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Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The Facebook Job Seeker - with more than 1.38 billion members on Facebook, it is no more a platform to connect with friends and relatives. While LinkedIn has only 414 million members as on 4th Feb, 2016, the number of members on Facebook far exceeds that on LinkedIn. One of the major drawbacks of LinkedIn is that it has become a database, while Facebook provides a larger and more open platform for recruiters to touch base with potential employees. While the principles of digital marketing apply to both Facebook and LinkedIn, Facebook provides you with a lot more freedom to customize and create your personal brand to attract recruiters and hiring managers. The Facebook Job Seeker aims to help people develop their brand on the Facebook platform and create a buzz around what they do to reach out to recruiters and hiring managers. With close to 95 of the job search strategies going online, your smart nature and Facebook footprint will help you go a long way in identifying the job of your choice and influence the recruiters and hiring managers in the company you want to work for.



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