

Social Recruiting Outline Draft

Introduction

- The purpose is to pursue social media recruiting and creation of a presence of the organization on social media sites
- “SearchHRSoftware” is one of the most trusted hubs for information. The website is based on TechTarget which has offices in Atlanta, Boston, London, Beijing, Singapore, and others.
- The website explains the use and benefits of social media recruiting, the risks of social media recruiting, common social recruiting challenges, and social recruiting mistakes.

Author/ Purpose/Audience

- The authors of the website are Mary K. Pratt, Patrick Thibodeau, and Emma Snider. Patrick is the senior new writer at the website whereas Emma is the associate site and news editor. Moreover, the authors are well learned in their related fields due to which their opinions are barely biased.
- The goal of the organization is to cover the basic and technical terms of human resources and capital management. The information on the website is very much accurate and attached to several similar websites. The website is published to address the advantages and issues of social media recruiting.
- The audience of the website is HRM organizations, employers, and employees. The article addresses HR professionals, GEN Z, and others.

Structure/Style/Visuals

- The Website is organized in such a way to deliver the information of HRM and Technologies. The information is also based on the HR practices and information is based on

the HR records and use of the internet. The sequential flow of information is based on the introduction and discussions of information.

- The hyperlinks are created in such a way to deliver the related information of all related factors. *This is confusing*
- The graphics are quite well-shaped and professionally created. The content is also enhanced by the graphics.
- The content of the article is majorly based on the text and related graphical statistics.

However, there is no presence of visual graphics. Video may not be attached in the article in prevention to avoid content and copy wright issues.

Design

- The theme of the website is mainly sky-blue colored. The different shades of sky-blue are used to create the borders of the white part. The titles are bold whereas there is no use of Italics.
- Most of the website is based on paragraph writing however the risk assessment and issues are addressed in bulleted lists.
- Talking about the font, the font is Arial and the size of the letters is only 11.5. Also, the letters are mildly whitish.

Conclusion

- The website is highly effective in addressing the actual use of social media in recruiting. It also helps new employers and employees to use websites such as Facebook, Twitter, and LinkedIn to advertise themselves. The legal issues of social media recruiting are also well explained.

Evaluate

- I would surely recommend the HRM organization to study the website to understand the best method of social media hiring.

Works Cited

Pratt, M. K., Thibodeau, P., & Snider, E. (2020, December 1). *social recruiting (social media recruitment)*. SearchHRSoftware.

<https://www.techtarget.com/searchhrsoftware/definition/social-recruiting#:~:text=Social%20media%20allows%20recruiters%20to,are%20looking%20for%20that%20information.>

hanging
indent

↓ Should be a
full website, not
a specific
webpage.