Newcomers' *learning* about the
Canadian labour market on social media

1. Filter your data

HOVER OVER THESE ICONS FOR MORE INFORMATION

Age	Gender	Education	English	French
All	All	All	All	All

2. Newcomers' overall social media usage and connections

65% (n = 263) of surveyed pre-arrival newcomers are social media users

82% (n = 288) of surveyed pre-arrival newcomers connected with a person or group regarding immigration before coming to Canada

- 308 used Email or telephone
- 152 used Facebook
- 85 used LinkedIn
- 61 used QZone
- 38 used Instant messaging services
- 34 used Online discussion forums
- 30 used Twitter
- 21 used Instagram, Snapchat or TikTok
- 17 used Tumblr
- 14 used Baidu Tieba
- 10 used Google+
- 9 used Reddit
- 6 used homeis, FindHello, Settlein
- 4 used Vkontakte (VK)
- 3 used nairaland.com

3. Newcomers' experiences with social media in learning about the Canadian labour market

- I experienced Misinformation or Fake News (received wrong information) when using social media to learn about the Canadian labour market: 156
- I did not have the right skills, knowledge or training when using social media to learn about the Canadian labour market: 152
- I did not have confidence in the information shared on social media when using it to learn about the Canadian labour market: 80
- I experienced Fraud, Identity Theft, Privacy or Security Threats when using social media to learn about the Canadian labour market: 67
- I experienced Discrimination when using social media to learn about the Canadian labour market: 13
- None of the above: 46

4. Labour market outcomes by social media usage

Select a labour market outcome from the list below
Employment

Less than 1 month	68.49% (n = 50)	31.51% (n = 23)
1 to 3 months	80.15% (n = 109)	19.85% (n = 27)
3 to 6 months	79.37% (n = 50)	20.63% (n = 13)
6 to 12 months	65.00% (n = 13)	35.00% (n = 7)
More than 1 year	61.11% (n = 11)	38.89% (n = 7)
Currently unemployed, have not found my first job in Canada	61.90% (n = 13)	38.10% (n = 8)

5. Frequency of platform usage

Select a platform from the list below
Email or telephone

- Never used, did not exist or never heard about before coming to Canada: 3% (n = 9)
- Used a little bit before coming to Canada: 39% (n = 134)
- Used frequently before coming to Canada: 58% (n = 201)

6. Newcomers' use of social media platforms to gather labour market or support services information

Information searched for
Occupational licencing requirements

- Email or telephone
- Online forums
- Settlement service agency or newcomer services
- LinkedIn
- Instant messaging services
- Newcomer application services
- QZone
- Twitter
- Vkontakte
- Facebook
- Google+, Myspace, Orkut
- Instagram, Snapchat or TikTok
- Reddit
- Tumblr
- Baidu Tieba

Support service searched for
Credential recognition services

- Email or telephone
- Settlement service agency or newcomer services
- Online forums
- LinkedIn
- Instant messaging services
- Newcomer application services
- Instagram, Snapchat, TikTok
- Reddit
- Baidu Tieba
- QZone
- Vkontakte
- Google+, Myspace, Orkut
- Twitter
- Facebook
- Tumblr