

Project Proposal for Tuitter – Career and Marketing Feature

An introductory problem statement:

Development of new features in social networking sites brings new network opportunities for users. Most prominent employment oriented online service sites after the traditional LinkedIn and Indeed are Twitter aka Tuitter and other social networks. After the development of LinkedIn most important and disruptive development in the social network is, undoubtedly, Tuitter. The first and by far the most rapidly growing feature is Tuit. Tuitter can be treated as a Career and Marketing means. It's been growing too, with a 13% year-on-year increase in the career and marketing conversation, so how can Tuitter use for hiring?

Due to the increasing use of social media around the globe, many recruiters and hiring managers find social media attractive as a readily available source of real-time data to find candidates.

Since in other employment service sites, candidates can showcase their portfolio, qualification professionally and formally, so to assess their professionalism and trustworthiness, picture of negative attributes, and to determine whether they post appropriate content in other their social networks is very important. So, in Tuitter this proposed feature solve this concern of the recruiter.

Since Tuitter is being used for mostly entertainment purposes. It can also be used for hiring purposes as well where recruiters can find candidates for the job role by posting Tuits with hashtags or keywords. Therefore, it seems quite important to implement this feature coming out in terms of Career and Marketing development.

I'm interested to build this feature because the actual social network of Twitter have not introduced this feature. This feature might get better reach and popularity

User stories and acceptance criteria:

Following are the requirements that are going with the implementation of Careers and Marketing Feature:

- Provide a feature to newly graduate students/candidates to search for Jobs that matches their skill set and qualifications.
- Provide candidates to create their profile including their qualifications, education, etc.
- Provide Recruiters to create their profiles where they can post jobs as Tuit.
- Provide functionality of create account specific to Role based:
 - Recruiters
 - Job Search Candidates

- Candidates can search for Jobs (with keywords such as C++, Python, Backend Engineer etc).
- Recruiters will add that they are hiring in their bio and their account name such as company name that will write “we are hiring”.
- This makes it really clear to anyone on Twitter profile that recruiters keen to hire.
- Recruiters can add a link to their career page or specific job posts within their bio for ease of access too.

Epic	User Story	Acceptance Criteria
As a Recruiter, I want to look for candidates for job role and manage company personnel needs.	As a Recruiter, I need to view a candidate’s profile so that I can manage their application process and background screening throughout the recruiting phases.	Ensure hiring manager can: Log in to the profile and post job openings, <ul style="list-style-type: none"> • Post a job • Edit profile • Delete previous posted jobs.
Tech Companies	Tech Companies can create their official accounts and share their job opening in the Twitter	Tech Companies profile can: Log in to the profile and post job openings, <ul style="list-style-type: none"> • Post a job • Edit profile • Delete previous posted jobs.
As a Job search candidate, I want to look for jobs by specifying keywords (C++, Java developer etc.) in Twitter search	As a candidate, I need to view hiring managers or companies’ profile so that I can apply for jobs that stated, “we are hiring”.	Ensure Candidate can: Log in to the profile and apply for job openings, View and apply.