

# TARGETjobs breakfast news

a morning blend of graduate research and forecasting

## *How undergraduates engage with social media for job hunting purposes*

an event from Group

sponsored by



in association with



## Our methodology

TARGETjobs  
breakfast  
news  
a morning blend of graduate research and forecasting

- Using the GTI user base of students about to start both their final and penultimate years at university
- Potential survey participants were sent an html email inviting them to take part in a short survey in return for the chance to win Amazon vouchers in a prize draw
- Survey was open between September 4<sup>th</sup> and 13<sup>th</sup>
- Responses are automatically collated and the data can be analysed according to a wide number of parameters, including gender, age, ethnicity, type of university, type of school attended, etc
- Attached are the highlights – for a closer analysis of the data, contact TMP and we would be delighted to run you through more specific results

TARGETjobs



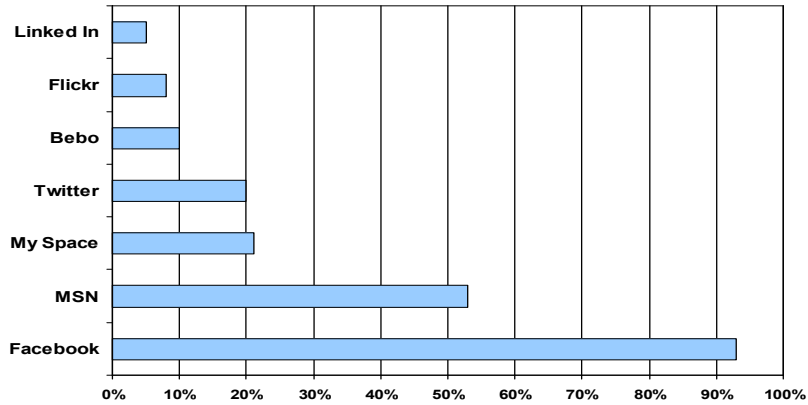
## Who took part?

- 1,422 survey participants
- 56% finalists; 44% penultimate years
- 37% male; 63% female
- 75% white; 25% BME
- 82% state educated; 15% privately educated
- 58% attending an 'old' university; 25% a 'new' university; and 17% unaware...
- 31% proposing to do further studies after graduation
- 52% are from the first generation of their family to attend university

## *Consumption of social media*

## Which of these sites do you use?

TARGETjobs  
breakfast  
news  
a morning blend of graduate research and forecasting



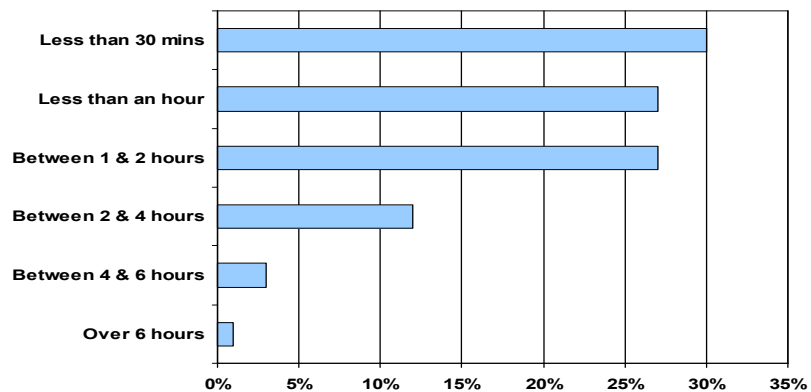
TARGETjobs

tmp.worldwide  
WE'RE ALL YOURS

gti media

## How much time each day do you spend on such sites?

TARGETjobs  
breakfast  
news  
a morning blend of graduate research and forecasting



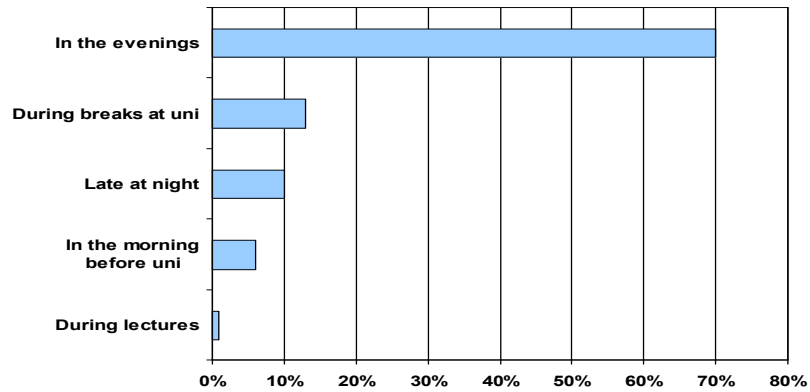
TARGETjobs

tmp.worldwide  
WE'RE ALL YOURS

gti media

## What time of the day do you access such sites?

TARGETjobs  
breakfast  
news  
a morning blend of graduate research and forecasting



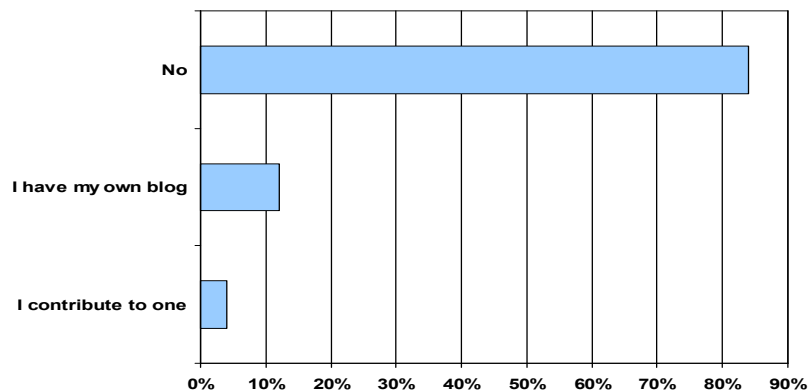
TARGETjobs

tmp.worldwide  
WE'RE ALL YOURS

gti media

## Do you have your own blog or contribute to one?

TARGETjobs  
breakfast  
news  
a morning blend of graduate research and forecasting



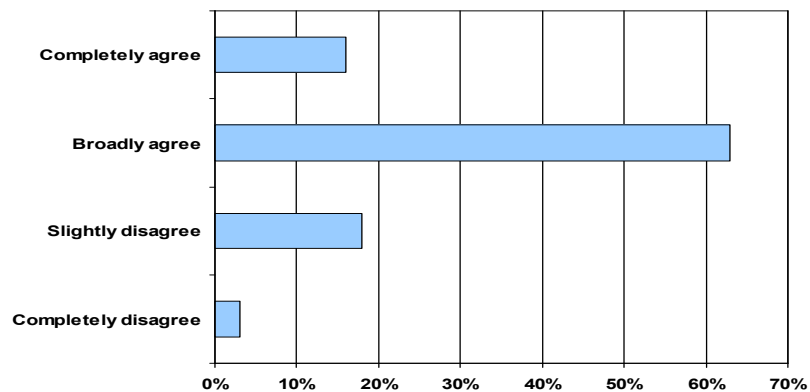
TARGETjobs

tmp.worldwide  
WE'RE ALL YOURS

gti media

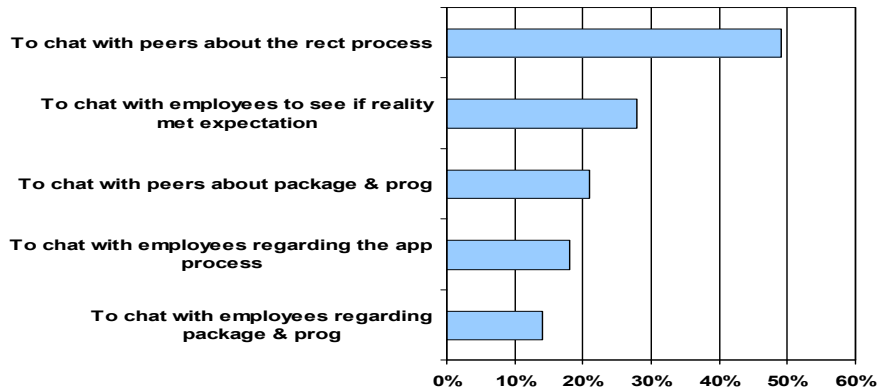
## What sort of impact do employers make through their social networking presence?

## Organisations that have Facebook (for example) pages demonstrate that they are working hard to engage with students



## How would you use a social networking site to research an organisation you might be interested in?

TARGETjobs  
breakfast  
news  
a morning blend of graduate research and forecasting



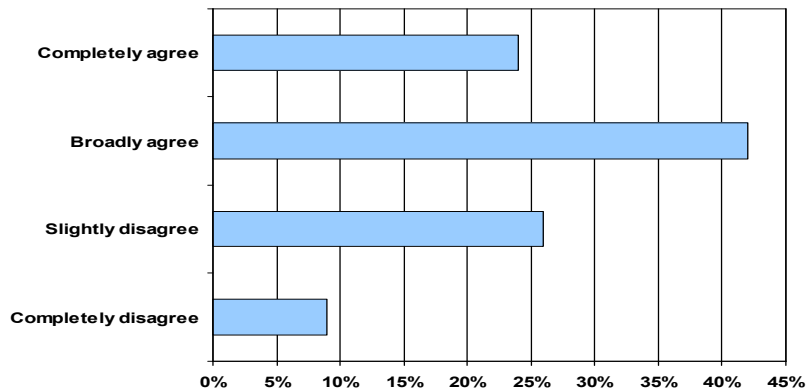
TARGETjobs

tmp.worldwide  
WE'RE ALL YOURS

gti media

## I like the fact it's time efficient – you can keep up with your friends & research potential employers in the same place

TARGETjobs  
breakfast  
news  
a morning blend of graduate research and forecasting



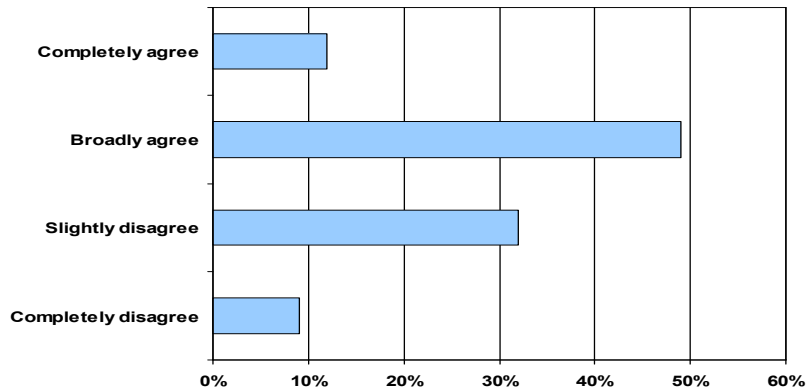
TARGETjobs

tmp.worldwide  
WE'RE ALL YOURS

gti media

## You can find out what it's really like to work at an organisation via social networking sites

TARGETjobs  
breakfast  
news  
a morning blend of graduate research and forecasting



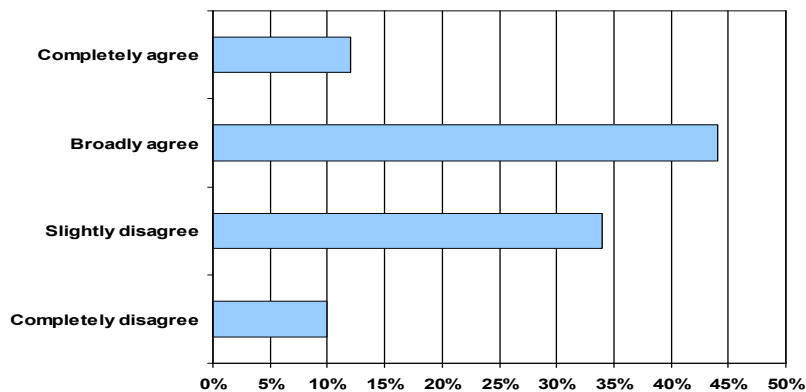
TARGETjobs

tmp.worldwide  
WE'RE ALL YOURS

gti media

## You can get a real feel for an organisation's culture & values via social networking sites

TARGETjobs  
breakfast  
news  
a morning blend of graduate research and forecasting



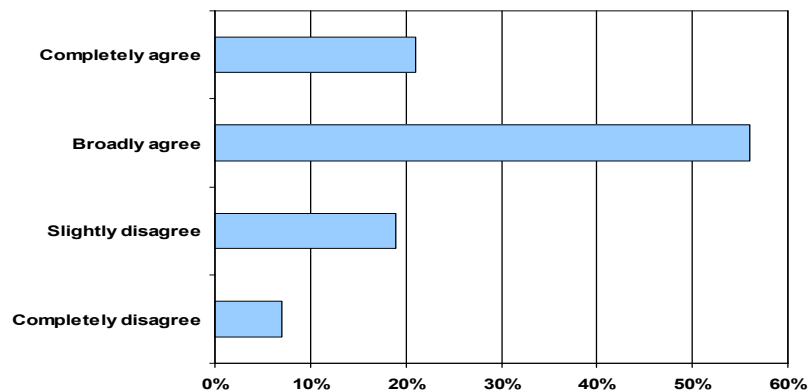
TARGETjobs

tmp.worldwide  
WE'RE ALL YOURS

gti media

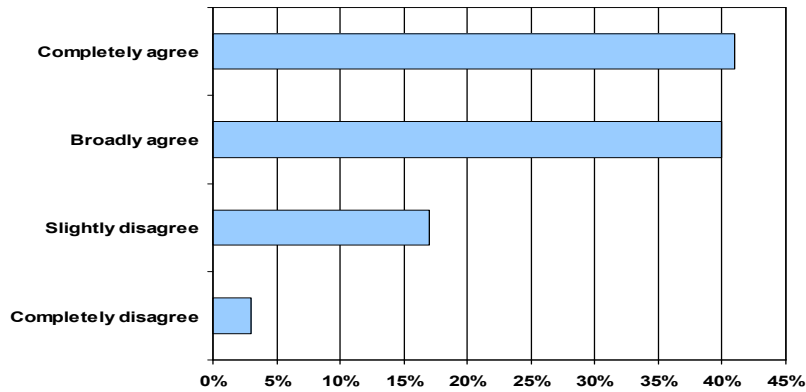
## **What sort of concerns do students have around the issue of employers' presence on social networking sites?**

## **Employers use social networking sites to check up on the people they are thinking of hiring**



## Organisations using social networking sites to check up on the people they are thinking of hiring is intrusive and wrong

TARGETjobs  
breakfast  
news  
a morning head of graduate research and forecasting



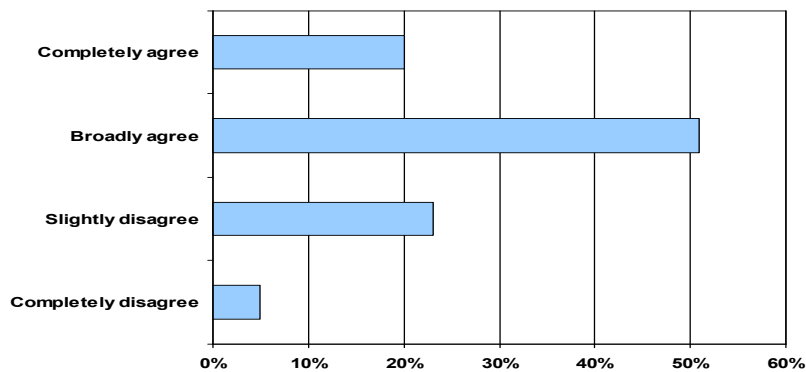
TARGETjobs

tmp.worldwide  
WE'RE ALL YOURS

gti media

## It is interesting to do research on employers via social networking sites, but I wouldn't want them trying to 'sell' their jobs to me

TARGETjobs  
breakfast  
news  
a morning head of graduate research and forecasting



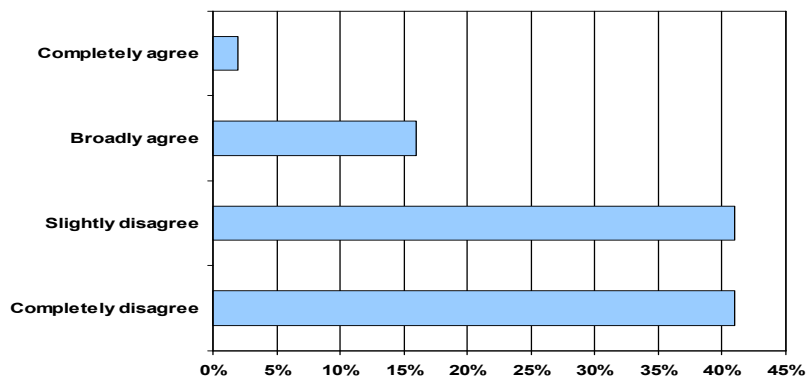
TARGETjobs

tmp.worldwide  
WE'RE ALL YOURS

gti media

## I would trust the information I get from social networking research more than the information I get from an organisation's website or brochure

TARGETjobs  
breakfast  
news  
a morning blend of graduate research and forecasting



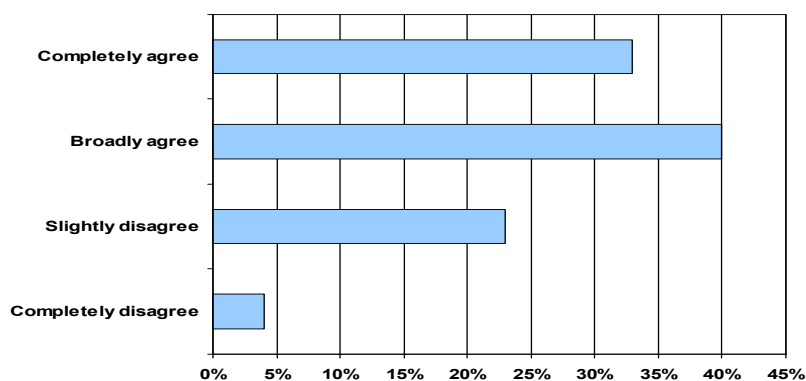
TARGETjobs

tmp.worldwide  
WE'RE ALL YOURS

gti media

## I think organisations should keep their recruitment site separate from social networking sites

TARGETjobs  
breakfast  
news  
a morning blend of graduate research and forecasting



TARGETjobs

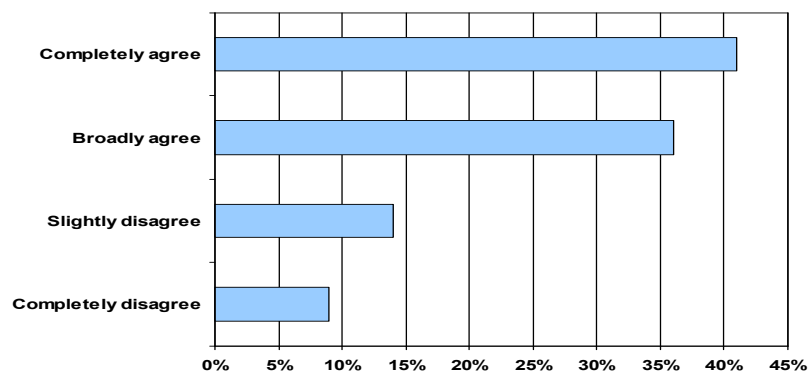
tmp.worldwide  
WE'RE ALL YOURS

gti media

## And why do you feel organisations should keep their social networking activities separate from their recruitment website?

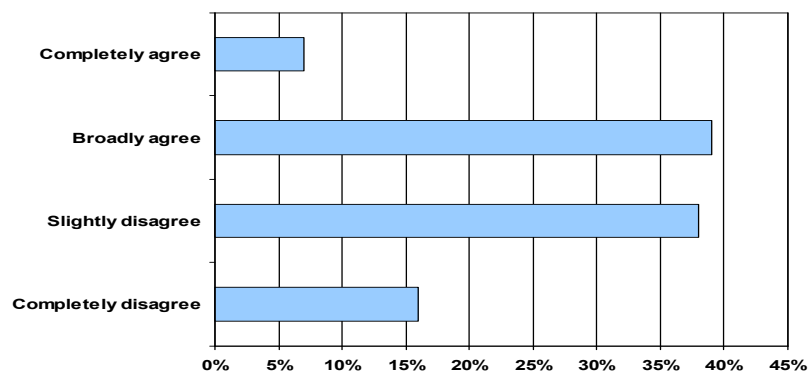
*For 70%, this is down to the fear that they are unable to express themselves without employers checking up on them*

## If an organisation has a Facebook page, it would be confusing if they banned employees from using social networking once they joined



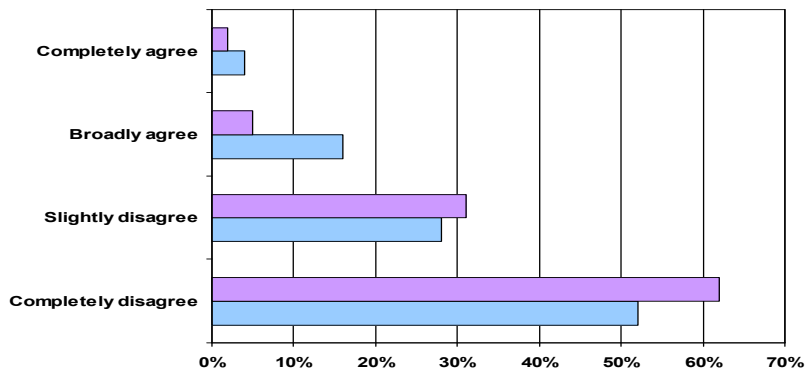
## What are students' conclusions about the potential of social networking in terms of job hunting?

## Through my blogs and posts, I can create a clear image or picture of my opinions and attitude



**My posts and/or blog are specifically designed to position me positively with employers – (those wanting a graduate job & those going travelling)**

**TARGETjobs**  
**breakfast**  
**news**  
a morning blend of graduate research and forecasting



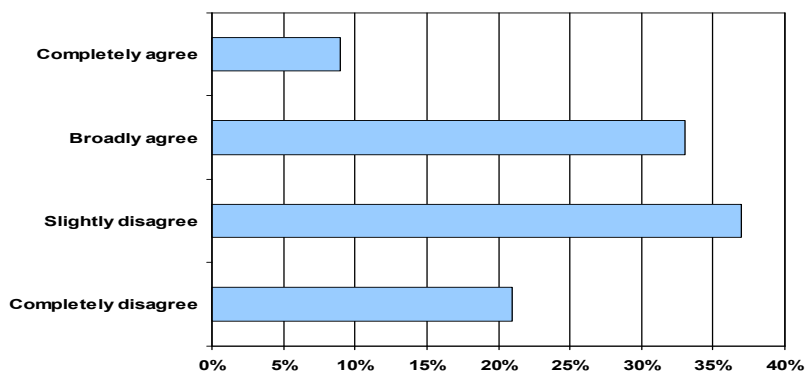
**TARGETjobs**

tmp.worldwide  
WE'RE ALL YOURS

gti media

**There is no better means of communicating your brand and message to students than through effective social networking**

**TARGETjobs**  
**breakfast**  
**news**  
a morning blend of graduate research and forecasting



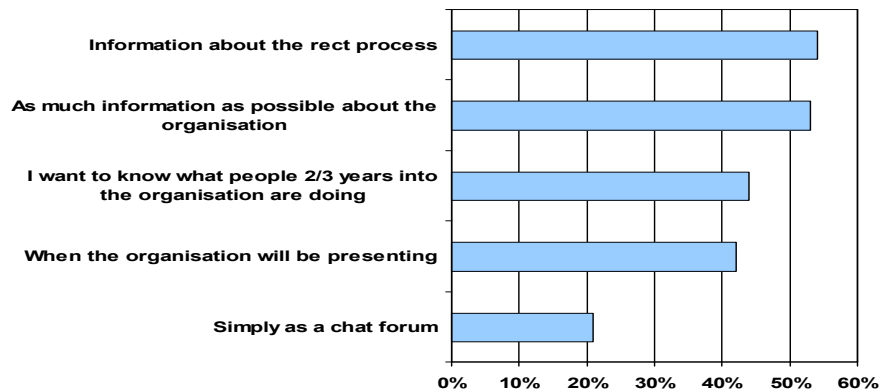
**TARGETjobs**

tmp.worldwide  
WE'RE ALL YOURS

gti media

## If an organisation is on a social networking site, what sort of information should it communicate?

TARGETjobs  
breakfast  
news  
a morning blend of graduate research and forecasting



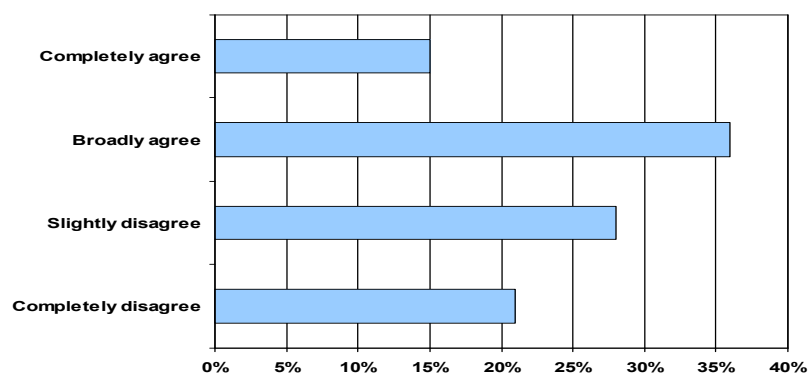
TARGETjobs

tmp.worldwide  
WE'RE ALL YOURS

gti media

## I think it's important that you manage what you are saying on blogs and Twitter for employment and recruitment purposes

TARGETjobs  
breakfast  
news  
a morning blend of graduate research and forecasting



TARGETjobs

tmp.worldwide  
WE'RE ALL YOURS

gti media

## What are our key out-takes?

**TARGETjobs**  
**breakfast**  
**news**

- We perhaps guessed how many students were using social media, but not how proactive or employment focused their approach is becoming
- Students are increasingly aware of the importance of creating a brand/profile via social media – are all employers so savvy?
- Getting it right and your social networking activities act as an employer brand extension, get it wrong...
- Again like your employer brand, your social networking sets expectations – these need to be carried through during selection, induction and employment
- However, students are looking for different engagement from your social networking and your 'official' recruitment website initiatives
- Tell don't sell – this is about engagement not recruitment
- Ironically, their big fear is about recruitment permeating social networking is about squashing their sense of expression – encourage it, rather than stymieing it
- Already, over 40% of students feel that social media is the key means of engaging with them

**TARGETjobs**

 tmp.worldwide  
WE'RE ALL YOURS

 gti media

## CONFIDENTIALITY AND COPYRIGHT

**TARGETjobs**  
**breakfast**  
**news**

All rights reserved. No part of this document may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior consent of TMP (UK) Limited.

If you would like further information on this subject please contact your local TMP office.

TMP Worldwide, Chancery House,  
53-64 Chancery Lane,  
London, WC2A 1QS  
[www.tmpw.co.uk](http://www.tmpw.co.uk)

**TARGETjobs**

 tmp.worldwide  
WE'RE ALL YOURS

 gti media