

Talk'n 'Bout My

GENERATION

CAREER STRATEGY AND SOCIAL MEDIA

All generations turn to **job boards** first in a job search:



Social networks

are most popular among **Baby Boomers (29%)**, followed by **Gen X (27%)** and **Gen Y (23%)**



Of the social networks, **Facebook** is the first choice for **21%** of Gen Y, followed by Gen X (**15%**) and Baby Boomers (**10%**).

Baby Boomers choose **LinkedIn** as their top social network for job searching (**29%**), followed by Gen X (**27%**) and Gen Y (**23%**).

Gen Y

is more likely to interact with a company's social media profile (**25%**) over Gen X (**19%**) and Boomers (**16%**).

Gen Y

is also more likely to customize their resume and cover letters as they apply for jobs (**59%**), over Boomers (**57%**) and Gen X (**54%**).



Less than

15%

of all generations have their own professional website, but more than a third manage their online reputations.

SOURCE: DATA COMPILED FROM MILLENNIAL BRANDING AND BEYOND.COM

-From the Editors of CIO.com
© Copyright CIO.com 2012

CIO