

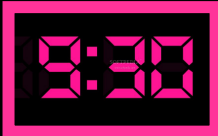
Using social media for effective recruitment

Social media in Denbighshire County Council is used for **specialist jobs** and **hard to recruit** to positions

Cyngor
sir ddinbych
denbighshire
County Council



Millennials grew up online and spend an average of **9.5 hours** **every day** connected to social media...



73% of 18 to 34 year olds found their last job through a social network



4 out of 5



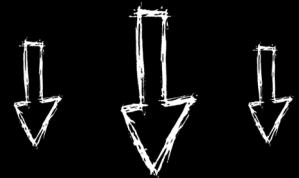
people aged 18 to 65 year use emoji's on a regular basis...



Did you know that **3 in 5** job seekers use their mobile phones to search for careers and opportunities?



By **2020** Generation Y will make up **50%** of our workforce



Currently **80%** of Generation X and **70%** of Boomers are already actively using social media



Images get up to **94%** more views than posts with just text

Videos are shared **12x** more than text and links combined



36% 

83%



When searching for a job, **36%** of candidates are on Linked in....and **83%** of candidates are on Facebook!

Contact HR Direct for more information