



But employers should be cognizant of the type of role they are looking to fill, Clutch says. For example, it would make sense to look for photographers or designers on a visual platform like Instagram, where you can easily access samples of previous work.

While social media may be becoming more popular, candidates still seem to prefer online job boards (41%) and networking (25%) when looking for work. Online job boards include anything from Monster to more specialized sites like Mediabistro, which is tailored for professionals in the media industry, the survey says. Almost all survey respondents (88%) say they also use online job alerts to locate open positions.

Jenna Filipkowski, head of research at the Human Capital Institute, told Clutch that she wasn't surprised that workers favored alerts.

"As a user, it's a simple way to get an email every day or when the new job matches your specifications," Filipkowski says in the survey. Online job boards are typically the first step to discovering open positions and from there, candidates may decide to take a deeper dive, she adds.

Diving deeper could include scouring specialized job websites or social media for open roles. Some social networks are taking advantage of the fact that they can play a valuable part in the hiring process. For example, Facebook now offers Jobs on Facebook, which allows businesses to advertise open positions to local candidates.

Clutch says it makes the most sense for employers to use a variety of methods to reach candidates. Both digital and traditional methods, like networking, can be valuable in the hiring process.

"By casting a broad net that includes a range of channels, companies can make new connections and hire the talent they need," Clutch says.

By Caroline Hroncich