

## The new face of job-seeking: how social media has changed the way we look for work

Technology has changed the way job-seekers find work, and how recruiters find potential candidates.

Today, prospective candidates are increasingly using social platforms to advertise their skills and experience, and to "build their brand", and recruiters are turning their attention to these sites more than ever before. Ask any recruiter which social media tool is best for job-hunting, and the majority will say LinkedIn, which has more than 15 million active job listings and 25 million job-seekers visiting the site every week. But Facebook and Twitter are also being utilised to a greater extent. In February, Facebook announced that it was expanding its job-finding function to more than 40 countries, including Britain, raising the prospect that it will come to compete with LinkedIn as the go-to employment network for job-seekers and businesses alike. It claims that one in four Americans now look for a job on the social network.

And while Twitter often flies under the radar as a tool for job searching, the ability to use hashtags such as #jobs, #jobsearch and #careers helps individuals locate job listings posted on the site, and recruiters are able to find active job-seekers. A spokesman for Twitter said #jobs had been one of the most popular hashtags in Britain this year, used more than 3.3 million times as of last month. #Hiring is also one of the top UK hashtags of the year, he added.

So how essential is social media in finding new work, or prospective candidates?

LinkedIn has more than 26 million companies on its platform, many of which actively use it to discover and hire new talent. One of these is online fashion giant Asos. Its talent brand and engagement partner, Holly Middlemiss, said the retailer had been using social media to recruit and attract potential employees for years, and did so by direct messaging passive job-seekers – those not actively searching for a job. Asos also utilises its own careers page to showcase the company culture and get an "authentic voice across to our audience".

Ms Middlemiss said social media was particularly beneficial because the retailer is able to engage with a wider "targeted" audience. "As a business, we don't want to spam people with irrelevant job information, so we ensure we utilise social media by pushing the right content towards the right audience," she said.

While Asos continues to use traditional methods of recruitment, such as attending career fairs, conferences and larger recruitment events, there is an increasing focus on social networks, she said.

Répondez en **français** aux questions suivantes: (14 points)

1. Selon l'article, comment la technologie a-t-elle modifié la recherche d'emploi ?
2. Quel réseau social est considéré comme le plus efficace pour la recherche d'emploi?
3. Combien d'offres d'emploi actives peut-on trouver sur LinkedIn d'après le texte ?
4. Quelle annonce Facebook a-t-elle faite en février?
5. Quel pourcentage d'Américains utilise Facebook pour chercher un emploi selon l'article ? (exprimer en pourcent)
6. Comment Twitter permet-il aux chercheurs d'emploi de trouver des offres sur sa plateforme ? Donne des exemples.
7. Qu'est-ce qu'un "passive job-seeker" selon le contexte de l'article ?

True or false? Justify in French. (1 point)

1. Asos only uses social media to recruit new workers.

Expression écrite: min 80 mots

Is it possible to be truly happy at work?