



# RECRUITING STUDENTS VIA NEW CHANNELS – MOBILE AND SOCIAL NETWORKS: MYTH OR REALITY?

**NewGen**  
**TALENT** CENTRE

**EDHEC**  
BUSINESS SCHOOL

In partnership with

 **JOBTEASER.COM**

SURVEY 2nd EDITION | JUNE 2014



### Emmanuel Delamarre

Emmanuel Delamarre has been involved in the development of all the marketing and communications aspects of the EDHEC NewGen Talent Centre ever since its creation. He has spent over 13 years in higher education, firstly in charge of the EDHEC Alumni association, and he then went on to manage the marketing and communication activities of the EDHEC Careers Centre. A specialist in networks, particularly when it comes to their impact on recruitment, he has frequently spoken at conferences and participated in round tables on the subject. Emmanuel is a graduate from Normandy Business School (EM Normandie).



### Adrien Ledoux

Adrien Ledoux, an ESSEC graduate, is a co-founder of JobTeaser.com and in charge of customer care, business development and communications. Adrien created JobTeaser.com in 2008 with his partner, Nicolas Lombard, after having spent two years in strategy consulting with Bain & Company, some time in finance with BNP Paribas, and he has also worked within marketing at L'Oréal.



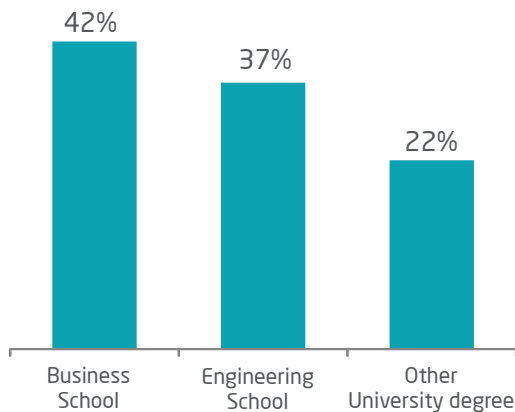
### Nicolas Lombard

Nicolas Lombard, a graduate of l'École Polytechnique and Columbia University, is a co-founder of JobTeaser.com. He is responsible for the group's financial management and web development. Nicolas created JobTeaser.com in 2008 with his partner, Adrien Ledoux, after having spent two years in strategy consulting with Bain & Company, and he also spent some time working at the consulting firm, Booz Allen Hamilton.

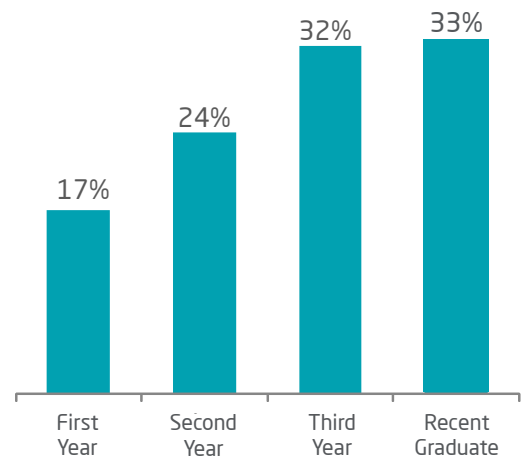
## METHODOLOGY

Structure of the survey population: 1,000 respondents

Breakdown by educational background  
(350 schools and universities)



Participants' year of study





## RECRUITING STUDENTS VIA NEW CHANNELS - MOBILE AND SOCIAL NETWORKS: MYTH OR REALITY?

In 2013, the EDHEC NewGen Talent Centre and Jobteaser.com launched the first study of students and recent graduates job recruitment via mobile devices and social networks. This study had highlighted an offer - plethoric - out of step with the real uses of the interviewed populations.

What is the position one year on?

We interviewed 1000 people about this particular topic.

The picture that emerges is one of an increase in the use of mobile and 'professional' social networks amongst the tools used to recruit students and recent graduates.

As 90% of students and recent graduates of the Grandes Écoles (top business and engineering schools) and universities own a smartphone, they are able to stay connected at all times and in all places. More than 50% have already consulted job

offers on their mobile device either through apps, e-mail alerts or their browser.

Facebook and Twitter are losing ground as social networks - both in rates of use and in job-related searches. At the same time, LinkedIn and Viadeo are the students' new CV and an essential source of supply (particularly of jobs). They have become the real hunting grounds: almost half of recent graduates interviewed had already been approached by recruiters via these networks

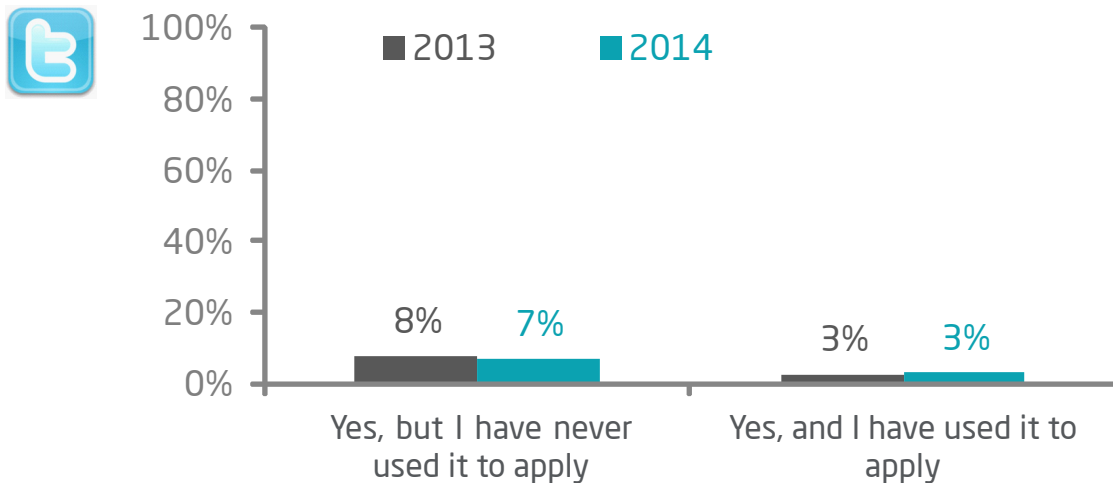
But can these individual tools used by young people (job boards, company recruitment websites, schools career centres, social networks, mobile apps and websites, etc.) still be thought of as independent channels? This is clearly not the case. The usage patterns of young people show how they are able to cross-reference information and boost their job applications by optimising their use of all these different channels.

# FACEBOOK AND TWITTER ARE LOSING GROUND

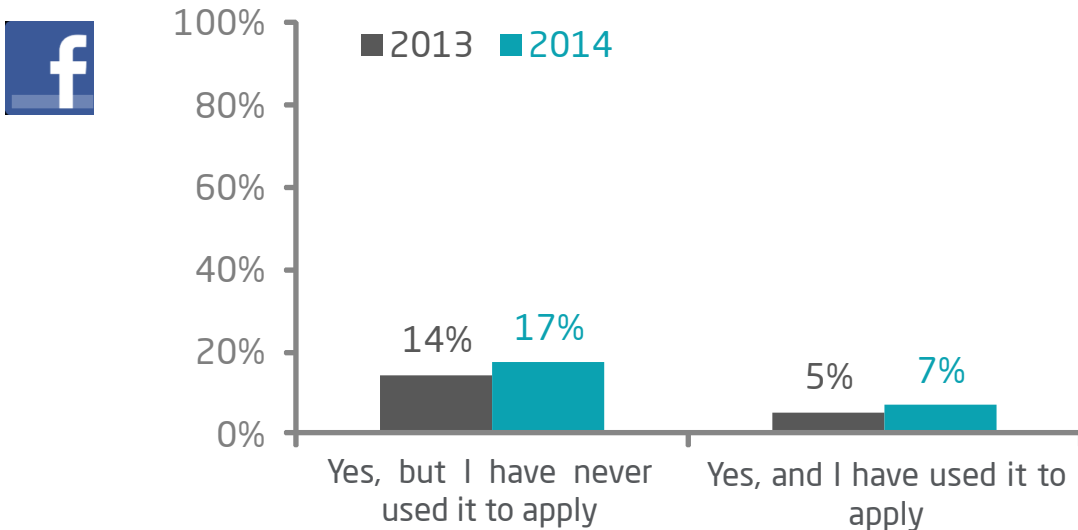
Penetration rates for these social networks have not changed in a year - 96% for Facebook and 40% for Twitter. Students and recent graduates still think of them as belonging to the personal rather than the professional realm. Their use for recruitment has stagnated and they are mostly used for information-seeking purposes.

## A USE **NOT** TAKING OFF

Have you ever looked for job/internship offers using Twitter ?  
(Student population / 25% of all signed up)



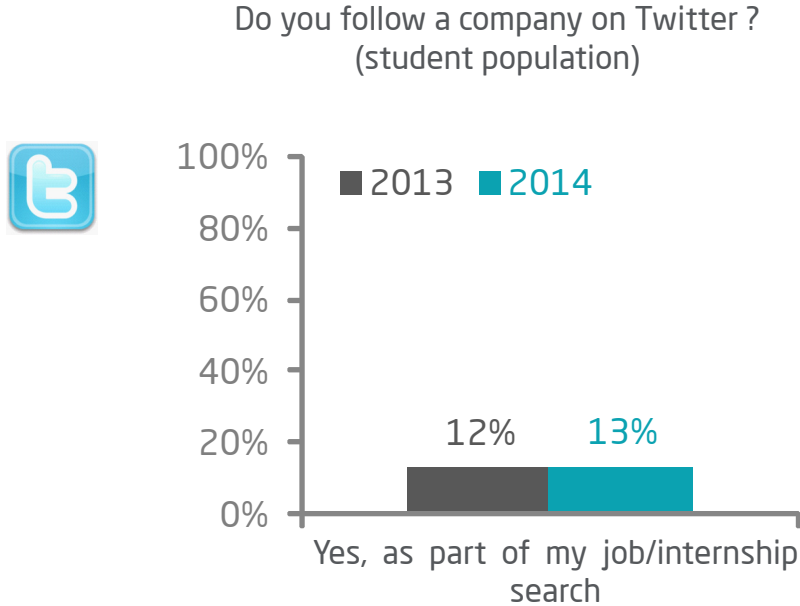
Have you ever looked for job/internship offers using Facebook ?  
(Student population / 24% of all signed up)



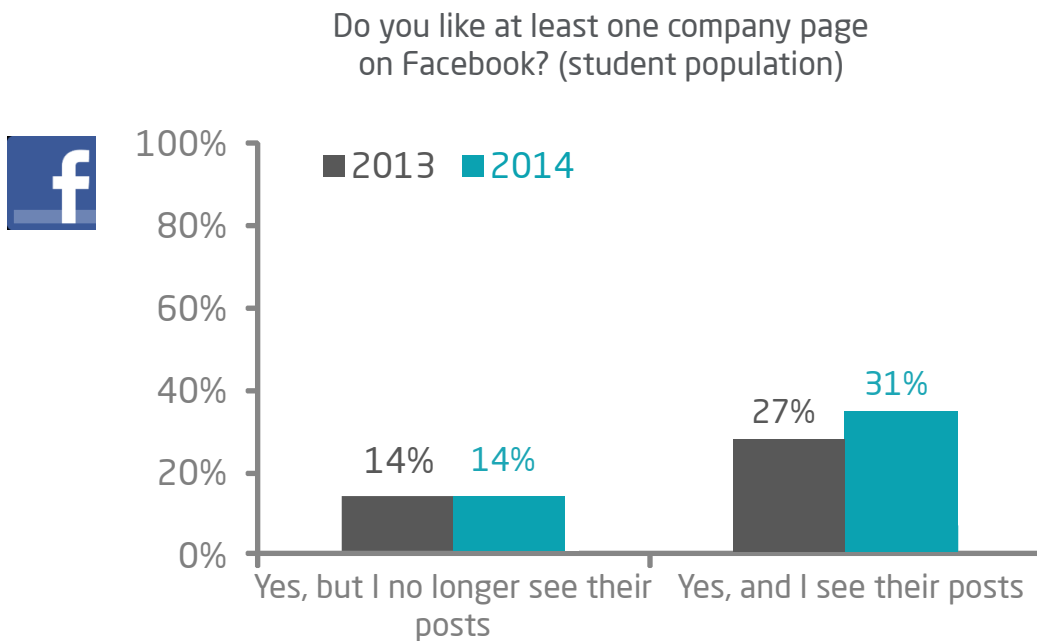
With rates of 24% for Facebook and 10% for Twitter, very few students look at job offers on these platforms, and even fewer submit applications.

# VARYING LEVELS OF INTEREST WHEN IT COMES TO FOLLOWING COMPANIES

Only 13% of the Twitter users in our survey population have signed up to follow companies.



The figures for Facebook are different: 45% say that they are fans of at least one company page, but a third of them hide their posts.



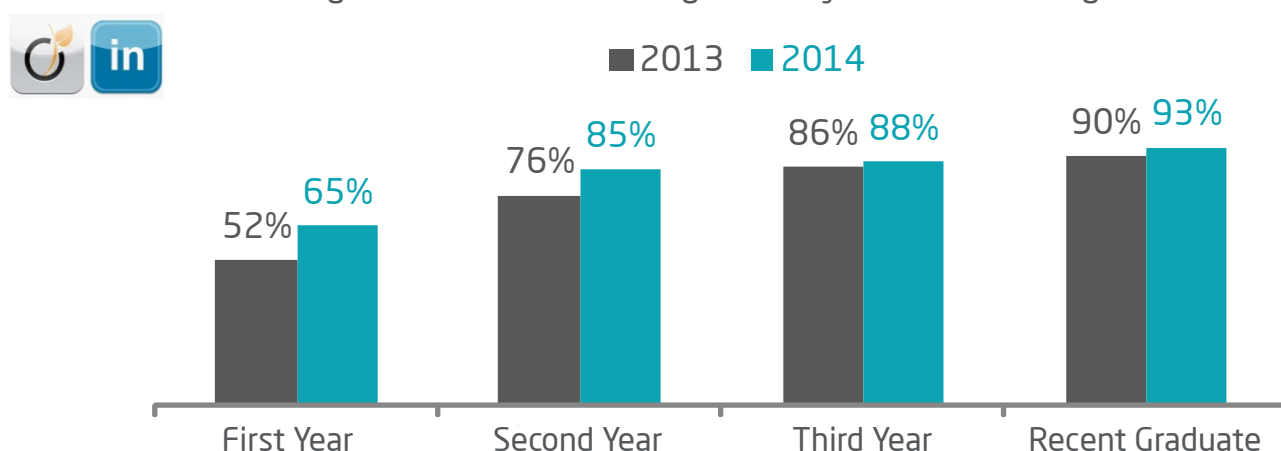
# 'PROFESSIONAL NETWORKS' : LINKEDIN AND VIADEO, NEW CV AND NEW SOURCE OF SUPPLY?

LinkedIn and Viadeo, by structuring 'recruitment/employer brand' product offerings for companies and setting up School/ University PR campaigns, have become essential tools on the recruitment landscape, particularly for students and recent graduates.

## MORE AND MORE STUDENTS AND RECENT GRADUATES SIGNED UP... EARLIER AND EARLIER

On average, **86%** of students and graduates are signed up for at least one LinkedIn or Viadeo account. This figure was only 53% three years ago. The figure now stands at **98%** for recent business school graduates.

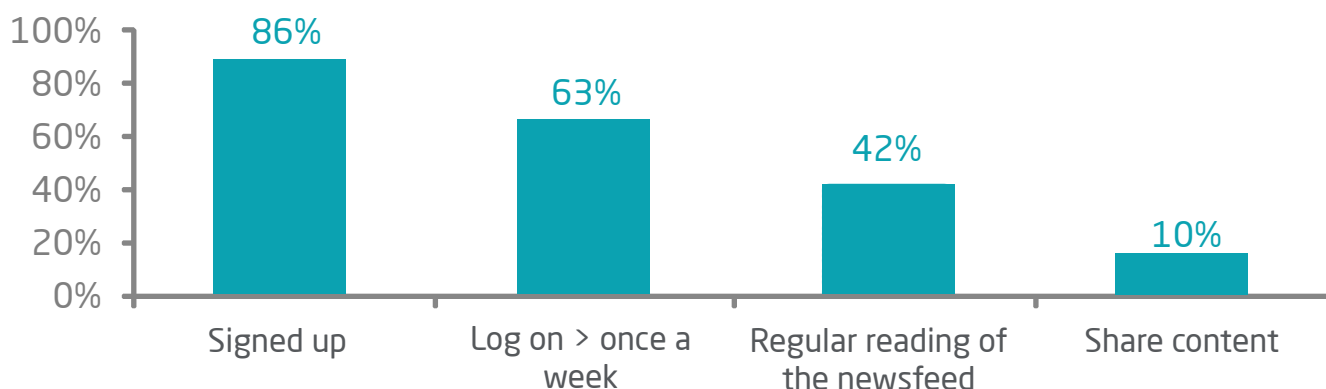
Average number of students registered by educational background



## DOES LOW ENGAGEMENT MEAN THAT THESE PROFESSIONAL SOCIAL NETWORKS SERVE MERELY AS CVS ?

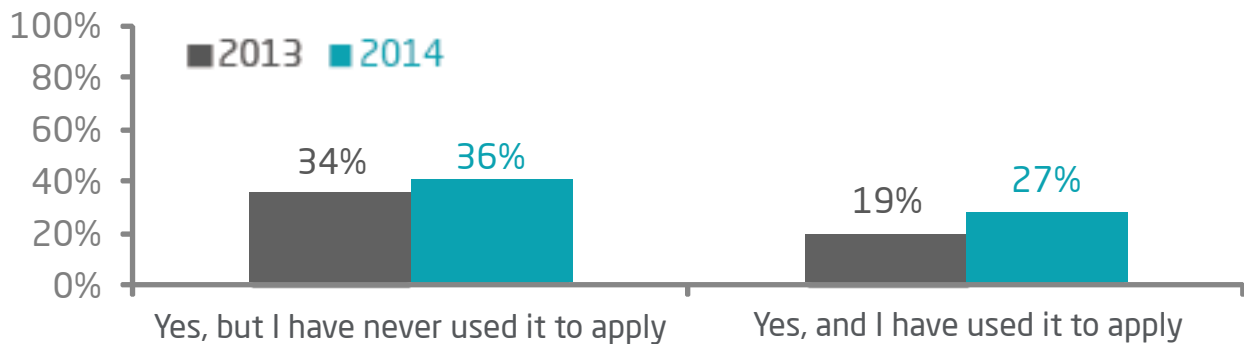
Once they have set up their profile, students and recent graduates regularly log on to these platforms, but less than half of them read their newsfeed, and very few share content.

Are you active on these networks?



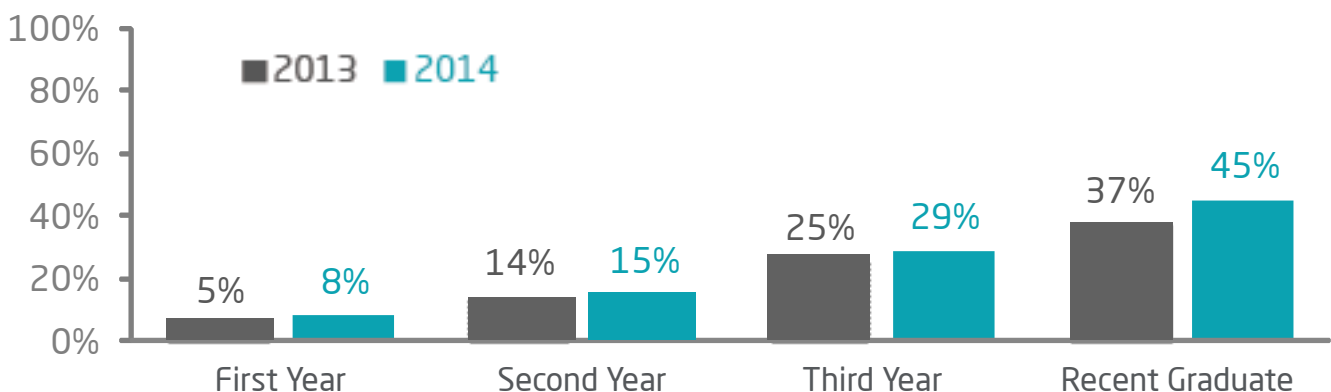
## ARE THE PROFESSIONAL SOCIAL NETWORKS ON TRACK TO **BECOME THE NEW JOB BOARDS** ?

Have you ever looked for job/internship offers using these networks?  
(Student population)



## **VERITABLE HUNTING GROUND FOR RECRUITERS** LOOKING FOR STUDENTS NEARING GRADUATION AND RECENT GRADUATES

Average number of students headhunted via social networks by year of study  
(Student population)



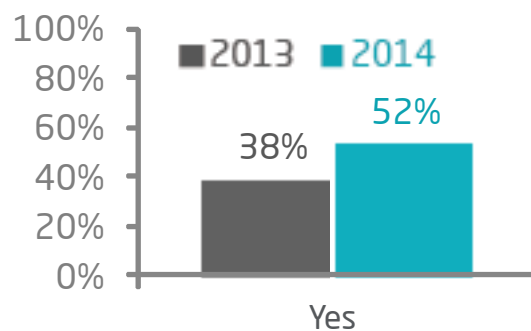
# MOBILE CHANNELS: UPSURGE IN RECRUITMENT-RELATED USE

Students and recent graduates own multiple devices (96% own a laptop and 90% a smartphone) and turn to mobile channels to look for jobs and internships. However, they use these devices only for consulting job offers.

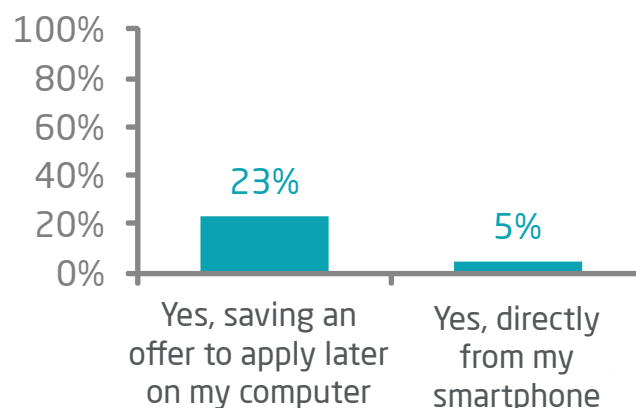
## INCREASING CONSULTATION OF JOB OFFERS, BUT FEW APPLICATIONS

The consultation of job offers via mobile channels has grown considerably over the last year. More than half of students and recent graduates have already hunted for their internship or job on their smartphone. Nevertheless, actual applications on these devices are still very infrequent, as this is seen as requiring too great an effort.

Have you ever looked for job/internship offers on your mobile ? (Student population)



Have you ever applied to an offer on your mobile ? (Student population)

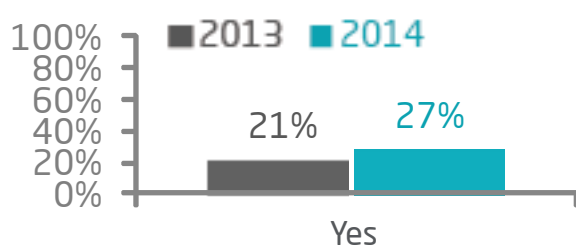




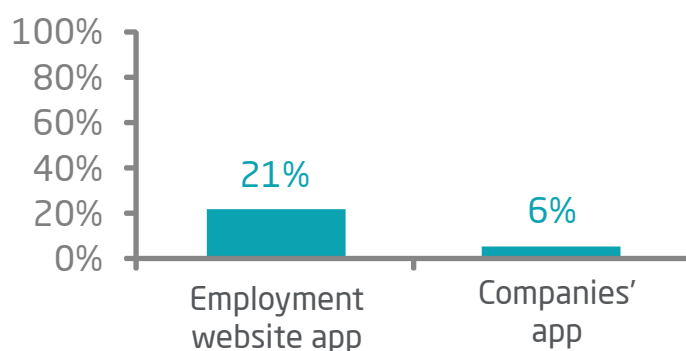
## SMARTPHONE STILL USED AS **A SIMPLE WEB TERMINAL**

The number of job-search apps installed has increased slightly but remains low. Furthermore, despite companies wanting to have their own job-search app, employment websites apps (linked to the job boards) are leading the way. Students and recent graduates are not prepared to download apps from all the companies that interest them.

Have you ever downloaded a mobile job-search app?  
(Student population)

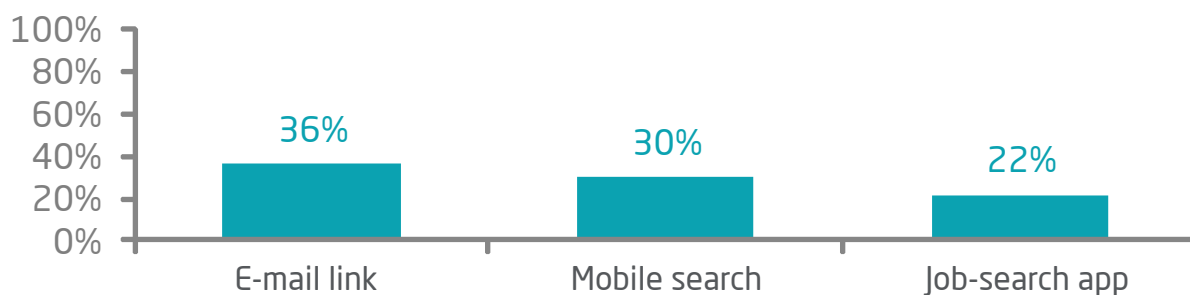


What type of job-search have you downloaded?  
(Student population)



Furthermore, when students and recent graduates are asked about how they use their mobile to consult job offers, it becomes clear that they use it basically as a web terminal. This shows how important it is to optimise recruitment sites for mobile devices.

How have you looked at the offer on your mobile?  
(Student population)

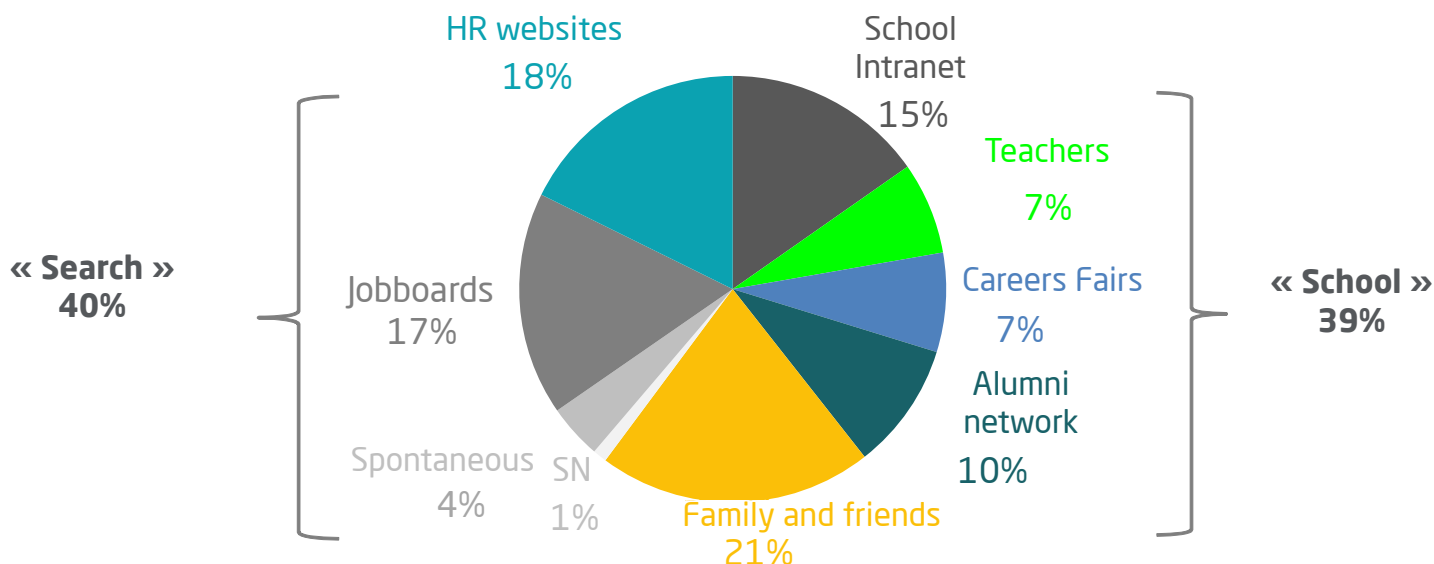


# HOW EFFICIENT ARE THESE TOOLS?

These new channels have earned a place for themselves in the search for internships and jobs. But do they actually deliver?

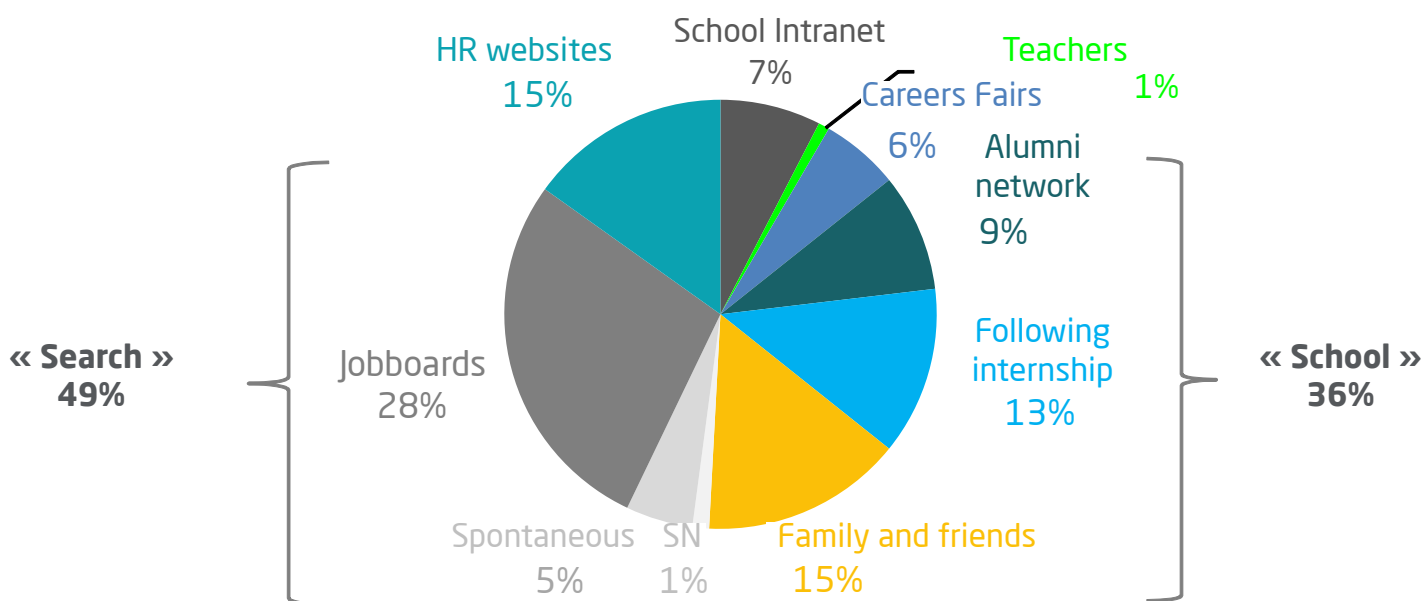
In the case of internships, they clearly do not. Only 1% of those surveyed said that they had found an internship through these platforms directly, compared with 36% who had done so through their Grande École or university, 28% through traditional employment websites, 15% through company websites, and 15% through their personal network.

Where did you find your last internship ?



Job hunting shows very similar results

Where did you find your first job ?





## CONCLUSION

### **RECRUITMENT 2.0 :** GROWTH OF 'PROFESSIONAL' SOCIAL NETWORKS AND MOBILE DEVICES AMONGST THE TOOLS USED FOR RECRUITING STUDENTS AND RECENT GRADUATES

One year after the results of our first survey on this subject, the situation has become clearer. This generation of multi-connected, mobile students and recent graduates is using professional social networks as one of their main tools in the hunt for jobs and internships. They have left Facebook and Twitter and switched allegiance to LinkedIn and Viadeo.

Now the question remains as to how effective these channels really are in finding an internship or a job. It is puzzling that only 1% of those surveyed claim to have found an internship or job through these channels.

But how many applicants found out more about

the company? How many contacted employees on these platforms during the recruitment process? Can we still think of these individual tools used by young people (job boards, company recruitment websites, university career centres, social networks, mobile apps and websites, etc.) as independent channels? Clearly we cannot.

**The usage patterns of young people show how they are able to cross-reference information and boost their job applications by optimising their use of all these different channels.**

Their behaviour is undergoing constant change: keep a date in your diary for May 2015 and the next edition of this study.

# RECRUITING STUDENTS VIA NEW CHANNELS – MOBILE AND SOCIAL NETWORKS: MYTH OR REALITY?

THE REALITY IS ONE OF SUPPLY. IN RECENT MONTHS, THE MAJOR PLAYERS IN THE WORLD OF SOCIAL NETWORKING HAVE ACTIVELY MARKETED RECRUITMENT SOLUTIONS TARGETING THEIR MEMBERS AND ABOVE ALL “ADVERTISERS” OR, IN OTHER WORDS, RECRUITERS. AT THE SAME TIME, WE HAVE SEEN A NOTABLE RISE IN THE NUMBER OF RECRUITMENT-ORIENTED MOBILE APPLICATIONS.

## ABOUT THE NEWGEN TALENT CENTRE

EDHEC BUSINESS SCHOOL, WITH ITS 6 000 STUDENTS AND 24 000 GRADUATES, IS ONE OF THE SEEDBEDS OF THE GLOBAL SENIOR MANAGERS OF THE FUTURE. FOR MORE THAN FIFTEEN YEARS, COMPANIES HAVE BEEN DEALING WITH THE GLOBALISATION OF THE JOB MARKET AND MUST NOW ADDRESS SUCH THEMES AS SOURCING INTERNATIONAL TALENT AND RETAINING THEIR INCREASINGLY MOBILE EMPLOYEES.

THE NEWGEN TALENT CENTRE, A PRIVILEGED INTERMEDIARY FOR THE LATEST GENERATIONS OF GRADUATES, IS A BODY THAT MONITORS THE DEALINGS AND MOTIVATIONS OF RECENT GRADUATES AND A LABORATORY FOR THE IDENTIFICATION, EVALUATION AND DEVELOPMENT OF FUTURE LEADERS.

THE NEWGEN TALENT CENTRE IS AT THE NEXUS OF HIGHER EDUCATION, THE NEW GENERATION AND COMPANIES. OUR OBJECTIVE IS TO RESTORE MAGIC, SO TO SPEAK, TO THE TIES BETWEEN COMPANIES AND THE NEW GENERATIONS BY FOSTERING THE EARLY INVOLVEMENT OF COMPANIES IN SELECTION AND TRAINING AND BY ENCOURAGING EDUCATIONAL INSTITUTIONS TO ASSUME RESPONSIBILITY FOR THE PLACEMENT OF RECENT GRADUATES IN GLOBAL COMPANIES.

THE NEWGEN TALENT CENTRE RELIES HEAVILY ON THE EDHEC CAREER CENTRE’S EXPERIENCE IN ORIENTING STUDENTS, IN IDENTIFYING AND SELECTING POTENTIAL LEADERS, IN EVALUATING AND HONING SKILLS AND IN STUDYING CHANGING HIRING PROCEDURES. THE TALENT IDENTIFICATION & CAREER DEVELOPMENT PROGRAMME, THE CAREER GUIDANCE AND MENTORSHIP PROGRAMME CONSIDERED OUR STRENGTH BY INTERNATIONAL ACCREDITING BOARDS AND ECONOMIC DECISION- MAKERS, DRAWS HEAVILY ON OUR KNOWLEDGE OF GRADUATE RECRUITMENT PROGRAMMES.

THE NEWGEN TALENT CENTRE HAS RALLIED TO THE CRY (‘EDHEC FOR BUSINESS’) THAT MOST CLEARLY EXPRESSES THE STRATEGY OF EDHEC BUSINESS SCHOOL; THE CREATION OF THE CENTRE WAS MADE POSSIBLE BY CORPORATE DONATIONS MADE AS PART OF THE OF RISING TALENTS CAMPAIGN.

## ABOUT JOBTEASER

JOBTEASER IS THE LEADING COMMUNICATION AND RECRUITMENT PLATFORM FOR STUDENTS AND RECENT GRANDE ÉCOLE AND UNIVERSITY GRADUATES.

JOBTEASER.COM ENABLES CLIENTS TO SIMULTANEOUSLY:

- DEVELOP THEIR EMPLOYER BRAND VIA AN INNOVATIVE VIDEO PRESENTATION OF THEIR COMPANY AND POSSIBLE CAREERS PATHS;
- RECRUIT THE BEST TALENT THANKS TO TARGETED MARKETING OF THEIR GRADUATE AND INTERNSHIP OPPORTUNITIES.

JOBTEASER.COM BOASTS A CLIENT BASE OF OVER 100 COMPANIES, INCLUDING OVER HALF OF THE CAC 40 (L’ORÉAL, SOCIÉTÉ GÉNÉRALE, DANONE, AMONGST OTHERS) AND OVER 80 PARTNER SCHOOLS.