



# CAN FACEBOOK GET YOU A JOB?

## How Social Media is Reshaping The Job Search

The act of getting out a stack of resumes and handing them out is a thing of the past. Social media is the new 2013 job ad. Searching through resumes is a thing of the past. Social media is the new 2013 job ad. Searching through resumes is a thing of the past. Social media is the new 2013 job ad.



### HOW ARE PEOPLE FINDING JOBS?

1 in 6 workers used social media to get hired.



### How employees found their current job:



### NEARLY 9 IN 10 JOB SEEKERS

found a job via social media site.



**54% OF ALL JOB SEEKERS** used LinkedIn to find jobs.

### SOCIAL JOB HUNTING BY NETWORK

**18,400,000** AMERICANS SET UP FACES TO FIND JOBS

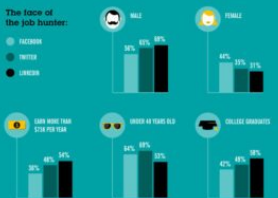
**8,000,000** AMERICANS SET UP TWITTER TO FIND JOBS

**10,200,000** AMERICANS SET UP LINKEDIN TO FIND JOBS

That's more than the population of New York City and 8 countries.

That's more than the entire state of New Jersey.

That's more than the state of Michigan.



### SUPER SOCIAL SEEKERS

"Super Social" job seekers are those with more than 150 contacts on at least one site.

4 in 10 job seekers are "super social"



OVER 1 IN 4 SUPER SOCIAL SEEKERS found a job through social networks.



#### Where are users "super social"?



#### Super Social Seekers VS. Normal Job Seekers



### TIPS FOR SUPER SOCIAL SEEKERS

- FACEBOOK**: Post "Hello" messages to new connections. Post photos of yourself. Update your profile. Join groups.
- TWITTER**: Follow companies you're interested in. Retweet interesting tweets. Engage with others.
- LINKEDIN**: Use the "People You May Know" feature. Post articles. Join industry groups.

Check out Jobvite's full results at: [jobvite.com/job-seekers-social-media/](http://jobvite.com/job-seekers-social-media/)

CREATED BY: MBAONLINE.COM

STATISTICS: SOURCE: JOBVITE'S 2013 STATE OF THE JOB MARKET REPORT. SOURCE: JOBVITE'S 2013 STATE OF THE JOB MARKET REPORT. SOURCE: JOBVITE'S 2013 STATE OF THE JOB MARKET REPORT.