

Results from the 2010 Job Board Future Survey

Survey conducted
and prepared by

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Job Board Doctor

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Job Board Future Survey Results – HR & Recruiting

Survey Structure:

The Job Board Future survey was conducted to better understand why job seekers, recruiters, and HR professionals use job boards, and how they view them in conjunction with other recruiting platforms. Job board operators were also surveyed to get their viewpoints on where the job board industry is going.

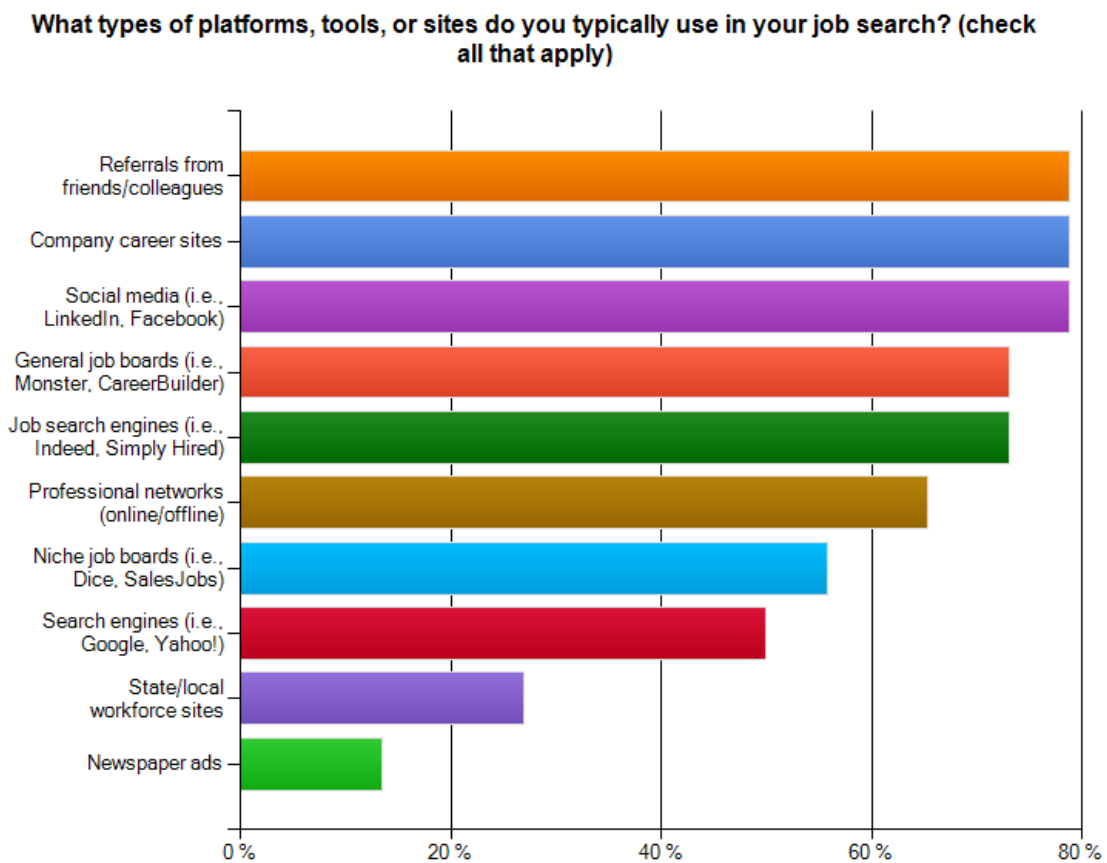
The responses were divided into three groups: Job seekers, Job board operators and employees, and HR and recruiting professionals. There were a total of 275 responses. The survey was conducted during August and September 2010.

Key findings:

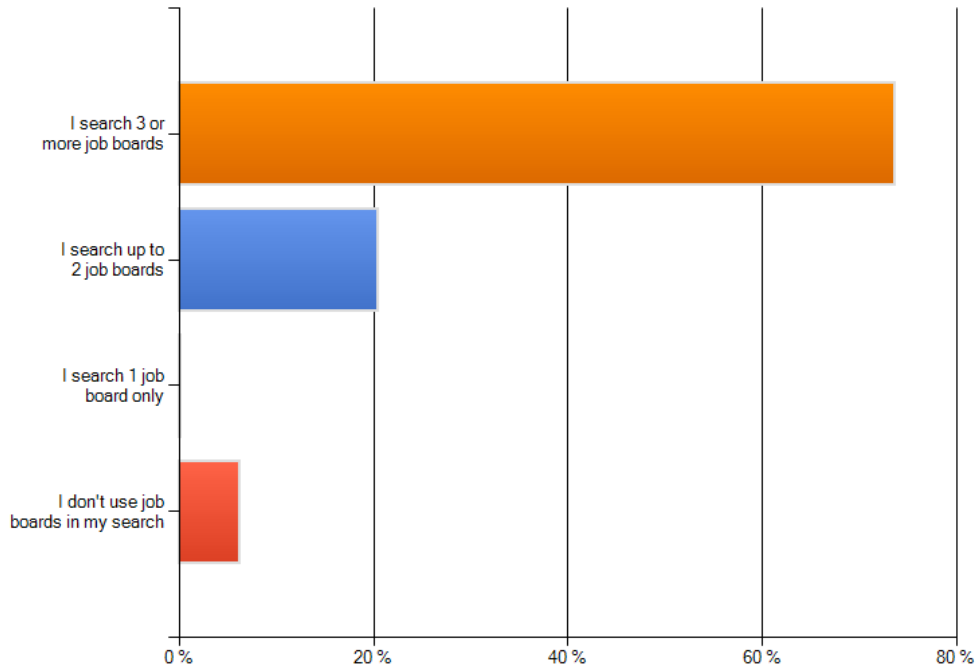
- **LinkedIn and Twitter** are the primary social media channels for recruiting
- Most job seekers use **3 or more job boards** in their search
- Planning recruitment spending is **static for job boards** and **going up for social media and referral programs**
- Job boards continue to see **the recession** as problem #1 for their business
- Job seekers are most influenced when choosing a job board by **ease of use** and **profession or industry focus**
- Most job boards are planning to **add new social media features** in the next year
- Less than 7% of HR or recruiting professionals have purchased **.jobs domains** for their organization
- Most job seekers are using job boards to **locate jobs, then apply for them** (either on the company site or job board)
- The biggest challenge for HR and recruiting professionals in meeting hiring goals is a **lack of qualified applicants**

Job Board Future Survey Results – Job Seekers

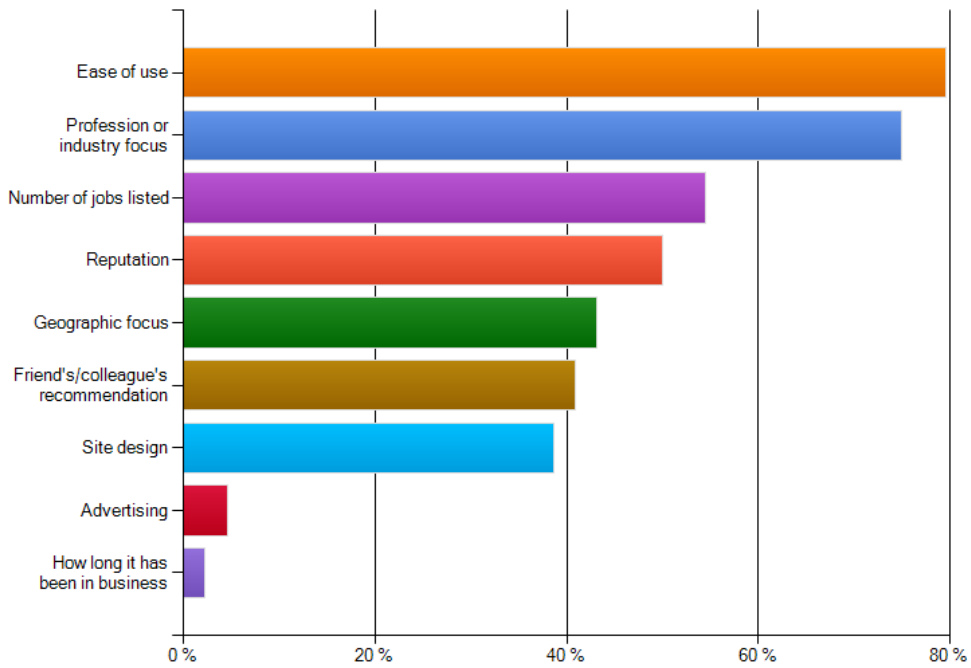
The following are results from the **Job seeker** portion of the survey.



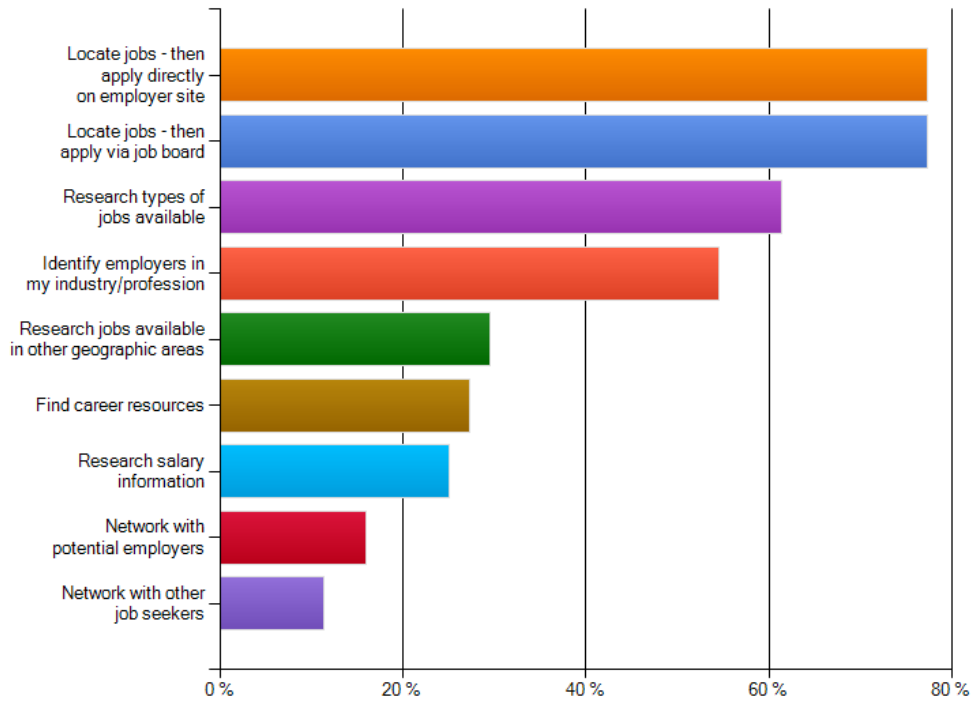
When you look for a job, which of the following statements most accurately represents your strategy with regards to job boards?:



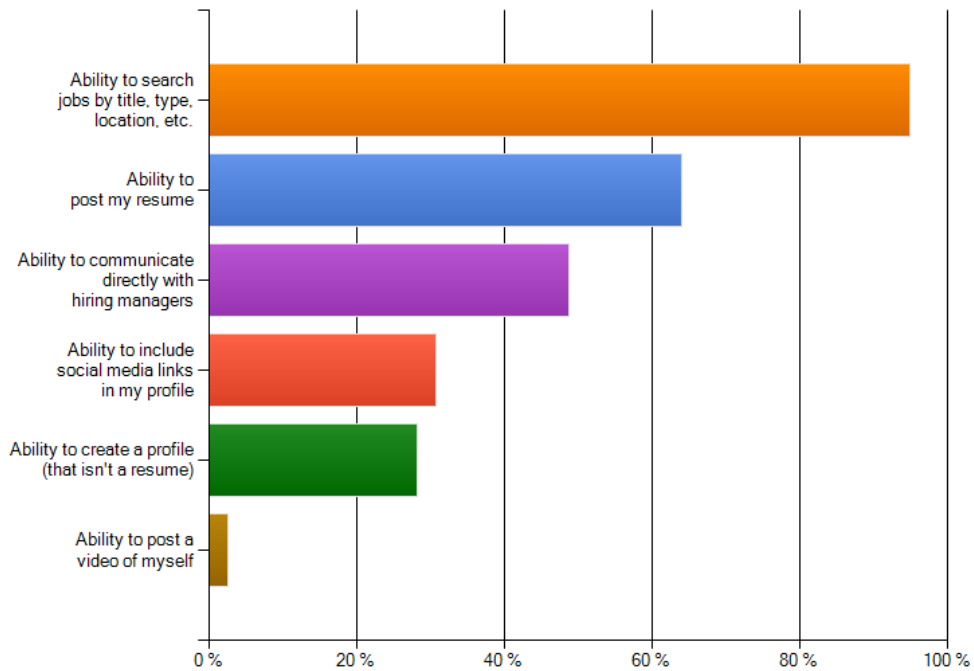
Which of the following influences your decision to use a particular job board? (Check all that apply)



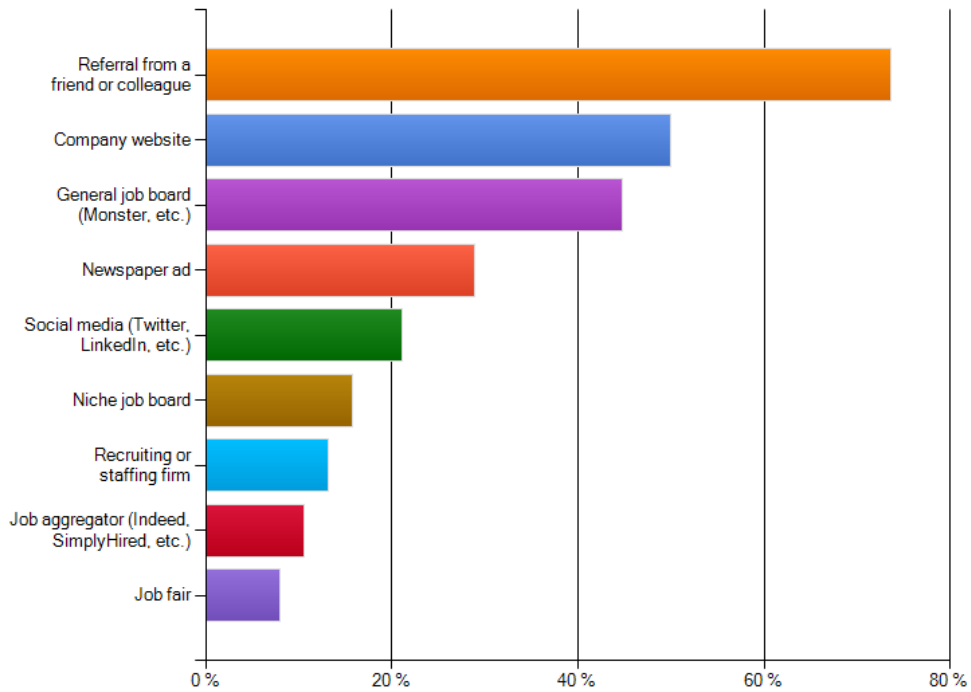
What are the primary ways you use job boards in your career hunt? (Check all that apply)



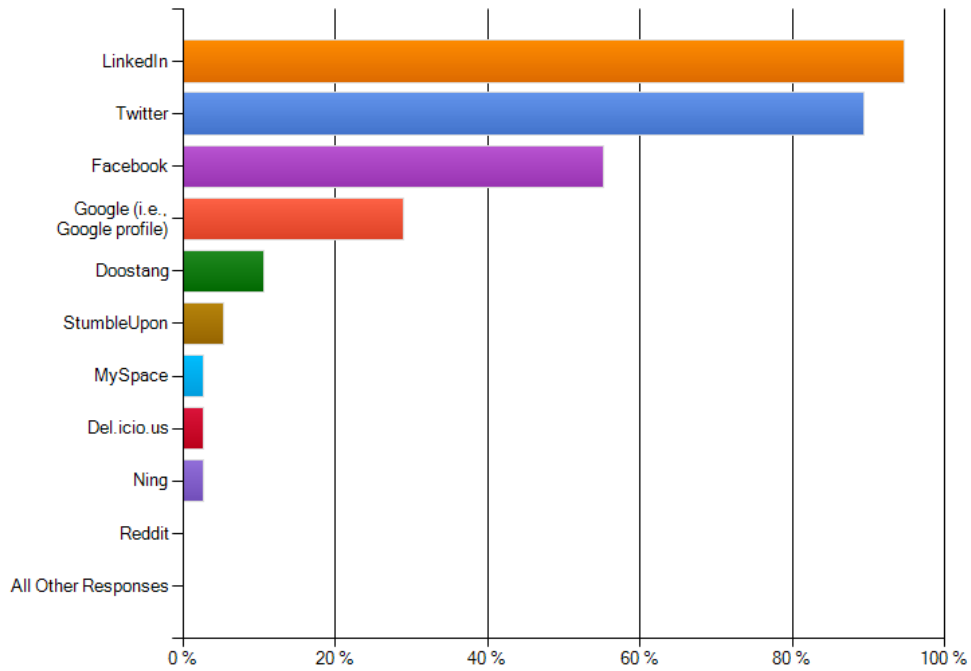
Which of the following features on job and career sites are most useful to you during a job search? (Check all that apply)



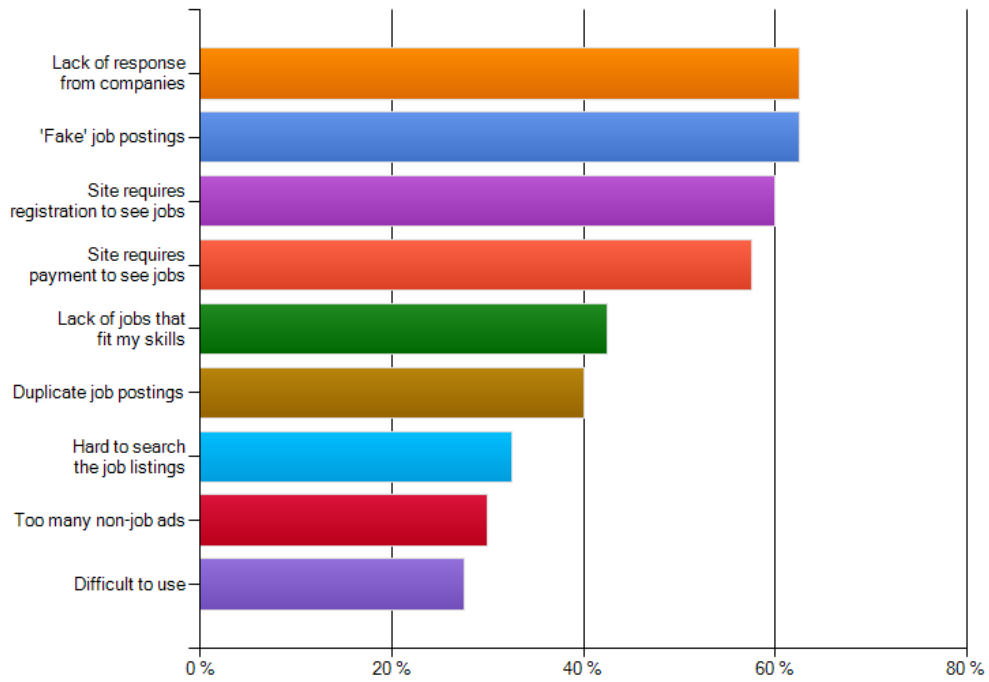
Have you *ever* found a job through any of the following methods? (Check all that apply)



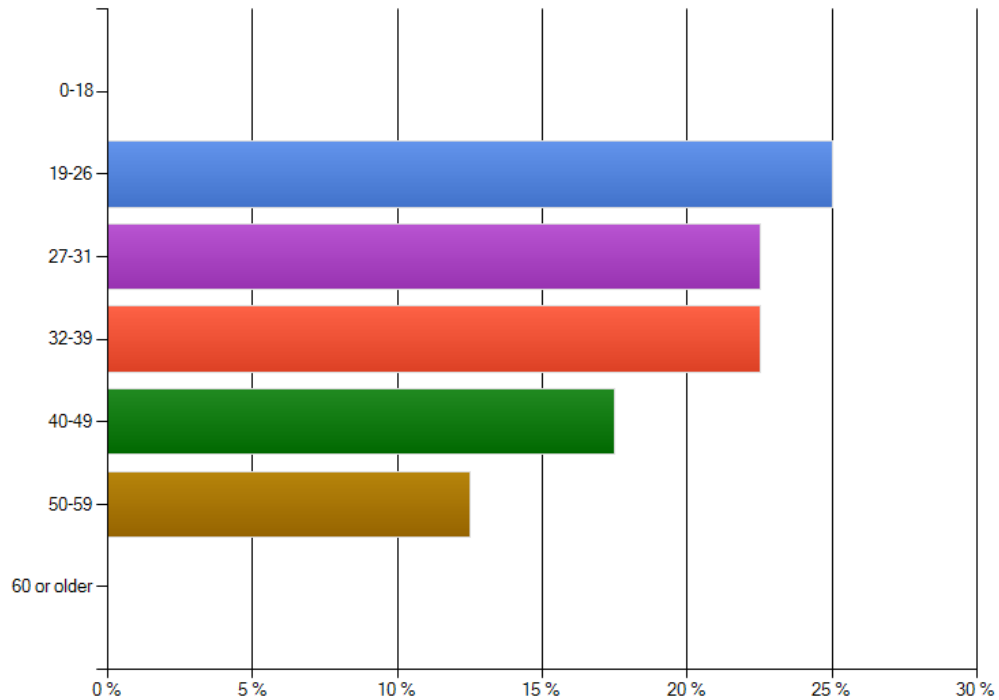
Which of the following social media tools or platforms have you used in some way to aid your career OR search for a job? (Check all that apply)



If you use job boards in your search, which of the following do you find most frustrating about them? (Check all that apply)

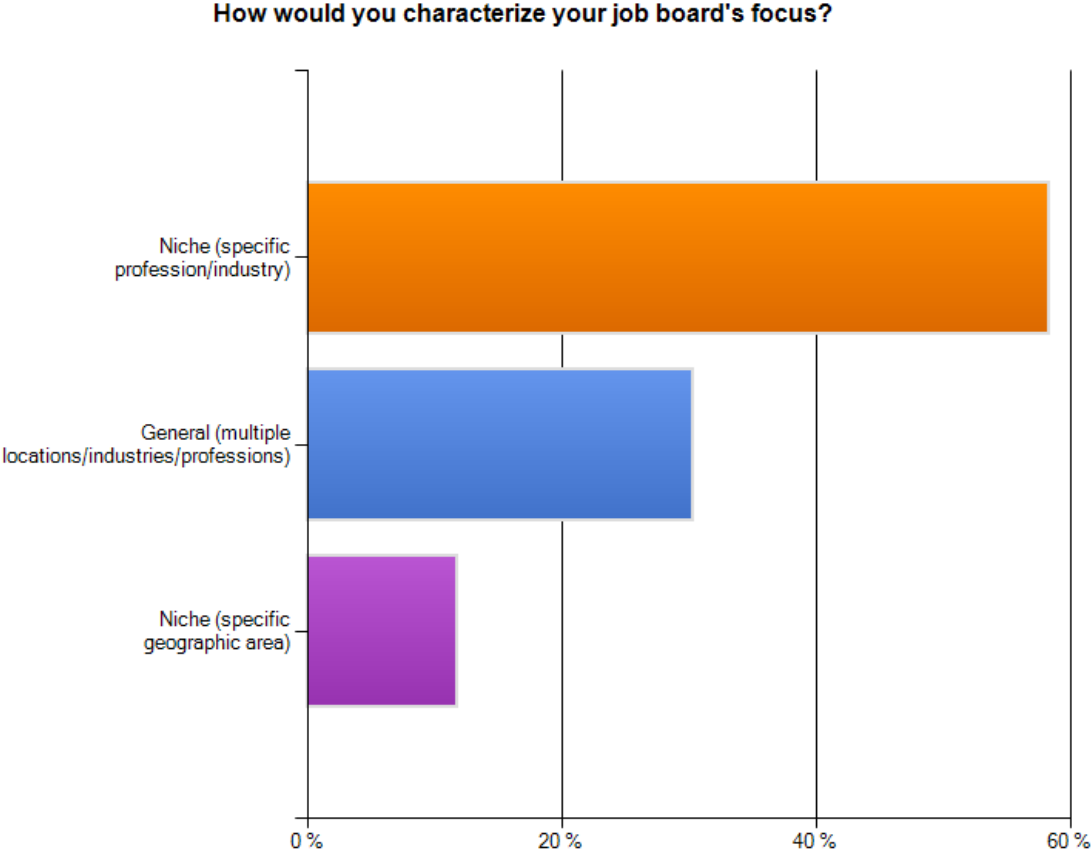


How old are you?

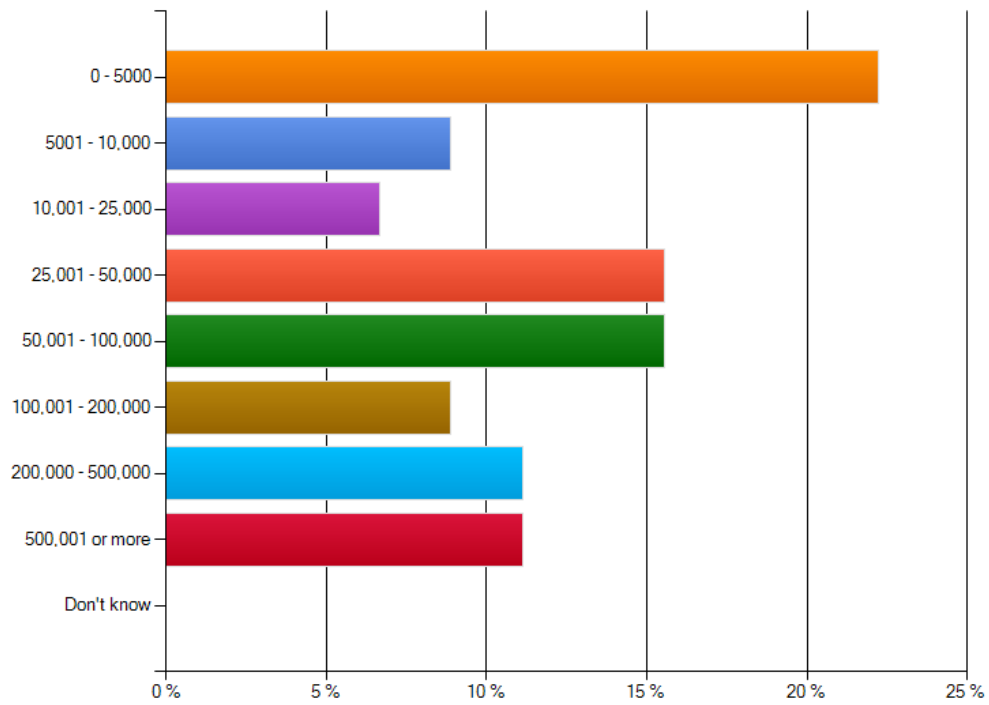


Job Board Future Survey Results – Job Boards

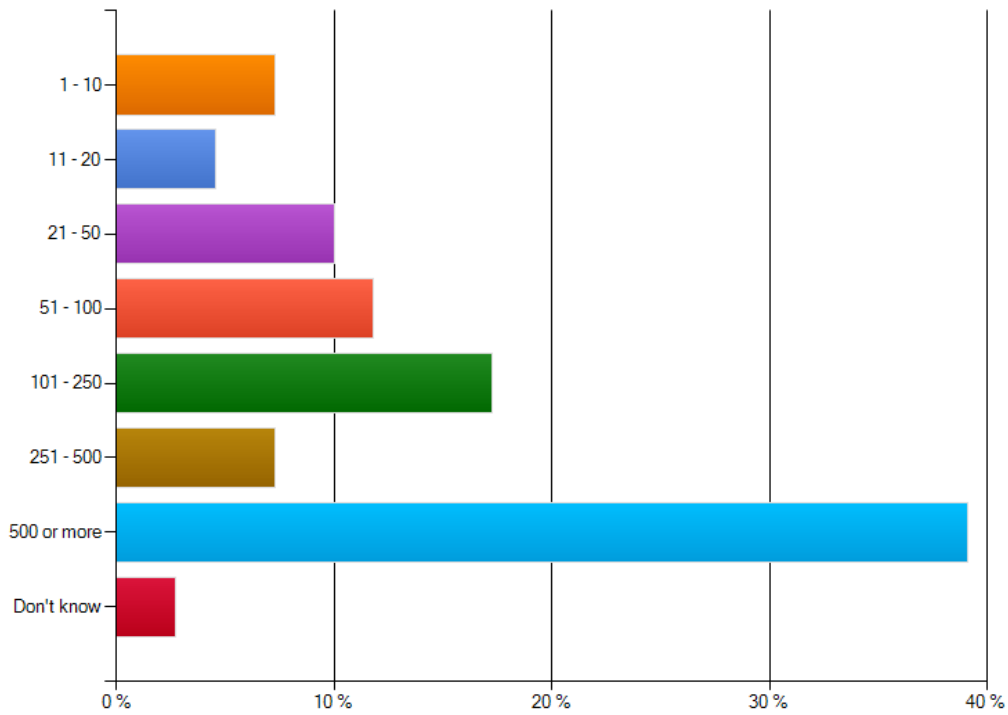
The following are results from the **Job board** portion of the survey.



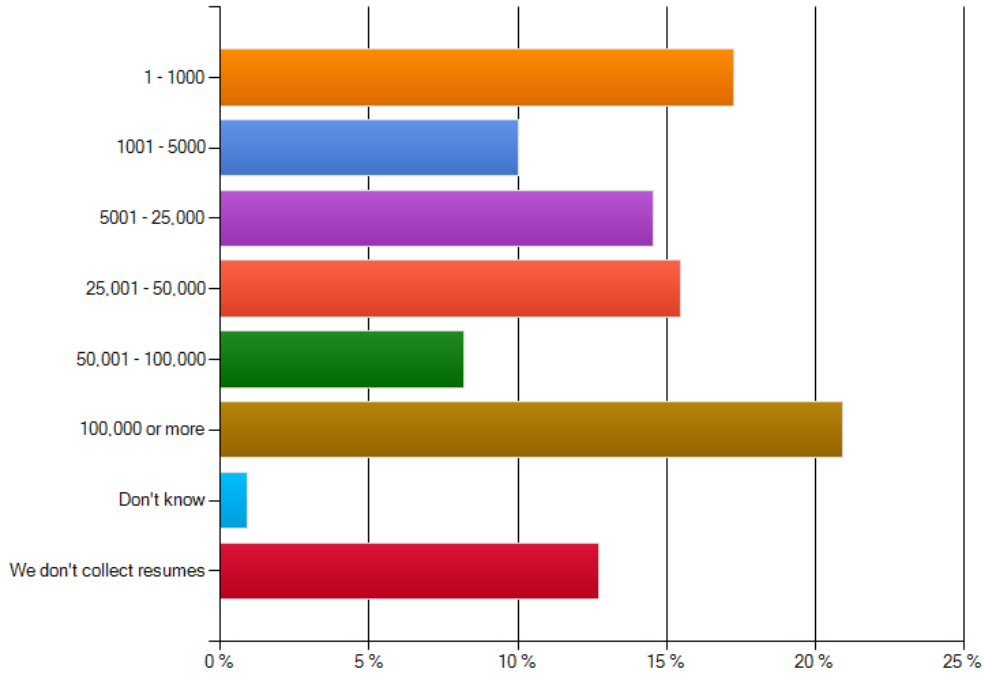
On average, how many unique visitors does your site have per month?



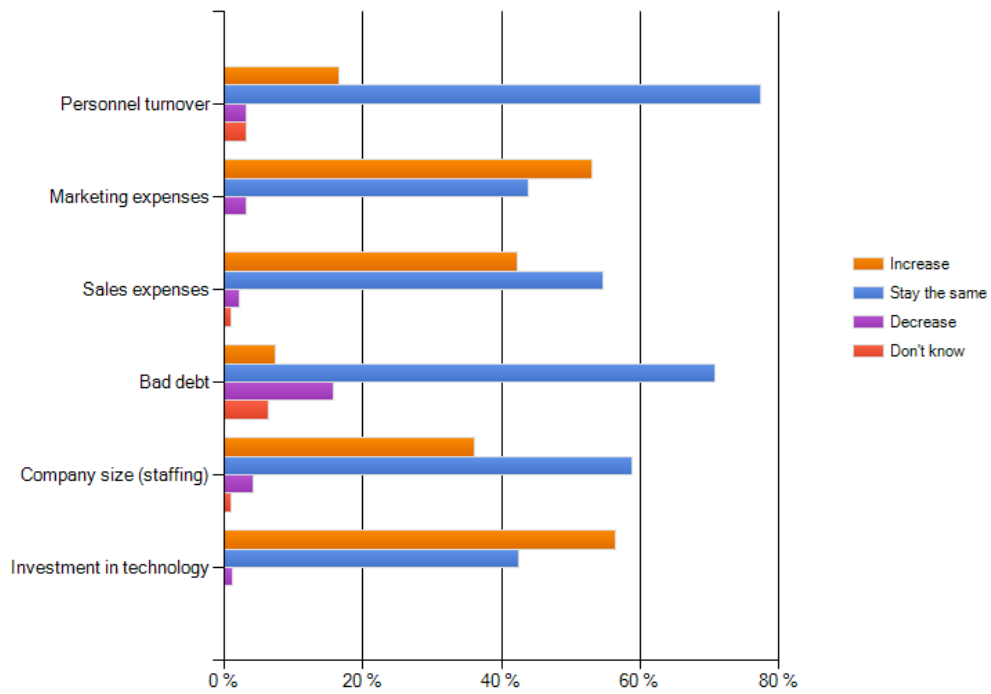
On average, how many new jobs are posted on your site each month?



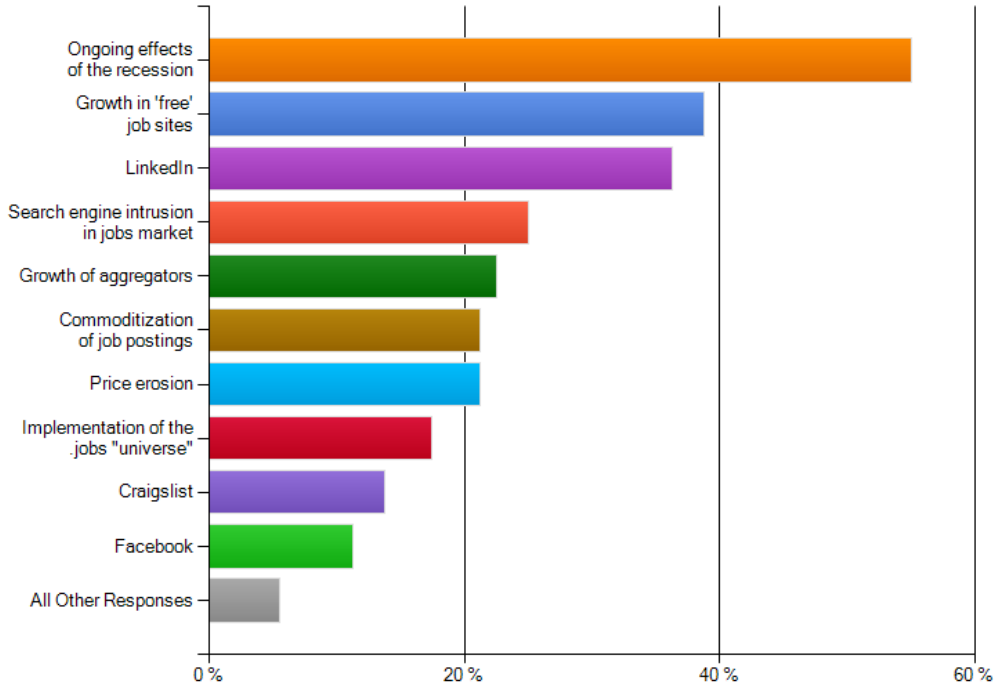
Approximately how many current or active resumes do you have in your resume database?



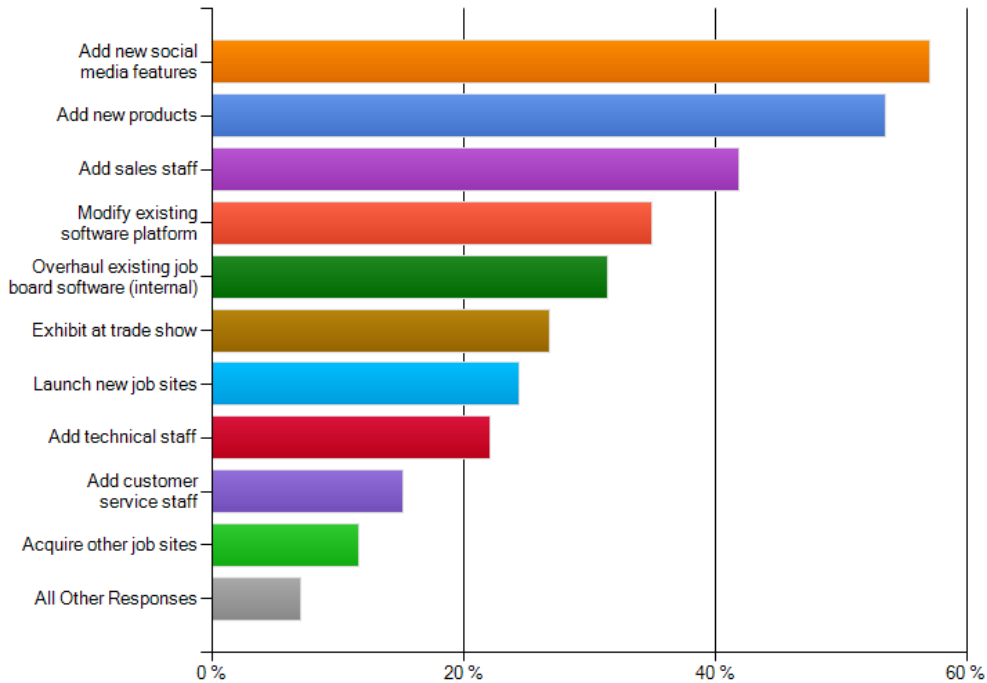
Over the next 12 months, how do you predict the following elements of your job board company to change?



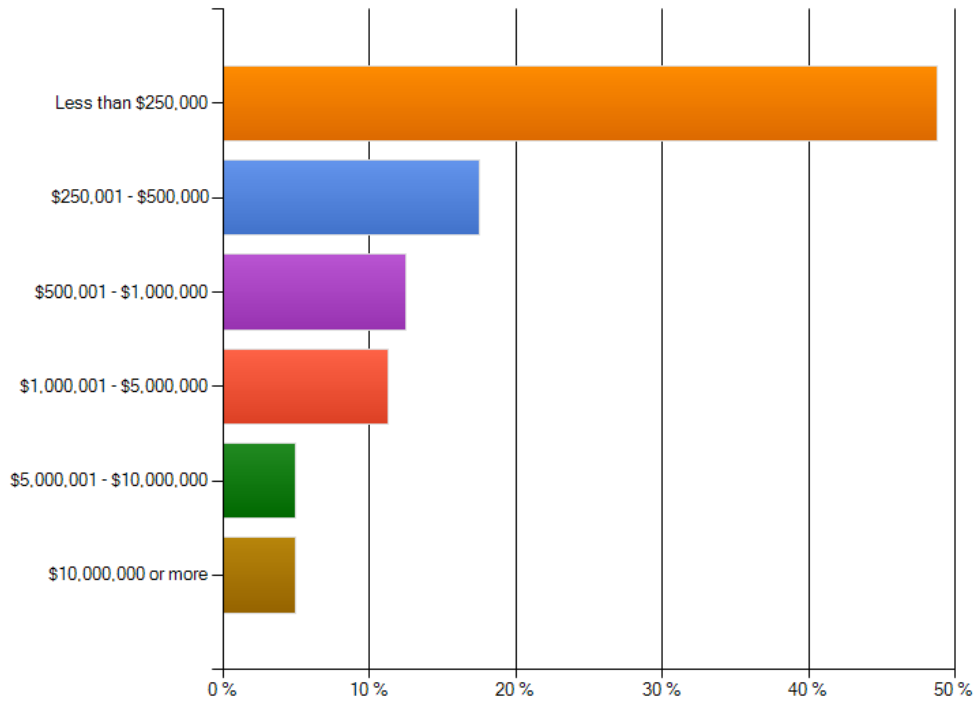
Which of the following do you see as the biggest threats to your job board company in the coming 12 to 24 months? (Check all that apply)



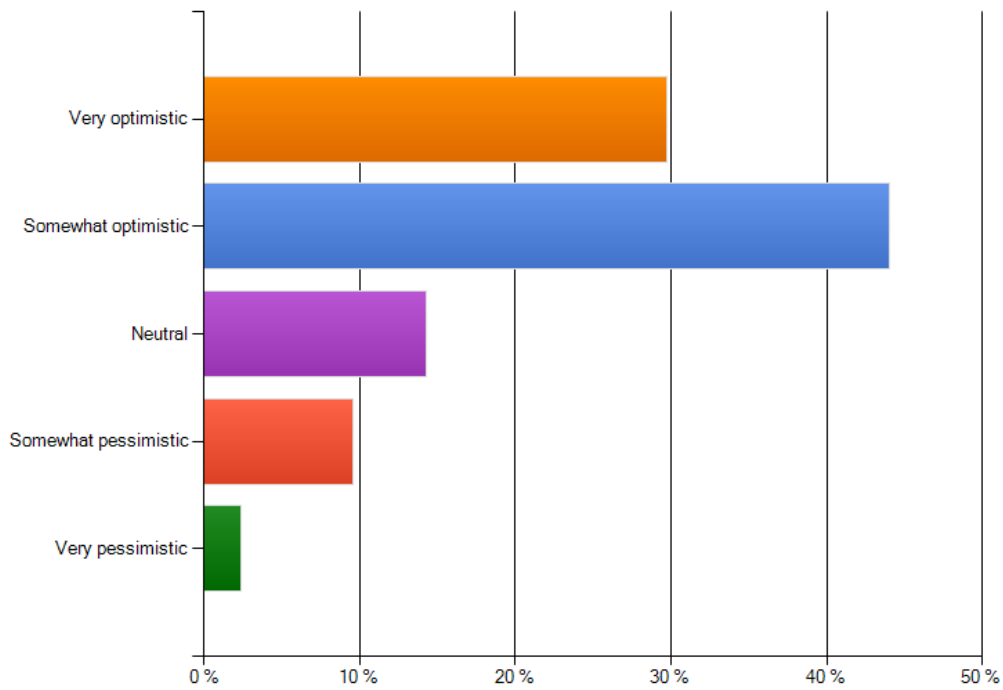
Which of the following actions are you planning in the next 12 months? (Check all that apply)



What is your best estimate of revenues for your site in 2010?

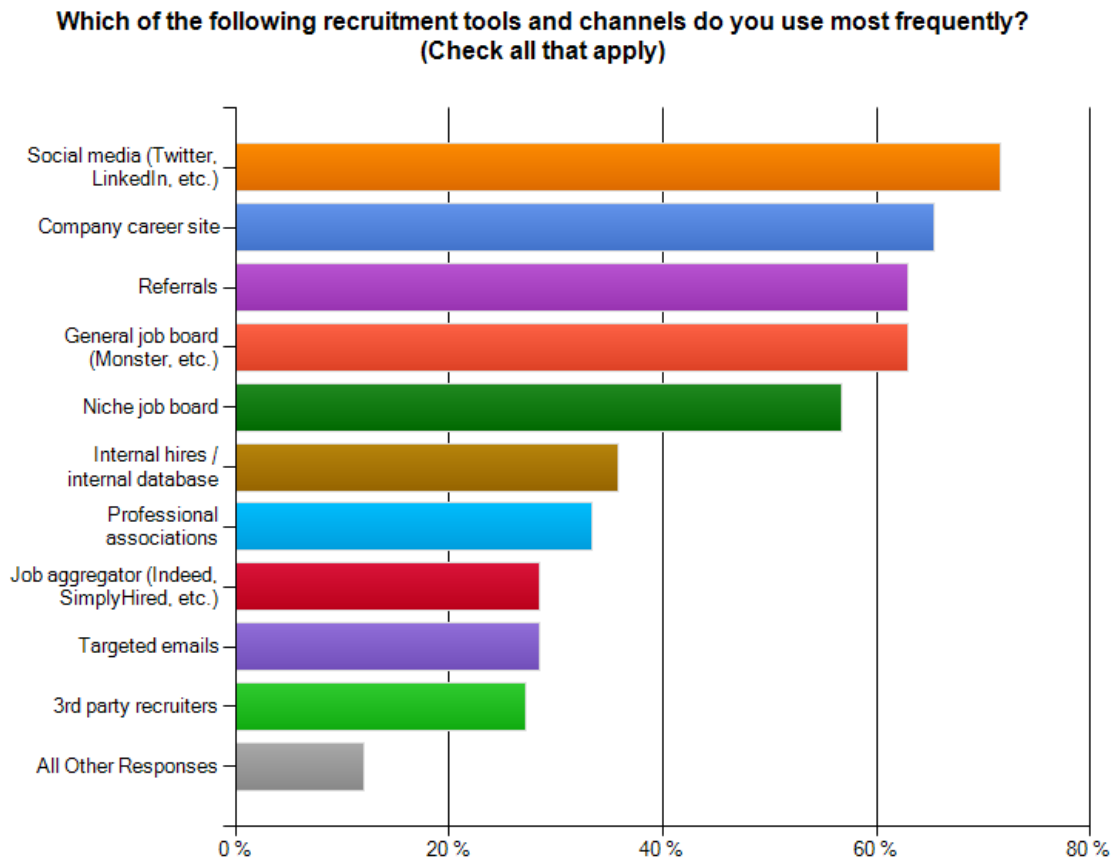


How optimistic are you about the opportunities for your job board over the next 12 months?

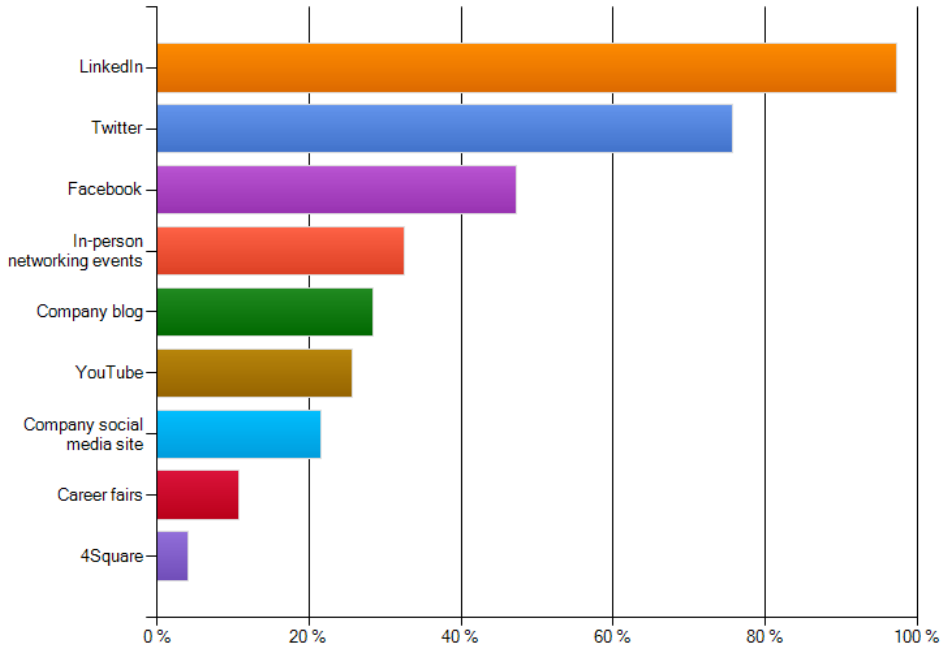


Job Board Future Survey Results – HR & Recruiting

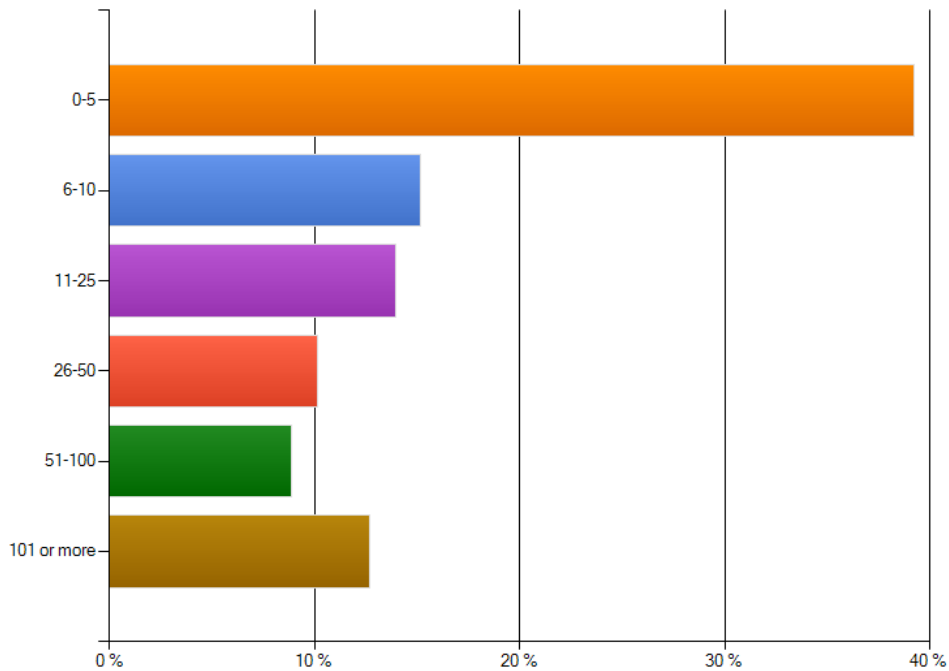
The following are results from the **HR & Recruiting** portion of the survey.



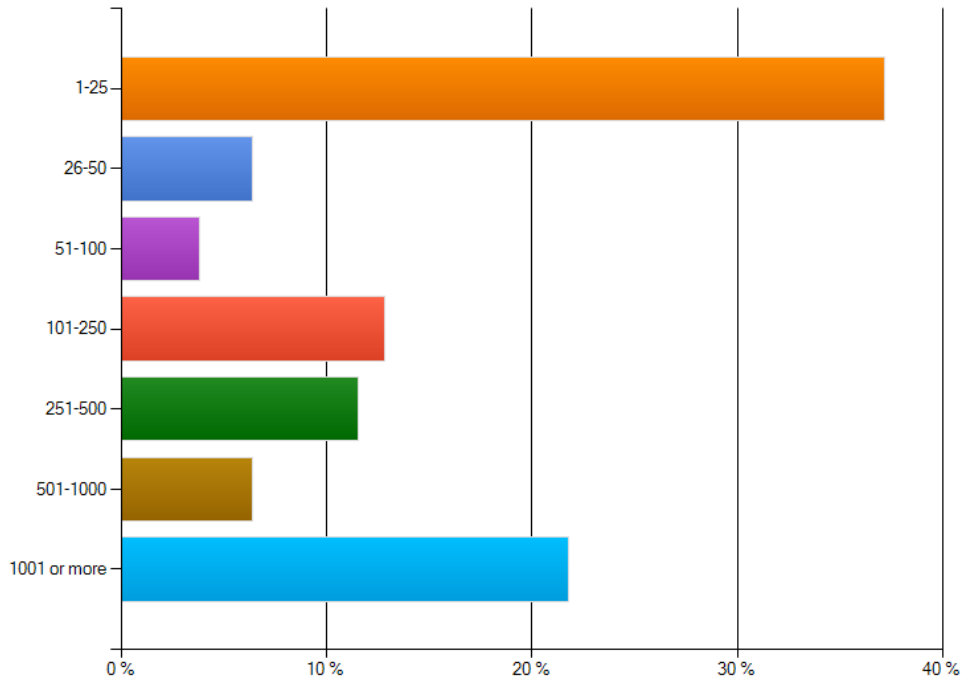
If you are currently using *social media* for recruitment, please check which channels and platforms you are using. (Check all that apply)



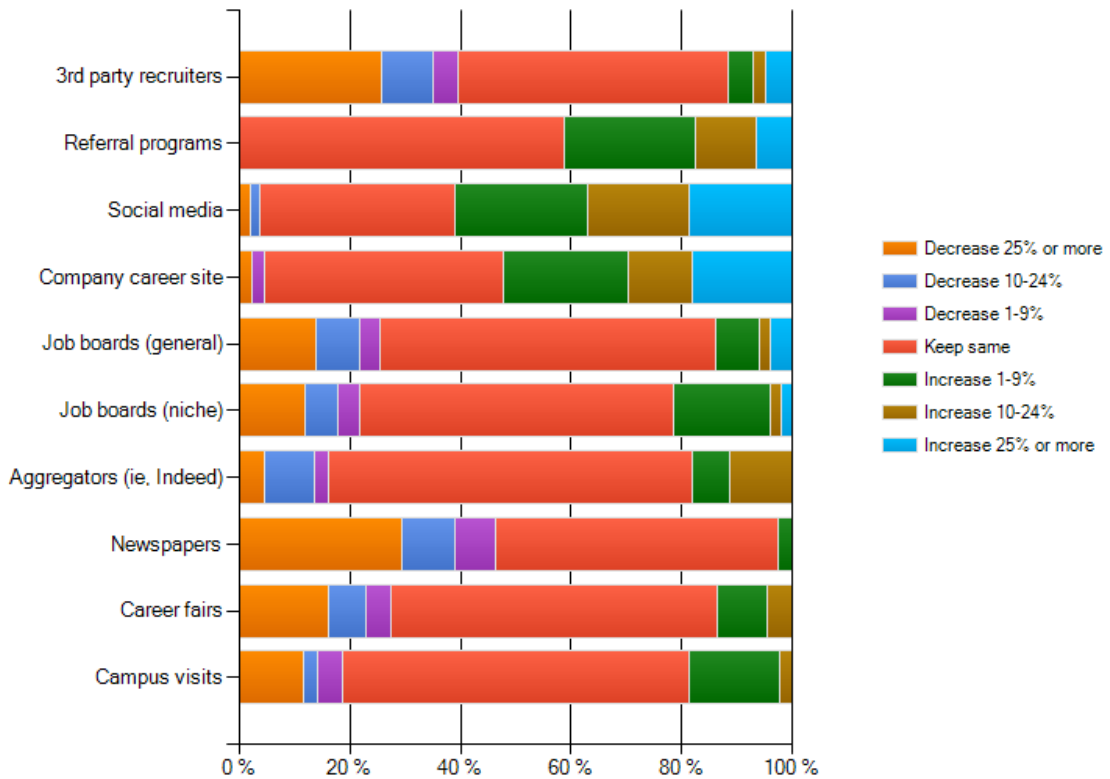
On average, how many positions do you advertise each month?



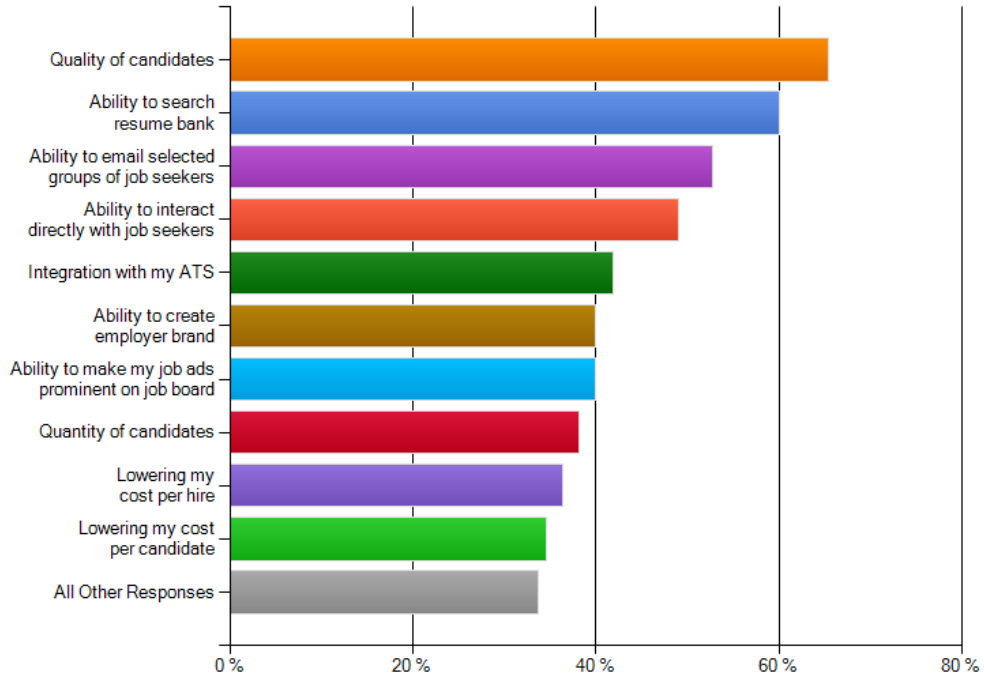
How many employees does your organization have?



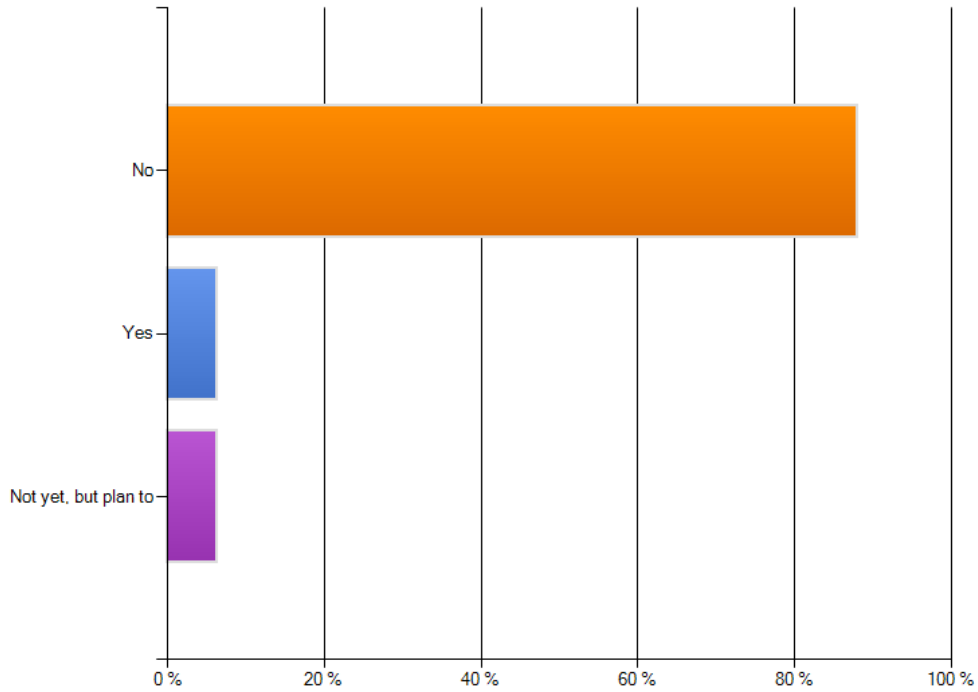
Please indicate your spending plans for each recruitment option for the coming 12 months:



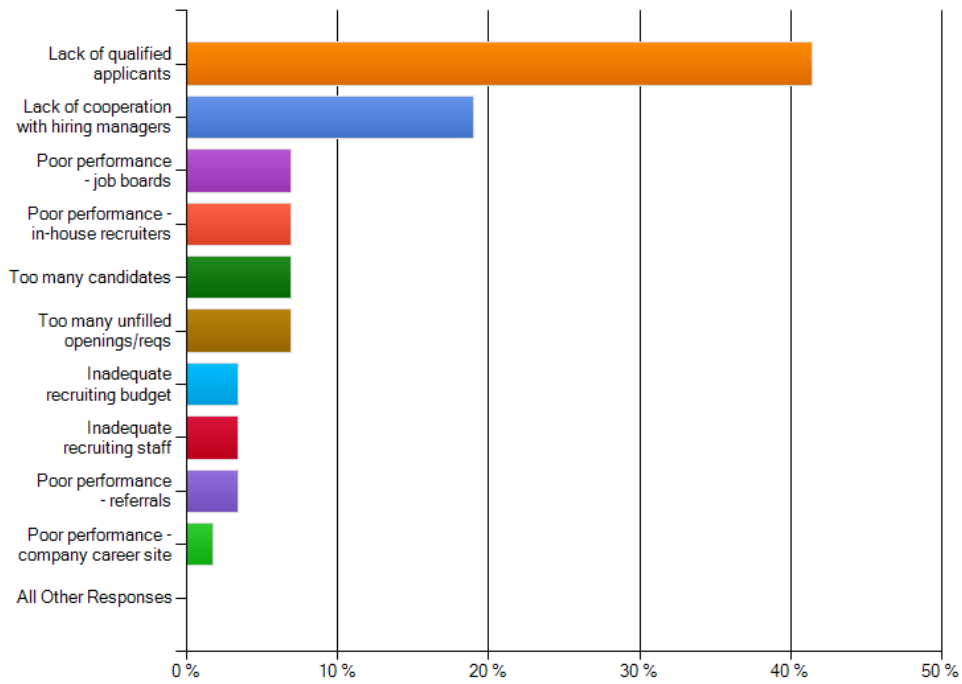
If you use job boards in your recruitment efforts, which of the following job board features or deliverables are most valuable to you? (Check all that apply)



Has your organization purchased a .jobs domain (i.e., IBM.jobs, Coke.jobs)?



What is the *most* important challenge you face in meeting your recruitment goals?



About Job Board Doctor:

Job Board Doctor is a consulting service for job boards and career sites. It provides strategic and tactical help in the following areas:

- Short and long-range planning
- Product development and launch
- Sales and marketing
- SEO
- Social media and content creation
- Site and user interface analysis

Jeff Dickey-Chasins is the Job Board Doctor, a veteran of the job board, publishing, and e-learning industries. Jeff was the original marketing director for Dice.com, growing it from \$7 million to \$65+ million in three years. He has worked with numerous job boards and HR-related sites over the past 20 years.

You can learn more about Job Board Doctor here: <http://www.jobboarddoctor.com>