

Social Media for Job Seekers

Name

Instructor

Institution

Location

Date of Submission

Introduction

The 21st Century has experienced major changes that can be alleged to have been facilitated by unprecedented technological innovation as well as the intensified globalization (Li and Bernoff, 2008). On another perspective, the advent of internet technology can be explained to have had major impacts into how human beings do their things. For example, the internet technology has made it possible for people to be able to purchase products and services online without necessarily having to physically visit the store. This paper focuses on the topic of social media platforms that have been facilitated by internet technology and have become quite popular in the last few years and discusses the advantages that social media has for job seekers as well as organization.

What is social media?

Prior to discussing the advantages and disadvantages that social media can have on the job seekers as well as other organizations, it is important to first explain what social media is. As explained by Obar and Wildman (2015), social media entails computer-mediated tools that make it possible for people or even organizations to generate, share, and exchange information, videos, pictures and ideal among others. Some of the popular social media platforms comprises of Facebook, Youtube, and Twitter, Instagram. However, as noted by Pavlik and John (2015), Facebook is the most popular social medial network in the world as it has millions of users.

Advantages and disadvantages of social media to job seekers

As far as the job seekers are concerned, it can be explained that social media does have some advantages as well as disadvantages to the job seekers. This section of the paper focuses on the various advantages as well as the disadvantages that social media has on the job seekers.

Advantages of social media on job seekers

One of the advantages of social media on job seekers is that the job seekers can use the social media to collect valuable information regarding an organization that is recruiting as well as the requirements of the job (Bondarouk and Olivas-Lujan, 2013). In addition to that, it can also be explained that another advantage of social media to the job seekers is that social media can be used by the job seekers to research on the interviewing techniques that are used by the recruiting organization and by doing that, the job seekers are well prepared for the interviews thus enhancing their chances of being recruited as they will be well prepared.

Disadvantages of social media to job seekers

One of the disadvantages that social media has on job seekers is that it can result to the job seeker chances of getting a job been decreased since once a recruiter gets to know that the job seeker is a user of some of the common social media platforms, the recruiter can use the social media platforms to learn more about the job seeker without the job seeker been aware. Another disadvantage of social media to job seekers is that, the fact that the job seekers use social media to carry out the research on the vacant job as well as the recruiting organization implies that the job seeker can have access to unreliable and invalid information.

Advantages and disadvantages of social media to organizations

As far as organizations are concerned, it can be noted that social media has various advantages and disadvantages to organizations. The advantages and disadvantages of social media to organizations will be explained in this section.

Advantages of social media to organizations

One of the advantages that social media has to organizations is that organizations can use social media to collect valuable information regarding views and opinions of various stakeholders through the social media (Van Dijck, 2013). In addition to that, it can also be explained that another advantage of social media to an organization is that the social media can be used by the organization to research on the characters as well as the behavior of prospective employees. In addition, by using the social media, organizations can be able to have access to exceptional candidates.

Disadvantages of social media to organizations

As far as the disadvantages of social media to organizations is concerned, it can be explained that the fact that the content posted in the social media implies that an organization can be negatively impacted if one of its employees is not satisfied by the organization and happens to post the negative experience with the company on the social media (Jue, Jackie, and Mary, 2010). In addition to that, the other disadvantage that social media might have on an organization is that whenever customers demand answers through the social media, the organization has to ensure that it provide the answers or responses immediately as failure to do that will result to the organization being covered in a negative light (Piskorski, 2014).

Conclusions

In conclusions, it can be explained that social media has both advantages and disadvantages to job seekers and the organizations. Thus, there is a need that caution is exercised on how a job seeker or an organization uses social media since it is only when caution is exercised that the job seekers and the organization can be able to use the social media to their advantage.

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