

Report

Social recruiting and employer branding in 2022

How do recruitment, talent acquisition and employer branding specialists use social media in 2022? Discover their habits, challenges and best practices with the results of our 2022 survey of 250+ professionals.



Social recruiting and employer branding in 2022

For this report, we commissioned independent research agency SAPIO Research to survey in-house recruitment, employer branding and talent acquisition professionals on their social media habits, challenges and best practices. All 253 survey respondents work for companies of more than 1,000 employees based in the UK, Germany, the Netherlands, France or Belgium.

Want more information about this research?

[Contact us.](#)

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Social recruiting and employer branding: Key takeaways from the 2022 report

The social media habits, challenges and best practices of in-house recruitment, talent acquisition and employer branding specialists in 2022.

Employer branding and EVP strategies

Employer branding and EVP strategies are a popular and growing focus:



64% already have an employer branding strategy in place, and 23% have plans to get started.



46% have an EVP (employee value proposition) strategy in place, and 33% have plans to get started.

Social recruiting best practices

Our respondents' **top recommendations** when it comes to using social media for employer branding and/or recruitment purposes:

Be authentic and credible

Create quality branded visuals that stand out

Keep it short and simple

57% agree that **including employee photos** in social media posts led to more engagement.

Employee activation and advocacy



86% encourage employees to share and engage with their recruitment social media content.



30% run employee ambassador programs.

Social media usage



96% use social media

for recruitment and employer branding. **64%** even have dedicated social channels for employer branding and recruitment.



LinkedIn and Facebook are the most-used channels for social recruiting.



2 in 3 specialists use social media with a goal to **increase their number of applications**.



Social recruiting is no longer just about posting job vacancies.

More than **1/2** also post about company news, life at the company, and event promotions.



Only 19% use sliders or carousels, which means 81% are missing out on this engaging content type.

Social media content creation



51% still rely on their marketing team for (part of) their content creation.



98% of teams who create content themselves use some form of **tool or software**.



71% face content creation challenges, mostly due to a lack of time, design skills, and/or resources.

About our respondents:

Who are these specialists, and what do their recruitment and employer branding activities look like?



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Who are these specialists, and what do their recruitment and employer branding activities look like?

Before diving into the social recruiting practices of our survey respondents, we wanted to get to know a little more about them. In this section, we look at how they are divided up across different countries, teams and company sizes, as well as their broader recruitment and employer branding strategies, activities and budgets.

Demographics and firmographics

The 253 respondents surveyed by independent research agency SAPIO Research represented the following categories:

- **Location:** 21% are based in the UK, 21% in Germany, 21% in the Netherlands, 20% in France, and 18% in Belgium.
- **Company size:** 50% work for companies with 1,000-4,999 employees, 22% with 5,000-9,999 employees, and 28% with more than 10,000 employees.
- **Seniority:** 22% are directors or heads of department, 38% are managers, and 35% are specialists or executives.
- **Responsibilities:** 100% work in-house, and have responsibility over recruitment, talent acquisition and/or employer branding activities.

When communicating the survey responses, we indicate some differences in responses from individual demographics and firmographics when significant. Would you like more detailed data about your specific country, team or company size?

[Send us a message.](#)

Employer branding and EVP strategies

Around half of respondents already have an employer branding and/or EVP (employee value proposition) strategy in place (64% and 46% respectively). This is an even bigger trend for larger companies of 10,000+ employees, with 76% and 67% respectively.

Many more teams, especially those in smaller companies, are also planning to join this trend by getting started with an employer branding and/or EVP strategy (23% and 33% respectively).

Meanwhile, just 6% of respondents stated that they were not interested in having an employer branding strategy, and 7% in having an EVP strategy.

Recruitment and employer branding activities

When asked about the type of recruitment and employer branding activities they currently perform, the most popular include recruitment events (68%), internal employee events (64%) and dedicated careers websites (61%).

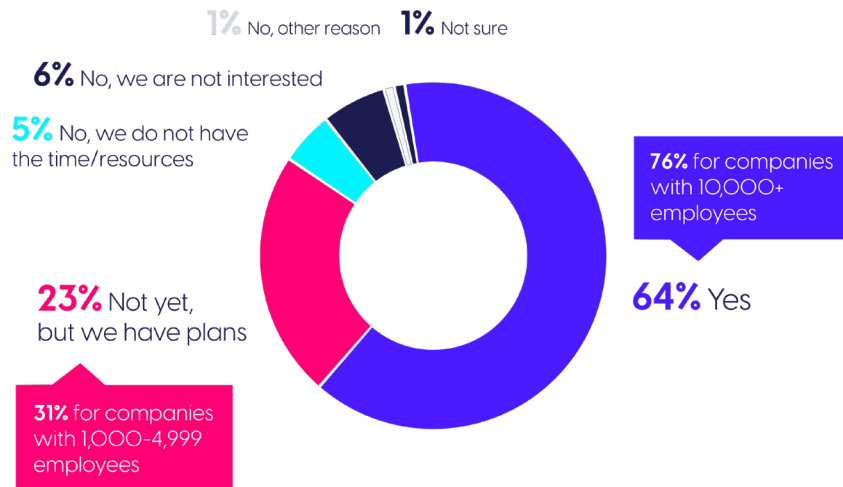
Our respondents support their recruitment and employer branding activities with budgets of varying sizes. Of the 210 specialists who answered this question, 45% have a budget of €20,000/£17,500 to €99,000/£87,499 per year, 25% of €100,000/£87,500 to €499,000/£437,499 per year, and 21% of more than €500,000/£437,500 per year.



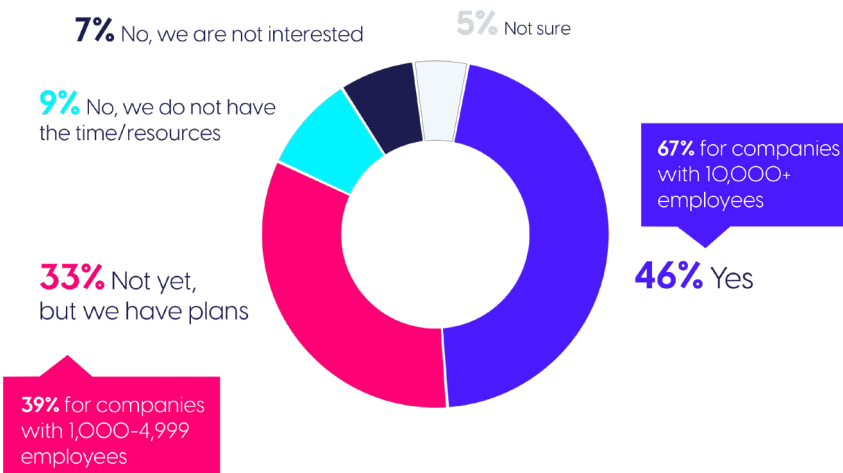


Employer branding and EVP strategies are a popular and growing focus for the vast majority of teams.

Does your company have an employer branding strategy in place?



Does your company have an EVP (employee value proposition) strategy in place?



Social media usage:

How are recruitment and employer branding teams using social media?



Social media usage:

How are recruitment and employer branding teams using social media?

In this section, we look at the social media usage of recruitment, talent acquisition and employer branding teams. See how your team compares by finding out:

- 01 What percentage of teams are currently using social media?
- 02 Which are the most-used social media channels?
- 03 Why do teams use social media? What are their main goals?
- 04 What content types and topics do they post on social media?

Almost all teams use social media for recruitment and employer branding purposes.

It's clear from our research that social media is an important channel of communication for in-house recruitment, talent acquisition and employer branding teams, with a **huge 96% of teams currently using social media**. This includes **64% who have dedicated social media account(s)** for their recruitment and employer branding communications.

In addition, 51% share (some of) their social media account(s) with other departments within the company (for example, corporate or marketing teams). And 62% use their personal profiles (for example, LinkedIn profile) as a communication channel for recruitment and/or employer branding purposes.

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Social media is the most effective medium for us, because it lets us reach a large group of people without too great a cost.

“Social media is the most effective medium for us, because it lets us reach a large group of people without too great a cost,” stated one respondent. And many more agreed, noting that social media is “more effective than traditional media,” it helps “show a dynamic and modern company image,” “many people find our company through social networks,” and it leads to “good results.”

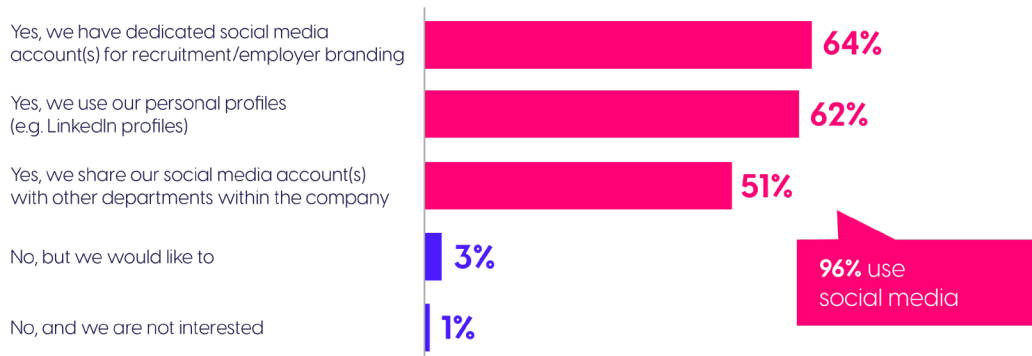
In contrast, just **4% of recruitment specialists do not currently use social media.** Why? Some stated that it is planned, but they haven’t started yet, that they just don’t know where to start, or that they don’t have the time, budget or resources needed. Just 1% stated that they are simply not interested.



96% of recruitment, talent acquisition and employer branding teams use social media.

Do you or your team use social media as a communication channel for recruitment and/or employer branding purposes?

(Select all that apply)



The most-used channels are LinkedIn and Facebook

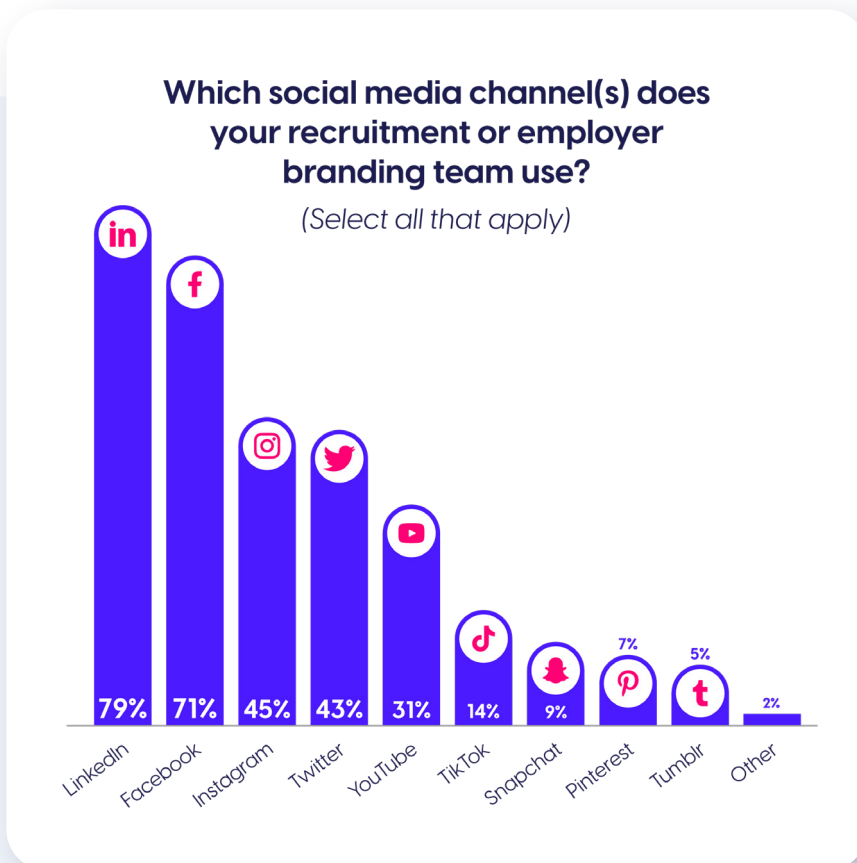
For those recruitment teams who use social media as a communication channel, the vast majority use **LinkedIn** (79%) and **Facebook** (71%). This was true for all countries and company sizes.

Instagram, Twitter and YouTube come in third, fourth and fifth places, with 45%, 43% and 31% respectively. But usage varies by country.

Recruitment teams in Germany and the Netherlands favor Instagram and YouTube

over Twitter (55-57% use Instagram, 39-41% use YouTube, and only 27-31% use Twitter). While teams based in the UK, France and Belgium are more likely to use Twitter over Instagram or YouTube (45-63% use Twitter, 31-41% use Instagram and 23-28% use YouTube).

One of the newest social media channels, **TikTok** is used by 14% of teams. While less than 10% use **Snapchat, Pinterest and Tumblr**. Several respondents based in Germany also noted that they use the German career social media network **XING**.



The main goal of using social media is to get more applications

The results of our research showed that most teams are moving away from focusing on what can be called “vanity social media metrics,” such as follower numbers (19%).

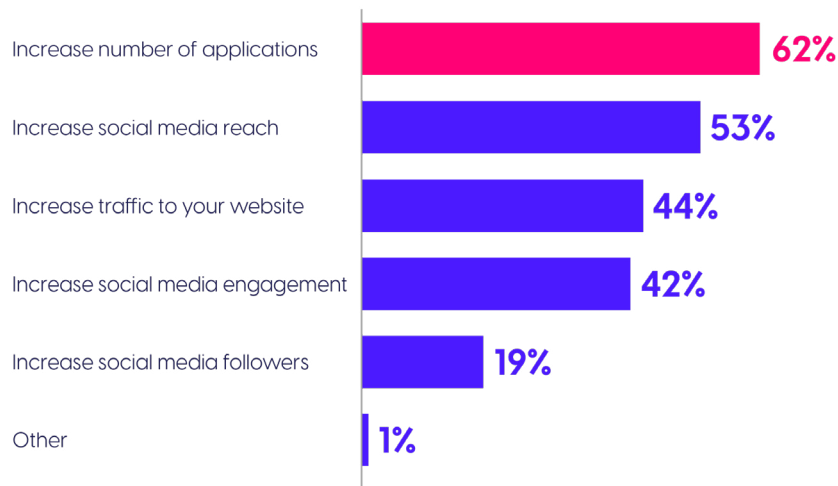
Instead, teams are focusing on **number of applications, reach and website traffic** as their main goals, with 62%, 53% and 44% selecting these options respectively.



2 in 3 specialists use social media with a goal to **increase their number of applications.**

What is/are your main goal(s) for your social media channels?

(Select up to 3)



Videos and vacancy posts are the most common post types and topics

While the most common post topic continues to be job posts (85%), **social recruiting is no longer just about posting job vacancies.**

The majority of recruitment and employer branding teams also post about company news (64%), life at the company (celebrations, new starters, tours of the workplace, employees at work – 62%), and event promotions (55%).

Looking at the type of content teams post on social media, **61% of teams make use of videos.** This percentage increases as companies increase in size: 52% of companies with 1,000–4,999 employees use videos,



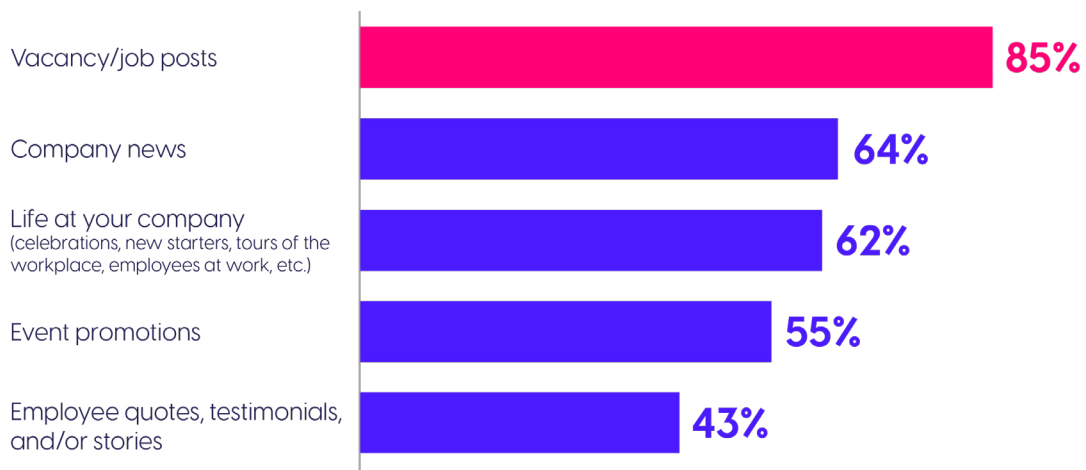
Social recruiting is no longer just about posting job vacancies. More than **1/2** also post about company news, life at the company, and event promotions.

compared to 73% of companies with more than 10,000 employees.

Surprisingly, **only 19% of the specialists we surveyed use sliders or carousels.** Research often finds this content type to be one of the most engaging across social media platforms, which means that 81% of teams are likely missing out on potential extra engagement.

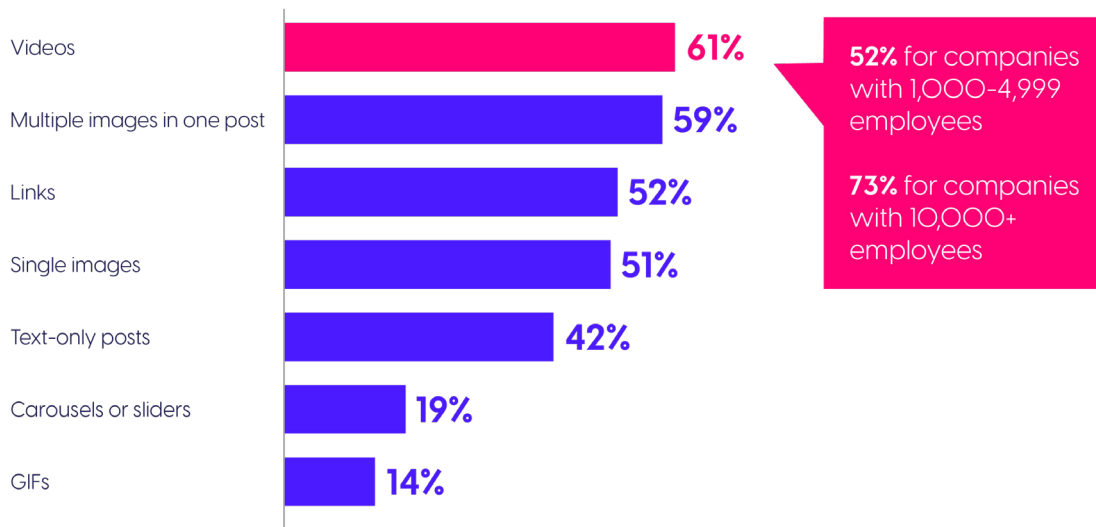
What content topics do you usually post on your social media channels?

(Select all that apply)



What type of content do you usually post on your social media channels?

(Select all that apply)



Need some inspiration for your social media posts?

Check out our blog for:

- 25 examples of ["we are hiring" vacancy posts](#)
- 21 examples of ["new employee" social media posts](#)
- 12 examples of [employer branding social media content](#)

Social recruiting best practices:

What works best on social media for recruitment and employer branding teams?



Social recruiting best practices:

What works best on social media for recruitment and employer branding teams?

To answer this question, we gave our employer branding, talent acquisition and recruitment specialists the floor with an open-ended question. We asked the 242 respondents who use social media: What would be your top tip or piece of advice for teams that want to use social media for employer branding and/or recruitment purposes?

We collected and categorized their answers below, to give you detailed insights and tips, alongside candid quotes from our respondents. Read on to see how you can improve your social recruiting strategy with these expert tips and ideas.

What would be your top tip or piece of advice for teams that want to use social media for employer branding and/or recruitment purposes?

Be authentic and credible

Keep it short and simple

Create quality branded visuals that stand out

Feature your employees

Stay active

Define your strategy

Secure the right resources

Put a smile on people's faces

Do it!

““““

Be objective and include both the positives and negatives, since in professional life, we are not in the world of Care Bears.

02 Keep it short and simple

Keep it simple to grab and retain people's attention. Use clear and credible language that people can understand. Keep texts short and to the point. And make your videos short and sweet.

"Keep it simple. Don't use difficult words, people won't read them," stated one respondent. "Create short and concise content, not too long-winded, so that people's attention does not wander away," added another.

03 Create quality branded visuals that stand out

Dozens of the recruitment and employer branding specialists we surveyed highlighted the importance of good visuals. "Do not neglect the aesthetic aspect of your posts, because that's what attracts attention the fastest," advised one of the respondents. Their recommendations for optimal visuals included:

01 Be authentic and credible

The most talked-about theme was authenticity. Respondents described it as being real, honest, authentic, credible and even relatable. "Don't pretend to be anything other than how you are as a company," said one specialist.

Consequently, they also advised against making exaggerated claims. They stated that it's important to "be objective and include both the positives and negatives, since in professional life, we are not in the world of Care Bears." And "Find the right arguments to show the best of your business, without lying to people."

““““

Do not neglect the aesthetic aspect of your posts, because that's what attracts attention the fastest.

- **Quality of imagery:** "Use good-quality or beautiful photos to catch attention and engage your audience."
- **Eye-catching** and original posts to stand out on the feed.
- **Brand consistency:** "Find your own brand style and align your content to it. This will also reflect well on the brand."

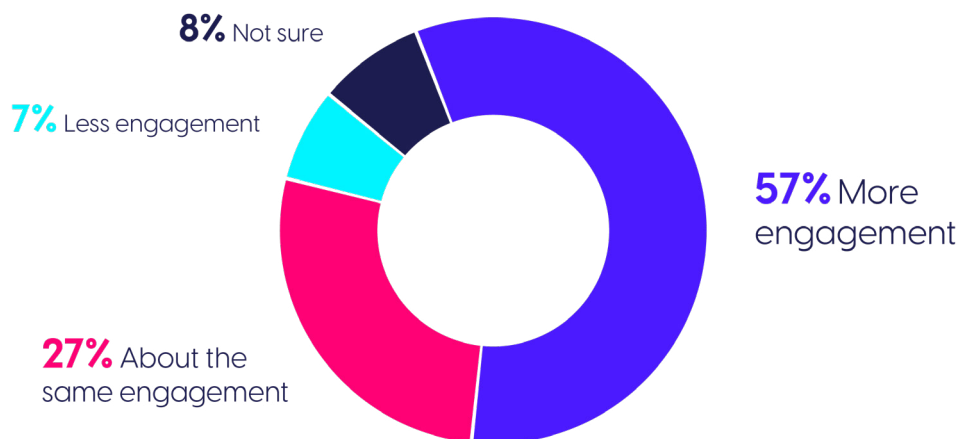
04 Feature your employees

In a separate question, we also asked our recruitment and employer branding specialists about the performance of social media content which features photos of employees. **57% of respondents agreed that including employee photos led to more engagement.**

One specialist also highlighted the need to prioritize real employees over actors: "Followers are interested in the company news, but more so in the individual employee experiences. So it's good to have real voices at the forefront of advertising campaigns, rather than actors."

How does social media content that feature photos of your employees perform compared to content that does not feature anyone?

(For example: likes, shares, comments, clicks)



05 Stay active

Another top tip that came out of our research was to post consistently. Stay active, and avoid your account going dormant. Some mentioned posting daily, others recommend to post “as much as possible.”

“Always stay active and quickly answer posts from visitors who have questions or comments,” said one specialist. “Good preparation, consistent strategy, pre-prepared posts” was the recommendation of another to ensure you can keep your social media accounts active.

06 Define your strategy

Set your strategy from the start, and stick to it. Respondents mentioned determining the following elements of your strategy before you even get started on social media:

- **Target audience**, so that you can be relevant by “communicating using appropriate sources and language that your potential applicants use,” and add value to the right audience.
- **EVP (employee value proposition) guidelines**, to ensure a “consistent message and language.”
- **Social media channels**: “You need to understand your goals and target the most relevant sources for your needs. You don’t need to be on every single platform.”
- **Goals and KPIs**
- **Branding and style guide**. According to our survey, only 27% of teams already have dedicated employer branding style guides in place (this rises to 45% in the UK).

““““

Plan your content around your strategy and what you want to achieve. Don’t post content for the sake of it.

“Plan your content around your strategy and what you want to achieve. Don’t post content for the sake of it. Make sure it has a purpose that aligns to your goals. Monitor effectiveness and return through application numbers/channel engagement and adapt your content/strategy based on this data,” advised one of the specialists we surveyed.

07 Secure the right resources

Invest in the right candidates, training and tools. "Hire someone with good knowledge and/or experience of using social media channels," said one specialist. Another suggested, "I think it is best to appoint one person within the team who is continuously involved with social media."

08 Put a smile on people's faces

Using humor and fun was also a tactic recommended by several respondents. "Play the humor card, you have to make people want to get involved," "make sure they have fun online," and "put a smile on their face/ be positive," were all answers given by the specialists we surveyed.

09 Do it!

Finally, many of the specialists also highlighted the value and effectiveness of social media in general, with the advice to simply "do it."

"It is the most effective medium for us, because it allows us to reach a large group of people without too great a cost," "Using social media leads to good results," and "Using social networks gives a dynamic and modern image of the company," were just some of their input.

Want more best practices and real-life examples?

Check out our blog:

- [Social media best practices](#) for employer branding and recruitment
- [Brand consistency on social media](#): How to keep your posts consistent
- [How to create social media content faster](#)

Employee activation and advocacy:

How can you get employees involved in your recruitment activities?

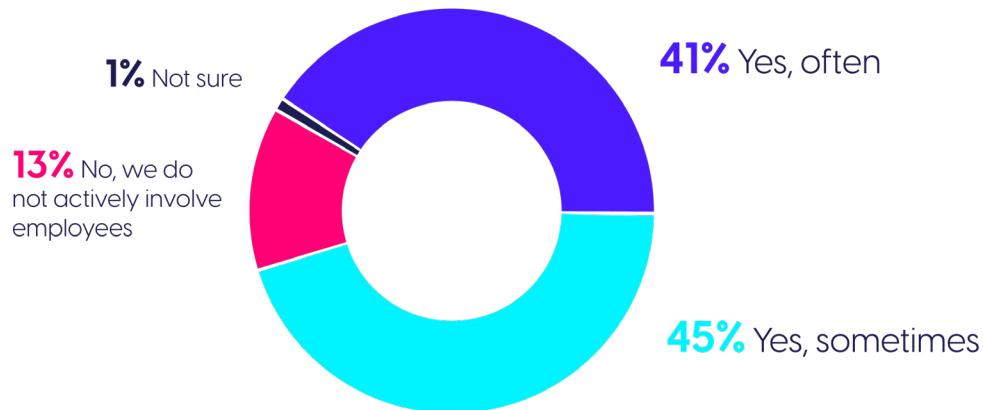


Employee activation and advocacy:

How can you get employees involved in your recruitment activities?

Most recruitment, talent acquisition and employer branding specialists involve their employees in their social recruiting activities. Out of the 242 specialists who use social media, 86% indicated that they encourage their employees to share and engage with their recruitment content.

Do you encourage employees to share and engage with your recruitment social media content?



But what's the best way to get employees involved in your recruitment and employer branding activities?

We put the question to the specialists we surveyed. We categorized their expert tips and ideas below, alongside quoting some full answers, to inspire your own employee activation and advocacy activities.

What is your top tip or best practice for getting existing employees involved in your recruitment and employer branding activities?



01 Create incentives

By far the most-mentioned tip was to create some kind of reward program. Use bonuses and other incentives to motivate your employees to get involved and reward their successes.

Most respondents mentioned a monetary reward for successfully introducing a new employee. While some also suggested making the reward "extra days off or extra vacation days per year."

02 Involve your employees in your projects

To get them interested in your initiatives and increase engagement, make sure to involve your employees in your activation projects. Listening to their ideas and taking them on a journey with you were all suggestions from our respondents. As one specialist noted, "Promoting team spirit is essential, and thanks to that, people participate with pleasure."

Some also advised appointing ambassadors, who can help you communicate your message. In fact, our survey found that **30% of teams run employee ambassador programs.**

6699

Provide them with tools and resources that they can use to make their profile and posts look better.

03 Explain the benefit

"Make the purpose of the recruitment clear to them. That it helps replace pensioners and people who leave the company, and lightens the workload for everyone," said one respondent. Many more agreed with this advice, recommending that you should show employees the value of getting involved and the impact that they can have.

04 Empower your employees

Another popular tip was to give employees the tools and know-how to get involved. One specified, "Equip employees with the skills to do so. Particularly for those individuals who have demonstrated an interest in this area." A second added, "Provide them with tools and resources that they can use to make their profile and posts look better."



05 Provide great content

Similarly to the above, many also mentioned the importance of equipping your employees with great content. Think about authentic videos, attractive imagery, and exciting posts that they would be proud to share on their own channels. This will help you reach a larger audience.

06 Set some guidelines

To make sure your employees' content respects your company's values and image, having clear guidelines and processes is a must for some. Even so, 37% of survey respondents found that getting employees to follow company guidelines when sharing content about the company is a challenge.

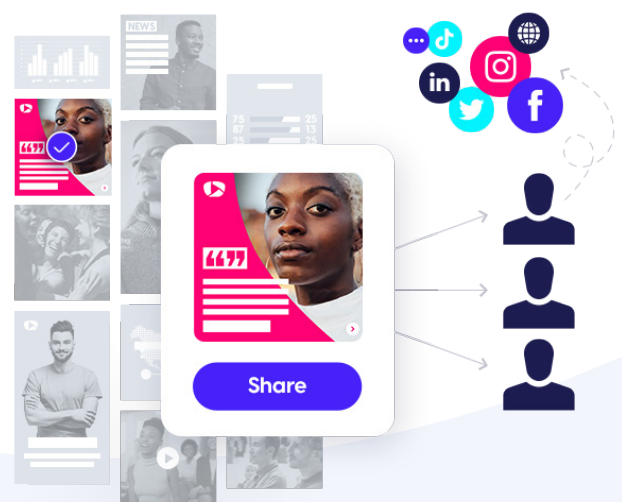
One specialist detailed their company's sharing policy: "Not all employees are allowed to post content, because given the number of employees, it's difficult to verify what has been posted on their pages. However, we do allow them to publish the messages that we post on our company's social networks."

Want to easily share approved branded content with your employees?

Check out Content Stadium SHARE.

This employee advocacy tool enables you to quickly distribute branded images and videos with your employees, who can then share it on their own social media channels in a few clicks. They amplify your messages. You increase your reach.

[Learn more about SHARE](#)



07 Communicate through different channels

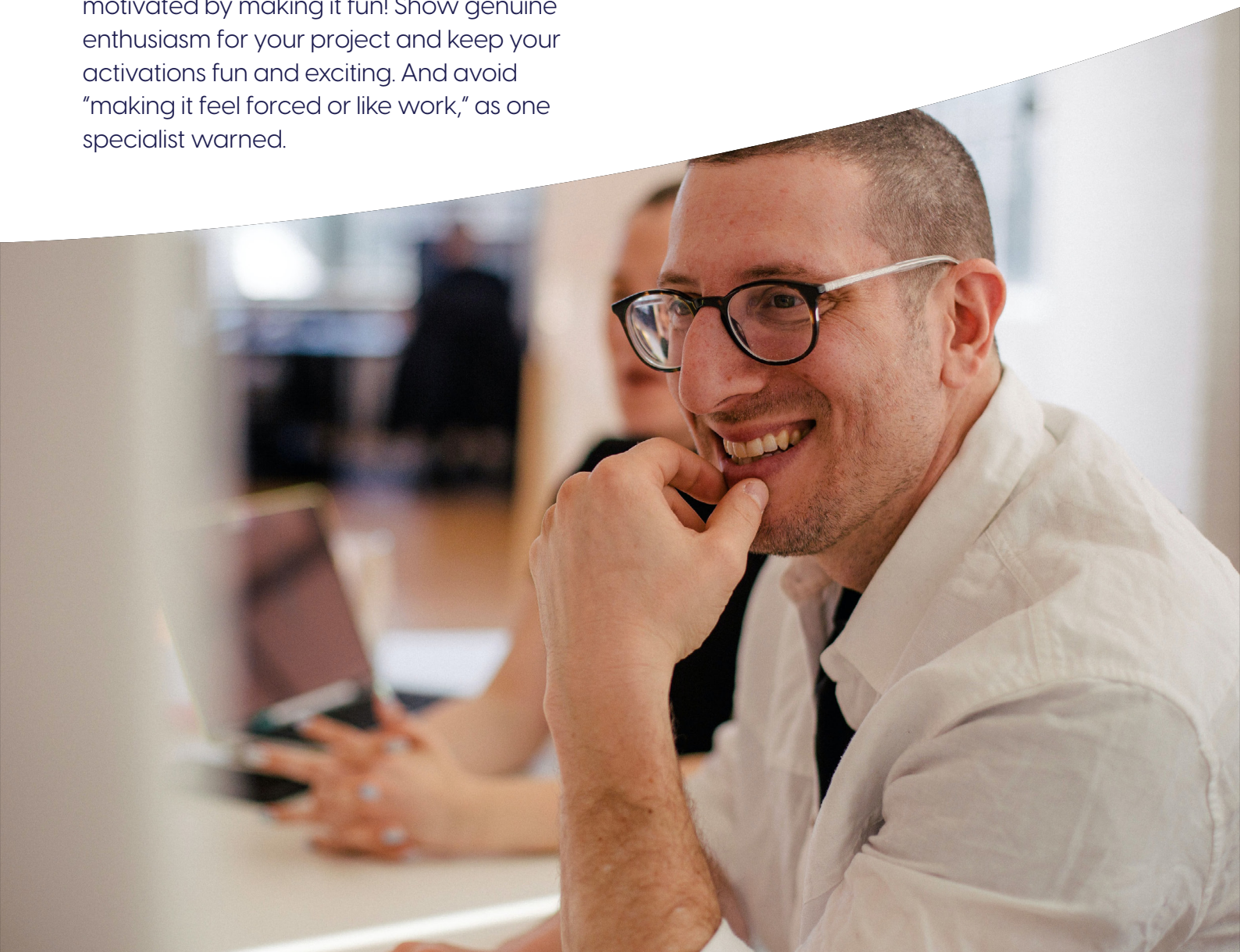
Emails, leaflets, posters, events, intranet, via team leads, creating internal groups... Our specialists listed several different ways in which you can ask your employees to get involved. Consider the different channels available to you, and which would best support your goals and get your message across.

09 Make it fun!

One final popular tip was to get employees motivated by making it fun! Show genuine enthusiasm for your project and keep your activations fun and exciting. And avoid "making it feel forced or like work," as one specialist warned.

08 Get top management to set a precedent

"As a first step, get top management involved to give an example and boost the dynamic," was a recommendation shared by many of our respondents.



Content creation:

How are recruitment and employer branding specialists creating their social media content?



Content creation:

How are recruitment and employer branding specialists creating their social media content?

In this part of the research, we looked at how recruitment, talent acquisition and employer branding teams create their social media content. We asked the 242 specialists who stated that they use social media:

- Who creates their social media images and videos?
- What tools do they use?
- What challenges do they face? And what are their solutions?

See how your team compares, and get ideas on how to create better and faster content to meet your recruitment goals.



Recruitment teams are still heavily relying on marketing to create their content

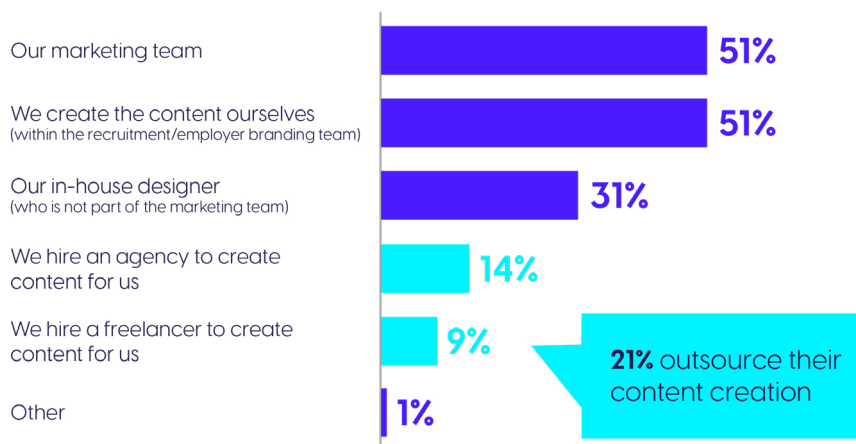
According to our research, 51% of teams get help from their marketing departments to create their social media images and videos. This shows that in-house recruitment and employer branding teams still heavily depend on their marketing department for content creation.

We only see a small shift away from this trend in France and in the Netherlands, with 40% and 39% of recruitment teams getting help from marketing respectively.

The same number of respondents (51%) are also able to create their social recruiting content themselves, within their own department. Meanwhile, 21% of teams choose to outsource this work to agencies or freelancers. And 31% have access to a dedicated in-house designer.

Who creates your images and videos for your social media channels?

(Select all that apply)



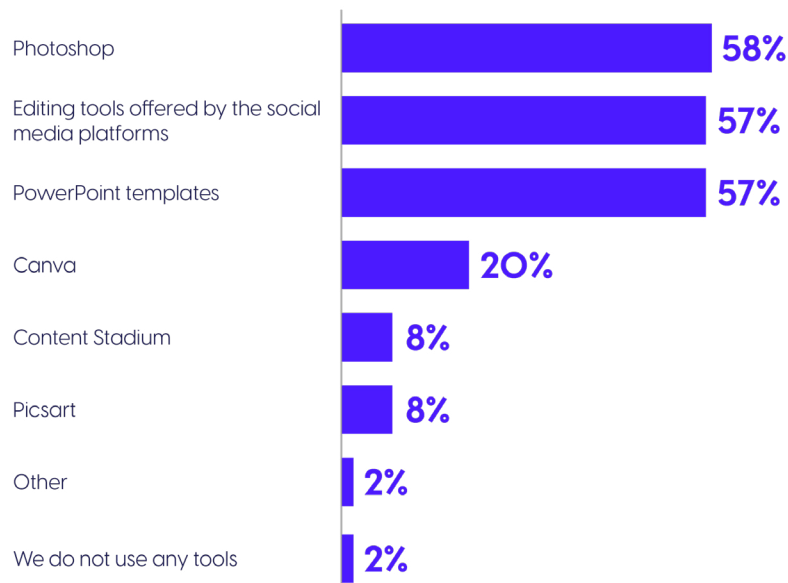
Most teams use content creation tools to make their social media posts

Of the 123 specialists who indicated that they create their content themselves (within the recruitment/employer branding team), 98% use some form of tool in order to make their social media visuals.

The majority of respondents use tools such as Photoshop, native features offered by the social media platforms themselves, and PowerPoint templates. Dedicated template tools such as Canva, Content Stadium and Picsart were also some popular alternatives.

When you create your content yourselves, what is the tool that you use?

(Select all that apply)



Lack of time and resources are the biggest challenges to creating content

71% of the employer branding, talent acquisition and recruitment specialists who use social media face one or more challenges when creating their content (images and videos).

The biggest issues centered around 3 topics:

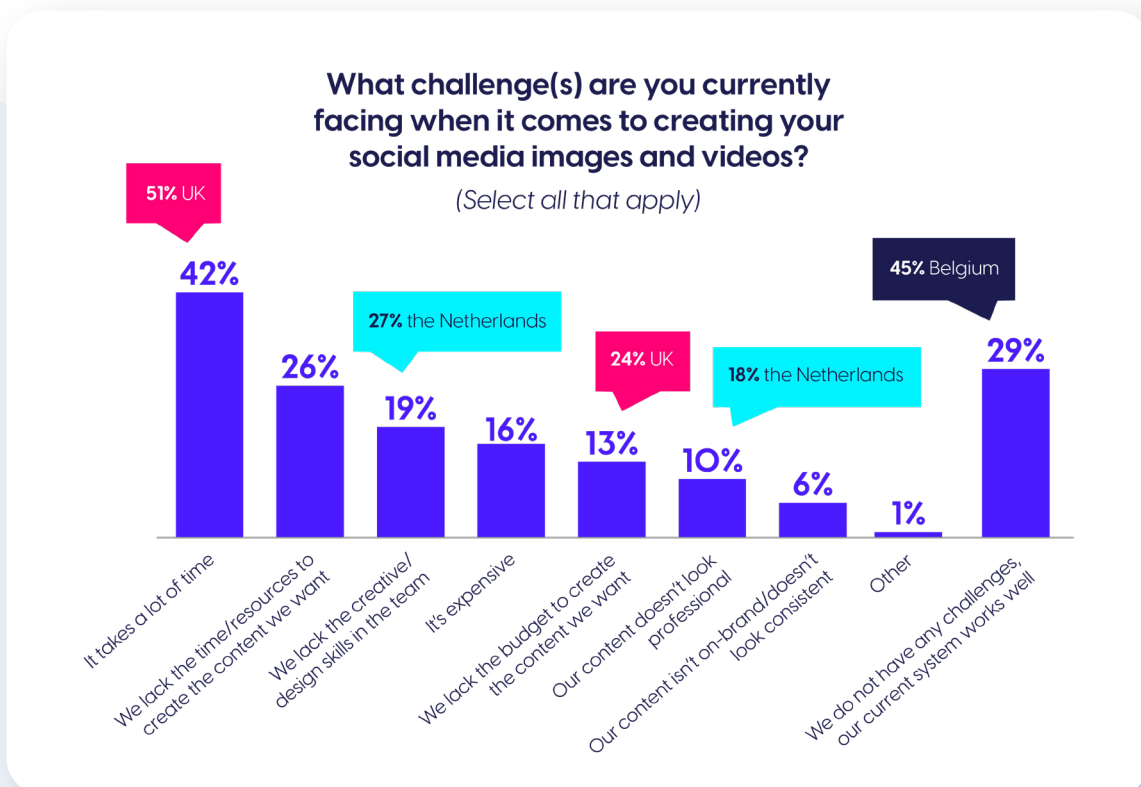
- O1 Time:** While some specialists are investing more time than they would like (42%), some cannot create the content they want due to a lack of time and resources (26%).
- O2 Creative skills:** 19% lack design skills.
- O3 Budget:** 16% find creating content expensive, while 13% simply do not have the budget to create what they want.



71% face content creation challenges.

“We are capable of producing professional content, but we lack the time”, stated one respondent. Others added, “Due to a lack of budget, we only do patch-up jobs ourselves,” and “In addition to normal tasks that otherwise arise, it is not always possible to create content regularly.”

Meanwhile, some respondents shared their solutions. Several specialists recommended “doing your research for good apps, systems or software,” which they mention can **save time, increase quality and decrease costs.**



Content creation tools for social recruiting and employer branding:

Create professional branded content yourself – in just a few clicks.

No design skills needed!

Lack of time, design skills, or resources shouldn't stand in the way of consistent social media content.

At Content Stadium, we give your team(s) the tools to create, share and post professional branded images, animations and video content, in just a few clicks. Helping you build a memorable employer brand and attract the right talent on social media.



Join:



Thanks to our custom-built templates and easy-to-use online tool, we help you benefit from:

- ✓ **Simple and efficient content creation:** Anyone in your team can access the templates to instantly create branded graphics and animations. No additional resources, outsourcing, or design skills needed. Saving you time and effort.
- ✓ **Always on-brand content:** Because your branded templates are custom built, your designs are always on-brand, no matter who's on duty. Helping you increase brand awareness.
- ✓ **Awesome, professional designs:** Animations, videos, interactive posts, standout layouts... Our experts will deliver scroll-stopping template designs to help you grab attention on social media.

Perfect for teams who regularly need to post branded content on social media.

““““

Content Stadium made it easy for us to build recognizable employer brands on social media. Thanks to our branded templates, we can quickly create images and video content that look professional and tell a consistent brand story. We've already seen a jump in followers, engagement and applications as a result.

A.S. Watson

[Read more](#)

Curious? Find out more about our [content creation tools](#), or see them in action by [booking a demo](#) with one of our experts!



Build a memorable employer brand & attract the right talent on social media with Content Stadium

www.contentstadium.com/recruitment