Keeping up with the current state of recruiting.
Unemployment Trends

Source: Bureau of Labor Statistics, April 2013
Change in Small Business Employment

* Increase in thousands

Job Postings Per Capita

for the 50 most populous metropolitan areas in the United States. The bigger the dot, the more job postings per capita.

Source: Indeed Job Postings Per Capita, March 2013
Employment Trends by Industry

Over Previous Month

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>3%</td>
</tr>
<tr>
<td>Construction</td>
<td>9%</td>
</tr>
<tr>
<td>Education</td>
<td>7%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>6%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>5%</td>
</tr>
<tr>
<td>Hospitality</td>
<td>3%</td>
</tr>
<tr>
<td>HR</td>
<td>4%</td>
</tr>
<tr>
<td>IT</td>
<td>4%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>10%</td>
</tr>
<tr>
<td>Media</td>
<td>6%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>1%</td>
</tr>
<tr>
<td>Retail</td>
<td>6%</td>
</tr>
<tr>
<td>Transportation</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: Indeed Job Postings Per Capita, 2013
## Top Job Categories for 2013

<table>
<thead>
<tr>
<th>Job</th>
<th>Planned Hiring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>29%</td>
</tr>
<tr>
<td>IT</td>
<td>27%</td>
</tr>
<tr>
<td>Customer Service</td>
<td>23%</td>
</tr>
<tr>
<td>Engineering</td>
<td>22%</td>
</tr>
<tr>
<td>Production</td>
<td>22%</td>
</tr>
<tr>
<td>Business Development</td>
<td>18%</td>
</tr>
<tr>
<td>Administrative</td>
<td>17%</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>15%</td>
</tr>
<tr>
<td>Accounting and Finance</td>
<td>14%</td>
</tr>
<tr>
<td>Marketing</td>
<td>14%</td>
</tr>
</tbody>
</table>

Source: CareerBuilder.com, 2013
Talent Scarcity

Source: ManpowerGroup Talent Shortage Survey, 2012

2011
- US: 52%
- Global: 34%

2012
- US: 49%
- Global: 34%
# Top 10 Employment Websites

<table>
<thead>
<tr>
<th>Site</th>
<th>Alexa Traffic Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Indeed.com</td>
<td>71 in U.S., 247 globally</td>
</tr>
<tr>
<td>2. Monster.com</td>
<td>107 in U.S., 530 globally</td>
</tr>
<tr>
<td>3. CareerBuilder.com</td>
<td>137 in U.S., 734 globally</td>
</tr>
<tr>
<td>4. About.com: Job Search</td>
<td>31 in U.S., 83 globally (About.com)</td>
</tr>
<tr>
<td>5. SnagAJob.com</td>
<td>649 in U.S., 3,466 globally</td>
</tr>
<tr>
<td>6. JobsDB.com</td>
<td>131 in Indonesia, 2,637 globally</td>
</tr>
<tr>
<td>7. AOL Jobs</td>
<td>17 in U.S., 68 globally (AOL.com)</td>
</tr>
<tr>
<td>8. Carbonmade</td>
<td>8,689 in U.S., 11,424 globally</td>
</tr>
</tbody>
</table>

*Source: Alexa Rankings, February 2013*
Open Positions Filled by Source

- 28% Employee Referrals
- 20% Career Site
- 18% Job Boards
- 10% Other
- 9% Direct Source
- 7% College
- 6% Rehire
- 7% 3rd Party Recruiter
- 7% Social Media
- 4% Print
- 4% Temp/Contract-to-Hire
- 3% Career Fair
- 2% Walk-In
- 1% Career Fair

Source: CareerXRoads Sources of Hire, 2013
Standard Stages of Recruiting

- Reactive recruiting
- May prove okay for some openings
- Ineffective for high profile or hard-to-fill openings
How Companies Used to Recruit

Jobseeker posts resume

ATS feeds openings to Job Boards

Jobseeker finds jobs careers.com and applies or creates alert for future openings

Recruiter searches job boards for qualified candidates

Recruiter reviews applications through ATS and search for potential qualified candidates through candidate pools

ATS posts jobs to Careers.com

Company Career Site
Recruiting Has Evolved

The days of print ads and job boards have changed . . .

An estimate 76% of job seekers now use social media to look for new jobs. (Jobvite, Oct. 2012)

Source: Bersin & Associates, The Talent Acquisition Factbook 2011
IMPACT of Current Recruiting Environment

92% of companies use social media to recruit
Source: Jobvite, 2012

Smartphone market share is 49% and that will increase to 52% or more by 2014
Source: Pew Internet Research, 2012

Mobile Devices 1.4 per Capita Predicted by 2016
Source: HTC, 2012
Investments

Companies are re-directing their recruiting dollars to:

- Employment Branding
- Professional Networking
- Social Media
- Candidate Relationship Management
- Mobile Engagement

Investment changes in 2012-2013 are occurring as companies seek more cost effective and innovative ways to engage candidates and attract top talent

Source: Bersin & Associates, The Talent Acquisition Factbook 2011
Future Recruiting Trends

- Social Media:
  - Enhances your employment brand
  - Strengthens relationships with current and future employees
  - Helps create interest in products, service offerings, etc.

- Apps, aggregators, and time-saving tools make it extremely easy to leverage resources and improve recruitment tactics.

- Highlights:
  - 98% of recruiters in North America used social media for recruiting in 2012 (SIA, 2013)
  - 60% of Twitter users access the platform via their mobile (Wall Street Journal, 2012)
  - Facebook surpassed 1 billion members in 2012 (Forbes)

The Future is HERE
Employer Branding
Importance of Employer Branding

90% of Millennials using social media to search for a job will use Facebook

Source: HRO Today, January 2013

Cost-per-hire is 2x when companies have a weak employer brand

Source: LinkedIn White Paper: Why Your Employer Brand Matters, 2012

74% of jobseekers read a company website before applying

## Employment Branding and Communication Strategy

Making the most of your employment brand marketing and communications.

### Develop Strategy

- Develop strategic vision for career site portal functionality building on existing brand
  - Evaluate career site portals for potential enhancements
  - Deliver consistent employment brand and employee value proposition
  - Enhance candidate experience as we market and drive candidates to apply online

### Leverage Social Media and Mobile Technology

- Leverage appropriate channels to enhance proactive recruiting
  - Build/enhance social media tools to support hiring plan
  - Utilize microblogging to deliver employee value proposition to specific candidate groups or markets
  - Communicate job opportunities
  - Drive traffic to online and mobile career sites

### Deploy Communications

- Deploy communications through all channels
  - Connect with candidates anytime, anywhere through mobile devices
  - Proactively build a talent pool
  - Offer best-in-class technology platforms to expand employer branding footprint
  - Measure and report on the results

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Reach Candidates Through Multiple Channels

- Mobile Career Site
- Email Alerts
- Text Alerts
- Apps
Social Media
The Impact of Social Media on Recruiting

- A game-changing impact on how companies source and recruit critical talent across all industries AND even more significant than the introduction of online job boards and resume databases

88% of job seekers have a profile on at least ONE SOCIAL NETWORK

92% of companies in the US are now using SOCIAL MEDIA to RECRUIT.

2/3 use Facebook® to RECRUIT.

Over 1/2 use Twitter®

Almost ALL use LinkedIn®
Social Media Statistics

- More Baby Boomers (29%) than Millennials (23%) use social networks for job searches.
- 90% of Millennials who use social media for their job search use Facebook.
- 25% of Millennials interact with a hiring organization’s social media profile, more than any other generation.

Source: HRO Today February 2013
Top 10 Social Networking Sites

<table>
<thead>
<tr>
<th>Network</th>
<th>February 2013</th>
<th>February 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>60.14%</td>
<td>62.85%</td>
</tr>
<tr>
<td>YouTube</td>
<td>22.93%</td>
<td>20.29%</td>
</tr>
<tr>
<td>Twitter</td>
<td>1.86%</td>
<td>1.56%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>1.17%</td>
<td>1%</td>
</tr>
<tr>
<td>Yahoo! Answers</td>
<td>0.90%</td>
<td>1%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>0.82%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Google+</td>
<td>0.78%</td>
<td>0.47%</td>
</tr>
<tr>
<td>Tagged</td>
<td>0.56%</td>
<td>0.68%</td>
</tr>
<tr>
<td>Instagram</td>
<td>0.37%</td>
<td>n/a</td>
</tr>
<tr>
<td>Tumblr</td>
<td>0.34%</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Source: Dreamgrow, 2013
Social Media

Connect social media and talent communities

Demonstrate employer value proposition

Communicate with potential talent

TWO WAY
Recruiting Through Social Media

- **43%** of organizations saw an increase in candidate quality
  
  **30%** of companies have a reduced time-to-hire
  
  **31%** of companies saw an increase in employee referrals

Source: Jobvite Social Recruiting Survey, 2012
Mobile Recruiting Trends
Mobile Trends

• By 2014, there will be 10 billion mobile devices
• Mobile traffic will be greater than desktop traffic by 2015
• 32% of jobseekers have applied on a mobile device

• Tablet sales will grow by over 50% per year
• 665 million tablets in use worldwide by 2016
• More than 112 million Americans will own a tablet by 2016

Source: Jibe and Kelton Research: The State of Mobile Recruiting, 2012; Mobile Marketer iMomentous; Mashable; Pew Research; BI Intelligence; Gartner; Forrester
Why is Now a Great Time for Mobile Recruiting?

32% of jobseekers have applied for a job on a mobile device
*Simply Hired, Mobile Recruiting Outlooks, 2013*

72% of jobseekers want to receive career opportunity information on their smartphones
*iMomentous: Smartphones in the Workplace, 2012*

The average American adult sends and receives an average of 88 text messages per day
*Pew Research, 2012*
Mobile Use

American Adults

- 85% Cellphone
- 49% Smartphone Use Ages 18-24
- 54% Smartphone Use Ages 25-34
- 62% Smartphone Use Ages 35-44

Connect with Diverse Candidates

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Smartphone Ownership</th>
<th>Cell-Mostly Internet Browsing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caucasian</td>
<td>42%</td>
<td>24%</td>
</tr>
<tr>
<td>African-American</td>
<td>47%</td>
<td>51%</td>
</tr>
<tr>
<td>Latino</td>
<td>49%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Source: Pew Internet, Smartphone Ownership Update, September 2012; Pew Internet: Cell Internet Use 2012, 2012
Mobile Recruiting

- Mobile sites
- Tablet sites
- Geo-location
- Text message alerts
Talent Communities
What is a Talent Community?

An ever-increasing **NETWORK** of potential candidates **BUILT AHEAD** of business demand
Registration for Automatic Text and Email Job Alerts

Add mobile opt-in widget to career site

- Allows anyone browsing to register for automated text and email job alerts
- Collects candidate preferences and geo-location for future narrowcast marketing
Prospect Registration Elements

Candidate:
- registers via mobile
- applies into ATS
- completes application, prescreen and initial screening online

Mobile opt-in allows:
- Automated text job alerts
- Hiring Event registration
- Text updates
- Text reminders
- Links to career site on mobile

Candidate receives automatic text job alerts based on zip code and job preference

- Mobile career site and application process
- Opt-in for text reminders
- Text registration and scheduling
- Location based campaigns
- Refer a friend
Developing an Effective Recruiting Strategy

Set Achievement Goals

- Enhancing the candidate experience
- Building a talent pool
- Attracting active and passive talent
- Speeding up the recruitment process
- Improved candidate quality
- Optimize the career site for the mobile web
Benefits of Recruitment Innovation

- **Combine** branding, social media and mobile technology
- **Move** from a reactive to a proactive recruiting strategy
- **Supply** pool of candidates, and engage with top talent
- **Maximize** relationship building
- **Improve** time-to-fill and recruiting costs
Thank You!

Brian Butcher, Vice President – Strategy and Growth
Phone: 678-714-9452
brian.butcher@rightthinginc.com