

## The Power of Social Networks

Social media continues to be an essential element of career management and the engine driving talent acquisition. According to a survey by career website Jobvite, 93 percent of hiring managers search LinkedIn for potential candidates, 65 percent search Facebook and 55 percent search Twitter.<sup>5</sup> Regardless of one's level, function, age or career goals, social media is an essential component of a career management strategy.

As the role of social media in hiring and recruiting practices expands, many jobs are no longer even being advertised. Employers are beginning to dismiss traditional job postings as ineffectual in identifying candidates who not only fit the job's skill requirements but the organization's culture. Before hiring, employers want to know more about candidates, so they are increasingly turning to social media to interact with potential candidates even before positions become available. In this regard, social media can level the playing field for candidates—helping them develop relationships and connections between friends, peers, colleagues and the business community to connect with career opportunities.

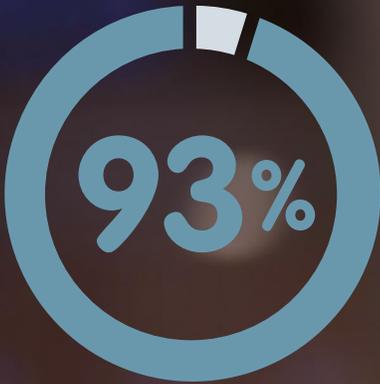
Some employers expect candidates to proactively participate in social networks where they interact with current employees, demonstrate their knowledge and actively exhibit their interest in the company. As a result, corporate hiring managers and recruiters are using social media sites to screen and source candidates like never before. Consider these statistics:

- 93 percent of recruiters use or plan to use social media for recruiting.<sup>6</sup>
- Employers who use social media to hire found a 44 percent improvement in candidate quality over candidates sourced only through traditional recruiting channels.<sup>7</sup>
- 30 percent of all Google searches are employment related.<sup>8</sup>
- 89 percent of all recruiters report having hired someone through LinkedIn. Facebook and Twitter trailed by a wide margin, reaching only 26 percent and 15 percent, respectively.<sup>9</sup>
- 59 percent of recruiters rated candidates sourced from social networks as "highest quality."<sup>10</sup>

If you're not an active participant in social networking communities, you risk losing out on potential career opportunities. Use social networks to manage your reputation, create a professional online presence, expand conversations, grow and manage networking contacts, and attract new career opportunities.



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