

Social Networks for job search: the Job hunter 4.0

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Introduction

This article is going to discuss the most recent update regarding the phenomena of Job Hunting, version 4.0. This update's target is to enlighten the path of the so-called hunters and also to provide practical tools and instructions to mold the ideal employee of the future. Job Hunting 4.0 and Personal branding are core contents and objectives of the EPBE project coordinated by UDIMA - Madrid Open University. The organization, Learning Plans for All (Greece) and Marconi University (Italy) will be project partners, developing a course for job Hunters. This course will provide job hunters with tools of active job search. It will highlight aspects such as the importance of self-knowledge, resume writing, social media and job hunting, etc. and emphasizes on strategies for active job search (Udemy 2017).

The EPBE "European Personal Branding for Employment" project (Erasmus+ 2015/17) has headed towards the definitive espousal of the title of Job Hunting 4.0. After thorough examination of the subject we concluded that update 4.0 could be the perfect merge of every piece of information that was included in the previous versions (1.0, 2.0, 3.0) and could better fit our curriculum design. As time passes the use of technology for everyday tasks has become progressively more diffused. Academic institutions have been utilizing computers to facilitate the process of submitting work, making the students acquire a set of digital skills, that will be fundamental when learning about Job Hunting 4.0. The EPBE'S main objective is to encourage employment among young students, by enhancing digital integration in learning, teaching, training and youth work at various levels (EC.Europa, 2017). Examining the research by Heather R. Huhman, we can understand how the author identified the various phases of the previous job search. Firstly, Job Hunting 1.0 refers to the old timey way of researching for job applications in "help wanted" ads and newspapers, which sometimes could easily engage the seekers in searching for a job solely locally and within the traditional media's reaching area. Job Hunting 2.0 transcended from the "hardcopy" job search into broadening ones horizons by viewing availability in online job boards, still though limiting oneself to the calls on demand of recruiters. The cycle of answering a specified demand breaks with Job Hunting 3.0, were the job hunter follows not only job boards but opener social talent communities,

showing availability independently of a specified call. Finally, in Job hunting 4.0, one takes into account all of the above strategies and through a series of internal processes, that will be described in detail later on, acts less about finding talent and jobs and more about applying skills to the problems existing in a given marketplace, aided by social networking in the digital sphere.

Consequently a job hunter 4.0 has to acquire a series of characteristic that are going to be discussed in this article. First, it is essential to understand the rationale of continuous learning as the opportunity which leads the person into creative growth. To be able to perceive work as an opportunity given to our talents and capacities for having positive impact on human lives leading to keeping a high level of collaboration with very diverse people. Such a behavior is tuned with the so-wanted larger picture that will act enabling in networking. And lastly, the job hunter has to understand what we call the “triple bottom line” (Elkington, 1997), meaning the financial, social and environmental measures of success. This course provides job hunters with tools of active job search. It highlights aspects such as the importance of self-knowledge, resume writing, social media and job hunting, etc. and emphasizes on strategies for active job search (Udemy 2017).

Analysis

This model of organizing the different aspects of job search provides us with a structure in which we can base a whole approach of succour for the people still new in job search methodologies. It is our contention in this paper that the rationale of Job Hunting lies not with the discard of the traditional methods, but rather the merging of the entirety of job hunting tools to form the ultimate support web for the job seekers. Following we'll be discussing the five major key points for the use of social networking. These points characterizes the job hunter, that we believe acts as enabler for ones route through the labour market.

All approaches on Job Search are associated with the satisfaction of needs

During job search, it is very important to know the motives that lead us and guide us in this kind of search, as well as realizing that this is the way future employers will think. A summative example is the establishment of the Pyramid of Maslow (Maslow, 1943).

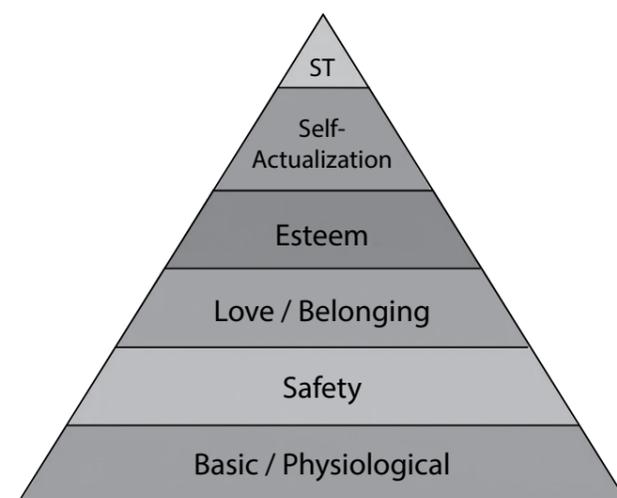


Figure 1. Pyramid of Maslow (Maslow, 1943)

The psychologist Abraham Maslow's theory of human motivation is 70 years old but continues to have a strong influence on the world of business and although the paper was written as pure psychology it has found its main application in management theory (Kremer and Hammond, 2013). Managers use Maslow's hierarchy to identify the needs of their staff and help them reach their goals. It is up to the manager to decide how to approach the situation, whether it is by giving them a pet project, a fancy job title or flexible working arrangements, the result will be the employees sense of fulfilment.

A capable job hunter should understand, that once they are employed, knowing their needs, will result in facilitating their superiors job. Having this kind of self-identification can act miraculously during the whole process of Job Hunting. In the era of social media it is very important to be able to search effectively.

We are talking about a talent that is the combination of many variables, those related to the self-perception of the individual and those related to knowledge of the ways and techniques of the world. Social media on their own, provides us with a blank canvas on which we can paint our specified needs and be able to showcase to whoever it interests. The ease of access into a multiplied sphere of media can give us tools, otherwise impossible to acquire. The notion of networking not only with the people themselves but algorithmically get suggested with a variety of interests and prospects in a profound way just due to the “addition of a friend”, can expand in an unforeseen way our case of being, professionally and personally.

The importance of identification of strengths and successfully setting professional goals, on being accurate in defining expectations

Continuing to follow the pattern of self-identification and knowledge, that we started solidifying in our previous arguments, we proceed to the honest assortment of the job hunter's professional or professionally exploitable aspects. The individual's qualification skills as well as values and goals should be clearly recognized and thoroughly recorded. This knowledge should be reflected in the way the job seeker will apply for a job. When applying we actually put into practice our strategy – and of course a test of personality and self-awareness.

By knowing who is or wants to become through a hopefully successful job search, one maximizes the benefits that emerge from a positive self and minimizes the inexpediencies of the disadvantages in order to make use of all the opportunities that are presented and holding back possible dangers.

From self-awareness one draws self-esteem and is more eager to build ones positive self-image. This is a necessary ingredient in order to enter with confidence the practical – active part of the job search, as it is the first and most important step in ones ladder of goal setting. That consequently leads the person to widen their possible ways that will help the wanted reach of destination.

If we visualized the mental route of goal definition and setting we would describe it as a crooked line whose peaks or milestones are the clear definitions of firstly the positive statement of goals, bound to either an ability or understanding that the person has already acquired or to a realized concrete yearning that has been built honestly and carefully; secondly precision, the ability of not getting out of context when planning your career and goals, although it can be tempting and is constantly advertised around us, dreaming can be easily transcended to stargazing which in business has been proven to be disastrous; and thirdly setting of priorities,

as it is essential for the job hunter to realize that a career cannot follow a linear route, thus the person has to pass through several steps before reaching goals and that can be facilitated by recognizing specific priorities of the present or near future, realizing what is needed rather than solely wanted.

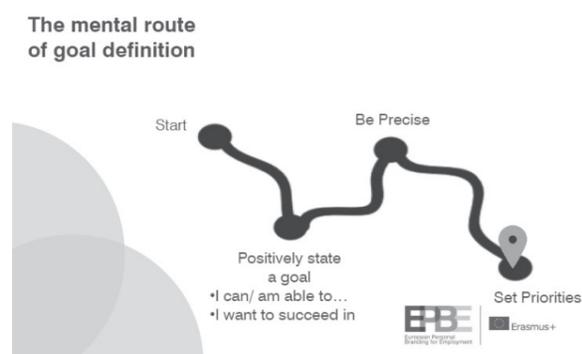


Figure 2. The mental Route of goal Definition (EPBE Project, 2016)

This internal process of searching ones professional goals is not a silent process, an inward-looking situation. It is consisted by research and action with starting point the definition of personal meaning and getting to know what one wants.

The most popular Social Media networks can be places to promote CVS and move towards success through various ways, procedures and practical tips

Previously we mentioned the fact that Social Media provide as an open space of expression and self prominence. In the professional world this translates to the ways that social media can expand our resume or CV, and even act as one in case ones professional identity and personal brand allows it. The Social media, that EPBE Project puts under the microscope and studies in terms of professional utility, are LinkedIn, Twitter, Facebook, Google+, Pinterest, and YouRock. Our choice of working sphere followed the “Workforce of 2020”, by Oxford Economics, which provided us with a list of much needed skills and characteristics for the employee of 2020, as the person following a strategy of job search as a novice, in the present, belongs to said category. Said characteristics can be summarized in new media literacy, sense making, global connections, social intelligence, cross cultural competences, computational thinking, virtual collaboration and new media ecology. Characteristics easily resolved and showcased by the proper use of the above mentioned social media. In order to understand thoroughly the complexity of the characteristics mentioned above we should take a look on the use of the social media we refer to, one by one. We are choosing here to examine the cases of the most commonly used ones, them being LinkedIn, Twitter and Facebook, as they can in a summative way showcase the practices above.

a. LinkedIn

LinkedIn is a business-oriented social networking site with over 90 million members worldwide, being phenomenal in terms of global connections. It provides opportunities to network online with

professionals from all kinds of different employment sectors, but demands from the user a level of familiarity with new media as it is developed in such a way that to be organized it needs some work on advertisement, correctly put linkages and references. The new age almighty Google links quickly to LinkedIn Pages and tends to list them towards the top of search results, making a LinkedIn page a valuable tool. Thus one should always make sure that a LinkedIn page sells oneself effectively as it should be a bit like an on-line CV, that also allows mentions on career goals.



Figure 3. Salesmanship on LinkedIn (EPBE Project, 2016)

As LinkedIn is considered a social media, the person using it effectively shows a case of social intelligence subconsciously, even by the choice of a profile picture because apparently, people are more likely to connect to applicants if they have one.

b. Twitter

Gradually recruiters make extensive use of Twitter, giving out information about their organisations as well as actually posting job vacancies. Twitter can be proven to be a little trickier to handle, social intelligence wise, than the rest of social media due to its unapologetically palatable design. Thus a person can take into consideration creating a professional account that does not include owns “tweets” but rather just exists for “following” companies and topics. In case the person feels at ease with posting, through their “tweets” people can show interest in a particular career. And finally a Twitter bio should include a degree and some relevant, to the wanted position, skills.

c. Facebook

We cannot ignore Facebook for job-seeking, many employers do use it to promote their brand and their graduate programs and allow potential candidates to network with graduates and recruitment staff. Facebook is used due its user friendly environment, longevity and tools provision like page and group creation without the need of personal interactions or “friend requests”. Stories of recruiters checking out potential candidates via Facebook are largely exaggerated as most recruiters don’t have the time or staff to do so.



Figure 4. Discharging Facebook "Horror Stories" (EPBE Project, 2016)

Although, as we have intensified quite a lot the job hunter should be extremely careful, thus setting ones privacy settings to the highest possible level and making sure the profile picture is one that a future employer could see, is essential. From these provided cases we can realize that a successful search is in itself proof of multiple management capability for a job in this globalised working universe. This is the case why job search, today, is inseparably interlinked with social media.

The need for a revised resume in the era of social media

In the past a good resume would only consist of a concise document typically not longer than one page, as the intended reader would not dwell on a document for very long, with the purpose to make an individual stand out from the competition. Although such notion still stands there is a profound alteration in the way a recruiter now views horizontally and vertically a resume. For that reason focus is vital in resume writing. A job hunter today has to help employers understand exactly how ones skills and experience matches what they need, while keeping in mind that the intended reader would not dwell on the document for very long. By interpreting ones social media profiles into a resume in a concise but also eye catching way one can lead the recruiter in a web space that explains experiences and skills without splurging on limited document space in the actual resume. In that way the job seeker saves space while also using a much more visual way to sell oneself. The idea of time equals money has transcended to the recruitment procedure as well as in any corporate side of business, thus if an individual has gained the trust of the recruiter in order to search further than the directly scripted, they have more chances of actual success as, in a way, they will have to pay back for the additional time of the recruiter that they consumed.



Figure 5. Visualization of the individual's resume (EPBE Project, 2016)

Other than that one's social media identity is thoroughly researched by the specified recruiting services that a person can be enrolled in or are already hired by the company or organisation one has applied to. Recruiting services search for qualified candidates for permanent, full-time positions. They recruit, screen, and then refer candidates to an employer for consideration. The recruitment services have the freedom to research in depth skills and competences through a whole professional brand and even suggest career paths that one might have not yet considered, based on the way of showcasing interests and experience.

Management of an online job application

A final aspect of the online job hunt that we are going to evaluate refers to the prospect and advantages of having an opportunity to present oneself through an application or representation video. The most useful part about a video application is the level of control it enables.

It's an interview minus the mishaps, and with the chance to make a good first impression with the added ability to take as much time as necessary to get it right. Although a great deal of research has been done on the matter, it is an aspect that often is discarded in the minds of the current job seeker. We have to keep in mind that YouTube has steadily evolved into the most recent media power base due to its accessibility and correlation with Google. If used in the right way it can be a platform of endless possibilities for the business world, but for now we will examine the characteristics of a video to be uploaded for application reasons.

First of all, YouTube, although open for use by anybody, it is a space of endless creation and expression and it is crucial for anyone uploading content to respect the creative and professional aspect of the videos produced. For that reason an application video should be as clear, concise, and professional looking as possible, which can be achieved on a first bases by making sure that the image is clear and the video audible while the environment and workspace are neat and in order. Furthermore, it is essential to plan before filming; thinking about how to respond to the given prompt, and consider what video format works best. The video application gives the seeker extra time with the recruiter thus it is important to remember not to recite the resume; instead of listing past roles and responsibilities, one should take the opportunity to share an experience or quality about oneself that has particular relevance to the position but that might not shine through the resume. Shooting several times and the ability of editing the material are also major points for a successful representation. Yet, we should never forget that the video application will finally be judged in a content bases.



Figure 6. The task of an application video (EPBE Project, 2016)

The applicant should always be in the position to showcase their ability of taking responsibilities, defining success, strengths and own weaknesses in a way that can show to the recruiter an honest, while pampered profile. Showing ability of performing under pressure through precise experiences, will, no matter the placement, be considered a definite asset to any application, and a video interview gives the applicant the space and time to express this aspect of self. Finally when showing self-motivation for work, the recruiter will be reassured for the reliability of the applicant as confidence will not miss.

Conclusions

Social networks have formed a strong and unbreakable link with the reality of everyday job seeking. In the context of EPBE “European Personal Employment for employment” project (Erasmus+ 2015/17) we headed towards the definitive espousal of the title of Job Hunting 4.0, which as a reference term, targets to not only enlighten the path of the so-called job hunter but also to actually provide practical tools and instruments for the potential employee of the future. In a summative way of discussing the matter we can highlight five major key points for the use of social networking that we believe act as enablers for one's route through the labour market. Firstly the individual should be aware of the notion that all approaches on job search are associated with the satisfaction of needs; as when in job search it is very important to know the motives that lead us and guide us in this kind of search, as well as realizing that this is the way future employers also think. More over the identification of strengths and successfully setting professional goals is of crucial importance especially on being accurate in defining expectations, setting the already formed pattern of self-knowledge. Moving towards the realisation and showcasing of the identified self, the job seeker should be capable to understand that the most popular Social Media networks can be places that promote CVs and move towards success through various ways, procedures and practical tips. While surely the resume in the era of social media has to be revised, taking into account the current trends and way of employability thinking. Lastly, the job seeker can be multiply benefited from exploring the spectrum of online job applications, especially taking into account the possibility of the creation of a self promotional video. The above mentioned points' scope is to give an overview of the modern day, job seeking environment in order to facilitate the route of the individual job hunter as it can be further explored by following the online courses already developed during the course of EPBE Project (www.epbe.eu).

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