



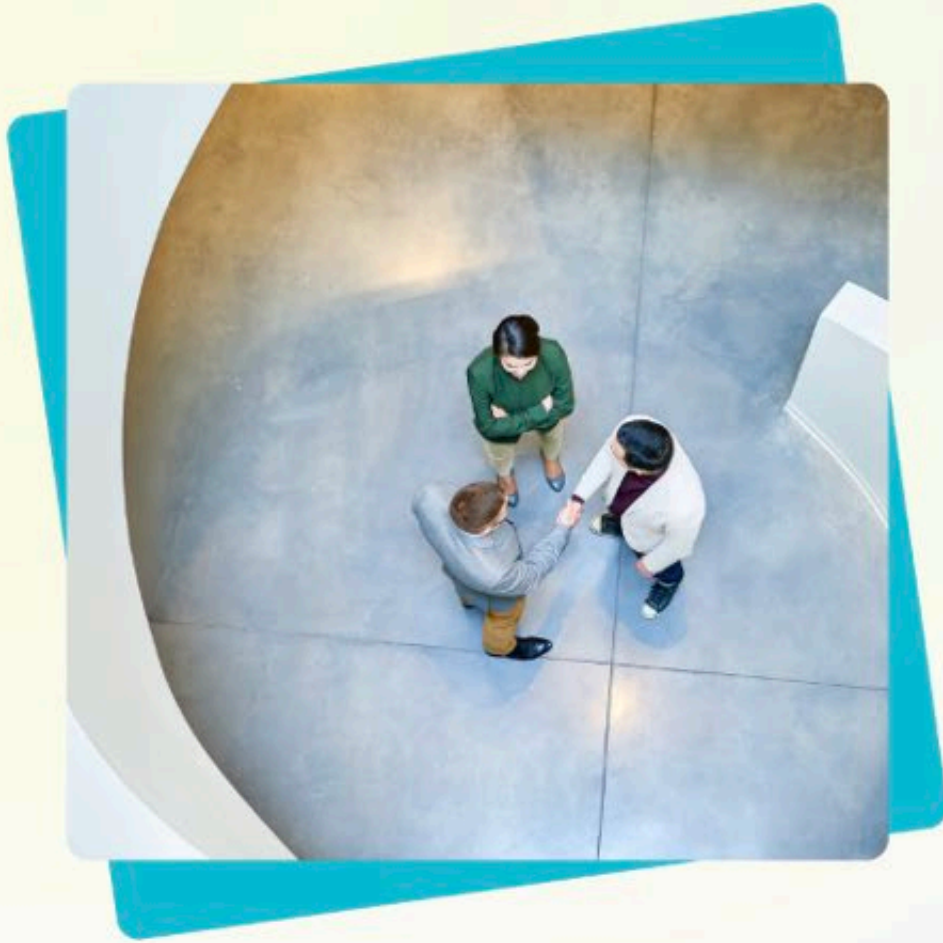
CIM Midlands Autumn Social

23 Sept 2026



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Michael Page



Hiring Through the Hype

GLOBAL TALENT TRENDS 2026

Talent Trends 2026

Talent Trends is the most robust and comprehensive workplace survey of its kind in the world today

60,000

Survey participants
globally

Insights covering

36 markets

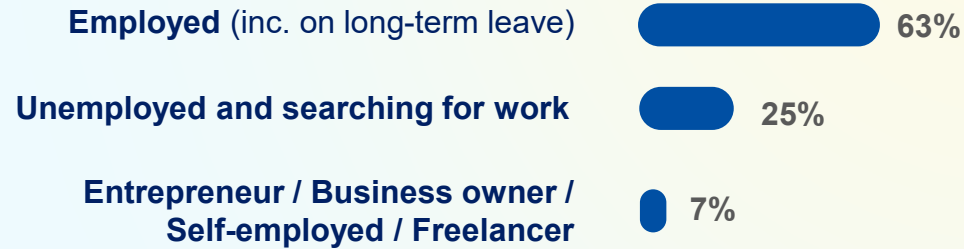
Over

3,000

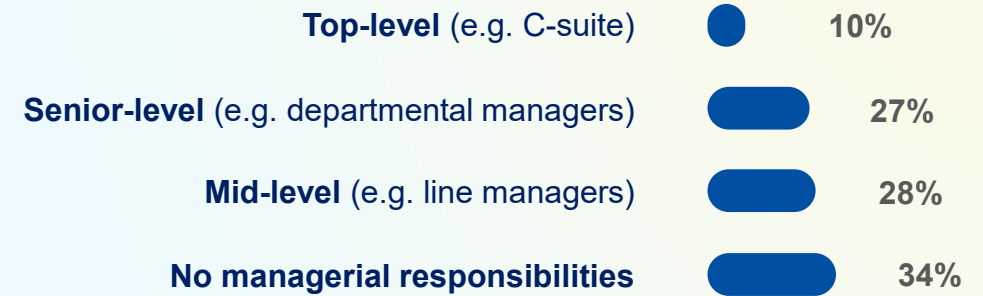
survey participants
in the UK

Who took the survey in the UK?

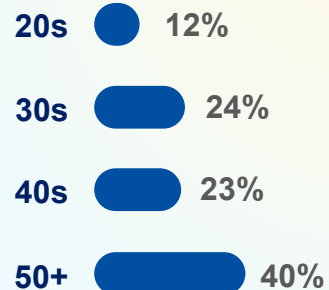
Employment status



Management responsibilities



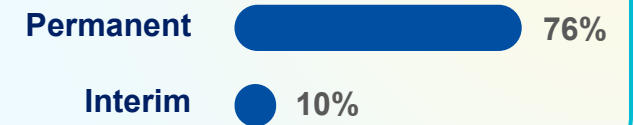
Age



Gender



Contract type



2026 themes

AI: How is it changing the pace and dynamics of finding talent?

SKILLS: What now sets talent apart?

PRIORITIES: What are the key motivators for candidates?

Skills: What is it like to hire talent?

UK

40%

say the biggest challenge when finding new talent is matching salary expectations

33% of hiring managers struggle to find candidates with the skills they need, and

33% prioritise skills over career history and education

while 23% struggle with a lack of applicants and 22% lose candidates to the competition

Hiring Through the Hype

- Hiring is getting harder, it is not that the skills do not exist in the market, but that **businesses struggle to identify** them in candidates with the 'right' job titles or career histories.
- As a result, many are **turning to skills-based hiring**, a model that **recognises the best candidate will not always be a like-for-like match on paper**.

Skills: What sets talent apart?

UK

66%

of businesses practise skills-based hiring

Communication (44%),
adaptability (38%) and
interpersonal skills (36%) are
the most sought-after skills

58%

of candidates are more likely to
apply for a role when skills are listed
as the most important element of a
job ad

Hiring Through the Hype

- Businesses are being **more strategic and deliberate about who they hire**.
- A skills-first mindset helps widen the talent pool and enables organisations to **plan for long-term capability** rather than simply replacing roles like-for-like.
- Hiring managers are **putting more weight on attributes AI can't quickly replicate**, soft skills, which reveal whether someone can perform well as work continues to change.

Priorities: Why are candidates moving?

UK

89% of professionals would be open to a new role, while **50%** of professionals are actively looking for a new role

30%

of candidates want to see salary listed on job ads in addition to skills and responsibilities

Salary (32%), **career progression** (27%) and **mistrust of leadership** (26%) are the key reasons candidates look for a new role

Hiring Through the Hype

- Candidates are **evaluating opportunities** against their personal ambitions and through the lens of broader forces such as sector performance, rising living costs, and market confidence.
- Trust helps candidates say yes to a new role, a **poor onboarding experience** can push a new hire towards the exit early, so onboarding should be treated as the final, confidence-building stage of hiring, not as admin.

Priorities: Why are candidates staying put?

UK

When thinking about work, professionals say their number one priority is: **28%** work life balance, **24%** job satisfaction and **21%** good salary

44%

feel they would be sacrificing work life balance to accept a new role

Connection, authenticity and trust keep people in a role, those who aren't looking for a role are more likely to trust leadership to protect wellbeing (88%)

Hiring Through the Hype

- **Fears about sacrificing work-life balance** now outweigh concerns about job security, pay, progression or the reputation of the brand they might move to.
- To attract and retain talent, businesses need to **treat wellbeing and flexibility as a core element of the role**, not an add-on.
- And ensure they **set clear expectations** from the first interaction to **avoid costly mis-hires**.

Explore our data your way

Report

- Explore our insights in the full UK (and global) TT26 report.
- Discover how to hire through the hype and gain a competitive edge in 2026 to effectively hire top candidates.



Interactive Tool

- Explore the TT26 data set.
- Select up to two filters, one for country and one for either job function or job industry.



David Liberati
Senior Digital Marketing Manager
Ecorys

The Long Tail of Social Media



Exploring the hidden potential of emerging and niche social platforms to build trust and loyalty

**David Liberati CMCIM
Senior Digital Marketing Manager
Ecorys**

The attention has moved, the budgets haven't



Reach is cheap, trust is scarce



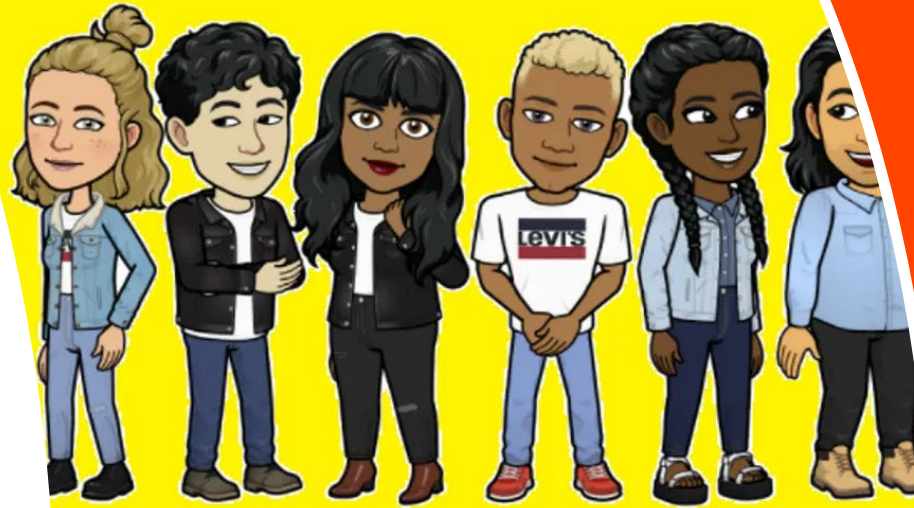
People ask communities



Discovery is being rewritten

The emerging
four, and what
each is really
good at

The Digital Polaroids



The Agorah



The Anti-Instagram

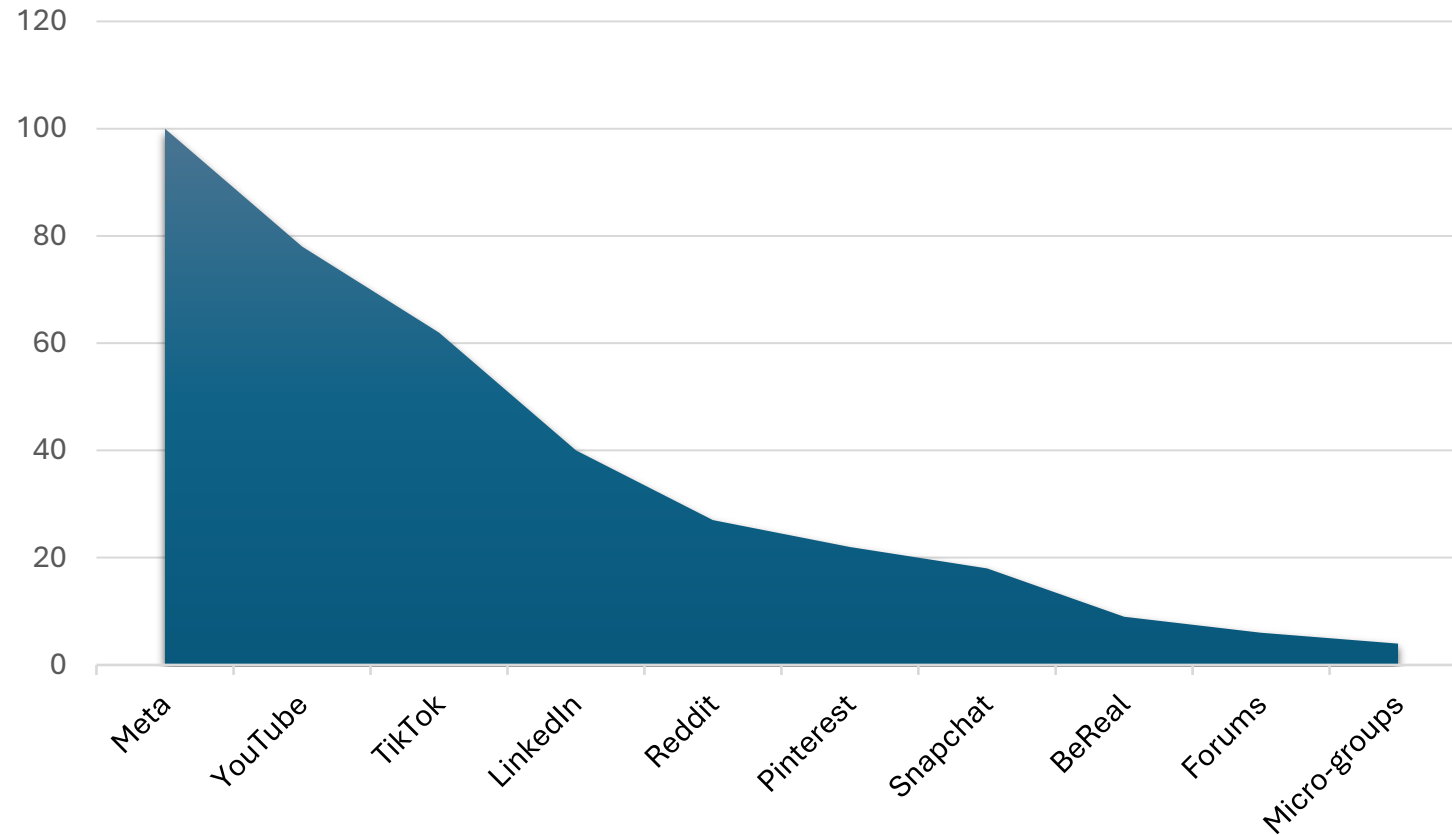
BeReal.

Your friends for real.

The Vision Board



The long tail of social media



- **Head Social Feeds:** Broad reach, passive scrolling, low intent, high CPM costs.
- **Long Tail Platforms:** Highly targeted micro-tribes, active search intent, hyper-conversion.
- **Cumulative Reach:** Niche platforms aggregate millions of high-value specific conversations.

Why these platforms matter



HYPER-
ENGAGED
AUDIENCES



PURCHASE
INTENT



AI DISCOVERY



BRAND TRUST
AND
REPUTATION



LOWER COST,
LESS
COMPETITION

How brands are earning trust and loyalty



Show up as a person



**Answer, don't
advertise**



Hand the camera over



Design for saving



Reward the insiders

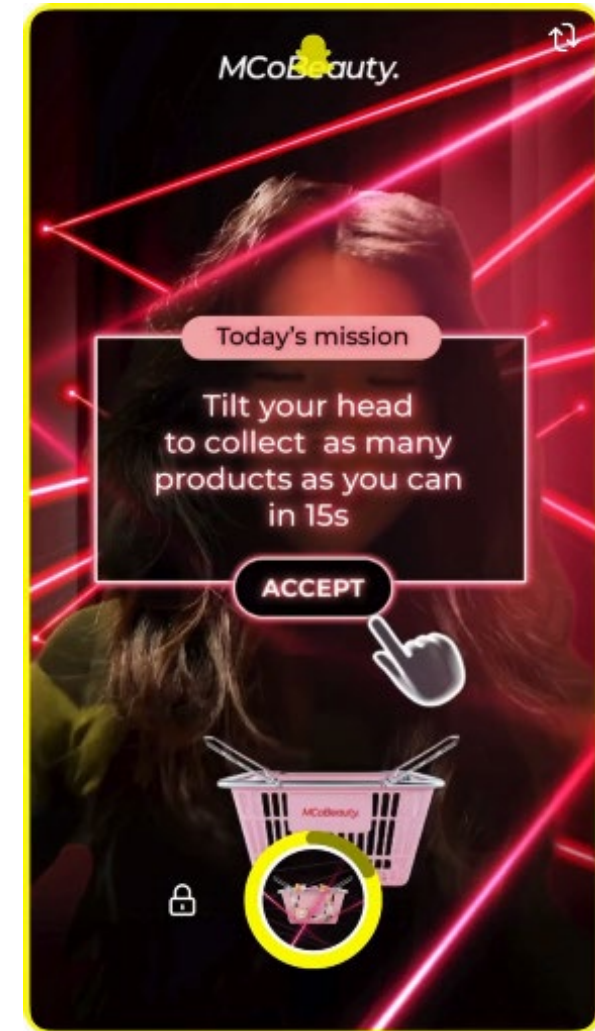
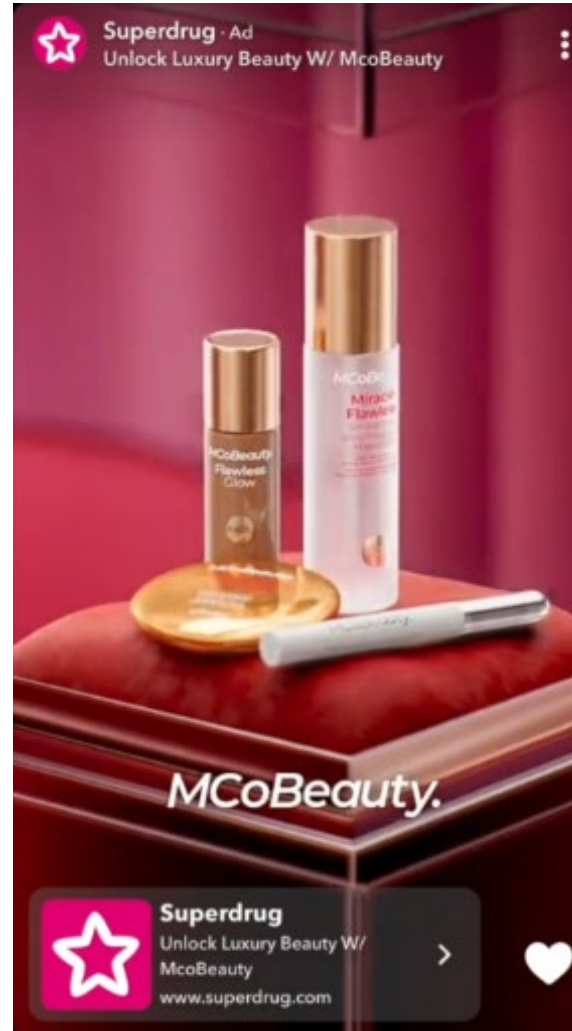
Which? on Reddit: Community-First Trust That Converts



- Precision targeting in high-stakes subreddits (mortgages, travel, finance) where users research big purchases.
- Authentic, conversational creative tuned with AI copy tools to read like helpful answers—not ads.
- High-impact formats (Category Takeovers, Free Form Ads) deliver mini-review depth at the moment of decision.

Superdrug x MCoBeauty on Snapchat: AR + Snap Ads Accelerate Discovery

- Gamified AR Lens: users tilt head to 'catch' products;
- Snap Ads + Chat Feed reinforce messaging and drive action
- Social-first creative designed for full-screen, sound-on, interactive behaviours to maximise completion and recall.



Sources: Snapchat for Business – <https://forbusiness.snapchat.com/success-stories/superdrug-mcobeauty>

BeReal: Authenticity That Lifts Consideration & Advocacy

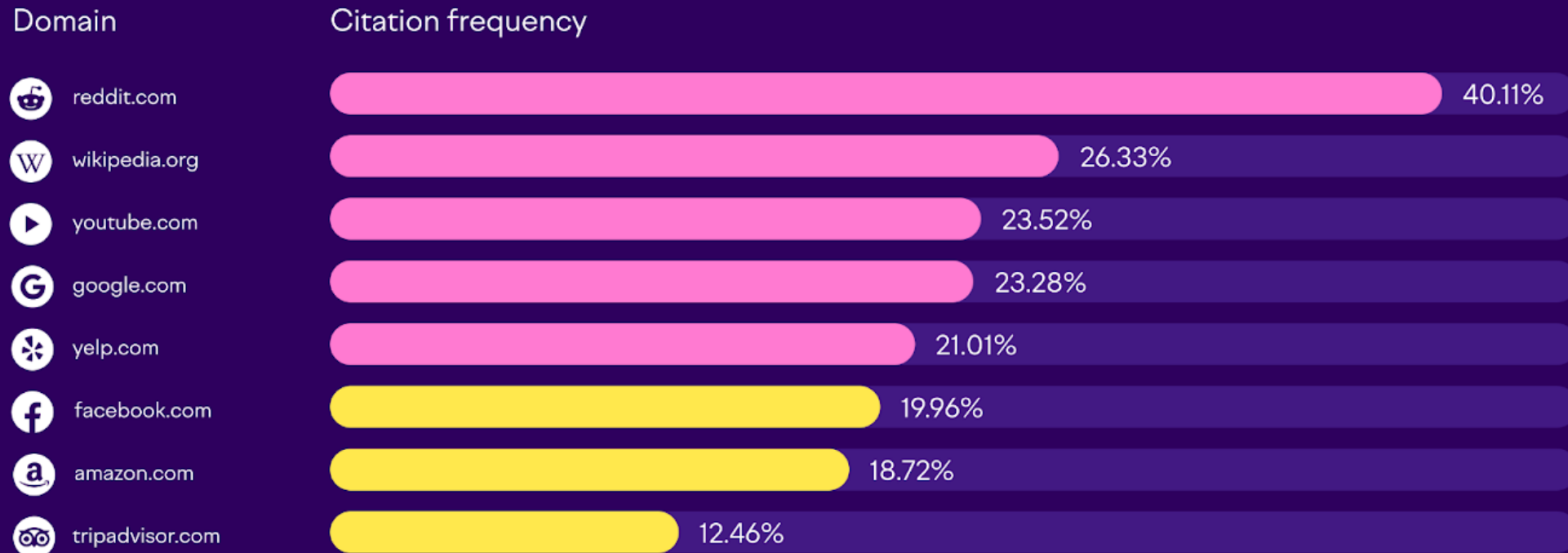
◀▶ Nielsen x BeReal.



- Single daily notification creates a focused, feel-good engagement window; front/back dual-camera ads feel native.
- 56% of EMEA users say the format makes them more likely to click a brand ad; BeReal rated most authentic/least manipulative.
- UK is strongest market: 72% more likely to click; 30% 'extremely likely' to consider purchase; 31% 'extremely likely' to recommend brands.

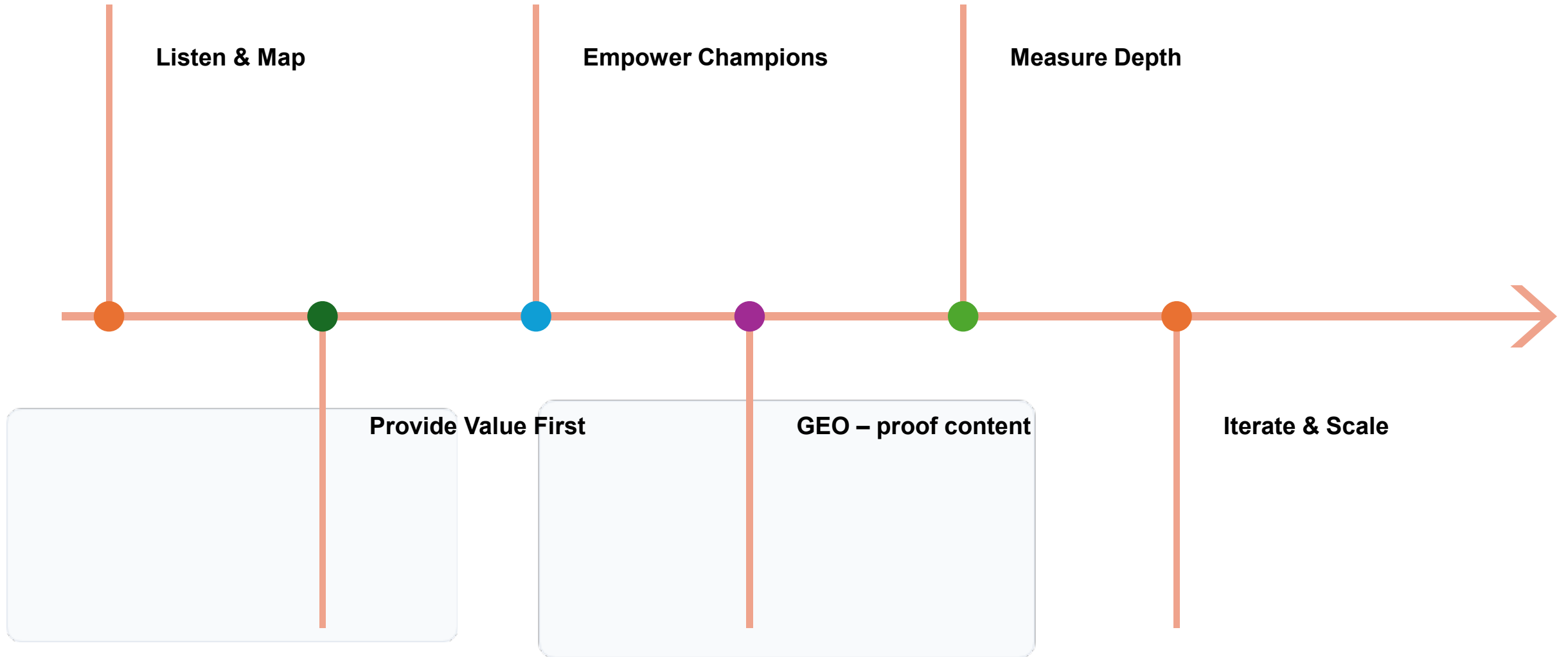
Top Platform Citations in AI LLMs

Top Domains Cited on LLMs (ChatGPT, Perplexity, AI Mode, AI Overviews)



Source: Semrush - <https://www.semrush.com/blog/ai-mode-comparison-study/>

Implementation Roadmap



Questions & Answers

Need help with your digital channel strategy? Get in touch:

www.linkedin.com/in/david-liberati





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