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Poster Presentation

The Role of Social Media in Managing the Talent of Educational and Organizational Systems

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Abstract

Modern technology, especially ICT and its relationship with education is the subject, which education system and any organization faces it in the 21st century, and what is arisen here as a new issue is the use of modern information and communication technology in the teaching -learning and keeping talent process. This study was carried out using library method with the aim of investigating the role of social media in talent management. By reviewing the theoretical and research literature on the subject, we can conclude that the use of communication technology in education means that we should bring this technology into classroom and use it in the learning process so that students will get a constructive attitude toward this technology. Also, one of the important motivations for attracting and keeping talents in the organizational system is to provide the opportunity to learn. In the age of technology, the attraction of organizations is that they can provide learning opportunity for employees. For these people, access to opportunities for learning, growth and work in challenging plans is more important than salary and benefits. Undoubtedly, the media plays a very effective and facilitating role in this field.

Keywords: Social Media, Talent Management, Educational System, Organizational System.

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