3.4.2 Top approaches for difficult-to-recruit jobs by location
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Notes
Based on responses from 492 organization from North America.
Based on responses from 146 organization from Canada.
Based on responses from 346 organization from United States.
Multiple responses permitted; therefore, the total exceeds 100%.

TOP APPROACHES TO IDENTIFY AND RECRUIT TALENT FOR DIFFICULT-TO-RECRUIT JOBS AND SKILLS: BY LOCATION

Approach/ Source	North America	Canada	United States
	% of Orgs	% of Orgs	% of Orgs
AI powered talent sourcing tools (e.g., Hiretual)	2%	1%	3%
Code sharing platforms (e.g., Slack)	0%	0%	0%
College recruiting	10%	8%	11%
Corporate website's career page	38%	32%	41%
Crowdsourcing (includes independent contractors/freelancers/gig workers)	2%	1%	3%
Employee referrals	44%	43%	45%
Employees sharing job opportunities through their personal social media networks	10%	11%	9%
Facebook (corporate page)	1%	0%	1%
Government job websites	1%	0%	1%
Hackathons/contests	1%	1%	1%
Instagram	0%	0%	0%
Internship/co-op programs	3%	2%	3%
Job boards (e.g., dice, indeed)	45%	51%	42%
Job fairs	5%	4%	5%
LinkedIn (corporate page)	62%	64%	62%
Outsourcing (e.g., hiring project-based consultants and contractors through staff firms)	14%	14%	14%
Professional recruiters (e.g., executive search firms, IT staffing firms)	34%	36%	33%
Software development platforms (e.g., GitHub, Stack Overflow)	2%	2%	2%
Techquisitions (e.g., acquire tech start-ups)	1%	0%	1%
Twitter	0%	0%	0%
YouTube	0%	0%	0%