Allows for users to view jobs, apply to jobs and contact organization.
- We are able to access the same functions both mobile and PC.
- User friendly career page designed for mobile users.
- Our website is partially scaled for mobile, but not ideal. We have apps on iTunes and Google Play for Android that link to our job postings on CareerBuilder and offer tips for interviewing, writing resumes, etc.
- It does everything the ATS does with a few exceptions. We can review candidates, rate them, reject them, move them forward, send to hiring managers, send messages, etc.

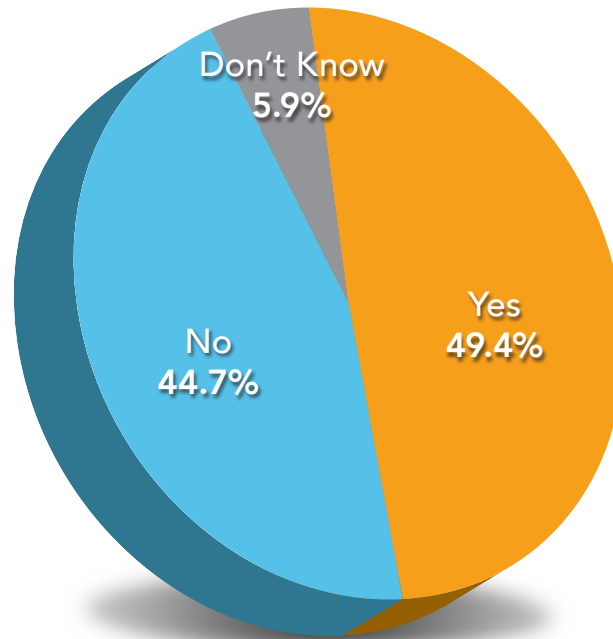
What Social Media sites do you use for recruiting?

	2016	2015	% change from 2015
LinkedIn	97.6%	96.6%	+ 1.0%
Facebook	76.5%	60.5%	+ 26.4%
Twitter	67.1%	48.7%	+ 37.8%
Google+	32.9%	33.6%	- 2.1%
YouTube	24.7%	21.0%	+ 17.6%
Instagram	20.0%	5.0%	+ 300.0%
Blogs	15.3%	7.6%	+ 101.3%
About.me	12.9%	6.7%	+ 92.5%
Meetup	9.4%	8.4%	+ 11.9%
Pinterest	8.2%	9.2%	- 10.9%
Xing	5.9%	7.6%	- 22.4%
Quora	5.9%	1.7%	+ 247.1%
Foursquare	4.7%	2.5%	+ 88.0%
eBay	4.7%	3.4%	+ 38.2%
Amazon	4.7%	0.8%	+ 487.5%
BranchOut	3.5%	2.5%	+ 40.0%
Viadeo	3.5%	2.5%	+ 40.0%
Flickr	2.4%	2.5%	- 4.0%
Picasa	2.4%	0.8%	+ 200.0%
Howaboutwe	3.5%	0.8%	+ 337.5%
Myspace	1.2%	2.5%	- 52.0%
Pandora	1.2%	3.4%	- 64.7%
Etsy	1.2%	0.8%	+ 50.0%
OkCupid	1.2%	0.8%	+ 50.0%
Spoke	0.0%	2.5%	- 100.0%
Plaxo	0.0%	3.4%	- 100.0%
Playlist	0.0%	0.0%	-
Last.fm	0.0%	0.0%	-
Jango	0.0%	0.8%	-
PureVolume	0.0%	0.0%	-
Rdio	0.0%	0.0%	-
Mingle2	0.0%	0.0%	-

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

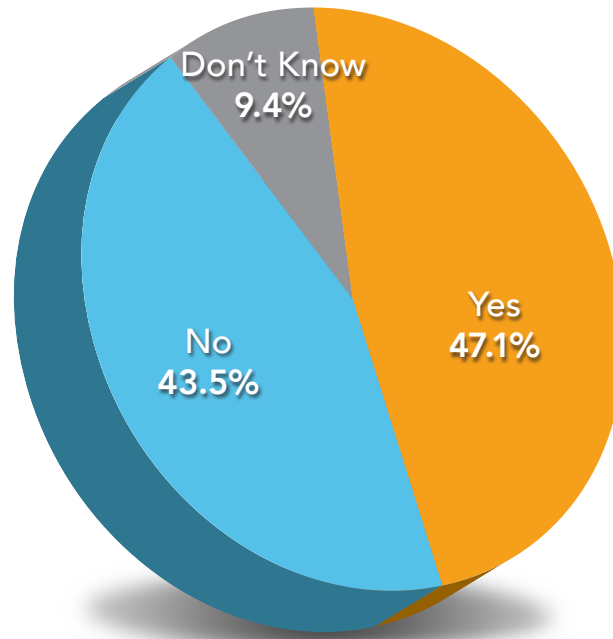
	2016	2015	% change from 2015
LinkedIn	80.0%	85.7%	- 6.7%
Facebook	10.6%	0.8%	+ 1225.0%
Google+	1.2%	0.8%	+ 50.0%
Twitter	1.2%	3.4%	- 64.7%
Blogs	1.2%	0.0%	+ 100.0%
OkCupid	1.2%	0.0%	+ 100.0%
BranchOut	0.0%	0.0%	
Spoke	0.0%	0.0%	
Foursquare	0.0%	0.0%	
Plaxo	0.0%	0.0%	
Myspace	0.0%	0.0%	
Flickr	0.0%	0.0%	
YouTube	0.0%	0.8%	- 100.0%
Instagram	0.0%	0.0%	
Picasa	0.0%	0.0%	
Pinterest	0.0%	0.0%	
About.me	0.0%	0.0%	
Xing	0.0%	0.0%	
Viadeo	0.0%	0.0%	
Quora	0.0%	0.0%	
Meetup	0.0%	0.0%	
Pandora	0.0%	0.0%	
Playlist	0.0%	0.0%	
Last.fm	0.0%	0.0%	
Jango	0.0%	0.0%	
PureVolume	0.0%	0.0%	
Rdio	0.0%	0.0%	
eBay	0.0%	0.0%	
Etsy	0.0%	0.0%	
Amazon	0.0%	0.0%	
Howaboutwe	0.0%	0.0%	
Mingle2	0.0%	0.0%	
Don't Know	3.5%	6.7%	- 47.8%

Does your organization have a Facebook Career page?
2016



	2016	2015	% change from 2015
Yes	49.4%	44.5%	+ 11.0%
No	44.7%	43.7%	+ 2.3%
Don't Know	5.9%	11.8%	-

Does your organization have a Twitter Career Page?
2016



	2016	2015	% change from 2015
Yes	47.1%	32.8%	+ 43.6%
No	43.5%	52.1%	- 16.5%
Don't Know	9.4%	15.1%	-



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Customer Service

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