

# Social to find his ideal fit(dream job) and

[Business](#), [Branding](#)



Social Networking websites are web based platforms where a group of people who share the same interests and activities are chained together. In such a collective pool of participation, they share their ideas and thoughts and thus exploring the interests and activities of other participating members- newsfeed. Social Networking sites are ideal platforms which employs various tools for the participating members(users)to interact with one another using chats, emails, videos & images, file sharing, blogging & discussion groups and pages.

Social Networking websites are the platforms where company recruiters hunts for their ideal recruit and are being as a tool to retain the best talent pool. The same platforms are used by the individual employee to find his ideal fit(dream job) and then to boost his/her career growth. How is it all done? 1. By creating and managing profiles, applications, pages and groups2. Connecting the “ otherwise missing links”- Alumni Network3.

Creating User Specified Contents4. Encouraging Employee Value Proposition(EVP)5. Providing a huge array of potential employer choice6. Creating Careers and not just mere Jobs7. Publishing news, photos, events and podcasts. 8.

Being Fun and Interactive9. Be ever Exciting & EvolvingWeb 2. 0 plays a crucial role in hiring and career enhancement. So what is WEB 2. 0 ? Web 2.

0 is basically the second stage of development of the web(www), characterized particularly by the amendment from static websites to dynamic or user-specific content and thereby enabling the growth of social media. The term was fancied by Tim O’Reilly and Dale Dougherty at the <https://assignbuster.com/social-to-find-his-ideal-fitdream-job-and/>

O'Reilly Media Web 2.0 Conference in late 2004, though it was first coined by Darcy DiNucci in 1999. Web 2.0 does not refer to any alteration to any technical specification, but imposes peripheral changes in the way web pages are designed and utilized in the modern era.

Business social networks are also a boon to recruiters looking to fill urgent vacancies and for employees to enhance their career growth by means of self-branding. Major Web 2.0 websites includes: 1. Facebook2. LinkedIn3. Glassdoor4. Google+(now abandoned)5.

Twitter6. Instagram7. AngelList8. CompanyLoop9. Konnects10. PairUpWe all love mistreating social media: bragging our skills, travel adventures and much more on Instagram, change friendship circles on our winter getaways on Facebook, sharing our internal dialogue on Twitter. It's fun, it's easy, and it keeps us amused when we are bored. But what we have a tendency to continually forget is that social media is one in all the most effective tools for your career boost too.

It's an excellent tool for self-branding, finding and landing employment opportunities, or moving up the ladder in your field of expertise. It's far more fun than writing a CV. There are certain parameter to remember how to behave in social media before applying for a lucrative job offer. First, one ought to learn the fundamentals of making the online presence- your private life needs to be censored before posting it in any social media website.

Posting drunk picture of yourself is a strict no-no. Everyone on a job hunt or is not content with the current career growth should be aware of these social

platforms. It's not just simply LinkedIn that one must ought to get on with. Twitter platform, provides great listing of the most effective accounts out there for all things associated with your job.

Fun fact: Facebook teams square measure the new LinkedIn teams.

However, LinkedIn still matters! LinkedIn measures the forms of teams one ought to be in. And, for all the employment seekers, should be certain that your profile is spic and span, from your picture to your URL—it's one in all the primary places recruiters dive into. Does everyone recognize the fact that even our Instagram account can be taken up to our advantage? Yup—one can essentially learn quite a few chunks of information about the company's work culture by staring at its account and it can be quite frankly be a great paradigm shift.

But notwithstanding what platform one favors, one can craft a killer skilled bio for every one to utilize. The fact is, employers nowadays face a shrinking talent pool and an occasional per centum (which implies that there aren't many of us ideal for the available positions). As a result, several firms face rigorous challenges in finding the ideal fit for the job vacancies. According to a popular marketing firm - Kinesis, based in Oregon, US. In 2015, 38% of the employers faced excruciating difficulties in filling out job vacancies - increase of 2% , since the year before. This in-equilibrium can continue as additional " Baby Boomers" reaching retirement age - with 10000 " Baby Boomers" retiring on a daily basis, in accordance to the studies conducted by Pew Research. Even the most subtle firms - those abundant with financial and other resources to take

up a strong position in their talent inheritance- report that nurturing, developing and holding the best talent pool is among the foremost formidable challenges in achieving profitable growth. Hiring and nurturing A-players(best recruits) isn't a matter to be neglected; it requires a processing method that can systematically attracts the ideal candidates whose attitude and personalities align together with the establishments core values and goals.

Persuading the best candidate to join the company is an USP of a company. Generally, acquiring new candidates has been deemed as a time consuming procedure and this is where the social media comes to the aid of a recruiter. Forgone are those day when a recruiter posts an ad in a newspaper or bulletin boards and the job seeker needs to pin point the organization as like picking up from a pile of hay. The ideal recruit - particularly the most effective of the lot- might already have a full filling job. As we know, they're doubtless and is already used to and is largely content in their current position -which implies that they are within the early stage of their job search. The priority reason that they're going to apply for a promising position at your company is if your company profile grab their attention unless your company is an another Google or Apple.

Prominent methods that companies emphasis on tapping top brains in their " Awareness" stage of job search includes utilization of social media to acquire talent: It's a no hush-hush fact that LinkedIn is a crucial place to open positions and interact with potential candidates. However once it involves revealing the work culture, think about counting in FB to the recruiting

toolkit. One can post about new job openings, fun videos, blog posts, updates regarding things the staff do along, and photos that project the team and work done by the company.

The potential employee can then enquire their colleagues regarding the company. Then they will carefully go through the social media sites in the likes of Facebook, LinkedIn, and GlassDoor to inherit information regarding the work life balance of the company and then they will go through the company web site with a fine needle and then skim the company daily posts in the social media websites. If they can get to know the company's current Labour force from online profiles, they will invite them over a drink to conduct an informal review (to get the business insider scoop).

In short, the prime job seekers will be reviewing the company long before they apply for a foothold altogether within the company -to get the facts accurate . After they are done with their review and have made-up the decision regarding the company- it is going to be truly judged based on merit- and solely can they then apply for their dream jobs. An another strategy employed by recruiters is building a website that appeals to candidates. The website should look and feel up-to-date and be user specific to impress the potential hires.

Candidates expects fashionable style, and responsiveness to their mobile devices. In other words, website has to be competitive than their rival companies.(one has to be competitive for competitive talent, after all).

Creating a Web Career portal: This need not be by default advanced, but having a page that enables folks to transfer job descriptions and resumes are

often a large boon in attracting tech-savvy staff. In Career Center, one must in short describe company values and goals and must show off photographs of the workspace and ambience (or embed a link to the company Facebook page). Creating a recruiting video is an game changer: Filming the co-workers telling the story of what it's like to be part of the organization, or may be arranging a video crew to document the team casual outing and formal events will maximize the efforts. Done well and this may dramatically improve the prospect's interest in the company offering.

One may also be able to exemplify and showcase the work atmosphere and the work space cultural chumminess.