

INDEED HIRE EVENT: CAN TWITTER FACILITATE?

MSc Information Technology, Social Media and Web Science

INTRODUCTION AND RESEARCH

Indeed hiring events come in all sizes and facilitate organisations that are wanting to recruit staff which they can normally do in a single day. Indeed have a platform for organisations to automate job opportunities with a seamless integrated platform called Indeed drive. Indeed have managed to remove 50% of the traditional recruitment processes by making a virtual platform accessible and with a further 33% of a recruitment process made to be automated which helps large and small organisations get their job opportunities to a needing workforce. Indeed host events which makes it easier for employers to forecast when job roles can be filled. Indeed have a four step process for recruitment whereas [1] employers tell them their recruitment needs [2] Indeed promote the employment event [3] Indeed use a screening process to ensure the right employees are found, and [4] the organisation meets their employment goals and do their interview processes with vetted potential employees.

RESEARCH QUESTION

Investigate the common themes and characteristics of employers that offer job opportunities on Twitter and identify if the job opportunities are delivered as clear job opportunities, recruitment processes, or job tips and advice?

METHODOLOGY

Using Tags v6.1.9.1 the terms 'employment', 'job', job opportunity, and 'job market' was used to collect tweets which had been previously posted over a 7-day period. Data was collected through the terms forming hashtags (#Employment, #Jobs, #JobOpportunity, #JobMarket).

FINDINGS

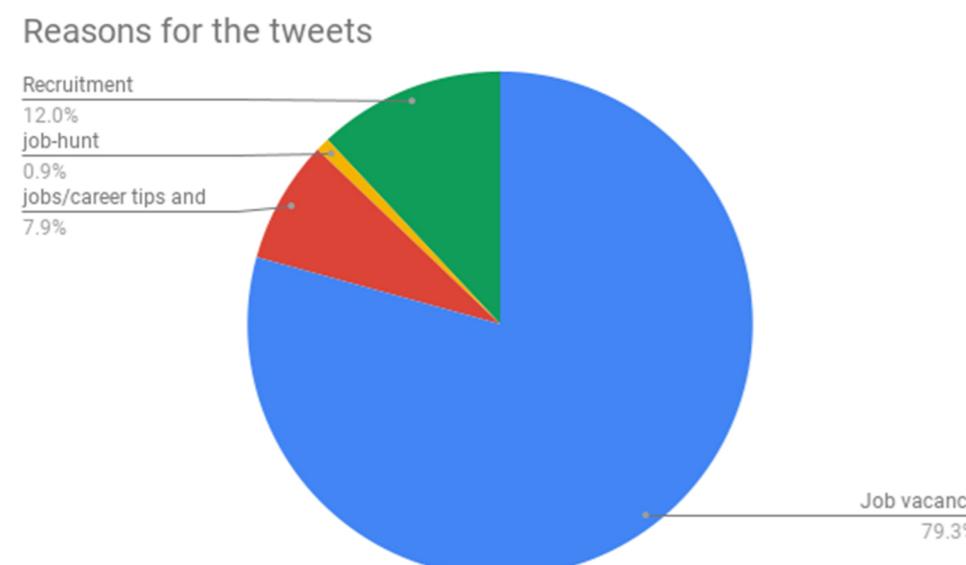


Figure 1: Reason for tweets

FINDINGS

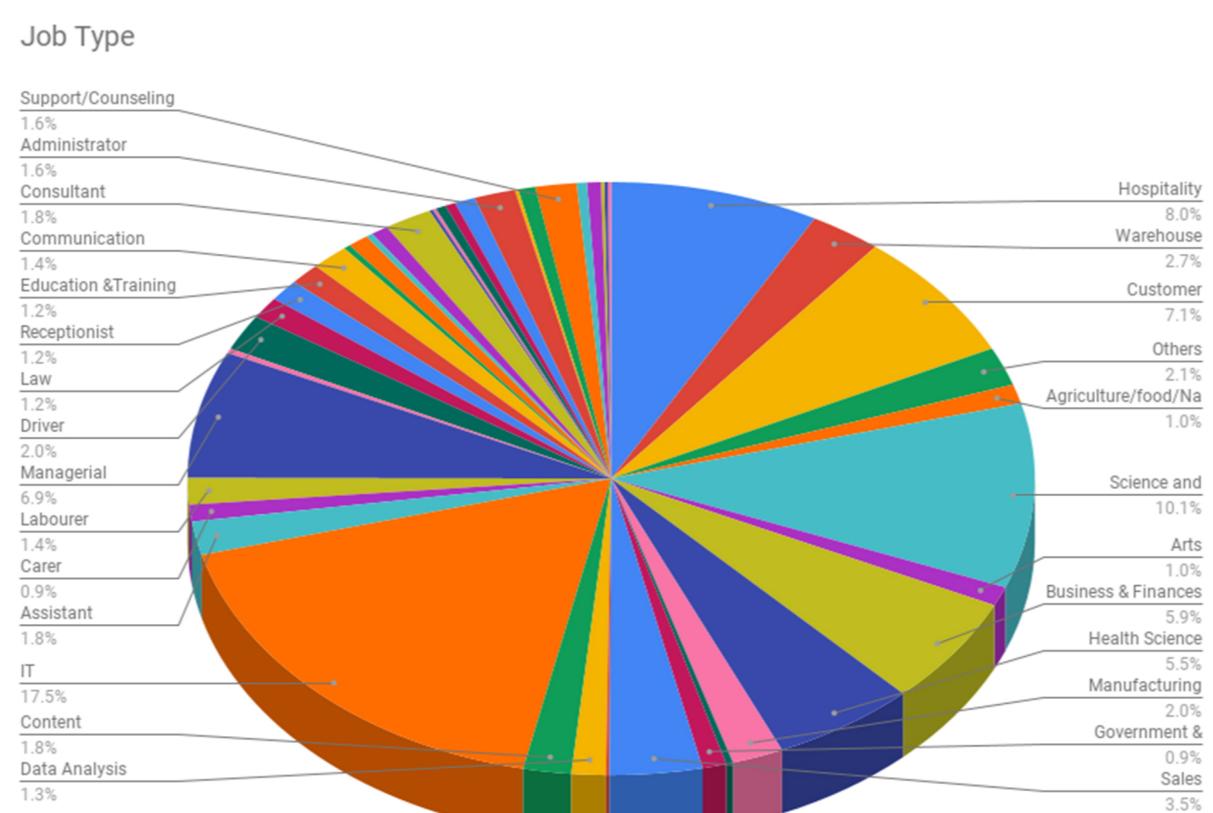


Figure 2: Job type

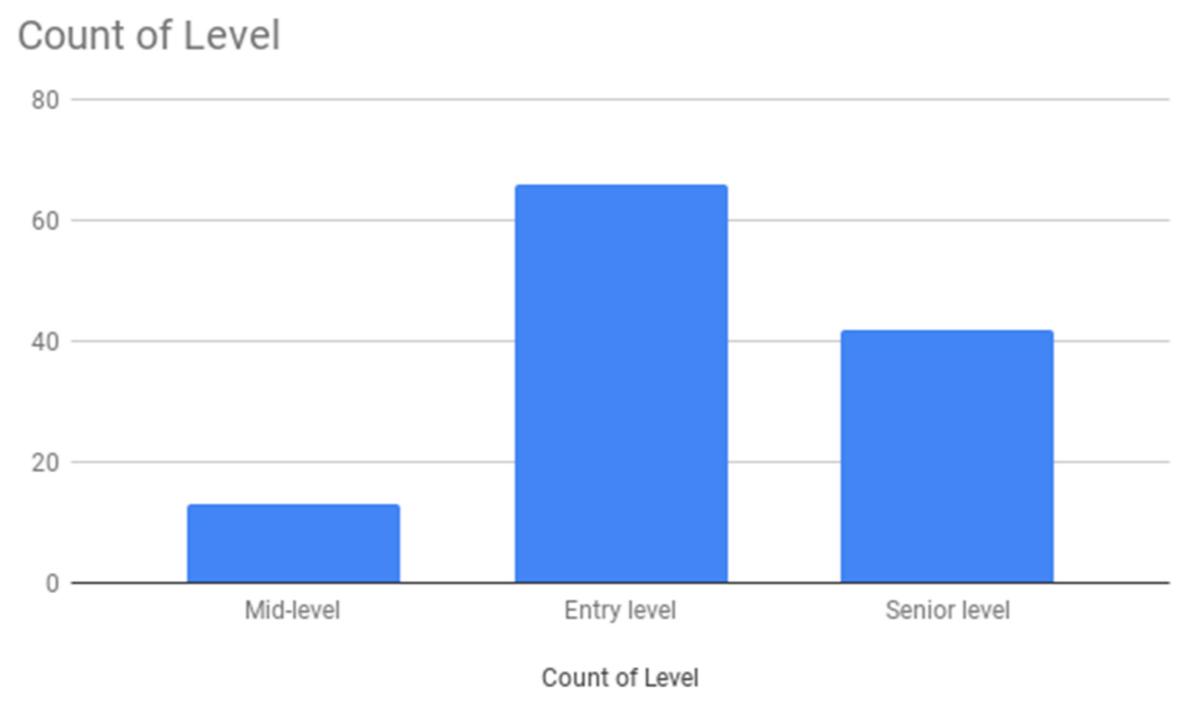


Figure 3: Level of entry



Figure 4: Experience needed

RESPONSE

1000 TWEETS CATEGORISED
3000 Tweets Found

DISCUSSION & CONCLUSION

Tweets have been iterated through manually to find and categorising 1012 tweets into job opportunity type (Reason for tweets,) job type, level of entry, and experience level required. Whereas job opportunity unearthed the following categories: Job vacancy announcement - Jobs/career tips and advice - Job hunt - Recruitment.. Job type unearthed 44 categories, while the required level to enter the job unearthed 3 categories, and the level of experience required to enter the job unearthed 6 categories.

This research reveals that Twitter can be used to facilitate Indeed job events whilst helping to advertise employer job opportunities whilst 79.3% are direct job advertisements made on Twitter, whilst 12.0% shows recruitment agencies advertise on Twitter, 7.9% shows job tips and advice, while 0.9% indicates job hunting opportunities (as shown in Figure 1), Focusing on the most prominent job types advertised on Twitter research shows IT is the leading job opportunities with 17.6%, whilst science and technology has the second highest job opportunities showing 10.1%, whilst hospitality jobs are third with 8.0% of findings, and customer service shows to be the fourth highest job opportunities with 7.1% of the overall findings as (shown in Figure 2). Focusing on entry level to organisations 60 of the overall jobs are entry level opportunities, 41 of the jobs searched are senior level, while 15 are mid level opportunities (as shown in Figure 3). Focusing on experience required 60 of the jobs search accept no experience required, whilst a low margin shows 1 and 2-3 years required (as shown in Figure 4).

REFERENCES

Indeed for Employers (2022) Indeed Hiring Events. Available from: uk.indeed.com/employers/hiring-events [Accessed 15 July 2022]. Google (2006) Make data-driven decisions in Google Sheets. Available from: <https://www.google.co.uk/sheets/about/> [Accessed 15 July 2022]. Hawksey, M. (2022) TAGS – Twitter Archiving Google Sheet. Available from: <https://tags.hawksey.info/get-tags/> [Accessed 15 July 2022].

GitHub <https://github.com/s2-bhangu/Social-media>