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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.

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.

Employee activation and advocacy



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



30% run employee ambassador programs.

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.