

The State of **ONLINE RECRUITING**

2022

iHire



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Introduction

With **10.7 million** U.S. job openings in June 2022, it's a good time to be a job seeker. Yet with the unemployment rate finally dipping to pre-COVID levels (**3.5% in July 2022**), employers are facing persistent talent shortages as they struggle to recruit and retain top talent. In fact, a total of **26 million** workers quit jobs during the first six months of the year.

At the same time, record inflation (**9.1%**) and recession speculation are putting both businesses and job candidates on edge, while continued concerns with COVID-19 linger. With all these factors in play, hiring professionals and job seekers alike need answers – how can they best find one another, and what role do online recruitment platforms and job boards play in forging those connections?

iHire's 4th Annual State of Online Recruiting Report provides an analysis of a survey of **4,207** U.S. job seekers (3,668) and employers (539) from **57 industries**. Inside this report, discover insights including:

- How dire is today's talent shortage?
- Are job boards still relevant?
- How can job ads attract more applicants?
- Will the Great Resignation continue?
- Which trends will impact recruiting in the coming year?



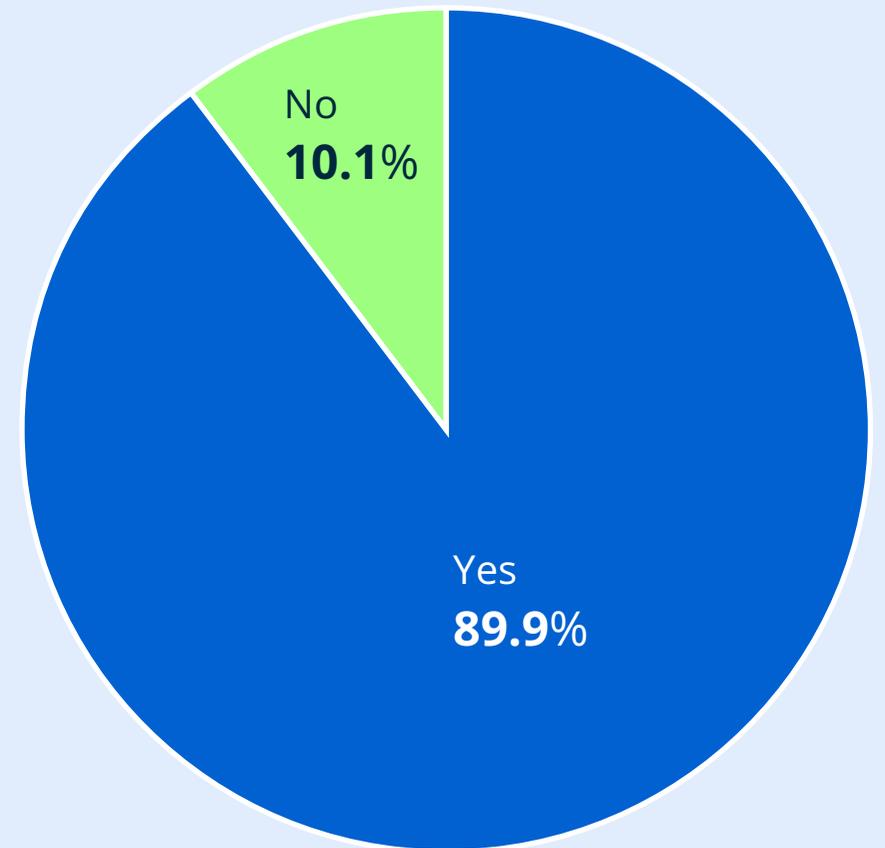
The State of Online Recruiting: Employers

Who's Hiring?

It is no wonder 89.9% of employers surveyed said they were hiring, as U.S. job openings reached a record **11.5 million** in March 2022. In addition, 70.6% of employers increased their hiring volume in the past year.



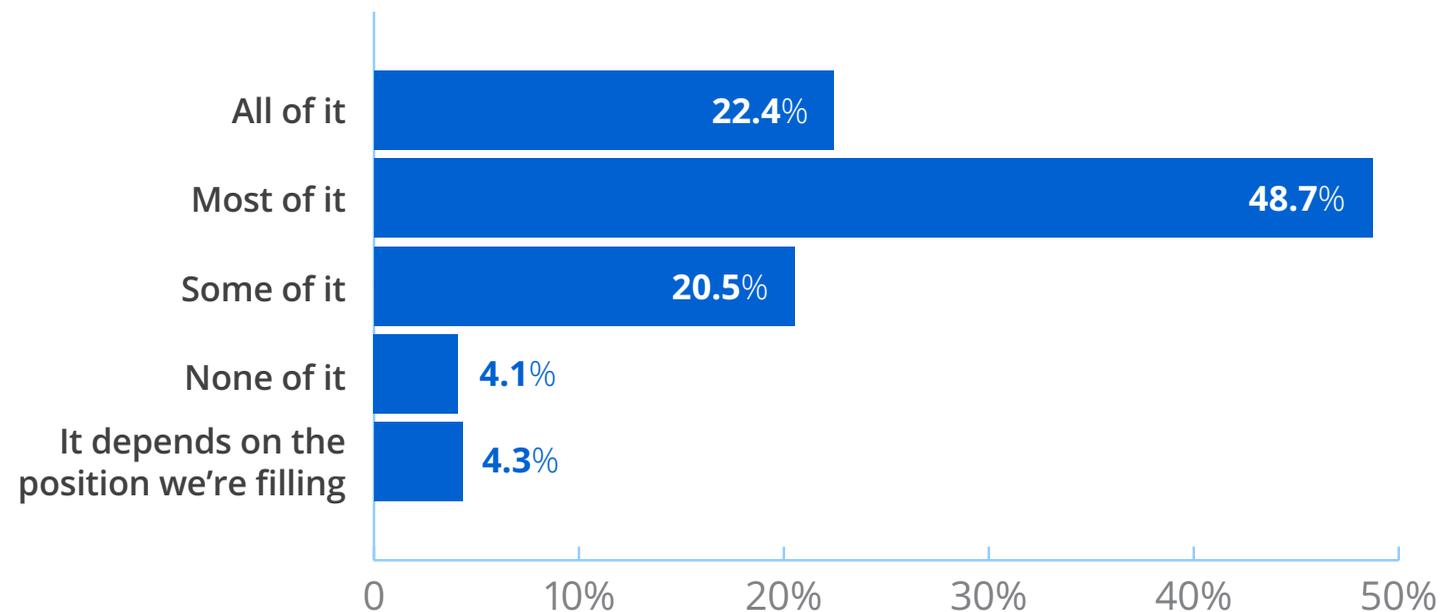
Are you currently hiring?



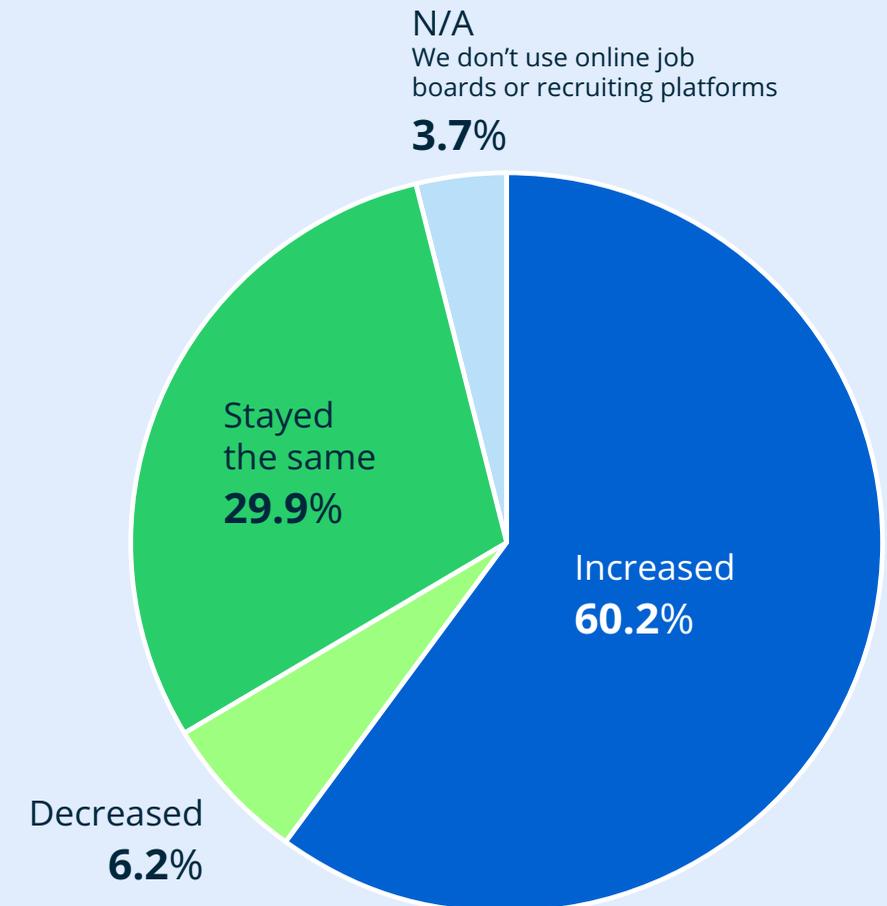
Job Board & Recruiting Platform Usage

Year-over-year data suggest that employers continue to rely heavily on job boards – in 2022, 48.7% said they use recruiting platforms for “most” of their hiring (49.6% in 2021), and 22.4% use them for “all” of their hiring (23.4% in 2021). Meanwhile, **60.2% of respondents said they’ve increased their reliance on job boards** in the past year.

Approximately how much of your hiring is done through online job boards/recruiting platforms?



In the past year, your company's reliance on online job boards/recruiting platforms has:



Other Recruiting Resources

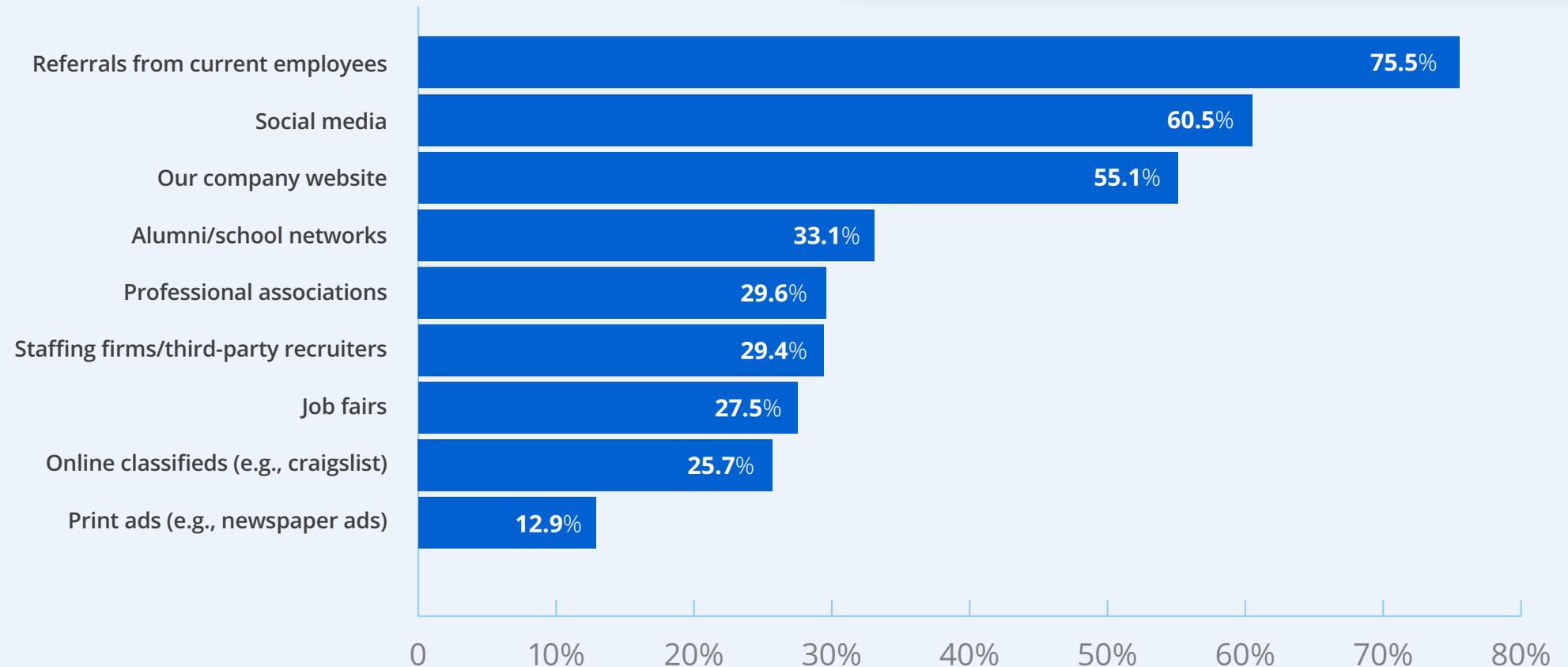
Besides using job boards, the majority of employers (75.5%) rely on referrals from current employees to fill open roles. Social media (60.5%) and company websites (55.1%) rounded out respondents' top three recruiting resources for 2022.

Employer Tip

61.1% of job seekers visit the websites of companies they want to work for when searching for a job. Keep your job postings, branding, benefits, and culture information on your site up to date to attract these potential applications.

Aside from job boards, which of the following resources do you use regularly for recruiting?

(Check all that apply)



Recruiting Challenges

Employers' top online recruiting challenges centered on the ongoing talent shortage: **68.0% said they receive too few applicants**, and **64.5% said applicants they *do* receive are unqualified**. Similarly, in 2021, 73.9% of employers said their biggest challenge was receiving too few qualified applicants.

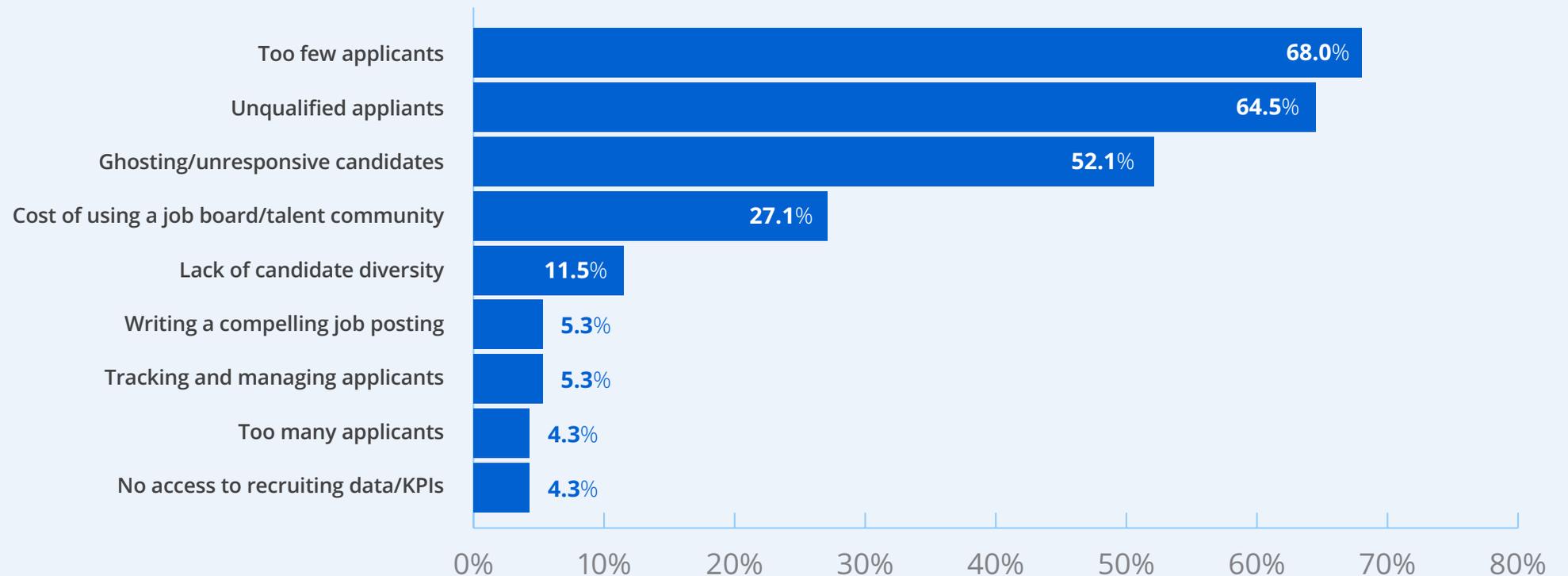
Additionally, more than half (52.1%) of respondents expressed frustration with “ghosting” – when candidates don’t respond when hiring managers reach out.

Employer Tip

Don't want candidates to ghost you?
Don't ghost *them*. Commit to responding to every applicant – even if that means sending an automated message to confirm receipt of their application or to disqualify them from the running.

What are your biggest challenges right now when recruiting through an online job board or recruiting platform?

(Check all that apply)



What's in an Ad?

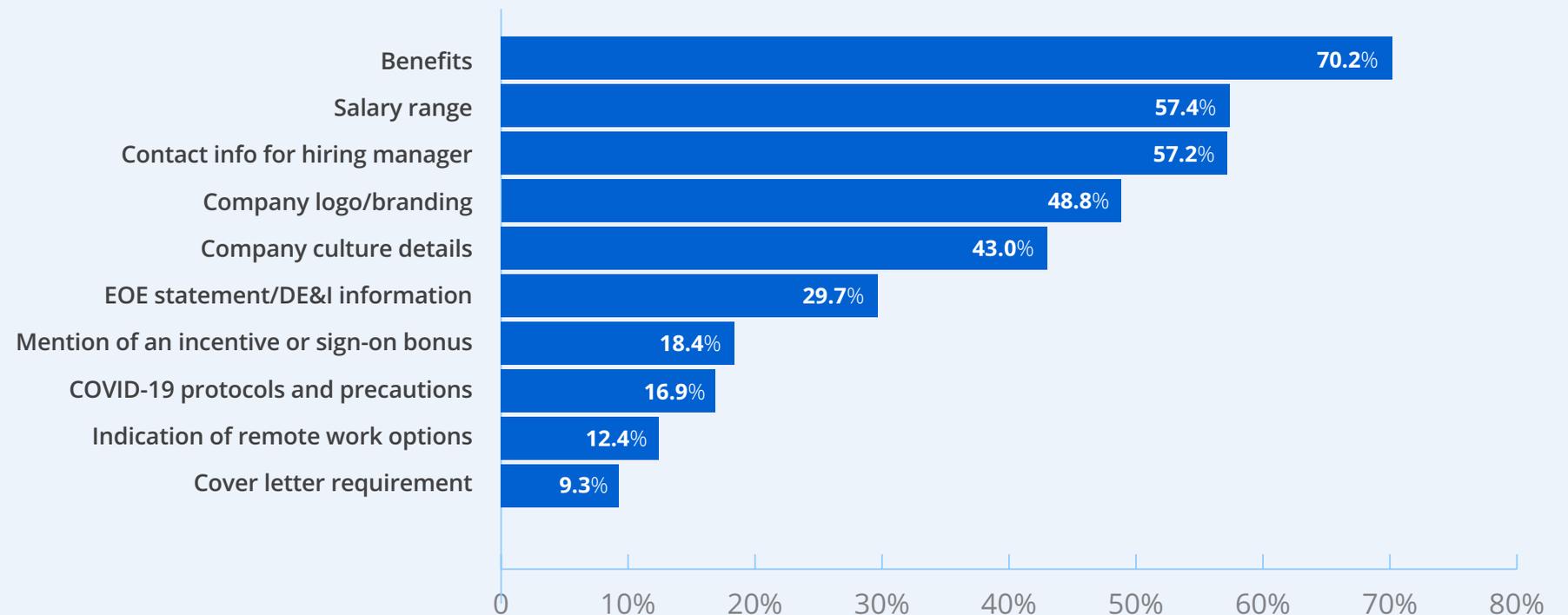
Throughout the four years iHire has issued this report, candidates have been adamant about employers including salary information in their job ads (this year, 68.0% said they'd be more likely to apply to a job ad if such details were provided). So, are recruiters finally getting the message?

In 2022, **57.4% of employers said they "always" include salary range in their job postings** – up from 46.0% in 2021. Also of note, 57.2% include the contact information for the hiring manager/recruiter (a 6.3% year-over-year increase), and 29.7% include an EOE statement/DE&I information (a 12.0% year-over-year uptick).

Job Seeker Tip

If the employer doesn't include a salary range in their ad, don't let it sway your decision to apply. However, avoid naming a number before the employer does during the prescreen or interview stage.

Besides requirements and qualifications for a position, which elements do you always include in your online job ads?
(Check all that apply)



Recruiting Trends

← Looking Back

Which recruitment trends did employers experience in the past year?

Here's what survey respondents said:

54.0% experienced staff turnover.

Over half of employers have been impacted by the Great Resignation.

26.4% hired from within.

Employers are tapping into all possible resources to combat talent shortages.

23.7% offered a sign-on bonus.

Incentivizing candidates is up 7.9% from 2021.

12.3% outsourced recruiting.

Hiring is staying "in-house."

12.1% hired for remote positions.

This figure is up 1.8% year-over-year, but it's important to note that some employers surveyed are in industries with roles not conducive to working from home.

10.2% prioritized diversity hiring.

DE&I is still a work in progress.

3.4% reduced their recruiting budget.

Will that change in the wake of a possible recession?



→ Looking Forward

What's next for talent acquisition? *Here's which trends employers predict will impact their hiring efforts in the coming year:*

- 82.0%** **anticipate a talent shortage.**
A lack of qualified candidates will continue to test employers.
- 43.1%** **foresee difficulty retaining employees.**
Will the Great Resignation wind down eventually?
- 33.9%** **are concerned with economic uncertainty.**
With this figure up 15.6% from 2021's survey, a recession is on employers' minds.
- 29.3%** **said candidates' preference for remote work will hinder their ability to hire.**
Many employees continue to favor "WFH" over working on site or in an office.

Employer Tip

Recruiting and retaining talent requires offering something candidates can't find elsewhere (aside from a competitive salary), such as more flexibility, professional development opportunities, and well-being benefits.



The State of Online Recruiting: Job Seekers

Who's Searching?

Just 29.1% of survey respondents were unemployed and seeking a job – down from 41.1% in 2021's report, and in line with falling U.S. unemployment rates. More interestingly, **57.3% of respondents were employed and seeking a job actively or passively** – up from 48.5% in 2021, and indicative of the Great Resignation.

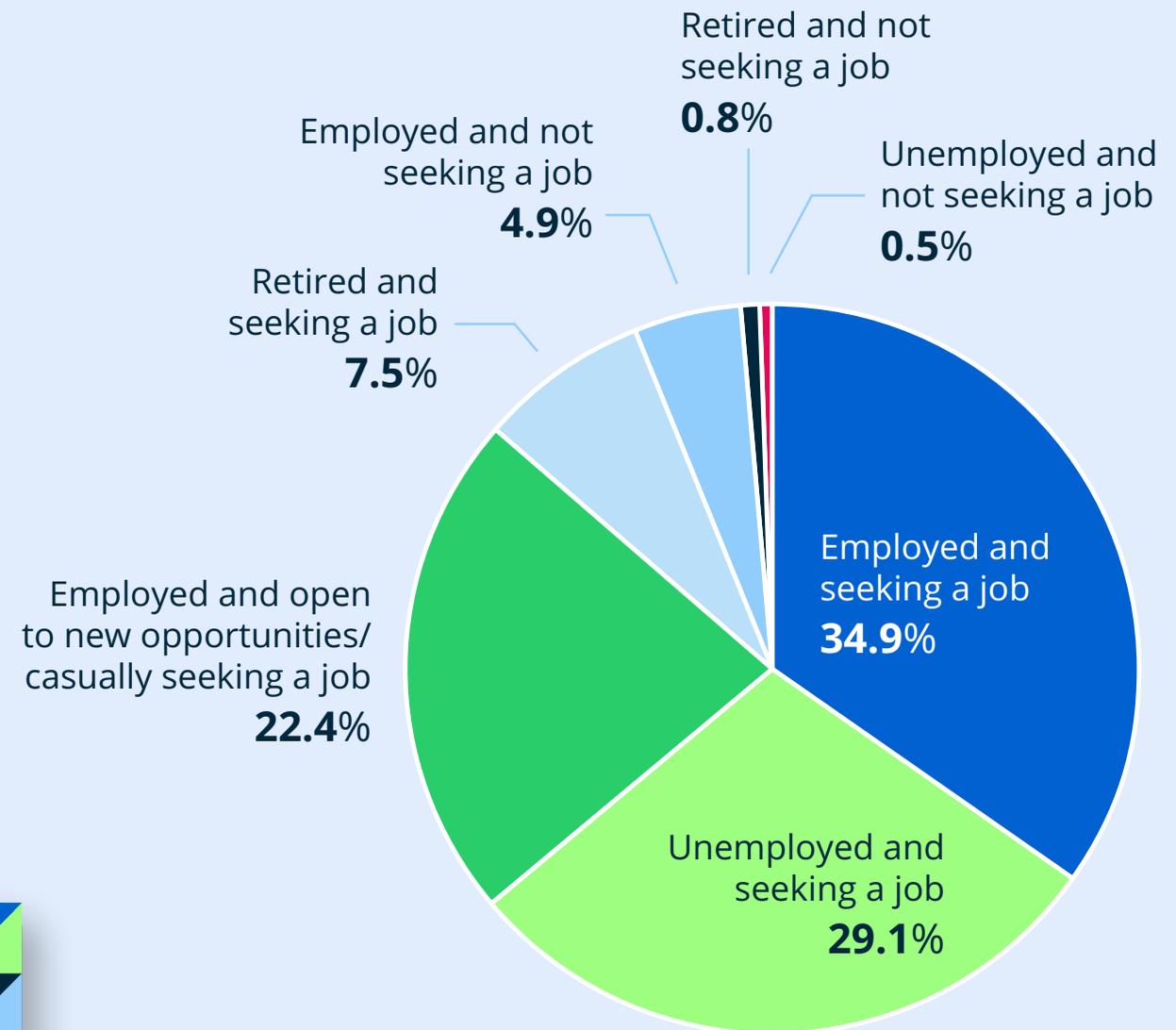
Further, **7.5% were retired and seeking a job.**

Although this is a small proportion of respondents, the 2.9% year-over-year jump speaks to the growing trend of **"unretirement."**

Job Seeker Tip

Searching for work while employed? Ensure your resume or profile is not set to "searchable" or visible to your current employer on job boards and recruitment sites.

What is your employment status?

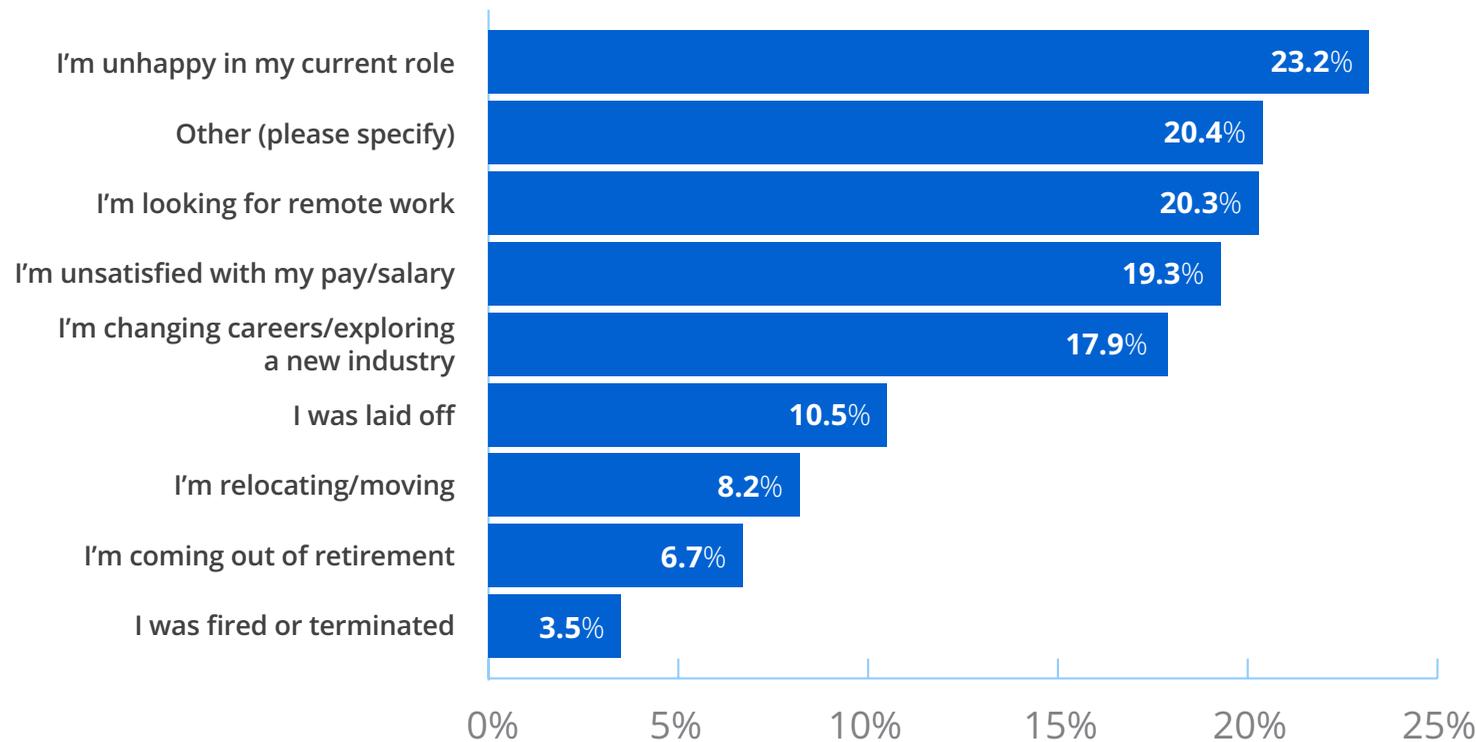


Job Search Motivators

Why are today's job seekers on the hunt? While general unhappiness with one's current role was the top-cited reason (23.2%), **20.4% of survey respondents selected "Other"** and wrote in a response. The consensus? People are job searching for a variety of reasons during today's unique employment climate. To the right is a small sampling of these written responses.

If you are currently searching for a job, what is the reason?

(Check all that apply)



"Looking for full-time vs. part-time employment."

"Looking for a second job."

"Want more flexibility."

"OUT OF WORK DUE TO COVID."

"I just graduated college."

"Returning to work from elder caregiving duties."

"TOXIC work environment."

"TRANSITIONING FROM THE MILITARY."

"Returning from being a stay-at-home mom."

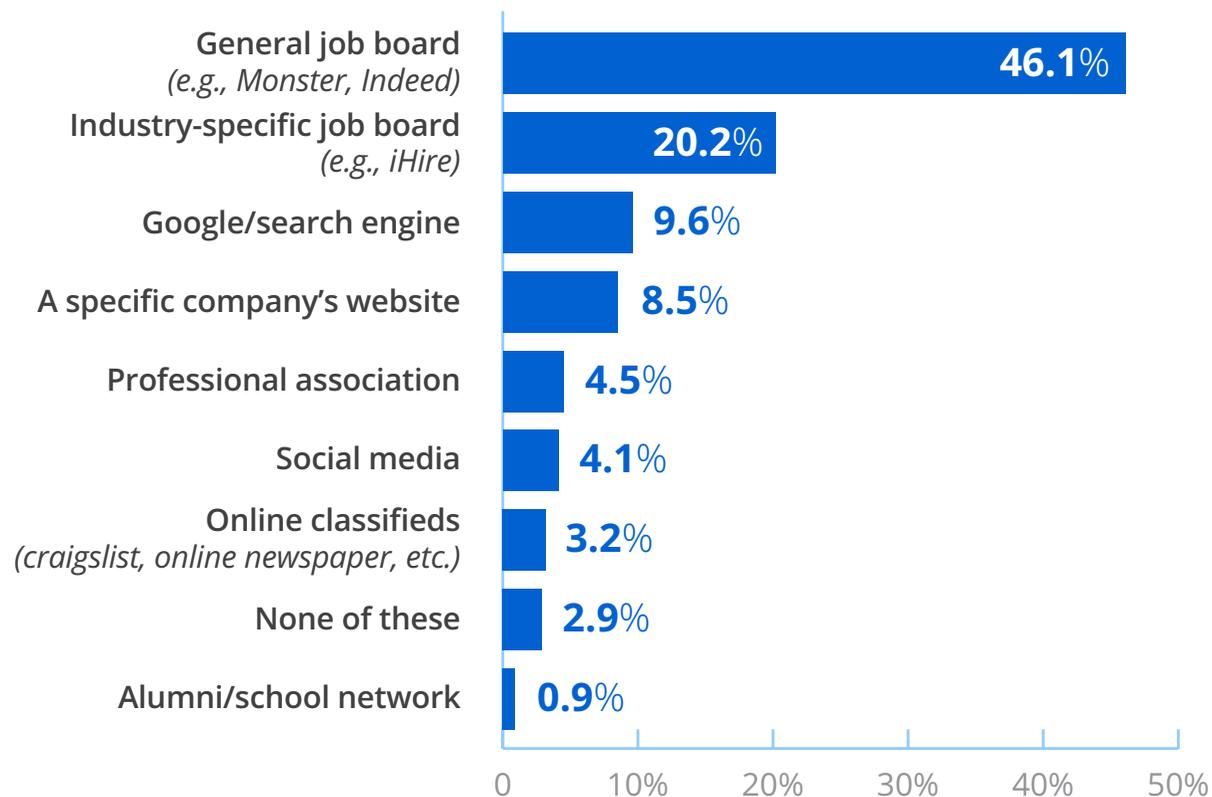
"Company went out of business."

**"Getting ready to semi-retire."
"Contract ended."**

Job Search Resources

No matter their motivation for searching for work, candidates are leaning heavily on job boards – **66.3% said they'd go to either a general or industry-specific job board first** if they needed to find work immediately.

Imagine that you need a new job immediately. Where (online) would you look first?



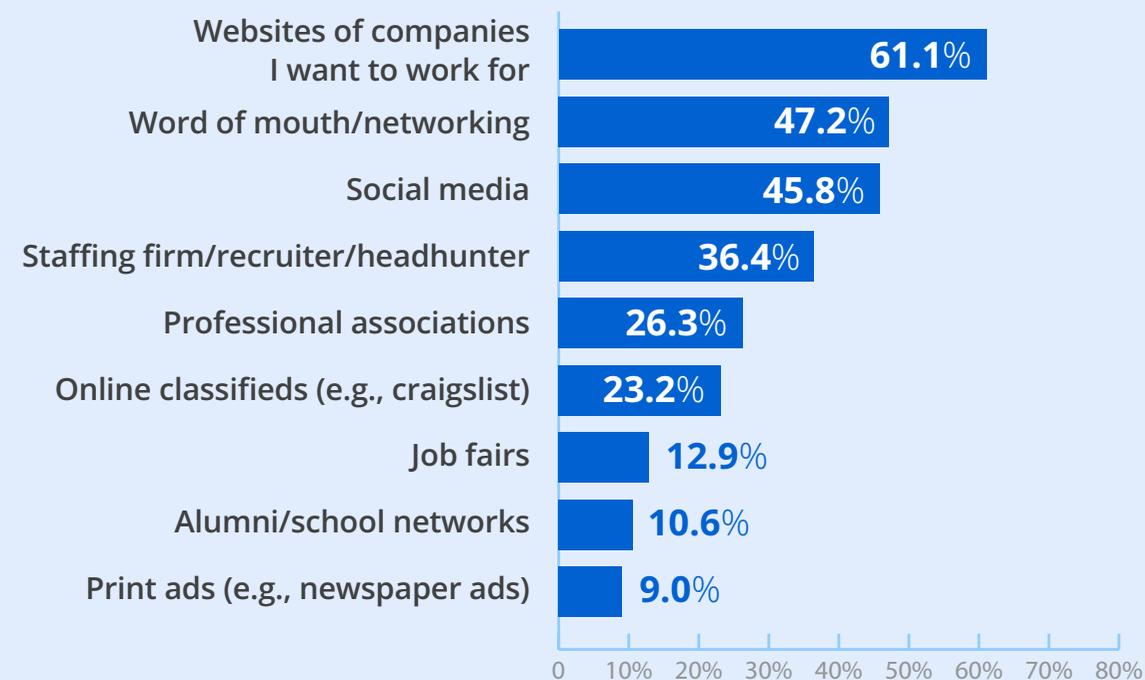
Job Seeker Tip

Get the most out of job boards by filling out your profile, setting up job alert emails, and keeping your resume on file up to date.

However, job seekers also rely on potential employers' websites (61.1%), networking (47.2%), and social media (45.8%) when searching for work.

Aside from job boards, which of the following resources do you use to search for work?

(Check all that apply)



Job Search Challenges

For the second straight year, “finding jobs in my desired location” was job seekers’ top challenge, followed by “being ghosted” by employers (44.8%) and “finding jobs that meet my salary requirements” (43.4%). Additionally, 24.1% were frustrated by “scam” jobs (up 7.7% from 2021), and 22.9% struggled to find remote work (up 6.4% from 2021).

When searching for work on an online job board or recruiting platform, what are your biggest challenges? *(Check all that apply)*



Job Seeker Tip

Emphasize your transferable skills if you don’t fully meet the qualifications of a job. Also, make sure your resume contains the right keywords to get past applicant tracking systems (ATS).

What Candidates Want in an Ad

What would make a candidate more likely to respond to a job posting? **68.0% wish employers would specify the salary range for the position** as the cost of living continues to rise.

Job seekers also want employers to show that they value their time – 47.9% would like job ads to indicate when the hiring manager plans to reach out to schedule interviews, 40.9% wish applications were quicker to complete, and 26.0% wanted cover letters to be optional.

Employer Tip

To keep candidates hooked, aim for initial applications to take less than 10 minutes to complete.

Which of the following could employers/recruiters do better to get you to apply for their online job postings?

(Check all that apply)



Job Search Trends

← Looking Back

Job seekers were asked to select which job search and career-related activities they'd done in the past year. ***Their responses are as follows:***



60.4% applied for a job through a job board/
recruiting platform/talent community.

Job boards are undoubtedly the go-to job search resource.

36.8% joined a job board/recruiting platform/
talent community.

Are employers' online talent pools getting deeper?

26.0% applied for a job even though they didn't
meet the requirements.

Is this contributing to why 64.5% of employers struggle with unqualified applicants?

13.5% voluntarily resigned from a job.

9.0% did so before they had another job lined up.

10.4% changed careers completely.

Starting a new career path remains a post-COVID trend.

6.0% admitted to ghosting an employer/recruiter.

Yet 52.1% of employers are frustrated by unresponsive candidates.

→ Looking Forward

What's next for job seekers? *Survey respondents indicated that these trends would affect their job searches in the coming year:*

- 43.5%** **worry about economic uncertainty.**
33.9% of employers said the same.
- 40.9%** **fear getting ghosted by employers.**
Better two-way communication is needed in the recruiting process.
- 38.5%** **believe employers have unrealistic or overly specific requirements for candidates.**
Are employers being too picky?
- 35.9%** **anticipate difficulty standing out from other applicants in a competitive market.**
A strong resume filled with the right keywords is critical to landing interviews.
- 18.8%** **are concerned with employers requiring in-office work when they want to work remotely.**
22.9% of job seekers also noted challenges with finding remote work.

Job Seeker Tip

Stand out in the hiring process by demonstrating high levels of engagement. Respond to employer outreach within 24 hours, ask questions at the end of interviews, and avoid ghosting altogether.



Top 10 Themes & Takeaways

To conclude 2022's State of Online Recruiting Report, the following are 10 of the most critical themes and takeaways stemming from survey responses:



Employers are facing a chronic talent shortage. For the fourth straight year, employers surveyed cited finding qualified candidates among their top hiring challenges. In 2022, 68.0% said they receive too few applicants, and 64.5% said the applicants they receive are unqualified. Furthermore, 82.0% anticipate the talent shortage continuing throughout the upcoming year.



A gap exists between the candidate skills employers desire and the skills candidates actually possess. While companies say they can't easily find qualified talent, 38.5% of job seekers believe employers have unrealistic or overly specific requirements. Atop that, 26.0% of candidates said they've recently applied for a job even though they didn't meet the requirements.



The Great Resignation isn't slowing down. More than half (57.3%) of candidates were employed and seeking a job actively or passively, suggesting that the "Big Quit" may persist. Meanwhile, 41.1% of employers foresee difficulty retaining employees in the months to come.



Economic uncertainty rears its head. As a possible recession looms and inflation rises, 43.5% of candidates and 33.9% of employers said economic uncertainty will impact their ability to find work and hire, respectively, in the coming year. Therefore, it's not surprising that 68.0% of job seekers said they'd be more likely to apply for a job if the ad included the position's salary range.



Job boards aren't going out of style any time soon. 60.2% of employers said they've increased their reliance on job boards in the past year, and 71.1% use them for either "most" or "all" of their hiring. Among job seekers, 60.4% searched for work through a job board in the past year, while 66.3% said they'd go to a job board first if they needed to find work immediately.



Both job seekers and employers fear ghosting. 52.1% of employers are frustrated by unresponsive applicants. At the same time, 44.8% of job seekers said getting ghosted by employers was their chief job search challenge. Clearly, better communication is needed between the two parties.



Candidates still want remote work, but it's getting harder to find. 22.9% of job seekers struggled to find remote work (up 6.4% from 2021), and 29.3% of employers anticipate candidates' preference for remote work will continue to hinder their ability to hire in the next year.



Time is of the essence to snag top talent. 40.9% of candidates said they would be more likely to apply for a job if the employer shortened the time it takes to complete an application. Moreover, 19.2% mentioned “long application processes” as a top job search challenge, and 26.0% want optional cover letters. Therefore, employers will need to show candidates that they value their time to attract the right hires.



Candidates’ reasons for searching for work vary dramatically. General unhappiness with one’s current role was the main reason for searching for a new job (23.2%), but 20.4% of respondents selected “Other” and wrote in their response. Responses spanned the gamut of reasons, including searching for a second or part-time job, returning to the workforce after taking care of children or elderly family members, transitioning out of the military, coming out of retirement, leaving a business that is closing, and needing more flexibility.



Retirees are re-entering the workforce. 7.5% of job seekers said they were retired and looking for a job – a 2.9% year-over-year increase. This underscores the upward trend of “unretirement” due to declining retirement funds and the increasing cost of living. Related, 22.5% of candidates surveyed were finding they are overqualified for jobs.



Job seekers, find your niche

[Search Jobs](#)

Employers, discover career-minded talent

[Start Hiring](#)

Survey Methodology

A total of 4,207 U.S. job seekers (3,668) and employers (539) responded to iHire's State of Online Recruiting survey in May and June of 2022. Respondents came from iHire's job and job seeker databases comprising employers and candidates across 57 talent communities. All decimal points are rounded to the nearest tenth. For many questions, multiple answers could be selected, so percentages add up to a sum greater than 100%. In some instances, survey questions were skipped by an individual respondent.

About iHire

iHire is a leading career-oriented platform that powers a family of 57 industry-focused talent networks, including WorkInSports, iHireVeterinary, iHireDental, iHireConstruction, and iHireChefs. For more than 20 years, iHire has combined advanced job matching technology with our expertise in the talent acquisition space to connect job seekers with employers in their desired sector. With an industry-specific, candidate-centric, and data-driven approach to recruitment, iHire helps candidates find meaningful work and employers find unique, high-quality talent – faster, easier, and more effectively than a general job board. Visit www.iHire.com for more information.



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