



2025

Social Job Advertising Benchmark Report

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

U.S. Edition



First Edition



ACME

Maryland

Registered Nurse

Apply now



\$5,000

APPLY

Truck Driver

Forklift

Manchester

Houston

Primary teachers

Apply now

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 on social:** Nearly 50% cheaper than job boards (\$0.49 vs. \$1.00)
- **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

Quick heads-up: This first edition doesn't include CPA benchmarks for social ads (yet). Why? Tracking across the board isn't quite there. But as more teams adopt better attribution, we'll bring you deeper ROI insights in future editions.

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Yet, many companies still rely on outdated job boards, missing out on Next-Gen talent.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



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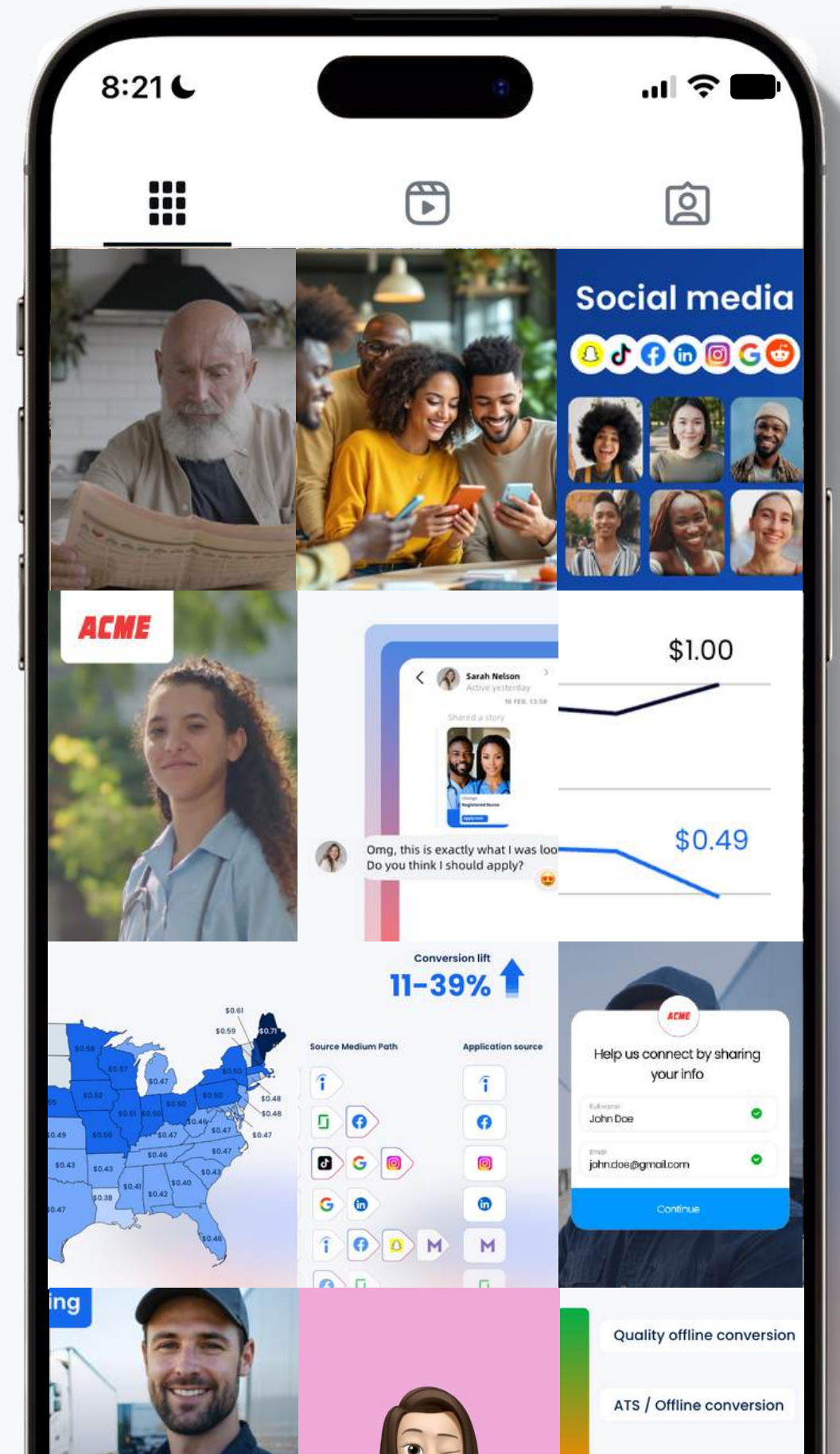
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Recruitment Trends

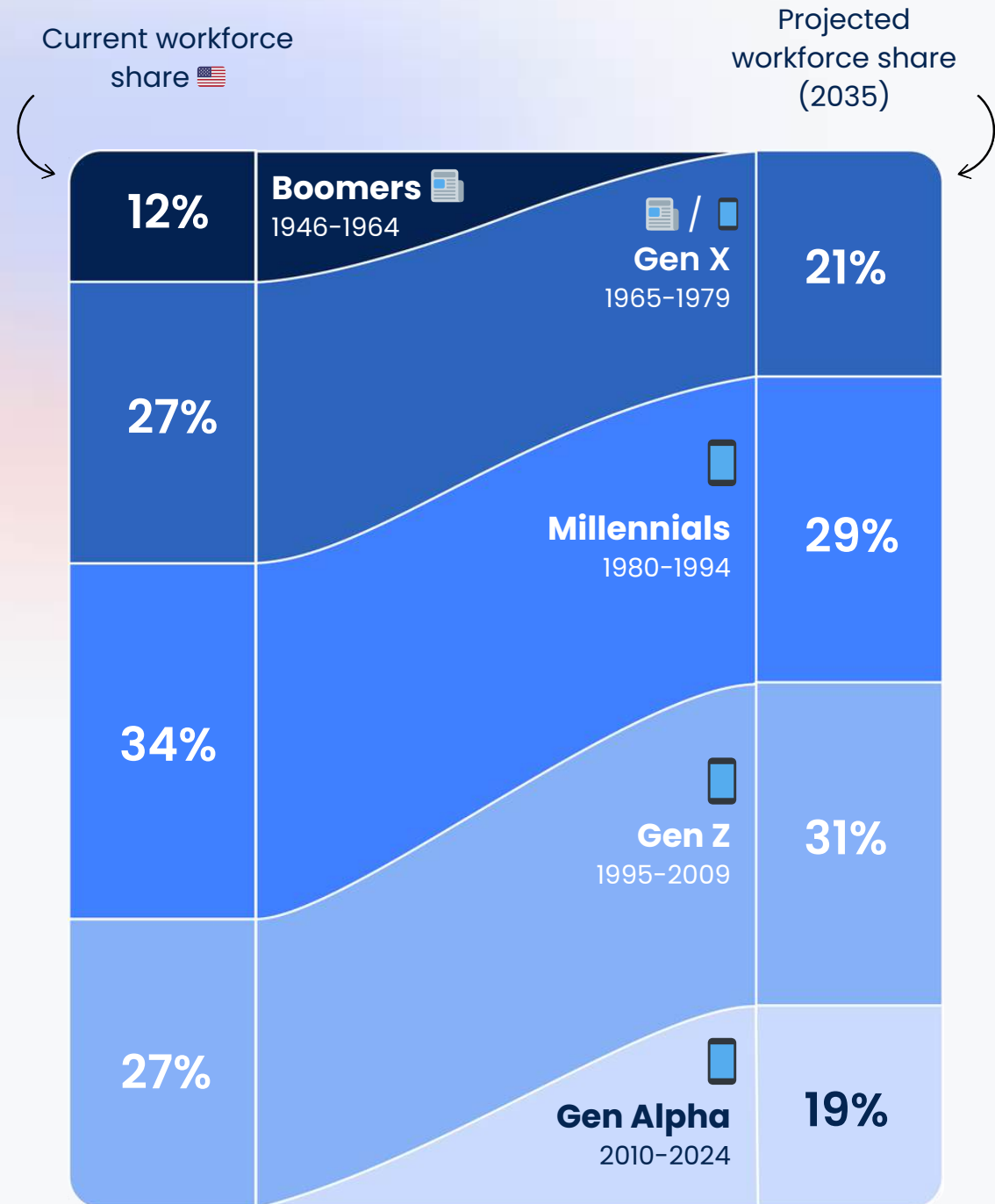
The changes in the labor market and shift from job boards to social media advertising

[Read more](#)



Key Trends

Market insights & hiring trends



00:00 PM - Mar 3, 2025 - 200K Views



Change in digital behavior

@forbes

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

00:00 PM - Mar 29, 2025 - 200K Views



Aging Workforce

@hr-dive

From 2024-2029, the largest number of Americans are turning 65. This leads to an average **loss of 10.1%** of the **current workforce** by 2029.

00:00 PM - Mar 29, 2025 - 200K Views



Labor Shortage

@wonderkind

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

00:00 PM - Mar 29, 2025 - 200K Views

Social Talent Insights

Market insights & hiring trends



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

1m ...



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

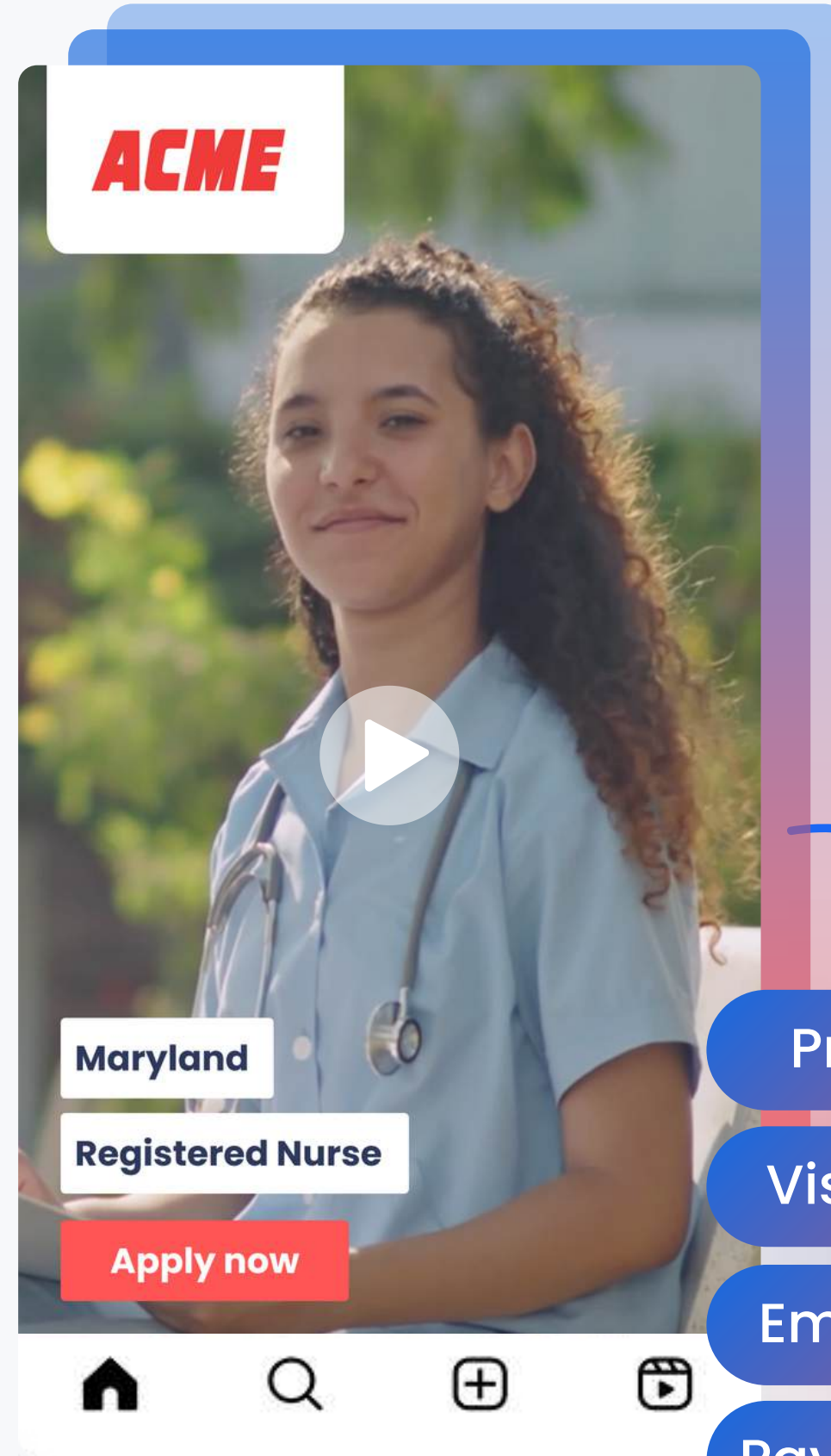
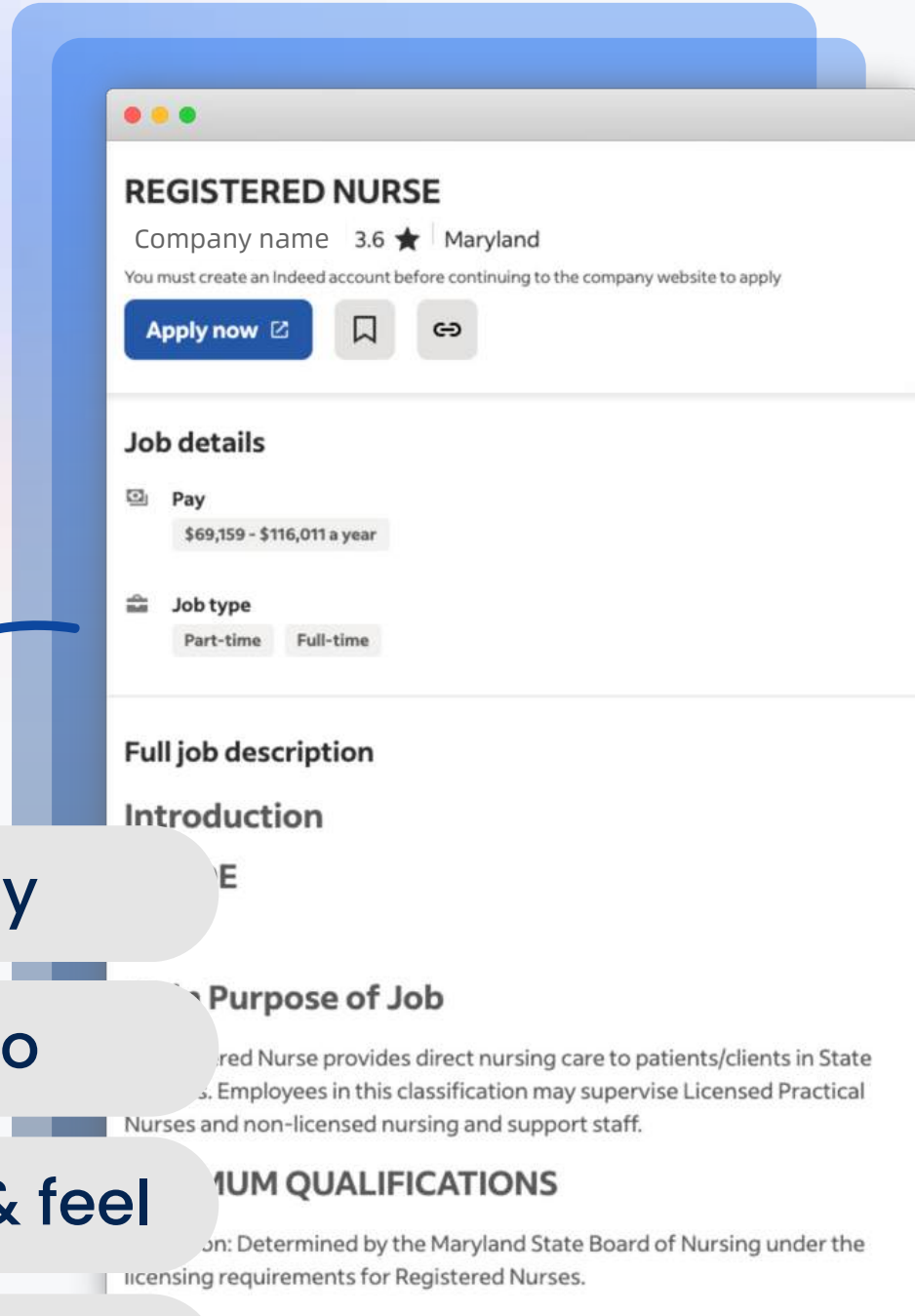
100 comments





Side-by-Side Comparison

Job board ad vs social job ad



- Post & pray
- Textual info
- Generic look & feel
- Fixed costs

- Pro-active reach
- Visually appealing
- Employer branding
- Pay for performance

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 🚀



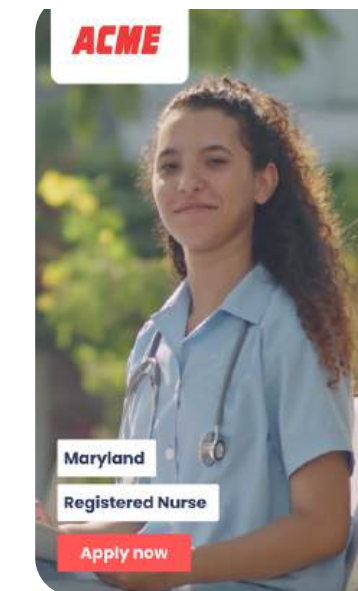
Sarah Nelson

Active yesterday



16 FEB. 13:58

Shared a story



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

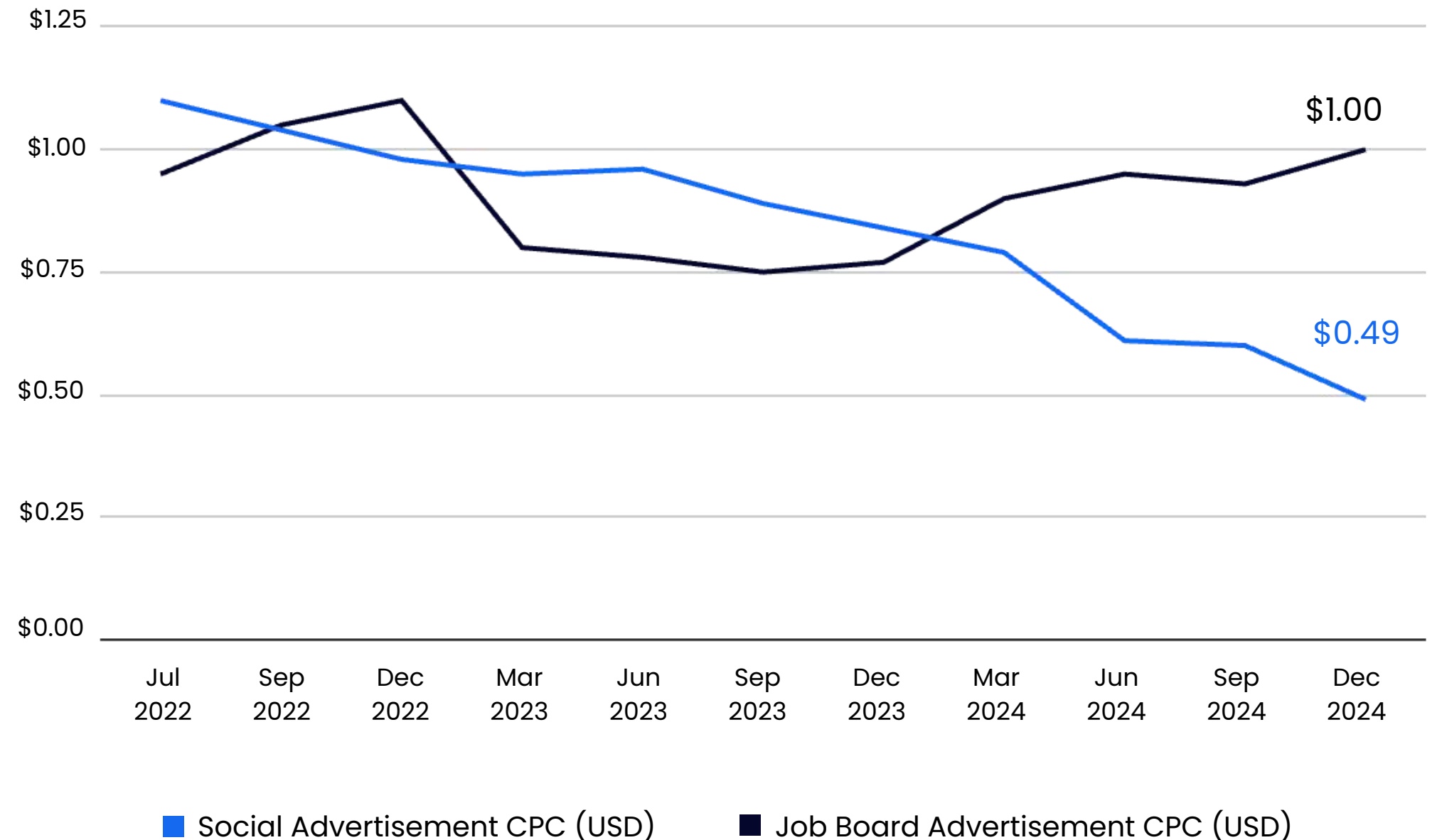


Job board CPCs are climbing to \$1.00, while **social ad CPCs have taken a nosedive to \$0.49**. Thanks to AI and smarter algorithms, social job ads aren't just keeping up - they're now outperforming traditional job boards.

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. 🚀

WHAT?! 🤯🤯

Social job ads outperform job boards!!



Source: Appcast 2025



CPC by Occupation Group

Social Job Ads Benchmarks



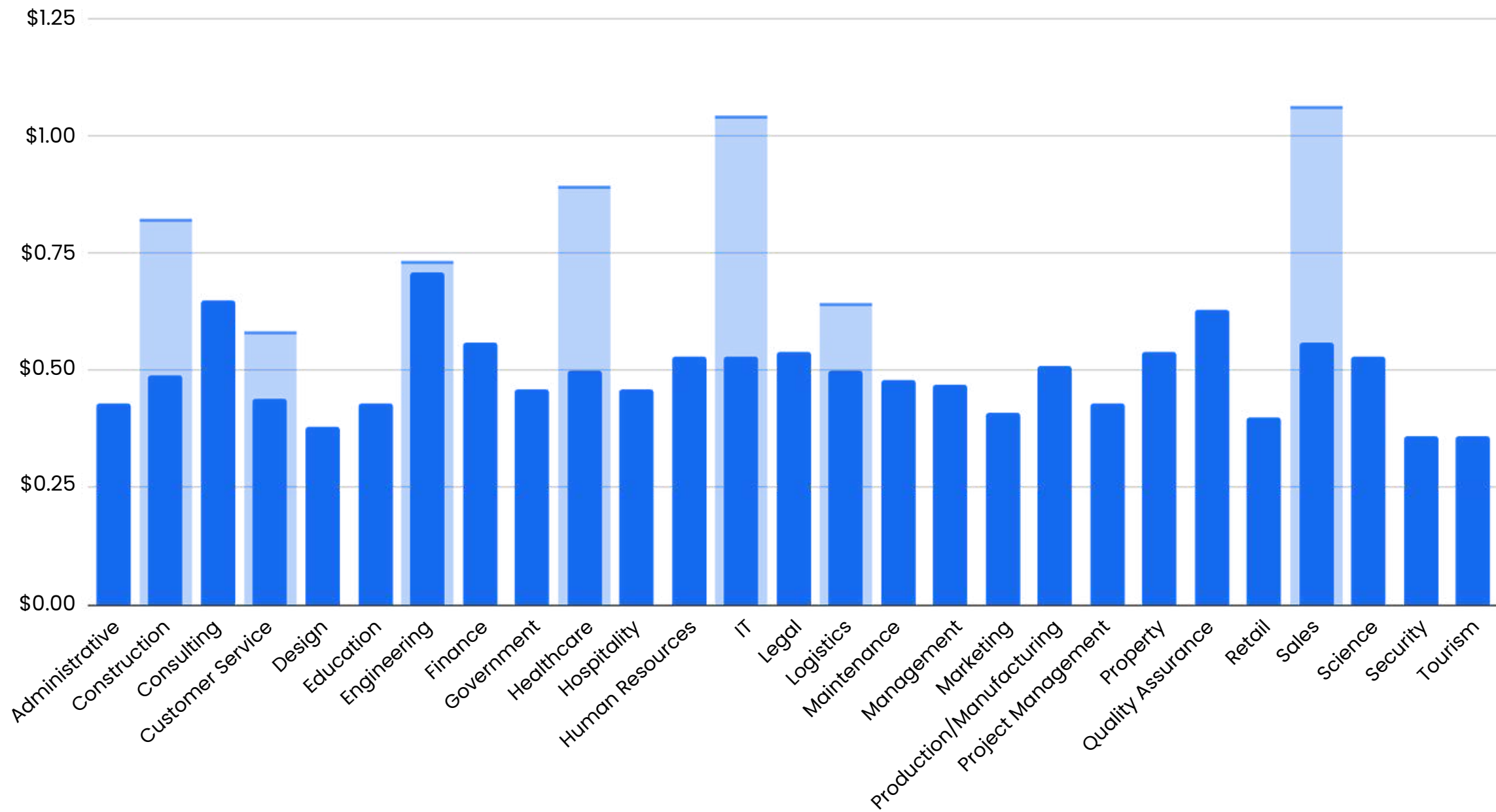
Another win for social job ads! 🎉

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**

*Appcast data was available only for the highlighted occupation groups



Source: Appcast 2025

■ Wonderkind CPC Median (USD) 2024 ■ Search & Display CPC Median (USD)*



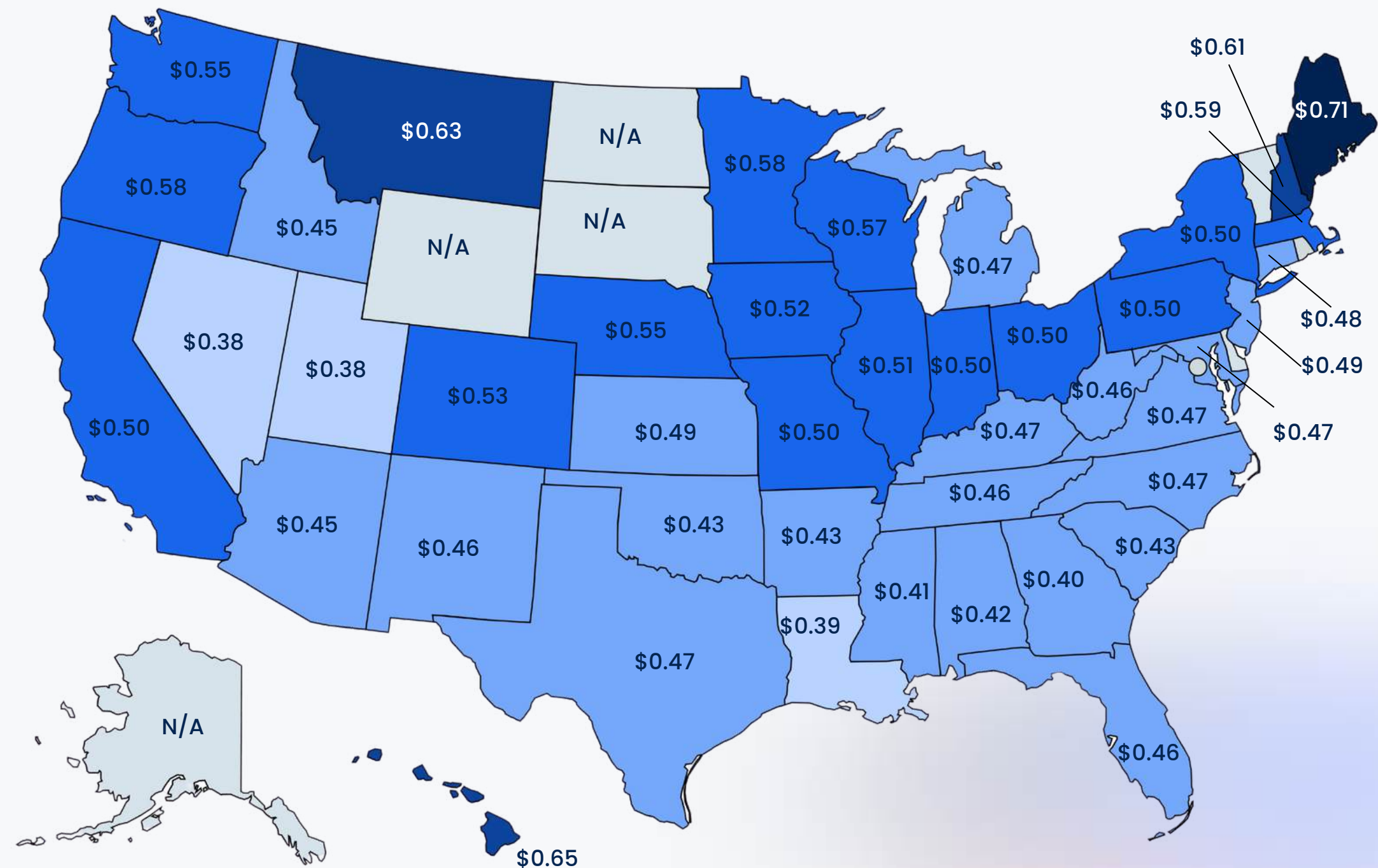
CPC per State

Social Job Ads Benchmarks



No matter where you're hiring, social job advertising keeps costs in check—with **CPC staying under \$1.00 in every state** 🎯.

Whether you're targeting talent in big cities or rural areas, social ads offer an affordable, effective way to reach the right candidates.



AL	\$0.42	GA	\$0.40	ME	\$0.71	NV	\$0.38	OR	\$0.58	VA	\$0.47
AK	N/A	HI	\$0.65	MD	\$0.47	NH	\$0.61	PA	\$0.50	WA	\$0.55
AR	\$0.45	ID	\$0.45	MA	\$0.59	NJ	\$0.49	RI	\$0.46	WV	\$0.46
AZ	\$0.43	IL	\$0.51	MI	\$0.47	NM	\$0.46	SC	\$0.43	WI	\$0.57
CA	\$0.50	IN	\$0.50	MN	\$0.58	NY	\$0.50	SD	N/A	WY	N/A
CO	\$0.53	IA	\$0.52	MS	\$0.41	NC	\$0.47	TN	\$0.46		
CT	\$0.48	KS	\$0.49	MO	\$0.50	ND	N/A	TX	\$0.47		
DE	N/A	KY	\$0.47	MT	\$0.63	OH	\$0.50	UT	\$0.38		
FL	\$0.46	LA	\$0.39	NE	\$0.55	OK	\$0.43	VT	N/A		



CPL by Occupation Group

Social Job Ads Benchmarks

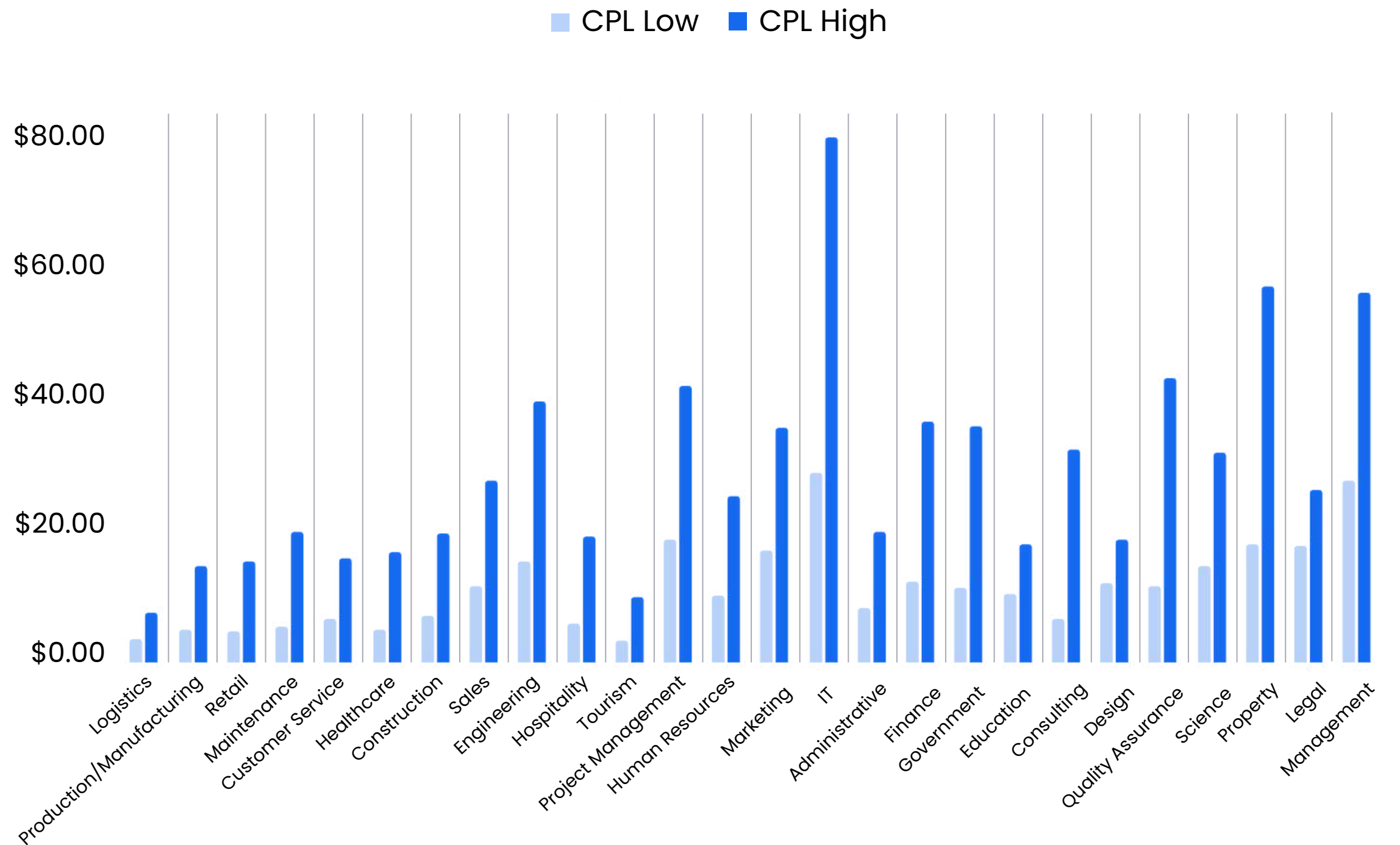


Introducing Social Direct Apply*



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.**

Logistics, retail, and hospitality 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



The Power of Socials

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

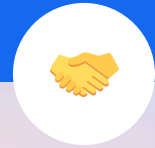
[Read more](#)






Social Direct Apply

The job application experience candidates actually want

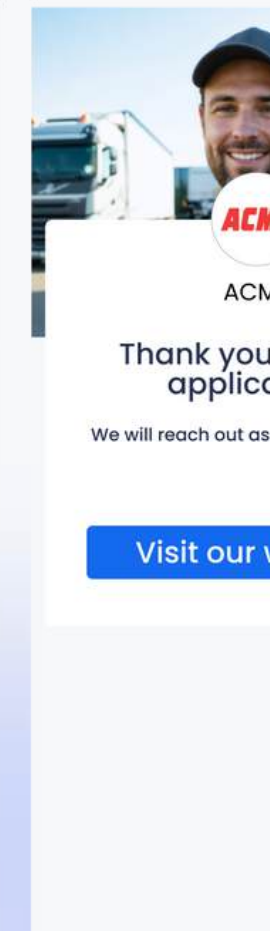
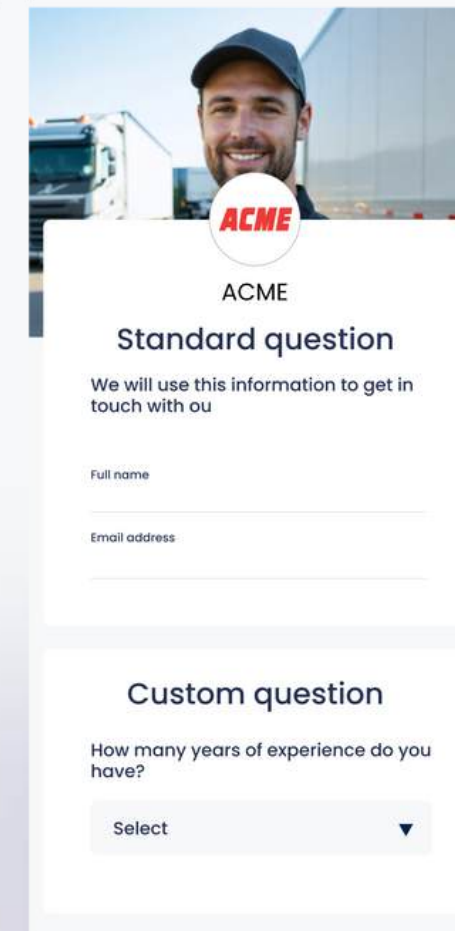
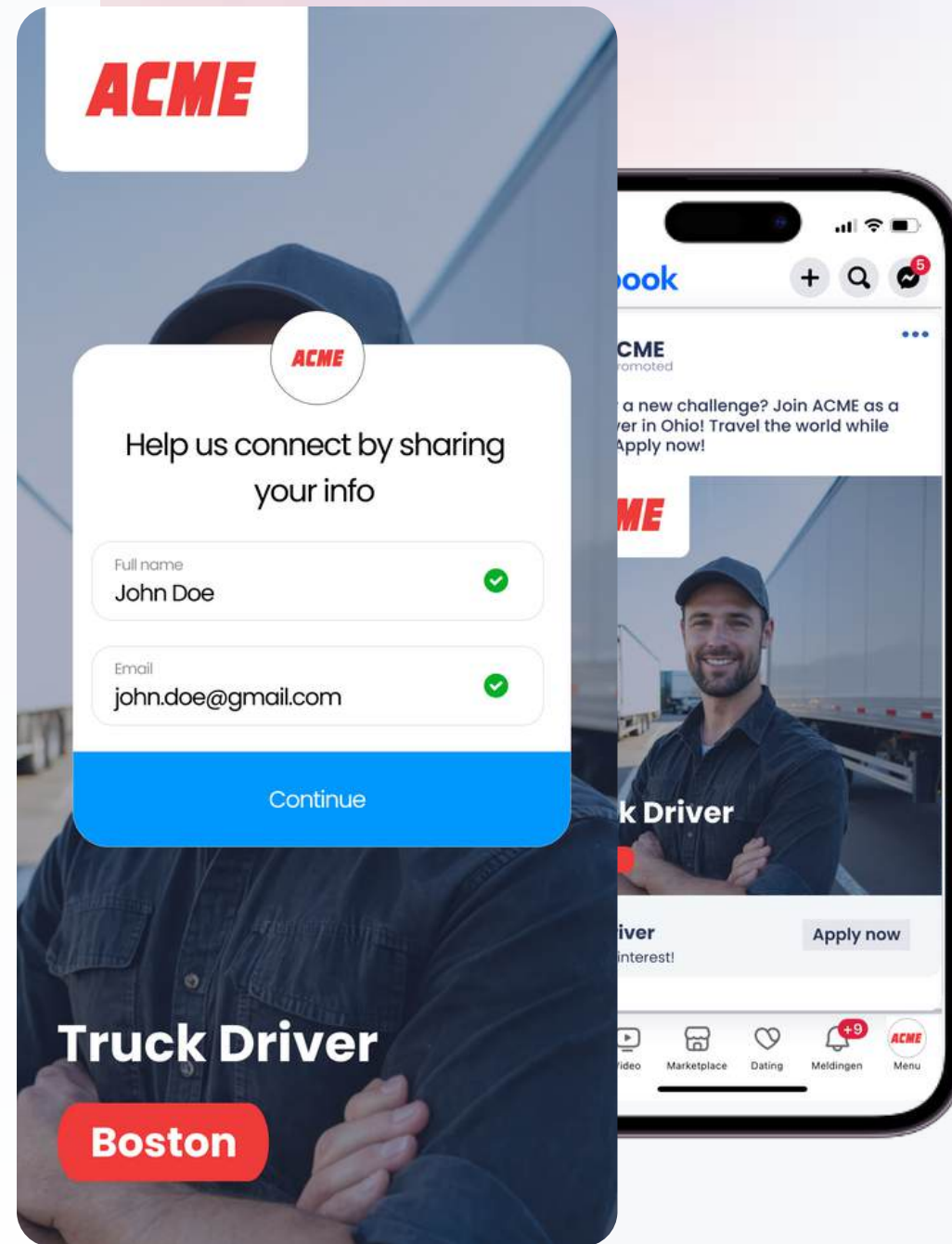


We're seeing a growing trend in in-app experiences – and this is still an untapped opportunity for recruitment. No need to rebuild career pages; **one-click apply** from social platforms offers a **seamless way to easily capture candidates**.

 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)

Source Medium Path

Application source

Sarah Parker					
Kevin Talent					
Hanna Johnson					
John Walter					
Chris Button					
Don Jackson					
Alex McKinsy					

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.*



CPA tracking threshold

majority of companies are here

Quality offline conversion

ATS / Offline conversion

Server2Server

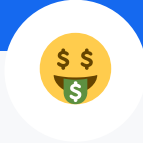
Pixel tracking

No tracking

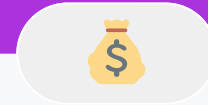


Budget Efficiency & ROI

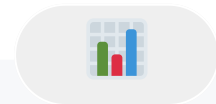
Maximize every dollar through data-driven optimisation



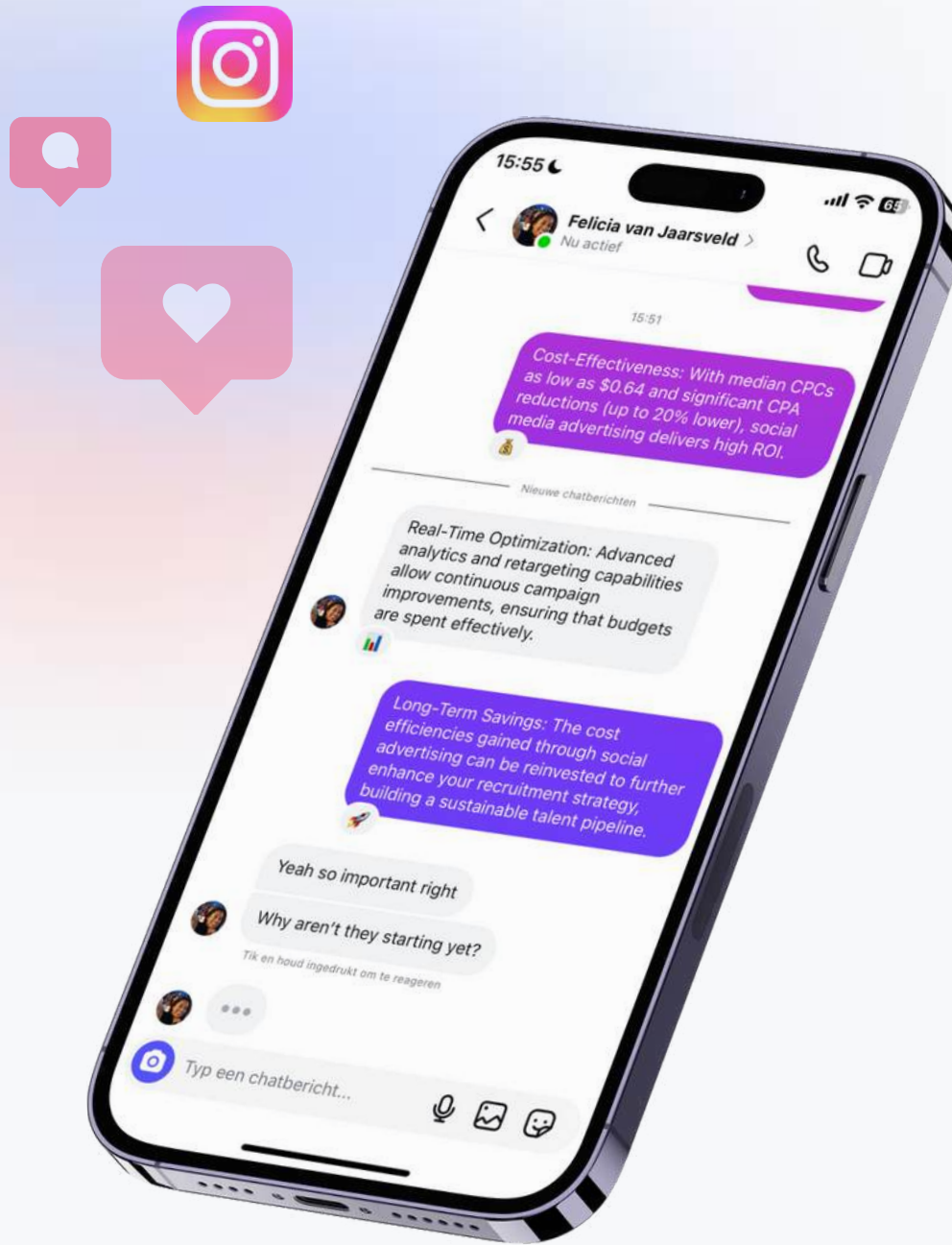
Cost-Effectiveness: With median CPCs as low as \$0.49, the Social Conversion Lift, and data feedback loop – social media advertising delivers high ROI.



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:

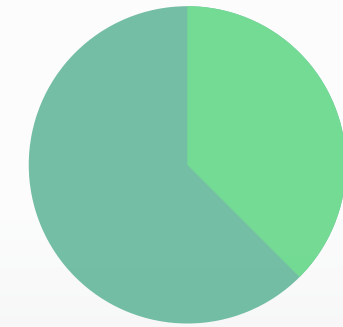
🔥 **Volume** – Are you attracting more qualified candidates?

⚡ **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.



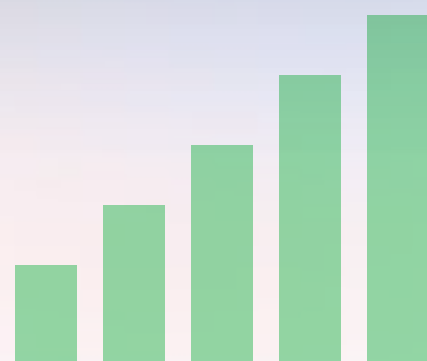
360 +15%
candidates



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**.



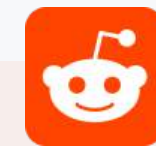
Inspire and **attract creative individuals** by showcasing visually compelling job opportunities and offering a glimpse into your company culture.



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



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

BRAND STORYTELLING



High-quality visuals and interactive content not only attract attention but also **build an emotional connection** with candidates.

CONVERSION BENEFITS



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 **ACME**
Promoted

Join ACME as an Account Manager 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

Account Manager
Los Angeles

Account Manager
Los Angeles

ACME.COM
Account Manager
Show your interest! [Apply now](#)

 **Multiple variations**

 **Highlights culture**

 **Salary**

 **Human in image**

 **Benefits**

 **Image overlay**

 **Snackable content**

 **Employer brand style**

The Next Evolution of Social Job Ads

Future trends



1m ...



AI Driven Personalisation

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**.



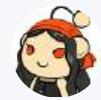
Short-form videos

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?

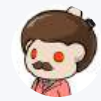


Sara Jackson 10m

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



Sources

[Appcast Benchmark Report 2025](#)

[Forbes](#) – Gen Z and the rise of social ecommerce

[Forbes](#) – Applying online

[HR Drive](#) – The labor market of 2025

[Hubspot](#) – Marketing Report

[DataReportal](#) – Global Social Media Statistics

[LinkedIn](#) – Global Talent Trends

[Visual Capitalist](#) – Charted generations

[Wonderkind](#) – Winning the war for Next-Gen talent

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.



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](#)

