

 careerarc

2022 SOCIAL RECRUITING CPC + ROI BENCHMARK REPORT

How social media
recruiting and paid
job ad CPCs compare

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ad CPCs compare

With the rise of COVID variants in 2021, the continuously changing economy, and the **Great Resignation** prompting employers to rethink and rework their hiring plans quickly, talent acquisition leaders ended up spending more and getting less in 2021 with traditional recruitment advertising techniques.

Compared to 2020, **cost per application (CPA) and cost per click (CPC) for job ads, a recruiting staple, soared by 43% and 54% respectively in 2021**—nearly 5x higher than the 11% CPC increase observed in 2020. With **paid recruiting channels** burning a hole through employers' pockets, many companies wisely invested

in organic recruiting strategies, like **social media recruiting** and employee advocacy programs, to source top candidates and limit their dependence on paid methods like **job boards** and job ads.

Despite the mismatch between labor supply and demand and corresponding spike in job advertising costs, organic social media recruiting delivered significantly lower CPCs in 2021. To determine average CPC for social media recruiting, CareerArc analyzed 2021 job-related social posts data representing over 33 million job views/clicks and nearly 10 million apply-clicks.

AT A GLANCE

Average social media recruiting CPC:

\$0.35

Average cost savings over job ads:

68.2%

TA leaders leveraging employee
ambassadors on social media:

43%

Average hours saved per client:

949 hours

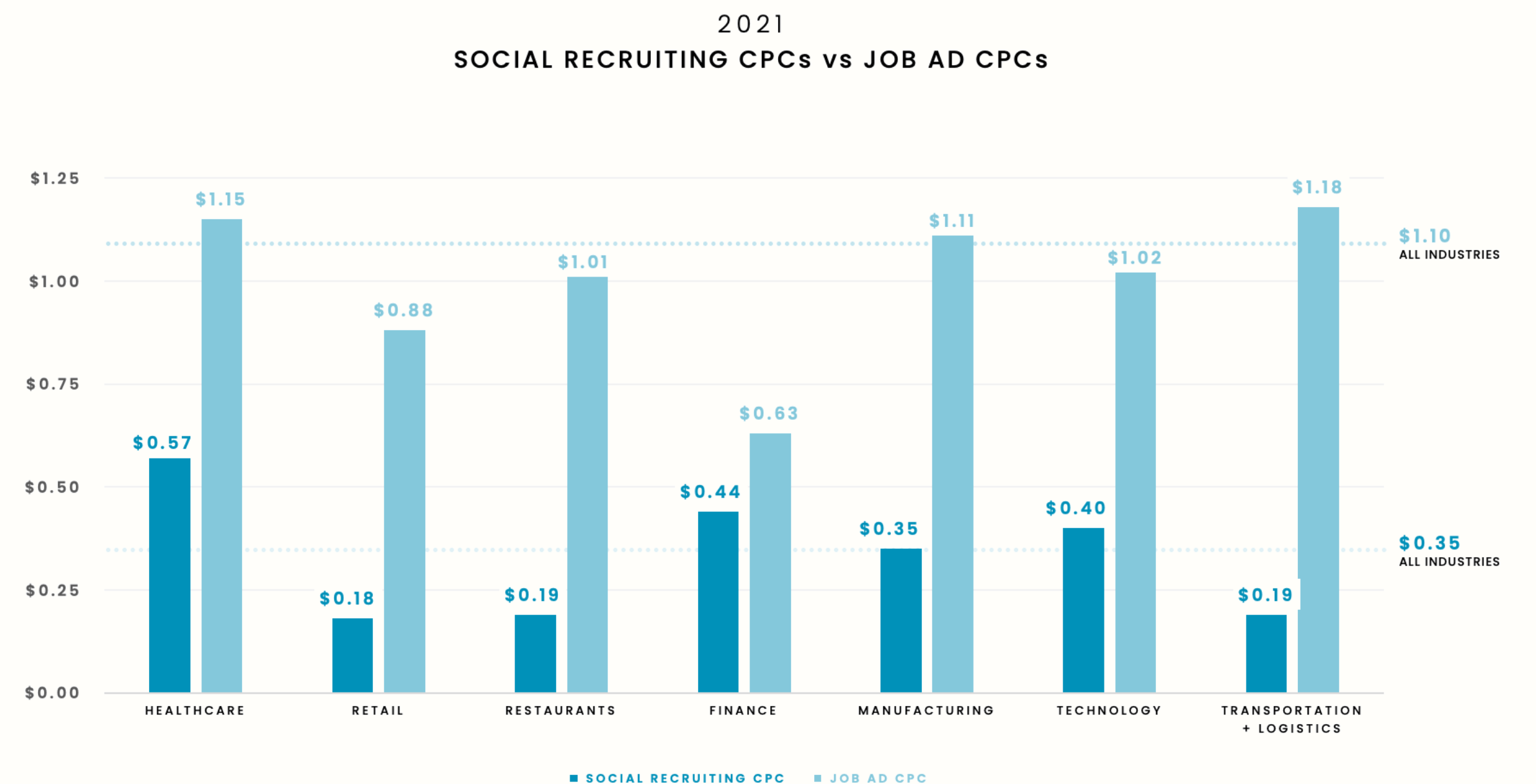
Increase in employer brand
content on social media:

91%

Findings

Social media recruiting offers a budget-controlled way of drawing in candidates. Average CPC for job-related social media posts amongst CareerArc clients throughout 2021 was a cost-effective \$0.35. In contrast, the median CPC for job ads in 2021 skyrocketed 54% from 2020 to \$1.10 according to the Appcast 2022 Recruitment Marketing Benchmark Report.

Cost savings averaged 68.2% for social recruiting CPCs compared to job ad CPCs, but savings varied significantly by industry. Social recruiting CPC costs varied greatly by industry, ranging from a low of \$0.18 in retail and hospitality to a high of \$0.57 for healthcare. Similarly, while social media recruiting CPCs outperformed job ad CPCs by an average of 68.2% across all industries, there was a notable trend in cost savings across industries with financial services posting a 29.9% cost savings for social media job-related post clicks on the low end to a high of 83.5% cost savings for transportation and logistics versus job ad CPCs.





949 hours

Average hours of work
per year clients save
over manually posting
jobs to social media

Findings

Talent acquisition leaders leaned into employee advocacy, nearly doubling their use of employee ambassadors on social media in 2021 to get more reach cost effectively.

With a plethora of new roles to fill in 2021 plus more backfills than ever before, talent acquisition leaders increasingly sought to involve recruiters, hiring managers, and employees in their social media recruiting strategy. CareerArc saw 43% of clients leveraging employee ambassadors on social media and publishing to individual social profiles through our platform in 2021, greatly increasing their recruiting reach at a low cost while benefiting from the inherent trust of peer-to-peer connections. This number nearly doubled from the 23% of clients leveraging employee ambassadors in 2020.

Average time savings per client increased by 121 hours (14.6%). In 2021, CareerArc clients saved an average of 949 hours of work (the equivalent of 5.9 months) in their social media recruiting program through our platform's automation, a 14.6% increase over time savings in 2020.

Findings

Talent acquisition leaders overhauled employer brand content to meet candidate requirements. A large number of CareerArc clients launched significant employer brand refreshes of their social media recruiting imagery (46%) and messaging (33%) in 2021 to better showcase their employer brand and reflect evolving market conditions like more stringent candidate requirements (e.g., better working conditions, evidence of DEI progress, and work flexibility), fierce competition for top talent, and the overall unfolding of the pandemic and its impact on the state of work.

Employers published 91% more employer brand-related content. In addition to refreshing employer brand content, talent acquisition leaders also increased the types and scale of employer brand campaigns they launched on social media with CareerArc clients publishing 91% more employer brand content on social media in 2021 versus 2020.

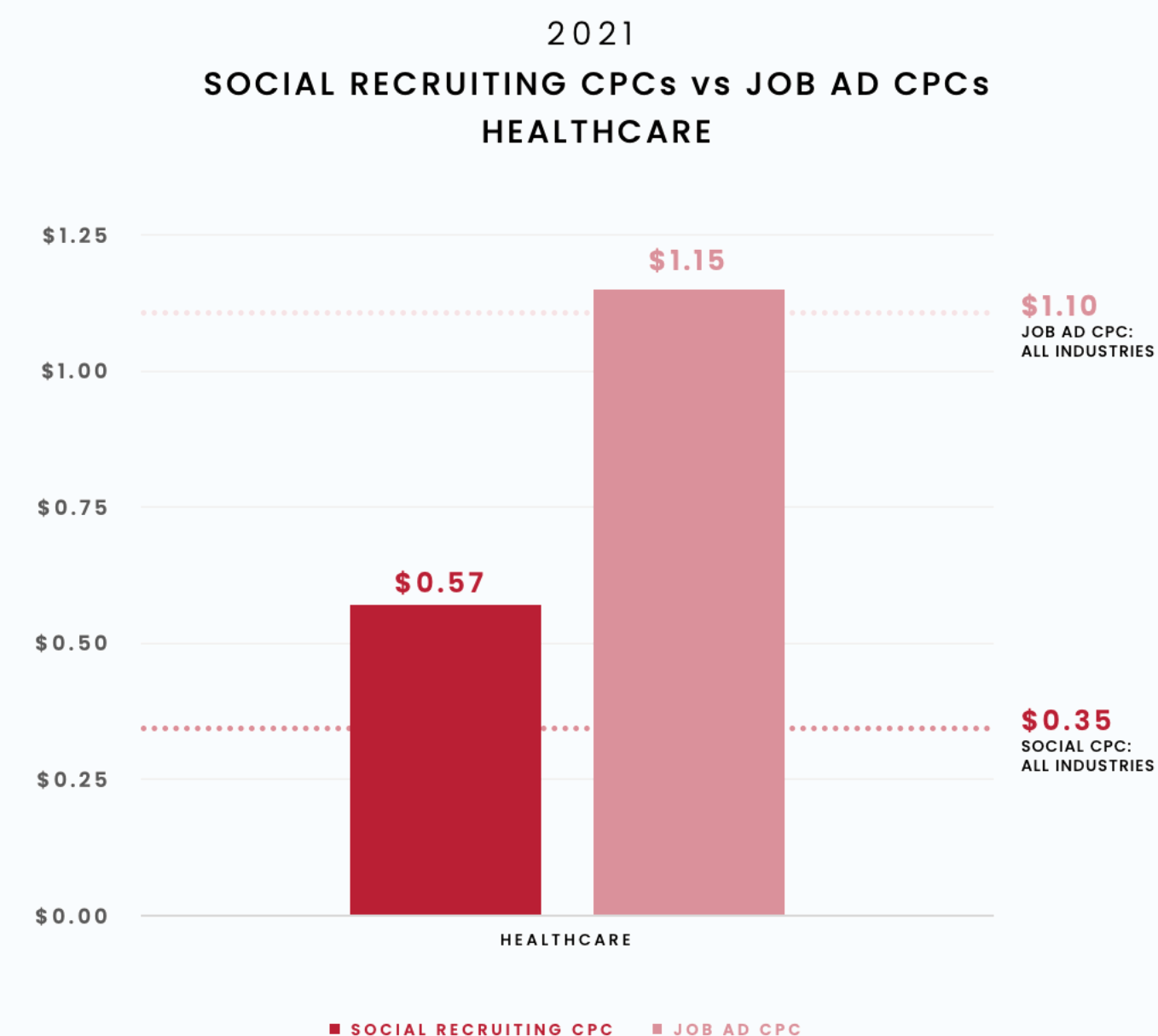


91%

**Increase in employer
brand content on
social media**

Healthcare

Social recruiting outperformed job ads by 50.6%

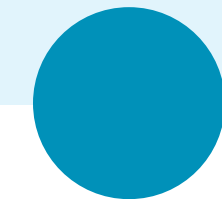


Source: CareerArc, Appcast 2022 Recruitment Marketing Benchmark Report

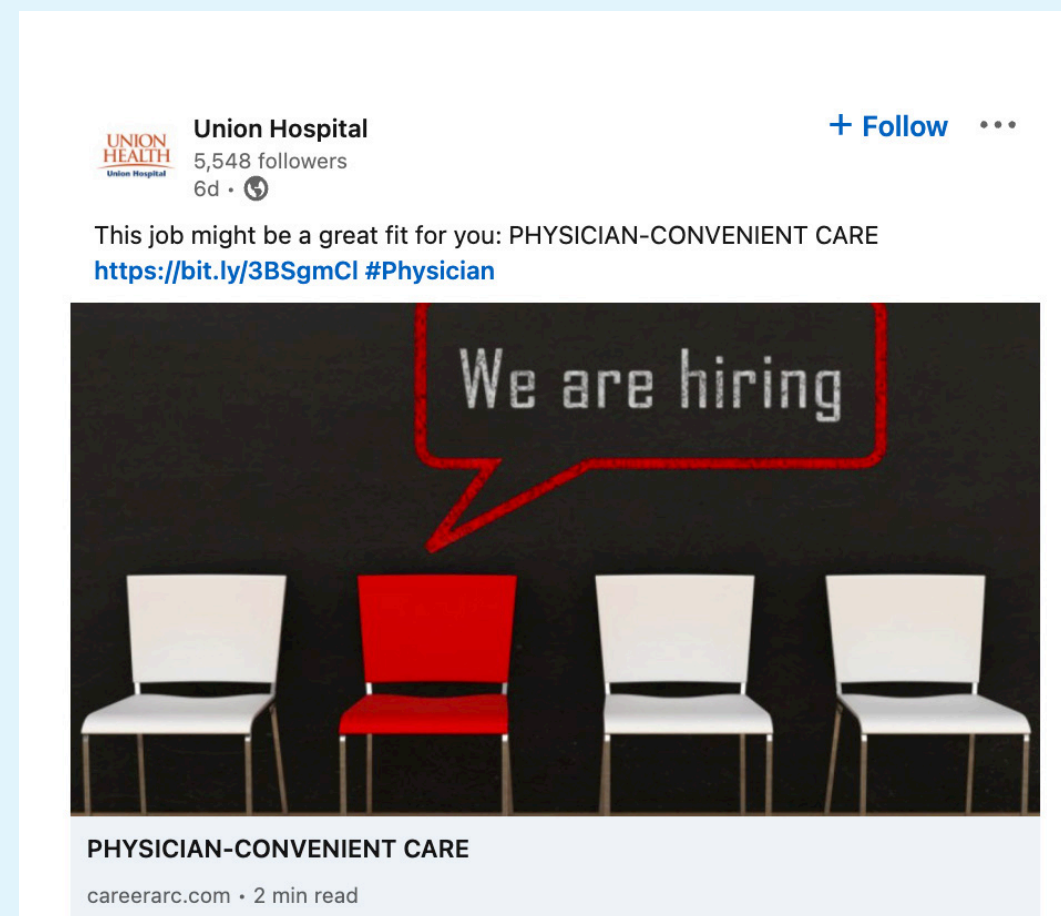
The healthcare field continued to be highly competitive in 2021 with increased hiring demand and shortages of qualified labor exacerbated by the strain of the pandemic. Costs were highest in this tricky industry and well above average recruitment marketing benchmarks, though social recruiting CPCs outperformed job ad CPCs by 50.6%.

Social media recruiting performance

- Social recruiting CPC: \$0.57
- Cost savings: 50.6% lower than the national average for job ad CPCs
- Hours saved/client: 681
- Months saved/client: 4.3

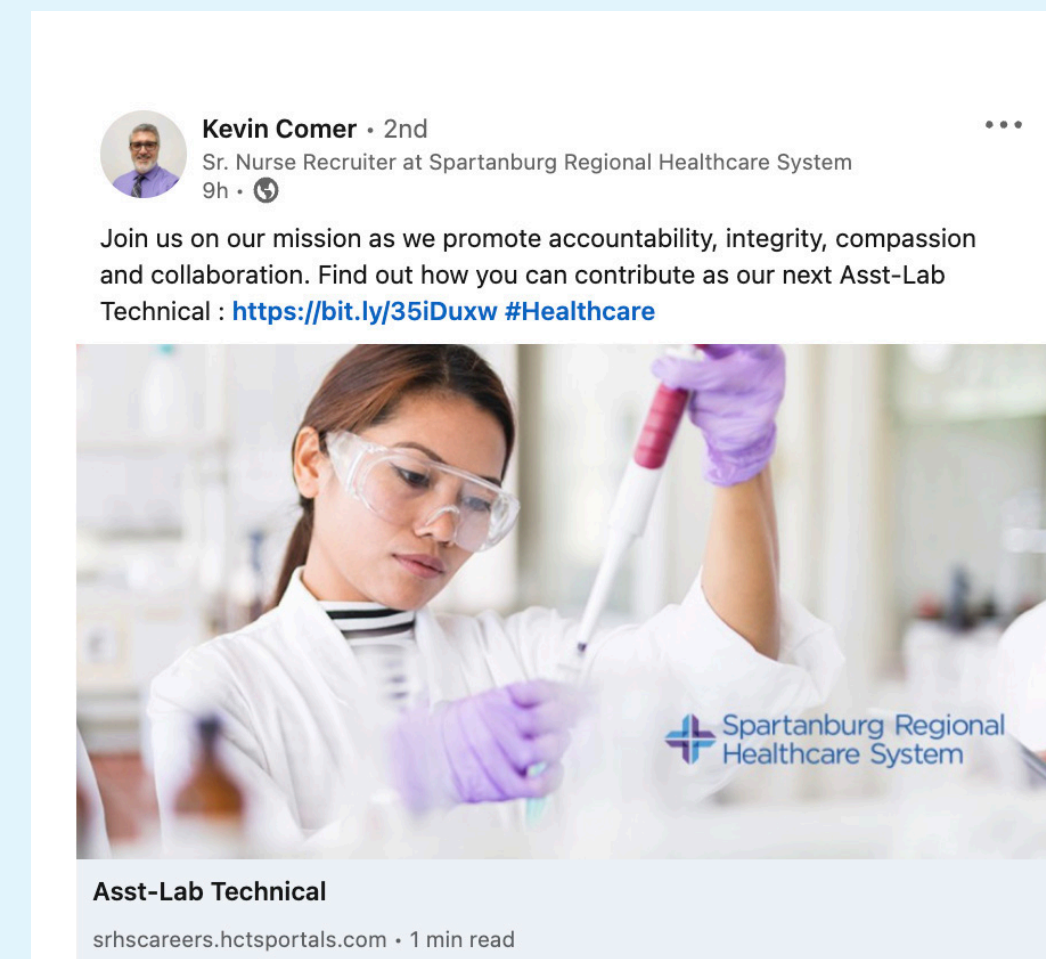


Examples of the results
CareerArc's healthcare
clients achieved in 2021
in their social media
recruiting programs



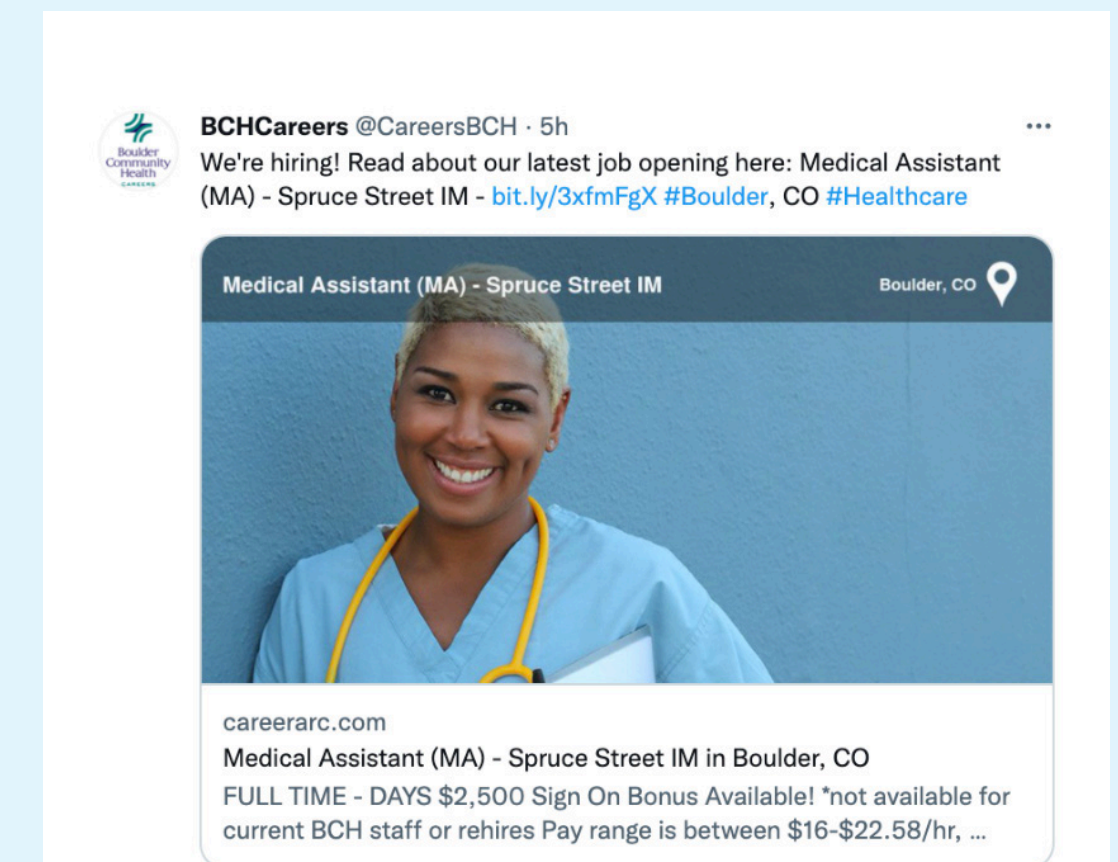
Union Health

17% of completed
applications sourced via
CareerArc automated
social posts



Spartanburg Regional Healthcare System

16% of completed
applications sourced via
CareerArc automated
social posts



Boulder Community Health

10% of completed
applications sourced via
CareerArc automated
social posts

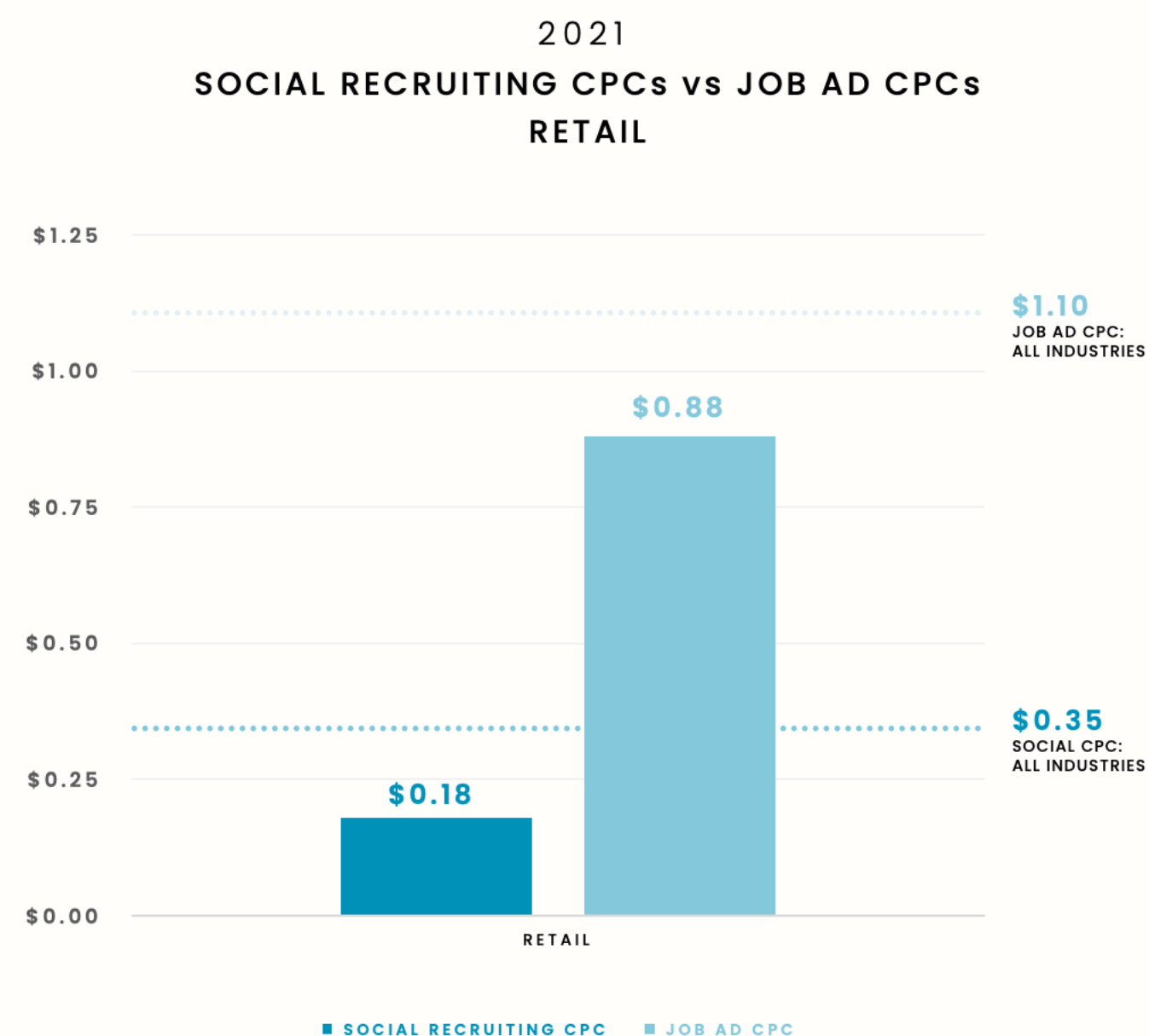
Retail

Social recruiting rang in cost savings of 79.2% versus job ads, the lowest CPC of any industry

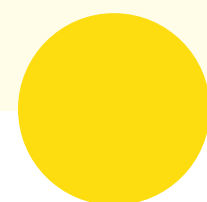
With higher turnover, lingering effects of the pandemic, and a challenging labor market, retail talent acquisition teams were in the hot seat in 2021 to keep their businesses on track. There was one glimmer of good news: average recruitment marketing costs for retail outperformed the benchmarks for all industries combined with social recruiting CPCs yielding 79.2% lower costs than job ad CPCs.

Social media recruiting performance

- Social recruiting CPC: \$0.18
- Cost savings: 79.2% lower than the national average for job ad CPCs
- Hours saved/client: 2,352
- Months saved/client: 14.7



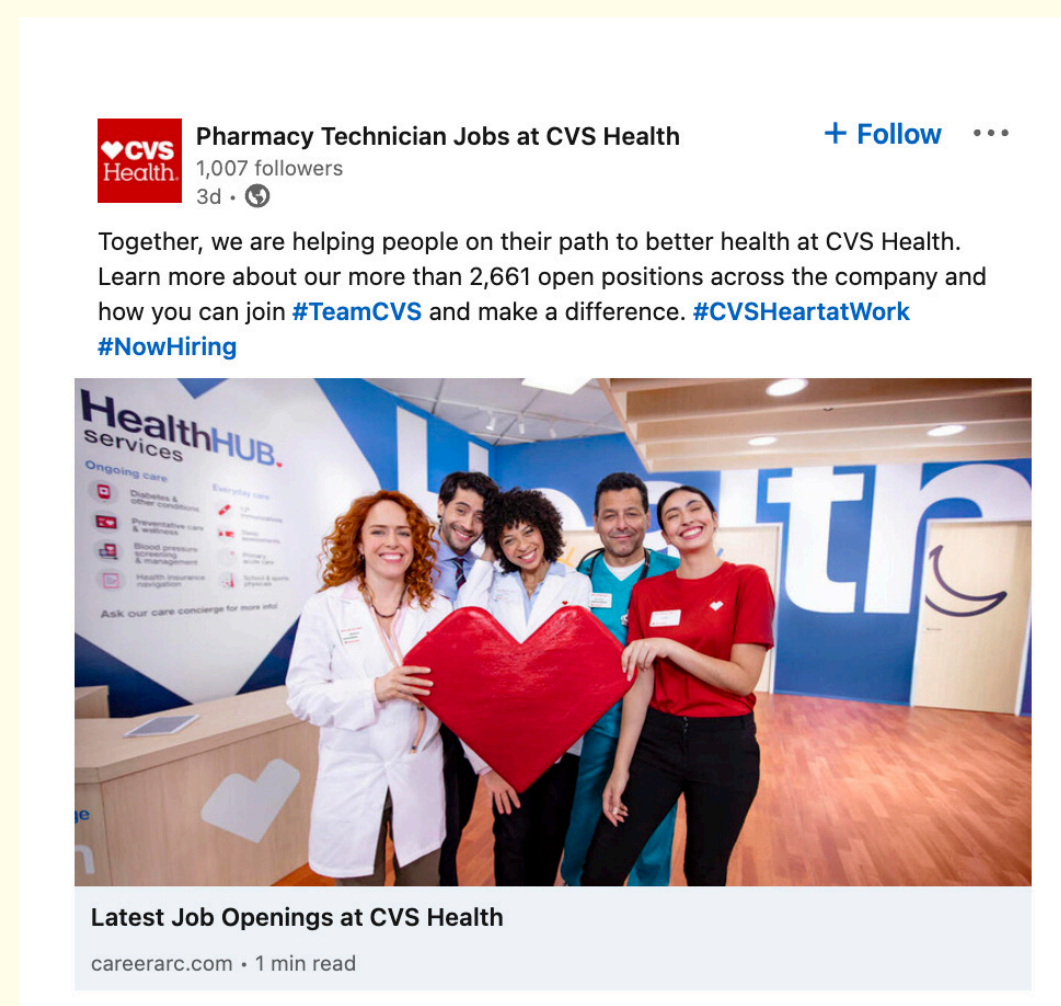
Source: CareerArc, Appcast 2022 Recruitment Marketing Benchmark Report



Examples of the results
CareerArc's retail clients
achieved in 2021 in their
social media recruiting
programs

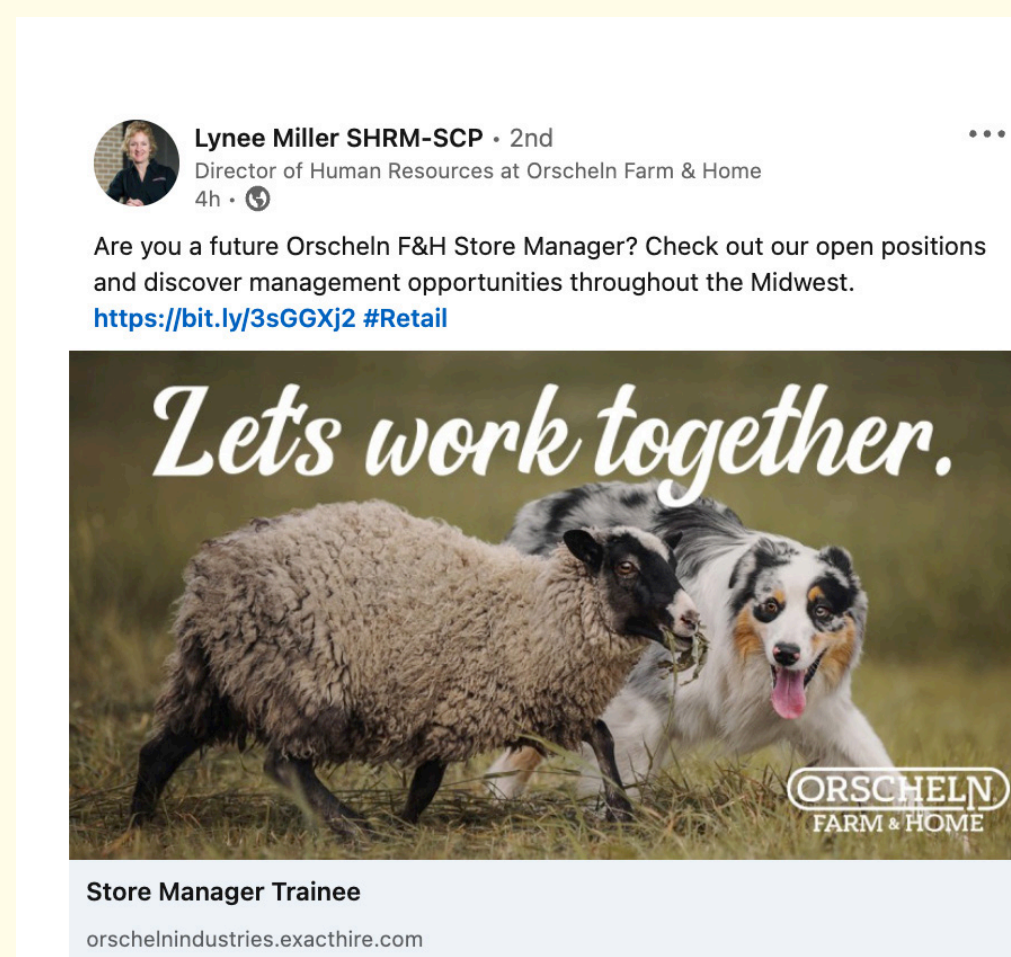
CVS Health

12% of completed
applications sourced via
CareerArc automated
social posts



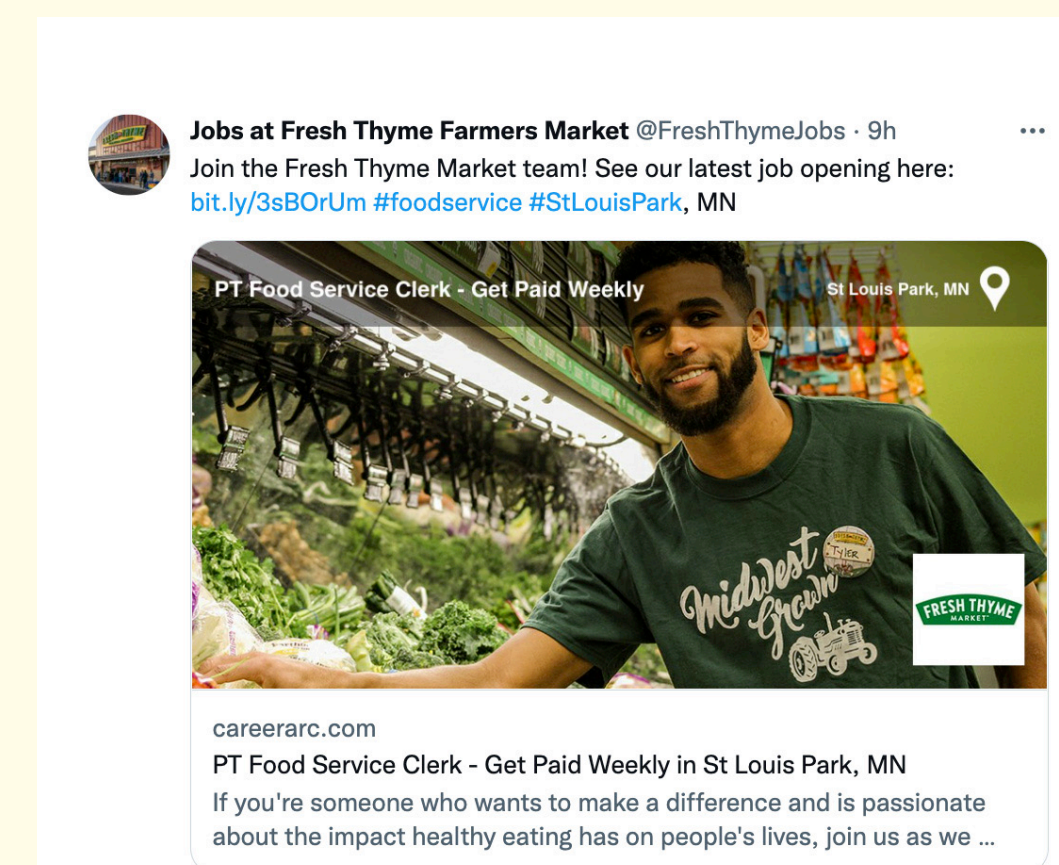
Orscheln

67% of completed
applications sourced via
CareerArc automated
social posts



Fresh Thyme

36% of completed
applications sourced via
CareerArc automated
social posts



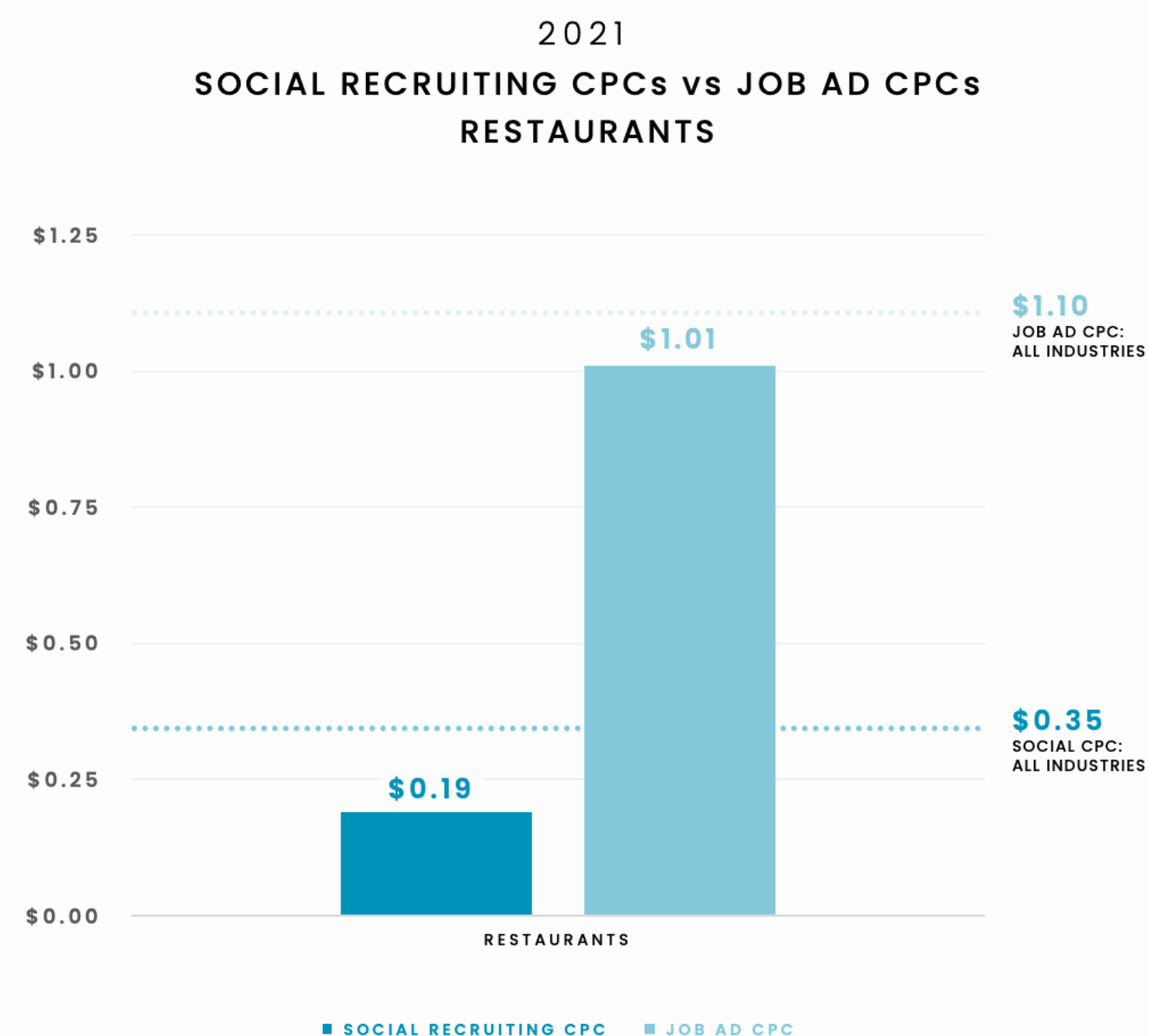
Restaurants

Social recruiting delivered 81.4% cost savings compared to job ads

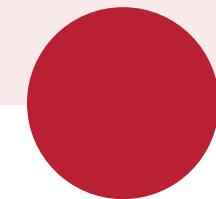
The pandemic left a heavy mark on the restaurant industry as businesses grappled with a labor market squarely in the candidates' court. With higher turnover, high-volume hiring needs, and a shortage of candidates, social media recruiting helped keep restaurants in front of talent at a lower cost with an average social media recruiting CPC of \$0.19 as compared to job ads CPCs of \$1.01.

Social media recruiting performance

- Social recruiting CPC: \$0.19
- Cost savings: 81.4% lower than the national average for job ad CPCs
- Hours saved/client: 915
- Months saved/client: 5.7



Source: CareerArc, Appcast 2022 Recruitment Marketing Benchmark Report



Examples of the results
CareerArc's restaurant
clients achieved in 2021
in their social media
recruiting programs

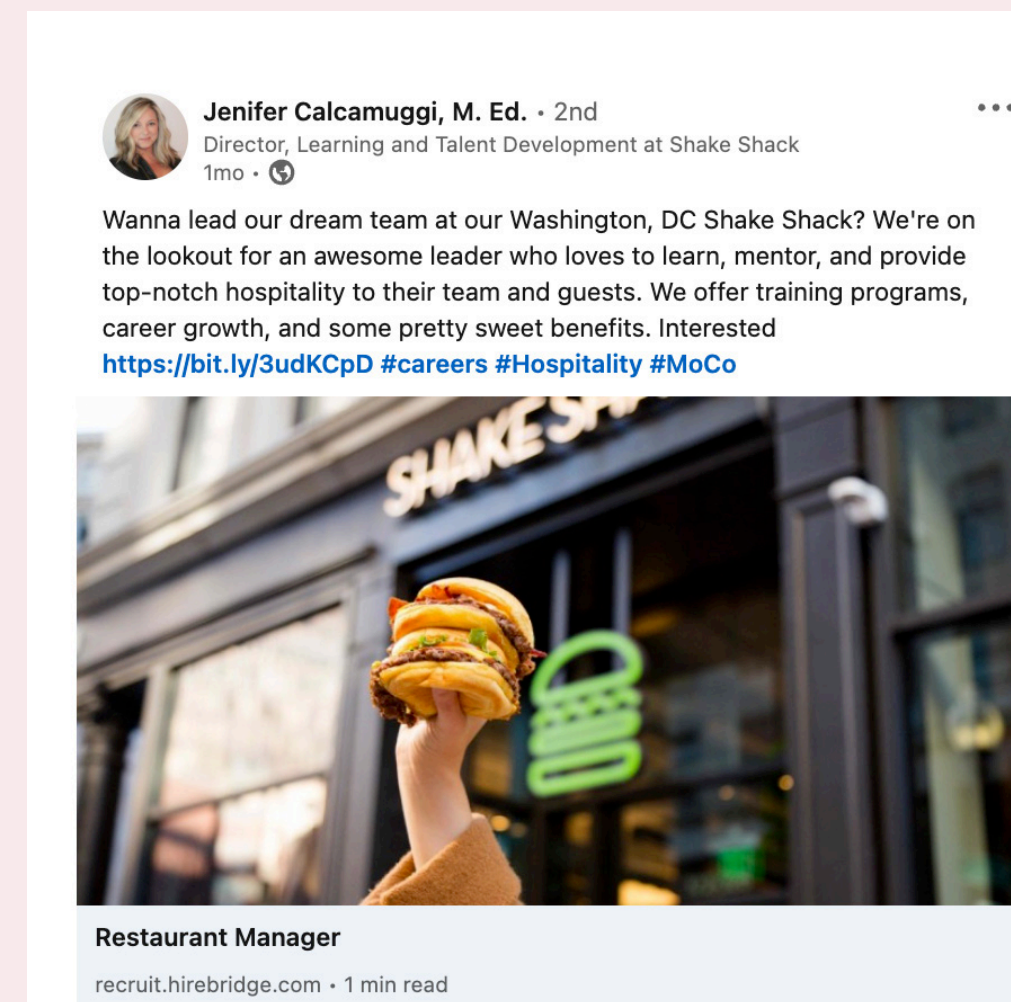
Panda Express

66% of completed
applications sourced via
CareerArc automated
social posts



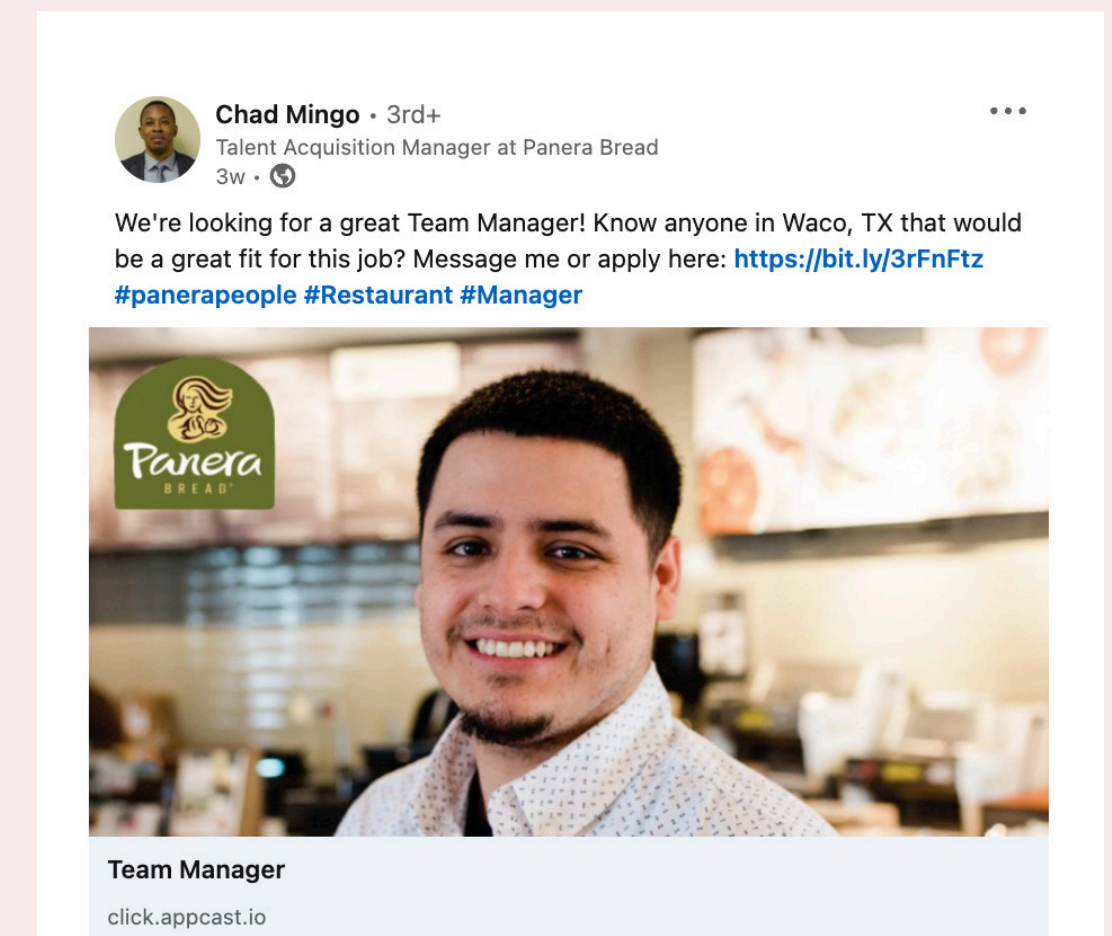
Shake Shack

13% of completed
applications sourced via
CareerArc automated
social posts



Panera Bread

13% of completed
applications sourced via
CareerArc automated
social posts



Finance

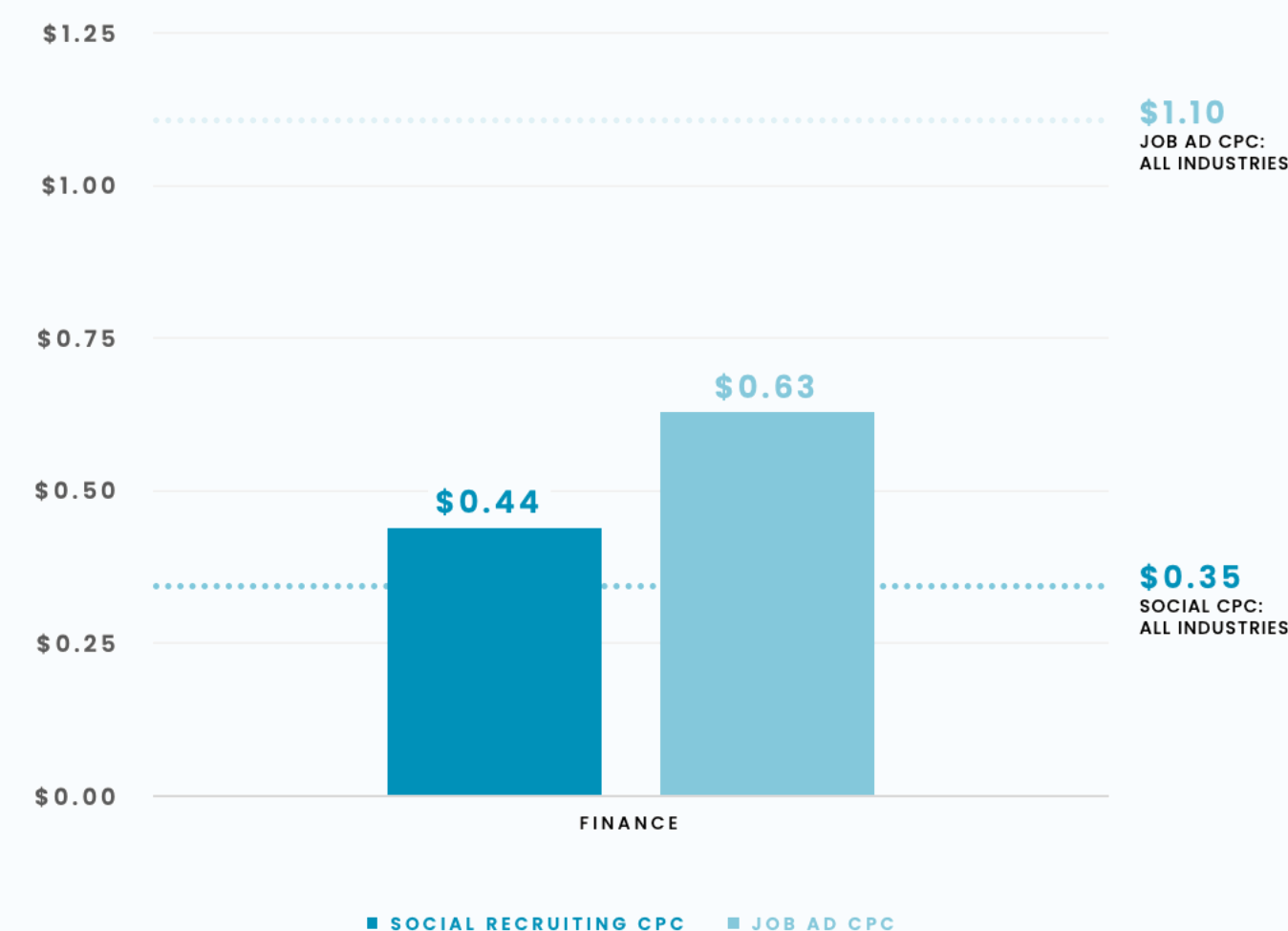
Social recruiting saved financial services companies nearly 30% over job ads

Social media recruiting helped keep financial services companies' jobs and employer brand in front of passive and active talent at a much lower cost than job ads, delivering an average CPC of \$0.44 – a 30% cost savings over job ads.

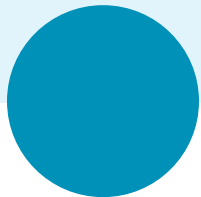
Social media recruiting performance

- Social recruiting CPC: \$0.44
- Cost savings: 29.9% lower than the national average for job ad CPCs
- Hours saved/client: 945
- Months saved/client: 5.9

2021
SOCIAL RECRUITING CPCs vs JOB AD CPCs
FINANCE



Source: CareerArc, Appcast 2022 Recruitment Marketing Benchmark Report



Examples of social media recruiting posts from CareerArc's financial services clients




GTE Financial
@GTEFinancial

...

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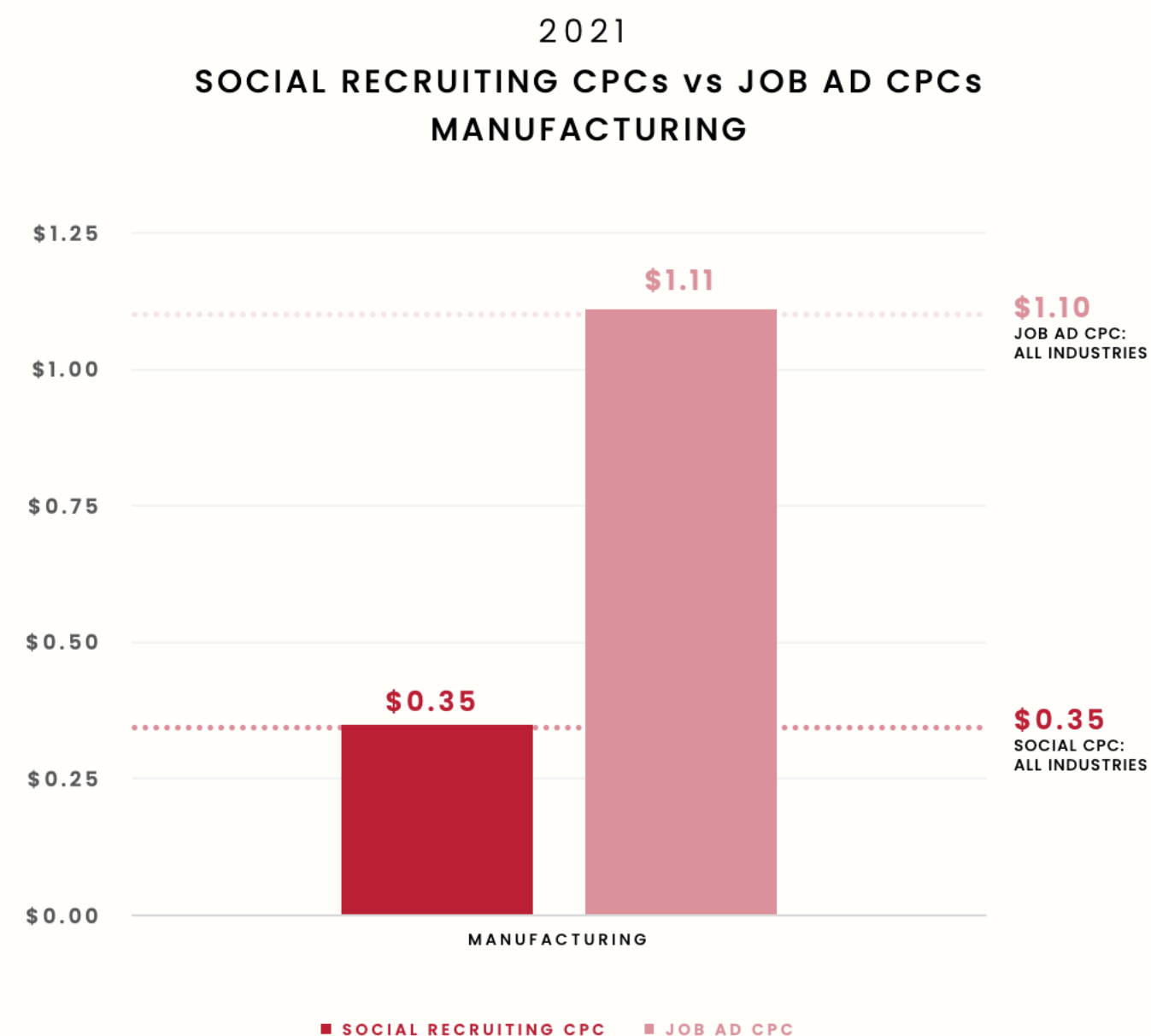
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careerarc.com
BizOps Engineer II, BizOps in Pune, MH
Our Purpose We work to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions ...

Manufacturing

Social recruiting yielded 68.2% lower costs than job ads

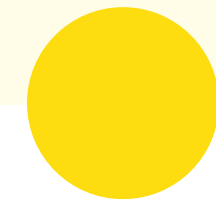


Source: CareerArc, Appcast 2022 Recruitment Marketing Benchmark Report

Despite continued supply chain challenges, the manufacturing industry experienced growth in 2021, putting further pressure on employers contending with record numbers of unfilled jobs. Social media helped manufacturers showcase their employer brand and attract qualified talent, delivering an average CPC of \$0.35 as compared to job ads CPCs of \$1.11.

Social media recruiting performance

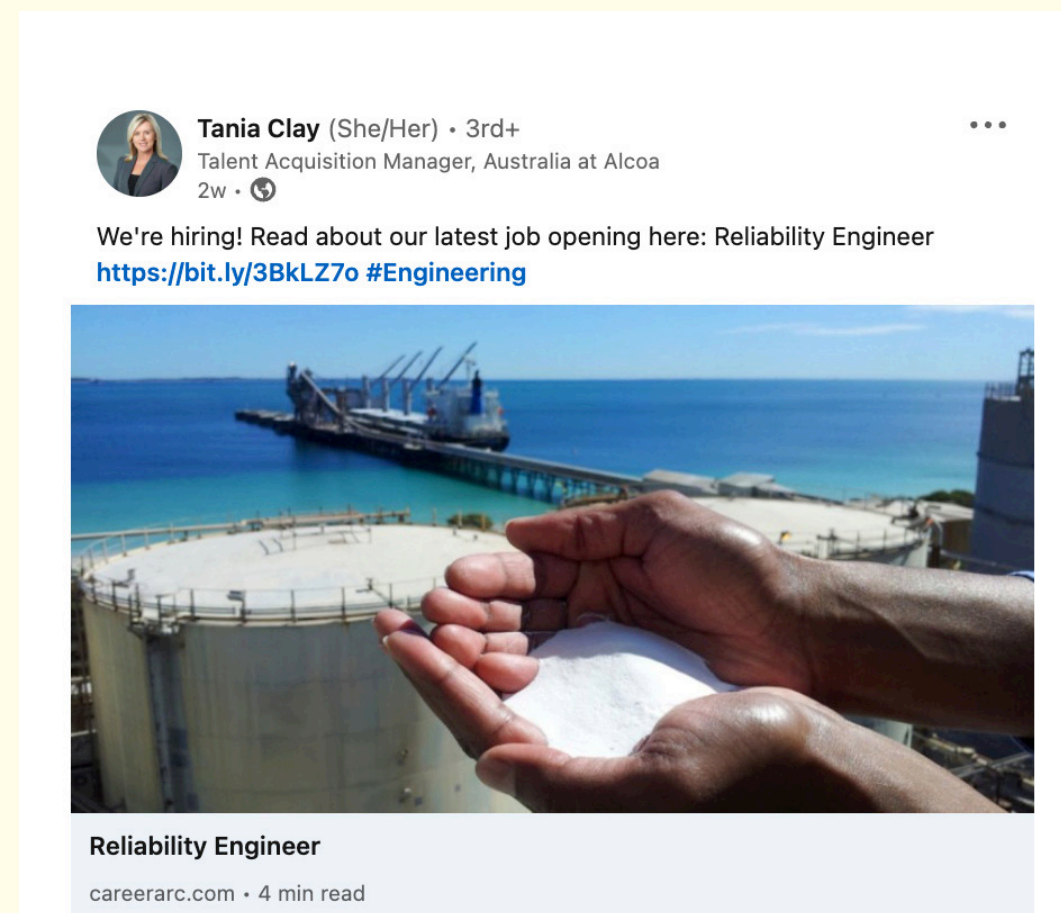
- Social recruiting CPC: \$0.35
- Cost savings: 68.2% lower than the national average for job ad CPCs
- Hours saved/client: 570
- Months saved/client: 3.6



Examples of the results
CareerArc's manufacturing
clients achieved in 2021
in their social media
recruiting programs

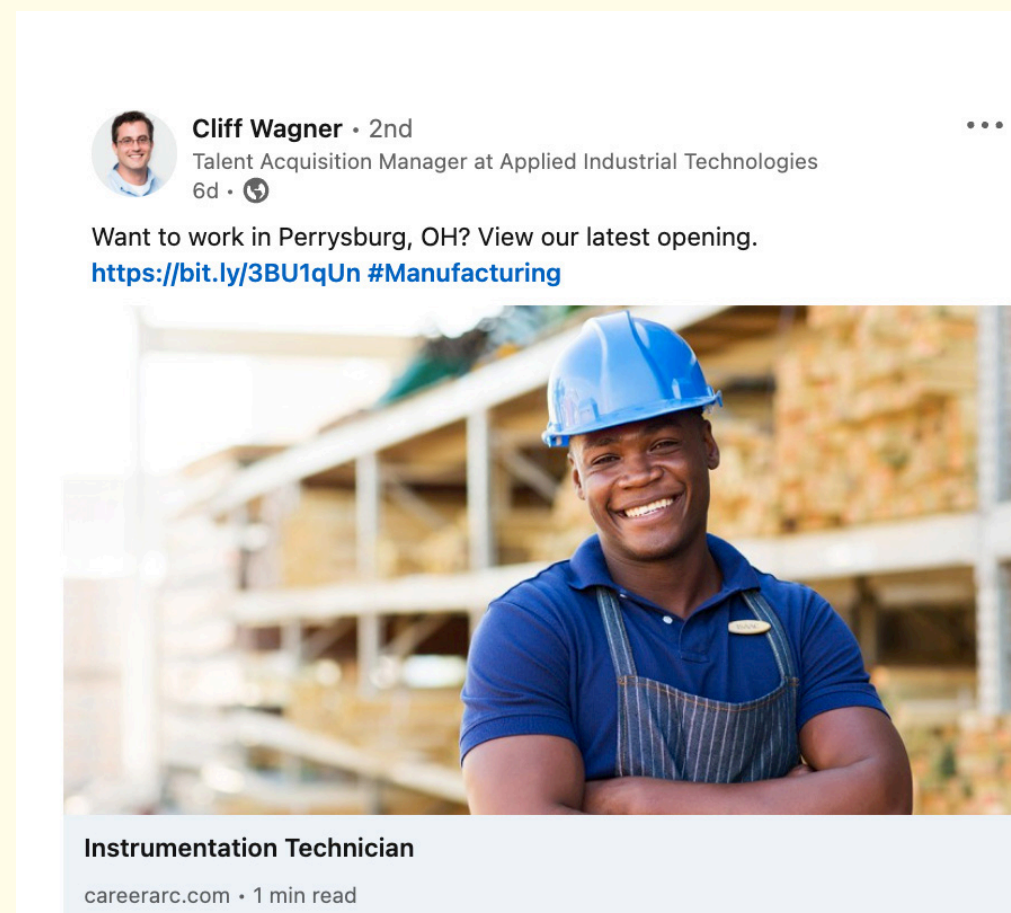
Alcoa

14% of completed
applications sourced via
CareerArc automated
social posts



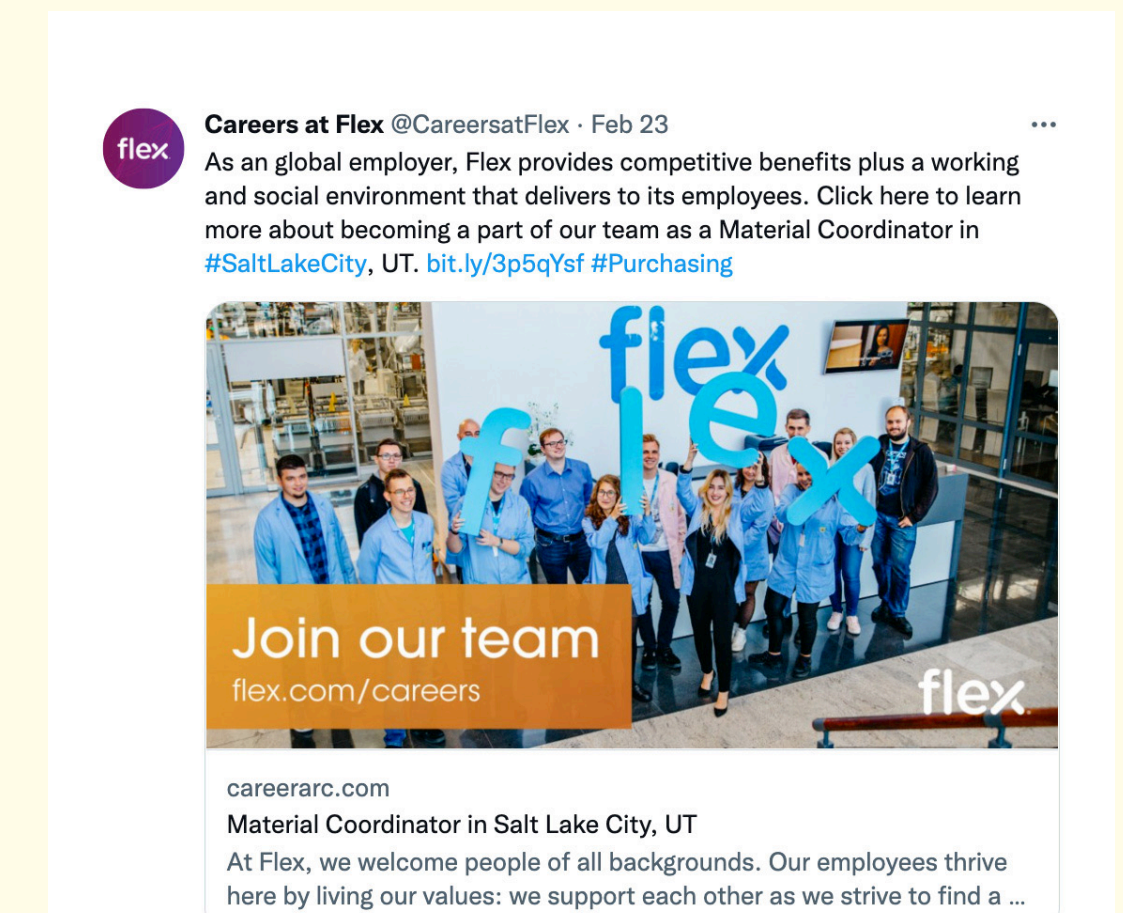
Applied Industrial Technologies

20% of completed
applications sourced via
CareerArc automated
social posts



Flex

11% of completed
applications sourced via
CareerArc automated
social posts



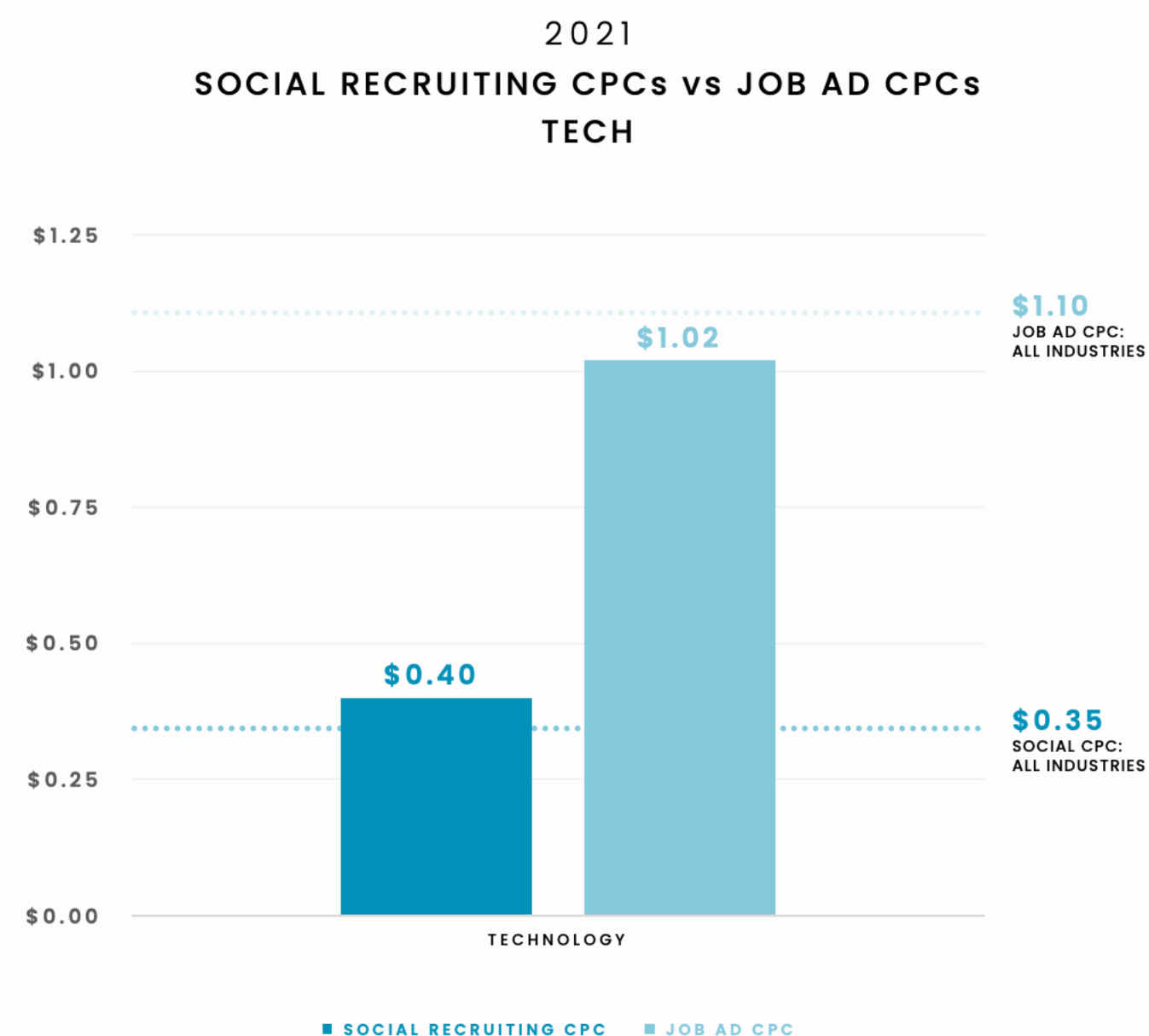
Technology

Social recruiting outpaced job ads for tech companies, delivering 60.5% lower costs

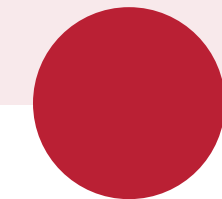
The pandemic hastened the rise of the remote workplace, opening up a talent pool without geographical boundaries for tech companies. But despite the broader talent pool, competition was still fierce for top candidates with social media helping tech companies showcase their jobs and employer brand at a far lower CPC than job ads.

Social media recruiting performance

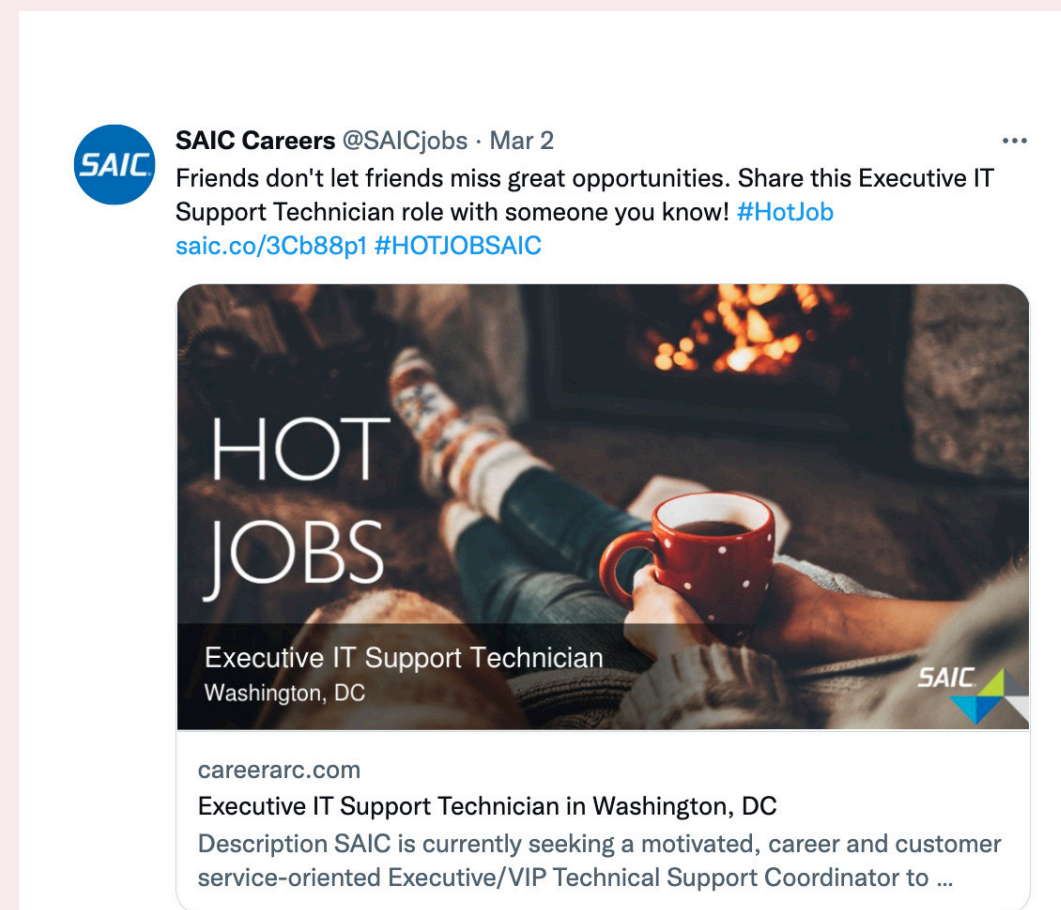
- Social recruiting CPC: \$0.40
- Cost savings: 60.5% lower than the national average for job ad CPCs
- Hours saved/client: 1,039
- Months saved/client: 6.5



Source: CareerArc, Appcast 2022 Recruitment Marketing Benchmark Report

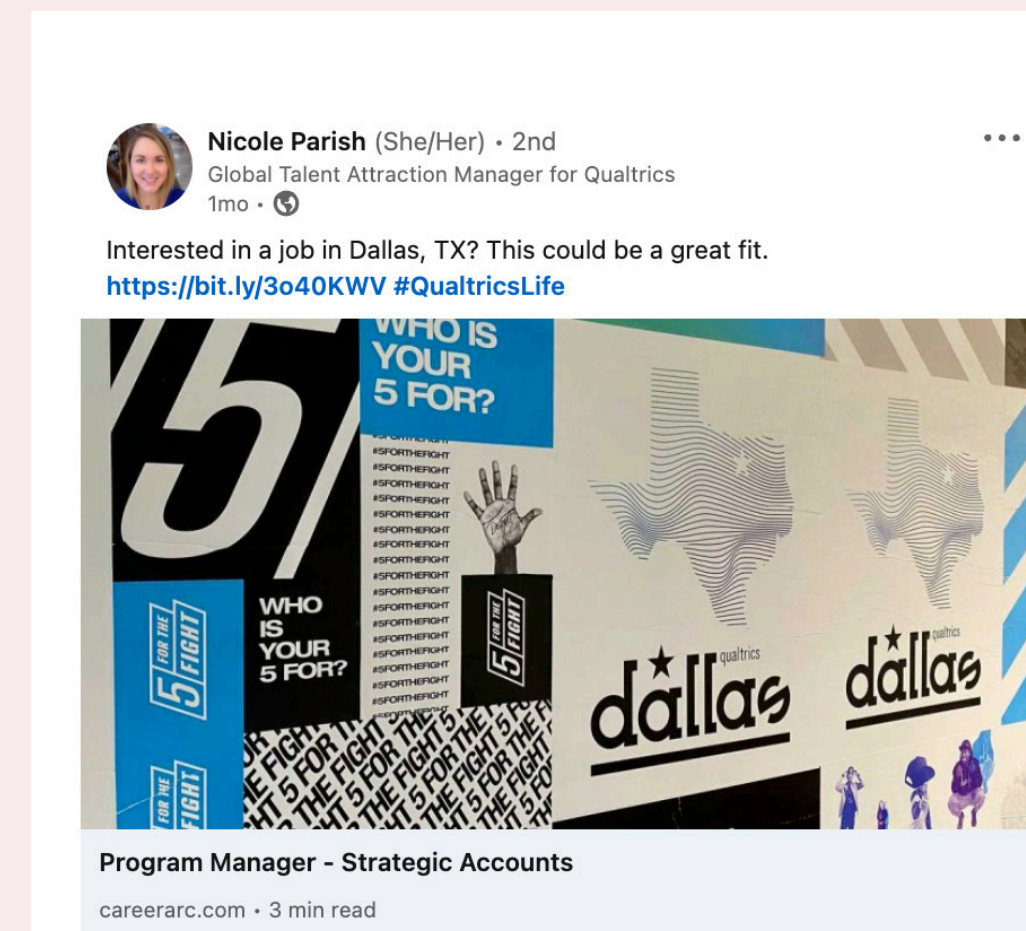


Examples of the results
CareerArc's tech clients
achieved in 2021 in their
social media recruiting
programs



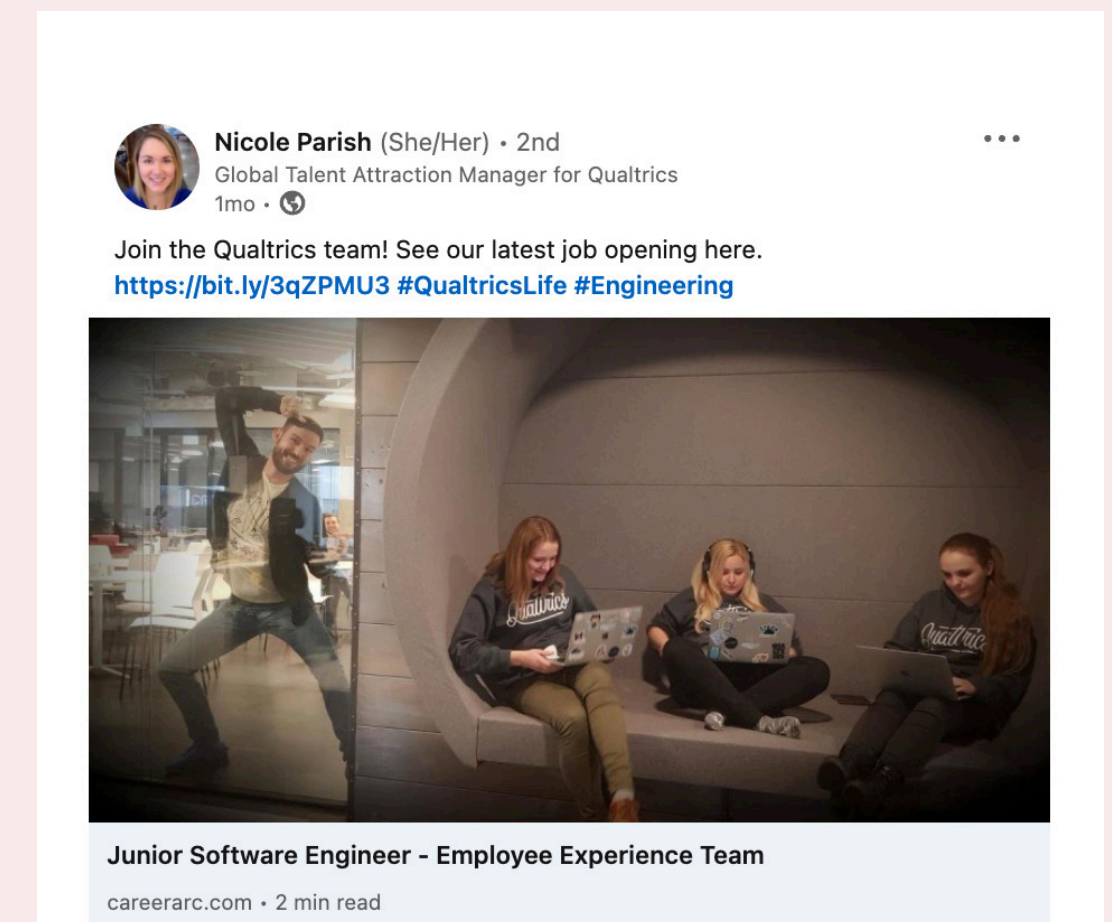
SAIC

35% of completed
applications sourced via
CareerArc automated
social posts



Qualtrics

31% of completed
applications sourced via
CareerArc automated
social posts



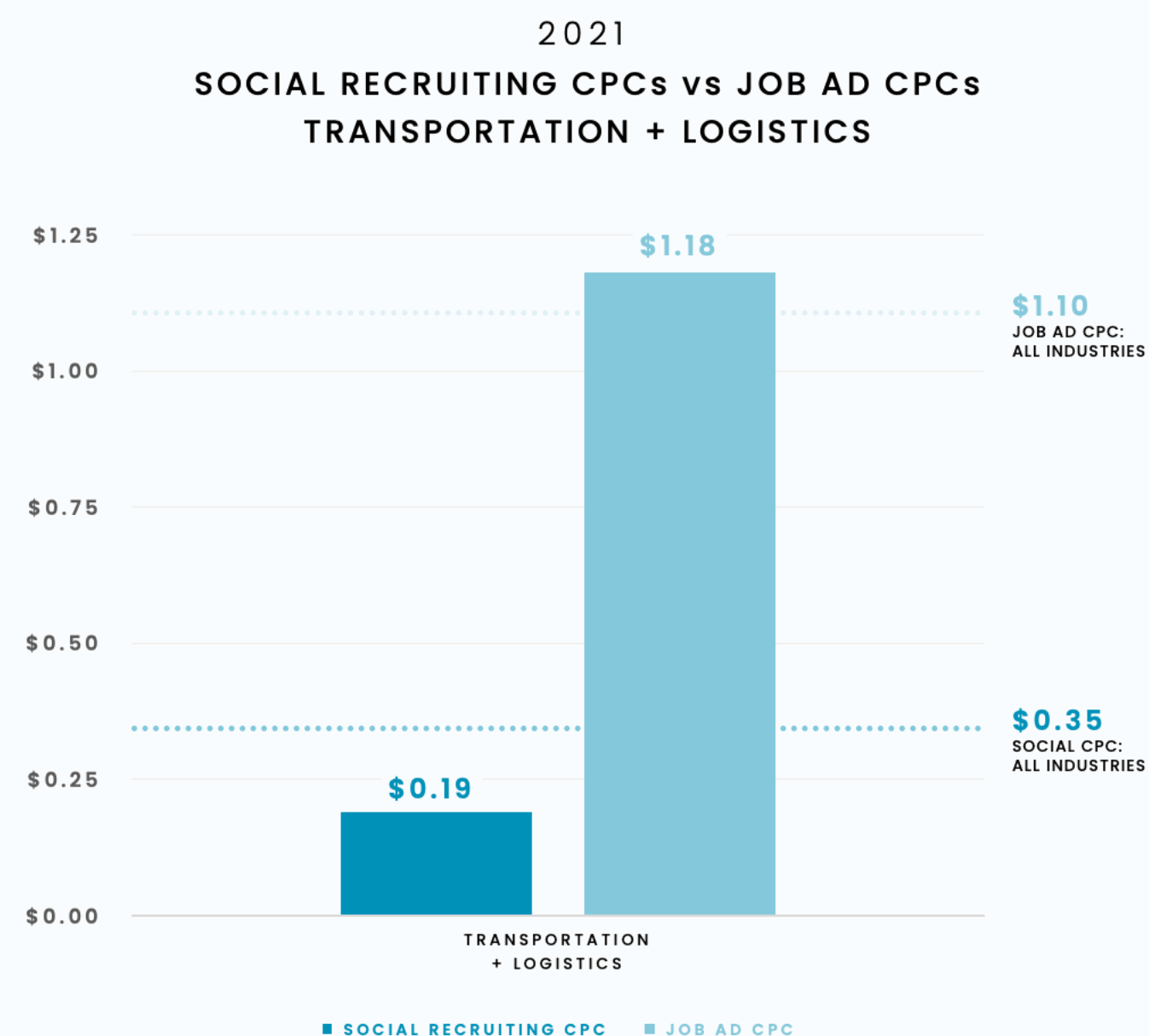
Transportation + logistics

Social recruiting dominated, yielding the highest cost savings of any sector at 83.5%

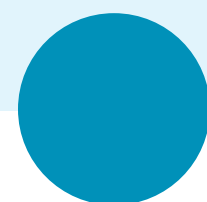
Massive understaffing woes in transportation and logistics wreaked havoc on the supply chain. The labor shortage compounded with competition for workers from other industries, such as retail, hospitality, and construction, was a pressure cooker for talent acquisition teams. Social media recruiting helped keep transportation and logistics companies' jobs and employer brand in front of talent at a much lower cost than job ads, delivering an 83.5% cost savings, the highest of any industry we analyzed.


Social media recruiting performance


- Social recruiting CPC: \$0.19
- Cost savings: 83.5% lower than the national average for job ad CPCs
- Hours saved/client: 2,181
- Months saved/client: 13.6



Source: CareerArc, Appcast 2022 Recruitment Marketing Benchmark Report







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11,199 followers
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CDL DRIVER Weekly Minimum Guarantee

Braselton, GA 



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CDL DRIVER Weekly Minimum Guarantee in Braselton, GA
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See our latest Lumberton, NJ job and click to apply: Yard Truck Driver - Class A - \$70K Annually - \$5K Sign on Bonus - Penske Logistics - bit.ly/34htc0K **#gopenskecareers** **#Driver**

[...](#)

Yard Truck Driver - Class A - \$70K Annually - \$5K Sign on Bonus - Penske Logistics

Lumberton, NJ 



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WITH PRIDE

 Rental Leasing Logistics

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Yard Truck Driver - Class A - \$70K Annually - \$5K Sign on Bonus - P...
Immediate Opportunities: Full-time Class A Yard Drivers \$70000
Average Annually \$24.00 / hour + Overtime After 40 Hours \$5000 ...

Examples of social media recruiting posts from CareerArc's transportation and logistics clients

How it works

CareerArc is the only social recruiting platform built for talent acquisition teams that transforms your social media presence into a strategic source of hire. Our platform helps you reach passive and active candidates, programmatize your social media recruiting efforts, and increase the effectiveness of your entire talent acquisition ecosystem.



A vertical illustration of a diverse crowd of people, rendered in a simple line-art style. The crowd is composed of many individuals of various ages, ethnicities, and genders, some with distinct features like beards, glasses, or headwear. The illustration is positioned on the right side of the page, partially overlapping a red rectangular area and a white rectangular area.

Ready to meet the talent you've been missing?

SHOW ME HOW

Methodology

CareerArc's 2021 job-related social posts data represents over 33 million job views/clicks and nearly 10 million apply-clicks.

To compare social recruiting CPCs with job ad CPCs, we leveraged the research in the Appcast 2022 Recruitment Marketing Benchmarks Report. Appcast reported that recruitment marketing cost per click (CPC) increased by 54% from \$0.71 in 2020 to \$1.10 in 2021 across all industries. To determine 2021 CPCs by industry, we examined Appcast's percentage increase in cost per application (CPA) by industry from 2020 to 2021, then applied that percentage increase to Appcast's 2020 CPCs by industry as reported in the Appcast 2021 Recruitment Marketing Benchmarks Report. Appcast's 2021 job ad data represents 165 million clicks and 8 million applies.

About CareerArc

Founded in 2009, CareerArc has over a decade of experience helping the world's largest, most exciting brands transform their social media presence into a strategic source of hire. Clients report notable achievements such as a 50% increase in hires, 85% retention rate for candidates hired through the platform, and a per-client average of more than 900 hours of work saved on recruiting each year. CareerArc's social recruiting software and services give talent acquisition teams the power to communicate their employer brand at scale and drive meaningful brand awareness, affinity, and engagement to achieve their critical hiring demands and recruiting goals. Visit www.CareerArc.com to learn more.

careerarc.com
hello@careerarc.com
[888 303 2526](tel:8883032526)