

THE USE OF SOCIAL MEDIA FOR BUSINESS AND JOB SEARCH PURPOSES

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The article is devoted to the use of social media for business and job search purposes. The most popular social media platforms used to market one's business and find a job are considered.

Key words: social media networks, social media platform, social media marketing, job search, job openings.

Social media networks are incredible resources for businesses looking to promote their brands online. The platforms themselves are free to use, but also have paid advertising options specifically for brands that want to reach even more new audiences. But just because your business should be on social media, that does not mean you should be on every network. It is important that you choose and nurture the social platforms that work best for your business

If you want to create a successful social strategy, you should familiarize yourself with how each network runs, the kinds of audiences you can reach on that network and how your business can best use each platform.

Let us consider the most popular social media platforms which can help you market your business better [1].

Facebook is the biggest social network on the web, both in terms of name recognition and total number of users. With nearly 1.8 billion active users, Facebook is a great medium for connecting people from all over the world with your business. The site is not only the biggest network, but it is also arguably the most versatile one.

On the one hand, Facebook is a simple website where college students keep in touch. On the other hand, it is a multifaceted web and mobile social platform where anyone can connect with not just their friends and family, but also celebrities, organizations, businesses and more. Considering that Facebook has a wealth of options for any type of organization, it is a great starting point for your business, regardless of your industry. You can use Facebook to share photos, videos, important company updates and more. Additionally, the site can be more low-maintenance than other social networks.

With Twitter, you can share short text updates along with videos, images, links, polls and more. You can also easily interact with other users by mentioning their usernames in your posts, so Twitter is a great way to quickly connect with people all around the world. Because of its wide reach, Twitter is not only a great way to market your business, but also an effective channel for handling customer service. For example, if you maintain an active Twitter presence, customers who are also active on the platform will seek you out to express concerns or share their praise. If you have interesting content, Twitter is also a great tool for quickly spreading the word. Hashtags help boost posts, and if a user with a lot of followers retweets you, your content has the potential to go viral.

Instagram is a visual social media platform based entirely on photo and video posts. The Facebook-owned network has more than 600 million active users, many of whom post about food, art, travel, fashion and similar subjects. Instagram is distinguished by its unique filters and photo- and video-editing options. This platform, unlike the others, is almost entirely mobile. Although there is a web version, you cannot take photos or create new posts on it.

YouTube is a video-sharing platform with over a billion users, where people can view, upload, rate, share, and comment on content. Users are automatically assigned a channel, in which other users can subscribe to be notified whenever a new video is uploaded. Now owned by Google, the site is a huge hub for news and entertainment. Created over a decade ago, YouTube has gone through numerous changes. For instance, users can now make money from Google AdSense, with the

revenue dependent on the number of views on a video. Many businesses on YouTube have a creative, visual or educational component. The platform is heavily driven by creativity in nature, so it is important to have a tailored video editor producing content. Often, businesses partner with YouTubers for product placement, because these users already have engaged audiences.

It is obvious that social media marketing is commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social media profiles. The practice of using social media to promote a business, known as social marketing, is now being used by nearly three-quarters of all small-business owners, according to a new survey from Constant Contact, a company that facilitates social marketing. The survey found that 73 percent of small businesses report using social media to market their business. Of those who are not currently using social media marketing, 62 percent expect to begin using social media marketing in the coming year [2].

Today, social networks are used not only to advertise and promote businesses. The use of new media, or rather social networks, to find work has become very popular and common. According to recent statistics, 14.4 million people used social media to find their last job and 73 percent of employers successfully hired candidates through the use of social media – with environments like Google+, LinkedIn, Twitter and Facebook leading the charge. With the increasing number of qualified candidates using social media for job search purposes, more and more organizations are leveraging this technology [3].

Traditionally, a company would post a job on their website and then choose from a myriad of job boards (local and targeted) to attract candidates. Similar to placing a want ad in a newspaper, the organization would have to pay a fee each time it published on a job board website. So, those with tight budgets would usually stick with a one-time posting, which quickly end up getting pushed to the bottom of the list chronologically as newer job postings populated the site.

Companies are now stepping away from traditional recruitment advertising venues and have found better value and exposure from promoting their jobs socially.

This means getting both the company, and often its employees, to advertise open jobs through their social networks on LinkedIn, Facebook, Google+, and Twitter – as well as over 300 other emerging sites. Recruiters can post their company's job openings, as many times as they want, through any or all available social media platforms. Organizations can take it one step further and encourage their employees to share job openings on their own social networks as well. And there are even new technologies available that can automate the entire social media posting process, reducing time, effort, and cost [3].

Here are several ways to put social media to work helping you find a job:

1. Highlight professional networks

Facebook is great for showcasing your professional network memberships. You should belong to professional and appropriate groups on Facebook as well as groups related to where you went to college. Any working or networking groups are all great things for potential employers to see.

2. Display your social media savvy

Social networks can also be a great place for users to show their own social media acumen. By showing how you can use its tools to promote yourself, you can also show how you can use it on behalf of your employer.

3. Use more than one social media platform

Although Facebook may be the most popular social network, developing a presence on other networks is important, too. Employers love to see individuals with a professional online résumé presence. Profiles at www.linkedin.com show a level of professionalism and seriousness about your career.

4. Fill out your profile completely

Social media users should make sure their social media profiles are complete. Hiring managers will more than likely not go searching around if information is not clearly listed and easy to access.

5. Do not try to hide anything

It is good to keep a certain level of privacy on social media, but overdoing privacy settings can also be a potential red flag against users [4].

To sum up, it is necessary to emphasize that the process of advancing your career or changing jobs comes with numerous challenges. As the pool of candidates is vastly competitive, hiring managers will analyze your resume, past professional experiences and social presence. It is important for candidates to utilize social media. Each social network has its own unique characteristics and best practices. What you post, how you post and who you interact with on a daily basis can have a great impact on how recruiters and hiring managers view you as a viable candidate. Serious job seekers should take the opportunity to develop their skills on social media and attract hiring managers [5].

Moreover, social media channels like Facebook and Twitter have been a part of mainstream Internet use for the better part of a decade, but the ways in which brands use them have changed dramatically. Instead of using social networks solely as marketing platforms to trumpet their products, today's companies also use them to build and enhance the customer experience.

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