

# **THE USE OF SOCIAL NETWORKING SITES ON JOB APPLICATION PROCEDURE -THE CASE FROM THAILAND-**

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## **Abstract**

This research investigates how social networking sites are used in job application procedure as a tool for background check. Researcher used qualitative method to gather data. Depth-interview with HR professionals from different companies was conducted. The results show that social networking sites are widely used in many companies, majorly as a tool for internal communication. Companies use social networking sites to spread information about companies and job vacancies; however they do not research job candidate information on social networking sites. The main reasons are the reliability of the information, the formality of the process and the concern on data privacy. Some companies already use LinkedIn to search and approach mid-career candidate. In conclusion, social networking sites as background check tool cannot be precluded in Thailand, since many companies are already familiar with using social networking sites and this trend has noticed in many countries.

**Keywords:** Social networking sites, Online background check, Job application