

4.1.1 Top approaches for difficult-to-recruit jobs by location[Back](#)**Notes**

Based on responses from 294 organization from North America.

Based on responses from 81 organization from Canada.

Based on responses from 213 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
College Recruiting	12%	10%	12%
Corporate Website's Career Page	38%	38%	38%
Crowdsourcing (Includes Independent Contractors/Freelancers/Gig Workers)	5%	7%	5%
Employee Referrals	48%	36%	52%
Employees Sharing Job Opportunities Through Their Personal Social Media Networks	6%	6%	6%
Facebook (Corporate Page)	0%	1%	0%
Government Job Websites	2%	1%	2%
Hackathons/Contests	2%	5%	0%
Internship/Co-Op Programs	5%	4%	5%
Job Boards (e.g., Dice, Indeed)	38%	35%	39%
Job Fairs	6%	6%	7%
LinkedIn (Corporate Page)	54%	48%	57%
Outsourcing (e.g., Hiring Project-Based Consultants and Contractors through Staff Firms)	17%	19%	16%
Professional Recruiters (e.g., Executive Search Firms, IT Staffing Firms)	37%	43%	35%
Techquisitions (e.g., Acquire Tech Start-Ups)	0%	0%	0%
Twitter	0%	0%	0%
YouTube	0%	0%	0%

Sample