

## **PART 1**

### **How to Land a Job Using Social Media**

#### **1.Create relevant profiles**

I recently came across an article published in CNBC news about what hiring managers look for in your social media profile. From that article I was known to the fact that that hiring managers often look at a candidate's Facebook and Instagram accounts to better understand them as a person. I also shared this article on discussions. I do think creating relevant profiles on social media is a great advice to follow for everybody. After coming to USA, I created a good and personal profile on LinkedIn, which I had not before. Now, I am also thinking to update my profile on other social media sites such as Facebook and Instagram, so that it can be helpful for getting a good job after completing my graduation.

#### **2.Network and be engaged**

This is one of the very good advices that need to be consider. I heard from almost all the people working in a company or in a college that networking is the best thing that you can do and achieve most of the things. I do networking and try to get engaged with people surrounding me, but I never tried to talk on social media for the purpose of getting a good job or building professionalism. I think I should start to follow this.

#### **3.Be known as a resource**

It is important to showcase the skills and experience that we have through our social media profile as now most of the company's hiring managers or recruiters search for good candidate on social media and try to approach them such as via LinkedIn. So, it is necessary to make. Our self to be known as a resource.

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

At some extent, I agree that we don't need to appear desperate for finding a job. A constant stream of "please hire me" can reflect negatively on us. Rather, we need to focus on building a strong profile and putting our self as a proactive and knowledgeable. On the other side, I also think that we should approach recruiters or appropriate persons to show our interest in available opportunities that can be helpful as an acknowledgement to recruiter about your keen interest. On social media, I never ask for a job till now. But if required, I am open to reach to any particular person or recruiters of a good company to show my interest on particular job.

**5. Make a plan**

Planning is a pivotal think in every aspect of life, whether in taking decision or in execution of any plan. Without planning, it is hard to achieve a good success in any kind of work. Thus, this applies here as well. In order to follow this ways, we need to make a plan to start working on it, then only we can direct our direction. Although I know this fact, many a times I directly jump on the execution, which lead to time consuming and error prone solution. After completing my internship, I am planning to update my resume, profiles on social media and will make a certain plan that can be helpful in landing me a full-time job.

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

This is definitely a good advice to follow because in this evolving world, everything is changing time by time. If you couldn't cope up with it, you will be legging behind. If you see, before some years, we cannot think that such social media sites can also be helpful in landing a good job. But now you can find a number of ways that are advantageous not only for getting a job but also for many other things. For that, it is required to rejuvenate the way we search for a job, the way we build our profile, the way we communicate and do networking.

## PART 2

### (2) Social media involvement in the Alfie Evans case

Alfie Evans is a 23-month-old toddler from Merseyside, in the northwest of England, who diagnosed with a rare degenerative neurological condition in December 2016. He is at the center of a hellish ethical battle playing out in the courts and on newspaper front pages. Meanwhile, a Facebook group set up in support of Alfie Evans and this case started going viral. 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 and hundreds of thousand people all around the world started following this case real time.

There is heavy involvement of people on social media group, constantly posting and commenting day and night on posts related to Alfie. Not only in Facebook, but also in Twitter, many famous people, celebrities and government people are tweeting and sharing their views. Heavy involvement of social media in the Alfie Evans case leads to many positive as well as negative consequences. As illustration, on one side, Facebook page 'Just Giving Donation' raised good fund of £100,000 to help Alfie in his treatment. On the other side, on Monday, after the European Court of Human Rights ruling and the removal of the toddler's life support was announced, The crowd of 200 people linked arms in front of the hospital, delayed an ambulance on the road and as a result, the hospital has had to inform patients and visitors to expect a police presence. Moreover, Facebook page has been completely overrun by angry Alfie supporters and they started posting very negatively about the hospital, its staff and European court.

Conclusively, according to data from the social media analytics firm EzyInsights, stories about Alfie Evans were the second most-shared on social media in the UK, falling only behind those about the royal family. And for Facebook, many people believed that Facebook's decision of tweaking an algorithm to show more posts from friends and family is the only reason behind Alfie's story goes viral.

**(3)**

**a. What do you consider some of the positive effects of the viral social media involvement in the Alfie Evans case?**

In my opinion, there are some positive effects of the viral social media involvement in the Alfie Evans case as listed below:

- Because of this news got viral, Alfie parents were able to get financial help from donators. Facebook's group 'Alfie's Army Official' has spearheaded multiple crowdfunding campaigns and able to raise raised over £100,000 through 'Just Giving Donation Page'
- Not only in terms of finance, but Alfie's family also got moral support from many people and they also took certain steps to continue Alfie's treatment
- More and more people got aware about this incident and they tried to help Alfie in one or another way

**b. What do you consider some of the negative effects of the viral social media involvement in the Alfie Evans case?**

Although there are some positive effects of viral social media involvement in Alfie's case, there are also negative consequences that we can't ignore.

- After the announcement of the European Court of Human Rights ruling and the removal of the toddler's life support, protesters tried to storm the hospital past a line of police.
- Moreover, one crowd of people linked arms in front of the hospital and delayed an ambulance on the road.
- People also made very negative comments about the hospital and staff, which leads to bad image of hospital
- Furthermore, this has major impact on people's emotions. Many of them were just thinking about Alfie day and night and felt very bad

Many a times, people just take wrong steps without thinking its side effects on public and government. Although a lot people tried to make the treatment of Alfie continue, none steps has taken in that direction.

**c. Facebook decided to tweak its news-feed algorithm:**

- **The update will prioritize posts that trigger “conversations and meaningful interactions between people”. But how will this actually change what you see when you scroll down your feed? Essentially, it means you will see more posts from people that Facebook considers to be your friends and family, and less from public pages and publishers. (Wired magazine)**

I generally don't use Facebook much, but I do find most of the posts from my friends and family that are meaningful. In addition to that, I also find some advertisements, posts and video from public pages or other, but they are also according to my interest. I generally find Facebook's content and posts relevant.

- **That decision is being credited(blamed?) for the Alfie Evans case going so viral. Do you think Facebook could have anticipated this effect? Do you have any thoughts on how this might have been handled differently?**  
**[ no right or wrong answers here, I just want to hear your thoughts ]**

In my opinion, that decision can be a reason for the Alfie Evans case going viral but it cannot be blamed. On one side, if people are showed more content of public pages or advertisements, they don't like it. They are willing to see more relevant posts from family and friends, what they do, what they share etc. If any story goes viral, people are always behind the scene. They do more and more like, share and mention in the comments to share it further. In such case, anything would definitely go viral.

I have one idea in my mind that Facebook can provide users an option to set their news feed such as set for different ratio for family, friends' posts, news or public page posts etc. This way, people can see what they want on their dashboard.

I only will blame Facebook or other social media sites if they intentionally tweak any algorithm or perform research without letting their user know or compromise user's privacy. I think major responsibilities are of people using social media, why they become too addict to use that, which has control on their emotions, thinking and at some extent actions.