**6 ways to leverage social media in your job search**

1. **Create relevant profiles**

I think create a relevant profile attracts the recruiter because now a days when you submit your application on any job portal, recruiters are looking at your profile to know your interest, likes and dislikes. I try to manage my social media by creating relevant profiles including my strength, interest and it is a good way to stay connected.

1. **Network and be engaged**

If you want to grow your social media network than start connecting with people. Make it possible to spend some of your time to follow, subscribe and likes the company’s portal and stay tuned with their notifications. I also try to connect with more people.

Ex. I went to Microsoft’s social fair where I came across many people from different opinions and background. Now I am connected to most of them.

1. **Be known as a resource**

Every social media has a forum where you can have discussions depending on your professional problems. Being active on that forum helps you get a known identity among the group. Giving introductions on these public forums gives an identity among the company’s portal.

1. **Don't ask for a job**

Connect to the right people to make direct connections so that your profile should give the intent to the recruiters, don’t ask them directly for the job. This is an appropriate way for the Job hunt. Otherwise it will look like desperation and lack of professionalism.

1. **Make a plan**

Anything planned, works like a charm. For any success planning is the key. So, focus on completing a one task at a time. Join networking group and work on your profile. I belief in splitting my work and start making strategy to accomplish anything.

1. **Revamp and rejuvenate your job search**

There are hundreds of hiring platform where you can start your job hunt. Many companies post new hire opportunities in these websites. So, maintaining your portal and improving your odds will increase your chances to get hired. I agree with this strategy because knowing a lot about hiring sites and resources can truly reduce a lot of the pain associated with the job hunt and make it much easier to spread and maintain a personal brand.

**About Alfie Evans**

**Summary**

A full blow international controversy exploded through Facebook when 23-month-old toddler named Alfie Evans diagnosed from rare degenerative neurological condition in December 2016. He was on ventilator after then, but the people outbreak from this news in 2018. Facebook Page named Alfie’s army reached to more than 600,000 people in support of Alfie Evan. In the group, Alfie’s father posts updates on Alfie’s situation like “He’s fighting with his gorgeous features, pink lips, handsome grown up face, and odd cheeky smile now and again,” “HE HAS NOW BEEN STARVED FROM NUTRITION FOR 23 hours,” “How is this HUMANE and where does his DIGNITY LIE.” and other sympathetic members would offer their suggestions for care and their support. The vast majority of Alfie’s Army were holding tight, willing the toddler to stay breathing after the tube was removed. The followers get so touched by these posts that they started changing their profile picture to Alfie’s. Another discussion was changing the hospital to some other country like Italy or Rome, but the court didn’t approve the permission. This was one of the biggest stories on the Internet because of the Facebook tweaked algorithm which automatically promote a greater number of posts from family, friends and groups. To reduce the exposure to ongoing fake news scandal they prominently updating the news in the News Feed. In the 10 months that the page has been online, it has grown to more than 617,000 members. On one post with more than 17,000 comments, people from Australia, Poland, the US, Norway, South Africa and the UK declare their support for the family. After 10 months of online campaigning on 28th April at 02:30 BST Evans died, and his father wrote "My gladiator lay down his shield and gained his wings... absolutely heartbroken."

1. **What do you consider some of the positive effects of the viral social media involvement in the Alfie Evans case?**
2. Social Media helped Evans family to cope up with the serious situation.
3. Got the support and condolences around the world.
4. They got the funds from the people to keep the treatment running.
5. Stay connected with the whole world.
6. Personally identifiable.
7. Whole world was praying for him to get well soon.
8. **What do you consider some of the negative effects of the viral social media involvement in the Alfie Evans case?**
9. Comparing the Evans case with birth of the royal baby.
10. People set off fire alarm which was the sign of rage.
11. Around 200 protestors blocked by the police outside the hospital which troubled other people from accessing the hospital.
12. Spreading rumors like UK hospital is holding an Italian citizen hostage.
13. Led to protests and anger.
14. **Facebook decided to tweak its news-feed algorithm:**

I think in Evans case, Facebook played the major role in anticipating this effect. Because 100 of people die every day one or the other reason. Many of them could have rare diseases which never gets diagnosed. Nobody gets this much attention. If this case didn’t get viral nobody supported Evans parents, give condolences in the bulk.

According to me the situation could be different, and it could be settled as one of the cases in normal life.