

社交网络微信平台招聘的研究 --以华贸物业为例

摘 要

在互联网迅速发展并且深入我们生活的今天，新媒体成为了信息传播不可缺少的媒介，社交网络在新媒体中扮演比较重要的角色，社交网络是建立在人与人的社交关系之上的，且在人群中的得到广泛的运用。以腾讯推出的微信为代表的社交网注册用户迄今为止超十亿，庞大的数字成为了潜藏的人力资源。而现在利用互联网技术进行网上招聘工作的运用越来越广泛，他推动了人力资源的发展进程。传统的线下招聘相较于近几年兴起的网上招聘，处于明显的弱势地位。由于近几年物业行业的迅速发展且新鲜血液的不断注入，从此物业行业慢慢的走向了一个崭新的阶段。社会开始用社会化、专业化和市场化来评价物业行业。且物业行业逐渐变成了一种被市场所认同的新的产业类型，至此以后物业管理行业开始走上了产业化发展的道路。

针对华贸物业公司，我运用理论与实践相结合的方法、定性研究与定量研究相结合的方法、比较分析法和参与观察等方法分析了华贸物业招聘环节在社交网络微信平台招聘存在的问题。研究得出：华贸物业在微信平台招聘存在着缺乏专业的微信平台运营团队，微信平台招聘的运用不足，内容同质化严重等。对此建议企业设立专业的团队运营公司微信平台，针对性推广公司的微信平台，规范和优化平台基础功能等，以此提升公司在微信平台招聘的运用，为公司加大宣传力度，树立公司的品牌形象。

关键词：社交网络；微信平台；员工招聘

ABSTRACT

With the rapid development of the Internet and its penetration into our lives, new media has become an indispensable medium for information dissemination. Social networks play a more important role in new media. Social networks are based on the social relationships between people and are widely used in the crowd. The number of registered users of social networks represented by WeChat launched by Tencent has exceeded one billion so far, and the huge number has become a hidden human resource. However, the use of Internet technology for online recruitment is becoming more and more widespread. He has promoted the development of human resources. Compared with online recruitment, which has arisen in recent years, the traditional offline recruitment is in an obvious weak position. Due to the rapid development of the property industry in recent years and the continuous infusion of fresh blood, the property industry has gradually entered a brand-new stage. The society began to evaluate the property industry with socialization, specialization and marketization. Moreover, the property management industry has gradually become a new type of industry recognized by the market. Since then, the property management industry has embarked on the road of industrial development.

For Huamao Property Company, arative analysis and participation observation methods to analyze the recruitment of Huamao Property in the social network WeChat platform. problem. The study concluded that there is a lack of a professional WeChat platform operation team in the recruitment of Huamao Property on WeChat platform, the application of WeChat platform recruitment is insufficient, and the content homogenization is serious. In this regard, it is recommended that the company establish a professional team to operate the company's WeChat platform, promote the company's WeChat platform, standardize and optimize the platform's basic functions, etc., in order to enhance the company's use of WeChat platform recruitment, increase the company's publicity, and establish the company's Brand.

Key words: social network;wechat platform;employee recruitment

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