SUCCEED WITH SOCIAL MEDIA

How do you put yourself out there? Once you’re there, how do you stand out? Social networking has made it easier for job seekers to connect with references, recruiters and businesses.

GOOD NEWS FOR JOB SEEKERS!

Employees credit social networking sites with helping them land a job.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Number</th>
<th>Response</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>18.4 M</td>
<td>Americans say Facebook led to their current job.</td>
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<tr>
<td>LinkedIn</td>
<td>10.2 M</td>
<td>Americans say LinkedIn led to their current job.</td>
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<tr>
<td>Twitter</td>
<td>8 M</td>
<td>Americans say Twitter led to their current job.</td>
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Social networks are a top source for quality candidates.

Employers are investing more in social media as a hiring tool.

- #1: Referrals
- #2: Internal Transfers
- #3: Direct Sourcing
- #4: Social Networking

89% of employers plan to increase hiring.

92%
Using social media to optimize the job search

Top 5 Social Networks

#5 Corporate Website

Quality of candidates rated 1-10, where 10 is highest

WHERE DO RECRUITERS LOOK?

Recruiting departments use multiple networks to reach and engage job seekers.

93% USE LINKEDIN
66% USE FACEBOOK
54% USE TWITTER

PUT YOUR BEST FACE(BOOK) FORWARD

68% of hiring managers got a good feel for a candidate’s personality through social media

1. Make your online persona work for you by refining the publicly viewed areas of your profile

SIX STEPS TO A BETTER PROFILE

1. Stay away from controversial topics that can lead to being categorized or judged unfairly
2. Post updates that reflect interests and expertise that apply to your professional skills
3. Proactively connect with companies via social networking sites
4. Use proper grammar and show that you communicate effectively
5. Clean up profiles to ensure that all photos and posts are appropriate
6. Make sure that information is consistent and appropriate across all platforms

SOURCES: Jobvite | CareerBuilder

ENGAGE US

Facebook.com/Aerotek Twitter.com/Aerotek LinkedIn.com/Company/Aerotek

www.aerotek.com

Social media's impact on the job search

If we've learned anything about recruiting in recent years, it's that the connections we make - Facebook pals, Twitter followers, LinkedIn friends - have become one of the most important ways to network and find the right crowd in a desired field. With more companies than ever signing up for social media services, job seekers who are tech-savvy have an edge on their counterparts.

The statistics speak for themselves. Jobvite's social recruiting survey for 2012 found that 92 percent of companies said they used social media to find and hire new workers in 2012, compared with 89 percent who said the same in 2011. As more companies discover the benefits of using social media to recruit top talent, they have continued to increase their investments in social media.

This increased spending has proven to be an effective way to seek out talented workers. In 2012, 73 percent of respondents stated that they successfully hired a new worker through social media, while in 2011, 22 million Americans said they used one site or another to find a job. Although the big three social media platforms - LinkedIn, Facebook and Twitter - all have had success in helping companies build their workforce, LinkedIn was once again the dominant player.

According to the survey, LinkedIn is overwhelmingly the most successful social media tool businesses can use for recruiting, with 89 percent of respondents saying it led to the most successful hires for them. Facebook followed at 25 percent, while Twitter was just behind it at 15 percent.

"The rise in social recruiting has allowed both candidates and employers an easier way to find the best match," said Dan Finnigan, president and CEO of Jobvite. "We continue to see
social recruiting gain popularity because it is more efficient than the days of sifting through a haystack of resumes. It also increases quality referral hires, which our own data on Jobvite proves are hired faster and last longer."

Although LinkedIn has proven to be the most successful, Facebook has become immensely more popular than it was last year among recruiters. The survey found two-thirds of recruiters use Facebook to find new talent, jumping 11 points from last year to 66 percent. Also, for the first time in the five years Jobvite has been conducting the survey, more than half of recruiters, 54 percent, used Twitter during their search.

Social media has proven itself time and again as the future method of recruiting, so now, more than ever, it is crucial to wisely manage all social networking activity.

**Job Search**

| Job Keyword Search | State: | All States |

**Relevant Articles**

- Let your creativity be your guide
- Social media faux pas that could sour your job search
- Out with the jobs boards, in with social media
- How to create an enticing LinkedIn profile
- Growing your network from the ground up

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