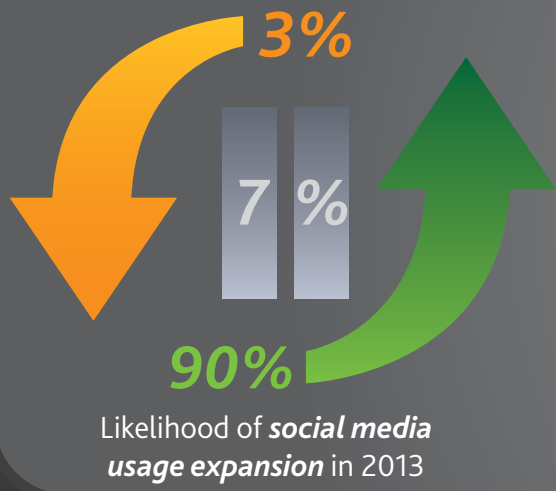
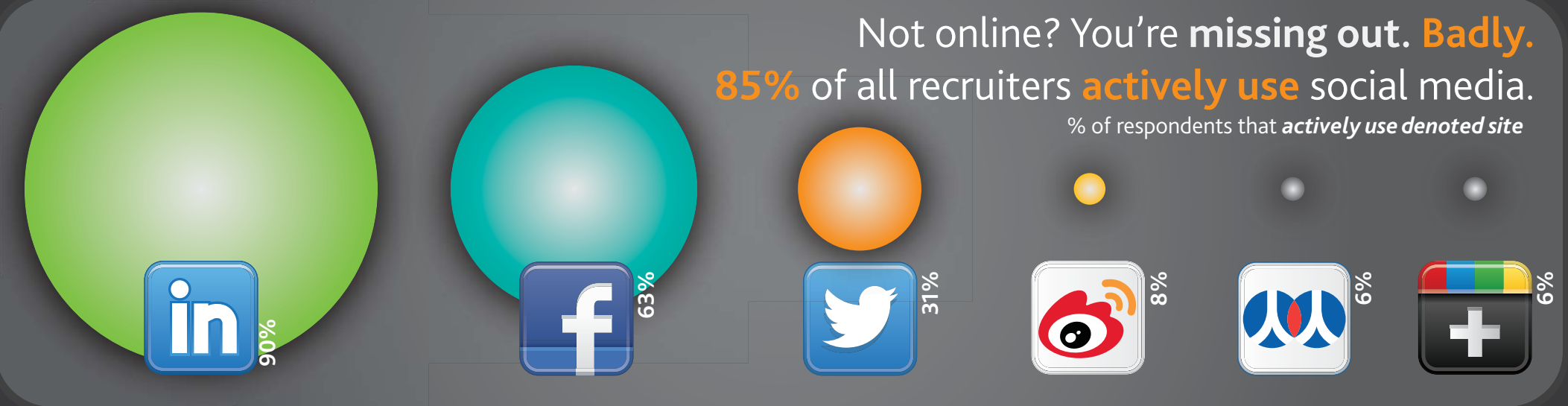
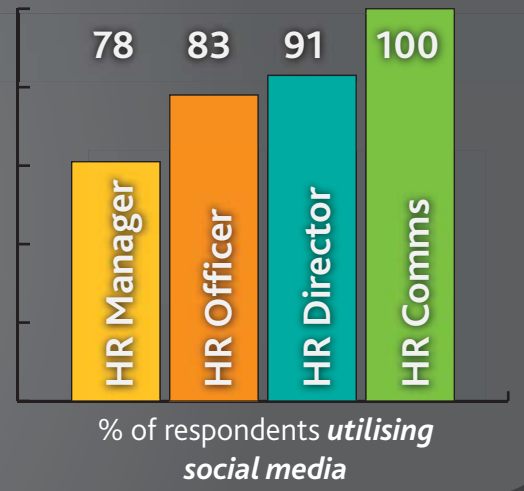


# USAGE of SOCIAL MEDIA in Recruitment and HR in Asia Pacific



Social media usage in recruitment is on the up and up...

...particularly amongst those in **leadership positions.**



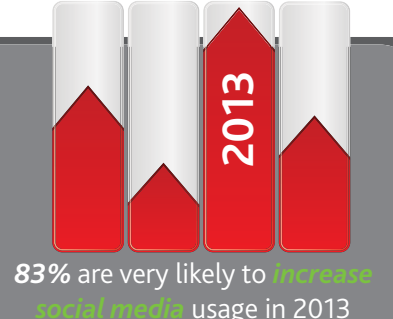
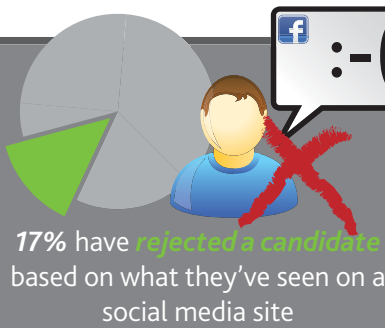
## Singapore: The *EMBRACERS*

Singaporean recruiters **get social media.** They use it more **frequently**, more **extensively**, and for **more purposes** than counterparts elsewhere in Asia Pacific.

Singapore



"The impact [of social media] is significant as more people see the importance of **social media as a platform to 'brand' themselves.** Thus, more people are putting in professional info which is **useful for recruiters.**"



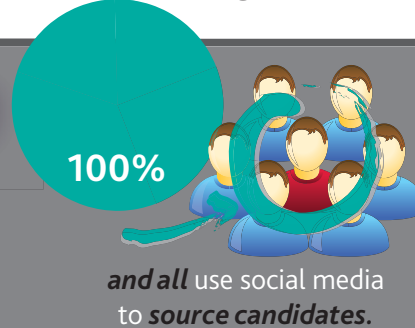
## Australia: The *COMMUNICATORS*

Australians like to **talk** - and **listen** - through social media. Their focus is **employer branding** and **sourcing** using mainstream social media sites.

Australia



"[We're looking to] use social media more as a **branding / community development tool.** For sourcing just-in-time roles, we're **more inclined to examine mobile.**"



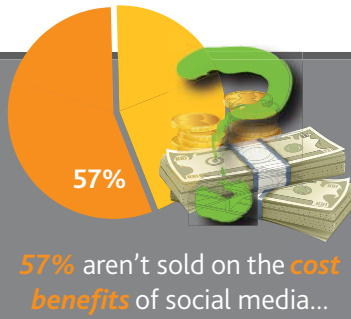
## Hong Kong: The *CONSIDERERS*

Recruiters and HR users in Hong Kong **aren't fully convinced** of the benefits of social media in recruitment. However, they still use it for a **broad range** of activities.

Hong Kong



"We use social media to get a **better understanding** of the **calibre** of the **candidates**, and as a pulse check."



## China: The *TESTERS*

China is still **testing social media** in recruitment. Resourcers and HR **recognise the benefits** of social media, but have been **hesitant to fully commit.**

China



"Social media will change the way recruiters **engage and interact** with candidates. It will require recruiters to consider building a **long term relationship.** Even if you don't fit the role today you may be a good candidate for **future opportunities**"

