

News Update

“Survey in Malaysia shows ‘Facebook’ to be the preferred social media choice for job seekers looking for career information and advice”

Kuala Lumpur, Malaysia, 16th November 2011: In a ‘one-question’ Adecco Malaysia on-line survey, Facebook was found to be the top choice for Malaysian job seekers who were asked which social media or on-line platform they would choose over others to obtain career and job related information.

Of the 418 survey respondents, 40% stated that their top choice would be to use Facebook, with 13% preferring LinkedIn as their portal of choice to support their career advancement. The survey also showed that 9% of respondents would choose a blog site as their first choice, with less than 1.5% identifying Twitter.

Social media platforms clearly provide job seekers with various ways to support a job application or to help in their career progression. This support includes researching a company that they may be wanting to work for - or getting a feel for the company culture or connecting with individuals already working with that company.

Lynne Ng, Regional Director for Adecco South East Asia, commented *“We know that Malaysians use social media extensively to benefit their job search efforts. Social Media has become very important to today’s job seeker in helping them to obtain information about a potential employer and to further see if they would fit into that particular work environment. By reading blogs and participating in on-line conversations, an applicant can be thoroughly prepared for a job interview and have a number of good questions lined-up for the interview day. They can also have an interactive experience in the process”*.

The survey was conducted in Q3 & early Q4 of this year.

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About Adecco

Adecco S.A. is a Fortune Global 500 company and the global leader in HR services. Established in Malaysia in 1987 and celebrating its 25th Anniversary in 2012, Adecco Malaysia offers a comprehensive range of services that includes temporary & contract staffing, permanent recruitment, outsourcing, executive search, leadership development, career management and outplacement. Services are delivered through a national network of offices and specialist divisions.

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