The Social Getwork

A one-stop web/mobile app to explore career-opportunities for youth using social media.

THE USER

Mili, 17, Anu, 19 and Sam, 21 are great friends connected on social media.

They share posts, update status, connect with people around and have fun playing games. Each of them have varied interests.

Mili completed high school and she is looking for part-time opportunities to work and study.
She is interested in playing violin, dancing, Chemistry, games and shopping.
Anu has dropped out of college to take care of family income.
She is interested in gardening, social interaction, watching movies and teaching craft.
Sam is a senior at college pursuing B.S and he will be graduating in 3 months.
He is interested in music, public speaking, Physics, Math and soccer

KNOW-HOW

Sam knows about "*Social Getwork*" app as he had seen his friends using it at school. He saw them applying for jobs too.

Sam goes home, logs in the social media and makes a search for the "Social Getwork" app. He plays around with the data analytics, learns about his posts, clicks, shares and makes comments or like.

While he is playing around with the app features, the smart app – *Social Getwork* makes relevant opportunity matches for him based on his interest feeds that he has updated from the past 4 years from his freshmen days like he was the captain of the soccer team, the band group he played for, first project he designed, experiments he conducted and the elocution contests he won.

Now, Sam begins to think seriously about applying for the interest-based opportunities like attending elocution contests, conferences for leadership summit, volunteer work for soccer practice in Africa, career opportunities for B.S fresh graduates with leadership experience, applying to graduate study, music world and communication skills as some of the examples.

On making preference based selection in the app feature, he will be able to view opportunities that simply look customized tailor-made for his career.

Anu

Mili

Sam recommends the *Social Getwork* app subscription to his close friends Mili and Anu who are looking for career opportunities too.

Mili and Anu log on to the *Social Getwork* App that evening and repeat the process of searching for opportunities and recommends the app to Tara, Rosh and Ali.

Based on the app matches and choices made by users:

- Sam applied to UCLA and is awaiting acceptance, he is a volunteer coach for soccer at a small school near LA for summer and he participates in paper presentations at local Meetups.

- Mili applied for a B.S in Chemistry at Minneapolis and works at YMCA while attending dance classes

- Anu attended wedding collections expo and she designs landscape gardens for weddings.