



ATTRACTING TALENT WITH SOCIAL MEDIA

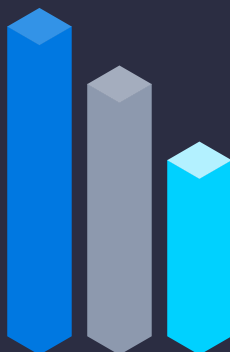
The candidate experience begins long before an application has even been submitted.

THE LANDSCAPE

53%

OF CANDIDATES ARE INTRODUCED TO BRANDS THROUGH SOCIAL PLATFORMS

RAISING BRAND AWARENESS BY DEVELOPING A STRONG ONLINE PRESENCE IS FIRST STEP IN THE JOURNEY TO CREATING AN AWARD WINNING CANDIDATE EXPERIENCE, BUT IT IS A CRUCIAL PART OF ESTABLISHING A POSITIVE FIRST IMPRESSION



Top three social networks companies use to form relationships with candidates

FACEBOOK COMPANY PAGES	78%
LINKEDIN CAREER PAGES	63%
TWITTER FEEDS	44%