In APA Format write a 2-page analysis of the case. Start the case with an explanation in your own words of what the case is about. Additionally, in your analysis, include the answers to the questions in the case. When General Mills decided it needed to better connect with millennial workers, it turned to millennial hang-outs: social media. In this lesson, you'll learn more about how this company uses social media in recruitment. Social Media Recruitment With 38,000 employees sprinkled around the world, General Mills is no stranger to recruiting and hiring workers. You may know General Mills as one of the world's biggest food companies, producing brands that might be on your pantry shelves: Betty Crocker, Cheerios, Old El Paso, and Pillsbury. But, by the end of this lesson, you'll also know them as a powerhouse in social media recruitment; that is, using the tools of social media to find employees who are the right fit for their organization. Let's get into the case study. General Mills' Social Strategy Think about your own circle of influence, your friends and family. Most, if not all, probably have at least one social media profile, right? Some may have two, three or a dozen. This is the day and age in which we live. People connect with friends, favorite brands, celebrities, and sports heroes through the use of social media. So, it stands to reason, if you're a business wanting to connect with potential employees, social media should be a likely destination. For General Mills, their foray into social media started with the realization that they were having difficulty connecting with millennial jobseekers, those people entering the job market who were born primarily in the 1980s and 1990s. As the company started looking at its e-recruiting, or internet-based recruiting practices, they discovered that this generation not only lives on social media as a whole but expects to be able to interact with brands in terms of employment on channels like Facebook, Twitter, LinkedIn, and YouTube. That's when the company decided to fully commit to recruiting through various social media platforms. And, they approached each platform in a unique way, understanding that different types of people use different social media platforms for different purposes. Question 1 Would you think e-recruiting is a possibility for General Mills? Question 2 What challenges does this practice present for the recruiting process?