

Come trovare lavoro con i Social Networks.

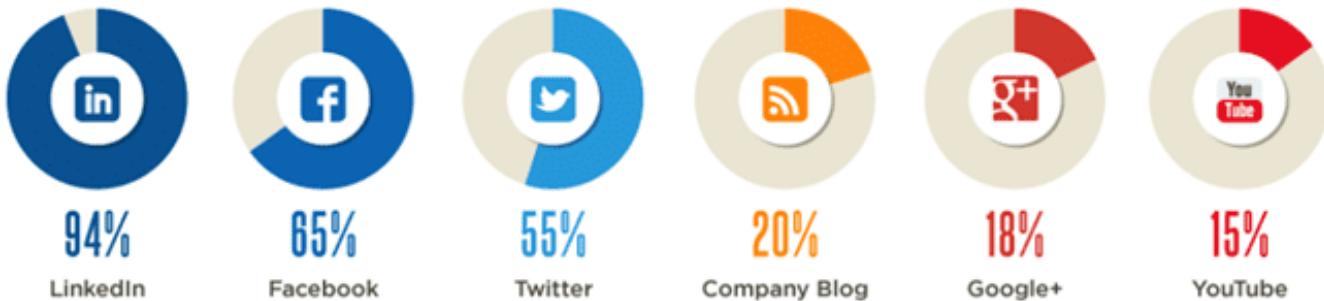
di Paolo Franzese

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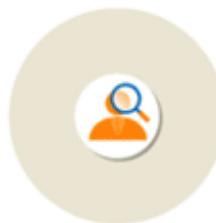
THE BEST NETWORK FOR THE JOB

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LinkedIn is still the most popular place to vet candidates, with Facebook and Twitter holding strong behind.



With a variety of channels to use, recruiters have the ability to customize their messages to the platforms they're using. Most recruiters surveyed have particular uses for each social network.

**in 96%**

Search for candidates

**fb 65%**

Showcase employer brand

**tw 47%**

Showcase employer brand

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VARIETY OF CHANNELS = VARIETY OF INSIGHTS

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Each channel serves a niche purpose for recruiters.



Da un articolo scritto da Paolo Franzese il 4 Ottobre 2013