SOCIAL NETWORKS – EXPANDING THE LABOUR MARKET

A rapidly changing market

Social networks are online services that offer the possibility to build relationships and exchange information. The online community communicates and interacts according to the possibilities of the platform in virtual space. In contrast to real networks, the Internet provides insight into the contacts of the own network partners. Through these first and second level contacts, more people can be addressed directly. During the last years different networks have been established. Meanwhile, the market has cleared up somewhat. With LinkedIn a provider has established itself as THE career platform. Xing is a competitor in the German-speaking world. However, LinkedIn now has more members in these markets as well. Facebook is perceived more as a network for private exchange. When it comes to careers, companies primarily address younger people about it. Social networks have significantly changed both the way companies recruit employees and the way job seekers apply for jobs.

Social networks - essential in the job search

The social networks have become an integral part of the job search. Especially on LinkedIn, more and more companies advertise their jobs. Many applicants find that LinkedIn is an efficient way to apply at the push of a button and that companies often do without a motivation letter. For initiative applications, LinkedIn makes it possible to find suitable contacts and address them. Additionally, information about companies can be found as they use the platform for employer branding. However, the most interesting option for job seekers is the possibility to implement an inbound marketing strategy. By creating a profile, they can be approached by companies even if they are not looking for jobs. Getting interesting jobs offered without any effort on your part is the most efficient way of job search. And finally, LinkedIn offers the possibility to present yourself in the context of personal branding.