



Executive Summary

Use of Facebook in the Talent Acquisition Process

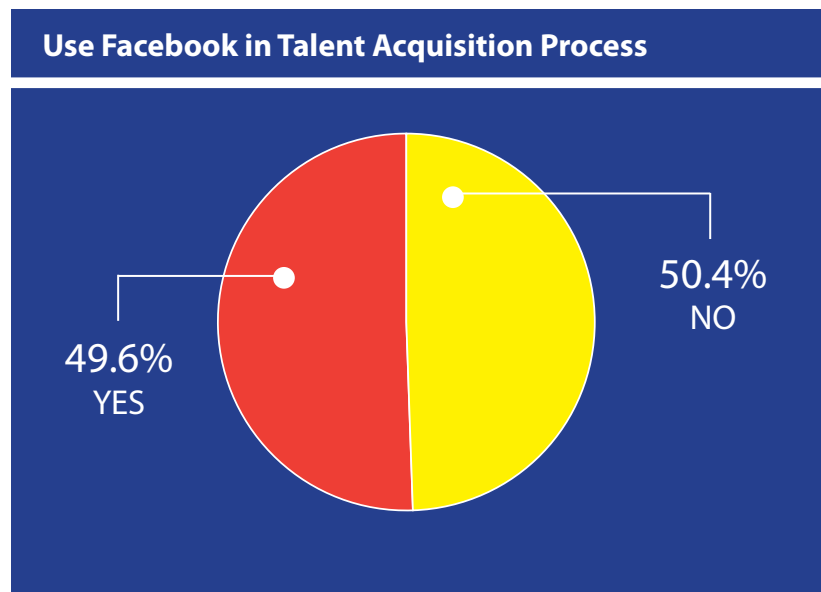


Executive Summary

Below are highlights from a survey of employers, conducted by the National Association of Colleges and Employers (NACE) on behalf of the Social Jobs Partnership.

Use of Facebook in the talent acquisition process

- Approximately 50 percent (49.6 percent) of respondents to the survey use Facebook in their hiring processes.
- Among those using Facebook, responses point to increased use during the course of the past year.
 - More than half (50.4 percent) of all users stated that they had increased their use of Facebook during the past year.
 - More than half (51.3 percent) of those using the service for more than two years increased their use during the past year.

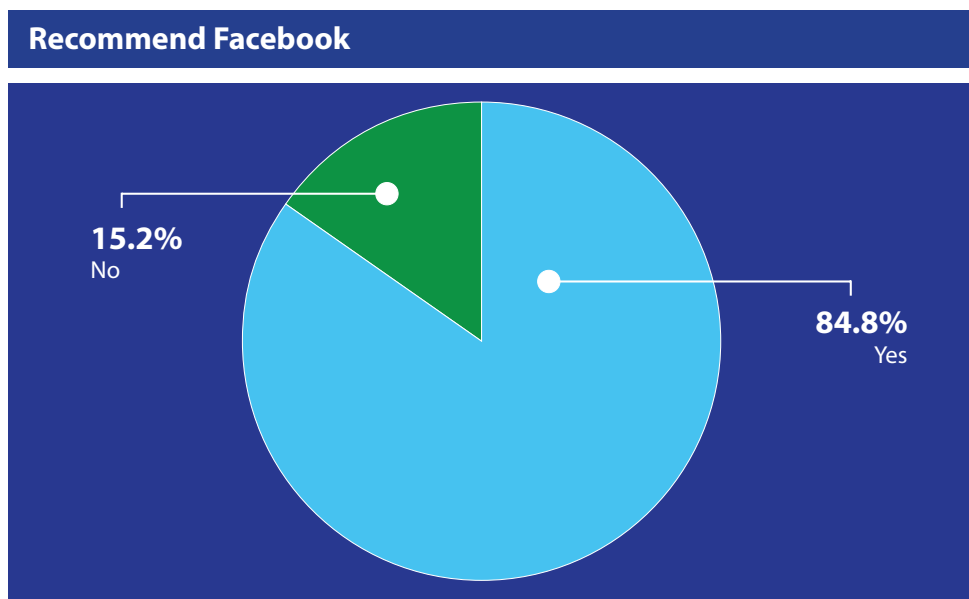


How is Facebook used by employers in acquiring talent?

- Currently, Facebook is used primarily as a means of providing potential candidates with information and as a branding mechanism for the employer.
 - Approximately 96 percent of current users have established a company information page on Facebook where a potential job applicant can learn about the firm's products and services, find information about how to apply for a job, access listings of job descriptions for many positions in the company, and get contact information for further inquiries.
 - Nearly 42 percent of current users have posted ads on Facebook promoting their companies as good places to work.

The effectiveness of Facebook in the talent acquisition process

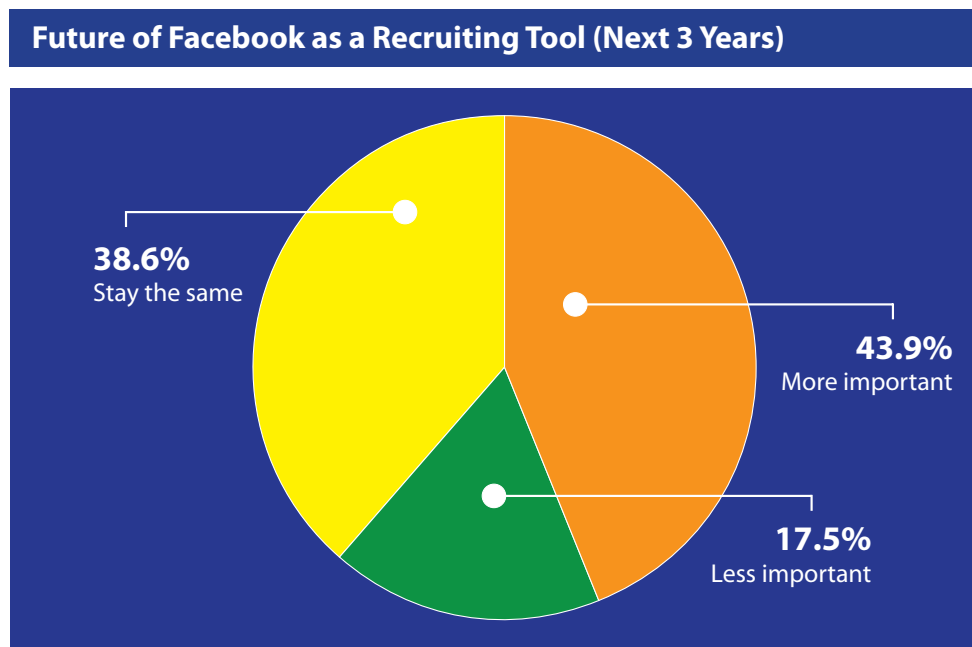
- Facebook is overwhelmingly perceived as an effective resource in the hiring process. Nearly 85 percent of users would recommend Facebook as a tool to other recruiters.
- The longer the experience with Facebook, the more likely it is that the user will perceive the service as effective and recommend its use to others: Approximately 94 percent of users with three years of experience recommend Facebook as a tool to other recruiters.




- There are three aspects of Facebook that respondents viewed as making the service particularly effective.
 - First and foremost, Facebook allows a recruiter to cast a wide net and connect with more potential job seekers than other services because of the widespread use of Facebook; 70.2 percent of users cited this as one reason why Facebook is an effective recruiting tool. (Note: The NACE 2012 *Student Survey* finds that 89.1 percent of graduating seniors have a Facebook profile.)
 - Second, Facebook makes it easier to network with people, which makes it easier for potential job candidates to find jobs; 60.1 percent of users cited this as a reason the service is an effective talent acquisition resource.
 - Third, Facebook is a less costly, more efficient resource for recruiting compared with alternatives, resulting in a lower overall cost-per-hire for those that employ the service; 43.1 percent of users cited this reason for why Facebook is effective.
 - Approximately 88 percent of respondents who used Facebook have been able to decrease their spending on print advertising in branding their firms to potential recruits.

Facebook and the future

- Finally, a plurality of respondents overall and a majority of current users see Facebook as becoming a more important element of the talent acquisition process in the near future.



- Approximately 44 percent of all respondents think Facebook will become more important in the next three years.
- Approximately 54 percent of current users expect the service to become more important.
- Only 17.5 percent of all respondents and 11.9 percent of current users expect the importance of Facebook to decline. 

About the Survey

On behalf of the Social Jobs Partnership, the National Association of Colleges and Employers (NACE) conducted a survey among employers regarding their use of Facebook in the talent acquisition process.

The survey was conducted from April 17, 2012, to May 14, 2012. A total of 530 employer/recruiters responded to the survey. Respondents were members of NACE or DirectEmployers Association¹ and represented a broad array of industries and locations—24 industries and 42 states plus the District of Columbia were represented in the respondent base.

The survey asked respondents about their use of Facebook in accessing new employees; how they used the service; perspectives on the effectiveness of the service; and the potential for future growth of Facebook as a component of the talent acquisition process. (Note: Margin of error is +/- 3 percent; rate is calculated on responses from NACE member participants.)

About NACE: Established in 1956, NACE is the leading source of information on the employment of the college educated. The professional association connects more than 5,200 college career services professionals at nearly 2,000 colleges and universities nationwide, and more than 3,000 HR/staffing professionals focused on college relations and recruiting.

Through its research, NACE forecasts trends in the job market and tracks recruiting and hiring practices; salaries for new college graduates; college student attitudes, behaviors, and outcomes related to employment; and benchmarks for college and employer professionals.

NACE is headquartered in Bethlehem, Pennsylvania. It maintains a website at www.naceweb.org



¹ DirectEmployers Association is a member of the Social Jobs Partnership, along with NACE, the U.S. Department of Labor, the National Association of State Workforce Agencies, and Facebook.



62 HIGHLAND AVENUE • BETHLEHEM, PA 18017-9085
610.868.1421 • FAX: 610.868.0208 • 800.544.5272

www.naceweb.org