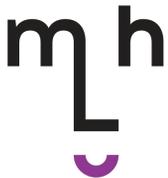


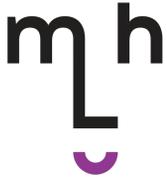
SOCIAL MEDIA RECRUITMENT

ROMANIA 2018



my hr lab

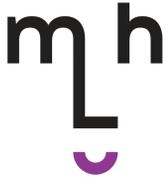
#coolHRstudy



QUICK FACTS ABOUT THE PROFILE OF THE INTERNET USERS IN ROMANIA

- 11 million inhabitants are Internet users
- 73% are using the Internet on a daily basis
- 22% are online at least once per week
- Men (49.8%) & Women (48.6%) aged 16 - 34 represent the largest share of people using the Internet daily or almost daily
- 9.6 million people have a Facebook account
- Over 2.17 million are using LinkedIn
- 695,000 are active on Instagram
- 378,000 are using Twitter

Sources: 2017 National Institute of Statistics, [facebrands.ro](#), [zelist.ro](#), My HR Lab



ABOUT THIS STUDY

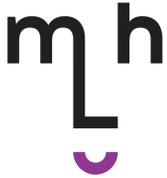
Welcome to My HR Lab 2nd edition of the study "Social media recruitment in Romania". Based on the answers given to our questions by over 450 HR local professionals*, the following analysis is offering information on:

- how is social media used in 2018 for recruitment proposes by the people performing HR activities;
- which online platforms & sites are they using to attract the most suitable candidates;

**Between April & May 2018*

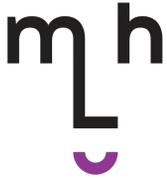
- which are the most useful social media channels to promote recruitment ads;
- how is social media used by HR professionals when promoting the Employer Brand of the company they work for.

We thank all the HR people who have completed our survey and enabled us to obtain a fresh perspective about the current status of the social media recruitment in Romania. We are happy to share with you the most updated information related to this particular topic and, most of all, we hope you find it useful and interesting.



WHO HAS COMPLETED OUR SURVEY

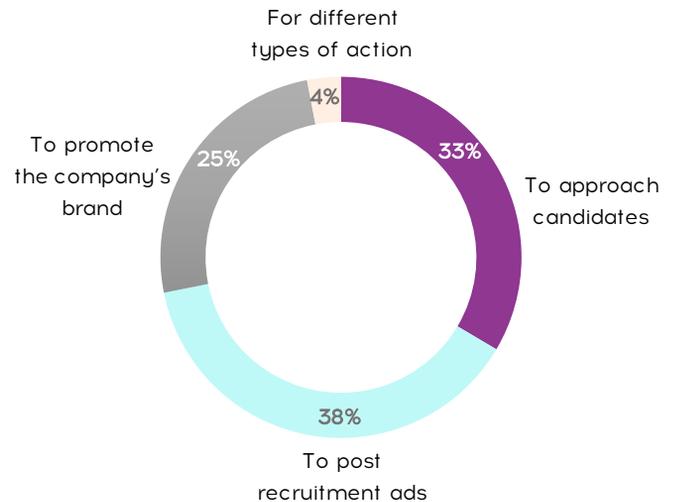
- 456 HR professionals working within the HR departments of a large variety of companies that are located across Romania and have between 10 and over 10,000 employees
- 65% are not Managers
- 40% are specialists (3-7 years experience), 35% are seniors (>7 years experience) & 25% are juniors (1-3 years experience)
- 35% are recruiting for companies active in the IT&C industry, 16% for Professional Services, 10% for Automotive, 9% for Retail/FMCG companies, 7% for the Finance & Banking industry, 4% for recruiting agencies, 3% for Pharma & Medical sector
- 62% are working in Bucharest, 10% in Cluj Napoca, 7% in Iasi, 5% in Timisoara, 7% in Brasov & Sibiu and 9% in cities such as Ploiesti, Pitesti, Oradea, Alba Iulia, Galati or Constanta

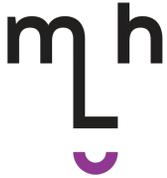


DO YOU USE SOCIAL MEDIA TO PERFORM RECRUITING ACTIONS

90% of the respondents are using social media when recruiting.

Most of the HR people are using it to post recruitment ads (38%) and to approach candidates (33%). Only 4% are using social media channels to perform different types of actions, while 25% are active on promoting the company's brand.

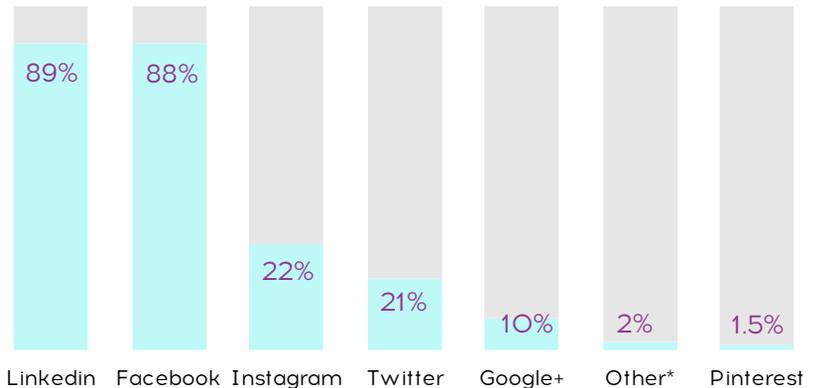




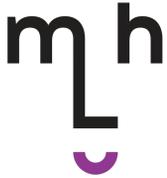
WHICH ARE THE SOCIAL MEDIA CHANNELS WHERE THE COMPANY YOU RECRUIT FOR IS PRESENT

Companies for which respondents work are mostly present on LinkedIn and Facebook. Over 20% are also using Instagram and Twitter.

Approx. 49% of the them are present on two social media channels, 22% on three and 16% have social media pages created on at least four platforms. However, 13% are still having only one social media profile.



*Glassdoor, Reddit, You Tube, Snapchat, Xing

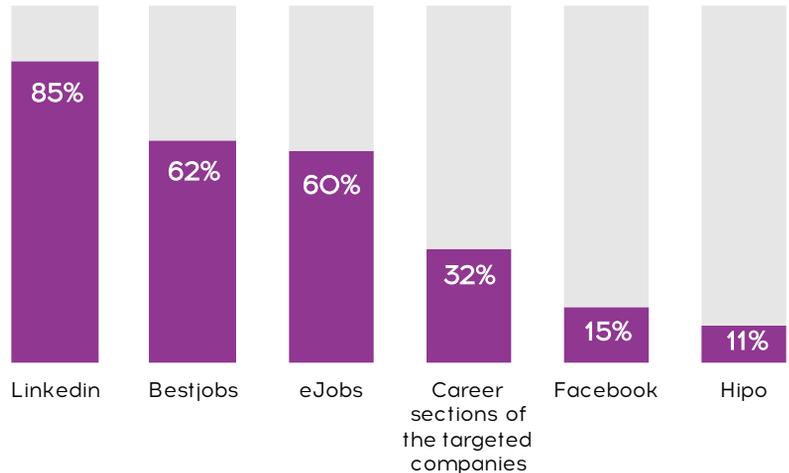


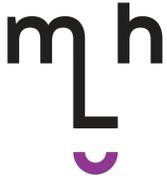
WHEN CANDIDATES ARE LOOKING FOR A JOB, WHICH WEBSITES

DO YOU THINK THEY ACCESS THE MOST (CHOOSE MAX. 3 OPTIONS)

The vast majority of the HR people (85%) think that LinkedIn is the best channel a candidate can use to search for a job.

Websites promoting job ads are also considered by recruiters to be efficient tools, while 32% of the respondents think that the best way for a candidate to find a job is to check the career sections of the targeted companies.

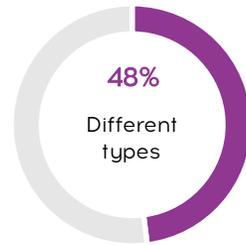


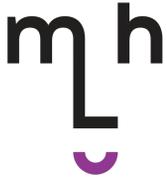


WHAT TYPE OF CANDIDATES ARE YOU APPROACHING WHEN YOU RECRUIT WITH SOCIAL MEDIA

48% of the respondents are using social media to recruit people that have different levels of experience. 19% use social media channels to recruit entry level/ juniors and specialists, while 15% are recruiting with social media only people that are entry level or juniors.

11% of the respondents are using social media when recruiting specialists, managers & top managers.



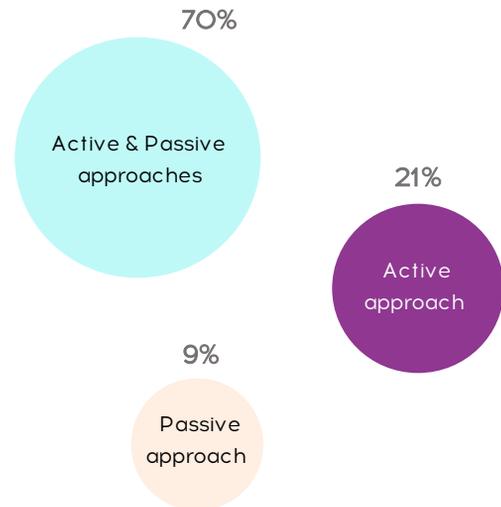


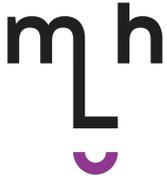
WHAT TYPE OF APPROACH ARE YOU USING TO RECRUIT CANDIDATES

(REGARDLESS OF THE SENIORITY LEVEL)

70% of the HR people are using both active and passive approaches when recruiting, meaning that they contact candidates directly and they also post on various websites ads about the available positions within their company.

21% of the HR people are using an active approach to recruit (directly contacting a candidate), while 9% are posting job ads on various websites (passive approach).

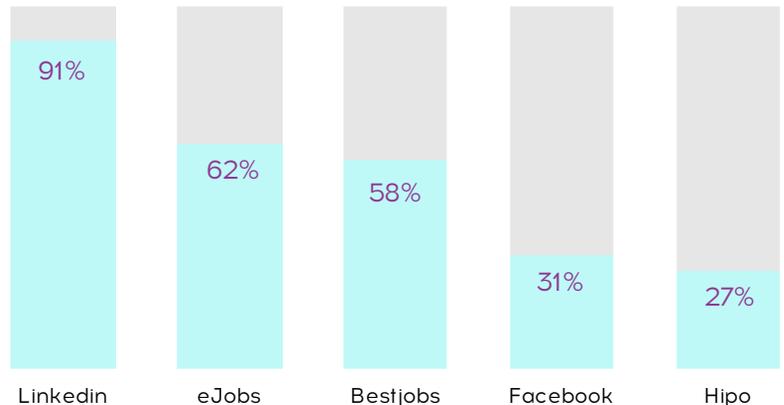


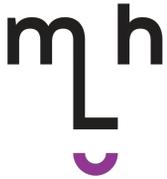


WHICH ARE THE WEBSITES YOU ACCESS THE MOST WHEN RECRUITING

(CHOOSE MAX. 3 OPTIONS)

HR people are definitely using LinkedIn for performing recruitment actions. The websites specialized on promoting job ads are also among their choices, while 31% of the respondents have indicated Facebook to be one of their three top selections when recruiting.

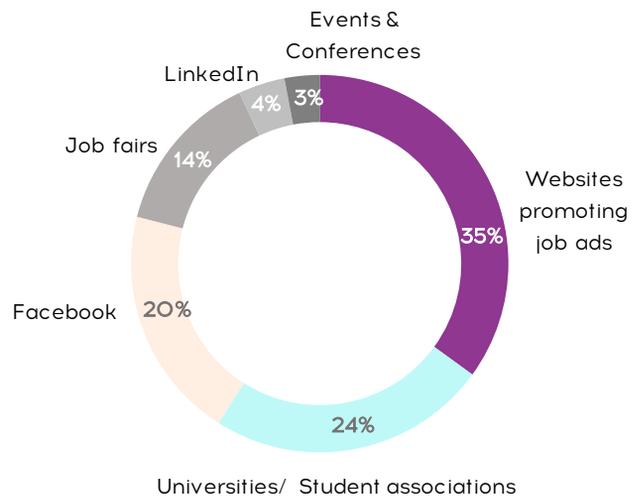


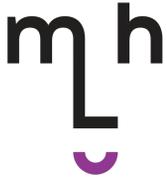


WHICH IS THE MOST SUITABLE CHANNEL TO RECRUIT ENTRY LEVEL & JUNIORS

When recruiting entry level and juniors, HR people consider that the best channels to help them with their task are: the websites that promote job ads (35%), the academic environment, especially student associations (24%) and Facebook (20%).

Only 14% of them think that job fairs are a good tool for recruiting entry level and juniors.

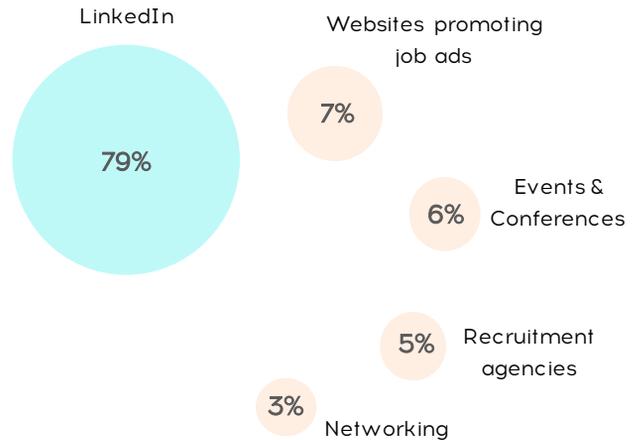


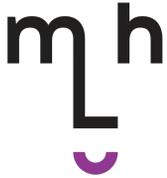


WHICH IS THE MOST SUITABLE CHANNEL TO RECRUIT SPECIALISTS & MANAGERS

The vast majority of the respondents (79%) are considering that LinkedIn is the best channel to recruit specialists and managers.

The rest have divided their choices between websites specialized in promoting job ads, events and conferences, recruitment agencies or networking.

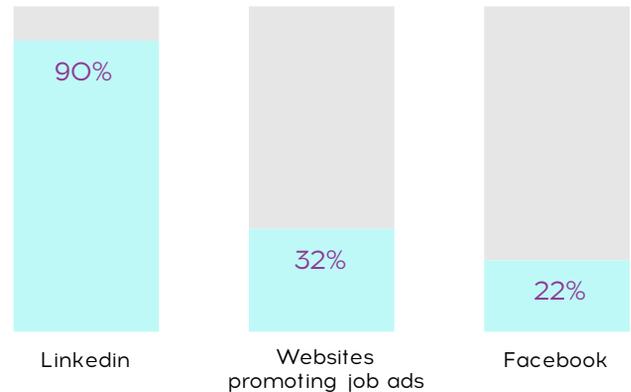


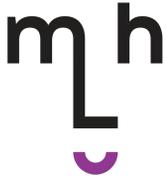


WHICH ARE THE CHANNELS YOU OFTEN USE TO APPROACH CANDIDATES DIRECTLY

There is no doubt that LinkedIn is the most accessed channel that recruiters are using to directly contact potential candidates.

32% of them are also using websites specialized in promoting jobs ads, while 22% of them use Facebook.



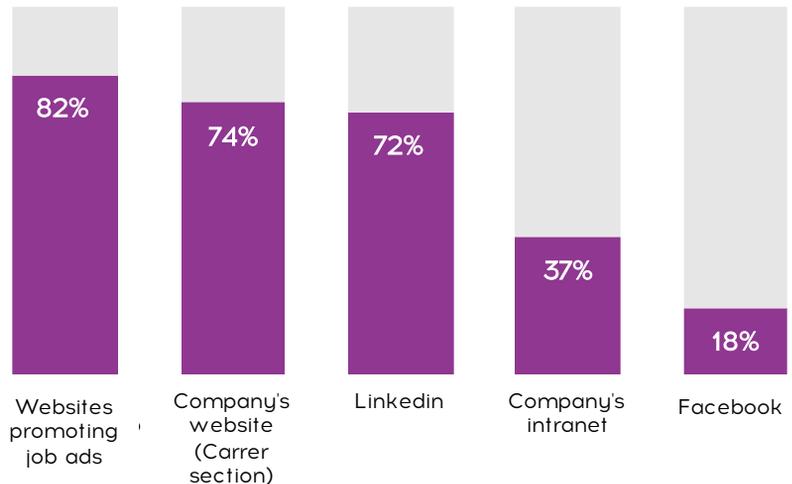


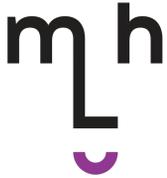
WHEN YOU HAVE TO PROMOTE RECRUITMENT ADS,

WHICH WEBSITES DO YOU THINK YOU MUST CHOOSE TO DO SO

When they need to promote a recruitment ad, most of the HR people are considering the websites specialized in promoting jobs ads (82%), the carrier section of their company's website (75%) and LinkedIn (72%).

37% are posting job ads on the company's intranet, while 18% choose Facebook.



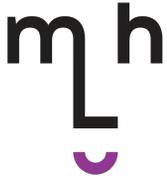


IS THERE A PERSON ASSIGNED IN YOUR COMPANY TO PROMOTE THE EMPLOYER'S BRAND IN SOCIAL MEDIA

Approx. 60% of the companies have a designated person or department that promotes EB through social media.

Marketing employees are in charge with this action in 28% of the companies, followed by HR employees (23%). In 17% of the businesses EB specialists have the task to promote the company's brand in social media, while only 6% of the companies have a SM specialist in charge with promoting their EB through social media.

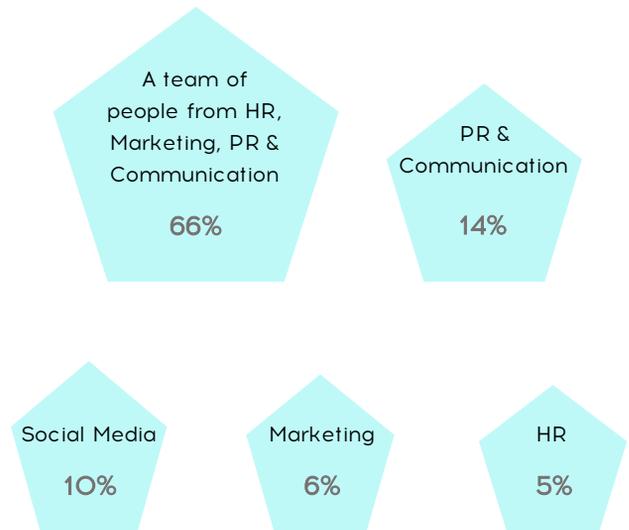


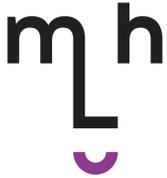


WHO DO YOU THINK SHOULD BE ASSIGNED TO PROMOTE EB IN SOCIAL MEDIA

Approx. 66% of the respondents are of the opinion that a team formed by HR, Marketing, PR & Communication should be in charge with promoting employer's brand in social media.

Only 5% believe that HR people should promote EB through social media, 10% of them are indicating a SM specialist, while 6% consider that marketing should cover this task.



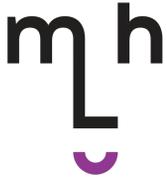


MAIN CONCLUSIONS

Analyzing all the information describing the current status of the social media recruitment activity in Romania and having in mind the last results of the study that we preformed about this topic in 2016, how has social media recruitment activity evolved and what are the current trends?

1. Social media has become one of the most important tools that HR professionals are using to find potential candidates.

The worldwide number of social media users has increased by 13% in 2017*, with 3.2 billion people being active on different social media channels. Having said that, there is no doubt that people are using social media for a range of activities or reasons and that most of the HR professionals have understood that in order to find suitable candidates, they need to be and act on the same ground as them (90% of our respondents are using social media when recruiting).



MAIN CONCLUSIONS

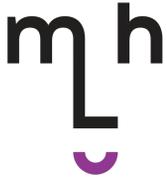
70% of the HR people are approaching candidates through social media by using both types of approaches - active & passive. Their number has increased by 12% when compared with 2016, while the number of HR professionals using only a passive approach (posting job ads on various websites) has decreased by 5%.

2. Companies have slightly started to increase their online presence by extending their activity on more social media channels.

Having the goal either to be reached easier by different customers or to strengthen their employer branding status, 38% of the companies represented by our respondents are present on at least three social media channels.

Compared with 2016, the number of businesses with a social media presence on at least three platforms has increased by 6%. On the other hand, companies that have four or more social media accounts are higher by 4%. However, being active on a single social media page continues to be a practice for 13% of the businesses.

LinkedIn and Facebook remain the most popular social networking channels where companies choose to be active, while Instagram has gained a lot of popularity in the last two years, exceeding Twitter and Google+ and becoming the third social media platform where a company is present on.



MAIN CONCLUSIONS

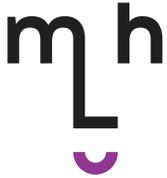
3. HR professionals continue to use LinkedIn and the websites specialized in promoting jobs when recruiting, while Facebook still remains an uncharted territory for approx. 70% of them.

A large number of HR people still favor LinkedIn and various websites specialized in promoting job ads to perform recruiting actions. Even if most of the companies they represent have a Facebook account and the number of people using Facebook in Romania is over 9.6 million, only 31% of our respondents are using this social media channel when recruiting candidates. Other social media platforms such as Google+, Twitter, Instagram or Pinterest are used for recruitment purposes only by 4% of our respondents.

Websites promoting various ads such as Olx or Hotnews are used by 3% of the HR people and most of them are recruiting for industries such as Production, Logistics or Oil & Gas.

4. To recruit specialists and managers, LinkedIn remains by far the most appreciated social media platform among HR professionals.

LinkedIn is the main tool used by recruiters to find candidates with a leadership experience, while other social media channels such as Facebook, Instagram or Twitter are very little used or not used at all. From our experience in training HR people to recruit specialists and managers through social media, Facebook or Twitter can also be successfully used by recruiters, if they are actively recruiting for industries such as BPO, Media & Advertising or Banking.



MAIN CONCLUSIONS

5. Job fairs are not among HR Professionals' top choices for recruiting candidates that are entry level or juniors.

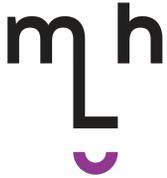
Hundreds of companies are investing every year to engage in job fairs and it may be a good strategy to increase their Employer Branding visibility, but for most of the HR professionals, this is not the best tool to recruit entry levels or juniors (only 14% of the HR professionals are recruiting such candidates using job fairs).

With the general unemployment rate in Romania dropping at the end of 2017 to just 4.6%, to find and recruit talented entry levels and juniors has become harder for different types of businesses. Recruiters had to

adapt and to use other channels, such as reaching out to Universities and Student Associations (24%) or to just simply use Facebook (20%). Compared with 2016, the number of HR people that are using websites specialized in promoting job ads to recruit entry level and juniors has dropped by 18%. Even so, 35% of our respondents are using these channels to find candidates that have a limited work experience or none at all.

6. When they access social media to post recruitment ads, most of the HR people are using only LinkedIn (72%).

For posting various recruitment ads, LinkedIn is the main social media channel used by HR professionals.



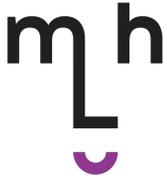
MAIN CONCLUSIONS

This doesn't necessarily mean that recruiters are mostly familiar with LinkedIn. It could also signify that HR people are not allowed to access all the social media channels where the company they recruit for is present (e.g. Facebook, Instagram, Twitter). Most businesses are focused on advertising their services and products when using social media, while just a few are actively promoting their Employer Brand.

From this point of view, very little has changed compared with 2016. Nevertheless, the input that we are receiving from various HR departments is that companies are starting to consider creating social media pages dedicated exclusively for promoting their Employer Brand. Even if the main purpose is

to advertise job availabilities, companies are acknowledging that in order to achieve a solid visibility as an employer, they need social media strategies designed by people involved in HR, Marketing, Digital and Management.

It is our strong belief that in order to be competitive in a candidates' market, employers have to be resourceful and to use online channels not only for posting recruitment announcements, but also for promoting creative HR projects and activities.



ABOUT US

My HR Lab is an “out of the box” business released in Romania in 2015 that offers interactive HR workshops & creative HR consultancy. Our mission is to change the way HR specialists, managers and all people involved in HR’s activities are learning. **@My HR Lab** there are no Power Points and manuals because the driver for all our actions is #learnbydoing.

Every consultancy session or workshop is 100% friendly, creative, interactive and takes place with #openlaptops. Participants develop strategies and work their #HR cases in real time. At the end, they have all the information in electronic format, #readytobeused.

For more details about the #socialmediarecruitment study or about us, you can find us on: www.muhrlab.ro [Facebook](#) & [LinkedIn](#) & [Instagram](#)



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