Social Media Career Opportunities

Research Project for SJSU Career Center Spring 2014
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Methodology

- A review of over 1200 job descriptions from six social media companies, conducted during February 2014, supplied the information for these graphs.

- All openings were located at company headquarters and within 60 miles of San Jose, CA.

- Job descriptions were reviewed to see whether a bachelor’s degree or higher was required, and if so, whether a specific type of degree was mentioned.

- Where job descriptions noted two or more types of degrees that would fit the requirements, all types were counted.

- Because of this, the total numbers of each type of degree may add up to more than the total number of job openings.
Job descriptions often mentioned a variety of related degrees. For the following graphics, the degrees requested in job descriptions were grouped into categories:

• **Quantitative (i.e., Computer Science, Engineering, Economics, Info Technology, Physics, Math, Economics)**

• **Business (i.e., Business, Management, Finance, Accounting, Marketing, Advertising)**

• **Social Science (i.e., Behavioral Science, Psychology, Market Research, Anthropology)**

• **Humanities & Visual Arts (i.e., Graphic Design, Fine Arts, English, Journalism)**

• **Any Bachelor’s Degree + Job-Related Experience**

• **Experience Only (No Degree Necessary)**

• **Advanced Degree Preferred (MBA, JD, MFA, Architectural License)**
Careers in Facebook
Menlo Park Location

Types of Degrees Requested (Out of 308 Openings)

Quantitative
Business
Social Science
Humanities & Visual Arts
Any BA/BS + Experience
Experience Only (no degree)
Advanced Degree Pref
Facebook Quantitative Degrees Breakdown

Out of 156 Quantitative Degrees Requested

- Computer Science: 31%
- Any Technical Degree: 11%
- Engineering: 20%
- Statistics: 11%
- Math: 9%
- Economics: 10%
- Physics: 3%
- Other (Hardware, Mechanical, Civil): 3%
- Electrical Engineering: 8%
- Computer Engineering: 3%
- Engineering: 11%
Twitter
San Francisco Location

Types of Degrees Requested (Out of 182 Openings)

- Quantitative
- Business
- Social Science
- Humanities
- Any BA/BS + Experience
- Experience Only
- Advanced Degree Pref

The chart shows the distribution of degree types requested for the openings. The majority are for Quantitative degrees, followed by Social Science and Business. The least requested are Humanities and Experience Only.
Out of 114 Quantitative Degrees Requested

- Computer Science: 51%
- Math: 9%
- Statistics: 6%
- Economics: 3%
- Other: 2%
- Engineering: 15%
  - Other Engineering (Electrical, Architectural, Industrial): 5%
- Any Tech Field: 9%
- Engineering: 0%

Twitter Quantitative Degrees Breakdown
LinkedIn
San Francisco, Sunnyvale, & Mountain View Locations

Out of 175 Openings

- Quantitative
- Business
- Social Science
- Visual Design
- Any BA/BS + Experience
- Experience Only
- Advanced Degree Pref
Out of 140 Quantitative Degrees Requested.
YouTube
San Francisco, San Bruno, & Mountain View Locations

Types of Degrees Requested (out of 53 openings)

- Quantitative
- Business
- Social Science
- Humanities & Visual Arts
- Any BA/BS + Experience
- Advanced Degree Pref
Out of 34 Quantitative Degrees Requested

- Computer Science: 72%
- Statistics: 15%
- Math: 5%
- Physics: 2%
- Any Tech Field: 3%
- Engineering: 3%
Google
San Francisco, San Bruno, & Mountain View Locations

Types of Degrees

- Quantitative
- Business
- Social Science
- Humanities & Visual Arts
- Any BA/BS + Experience
- Experience Only
- Advanced Degree Pref

Out of 500 Openings
Out of 289 Quantitative Degrees Requested
Which Google Positions are open to any BA/BS + experience?

Out of 300 positions

- Administrative
- Engineering & Design
- Company Infrastructure
- Marketing & Communication
- Program Management
- Sales & Customer Service
Pinterest
San Francisco Location

Types of Degrees Requested (out of 31 positions)

- **Quantitative**
- **Business**
- **Any BA/BS + Experience**
- **Experience Only**
- **Advanced Degree**
Out of 10 Quantitative Degrees Requested

- Computer Science: 80%
- Math: 10%
- Software Engineering: 10%
Combined Totals

Degrees Requested

- Quantitative: 700
- Business: 200
- Social Science: 100
- Humanities & Visual Arts: 50
- Any BA/BS + Exp: 400
- Experience Only: 100
- Advanced Degrees: 300

Out of 1249 Total Openings