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Social Networks Become Major Job Search Tool

By The Moscow Times

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Both employers and candidates are logging on to professional networks. **Vladimir Filonov**

Every third active user of professional social networks has found a job using this tool at least once, recruitment company Antal Russia said Wednesday.

As many as 91 percent of applicants and 84 percent of employers surveyed by Antal Russia said they have accounts in professional social networks.

LinkedIn turned out to be the most popular professional social network among both groups of respondents, and second place went to managers club E-xecutive.

Business network Professionali.ru took third place among candidates, while professional contact network Moi Krug (My Circle) was third most popular for employers.

As many as 65 percent of respondents said social media are one of their key job search tools, while 56 percent see professional social networks as a source of useful information, and 51

percent use them as a platform for business communication.

Employers create corporate profiles on social networks, expecting to strengthen the company's human resource brand, expand their circle of professional contacts and increase the flow of qualified candidates. About 70 percent of employers use professional social networks for business communication, 69 percent use them to seek additional information about candidates, and 64 percent look for employees.

Fifty-six percent of employers have already found staff by using social media.

Sixty-four employers and 1,100 applicants, such as chief executives and other managers, took part in the survey.

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