

Facebook for career growth

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Running Head: FACEBOOK FOR CAREER GROWTH Inserts His/Her Inserts

Grade Inserts 12th March, Facebook for Career Growth

Globalization has introduced various technological platforms where people can do business and advance their careers. For this purpose, the web 2.0 platforms such as facebook have turned out to be of prime significance and extremely useful social avenues for the career growth and business development. This does not come by surprise since facebook has more than one billion users. Most importantly, more than 2.5 million websites have integrated with facebook, which includes more than 80 of comScore's US Top 100 Websites (Levy and Carter 13). Thus, this shows that facebook has the potential to be the best platform for the career growth.

The facebook, and other examples of social media of the current age, has provided employees all over the world, an opportunity to sell themselves as a 'brand' to the employers of their choice. They can, without any hassle of travelling or spending money, market their resume online, get information, job description and job specification, and even start working there and then. This is a very common practice in case of home-based jobs such as freelancing and data entry work. Sometimes, they employee may even get a chance to pick people of their requirement by just checking out their personal details in the profile section. The platform also offers various pages and groups formed by businesses and consulting groups in order to provide the job placements and career growth opportunities. The network building, learning about the industry news and trends, getting informed about events and conferences, and connecting with people of similar interest are the features that facebook offers to the employees as well to employers (Nicole,

2010).

For the employers of either a profit or non-profit organization, facebook serves as a platform to provide valuable communication, trust, stakeholder engagement and even donations in the long run. The brands of different organizations are advertised and marketed to the consumers in the form of products and services. Some buy, others sell. The individuals can obtain a real-time and unbiased view of the market in one click. The exchange of ideas amongst the mobilized communities assists the employers and employee decide the scope of a certain career in the job market.

It is undeniable that “ social media encourages strengthened relationships and the virtual tools available today can enhance career associations” (HE s4). However, it is worthwhile noting that use of facebook for career growth primarily depends on the ability to utilize the features on the platform to achieve the desired objectives. There are many Facebook applications dedicated for career growth. Talent. me is one of them. These applications make it possible to create a personal career profile and post it for specific target audience. With the increased Facebook usage, these career profiles can reach a large number of people within a short duration. Considering an average Facebook user has more than 100 friends and is connected to approximately 80 pages, sharing career profiles becomes a good marketing strategy (Levy and Carter 11).

Using Facebook for career growth has been made easier by the ability to create a personal niche among the global web community. Similar to brand marketing, career growth demands establishing a target market and then positioning your brand self’ within the target. Facebook technology makes

this possible. For instance, it is possible to create a career profile and make a follow-up on the demographics or the people who have interacted with the profile. It is possible to analyze age, gender, location, language, and traffic statistics on a career profile page (Haydon et al 252). This way, career profile can be tuned to a specific market target. With the increasing competition on the job market, potential employers and business partners have opted to join and use Facebook as one of the recruitment procedures. Some companies demand to view personal or professional Facebook pages as additional information about potential employees. A great career profile on Facebook therefore becomes a marketing strategy to win such potential employers or business partners.

Additional Facebook features are increasingly making profound career growth a huge possibility. The video technology makes it possible to customize a career profile with additional voice clips. Considering that approximately more than 700 billion minutes are spent on this mega social platform, there is a good chance that a well-customized and branded career profile will attract potential viewers (Levy and Carter II). Additionally, Facebook usage among mobile phone users has grown tremendously and this has become a great marketing platform for career growth.

It is not surprising that one day, people will just be scrolling down their favorite Facebook pages in search for employers or employees. The journey to Facebook career marketing and growth is at top speed and we only expect this fast swiftness to gain momentum. Certainly, we expect career marketing to other web platforms to increase owing to the fact that more than seven million applications have been integrated with Facebook. Therefore,

Facebook, as a career growth platform reaches beyond the boundaries of Facebook into the whole world of World Wide Web.

Work Cited

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