

Results from the 2011 Online Recruiting Survey

Survey conducted
and prepared by

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Job Board Doctor
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Survey results – 2011 Online Recruiting survey

Survey Structure:

The Online Recruiting survey was conducted to better understand why job seekers, recruiters, and HR professionals use job boards and other online recruiting techniques. Job board operators were also surveyed to get their viewpoints on where the job board industry is going.

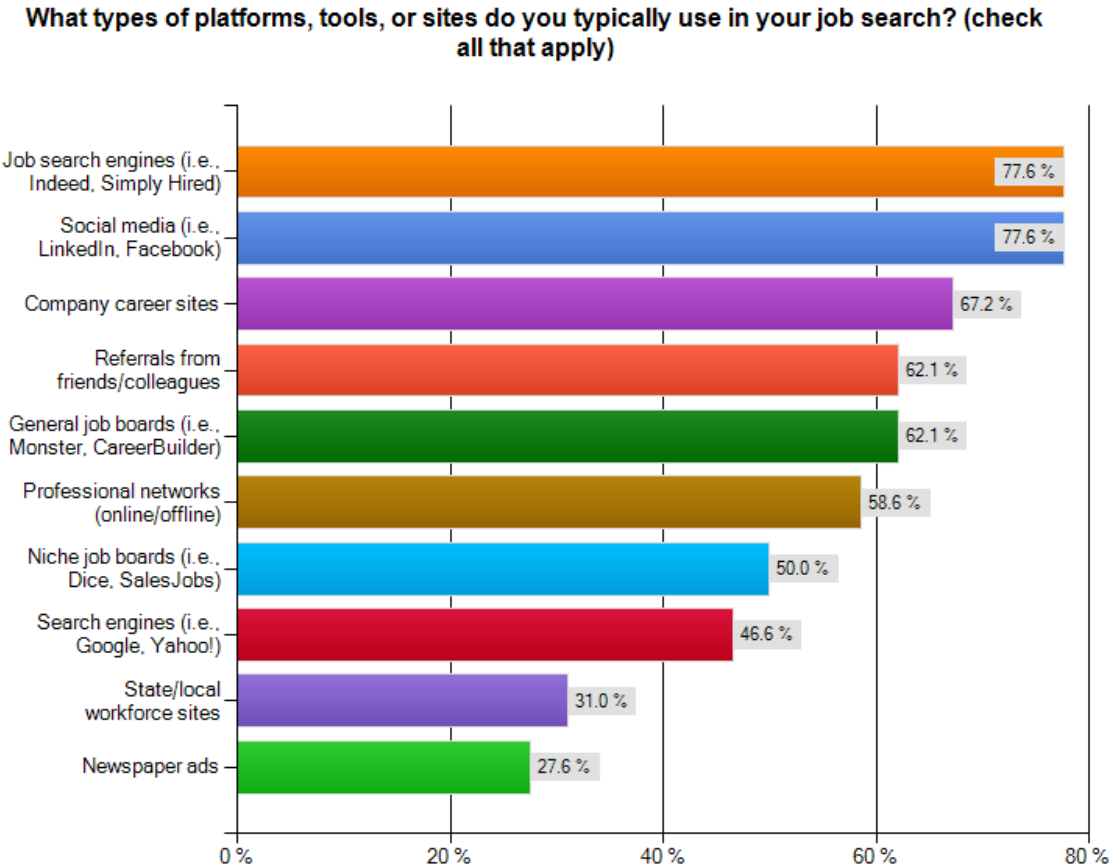
The responses were divided into three groups: **Job seekers, Job board operators and employees**, and **HR and recruiting professionals**. There were a total of 323 responses. The survey was conducted during January through April, 2011.

Key findings:

- **LinkedIn** (97%) and **Twitter** (71%) continue to be the primary social media recruiting channels for HR and recruiting professionals
- **.jobs** continues to draw meager interest from employers, with only 6% having purchased a domain
- 64% of job seekers use **3 or more job boards** in their search
- Planned increases in recruitment spending are focused on **social media** and **company career sites**
- Job boards see **the recession** (40%), **LinkedIn** (40%), and **price erosion** (31%) as the top problems for their businesses
- Job seekers are most influenced when choosing a job board by **ease of use** and **profession or industry focus**; they are most frustrated by **lack of response from employers**.
- Most job boards are planning to **add new social media features** and **new products** in the coming year
- The biggest challenge for HR and recruiting professionals in meeting hiring goals continues to be a **lack of qualified applicants**

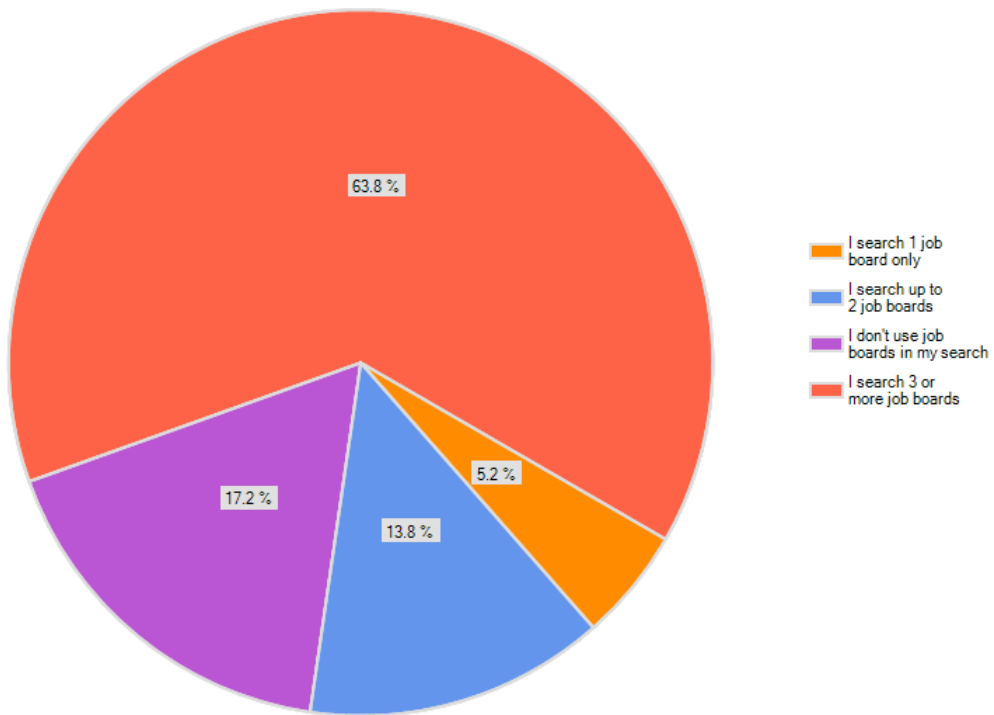
Online Recruiting Survey Results – Job Seekers

The following are results from the **Job seeker** portion of the survey, based on 76 completed surveys:

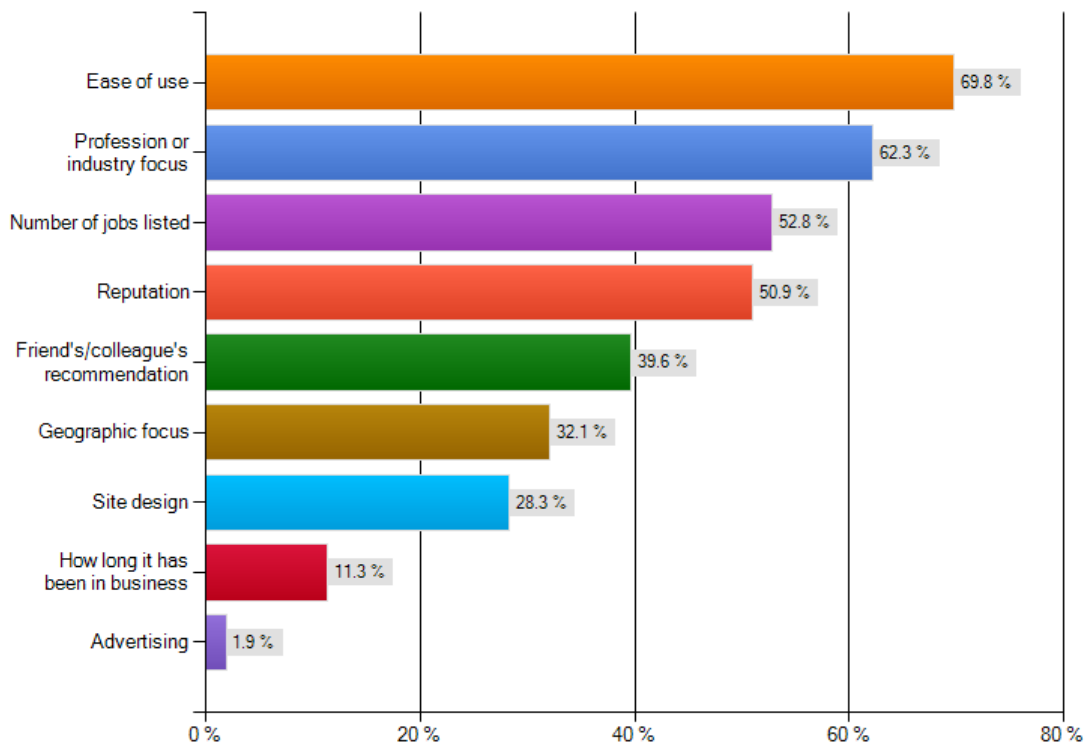


► Referrals and company career sites had been the previous top tools (78%) in the 2010 survey.

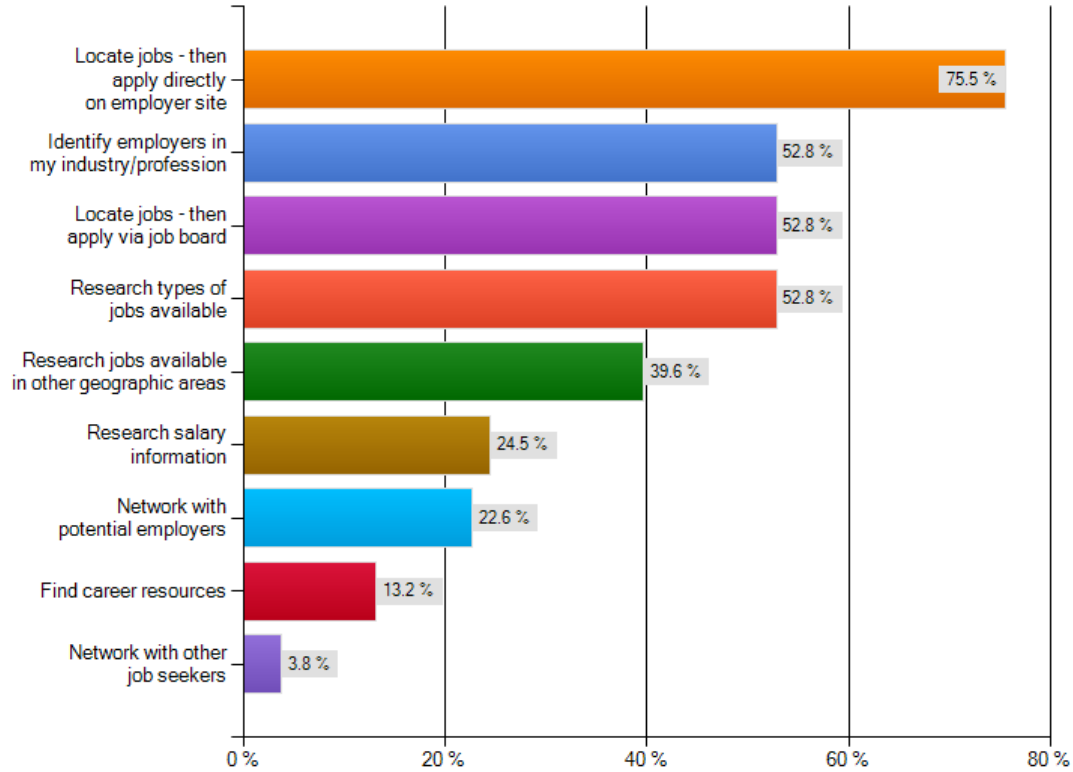
When you look for a job, which of the following statements most accurately represents your strategy with regards to job boards?:



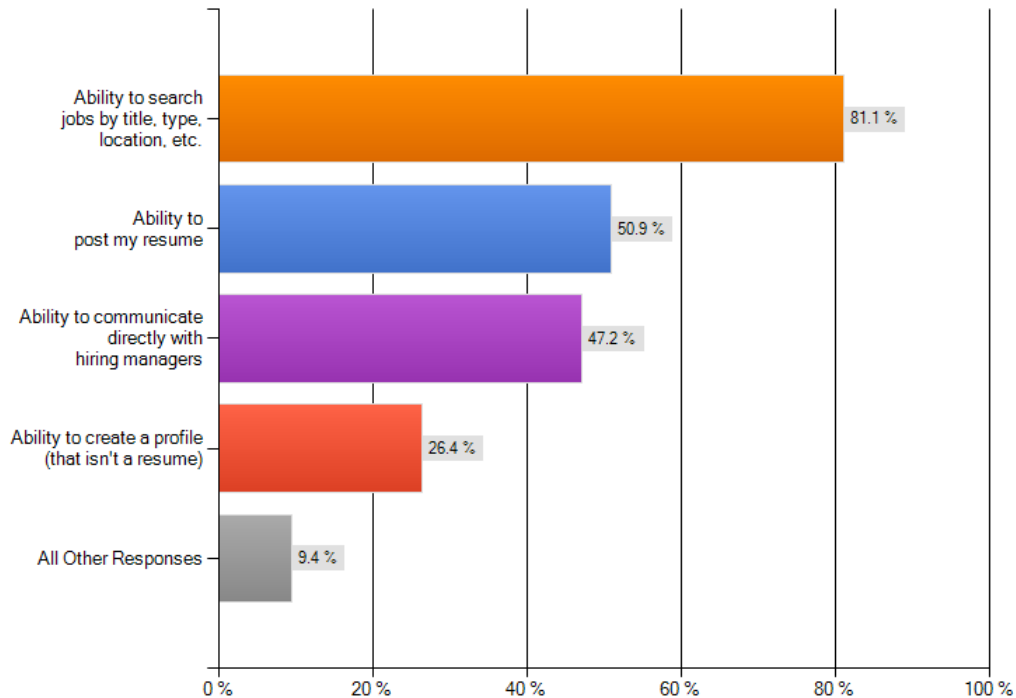
Which of the following influences your decision to use a particular job board? (Check all that apply)



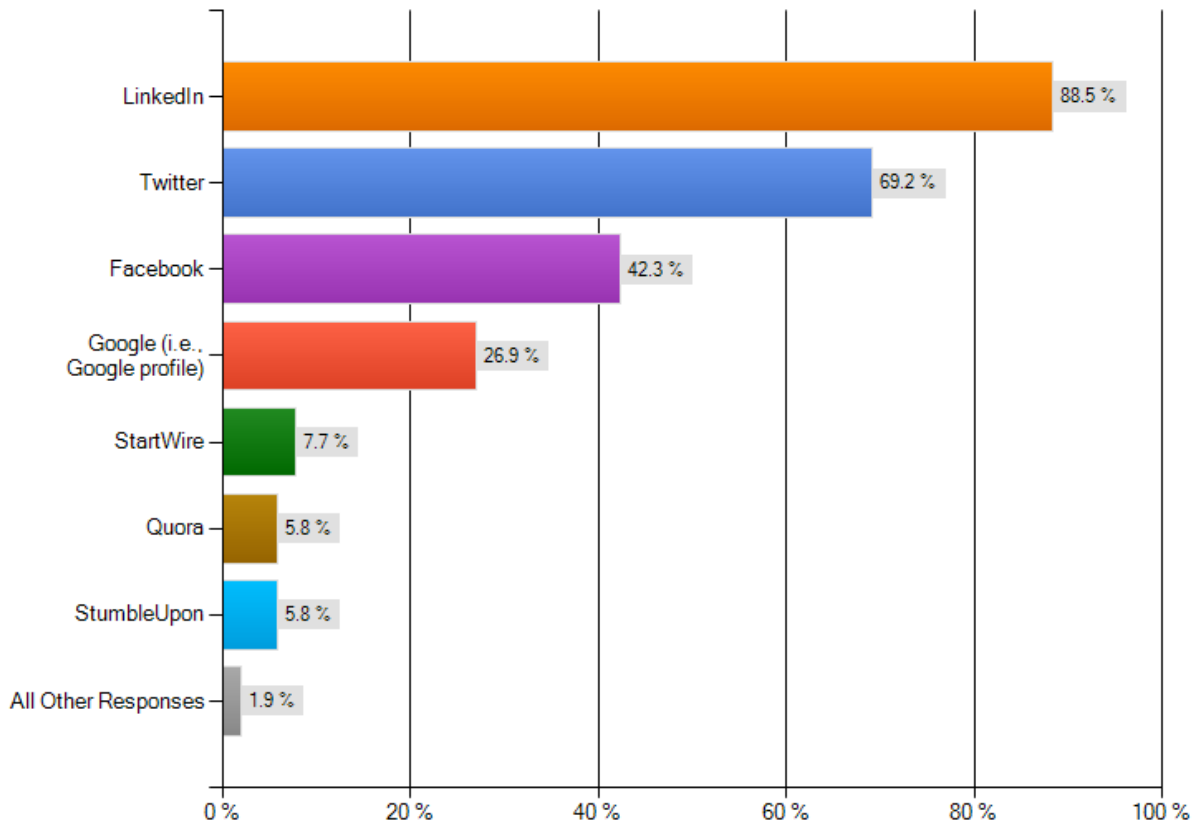
What are the primary ways you use job boards in your career hunt? (Check all that apply)



Which of the following features on job and career sites are most useful to you during a job search? (Check all that apply)

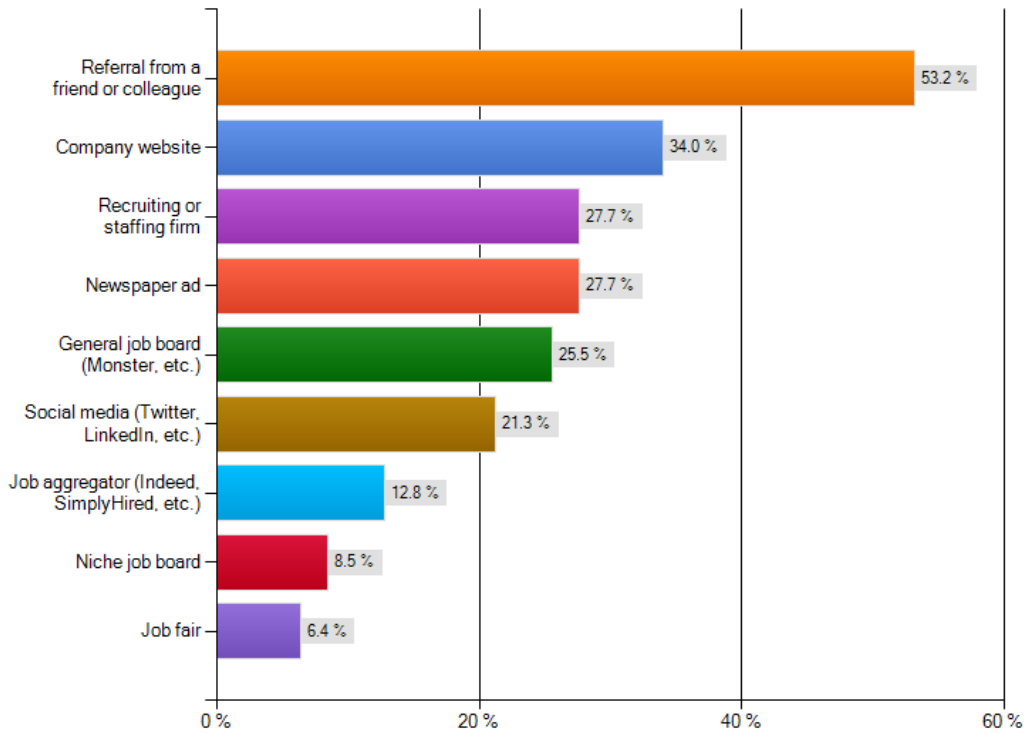


Which of the following social media tools or platforms have you used in some way to aid your career OR search for a job? (Check all that apply)



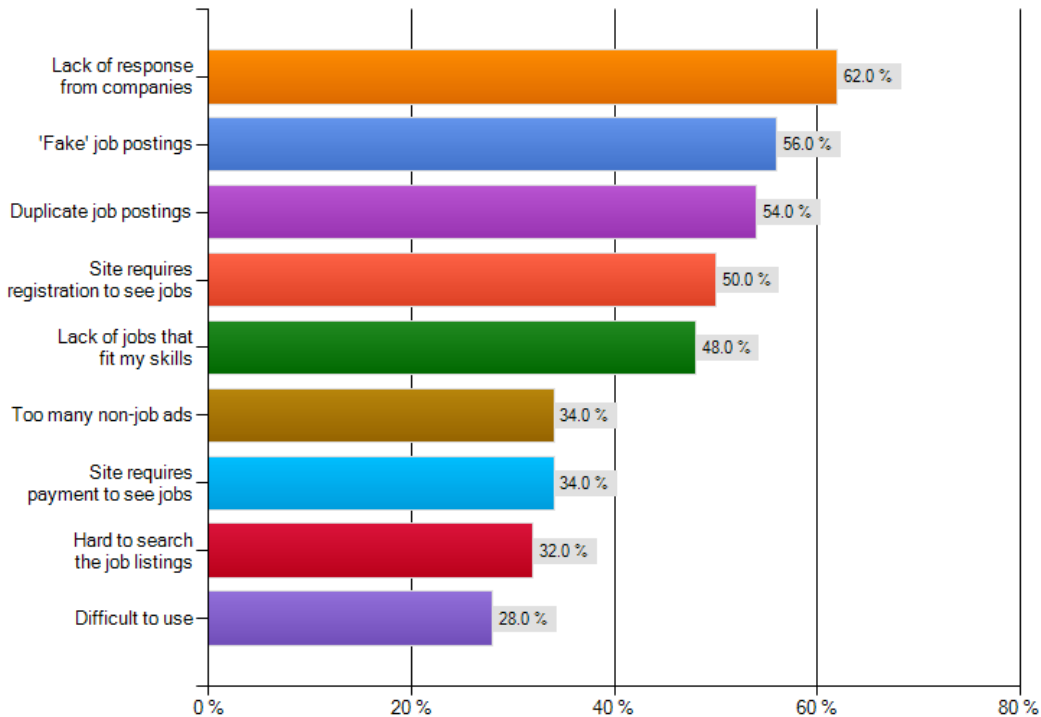
► The emergence of StartWire and Quora as search tools is the big story here, as is the disappearance of Doostang (which placed 5th in the 2010 survey).

Have you *ever* found a job through any of the following methods? (Check all that apply)



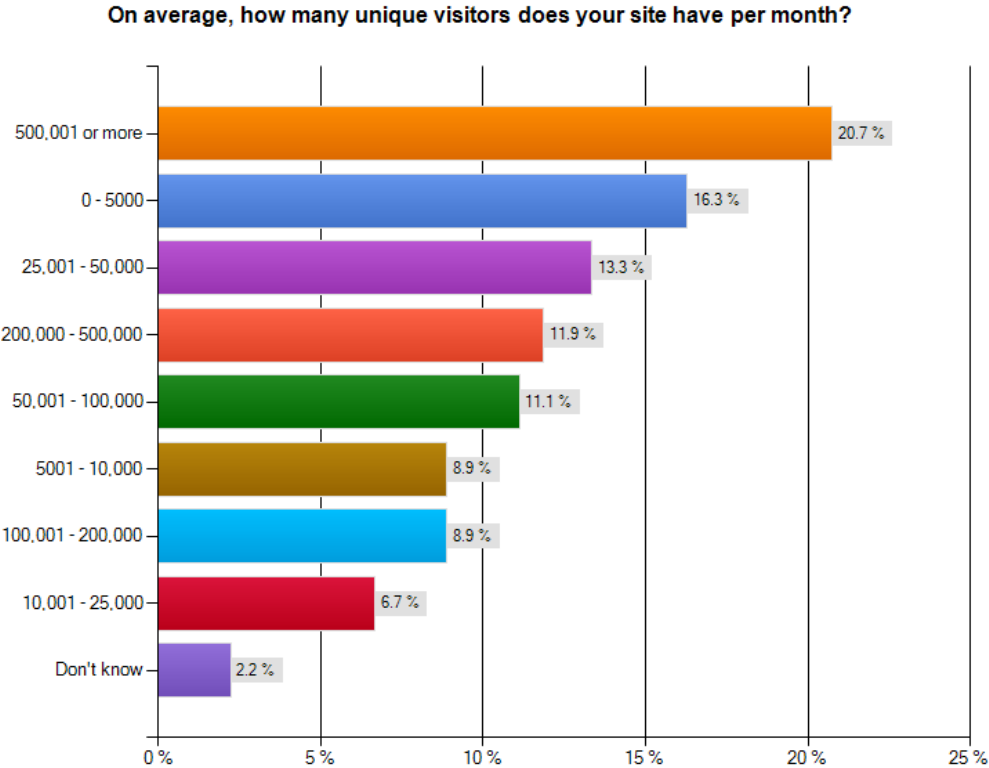
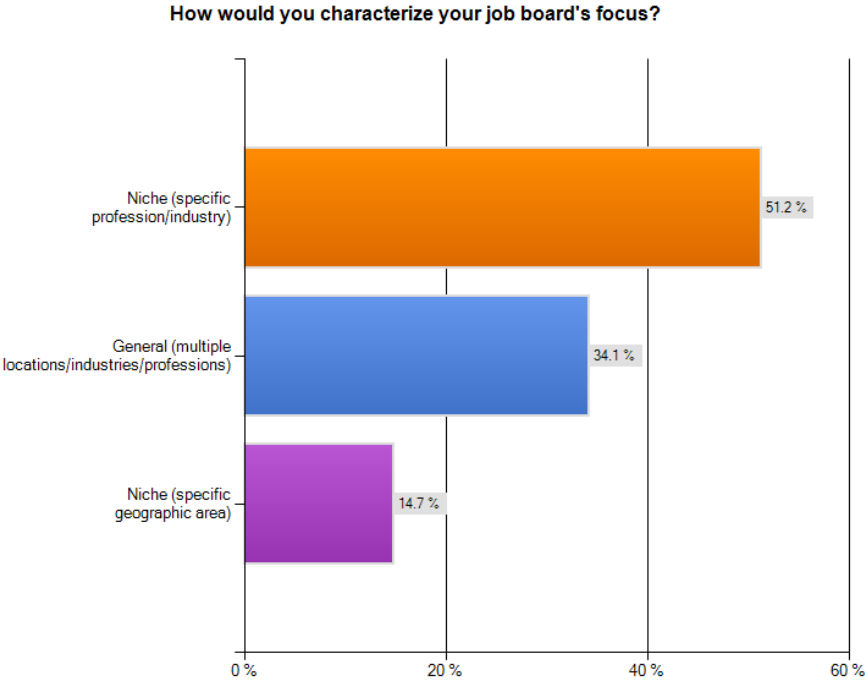
► Job seeker comment: "I answered a "help wanted" sign in the window. How Old School is that?"

If you use job boards in your search, which of the following do you find *most frustrating* about them? (Check all that apply)

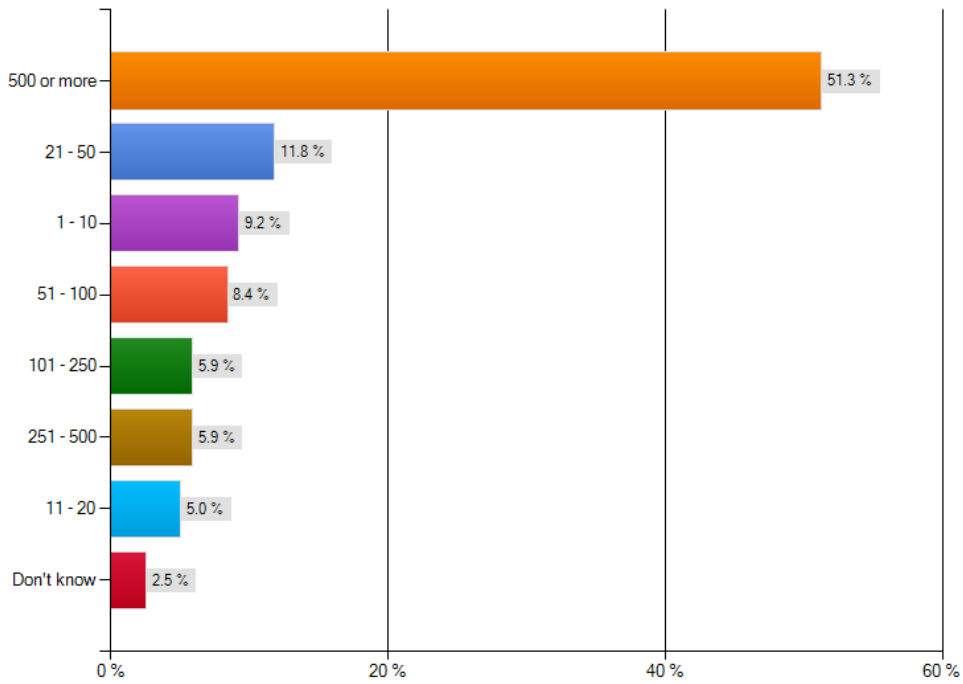


Online Recruiting Survey Results – Job Boards

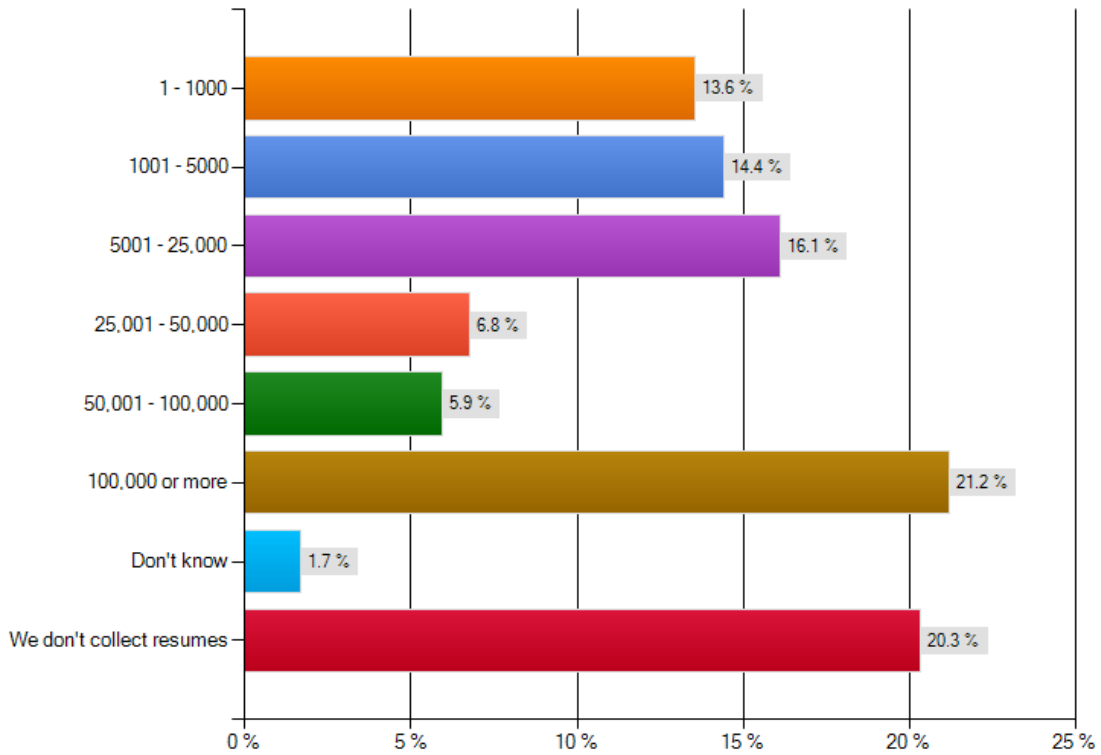
The following are results from the **Job board** portion of the survey, based on 143 completed surveys:



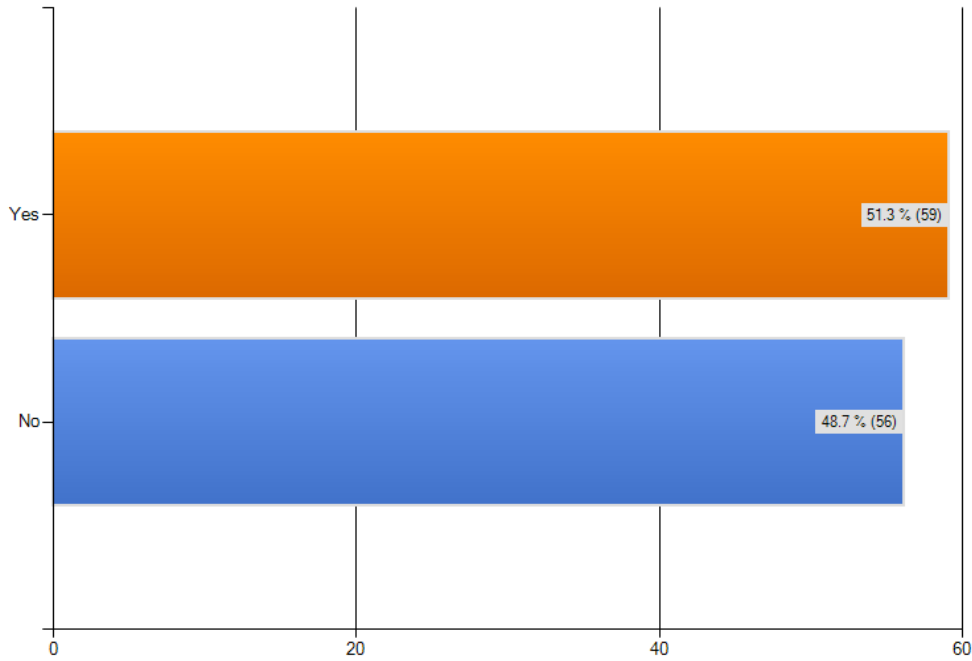
On average, how many new jobs are posted on your site each month?



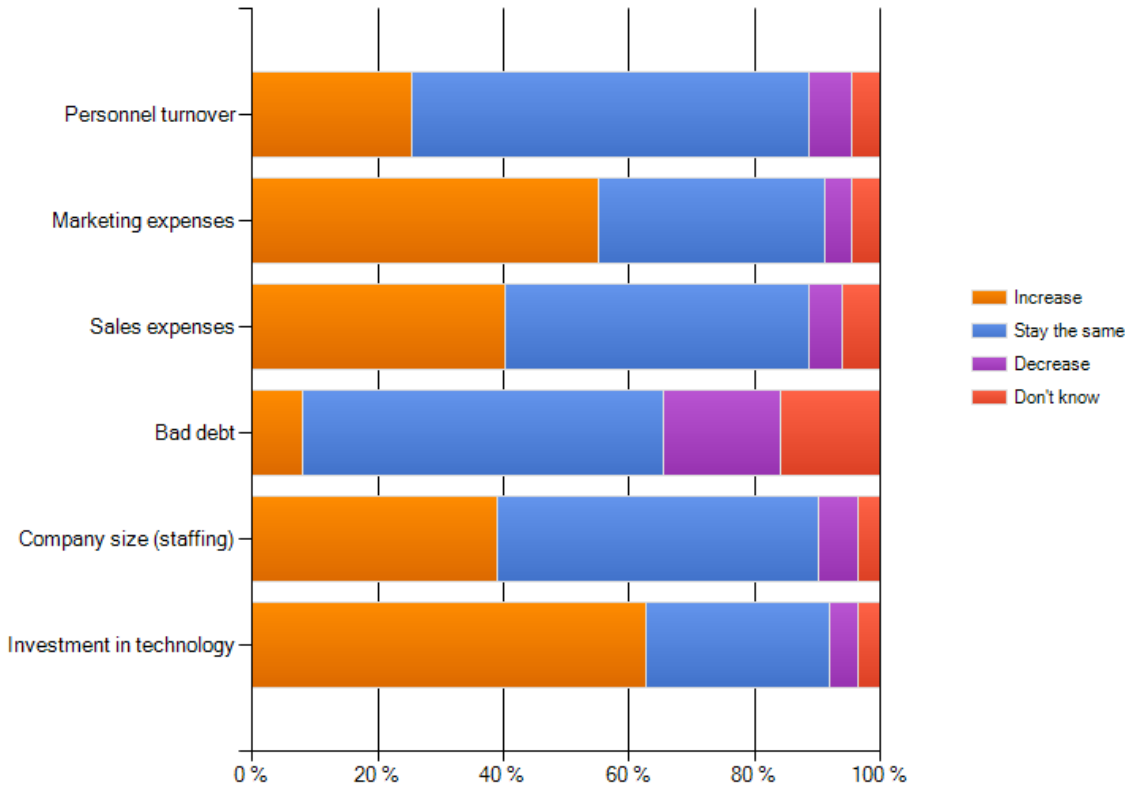
Approximately how many current or active resumes do you have in your resume database?



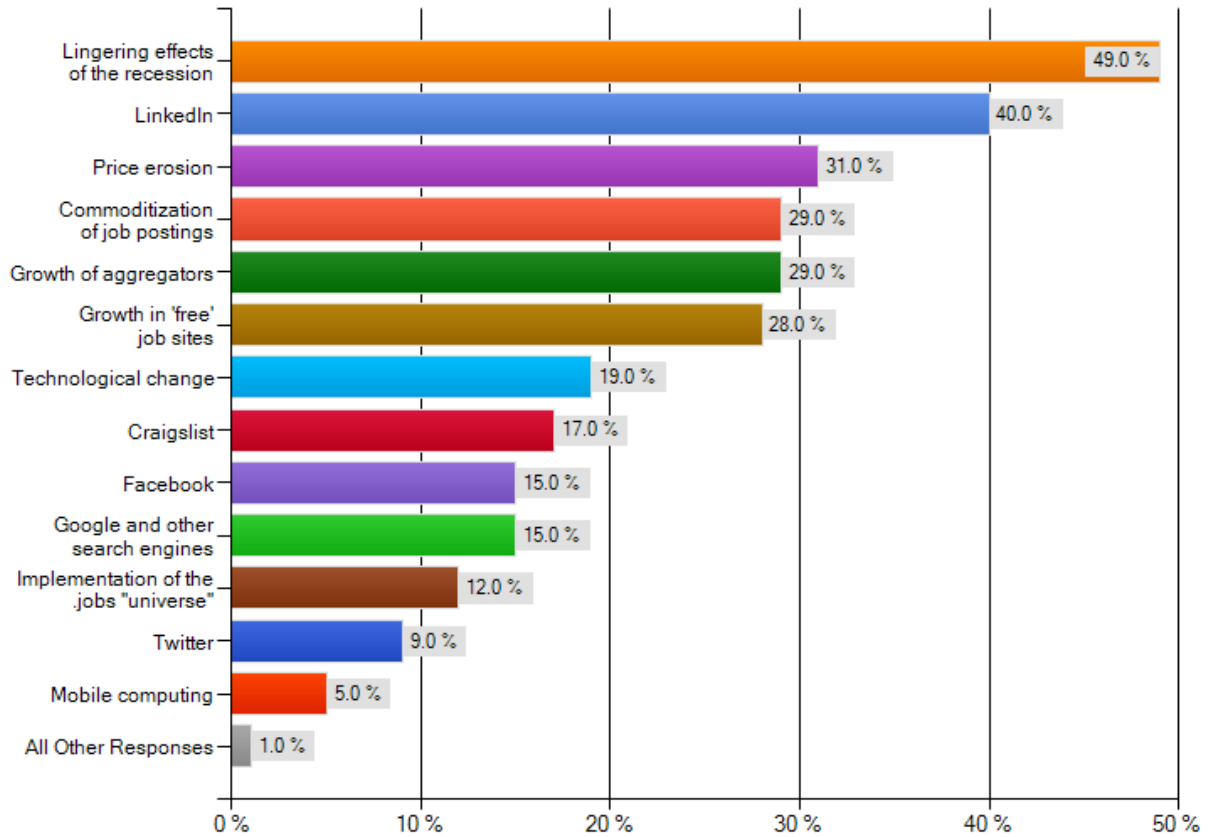
Do you use an aggregator (such as Indeed or Simply Hired) to either provide additional jobs on your site, or to crosspost your jobs to the aggregator site?



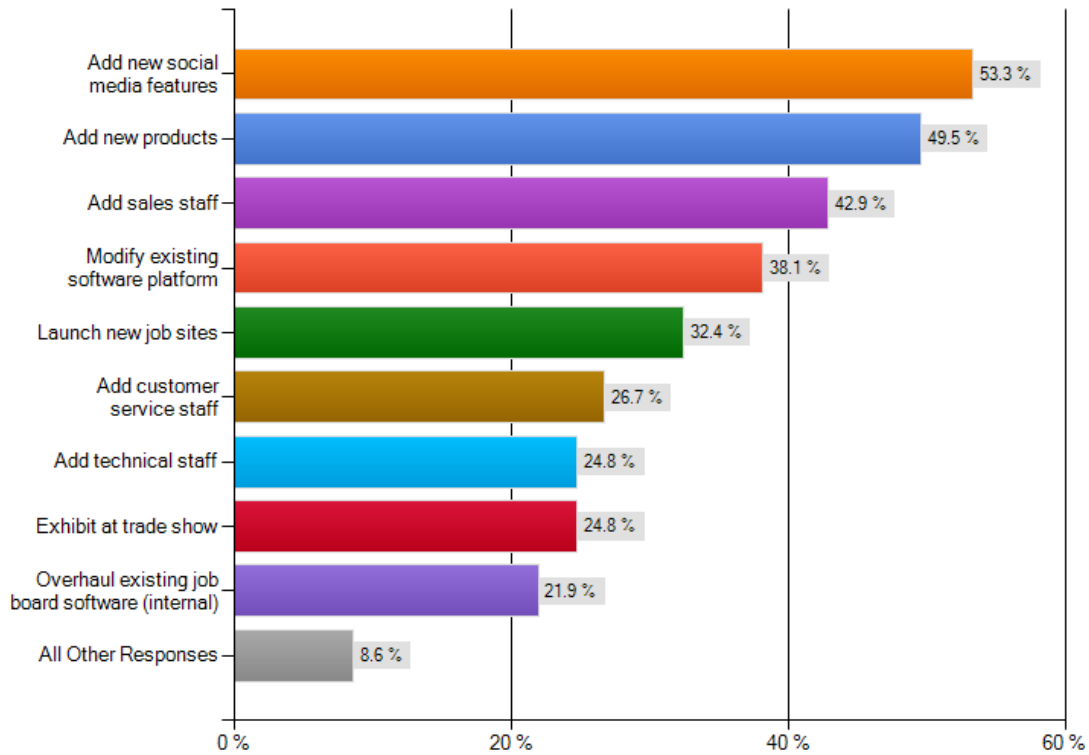
Over the next 12 months, how do you predict the following elements of your job board company to change?



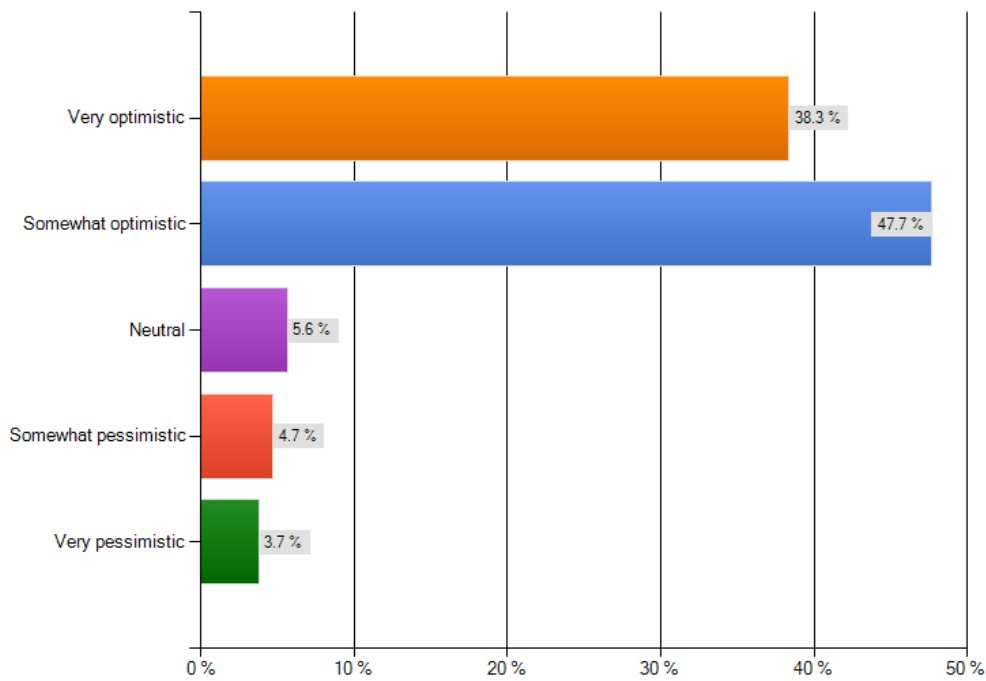
Which of the following do you see as the biggest threats to your job board company in the coming 12 to 24 months? (Check all that apply)



Which of the following actions are you planning in the next 12 months? (Check all that apply)



How optimistic are you about the opportunities for your job board over the next 12 months?

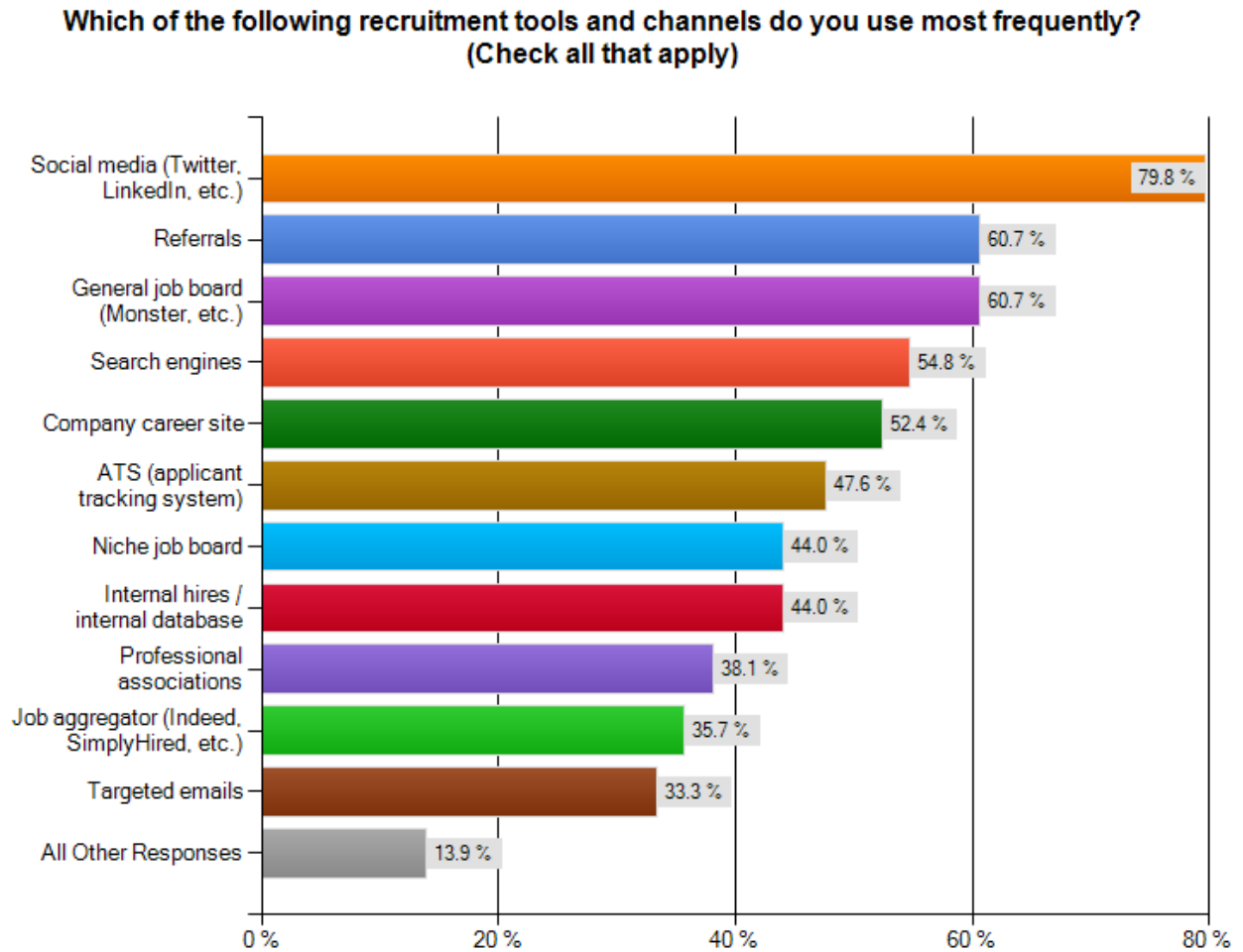


Comments from Job Board owners and employees:

- “Delivering QUALITY candidates remains the biggest challenge for major national boards. The "intelligent" technology used in matching resumes is hardly intelligent. Sourcing remains amazingly inefficient for such a hyper-efficient digital age.”
- “I think in general everyone does get too wrapped up in how powerful things like social media and mobile are becoming. The truth is that there will always be change and I don't believe that social media and mobile are threats but merely opportunities to be exploited. I think the job boards that innovate will thrive and those that don't will die, which is the same in any industry. Are job boards the cash cow they once were? No, but then is anything?”
- “Job boards need embrace social media much more, as agencies had to embrace job boards but it's an employers Market now unlike during boom.”
- “The rise of company boards overall is a good thing because I think job boards can help them get trafficked so this provides a true partnership opportunity. If it were not for Indeed's recent changes, I would be very optimistic about the short term future but now feel that things could go either way. I feel that my board will lose ground without new software in 2011.”
- “Everyone should quit whining about .Jobs and embrace it. .Jobs is the natural evolution of the Internet.”
- “I think the only constant is change. New and existing job boards must adapt to changing technologies and customer behavior.”

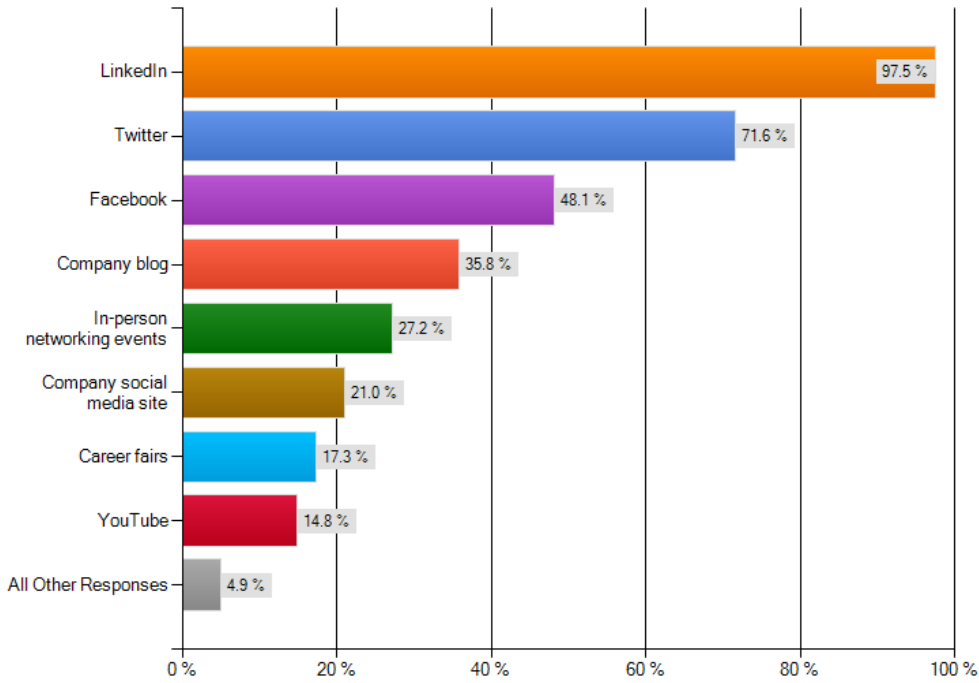
Online Recruiting Survey Results – HR & Recruiting

The following are results from the **HR & Recruiting** portion of the survey, based on 104 completed surveys:

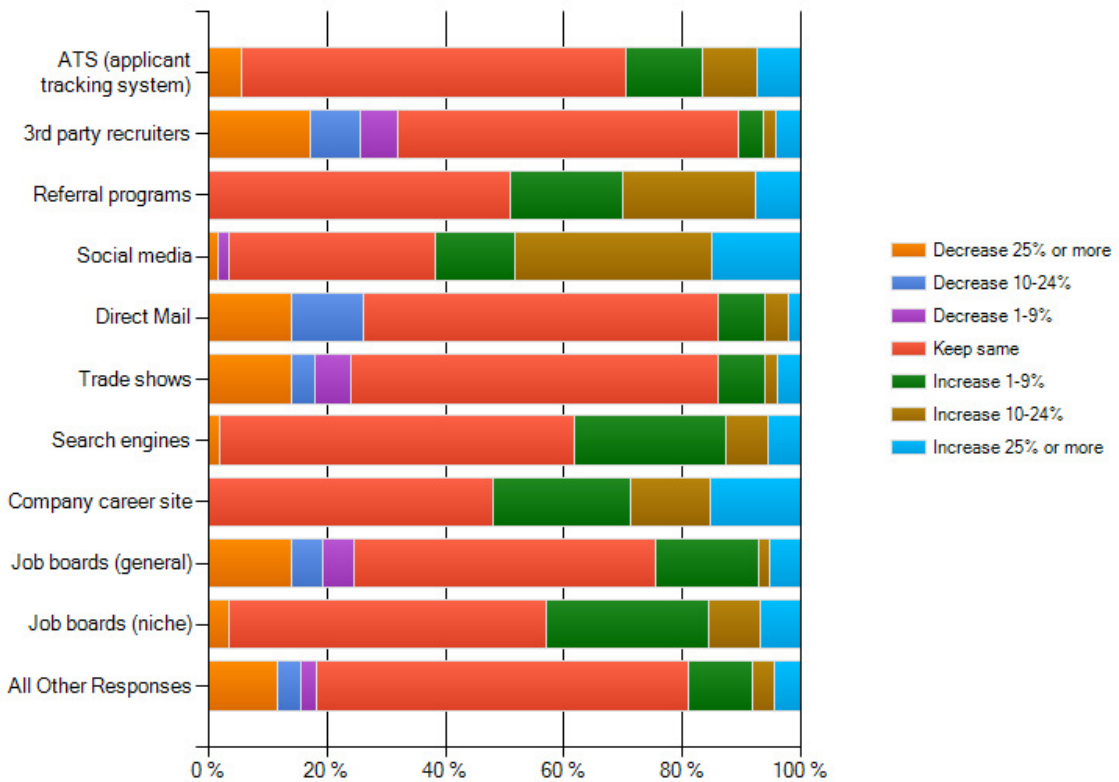


► For employers with 250 or more employees, ATSs (85%) and social media (85%) were the top recruitment channels; for employers with less than 250 employees, social media and referrals led the list.

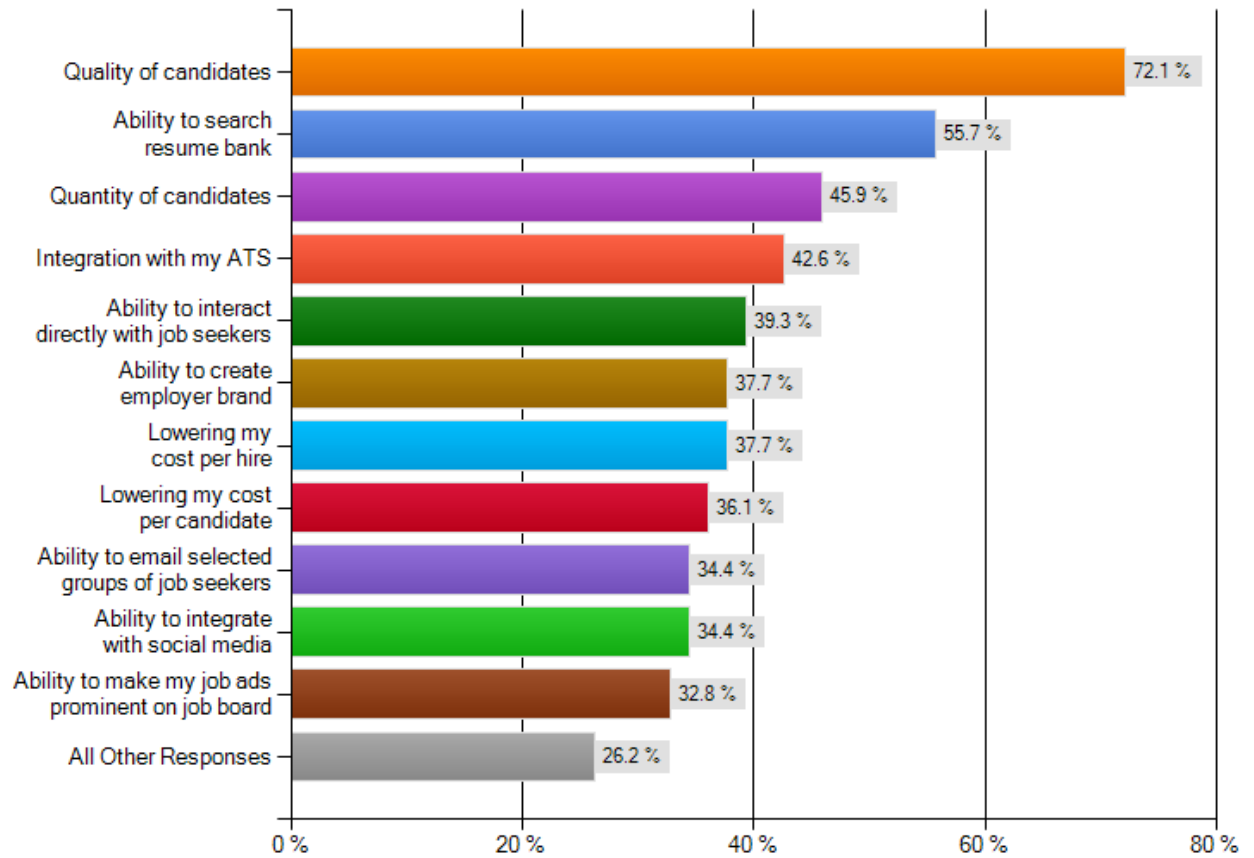
If you are currently using *social media* for recruitment, please check which channels and platforms you are using. (Check all that apply)



Please indicate your spending plans for each recruitment option for the coming 12 months:

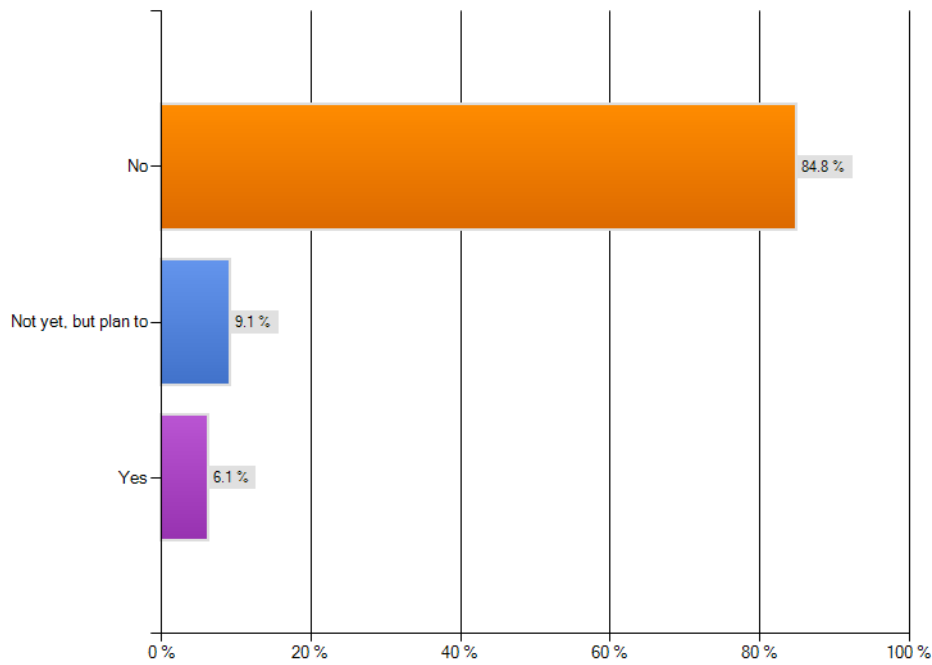


If you use job boards in your recruitment efforts, which of the following job board features or deliverables are most valuable to you? (Check all that apply)

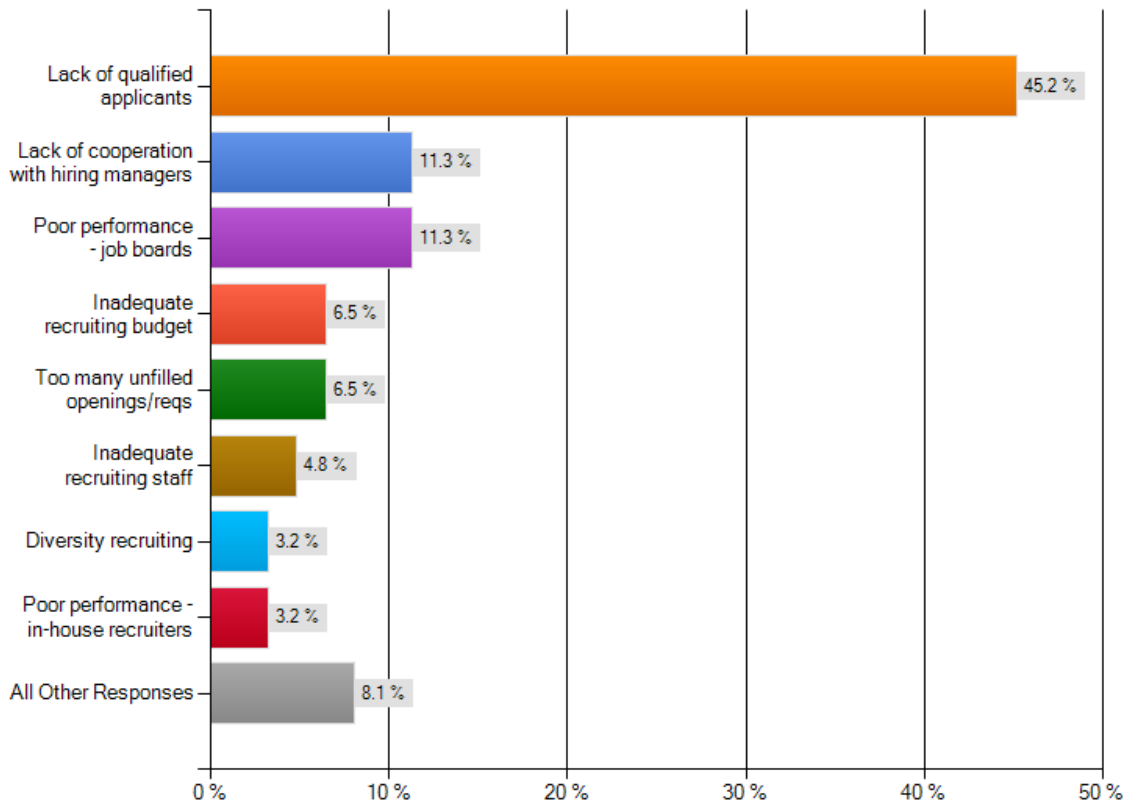


► Both the **quality** and **quantity** of candidates remains important to job board users.

Has your organization purchased a .jobs domain (i.e., IBM.jobs, Coke.jobs)?



What is the *most* important challenge you face in meeting your recruitment goals?



About Job Board Doctor:

Job Board Doctor is a consulting service for job boards and career sites. It provides strategic and tactical help in the following areas:

- Short and long-range planning
- Product development and launch
- Sales and marketing
- SEO
- Social media and content creation
- Site and user interface analysis

Jeff Dickey-Chasins is the Job Board Doctor, a veteran of the job board, publishing, and e-learning industries. Jeff was the original marketing director for Dice.com, growing it from \$7 million to \$65+ million in three years. He has worked with numerous job boards and HR-related sites over the past 20 years.

You can learn more about Job Board Doctor here: <http://www.jobboarddoctor.com>