



*Part of Briglobe team during the launch of their application on March 20 at 'Frideation'.*

As days go by, it is becoming quite clear that what one shares on Social Media is being used elsewhere or right there by whoever wants, to the advantage or detriment of others, just right there or still elsewhere.

If this is not the case, for example, why some Social Media users are falling victim to criminal intentions or are simply being 'noticed' for what would benefit them, requires thorough explaining. But assuming the former observation generally holds water, then we will have to proceed with the business at hand.

Incidentally, after noticing that the corporate world is slowly but surely on the way to start leveraging on social media use by its potential employees to hire, and later promote or fire, a group of ambitious youth have come up with a system to help bridge the wide gap between potential human resource and companies as well as assist such to identify great talent on Social Media—a phenomenon they call "social recruitment".

Comprising Bernard Momanyi, founder of [Briglobe](#) and Business Development student at UoN School of Economics; Bernard Njoroge, back-end developer and API engineer at Moi University School of Computing; Dismas Idaya, front-end developer at UoN School of Computing, and Perminus Gaita, Sales and Marketing student at Dayster University, the founders of briglobe.com were finally launching a beta version of their online application on March 20 at the Computing for Development (C4D) Lab, University of Nairobi. This followed a successful pitch of the same idea on February 20, where the audience witnessing the launch expressed strong approval.

Briglobe is a web based application that ranks and indexes potential human resource according to their level of engagement with corporate organizations of interest on social media, by use of big data analytics. In other words, the app leverages on online user's data to get them into organizations of interest, but first virtually then possibly later, to real world employment.

Yet considering that the platform is still in its simple form, in that it doesn't yet contain many of the user preferences, in fact even the user experience is still under construction, signing up on briglobe.com from

now on until end of April this year will help the developers to get the data necessary for ranking and indexing all present and future users.

Otherwise now, once one registers and logs in as either a company looking to “grow the next professionals”, or just an individual seeking to make a favorable lasting impression on potential employers, Briglobe ensures that all the companies followed on Twitter, connected to on LinkedIn and so on, are the first ones to appear on homepage of the user, after which they express interest before the organizations are fully ranked by the system.



*A section of the audience witnessing launch of Briglobe.*

The process is a culmination of several system activities including but not limited to the pulling of user's data from online knowledge forums such as Quora, Codecademy, Coursera, Stack Overflow, or Github. If not, one's Social Media "behavior" is tracked for ranking in the Briglobe system:

If one is on LinkedIn, for instance, Briglobe collects the data related to the number of mutual connections one has with the company, number of employees of the company connected to, one's profile rank and strength, skill endorsements and so on.

Alternatively, should the user be on Twitter, Briglobe will determine your relationship with the company based on whether you share their tweets, retweet, reply or favorite.

All along, while actively using the application, the user is benefiting from brand enhancement, virtual (or real) employment, as well as career advancement.