

Where is Your Next Great Candidate Coming From?

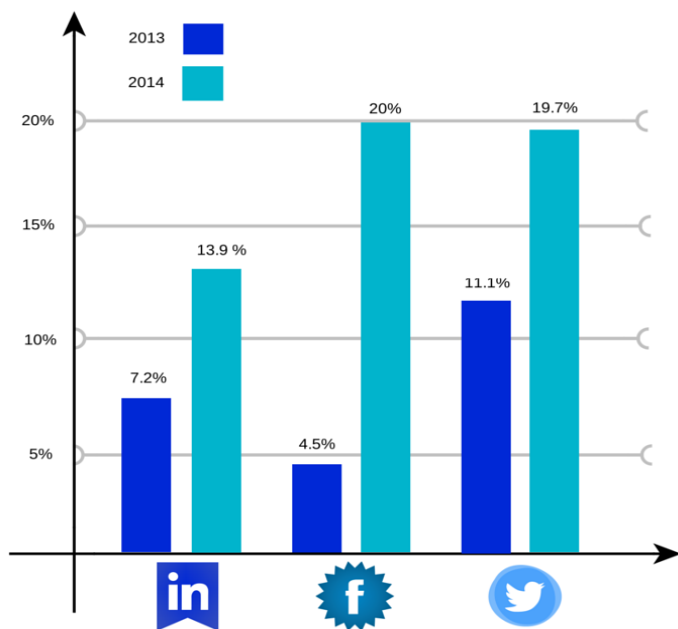
Your staffing firm is dependent on great talent, and with increasing competition in the industry, that talent is harder to obtain than ever before. ATS provider Bullhorn conducted a poll of over 1,300 recruiting professionals and identified some surprising trends in sourcing strategy. We sifted through the data to find the key takeaways you need to stay ahead of the game.

1 // Social Recruiting is on the Rise

Just 3 years ago, firms reported social media to be their *least* effective sourcing method, but most recruiters now list social as one of their top sources for qualified candidates. The increasing reliance on social is particularly drastic for retained and executive search firms, which indicated that **social media is now their most reliable method for finding candidates.**



2 // Facebook is Gaining Traction as a Recruiting Platform



LinkedIn continues to be the most robust social recruiting network, but Facebook is catching up.

Facebook is the only one of the “big three” that saw a higher rate of adoption by recruiters, an increase in job views from candidates, and a greater number of non-mobile job applications in 2014 compared to 2013. Mobile job applications skyrocketed across all three networks in 2014, but the number submitted on Facebook quadrupled over the course of the year and ultimately surpassed the number submitted on either LinkedIn or Twitter.

Mobile job applications submitted on each network as a percentage of total mobile job submissions.

Source: Bullhorn 2014 Social Recruiting Activity Report

3 // Firms With a Social Presence Have the Edge

Social recruiting is on the rise, and will continue to become even more crucial to your sourcing methodology as mobile job postings and mobile job applications become more widespread. The ultimate takeaway here: **if you want to compete for talent, get social.**

Need a leg up on figuring out which network is yielding the best candidates for your firm? InsightSquared can help. Get in touch to find out how.

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