


Discussion: Social Media to Further HR

Objectives

 Discussion Topic

 Available on Jun 24, 2024 12:00 AM. Submission restricted before availability starts.

Your Initial Post:

In this discussion forum you will create the initial post of at least 250 words describing how specific employers today use social media to further their HRM objectives. Discuss the benefits and risks of engaging applicants and employees in digital spaces.

Your initial post should be at least three strong paragraphs.

Use examples that reflect concepts or ideas from the class or that come out of your background materials. An interesting emphasis would be the ethical considerations and risks associated with social media and HRM. Another emphasis could be on how to use social media to attract a diverse workforce. (Do not use the same materials you included in your Case assignment.)

Your initial post (and any subsequent posts you make) can link to relevant news stories, sites, embedded YouTube videos, or simply screen captures of examples. You can find information for your posts simply by doing a Google search on social media and HRM. Following some companies on Facebook, Twitter, Pinterest and/or Instagram should also provide good examples.

NOTE: Students are required to bring in at least one high-quality source outside of the module and cite it in their initial discussion response. High-quality references come from peer-reviewed academic journals or textbooks.

Your Subsequent Posts: