

Global corporation hiring Australian youth via Snapchat

HOW IT WORKS

ACTIVATE THE CREW LENS
Scan the code to activate our Macca's Crew lens.

TELL US ABOUT YOURSELF
Tell us your name and a little about yourself in under 10 seconds.

SNAP @MACCA'S TO APPLY
Send your Snap to @Maccas to be in touch.

[Add / Remove](#)

[McDonald's](#) is the largest employer of young people in Australia, with 65 percent of its 106,000 strong workforce under the age of 18. Now, working with Snapchat, people interested in applying for a job can use the new Snaplications lens. Applicants snap a photo of themselves in a Macca's uniform using the new filter and send a 10 second clip to the company. Designed to be a new way for finding and engaging with potential employees, Snaplications won't replace the traditional interview process. They will, however, be taken into consideration as part of the overall process.

The company says that it is looking for positive, bubbly personalities who would do well in customer service. At the moment, McDonald's says it hasn't set targets for the campaign's reach, instead taking a wait-and-see approach to its potential success. As well as being available directly via Snapchat, the new application filter can be accessed via the McDonald's website.

Connectivity is such an essential aspect of life now that almost all industries are finding ways to incorporate it into their work, including finding and hiring new employees and sharing formal news via social media networks. A New York City advertising agency has created a [robot internship](#) to give young people around the country the opportunity to work remotely in the Big Apple. And a state university now lets [prospective students](#) know they have been accepted using Snapchat. How else could social media be used as an additional way to interact with audiences?

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