

AIRS Recruiting Research Survey • Volume 2



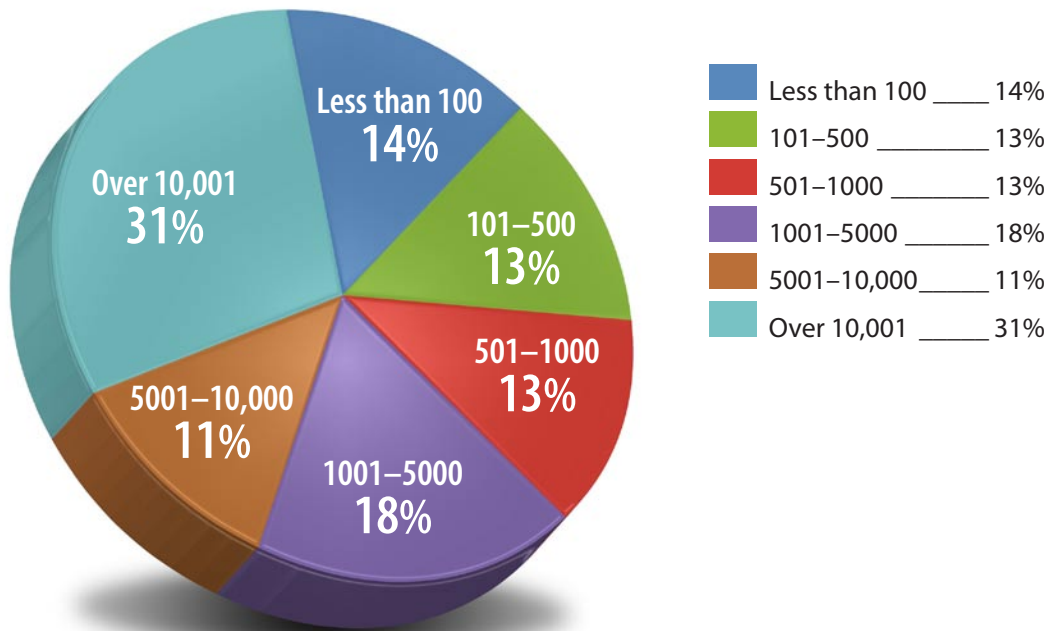
Highlights

- **89%** of the participants **utilize Social Media** in their recruiting efforts
- **84%** of the participants identify **LinkedIn** as their **most successful Social Media Recruitment Tool**
- **51%** of the participants have a formal **Social Media Policy** in place in their organization
- **50%** of the participants have a **Facebook Career Page**
- **38%** of the participants have a **Twitter Career Page**

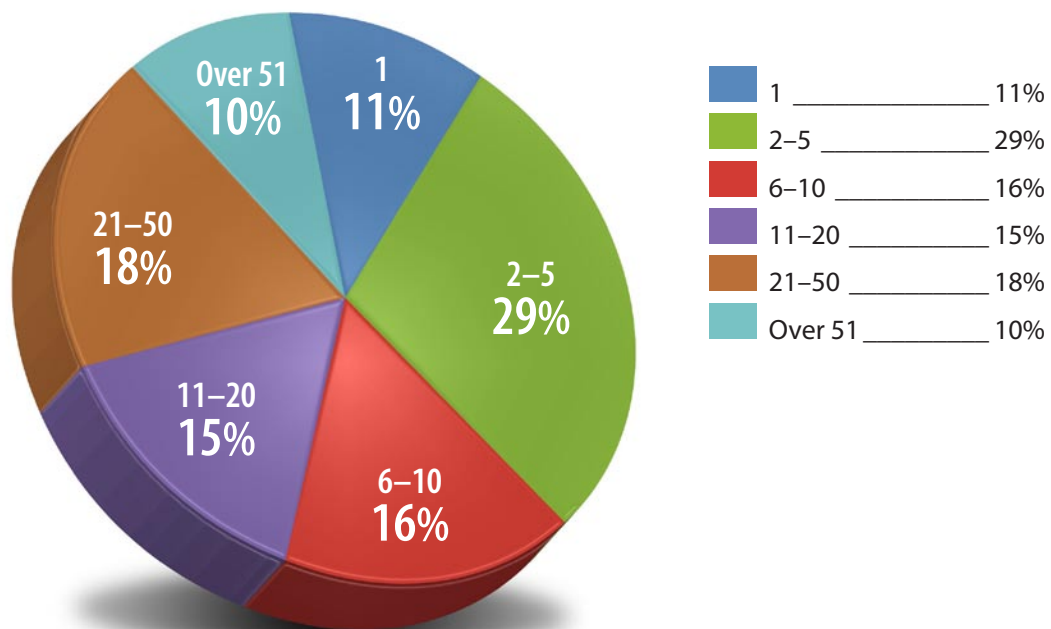
Social Media is playing an ever increasing role in shaping the way our world looks today. World governments and economies are feeling the effects of this platform and the Recruiting Industry is not immune! We polled those in the Recruiting field to see how Social Media is affecting their world, if trends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

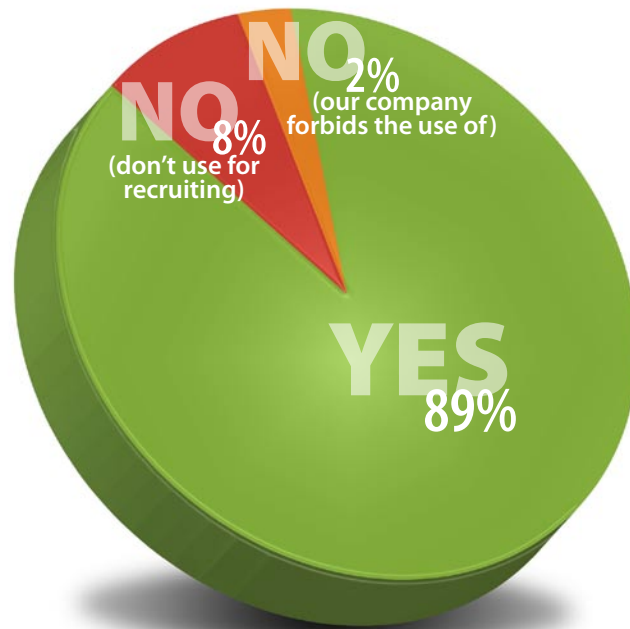
How many total employees in your organization?



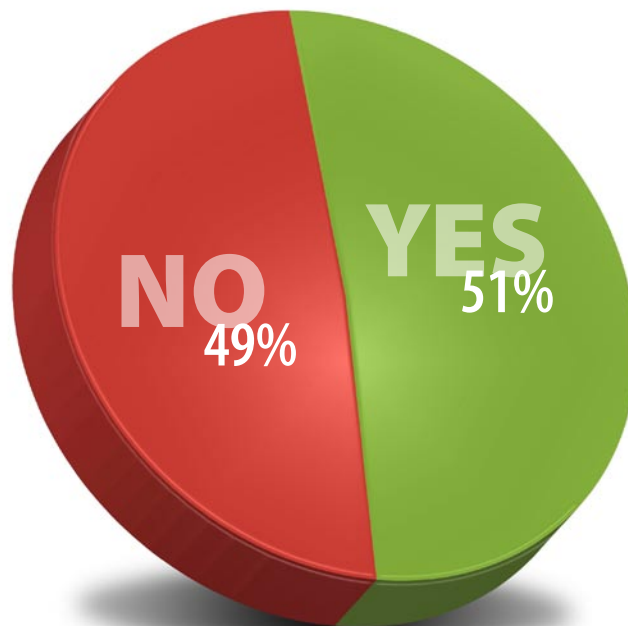
How many employees in your Recruiting Department?



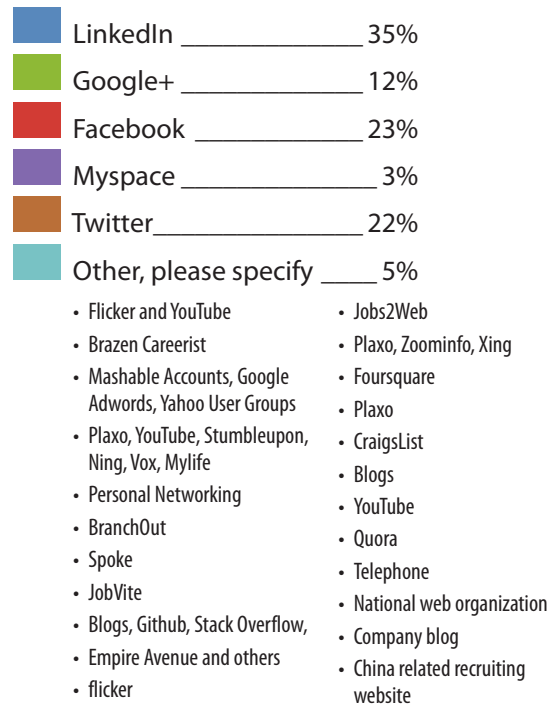
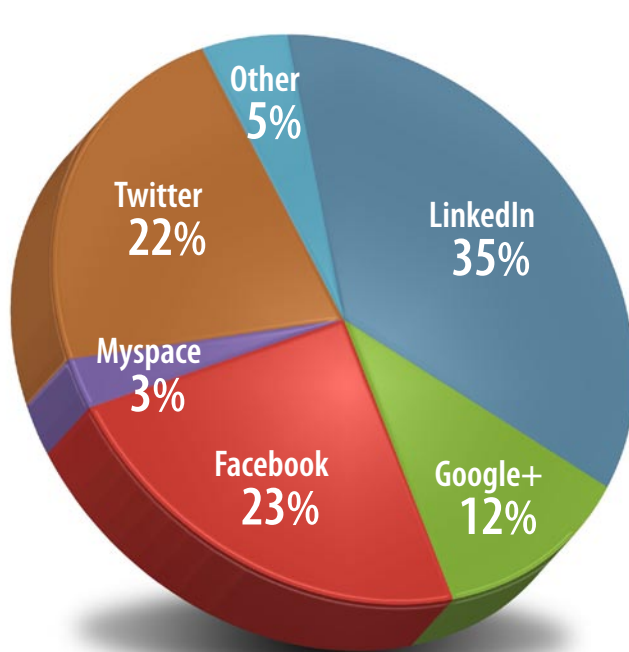
Does your recruiting team utilize any Social Media in their recruiting?



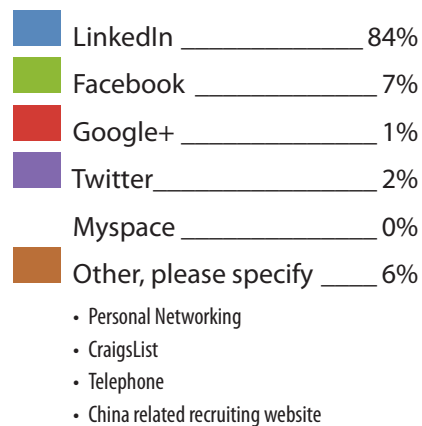
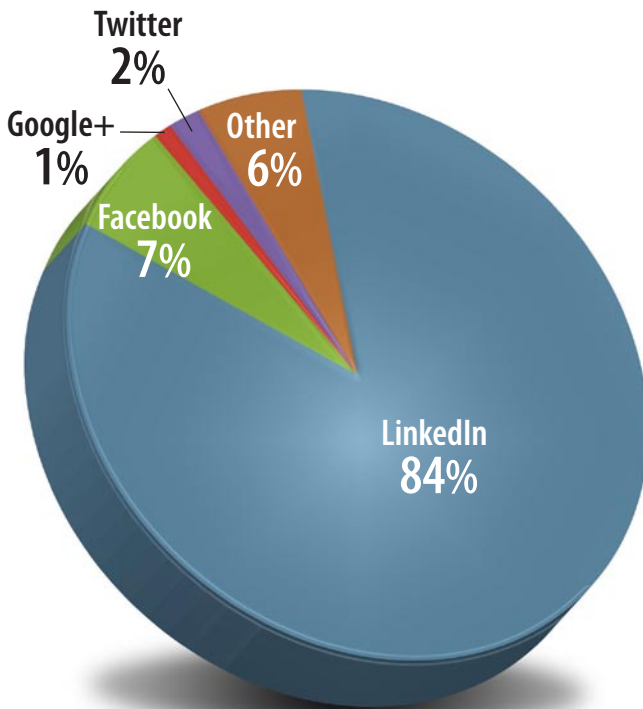
Does your company have a formal Social Media Policy?



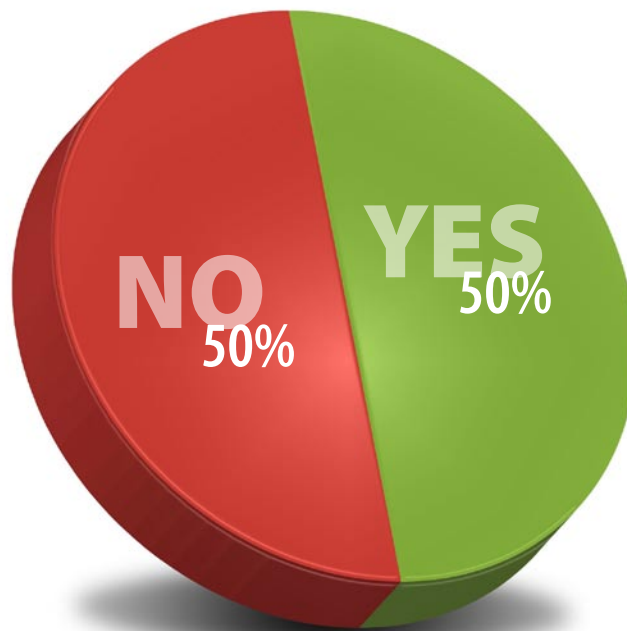
What Social Media tools do you use?



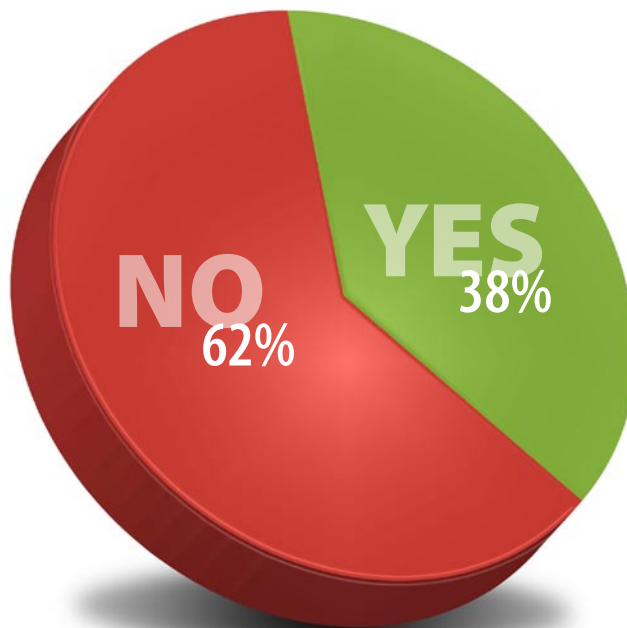
What is the most successful Social Media tool?



Do you have a Facebook Career page for your company?



Do you have a Twitter Career Page for your company?



CONTACT US

www.airsdirectory.com

800-466-4010

Customer Service

800-466-4010 x2

cs@airs.rightthinginc.com

LivePerson Chat Accessible from My AIRS page

