

# Social media job seeking trends

Michael Page's annual global survey of financial services and banking employees was conducted in April 2014, more than 3,300 people participated

## LinkedIn

LinkedIn's popularity continues to grow, though many job seekers don't think of it as part of their strategy. Hirers need to look to other sourcing channels in addition to LinkedIn.

93%

of respondents have an account – up 10% from last year



30%

more women than men say they don't have an account

What proportion of account holders use LinkedIn for job seeking?



53%

In Europe



49%

In North America



40%

In the UK

## Facebook

Despite last year's hype around Graph Search, Facebook hasn't made any progress with monetizing its recruitment potential – jobseekers remain very negative about Facebook playing any part



1%

of respondents (who are job seekers) said they would use it to look for jobs



13%

said they'd be happy to see adverts



92%

said they would not be happy to be contacted by a recruiter on Facebook

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