More and more companies are recruiting using social media, and 40% of young professionals are using social media to get jobs, reports Elance. You can have a successful job search by following these five new ways to get a job using social media.

When I hear businessmen speak eloquently about the "social responsibilities of business in a free-enterprise system," I am reminded of the wonderful line about the Frenchman who discovered at the age of 70 that he had been speaking prose all his life. The businessmen believe that they are defending free en-terprise when they declaim that business is not concerned "merely" with profit but also with promoting desirable "social" ends; that business has a "social conscience" and takes seriously its responsibilities for providing em-ployment, eliminating discrimination, avoid-ing pollution and whatever else may be the catchwords of the contemporary crop of re-formers. In fact they are–or would be if they or anyone else took them seriously–preach-ing pure and unadulterated socialism. Busi-nessmen who talk this way are unwitting pup-pets of the intellectual forces that have been undermining the basis of a free society these past decades.

The discussions of the "social responsibili-ties of business" are notable for their analytical looseness and lack of rigor. What does it mean to say that "business" has responsibilities? Only people can have responsibilities. A corporation is an artificial person and in this sense may have artificial responsibilities, but "business" as a whole cannot be said to have responsibilities, even in this vague sense. The first step toward clarity in examining the doctrine of the social responsibility of business is to ask precisely what it implies for whom.

Presumably, the individuals who are to be responsible are businessmen, which means in-dividual proprietors or corporate executives. Most of the discussion of social responsibility is directed at corporations, so in what follows I shall mostly neglect the individual proprietors and speak of corporate executives.

In a free-enterprise, private-property sys-tem, a corporate executive is an employee of the owners of the business. He has direct re-sponsibility to his employers. That responsi-bility is to conduct the business in accordance with their desires, which generally will be to make as much money as possible while con-forming to the basic rules of the society, both those embodied in law and those embodied in ethical custom. Of course, in some cases his employers may have a different objective. A group of persons might establish a corporation for an eleemosynary purpose–for exam-ple, a hospital or a school. The manager of such a corporation will not have money profit as his objective but the rendering of certain services.

Many seniors have issues with the new social media like Facebook and Twitter. Social media is making it easier to find the right jobs, and for you to connect to the right people that can help you get those jobs. Many job seekers are still using traditional job search methods that are yielding poor results. The New York Post reported that one woman applied for more than one thousand jobs over 99 weeks, getting only two interviews. Nearly one in three job seekers has been out of work for more than a year, and the average job seeker gives up after five months.

But you don't have to end up like these professionals! By understanding who you are, what differentiates you in the marketplace and establishing your personal branding online, you can compete in the new talent marketplace. Once you've built your own website and established your social network profiles, you're ready to start leveraging your relationships and talents to get the job of your dreams, not just one that pays the bills.

More and more companies are recruiting using social media, and 40% of young professionals are using social media to get jobs, reports Elance. You can have a successful job search by following these five new ways to get a job using social media. People are starting to use mobile applications to see job openings near them and apply with just a few touches of an iPhone or Android. In fact 20% of job seekers use their smartphone in their search for a job, reports LinkUp. "Augmented reality" blurs the line between what's real and what's computer-generated by enhancing what we see, hear, feel and smell. If you have an iPhone, you should download the "Layar" application. Once installed, click on "Layars" from the bottom menu and search for "JobAmp Mobile." When you use this layar, you will be able to see all the companies near your current location and what positions are open at them. This information is very useful if you see a company you're interested in when walking around your city.

More than a decade ago, if you had the right "hard" skills (i.e., C++ programming), you were almost guaranteed a job. You could almost trade your college diploma for a job upon graduation. Then, as the economy changed and became more competitive, companies started to pay attention to a new set of skills. Soft skills (i.e., communication, organization, leadership, etc) became increasingly important as a way to choose one candidate over another. Companies were interested — and still are — in passion, teamwork and cultural fit. In today's world, not only do you need strong hard and soft skills, but you need to develop online influence. When two candidates look the same on paper and are both good communicators, the differentiator will be their online influence.

Online influence is measured in how many connections you have, who those connections are (and how influential they are), who and how many people are sharing your content and backlinking to your website and more. Klout.com, a site that measures online influence and gives you a "Klout score," is becoming increasingly popular with employers. If you have a high Klout score, it can help you get hired over the next person. Online influence attracts employers, who are increasingly looking to hire professionals who are already well-known by their target audience. Companies understand that those with larger networks are more productive and can generate new business, recruit top talent and market their brand better than someone who lacks a big network.