

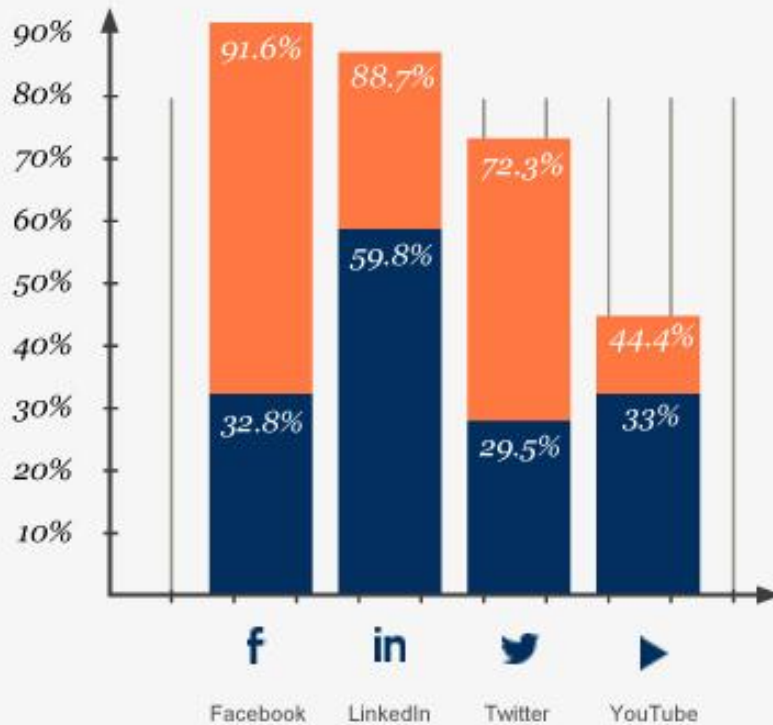
ON THE RISE

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



Only 1.7% say that their offices have not yet implemented social media as part of office operations

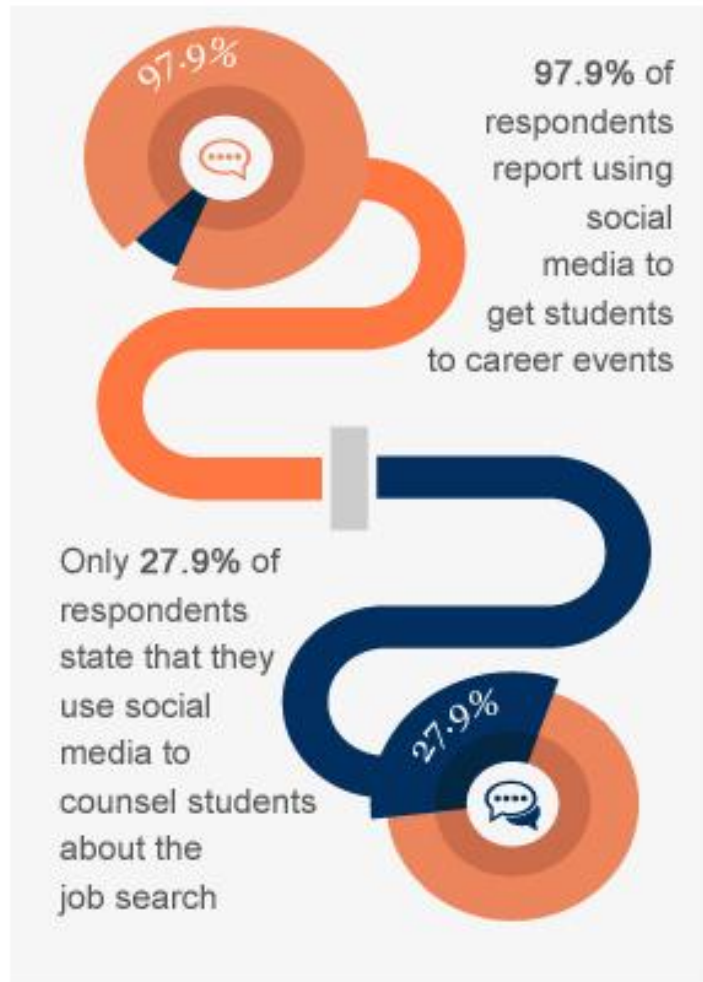
TOP PLATFORMS FOR CAREER SERVICES PROFESSIONALS



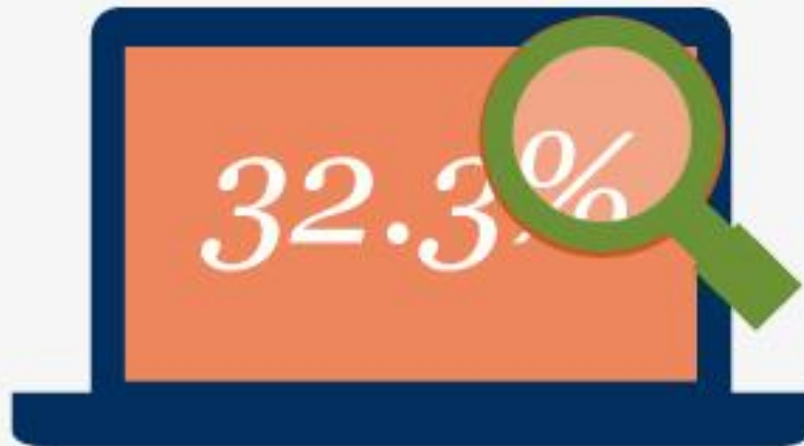
■ % of Respondents using this platform

■ % of Respondents rate this platform as highly effective

ONE-WAY CONVERSATION



NO. 1 CONCERN



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

