Do You Need LinkedIn or Indeed.com for Your Potential Opportunities?

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Abstract
The Human Resources department as we know now is not the same as the one that existed twenty years ago. Today, an organization’s Human Resources department focuses on hiring candidates that are skilled and able to adapt to the organization’s unique culture and values. Twenty years ago, the Human Resources department focused on compliance and legalities alone (Ohio University, n.d.). With a shift from processes and procedures to the employees and culture of the organization, it becomes clear why professional social networking websites such as LinkedIn and Indeed.com are becoming popular forms of applying for jobs and for the recruitment and selection processes. Advantages such as a large pool of possibilities and a lack of restriction on the location of the opportunity truly make professional networking websites appealing. However, are these professional social networking websites sufficient in aiding applicants, specifically, undergraduate students in finding internships and full-time job opportunities? Should the use of these websites be strongly encouraged?

Motivation for the Paper
As a Junior pursuing a Bachelor’s degree in Health Sciences with a concentration in Healthcare Administration, I wanted to find an internship to help me understand the true essence of healthcare administration. I wanted an internship that would help me apply the principles and skills that I was learning in class to the real world. I also wanted to be able to experience the ‘real world’ of healthcare business to be able to understand and decide what I would like to do following my undergraduate education. In the process of looking for internships and job opportunities, I kept hearing LinkedIn and Indeed.com come in conversation; I was being strongly advised to use these professional social networking websites to find opportunities. Heeding the advice, I created a LinkedIn and Indeed.com profile and used these platforms to find and interview opportunities. In doing so, I realized that while the job databases were relatively helpful in my pursuit for an internship, LinkedIn’s social networking platform was not. Thus, I became interested in understanding just how useful these features are for undergraduate students looking for opportunities.

Questions
• Are LinkedIn and Indeed.com necessary for undergraduate students to be able to locate job opportunities?
• Do online profiles on these platforms result in meaningful opportunities for the undergraduate student?
• Do undergraduate students find the networking feature on LinkedIn useful?
• Are online profiles on LinkedIn and Indeed.com efficient and effective for employers to find candidates with the skills and personality best suited for the organization?
• Does the industry of the employer impact their use of professional social networking websites?

Discussion
The modern-day practice of hiring is heavily reliant on technology and social media. Websites such as LinkedIn and Indeed.com are at the forefront, paving a path for the new system. In fact, according to Aguado, Rico & Fernández, about 83% of large international companies use LinkedIn 83% of the time for online personal recruitment (as cited by the Society for Human Resource Management, 2011). With about two million LinkedIn users a month and its usage for personal recruitment at 83%, it is not a surprise that organizations have begun to use professional social networking websites as a competitive tool (Aguado, Rico, Rubio & Fernández, 2016). Professional social networking websites are breaking boarders and opening up doors that were previously closed due to distance, a lack of awareness and small networking circles.

However, these advantages are not available to all industries. For example, the information technology and business industries can benefit from professional social networking websites because the skills that are required for their jobs are relatively popular amongst the general population. They can be acquired through formal and informal education and training. In addition, there are various levels of expertise making certain opportunities available to anyone who is willing to learn and work hard.

Thousan interviews unemployed workers on their experiences using social networking websites does not take a true account of the applicant’s qualifications, and that social networking has created a pressure to maintain an online presence in both professional and personal

References
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