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IS TIKTOK A NEW JOB BOARD?

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Resume is one of the important documents for a job hunter. Traditionally, writing a resume and has it ready at hand is the only accepted method. Fast forward, everything is now done electronically. According to Frankel (2016), while the resume may never be printed in this digital age, applicants should be aware that they can send the document in an easily-readable format that is compatible with all screen sizes, for instance, in PDF format. Job seekers may utilise job boards to find job opportunities in their geographic region and profession. Jobstreet, as well as MyFutureJobs and other prominent platforms (LinkedIn) are very widely recognised job boards in Malaysia. Some Gen Z-ers feel limited by LinkedIn and they are now using TikTok resumes for job applications (Lorenz, 2021). Employers have recently realised that this is a trend.

While universities are pushing graduate students to develop their own video resumes, it is now possible to produce video with the use of the more popular platforms. According to the newly published article from The New York Times, employers are now considering recruiting their future staff via TikTok (Lorenz, 2021). In TikTok newsroom, employers including Alo Yoga, Chipotle, Contra, Movers+Shakers, Target, Shopify and WWE are teaming up with TikTok to recruit from entry-level to experienced position. This is due to the US economy has strongly rebounded after the COVID-19 pandemic caused a record downturn in 2020. However, many sectors, particularly those in the service sector with low wages, are having difficulty recruiting new talents (Agence France-Presse [AFP], 2021). Tiktok stated in blogpost "Interested candidates are encouraged to creatively and authentically showcase their skillsets and experiences, and use #TikTokResumes in their caption when publishing their video resume to TikTok." TikTok resumes will be accessible via the application's "#TikTokResumes" hashtag, while job listings will be available on "www.tiktokresumes.com."

Despite the latest and greatest trend on the platform, Kelly (2021) found issues and biasness on this recruitment technique. People in their late 30s and older may experience feelings of self-consciousness and awkwardness when recoding themselves. On the other hand, it is perfectly normal for young adults who growing up in an age of technology filming themselves. Furthermore, there are concerns on discrimination and unconscious bias. Prospective employer may discriminate against applicants based on factors other than their work experience include their looks, ethnicity, age, and physical ability. Waung et al., (2014) found that personality characteristic evaluations varied based on the resume style utilized by candidates. They added that mental capability and social skills were rated harsher when evaluated on only video resumes rather than on traditional resumes printed on paper.

In conclusion, the usage of technology on recruiting and selection of employees is expected to increase. This trend is growing, especially during the Covid19 pandemic, when people must stay home and consequently spend more time online. The increase usage of social media platforms especially TikTok and the new method of posting resumes on these platforms will let employers to consider this type of hiring process. Job hunter should equip themselves to be more creative to produce high quality video posting when filming their own resume. Applicant should

ensure to integrate all information in text resume consistent with video format. Additionally, managers and decision maker should not give early judgments and unconscious bias based on the video resume.

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