



Social Networking in Recruitment

Amanda Belton

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Become a professional social networking expert and give your organization a cost-effective advantage in the hiring market.

Social networks have opened up whole new channels of communication between prospective employees and employers. They provide perfect opportunities to build a strong relationship with potential employees that ensures investment in recruitment is targeted towards a successful, cost effective hire. Social networks also allow an organization to build a strong employer brand that reaches the digital natives of the world, enabling the recruiter to achieve a competitive advantage.

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