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Social Media poll

February 2020 - 2500 US college students



Q1. Which of the following social media platforms have you used in the past month? Select all that apply.

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
YouTube	90%	88%	91%	84%	90%	91%	89%
Instagram	80%	81%	80%	85%	87%	72%	63%
Snapchat	78%	80%	78%	75%	83%	73%	61%
Facebook	69%	69%	69%	63%	74%	62%	67%
Twitter	54%	51%	54%	50%	54%	53%	55%
Reddit	41%	42%	41%	31%	30%	53%	56%
LinkedIn	34%	40%	33%	19%	32%	39%	23%
Tik Tok	34%	31%	35%	27%	43%	23%	28%
Pinterest	32%	27%	33%	28%	48%	11%	27%
Quora	13%	12%	13%	12%	12%	14%	20%
None of the above	0%	1%	0%	0%	0%	0%	4%
Refused	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2492)	(805)	(1644)	(38)	(1344)	(1031)	(117)

Social Media poll

February 2020 - 2500 US college students



		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
YouTube	90%	90%	84%	91%	90%	91%	91%	91%	87%
Instagram	80%	80%	79%	77%	83%	79%	84%	77%	76%
Snapchat	78%	78%	76%	77%	83%	79%	80%	76%	80%
Facebook	69%	75%	73%	65%	72%	71%	71%	67%	66%
Twitter	54%	59%	55%	47%	60%	58%	58%	50%	51%
Reddit	41%	38%	45%	43%	38%	38%	41%	41%	38%
LinkedIn	34%	25%	41%	34%	38%	25%	35%	34%	33%
Tik Tok	34%	36%	34%	30%	40%	44%	38%	32%	31%
Pinterest	32%	37%	32%	29%	34%	42%	35%	30%	26%
Quora	13%	17%	13%	14%	12%	8%	12%	14%	14%
None of the above	0%	2%	0%	0%	0%	0%	0%	1%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2492)	(378)	(188)	(1224)	(1049)	(166)	(969)	(1204)	(314)

Social Media poll
February 2020 - 2500 US college students



		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
YouTube	90%	90%	90%	92%	89%	90%	90%	91%
Instagram	80%	78%	77%	89%	79%	70%	83%	73%
Snapchat	78%	79%	64%	83%	77%	82%	77%	71%
Facebook	69%	69%	77%	65%	68%	48%	74%	53%
Twitter	54%	52%	43%	66%	53%	54%	47%	44%
Reddit	41%	43%	51%	33%	34%	32%	46%	41%
LinkedIn	34%	34%	43%	35%	34%	18%	39%	11%
Tik Tok	34%	33%	23%	43%	36%	31%	31%	21%
Pinterest	32%	30%	23%	45%	31%	14%	33%	15%
Quora	13%	13%	23%	15%	9%	4%	12%	5%
None of the above	0%	0%	0%	0%	0%	0%	1%	6%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2492)	(1531)	(373)	(137)	(193)	(22)	(195)	(37)

Social Media poll

February 2020 - 2500 US college students



		Year			
	Total	2020	2021	2022	2023
YouTube	90%	89%	92%	91%	89%
Instagram	80%	77%	77%	79%	87%
Snapchat	78%	74%	77%	80%	82%
Facebook	69%	76%	71%	67%	59%
Twitter	54%	53%	56%	56%	49%
Reddit	41%	40%	45%	40%	37%
LinkedIn	34%	46%	41%	29%	20%
Tik Tok	34%	24%	31%	38%	45%
Pinterest	32%	32%	28%	33%	35%
Quora	13%	13%	11%	15%	13%
None of the above	0%	1%	0%	0%	0%
Refused	0%	0%	0%	0%	0%
(Unweighted N)	(2492)	(602)	(698)	(640)	(552)

Social Media poll

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Q2. Which of the following social media platforms have you used in the past week? Select all that apply.

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
YouTube	85%	81%	86%	79%	82%	88%	89%
Instagram	76%	77%	76%	78%	82%	69%	60%
Snapchat	74%	77%	74%	68%	79%	70%	55%
Facebook	61%	63%	61%	59%	66%	55%	55%
Twitter	46%	42%	47%	45%	46%	46%	50%
Reddit	31%	33%	31%	22%	21%	44%	50%
Tik Tok	29%	26%	30%	29%	37%	20%	24%
LinkedIn	23%	28%	22%	17%	20%	28%	11%
Pinterest	22%	18%	22%	19%	34%	7%	11%
Quora	7%	8%	7%	8%	4%	10%	9%
None of the above	1%	1%	1%	0%	1%	0%	4%
Refused	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2479)	(802)	(1634)	(38)	(1336)	(1026)	(117)

Social Media poll

February 2020 - 2500 US college students



		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
YouTube	85%	89%	77%	86%	84%	87%	86%	85%	82%
Instagram	76%	74%	74%	73%	80%	72%	80%	74%	73%
Snapchat	74%	73%	71%	72%	79%	77%	76%	72%	78%
Facebook	61%	66%	62%	58%	65%	63%	63%	60%	61%
Twitter	46%	51%	43%	41%	51%	54%	50%	44%	42%
Reddit	31%	26%	33%	34%	29%	27%	30%	33%	30%
Tik Tok	29%	30%	25%	26%	34%	41%	33%	27%	27%
LinkedIn	23%	15%	24%	22%	28%	15%	23%	23%	25%
Pinterest	22%	26%	21%	19%	24%	25%	23%	20%	20%
Quora	7%	9%	7%	8%	6%	4%	5%	8%	8%
None of the above	1%	2%	0%	1%	1%	0%	1%	1%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2479)	(374)	(188)	(1218)	(1041)	(166)	(962)	(1200)	(312)

Social Media poll
February 2020 - 2500 US college students



		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
YouTube	85%	83%	88%	90%	85%	81%	85%	82%
Instagram	76%	76%	77%	86%	69%	65%	77%	69%
Snapchat	74%	75%	62%	76%	74%	70%	73%	71%
Facebook	61%	61%	69%	55%	65%	40%	70%	48%
Twitter	46%	45%	37%	56%	45%	54%	43%	40%
Reddit	31%	35%	41%	21%	24%	37%	35%	37%
Tik Tok	29%	29%	17%	36%	31%	31%	27%	21%
LinkedIn	23%	23%	31%	21%	22%	13%	29%	11%
Pinterest	22%	21%	13%	31%	21%	16%	19%	14%
Quora	7%	7%	17%	9%	3%	0%	6%	1%
None of the above	1%	1%	1%	1%	2%	4%	1%	5%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2479)	(1523)	(372)	(137)	(193)	(22)	(191)	(37)

Social Media poll
February 2020 - 2500 US college students



		Year			
	Total	2020	2021	2022	2023
YouTube	85%	80%	86%	87%	85%
Instagram	76%	73%	74%	76%	83%
Snapchat	74%	69%	74%	76%	78%
Facebook	61%	71%	63%	60%	49%
Twitter	46%	46%	49%	50%	39%
Reddit	31%	33%	35%	31%	26%
Tik Tok	29%	21%	25%	33%	40%
LinkedIn	23%	33%	28%	19%	11%
Pinterest	22%	23%	18%	23%	23%
Quora	7%	6%	6%	8%	7%
None of the above	1%	2%	1%	1%	1%
Refused	0%	0%	0%	0%	0%
(Unweighted N)	(2479)	(599)	(697)	(633)	(550)

Social Media poll

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Q3. Are you currently looking for an internship or a full-time job?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
Internship	38%	39%	38%	40%	34%	44%	44%
Full-time job	16%	15%	16%	11%	16%	15%	24%
I already have an internship/job	24%	24%	24%	19%	25%	22%	20%
I don't have an internship/job and am not looking	22%	22%	22%	30%	25%	20%	13%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	101%	101%
(Unweighted N)	(2498)	(807)	(1648)	(38)	(1344)	(1036)	(118)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
Internship	38%	33%	49%	42%	34%	35%	41%	36%	39%
Full-time job	16%	22%	11%	13%	18%	15%	15%	17%	12%
I already have an internship/job	24%	20%	24%	22%	26%	24%	24%	23%	25%
I don't have an internship/job and am not looking	22%	25%	16%	23%	22%	26%	21%	23%	24%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	101%	99%	100%
(Unweighted N)	(2498)	(379)	(188)	(1230)	(1049)	(166)	(970)	(1205)	(318)

Social Media poll
February 2020 - 2500 US college students



		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Internship	38%	35%	51%	42%	42%	47%	40%	46%
Full-time job	16%	16%	11%	17%	16%	2%	12%	20%
I already have an internship/job	24%	26%	17%	21%	19%	33%	24%	27%
I don't have an internship/job and am not looking	22%	23%	21%	21%	22%	18%	24%	6%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	101%	99%	100%	100%	99%
(Unweighted N)	(2498)	(1536)	(374)	(137)	(193)	(22)	(195)	(37)

		Year			
	Total	2020	2021	2022	2023
Internship	38%	19%	49%	43%	39%
Full-time job	16%	42%	9%	7%	6%
I already have an internship/job	24%	25%	26%	23%	18%
I don't have an internship/job and am not looking	22%	13%	15%	27%	36%
Refused	0%	0%	0%	0%	0%
Total	100%	99%	99%	100%	99%
(Unweighted N)	(2498)	(602)	(701)	(643)	(552)

Social Media poll

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Q4. Why are you not currently looking for an internship or full-time job?

		Financial Aid		Gender			Major				
	Total	No	Yes	Female	Male	Non Binary	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
I don't want an internship/job right now	27%	20%	28%	26%	27%	24%	21%	34%	32%	25%	21%
I will look for an internship/job when I'm older	21%	27%	20%	21%	23%	24%	14%	25%	20%	23%	25%
I don't have time to look for an internship/job right now	35%	37%	35%	40%	28%	31%	34%	37%	33%	37%	33%
Other	17%	16%	17%	13%	22%	21%	31%	4%	16%	15%	21%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
(Unweighted N)	(542)	(167)	(364)	(320)	(204)	(18)	(90)	(34)	(260)	(229)	(44)

		Political Leaning			Race				
	Total	Democrat	Independent	Republican	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races
I don't want an internship/job right now	27%	29%	25%	28%	27%	37%	27%	23%	24%
I will look for an internship/job when I'm older	21%	18%	23%	24%	21%	22%	16%	26%	25%
I don't have time to look for an internship/job right now	35%	38%	35%	29%	36%	23%	21%	47%	28%
Other	17%	15%	18%	20%	15%	19%	36%	3%	23%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	101%	101%	99%	101%	100%	99%	100%
(Unweighted N)	(542)	(209)	(260)	(72)	(346)	(69)	(31)	(42)	(46)

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		Year			
	Total	2020	2021	2022	2023
I don't want an internship/job right now	27%	23%	23%	30%	27%
I will look for an internship/job when I'm older	21%	6%	16%	21%	30%
I don't have time to look for an internship/job right now	35%	36%	42%	30%	35%
Other	17%	35%	18%	18%	8%
Refused	0%	0%	0%	0%	0%
Total	100%	100%	99%	99%	100%
(Unweighted N)	(542)	(83)	(111)	(159)	(189)

Q5. How useful have you found social media in your job/internship searches?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
Very useful	8%	7%	8%	6%	8%	7%	6%
Somewhat useful	35%	35%	35%	32%	37%	33%	25%
Not very useful	33%	33%	33%	46%	34%	32%	35%
Not at all useful	24%	24%	24%	15%	20%	28%	33%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	99%	100%	99%	99%	100%	99%
(Unweighted N)	(2288)	(737)	(1517)	(30)	(1212)	(965)	(111)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
Very useful	8%	8%	8%	6%	10%	5%	8%	8%	6%
Somewhat useful	35%	35%	36%	32%	38%	38%	38%	34%	31%
Not very useful	33%	32%	38%	36%	30%	39%	32%	33%	36%
Not at all useful	24%	25%	19%	27%	22%	19%	22%	25%	27%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	101%	101%	100%	101%	100%	100%	100%
(Unweighted N)	(2288)	(354)	(179)	(1121)	(961)	(156)	(883)	(1108)	(293)

Social Media poll
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		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Very useful	8%	7%	7%	13%	9%	2%	5%	5%
Somewhat useful	35%	33%	44%	37%	39%	49%	32%	9%
Not very useful	33%	34%	31%	31%	34%	30%	38%	41%
Not at all useful	24%	27%	18%	19%	18%	19%	25%	46%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	101%	100%	100%	100%	100%	100%	101%
(Unweighted N)	(2288)	(1415)	(338)	(123)	(179)	(21)	(173)	(35)

		Year			
	Total	2020	2021	2022	2023
Very useful	8%	11%	7%	6%	8%
Somewhat useful	35%	34%	35%	34%	38%
Not very useful	33%	34%	32%	33%	35%
Not at all useful	24%	22%	27%	26%	19%
Refused	0%	0%	0%	0%	0%
Total	100%	101%	101%	99%	100%
(Unweighted N)	(2288)	(587)	(680)	(592)	(429)

Q6. In which of the following ways do you find social media useful in your job/internship searches? Select all that apply.

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
To learn about a company	59%	58%	60%	55%	66%	53%	46%
To connect with potential employers	37%	38%	37%	29%	37%	39%	24%
To post and share my resume	26%	25%	27%	26%	26%	27%	21%
None of the above	28%	29%	28%	45%	23%	33%	42%
Refused	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2254)	(728)	(1492)	(30)	(1199)	(945)	(110)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
To learn about a company	59%	60%	56%	57%	63%	62%	63%	57%	56%
To connect with potential employers	37%	35%	36%	32%	42%	38%	36%	38%	35%
To post and share my resume	26%	25%	34%	23%	30%	31%	25%	28%	25%
None of the above	28%	29%	24%	31%	25%	25%	25%	29%	34%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2254)	(351)	(174)	(1100)	(947)	(154)	(872)	(1090)	(288)

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		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
To learn about a company	59%	55%	68%	72%	60%	58%	57%	51%
To connect with potential employers	37%	33%	46%	44%	40%	35%	42%	16%
To post and share my resume	26%	26%	30%	26%	29%	27%	26%	14%
None of the above	28%	34%	19%	16%	20%	36%	30%	41%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2254)	(1396)	(329)	(120)	(178)	(20)	(173)	(34)

		Year			
	Total	2020	2021	2022	2023
To learn about a company	59%	60%	58%	61%	59%
To connect with potential employers	37%	39%	35%	38%	37%
To post and share my resume	26%	29%	26%	24%	26%
None of the above	28%	26%	30%	28%	27%
Refused	0%	0%	0%	0%	0%
(Unweighted N)	(2254)	(583)	(667)	(580)	(424)

Social Media poll

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Q7. Which of the following social media platforms do you find useful in your job searches? Select all that apply.

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
LinkedIn	58%	60%	58%	45%	60%	57%	50%
None of the above	29%	28%	29%	32%	27%	30%	39%
Facebook	20%	19%	19%	23%	23%	15%	22%
Instagram	11%	10%	11%	9%	14%	7%	13%
Twitter	8%	5%	8%	4%	8%	8%	8%
YouTube	7%	5%	7%	7%	7%	6%	10%
Reddit	5%	5%	5%	8%	4%	7%	4%
Quora	3%	2%	3%	0%	3%	3%	0%
Pinterest	1%	0%	1%	3%	1%	1%	1%
Snapchat	1%	2%	1%	0%	1%	1%	0%
Tik Tok	1%	1%	0%	0%	0%	0%	1%
Refused	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2223)	(723)	(1467)	(29)	(1179)	(934)	(110)

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		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
LinkedIn	58%	52%	52%	57%	63%	59%	61%	57%	56%
None of the above	29%	31%	31%	30%	25%	28%	26%	30%	35%
Facebook	20%	28%	21%	17%	21%	23%	21%	18%	19%
Instagram	11%	15%	16%	10%	11%	13%	12%	10%	8%
Twitter	8%	11%	15%	6%	8%	9%	8%	7%	9%
YouTube	7%	9%	7%	6%	8%	7%	7%	8%	6%
Reddit	5%	5%	7%	6%	5%	3%	6%	5%	4%
Quora	3%	3%	1%	3%	2%	0%	3%	2%	1%
Pinterest	1%	1%	0%	1%	1%	0%	1%	1%	0%
Snapchat	1%	0%	2%	0%	1%	1%	0%	1%	0%
Tik Tok	1%	0%	1%	0%	0%	0%	0%	1%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2223)	(344)	(175)	(1094)	(927)	(148)	(860)	(1076)	(283)

Social Media poll
February 2020 - 2500 US college students



		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
LinkedIn	58%	56%	65%	62%	62%	53%	62%	53%
None of the above	29%	33%	21%	26%	21%	27%	23%	38%
Facebook	20%	20%	21%	17%	20%	14%	24%	6%
Instagram	11%	9%	11%	14%	14%	7%	12%	6%
Twitter	8%	8%	4%	9%	8%	10%	7%	2%
YouTube	7%	6%	9%	9%	9%	1%	4%	4%
Reddit	5%	4%	9%	9%	4%	0%	3%	5%
Quora	3%	2%	4%	4%	4%	2%	4%	7%
Pinterest	1%	0%	1%	2%	1%	6%	0%	1%
Snapchat	1%	0%	0%	0%	4%	0%	0%	0%
Tik Tok	1%	0%	2%	0%	1%	0%	0%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2223)	(1369)	(331)	(119)	(176)	(20)	(169)	(35)

Social Media poll

February 2020 - 2500 US college students



		Year			
	Total	2020	2021	2022	2023
LinkedIn	58%	65%	62%	57%	46%
None of the above	29%	26%	28%	29%	33%
Facebook	20%	14%	20%	22%	24%
Instagram	11%	6%	9%	13%	19%
Twitter	8%	7%	6%	10%	8%
YouTube	7%	6%	7%	7%	9%
Reddit	5%	3%	6%	5%	7%
Quora	3%	1%	1%	4%	4%
Pinterest	1%	0%	1%	1%	1%
Snapchat	1%	0%	1%	0%	1%
Tik Tok	1%	0%	0%	1%	0%
Refused	0%	0%	0%	0%	0%
(Unweighted N)	(2223)	(577)	(661)	(568)	(417)

Q8. Which platform do you use MOST OFTEN to learn about companies or job/internship opportunities?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
LinkedIn	48%	52%	47%	31%	48%	47%	39%
None of the above	35%	34%	35%	54%	34%	36%	42%
Facebook	6%	5%	7%	4%	8%	4%	12%
Instagram	3%	2%	4%	3%	4%	2%	1%
YouTube	2%	2%	2%	0%	2%	2%	2%
Twitter	2%	1%	2%	0%	1%	3%	0%
Reddit	2%	2%	2%	3%	1%	3%	1%
Tik Tok	1%	1%	1%	3%	1%	1%	0%
Quora	1%	1%	1%	0%	1%	1%	1%
Pinterest	1%	1%	0%	3%	0%	1%	1%
Snapchat	0%	0%	1%	0%	0%	1%	0%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	101%	101%	102%	101%	100%	101%	99%
(Unweighted N)	(2262)	(729)	(1499)	(30)	(1198)	(955)	(109)

Social Media poll

February 2020 - 2500 US college students



		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
LinkedIn	48%	44%	40%	47%	50%	39%	50%	46%	46%
None of the above	35%	37%	39%	36%	32%	40%	33%	35%	42%
Facebook	6%	9%	7%	6%	7%	8%	6%	7%	5%
Instagram	3%	5%	4%	3%	3%	4%	3%	3%	3%
YouTube	2%	2%	1%	2%	2%	4%	2%	3%	0%
Twitter	2%	2%	3%	2%	2%	3%	2%	2%	1%
Reddit	2%	0%	2%	2%	2%	1%	2%	2%	2%
Tik Tok	1%	0%	2%	1%	1%	1%	0%	1%	0%
Quora	1%	0%	0%	1%	1%	0%	1%	0%	0%
Pinterest	1%	0%	0%	1%	1%	0%	1%	0%	1%
Snapchat	0%	0%	2%	0%	0%	0%	0%	1%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	101%	99%	100%	101%	101%	100%	100%	100%	101%
(Unweighted N)	(2262)	(351)	(176)	(1104)	(948)	(156)	(870)	(1097)	(291)

Social Media poll

February 2020 - 2500 US college students



		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
LinkedIn	48%	46%	54%	53%	48%	45%	50%	28%
None of the above	35%	38%	28%	30%	29%	36%	34%	62%
Facebook	6%	6%	6%	6%	9%	0%	2%	1%
Instagram	3%	3%	2%	5%	2%	5%	5%	2%
YouTube	2%	2%	2%	2%	3%	6%	4%	3%
Twitter	2%	1%	3%	0%	4%	6%	2%	2%
Reddit	2%	2%	3%	2%	1%	0%	1%	0%
Tik Tok	1%	1%	1%	0%	2%	0%	2%	0%
Quora	1%	0%	1%	1%	1%	1%	1%	0%
Pinterest	1%	1%	0%	1%	0%	0%	0%	0%
Snapchat	0%	0%	0%	1%	1%	2%	0%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	101%	100%	100%	101%	100%	101%	101%	99%
(Unweighted N)	(2262)	(1401)	(332)	(122)	(178)	(20)	(171)	(34)

Social Media poll

February 2020 - 2500 US college students



		Year			
	Total	2020	2021	2022	2023
LinkedIn	48%	55%	53%	41%	37%
None of the above	35%	30%	33%	39%	39%
Facebook	6%	6%	4%	7%	9%
Instagram	3%	1%	2%	5%	6%
YouTube	2%	2%	3%	1%	2%
Twitter	2%	2%	1%	3%	2%
Reddit	2%	1%	2%	2%	3%
Tik Tok	1%	2%	0%	0%	1%
Quora	1%	0%	1%	1%	0%
Pinterest	1%	1%	1%	0%	0%
Snapchat	0%	0%	0%	0%	1%
Refused	0%	0%	0%	0%	0%
Total	101%	100%	100%	99%	100%
(Unweighted N)	(2262)	(583)	(669)	(583)	(427)

Social Media poll

February 2020 - 2500 US college students



Q9. On which of the following platforms do you think it’s appropriate for a potential employer to reach out to you? Select all that apply.

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
LinkedIn	85%	88%	85%	81%	86%	84%	88%
Facebook	26%	25%	25%	31%	26%	25%	25%
Twitter	10%	8%	10%	24%	8%	12%	13%
Instagram	9%	10%	9%	19%	9%	9%	10%
None of the above	8%	8%	9%	4%	7%	10%	8%
Refused	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2252)	(725)	(1494)	(29)	(1195)	(948)	(109)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
LinkedIn	85%	83%	89%	85%	85%	88%	88%	84%	84%
Facebook	26%	31%	28%	25%	27%	26%	26%	25%	29%
Twitter	10%	11%	9%	10%	10%	7%	9%	11%	11%
Instagram	9%	13%	6%	10%	9%	6%	7%	10%	11%
None of the above	8%	9%	6%	9%	8%	9%	6%	10%	12%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2252)	(348)	(174)	(1105)	(943)	(153)	(870)	(1092)	(286)

Social Media poll

February 2020 - 2500 US college students



		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
LinkedIn	85%	85%	89%	86%	86%	77%	90%	78%
Facebook	26%	27%	22%	26%	21%	11%	30%	17%
Twitter	10%	10%	6%	13%	11%	0%	11%	12%
Instagram	9%	9%	9%	11%	8%	7%	11%	9%
None of the above	8%	10%	6%	7%	5%	16%	6%	12%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2252)	(1391)	(331)	(123)	(177)	(20)	(173)	(33)

		Year			
	Total	2020	2021	2022	2023
LinkedIn	85%	87%	87%	84%	82%
Facebook	26%	21%	24%	31%	27%
Twitter	10%	9%	9%	11%	11%
Instagram	9%	8%	7%	10%	12%
None of the above	8%	7%	7%	9%	10%
Refused	0%	0%	0%	0%	0%
(Unweighted N)	(2252)	(581)	(666)	(580)	(425)

Social Media poll

February 2020 - 2500 US college students



Q10. On which of the following platforms do you think it's appropriate for YOU to reach out to a potential employer?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
LinkedIn	85%	88%	85%	84%	86%	84%	83%
Facebook	15%	14%	15%	28%	13%	17%	16%
None of the above	10%	8%	11%	10%	10%	11%	13%
Instagram	7%	7%	6%	16%	6%	8%	6%
Twitter	6%	5%	6%	15%	4%	8%	10%
Refused	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2248)	(727)	(1488)	(29)	(1193)	(945)	(110)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
LinkedIn	85%	83%	86%	85%	85%	84%	87%	83%	86%
Facebook	15%	16%	14%	14%	14%	15%	15%	15%	15%
None of the above	10%	13%	13%	11%	9%	13%	8%	12%	11%
Instagram	7%	8%	4%	7%	5%	4%	5%	7%	8%
Twitter	6%	9%	5%	6%	5%	5%	7%	6%	6%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2248)	(347)	(175)	(1098)	(944)	(153)	(867)	(1096)	(281)

Social Media poll
February 2020 - 2500 US college students



		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
LinkedIn	85%	85%	88%	88%	85%	64%	85%	76%
Facebook	15%	16%	10%	17%	12%	15%	16%	7%
None of the above	10%	12%	6%	6%	9%	33%	11%	15%
Instagram	7%	7%	8%	6%	4%	2%	6%	6%
Twitter	6%	6%	4%	9%	5%	7%	5%	12%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2248)	(1386)	(332)	(123)	(177)	(20)	(172)	(34)

		Year			
	Total	2020	2021	2022	2023
LinkedIn	85%	88%	87%	83%	81%
Facebook	15%	11%	15%	18%	16%
None of the above	10%	8%	10%	11%	13%
Instagram	7%	6%	6%	8%	6%
Twitter	6%	5%	6%	7%	7%
Refused	0%	0%	0%	0%	0%
(Unweighted N)	(2248)	(580)	(666)	(578)	(424)

Social Media poll

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Q11. Which of the following are you most likely to visit when you're interested in learning more about a company or are considering applying for a job?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
The company's website	88%	89%	88%	85%	91%	86%	85%
The company's Facebook	3%	2%	3%	3%	4%	2%	1%
The company's Twitter	2%	1%	2%	3%	1%	3%	3%
The company's Instagram	1%	2%	1%	0%	1%	1%	2%
None of the above	5%	5%	5%	9%	3%	8%	9%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	99%	99%	99%	100%	100%	100%	100%
(Unweighted N)	(2267)	(729)	(1504)	(30)	(1200)	(957)	(110)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
The company's website	88%	91%	83%	88%	88%	89%	90%	87%	86%
The company's Facebook	3%	1%	3%	3%	3%	2%	2%	3%	4%
The company's Twitter	2%	1%	6%	2%	2%	1%	2%	2%	0%
The company's Instagram	1%	2%	3%	1%	2%	1%	1%	2%	1%
None of the above	5%	5%	5%	6%	5%	7%	4%	5%	9%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	99%	100%	100%	100%	100%	100%	99%	99%	100%
(Unweighted N)	(2267)	(350)	(178)	(1106)	(949)	(155)	(873)	(1102)	(288)

Social Media poll
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		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
The company’s website	88%	89%	86%	89%	87%	85%	91%	75%
The company’s Facebook	3%	3%	4%	5%	2%	2%	2%	5%
The company’s Twitter	2%	2%	4%	2%	2%	11%	2%	5%
The company’s Instagram	1%	1%	3%	0%	2%	0%	2%	7%
None of the above	5%	6%	4%	4%	6%	2%	3%	8%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	99%	101%	101%	100%	99%	100%	100%	100%
(Unweighted N)	(2267)	(1403)	(333)	(122)	(179)	(20)	(172)	(34)

		Year			
	Total	2020	2021	2022	2023
The company’s website	88%	91%	88%	86%	89%
The company’s Facebook	3%	3%	2%	3%	5%
The company’s Twitter	2%	1%	3%	3%	1%
The company’s Instagram	1%	1%	1%	2%	2%
None of the above	5%	5%	6%	6%	3%
Refused	0%	0%	0%	0%	0%
Total	99%	101%	100%	100%	100%
(Unweighted N)	(2267)	(582)	(671)	(586)	(428)

Social Media poll

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Q12. Which of the following statements comes closest to your view, even if neither is exactly right?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
A company’s social media activity can tell you a lot about the culture of the company and the people who work there	60%	63%	60%	57%	65%	54%	50%
The information you get on social media about a company or organization is not very reliable	40%	37%	40%	43%	35%	46%	50%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2257)	(727)	(1496)	(30)	(1198)	(953)	(106)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
A company’s social media activity can tell you a lot about the culture of the company and the people who work there	60%	58%	64%	56%	66%	58%	62%	59%	58%
The information you get on social media about a company or organization is not very reliable	40%	42%	36%	44%	34%	42%	38%	41%	42%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2257)	(349)	(176)	(1103)	(947)	(153)	(871)	(1096)	(286)

Social Media poll
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		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
A company’s social media activity can tell you a lot about the culture of the company and the people who work there	60%	58%	61%	63%	67%	65%	56%	48%
The information you get on social media about a company or organization is not very reliable	40%	42%	39%	37%	33%	35%	44%	52%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2257)	(1395)	(332)	(120)	(179)	(20)	(173)	(34)

		Year			
	Total	2020	2021	2022	2023
A company’s social media activity can tell you a lot about the culture of the company and the people who work there	60%	61%	59%	58%	62%
The information you get on social media about a company or organization is not very reliable	40%	39%	41%	42%	38%
Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%
(Unweighted N)	(2257)	(580)	(671)	(581)	(425)

Q13. Which of the following websites do you use to search for jobs and/or research employers? Select all that apply.

	Total	Financial Aid			Gender		
		No	Yes	Other	Female	Male	Non Binary
LinkedIn	58%	60%	58%	48%	58%	59%	54%
Handshake	56%	53%	56%	69%	57%	52%	66%
Indeed	51%	44%	52%	45%	56%	43%	52%
Glassdoor	37%	37%	37%	45%	41%	34%	28%
None of the above	13%	14%	13%	1%	11%	16%	13%
Monster	7%	4%	8%	8%	7%	7%	14%
USAJobs	7%	6%	7%	18%	8%	6%	5%
CareerBuilder	6%	4%	7%	14%	7%	5%	8%
US.jobs	6%	4%	6%	7%	6%	6%	5%
Craigslist	4%	3%	4%	8%	4%	5%	8%
CollegeRecruiter	4%	3%	4%	5%	4%	3%	4%
SimplyHired	3%	2%	3%	6%	4%	2%	2%
Idealist	2%	2%	2%	0%	3%	1%	2%
HigherEdJobs	2%	1%	2%	2%	2%	2%	0%
JumpStart	2%	2%	2%	0%	2%	1%	0%
Vault	1%	3%	1%	4%	1%	1%	0%
MonsterCollege	1%	1%	1%	0%	1%	1%	1%
AfterCollege	1%	1%	1%	2%	1%	1%	0%
CareerRookie	1%	1%	1%	0%	0%	1%	0%
Dice	0%	0%	0%	0%	0%	1%	0%

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
Doostang	0%	0%	0%	0%	0%	1%	0%
Refused	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2217)	(713)	(1471)	(29)	(1178)	(929)	(110)

Social Media poll
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		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
LinkedIn	58%	57%	50%	56%	63%	51%	59%	58%	56%
Handshake	56%	58%	62%	55%	56%	51%	60%	53%	52%
Indeed	51%	52%	50%	46%	55%	57%	52%	50%	48%
Glassdoor	37%	35%	37%	36%	41%	31%	40%	37%	33%
None of the above	13%	14%	11%	14%	11%	15%	11%	14%	18%
Monster	7%	6%	5%	6%	8%	5%	7%	8%	7%
USAJobs	7%	4%	9%	7%	8%	4%	7%	7%	6%
CareerBuilder	6%	5%	5%	5%	8%	4%	6%	7%	7%
US.jobs	6%	4%	4%	6%	7%	5%	6%	6%	6%
Craigslist	4%	4%	4%	4%	5%	3%	5%	4%	3%
CollegeRecruiter	4%	2%	4%	4%	3%	2%	3%	4%	3%
SimplyHired	3%	3%	2%	2%	3%	1%	3%	3%	3%
Idealist	2%	3%	5%	2%	3%	0%	3%	1%	1%
HigherEdJobs	2%	3%	2%	2%	1%	1%	2%	2%	2%
JumpStart	2%	2%	1%	2%	1%	1%	1%	2%	1%
Vault	1%	2%	1%	1%	2%	0%	2%	1%	1%
MonsterCollege	1%	1%	2%	2%	1%	0%	1%	1%	1%
AfterCollege	1%	0%	1%	1%	1%	1%	1%	1%	0%
CareerRookie	1%	0%	0%	1%	0%	1%	0%	1%	0%
Dice	0%	0%	0%	1%	0%	0%	0%	0%	0%
Doostang	0%	0%	1%	0%	0%	0%	0%	0%	0%

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2217)	(343)	(171)	(1084)	(929)	(151)	(858)	(1079)	(276)

Social Media poll
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		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
LinkedIn	58%	56%	69%	61%	60%	52%	65%	44%
Handshake	56%	55%	62%	58%	56%	37%	56%	44%
Indeed	51%	49%	38%	61%	53%	44%	46%	51%
Glassdoor	37%	36%	39%	44%	36%	35%	36%	26%
None of the above	13%	16%	8%	7%	11%	21%	10%	14%
Monster	7%	7%	5%	9%	7%	10%	5%	2%
USAJobs	7%	7%	6%	7%	7%	0%	8%	13%
CareerBuilder	6%	5%	5%	10%	7%	12%	10%	5%
US.jobs	6%	5%	4%	8%	8%	2%	6%	16%
Craigslist	4%	4%	2%	4%	4%	0%	8%	6%
CollegeRecruiter	4%	3%	6%	3%	5%	4%	2%	3%
SimplyHired	3%	2%	3%	5%	3%	0%	3%	7%
Idealist	2%	2%	2%	2%	2%	0%	3%	0%
HigherEdJobs	2%	1%	2%	3%	2%	0%	3%	3%
JumpStart	2%	1%	3%	2%	2%	0%	3%	0%
Vault	1%	1%	1%	0%	2%	4%	3%	2%
MonsterCollege	1%	1%	1%	0%	3%	1%	0%	0%
AfterCollege	1%	0%	2%	1%	3%	4%	2%	1%
CareerRookie	1%	0%	0%	0%	2%	0%	1%	0%
Dice	0%	0%	0%	0%	1%	0%	1%	0%
Doostang	0%	0%	0%	0%	1%	0%	1%	0%

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Refused	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2217)	(1363)	(330)	(121)	(176)	(20)	(170)	(33)

Social Media poll
February 2020 - 2500 US college students



		Year			
	Total	2020	2021	2022	2023
LinkedIn	58%	64%	61%	53%	53%
Handshake	56%	59%	51%	58%	57%
Indeed	51%	58%	53%	48%	40%
Glassdoor	37%	48%	38%	33%	27%
None of the above	13%	11%	12%	14%	16%
Monster	7%	13%	6%	6%	2%
USAJobs	7%	10%	7%	6%	4%
CareerBuilder	6%	10%	6%	4%	5%
US.jobs	6%	8%	4%	5%	6%
Craigslist	4%	6%	4%	3%	4%
CollegeRecruiter	4%	4%	3%	3%	4%
SimplyHired	3%	3%	3%	3%	3%
Idealist	2%	3%	2%	1%	3%
HigherEdJobs	2%	2%	1%	1%	2%
JumpStart	2%	2%	1%	2%	1%
Vault	1%	2%	2%	1%	1%
MonsterCollege	1%	2%	1%	1%	1%
AfterCollege	1%	1%	1%	1%	2%
CareerRookie	1%	1%	0%	1%	1%
Dice	0%	1%	0%	0%	0%
Doostang	0%	1%	0%	0%	0%
Refused	0%	0%	0%	0%	0%
(Unweighted N)	(2217)	(573)	(659)	(565)	(420)

Social Media poll

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Survey Methodology

This survey was designed and conducted by College Pulse. Interviews were conducted in English among a sample of 2500 undergraduate students who are currently enrolled in the U.S.

The initial sample was drawn from College Pulse's Undergraduate Student Panel that includes over 240,000 verified students representing more than 800 different colleges and universities in all 50 states. Panel members are recruited by a number of methods to help ensure diversity in the panel population, including web advertising, permission-based email campaigns, and partnerships with university organizations.

To reduce the effects of any non-response bias, a post-stratification adjustment was applied based on demographic distributions from the 2017 Current Population Survey (CPS). The post-stratification weight rebalanced the sample based on the following benchmarks: age, race and ethnicity, and gender. The sample weighting was accomplished using an iterative proportional fitting (IPF) process that simultaneously balances the distributions of all variables. Weights were trimmed to prevent individual interviews from having too much influence on the final results.

The margin of error for this survey is $\pm 2.2\%$. Margins of error are typically calculated on probability-based samples and are not technically correct for non-probability online samples. We supply them here to provide a general assessment of error ranges that may be associated with the data.

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About College Pulse

College Pulse is an online survey and analytics company dedicated to understanding the attitudes, preferences, and behaviors of today's college students. College Pulse offers custom data-driven marketing and research solutions, utilizing its unique Undergraduate Student Panel that includes 240,000 undergraduate college student respondents from more than 800 four-year colleges and universities in all 50 states.

For more information, visit <https://collegepulse.com>