



Applying on Facebook?

(Rebecca Parson) When a company has a Facebook page out there, they're planning on engaging with students in a different manner. It's not as if they're on their website where it's very corporate speak and corporate com has approved it. The interaction on the Facebook page is much more candid and much more laid back and leisure. So you can ask questions of recruiters, recruiters post information about when they're going to be on campus, or when they're hanging out with the mascot at that school. And it really allows them to see more real. You know, it puts the recruiter in a very real light and also allows that student to engage in a conversation, a two-way conversation that they can't have on the website necessarily.

One of the questions I get from students is should they contact a company that they're interested in working for through Facebook. And in general I say no. And the reason for that is, again, the company's main purpose on Facebook is to interact with customers, to solve their problems, and to have a little bit of fun with them. Really to find brand ambassadors.

So if you're looking for a particular job, there might be some contact information on Facebook, but you want that to be a direct message, or you want to go back to the corporate sight to apply officially. That gives you a better entry point into the company. And it also keeps your information confidential.