

Press release  
15 October 2024

## Workers turn to social media to progress their careers

- 76% of Australian workers use social media platforms to search for career-related information, with Gen Z the most (85%) and Baby Boomers the least (62%)
- Social media are most likely to influence decisions around building new skills (82%) and applying for a specific job (75%)
- LinkedIn is the most popular professional social media platform, with 50% of all workers using it to look for career-related information
- 31% of Gen Z workers search for career-related information on TikTok compared to 9% of Baby Boomers

**Sydney, 15 October 2024** – 76% of Australian workers are using a range of social media platforms to make career-related decisions, new independent research by specialised recruiter [Robert Half](#) finds.

The research has also revealed that the younger the generation, the more they use social media in their professional life. Gen Z are the most avid users with 85% using social media for career-related information, followed by Millennials (80%), Gen X (78%) and, lastly, Baby Boomers (62%).

*“Social media have become an indispensable tool for both jobseekers and employers,” says **Nicole Gorton, Director at Robert Half**. “Social media are ingrained in the professional world, from building a professional network, showcasing skills and researching potential employers to attracting and vetting talent. The future of recruitment is social, so both companies and professionals need to embrace them to get a competitive edge in their respective roles.”*

### How workers are using social media

Unsurprisingly, LinkedIn remains the most popular professional social media tool among workers overall. However, as other platforms have evolved, they are also providing professional insights that workers find influential.

Social media platform	Proportion of all workers who use it	Most commonly used by
LinkedIn	50%	Gen X (57%)
Facebook	27%	Millennial (30%)
YouTube	25%	Millennial (30%)
Instagram	21%	Gen Z (30%)
TikTok	18%	Gen Z (31%)
X (formerly Twitter)	8%	Gen Z (11%)

*Independent survey commissioned by Robert Half among 1000 workers in Australia.*

*“LinkedIn no longer dominates the professional world in social media. Gen Z are increasingly turning to TikTok for career advice and company insights,” **Gorton** says. “Even with many companies just initiating their journey in the TikTok space, its short-form video format offers a unique and engaging way for companies to showcase their culture, values and employee experiences, making it a powerful recruitment and employer branding tool.”*

The research also reveals workers tend to use different social media sites for different purposes. As digital natives, Gen Z are more prolific social media users when looking for career-related information, regardless of the platform they use or the type of information they seek.

Social media platform	Most commonly used for	The generation most likely to do so
TikTok	Career advice (58%)	Gen Z (64%)
LinkedIn	Job postings (78%)	Gen Z (81%)
X (formerly Twitter)	Industry news (52%)	Millennials (57%)
Instagram	Networking opportunities (42%)	Gen Z (45%)
Facebook	Networking opportunities (43%)	Baby Boomer (52%)
YouTube	Industry news (47%)	Gen X (63%)

*Independent survey commissioned by Robert Half among 1,000 office workers in Australia.*

### Social media's influence on career-related decisions

When asked whether the information workers have found on social media has influenced them when they have made career-related decisions, most workers say that it has been influential. They reveal social media is more likely to influence them in ways that further their careers:

- To build new skills 82%
- To apply for a specific job 75%
- To ask for a higher salary 73%
- To apply for a specific company 73%

However, social media can also be influential when considering a change to their work situation:

- To change industry or career 71%
- To leave a job 63%

*“Social media influence career-related decisions for most workers, especially the younger generations. While it can be a valuable tool, it's important to verify the accuracy of the information before making any decisions. Applying due diligence and consulting other reliable resources or consulting professionals are essential to ensuring informed career decisions,”* concluded **Gorton**.

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### Notes to editors

#### About the research

The study is developed by Robert Half and was conducted online in June 2024 by an independent research company, surveying 1,000 full-time office workers across Australia. This survey is part of the international workplace survey, a questionnaire about job trends, talent management, and trends in the workplace.

#### About Robert Half

Robert Half is the global, specialised talent solutions provider that helps employers find their next great hire and jobseekers uncover their next opportunity. Robert Half offers both contract and permanent placement services, and is the parent company of Protiviti, a global consulting firm. Robert Half Australia has offices in Brisbane, Melbourne, Mount Waverley, Perth and Sydney. More information on [roberthalf.com/au](https://roberthalf.com/au).

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