

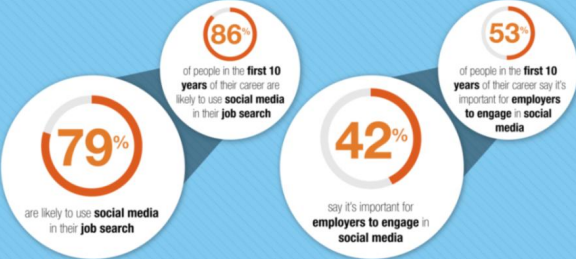


# THE AGE OF SOCIAL RECRUITING

Are your recruiting and retention efforts working throughout the social media landscape?

**1** IN **3** employees plan to look for a new job in the next year

## SOCIAL MEDIA MATTERS



**Men and women equally as likely to use social media in their job search.**

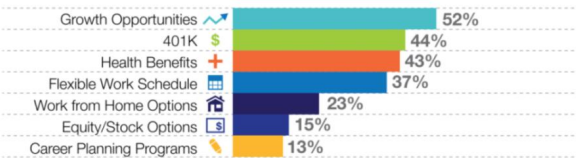
## EMPLOYER ENGAGEMENT LOW

Most employees are unaware how their employer uses social media for its recruiting efforts.



## INCENTIVES AND PERKS JOB SEEKERS WANT TO HEAR ABOUT

Use social media to highlight the benefits your company offers and what makes you unique.



## JOB SEEKERS ARE WILLING TO COMPROMISE FOR WORK-LIFE BALANCE

**59%** are likely to accept lower pay for perks like: unlimited vacation, flexible work schedule and/or work from home.

## TOP REASONS EMPLOYEES LEAVE A COMPANY

Employees are sharing pros and cons about their careers on social media— are you tracking your employees' satisfaction on social media?



**“People leave managers, not companies”**  
 IS THIS STILL THE CASE?  
 Only **8%** left their last job because of their manager

## KEY TAKEAWAYS

- Employment churn is expected this year—employees are likely to leave their current employer if they are unsatisfied with career growth opportunities.
- Employers have a significant opportunity to use social media to promote jobs and highlight benefits, perks and incentives available to employees.
- The next-gen job seekers are increasingly using social media as a resource to make more informed career decisions.
- Internal campaigns to bring awareness to employees on how their company uses social media for recruiting and how they can get involved will help drive more employee referrals.
- Social media sites, like Glassdoor, are valuable channels for employers to connect with job seekers and employees.

Learn more about Glassdoor's social recruiting solutions—request a free employer account and see who is viewing your company's profile and jobs: <http://www.glassdoor.com/employers/>