

Online Recruiting Survey
Spring 2012
HR & Recruiting



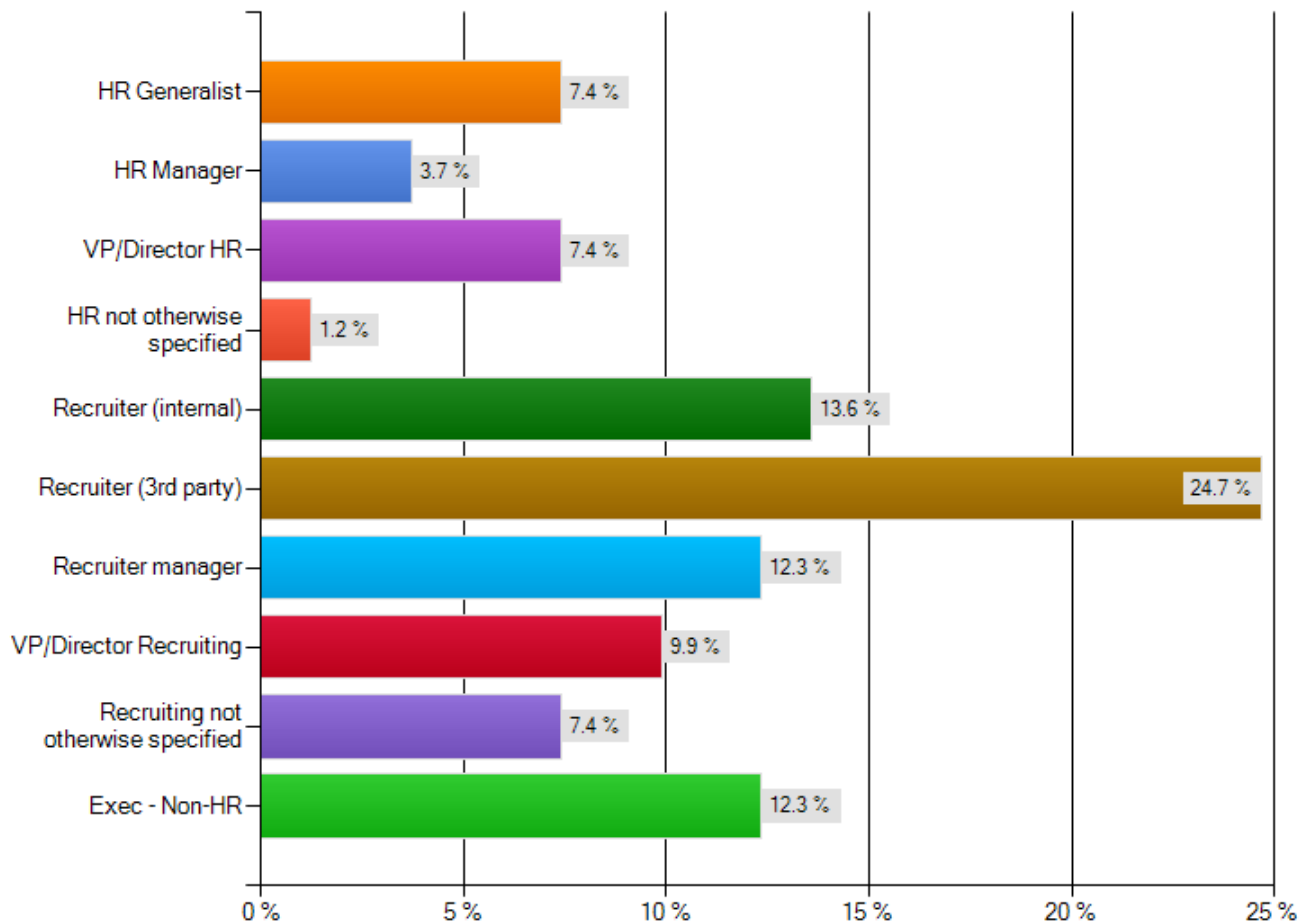
**Job Board
Doctor**

Survey Structure:

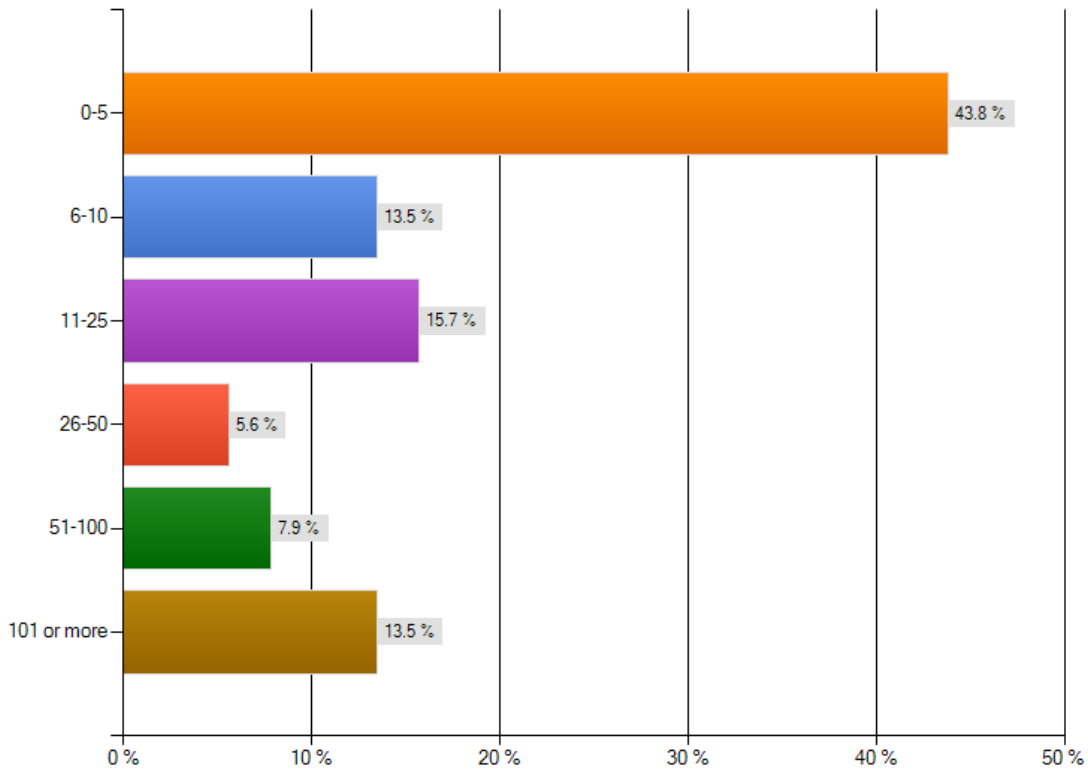
The Online Recruiting Spring 2012 survey was conducted to better understand what tools and techniques recruiters and HR professionals use to locate candidates – and how they use them. We also attempted to get quality evaluations of various recruiting sources.

There were a total of 92 responses. The survey was conducted during March-April 2012.

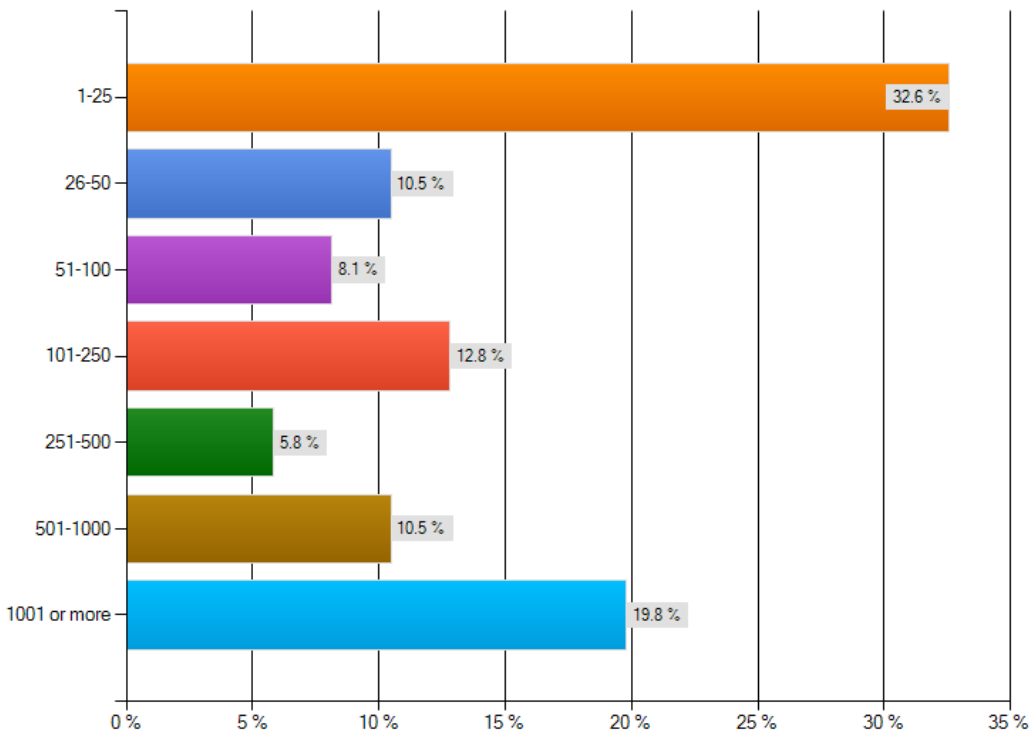
Which of the following most accurately matches your job title?



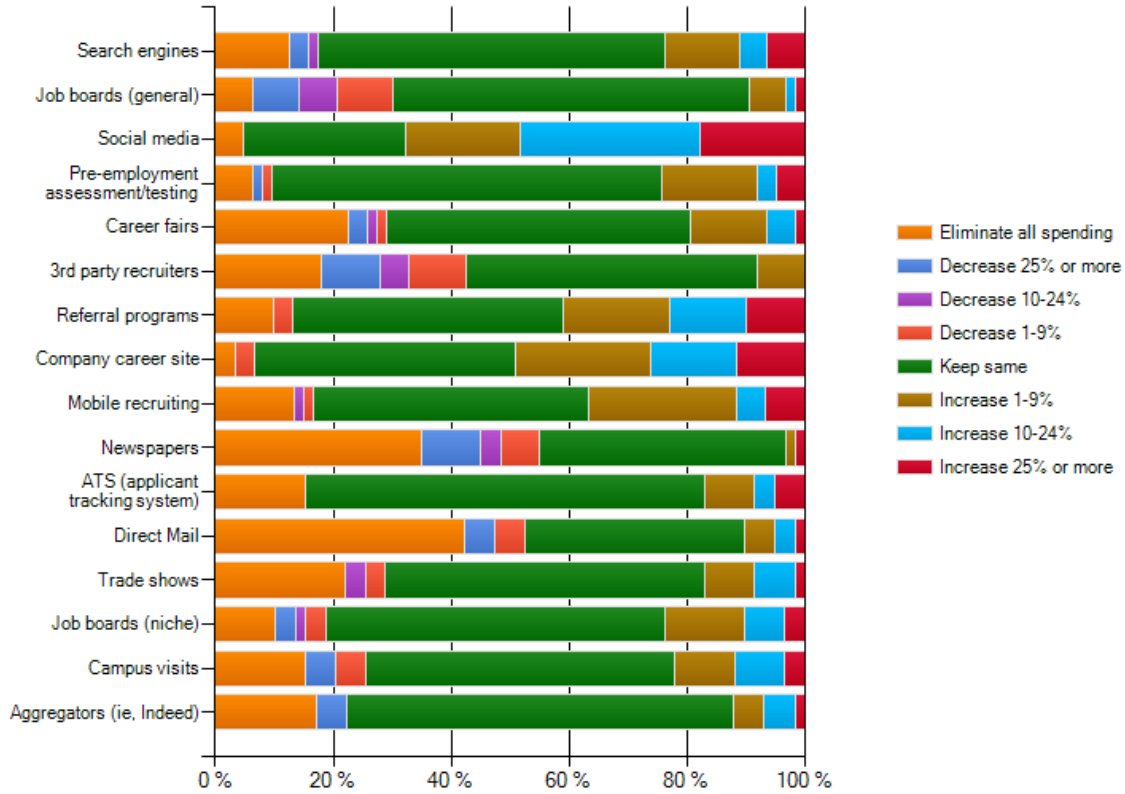
On average, how many positions do you advertise each month?



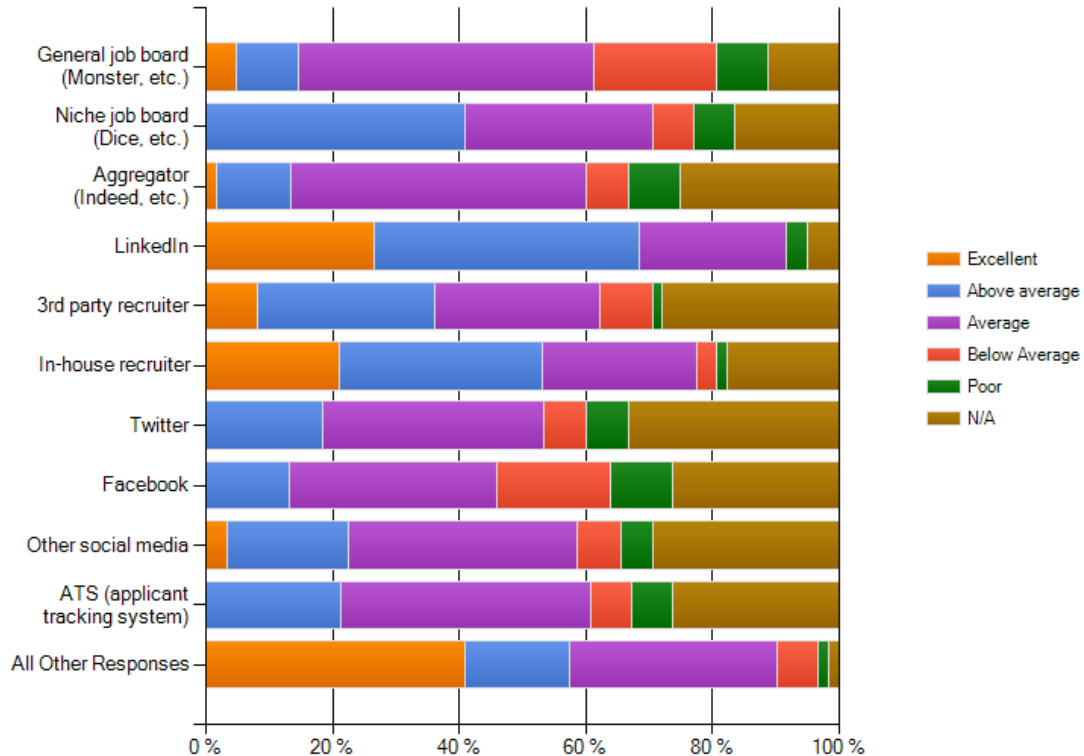
How many employees does your organization have?



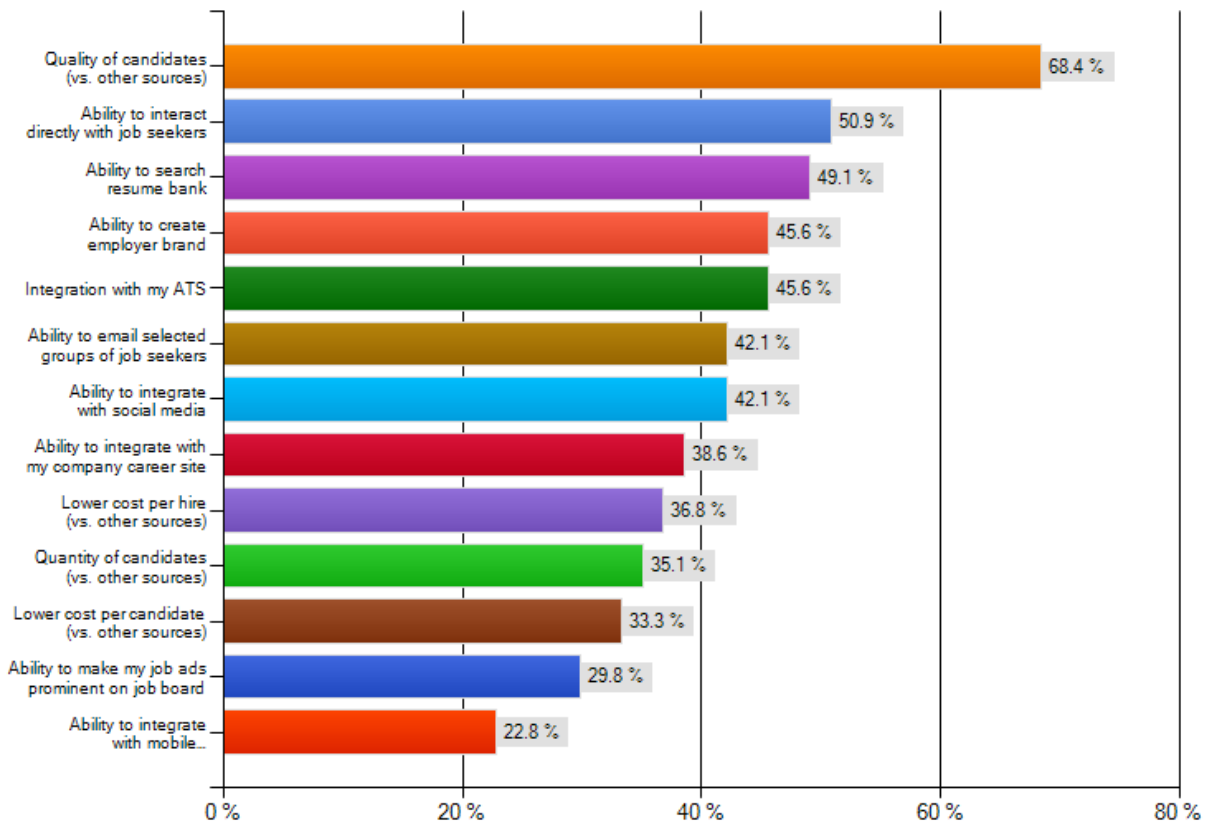
Please indicate your spending plans for each recruitment option for the coming 12 months:



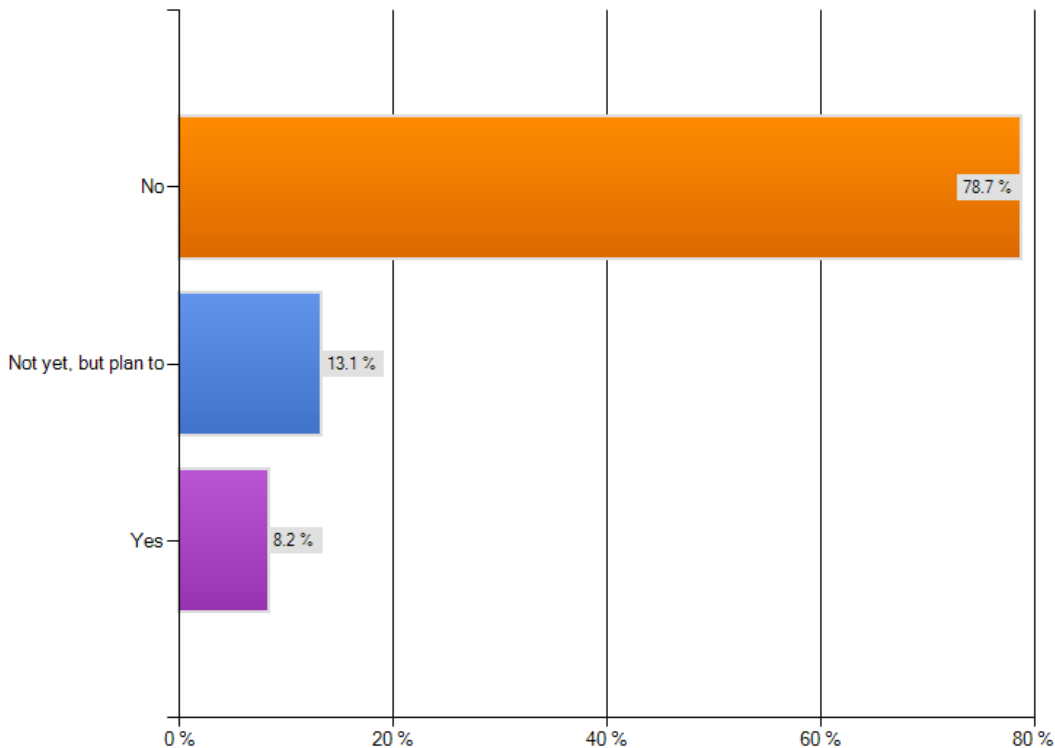
Please rank the following candidate sourcing tools/methods in terms of the *quality of candidate* they produce, in general.



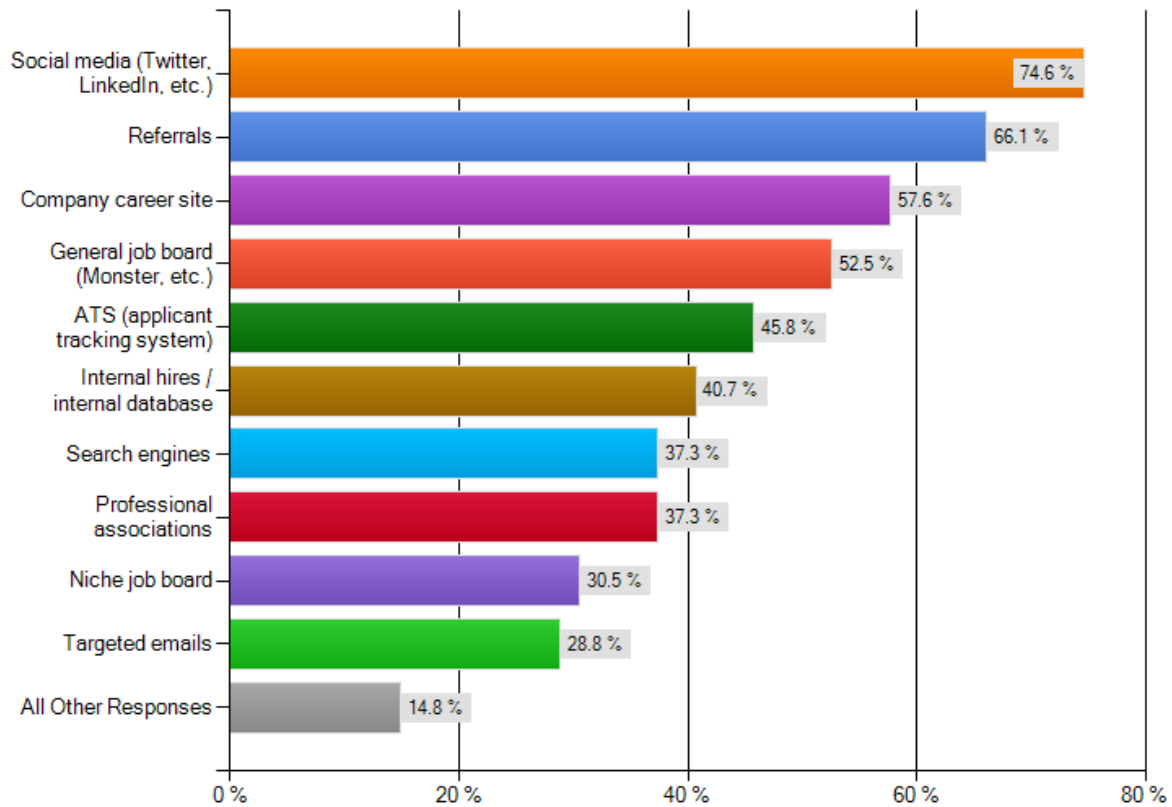
If you use job boards in your recruitment efforts, which of the following job board features or deliverables are most valuable to you? (Check all that apply)



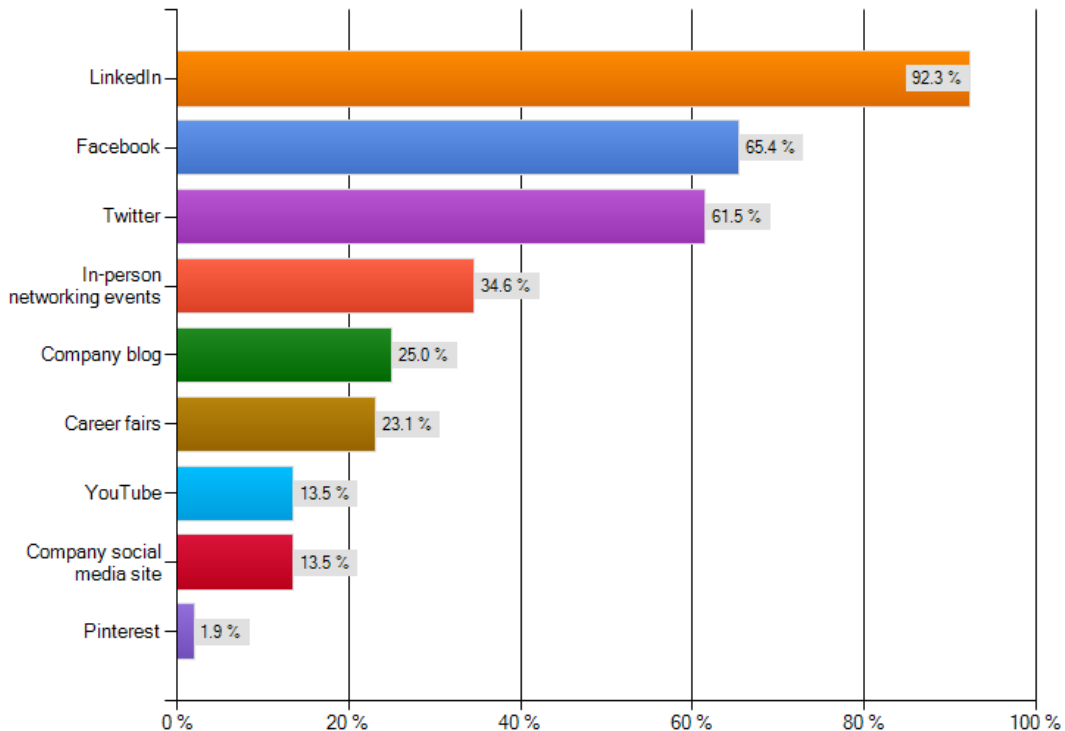
Has your organization purchased a .jobs domain (i.e., IBM.jobs, Coke.jobs)?



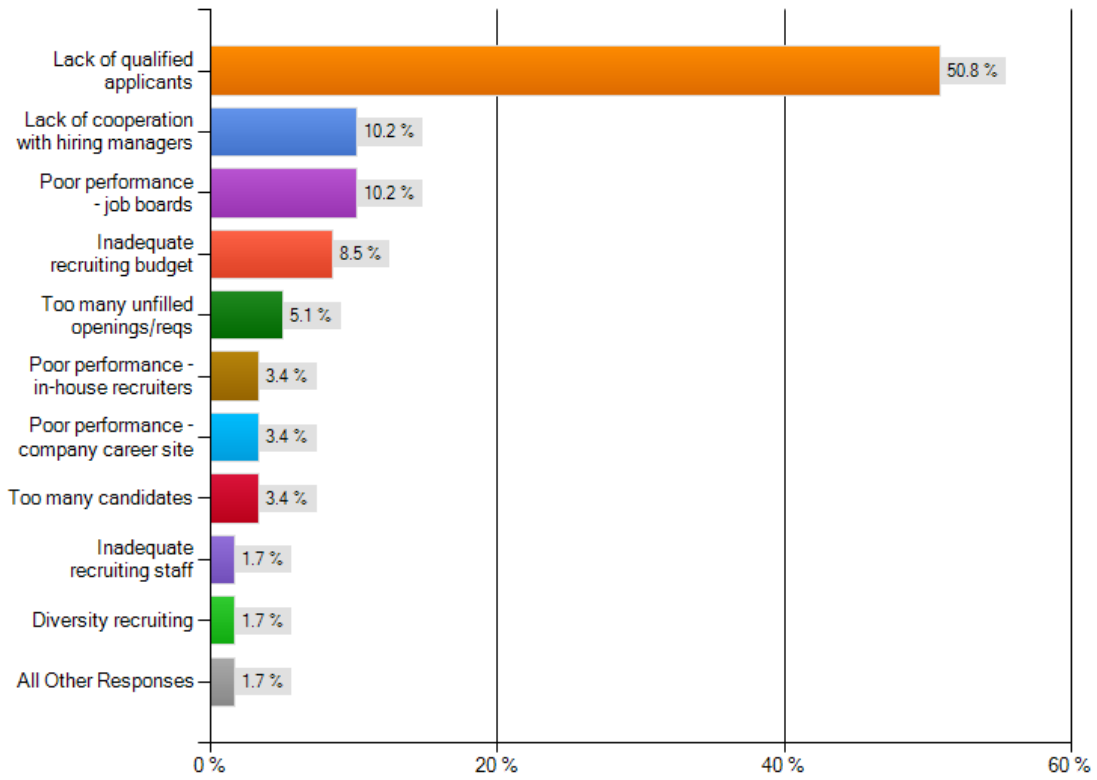
**Which of the following recruitment tools and channels do you use most frequently?
(Check all that apply)**



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



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 dozens of job boards and HR-related sites over the past 20 years.

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

Job Board Doctor

W: www.jobboarddoctor.com

E: thedoctor@jobboarddoctor.com

P: 641-236-0298

T: JobBoardDoctor