2025

Social Job Advertising Benchmark Report

Unlocking the Power of Social Job Ads for Next-Gen Talent Attraction with Insights and Benchmarks

UK Edition 🇬🇧

First Edition

ACME

Graphic Designer

ACME   London

Executive Summary

The hiring game has changed—and social is taking the lead.
Let's face it: job boards only talk to the 27% who are actively hunting. Meanwhile, your next great hire? They're scrolling Instagram, not refreshing job sites.

This report shows why social job advertising isn't just a nice-to-have but it's your new competitive edge. We're talking lower costs, higher apply rates, and stronger conversions across the board.

📊 **What's inside:**
- **CPC and CPA on social**: Impressive results with £0.26 CPC and £5.37 CPA
- **Direct apply via social**: One of the most cost-effective hiring tools out there
- **Conversion boost**: Add social to your mix and job board conversions can jump up to 39%
- **Made for mobile**: 90% of candidates apply on their phones—social shows up where they are

The bottom line?
Social job ads combine laser-focused targeting with scroll-stopping creative. They turn passive scrollers into real applicants—thanks to strong visuals, native formats, and real-time optimization.

Let this report be your playbook for smarter, more cost-effective recruiting.

The talent landscape is changing—fast

With a tightening labor market, an aging workforce, and the biggest shift in digital behavior we've ever seen, companies are facing a recruitment crisis.

Yet, many companies still rely on outdated job boards, missing out on Next-Gen talent.

Millennials and Gen Z aren't job hunting—they're scrolling social media. To win the war for talent, you must advertise where they are.

This report proves why social job ads outperform job boards with benchmarks, market insights, and best practices.

Table of Content

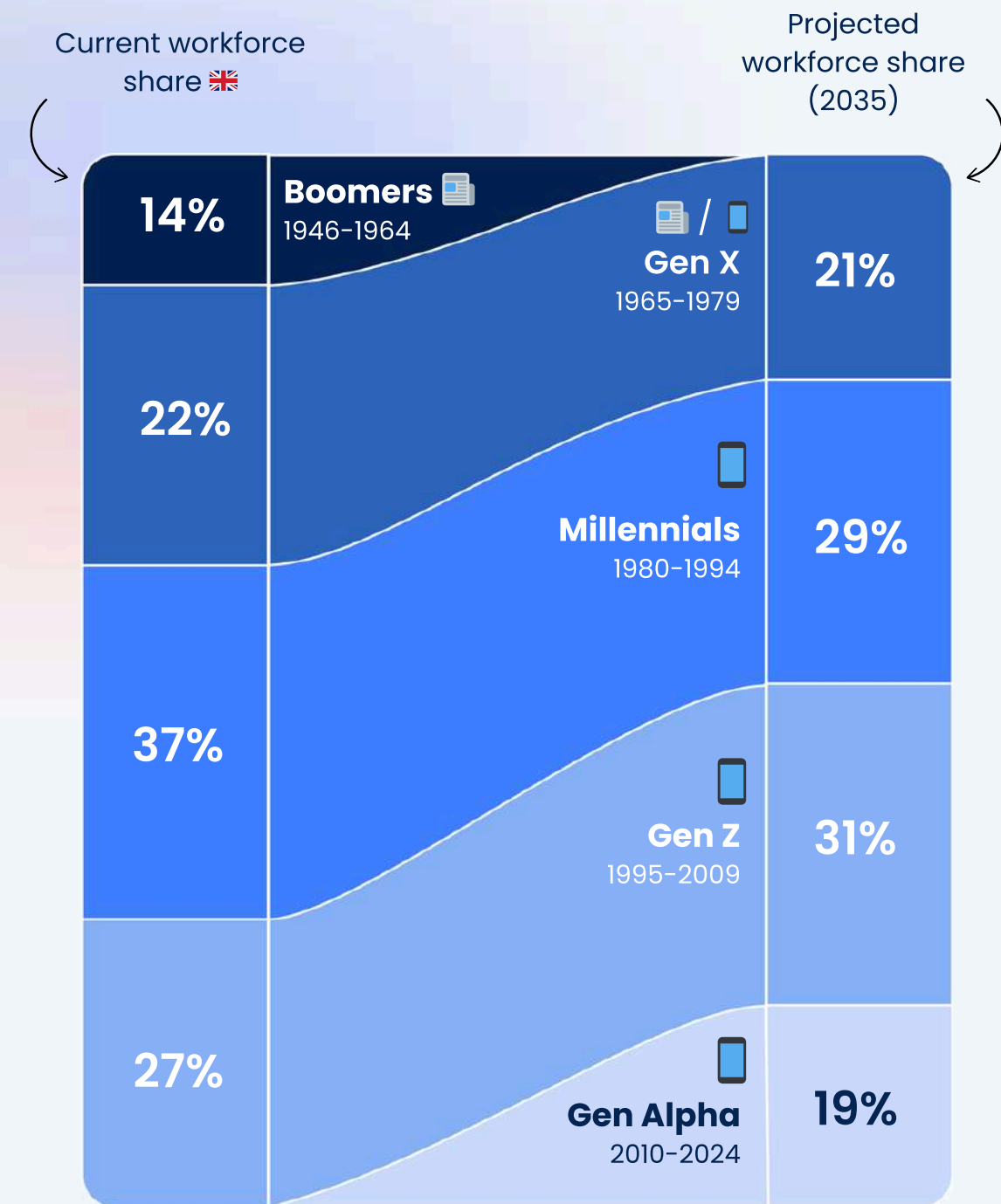What you will find in this report

Recruitment Trends

The changes in the labor market and shift from job boards to social media advertising

Read more >

Key Trends
Market insights & hiring trends

Current workforce share 🇬🇧

Projected workforce share (2035)

Generation	Current	Projected
Boomers 1946-1964 📰	14%	
Gen X 1965-1979 📰 / 📱		21%
Millennials 1980-1994 📱	22%	29%
Gen Z 1995-2009 📱	37%	31%
Gen Alpha 2010-2024 📱	27%	19%

📱 Change in digital behavior
@forbes

Over 95% of Millennials and Gen Z who own smartphones, use **social media** as their **primary source of inspiration**

👴 Aging Workforce
@bits

People aged **50+** will **make up 50% of UK population** by mid-2030s with the majority leaving the labor market.

❌ Labor Shortage
@wonderkind

Navigating the intensifying talent shortage will determine the **winners and losers** in today's market.

Social Talent Insights
Market insights & hiring trends

1m • • •

📱 **Apply device** ✔️
90% of job seekers use **smartphones to apply**
250 likes

⏳ **Social Media Usage**
Next-Gen spends **›3 hours per day** on socials daily

🥴 **Application process**
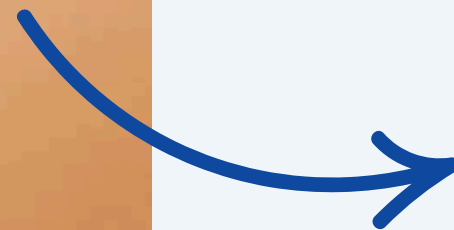**60% abandon** an application if it takes longer than 10 minutes

Read our **Winning the war for Next-Gen Talent** guide for more insights

Media Reach Impact
Job board vs social media

Media Reach Impact
3d 🌐

Most recruitment budgets go to job boards, yet they only reach 27% of the talent pool—active job seekers. **Social media** expands **reach to nearly 100%**, engaging both active and passive candidates. This means faster hiring, better candidates, and smarter spending.

Job board reach

Social media reach

You and 346 others

100 comments

The Power of Targeting

Precision matters 🎯

When your job ad speaks to the right talent, AI-driven targeting ensures it reaches them at the perfect time, optimizing every dollar spent. 📊

Strong visuals, engaging copy, and data feedback create a recruitment powerhouse—reducing costs, boosting efficiency, and filling roles faster. 🔥

Still relying completely on job boards? You're not just missing candidates—you're missing the RIGHT ones.

Better content = smarter targeting = better results🚀

Sarah Nelson
Active yesterday

16 FEB. 13:58

Shared a story

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Graphic Designer

ACME   London

Omg, this is exactly what I was looking for! Do you think I should apply? 😍

YESSS!

❤️

Social Job Ad Benchmarks

Data-driven proof of social job ads' effectiveness

Read more ›

CPC Trendline
Social Job Ads Benchmarks

Social ad CPCs are consistently low at around £0.26. Thanks to AI and smarter algorithms, social job ads aren't just keeping up - they're now outperforming traditional job boards.

This shift proves that social platforms are essential for cost-effective recruitment. While CPC might not be the flashiest recruitment metric, it is a sneak peek into where performance is heading. 🚀

Social job ads CPC consistently low 😍

£0.50

£0.40

£0.30 — £0.26

£0.20

£0.10

£0.00

Jan 2024 — Mar 2024 — May 2024 — Jul 2024 — Sep 2024 — Nov 2024

■ Median Social Advertisement CPC (UK)
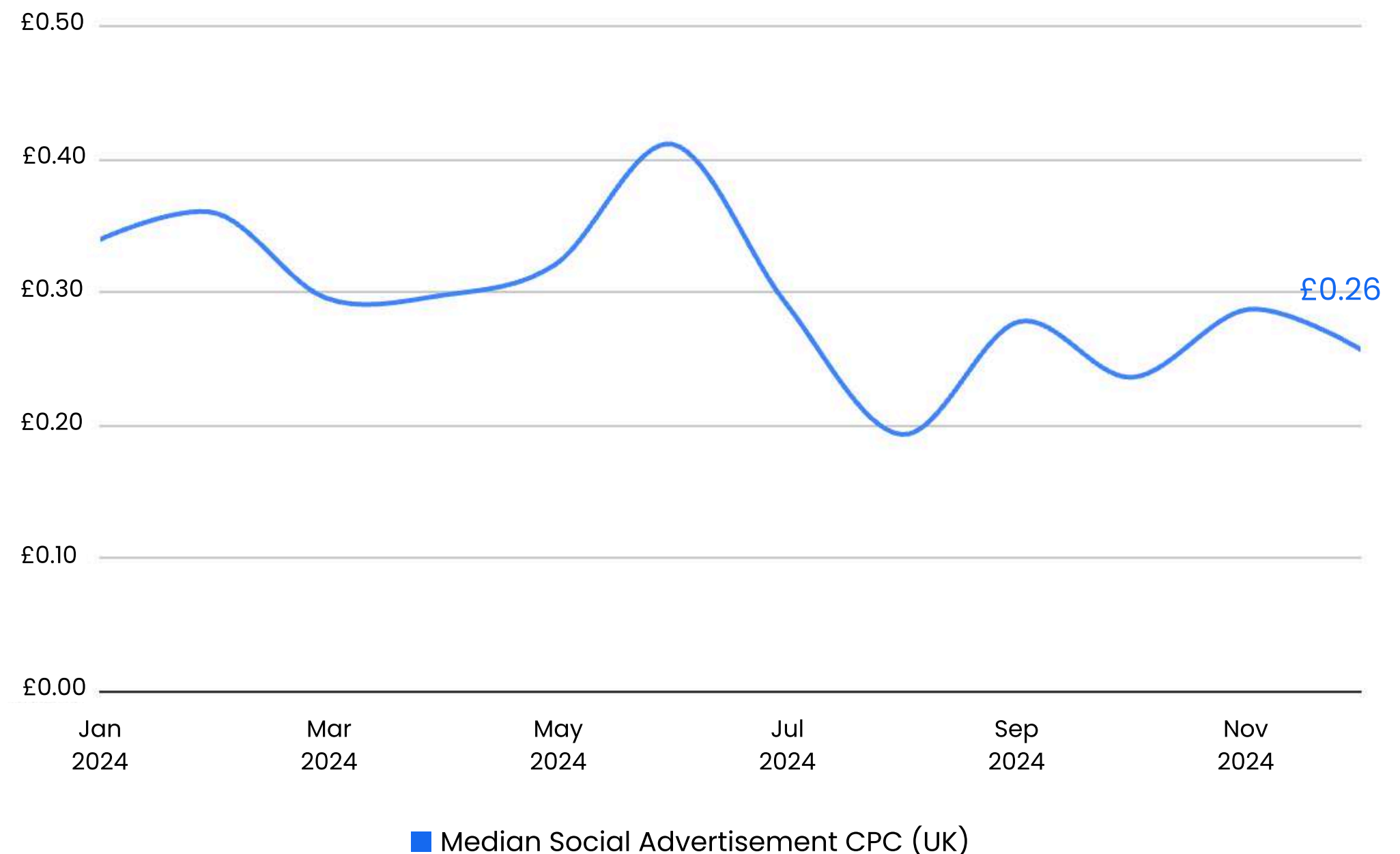
CPC by Occupation Group
Social Job Ads Benchmarks

Another win for social job ads! 🎉
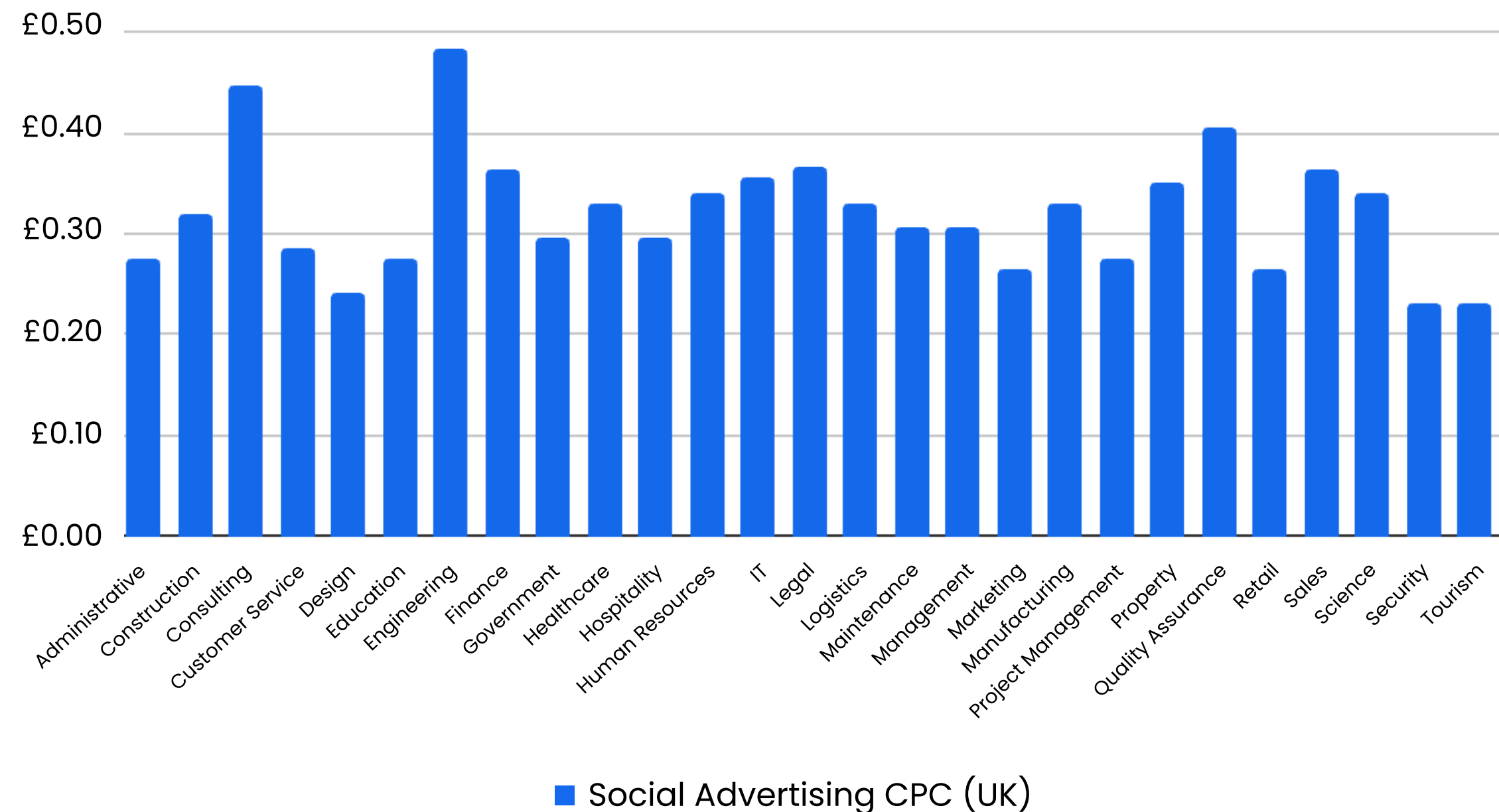
Across occupation groups, social CPC keeps beating Search & Display*, proving once again that social recruiting is the smarter (and cheaper) choice. This is of course related to the CPC trendline you saw before.

Lower CPC on social doesn't just mean cheaper clicks—it signals
- **smarter targeting**
- **better engagement**
- **and more efficient hiring**

■ Social Advertising CPC (UK)

CPA Trendline
Social Job Ads Benchmarks

WHAT?! 😱😱
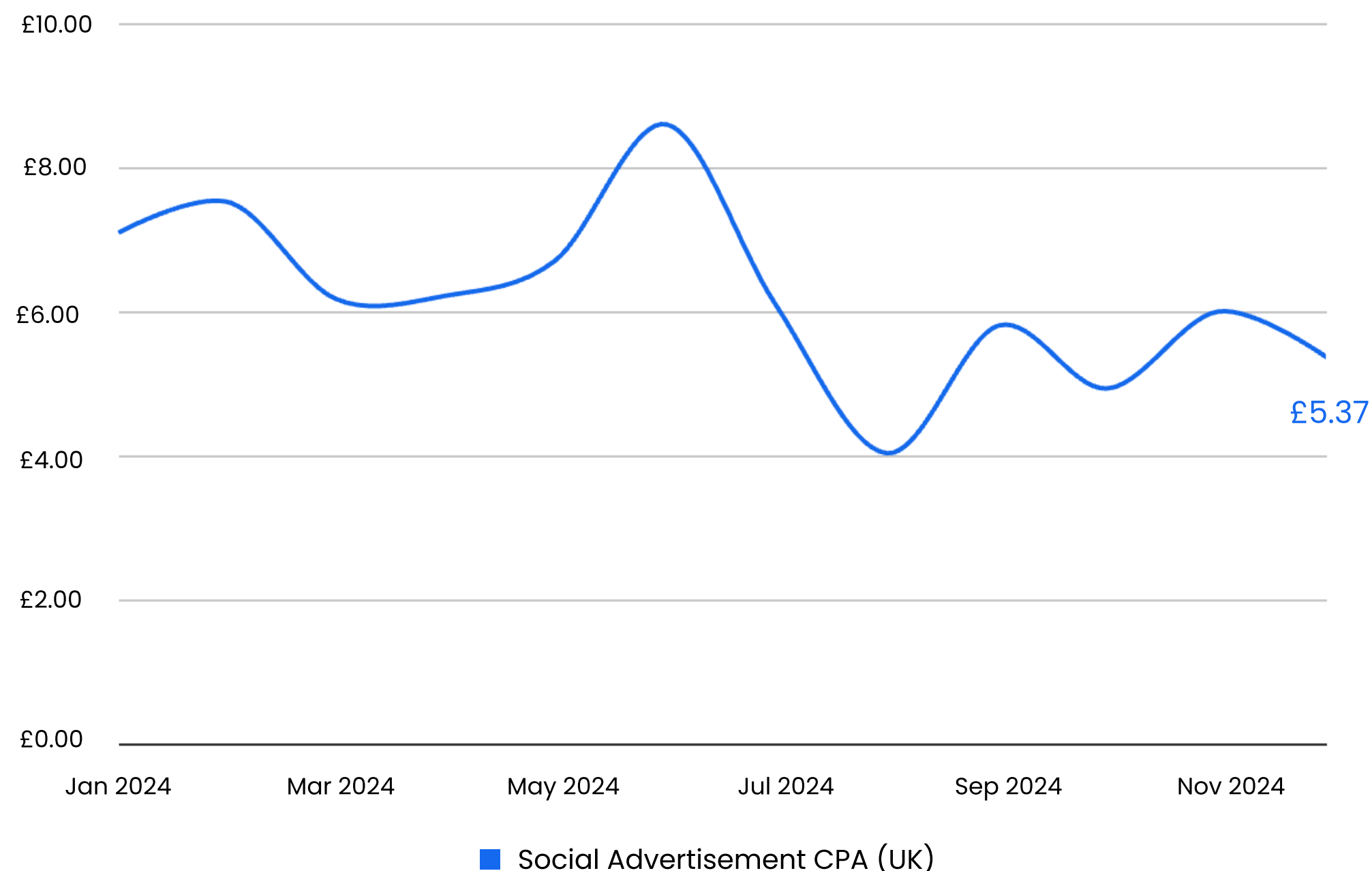
Impressive Social Job Ads CPA results 😍

Social job ads are delivering impressive results at **just £5.37 Cost-per-Apply (CPA)**.

The consistently low CPC trend isn't just a surface-level win, it's a clear indicator of what's to come. As expected, lower CPCs have translated into significantly lower CPAs.

It's remarkable to see that even further down the recruitment funnel, Social Job Advertising continues to prove its strength. Helping you reach the right candidates more efficiently, with a much stronger return on ad spend (ROAS). 🚀

Chart axis labels:
£10.00, £8.00, £6.00, £4.00, £2.00, £0.00

£5.37

Jan 2024 · Mar 2024 · May 2024 · Jul 2024 · Sep 2024 · Nov 2024

■ Social Advertisement CPA (UK)

CPL by Occupation Group
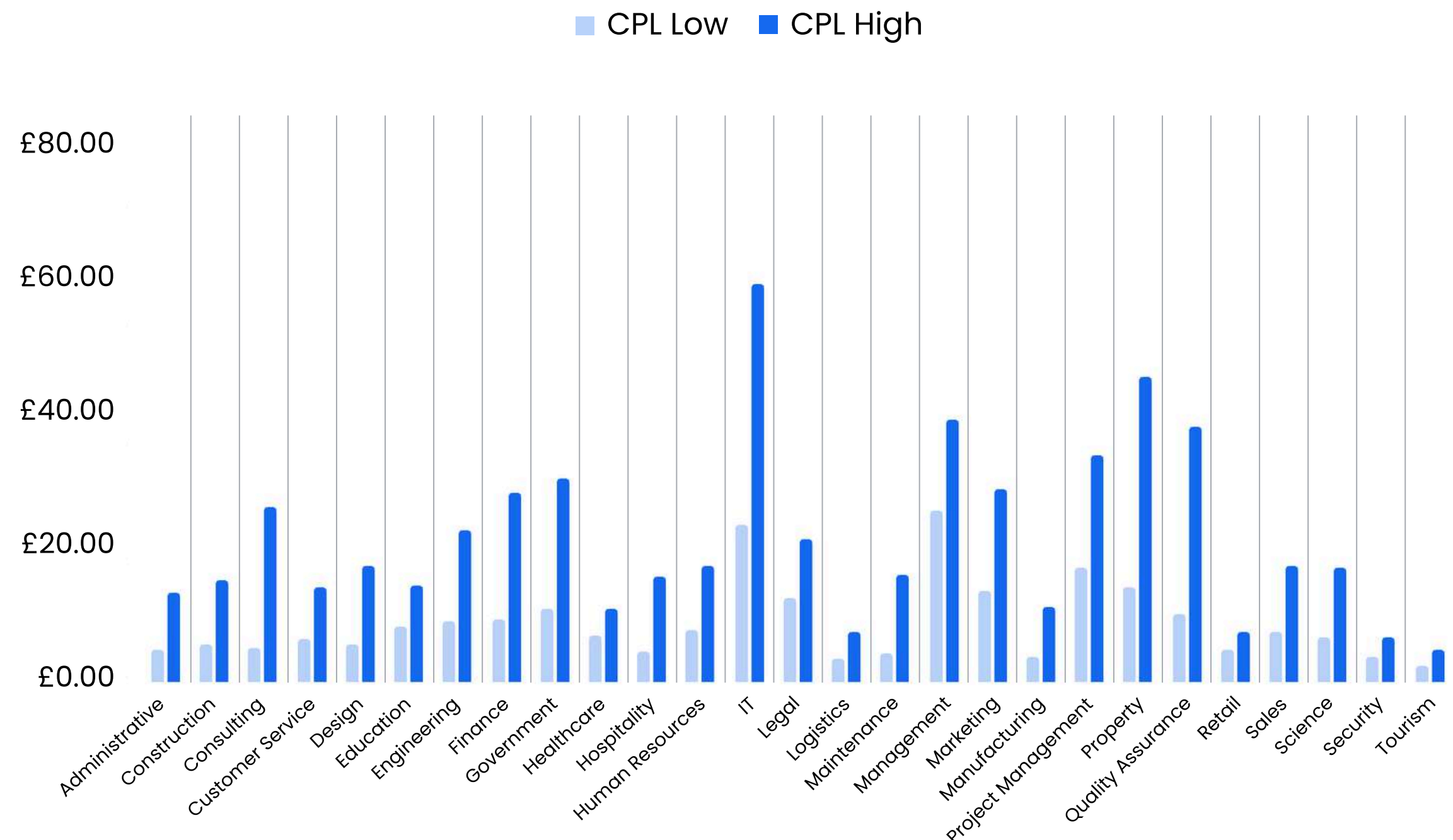Social Job Ads Benchmarks

Introducing Social Direct Apply*

This data shows the CPL (Cost Per Lead) ranges across occupation groups based on Social Direct Apply*. It proves that **social job ads work across the board.**

Tourism, Retail, and Logistics see some of the lowest CPLs, making social a highly cost-effective hiring tool. Even for higher-cost industries like IT and project management, smart targeting ensures you're getting the most out of your budget. 💡

*More information on page 17

Chart legend: CPL Low, CPL High

Y-axis: £0.00, £20.00, £40.00, £60.00, £80.00

X-axis categories: Administrative, Construction, Consulting, Customer Service, Design, Education, Engineering, Finance, Government, Healthcare, Hospitality, Human Resources, IT, Legal, Logistics, Maintenance, Management, Marketing, Manufacturing, Project Management, Property, Quality Assurance, Retail, Sales, Science, Security, Tourism

The Power of Socials

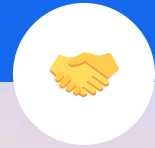The (in)direct impact of social job ads on experience, budget, and overall conversion

Read more   >

Social Direct Apply

The job application experience candidates actually want

We're seeing a growing trend in in-app experiences – and this is still an untapped opportunity for recruitment. No need to rebuild career pages; **one-click apply** from social platforms offers a **seamless way to easily capture candidates**.

🎯 Smart targeting + real-time data = job ads that continuously optimize.

🧲 Right talent, right time = better candidates & higher apply rates.

🏅 More relevant candidates = better conversions.
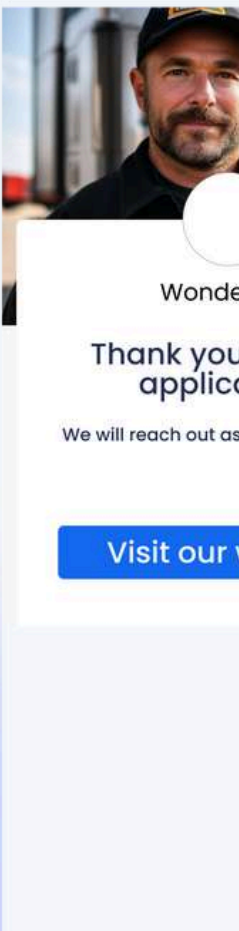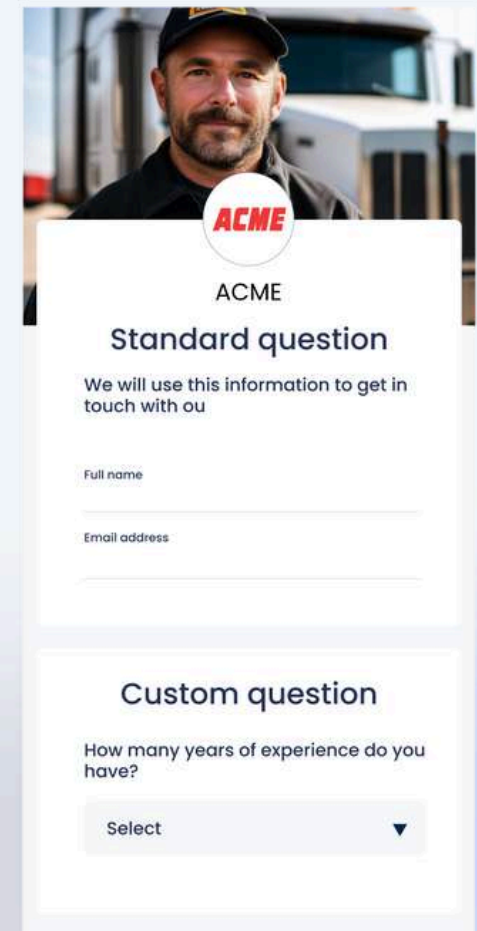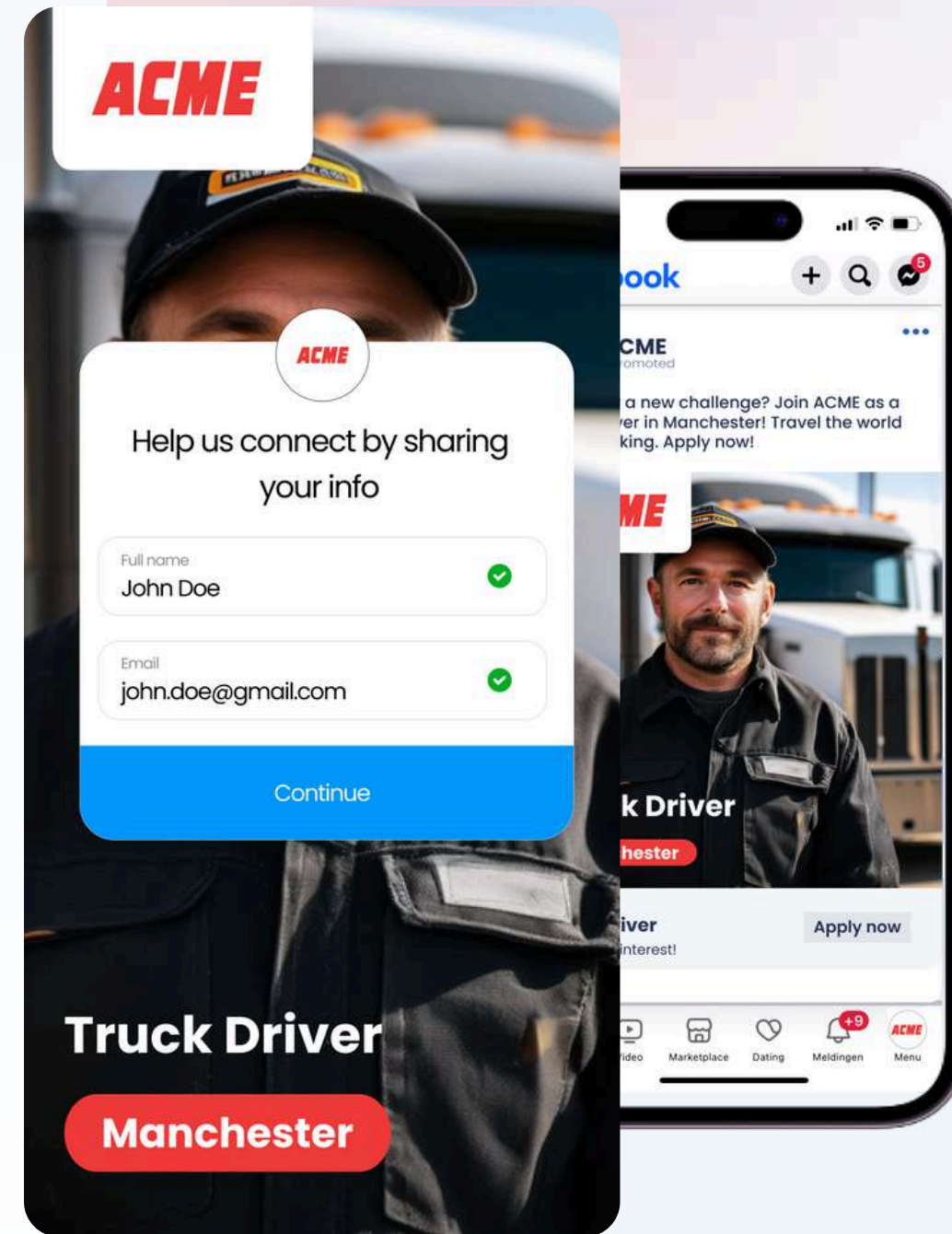
Social Conversion Lift
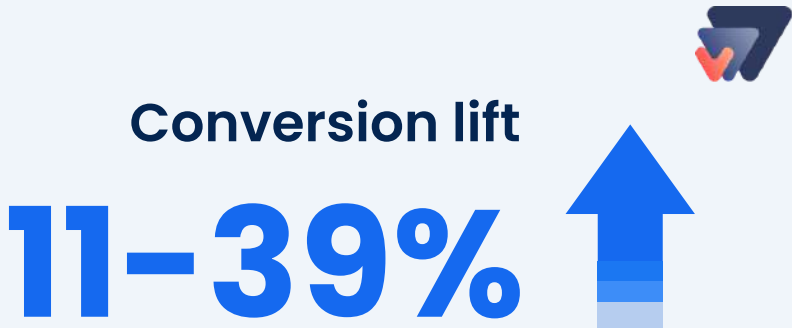## How socials boost job board outcomes

Social job ads don't just drive applications—they supercharge your entire hiring funnel. 🚀 With lower CPCs, social media isn't just an application platform—it's an engagement engine that **boosts brand visibility and keeps candidates in the loop**.

More touchpoints can drive higher intent, boosting job board conversion rates by 11-39%*! 🔥

Social media isn't just where candidates scroll—it's where they start their job search journey.

*based on data from 11 clients who kept the same budget

Conversion lift
11-39% ⬆️

Applied (27.634)

Emily Thompson		
James Walker		
Charlotte Evans		
William Cooper		
George Bennett		
Oliver Harris		
Sophie Mitchel		

Source Medium Path

Application source

Data Feedback
How tracking gets better and better

Social job ads aren't static – they evolve with every interaction.

Each click, like, or share sends a signal that helps your ad get smarter, reaching the right candidates more effectively. The more meaningful signals you provide, the better your ad performance becomes.

With continuous feedback, your campaigns adapt and improve in real-time, leading to:
🎯 Smarter targeting
⚡ Ongoing optimization
❤️ Better candidate matches

🔐 *All while putting data privacy first—ensuring candidate trust stays at the core of every interaction.*

Quality offline conversion

ATS / Offline conversion

Server2Server

CPA tracking threshold

Pixel tracking

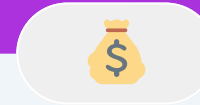majority of companies are here

No tracking

Budget Efficiency & ROI
Maximize every dollar through data-driven optimisation

Cost-Effectiveness: With median CPCs as low as £0.26, the Social Conversion Lift, and data feedback loop - social media advertising delivers high ROI.

Real-Time Optimization: Real-time performance insights allow continuous campaign improvements, to maximise your recruitment spend.

Long-Term Savings: The cost efficiencies gained through social advertising can be reinvested to further enhance your recruitment strategy, building a sustainable talent pipeline.
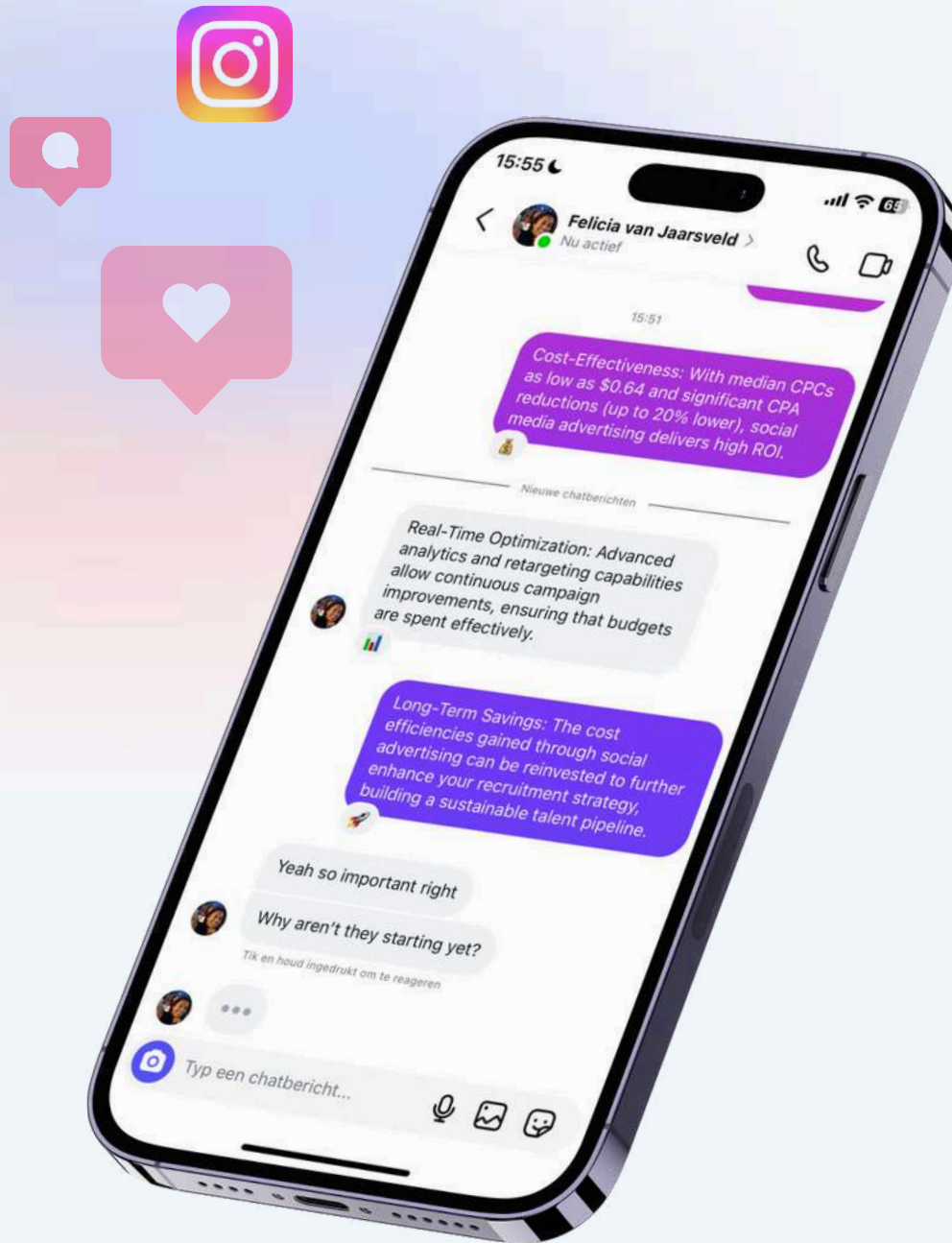
How to Measure Success

A simple framework: Volume, Conversion & Time 🏆

Want to level up your hiring game? 🎯

Whether you're adding new media channels or making the candidate journey smoother, focus on these three power metrics to measure real success:

🔥 **Volume** – Are you attracting more qualified candidates?
⚡ **Conversion** – Are more candidates clicking, applying, and getting hired?
🚀 **Time** – Are candidates moving faster through your funnel?

And don't forget Budget —the ultimate efficiency check. Are you getting better results without spending more (or even cutting costs)?

Tracking these before and after any change gives you hard proof of impact —because even small tweaks can drive big hiring wins.
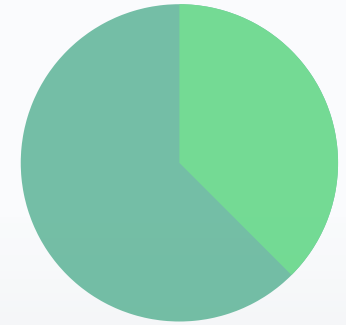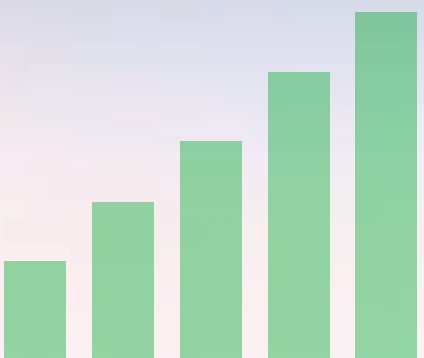
👤 **360** +15%
candidates

🔄 **25%** +8%
avg. conversion

🕐 **34d** -40%
avg. time apply to hire

Social Job Ads in Practice

The available channels, content best practices, and future trends

Read more >

Each social platform offers unique strengths that, when combined, form a powerful recruitment strategy.

Read more

Platform Breakdown

Social channels in recruitment

Engage a **young and dynamic audience** through creative **short-form videos**, ideal for showcasing job opportunities and enhancing employer branding.

Capture the attention of Gen Z and Millennials with **quick content** that drives immediate action and **creates a sense of urgency** around job openings.

Ability to **showcase a company's culture** through compelling visuals helps attract creative talent and candidates who resonate with your **brand's aesthetic.**

Inspire and **attract creative individuals** by showcasing visually compelling job opportunities and offering a glimpse into your company culture.

Reach a wide audience with viral, bite-sized content that **enhances brand visibility** and attracts top-tier candidates eager to innovate.

Offers a **vast global audience**, making it ideal for targeting a wide range of demographics, from entry-level positions to senior roles.
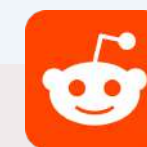
Tap into **niche communities** with targeted posts, foster deep connections with passionate, knowledgeable candidates who align with your company's values.

Engage in **real-time conversations** and trending topics to connect with a **diverse pool of candidates,** amplifying the reach of job postings and employer brand.

The Role of Creatives 🎨

VISUAL IMPACT

BRAND STORYTELLING

CONVERSION BENEFITS

Job ads with **visuals receive 94% more views** than text-only ads, and video content can boost CTRs by up to 120%.

High-quality visuals and interactive content not only attract attention but also **build an emotional connection** with candidates.
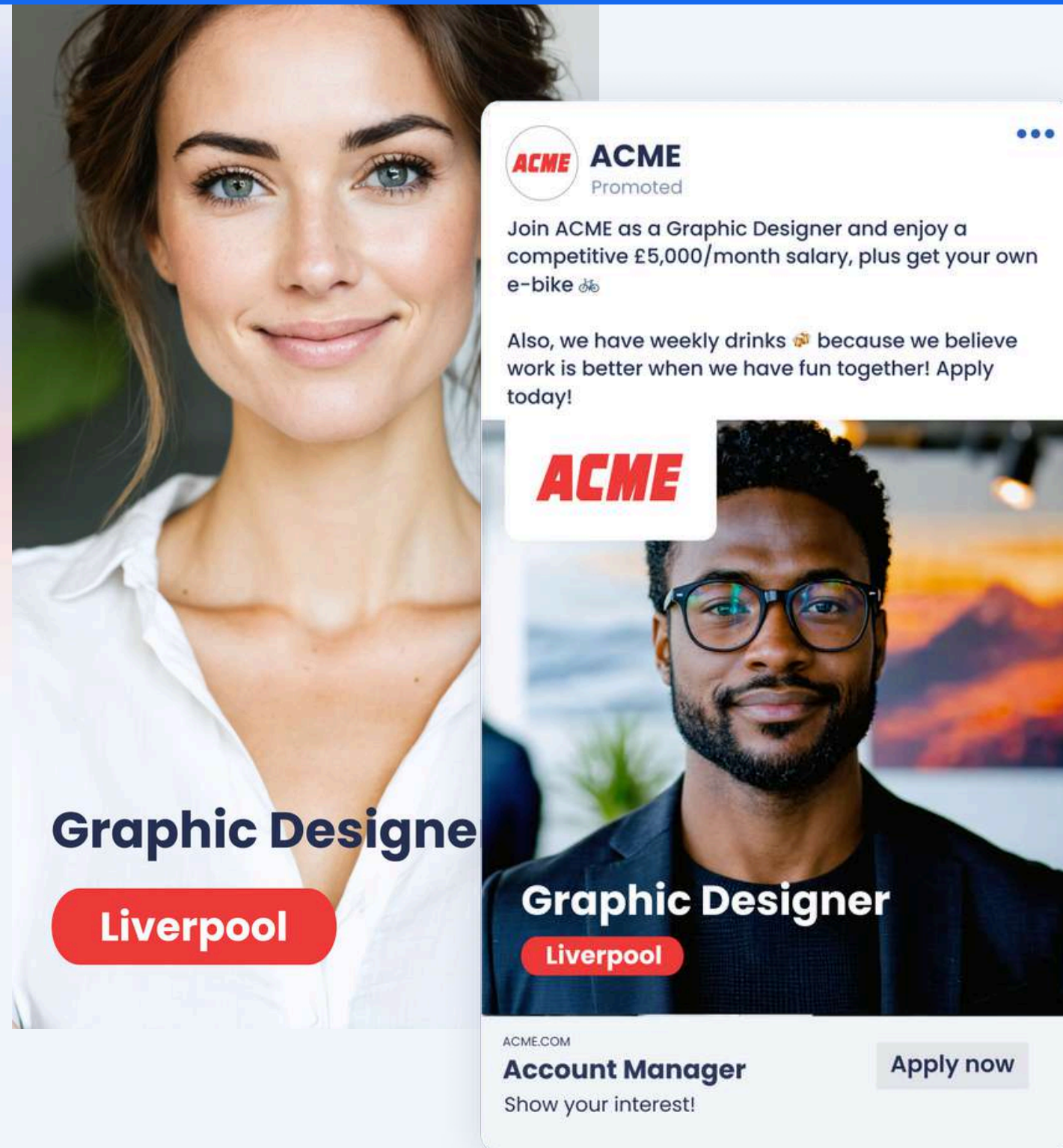
Companies using multimedia campaigns report up to a **47% increase in candidate satisfaction**, leading to better conversion rates.

Content for Targeted Social Job Ads

Best practices 🤩

ACME
Promoted

Join ACME as a Graphic Designer and enjoy a competitive £5,000/month salary, plus get your own e-bike 🚲

Also, we have weekly drinks 🍸 because we believe work is better when we have fun together! Apply today!

ACME

Graphic Designer
Liverpool

ACME.COM
Account Manager
Show your interest!

Apply now

Graphic Designe
Liverpool

🖼️ **Multiple variations**

💵 **Salary**

😍 **Benefits**

🍩 **Snackable content**

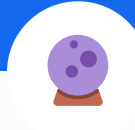❤️ **Highlights culture**

🙋‍♀️ **Human in image**

🔥 **Image overlay**

💅 **Employer brand style**

The Next Evolution of Social Job Ads
Future trends

AI Driven Personalisation ✓

1m

AI technologies enable real-time ad personalization, **boosting** candidate **engagement by 30%**.

5310 likes

Conversational AI

Conversational AI is transforming recruitment by **engaging** candidates in **real-time**, answering questions, and **pre-qualifying applicants**.

Short-form videos

Platforms like TikTok and Instagram Reels use short videos that **increase viewer retention by 60%**, making them ideal for capturing next-gen attention.

Social Ad Objections

Is it really adding value? ❌

Sara Jackson 10m

It is really difficult to create **the right content...**

> 🔷 **Wonderkind**
>
> There are lots of **AI tools** that can help with generating content that **resonates with your audience**!

Bob Dylan 10m

You are wasting your time! It **takes a lot of time** to set up

> 🔷 **Wonderkind**
>
> Did you know you can **automatically launch 1000s of job ads at once** WITH personalised content?

r/ Social Job Advertising

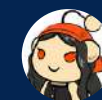I want to start with Social Job Advertising, what are your thoughts?

Kristen Cole 10m

You **can't apply** through social media.

> 🔷 **Wonderkind**
>
> Do you know **Social Direct Apply**? This allows candidates to apply directly through their favorite social media channel.

Paul McKinsey 10m

I heard that candidates are much **more expensive.**

> 🔷 **Wonderkind**
>
> Are you sure about that? Check this report 😉

Glossary & Sources 📖

Glossary

Cost-per-click (CPC) - Total number of advertising dollars spent per click received on search, social or job board advertisement.

Cost-per-lead (CPL) - The number of advertising dollars spend to generate a new candidate lead on search, social or job advertisement.

Media Reach - The potential audience that see the content of a search, social, or job board channel.

Occupation Group - A specific group within a profession.

Social Conversion Lift: The (in)direct impact of social job advertising on job board conversion rates.

Social Direct Apply - One-click apply process on social platforms.

Socials - Social media channels such as Meta, Snapchat, TikTok, Reels, X, Pinterest, and YouTube.

Sources

BITC - Ageing workforce digital era report

Economics Insider - Global workforce distribution

Forbes - Gen Z and the rise of social ecommerce

Forbes - Applying online

Hubspot - Marketing Report

DataReportal - Global Social Media Statistics

LinkedIn - Global Talent Trends

Visual Capitalist - Charted generations

Wonderkind - Winning the war for Next-Gen talent

Thank you for reading! 🙏

Eager to fully adopt the Next-Gen behavior and boost your social job advertising activities? We are more than happy to help you out!

Read some of our blog articles or reports more for information, or you can book a demo directly!

📕 Winning the war for Next-Gen talent

👉 7 Strategies to reduce rising job advertising costs
👉 11+ recruitment technology platforms for job advertising
👉 Programmatic job advertising: full guide (2025)

Book a demo ❯