

Got a Job Listing? Put it on Facebook

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Facebook moves in on LinkedIn with an experimental feature available to select Page administrators.

By [Stephanie Mlot](#)

A new Facebook feature aims to take on business social network LinkedIn.

[As TechCrunch reports](#), Facebook is experimenting with recruiting tools, including a "Jobs" tab, available to select Page administrators.

"Based on behavior we've seen on Facebook, where many small businesses post about their job openings on their Page, we're running a test for Page admins to create job postings and receive applications from candidates," the company told TechCrunch.

The pilot program allows Page managers to share job openings—with details like title, salary, and hours—on followers' News Feed. Tap the "Apply Now" button to fill out a job application, which comes pre-populated with information from a user's public profile—former job titles, employers, education, interests. Submitted inquiries are sent to the Page via a Facebook message.

As TechCrunch points out, LinkedIn's 467 million members—many of whom visit only when updating their profile or looking for a new job—barely hold a candle to Facebook's 1.79 billion regular users.

Neither company immediately responded to PCMag's request for comment.

Facebook has dipped its toe into the job search business before: In November 2012, the network [launched](#) the Social Jobs Partnership, which tapped into listings from BranchOut, the DirectEmployers Association, Work4Labs, Jobvite, and Monster.com.

But LinkedIn isn't the only firm in Facebook's crosshairs. In October, the social media giant took on Craigslist with a new version of [Marketplace](#)—an in-app destination to discover, buy, and sell your junk locally. Last week, it moved in on Steam's territory when it launched [Gamerroom](#), free to players worldwide on Windows 7 and above.

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