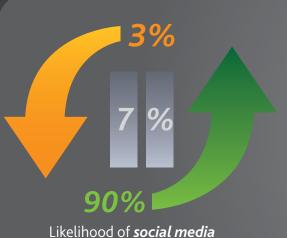




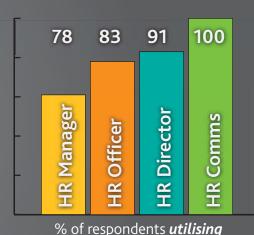
· USAGE of SOCIAL MEDIA ·

in Recruitment and HR in Asia Pacific



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

> ...particularly amongst those in leadership positions.

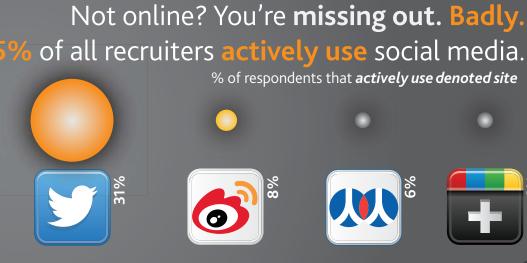


social media



usage expansion in 2013









% of respondents that *actively use denoted site*



Singapore: The **EMBRACERS**

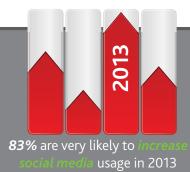
Singaporean recruiters get social media. They use it more frequently, more extensively, and for more purposes than counterparts elsewhere in Asia Pacific.



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.



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.



80% use social media to manage their employer brand... 100%

and all use social media to source candidates.

However, they don't vet or reject candidates based on online profiles

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.

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



aren't sold on the of social media..



..and just believe social media picture of a candidates' CV



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.



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**



and they use (RenRen, Weibo) significantly more than elsewhere



growth of social media in recruitment in the

Download the full report at www.alexandermannsolutions.com/socialmediareport

