

**JULY**  
**2025**



**VIEW**

**Social Recruiting  
in Summer:  
Turning Views into  
Applicants**

# Introduction

In today's always-on, multi-channel world, Talent Acquisition (TA) teams are constantly reminded: "meet the candidates where they are." During regular business cycles, that often means email, LinkedIn or a phone call.

But what about during the summer months - when candidates are more likely to be at the beach, by the pool, or simply taking a break from their usual routines?

**The answer: meet them where they actually are: on social media.**

But which platforms are most effective? What content works best? And how can TA teams keep engagement high without burning out?

In the special July's edition of The VonQ View, we unpack exactly how to make social media work for you this summer - complete with proven tactics, channel-specific insights, and campaign ideas to help you maintain hiring momentum while everyone else winds down.

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# Why Social Media?

According to [We Are Social<sup>1</sup>](#), 87% of us use social media - 94% of everyone using the internet - and we typically use it for 18 hours a week!



**18 hours**  
per week

In fact, according to [Semrush<sup>2</sup>](#), of the top five internet destinations You Tube, Facebook and Instagram are 2, 3 and 4!

#	Website	Total Visits (Monthly Ave)	Average Time per visit	Average Pages per visit
1	GOOGLE	140B	12M 08S	5.01
2	YOUTUBE	78.6B	24M 28S	8.77
3	FACEBOOK	12.7B	14M 14S	8.47
4	INSTAGRAM	7.49B	12M 42S	10.07
5	WIKIPEDIA	6.98B	8M 44S	2.60

For the younger generations, social media is at the centre of every aspect of life, including work. According to research conducted by [Indeed<sup>3</sup>](#), almost 7 in 10 (68%) of Gen Z workers have used social media to plan their careers. Compare this to the mere 26% of Gen X workers who do the same. So the role social media plays in the job search process has changed dramatically in recent years. According to [Zippia<sup>4</sup>](#), 62% of Gen-Z candidates have found work using social media (vs 56% of Millennials and 31% of Gen-X).

That behaviour doesn't stop on vacation - in fact it intensifies. But possibly not on LinkedIn alone!

According to research by [Seeqle<sup>5</sup>](#), employers see 31.5% higher reach on social media recruitment and employer brand campaigns during the summer months, as well as 31% more clicks on campaigns - all on the same budget as the rest of the year.

But the other important factor is that most of your hiring competition are also on holiday, so there's a huge opportunity to access great talent if you get your social media hiring strategy right.

So what are some of the techniques and tactics that will help you make the most of the summer hiring window?

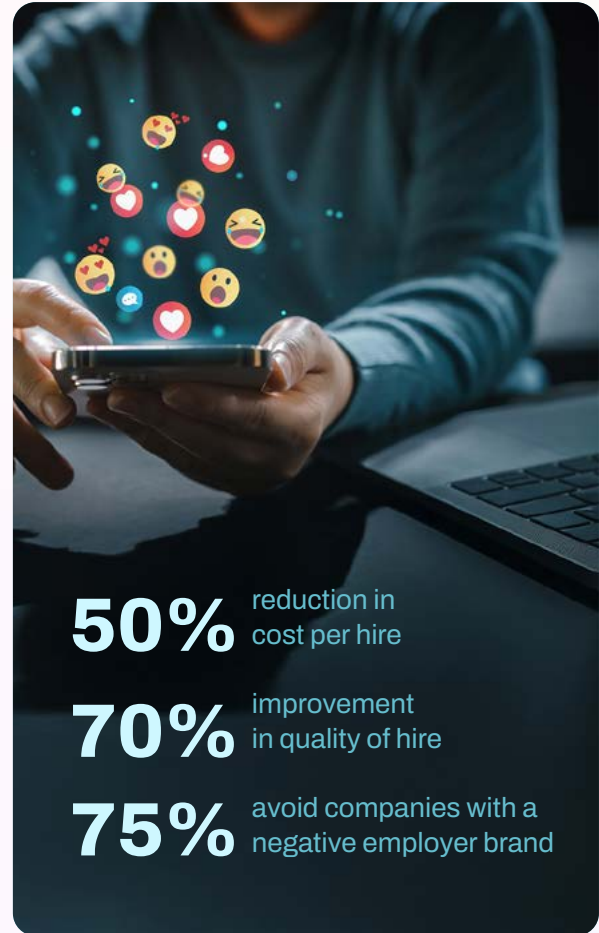




# Employer branding

The first pillar of your campaign to get right is your Employer Brand. The quieter months of the summer are a great time to build and invest in this. A strong employer brand has positive effects on existing employees: those who identify and stand with a brand tend to stay in the company longer. But it also has a positive effect on the applicant rate. The higher the interest for a company, the faster the job ads will work. The key is to create a brand that applicants can connect with emotionally, that provides something beyond the paycheck that they can aspire to, and to illustrate values and a culture that they want to be part of.

A strong employer brand is powerful. According to [LinkedIn's Global Talent Trends report<sup>6</sup>](#), companies with strong employer brands can reduce recruitment cost-per-hire by 50% and improve hire quality by 70%. Moreover, a study by Universum<sup>7</sup> found that 84% of job seekers consider an employer's brand before applying, and importantly 75% will not apply to a company with a negative employer brand.



# Employees as advocates

Next it is essential to enlist the support of your greatest social media asset: your employees.

It is well understood that Gen-Z expects authenticity in brand communications, and so the key to engaging your talent pool is to convey your message through the lens of your employees. Not only does your message implicitly carry the authentic stamp of employee approval (especially when content is user-generated), but also brings additional reach into new audiences via your employee advocates' own networks.



# Social media as search

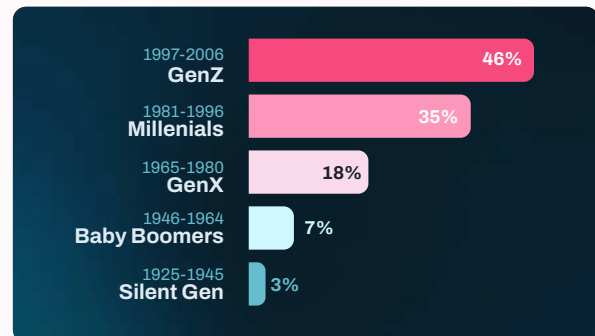
It is also important to consider the power of social media as the main portal for search today.

According to [Forbes Research<sup>8</sup>](#), 24% of consumers now use social media to search and find answers to questions. The number shoots up for Gen Z, with 46% of the demographic using social media as their primary search engine to find information.

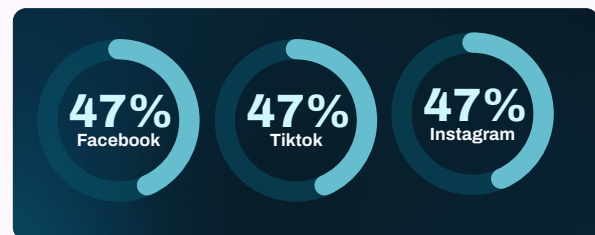
There's a wide variety of platforms used this way. In fact 57% of people surveyed by Forbes said they use YouTube the same way they use Google search. Second is Facebook at 56%. While TikTok and Instagram are very popular, they are only third (38%) and fourth (36%) respectively.

Users have come to appreciate that social media search is a much more targeted and personalised experience, as well as being more timely, authentic and visually engaging.

For many, the main reason is convenience - 29% surveyed in this research say they opt



**57%** ... use YouTube as a search engine just like Google.



to search on different social media platforms because they are already active on them and this activity blends “seamlessly into their social media routines”.

## Short form video

So how do you best build your social media talent attraction campaigns this summer? Three words: Short. Form. Video!

Video - and especially short-form (i.e. under 90 seconds) - is undoubtedly the winning media format on the internet right now. According to [GWI<sup>9</sup>](#), men and women aged between 16 and 24 say they watch short videos between 4.7 to 5 days a week (respectively). According to [Firework<sup>10</sup>](#), it represents 90% of all internet traffic! Videos of 90 seconds or less have a 50% higher viewer retention rate.

Users enjoy the quickly consumable nature of the shorter form, and crucially 60% of users are more likely to stay to the end meaning they're going to consume more of your message.

This obviously extends to job ads. According to a survey by Monster, recruiters believe video improves both the quality and quantity of applications ([78% and 90% respectively<sup>11</sup>](#)).

Here are some tips for organisations looking to optimise their social media campaigns for hiring:



**Content Creation**

Advanced tools can now analyze past performance and trending topics to generate effective headlines, captions, and creative formats.

Use AI to assist in branded image and short-form video production. E.g. Virtual office tours, animated role explainers, or stylized employee stories.

**Post Scheduling**

Analyse historical engagement data across platforms, and use AI tools optimize schedules so posts go live when your audience is most active.

**Campaign Setup Speed**

...and proper AI prompting

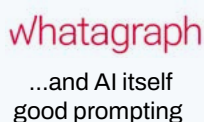
Use AI for campaign planning such as audience targeting, creative testing, A/B planning and more.

By leveraging historical performance data and real-time market signals, AI platforms can auto-configure campaigns, adapt messaging on the fly for maximum agility.

**Predictive Targeting**

Maximise social media's AI-driven algorithms that use behavioral data, professional interests, and engagement signals to predict who's most likely to interact with your hiring content.

More accurate targeting means more efficient ad spend and higher-quality hires.

**Performance Analysis**

...and AI itself  
good prompting

Use AI to measure performance across all channels, identify what's under-delivering, and get recommendations for real-time optimizations.

Dynamic measurement means continuous improvement in real time instead of waiting for the end-of-campaign review.

## Finally...

Some other important things to consider are:

**Alt text:** Always remember to add (relevant and descriptive) "alt text" to improve accessibility and social search SEO performance to ensure your campaigns are as inclusive as possible. Sometimes the best candidates will be sight or hearing impaired and alt text helps them access the job opportunities that can take them - and you - forward.

**Tempting the "Passive Candidate":**

Some of the best candidates aren't even looking. During the summer they can be tempted on social media if they are attracted to your values and culture. These candidates spend less time on social media the rest of the year and so the summer represents the best opportunity to access them!

# Social Is Here to Stay: A Challenger's Growth Engine Beyond the Summer Months

Social media is no longer a “nice-to-have” - it's a core part of how modern brands grow. It's where today's candidates spend time, discover new opportunities, and form opinions. For Gen Z, social is now the default discovery engine. According to Deloitte's 2025 Digital Media Trends report, Gen Z spends 54% more time on social platforms than the average user. This is where trust is built, intent is shaped, and hiring decisions begin, often before a job ad is ever seen.

Social also levels the playing field. You don't need a massive ad budget to win. With a

smart, consistent strategy, even challenger brands can punch above their weight - out-thinking and out-pacing competitors with bigger spend.

But don't mistake lower barriers for lower effort. Social still needs the right investment of time, creativity, and budget to cut through the noise and deliver results.

Treat it like the strategic growth lever it is and you'll unlock a scalable, efficient way to build brand affinity, drive engagement, and convert top talent.



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# Key Takeaways



Most of us are using social media, for up to 18 hours a week. During the summer months this activity peaks - which means more candidates are available to be accessed by your recruitment campaign via social media



Younger generations are using social media more and more to plan their careers: 68% of Gen-Z versus only 26% of Gen X



Increasingly, candidates - especially Gen Z candidates - are using social media instead of Google to search for information and job ads because it's more convenient and accurate.



People respond well to a positive employer brand



AI is a powerful tool for planning and automating your recruitment campaigns on social media



Short-form video is key to success for your social media recruitment campaigns.

## Ready to turn Views into Applications?

Let's build a social recruiting strategy that meets candidates exactly where they are — even by the pool this summer. From short-form video to AI-driven targeting, our team helps you turn passive scrollers into active applicants.

