More than 90% of career services professionals report an increased use of social media in their offices over the past 3 years.

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SOCIAL MEDIA?

Only 1.7% say that their offices have not yet implemented social media as part of office operations.
TOP PLATFORMS FOR CAREER SERVICES PROFESSIONALS

- **Facebook**: 32.8% of respondents using the platform, 91.6% rate it highly effective.
- **LinkedIn**: 59.8% using the platform, 88.7% rate it highly effective.
- **Twitter**: 29.5% using the platform, 72.3% rate it highly effective.
- **YouTube**: 33% using the platform, 44.4% rate it highly effective.

Legend:
- Orange: % of Respondents using this platform
- Blue: % of Respondents rate this platform as highly effective
One-Way Conversation

97.9% of respondents report using social media to get students to career events.

Only 27.9% of respondents state that they use social media to counsel students about the job search.
32.3% of career services professionals rate privacy concerns as a serious barrier to the effective use of social media.
THE TRAINING GAP

While 77% of career services departments provide social media training to their students, only 25% of careers professionals receive university-sponsored social media training.