Description You are to assume the role of an external consultant for recruitment agencies sector. You will need to research thoroughly the adoption of social media within your allocated field in order to determine how it has transformed the way organizations within your sector interact with their stakeholders, that is, their employees, partners, customers/clients, suppliers and other parties. The result of your research will be a consultancy report that investigates the adoption and use of social media and social networks in your allocated sector and recommends a comprehensive social media strategy. Your report should include in-depth literature review on the adoption and existing use of social digital technologies in your sector. Your research should include a wide variety of social media technologies and their application or potential application in your sector. The report should identify the business drivers involved in the adoption/use of social media platforms; explore their benefits and opportunities; outline potential obstacles and adoption issues, both internally and externally; cover impact analysis and explore metrics and their implementation; provide supporting evidence and justification, including audience needs, innovation issues and the role of user-generated content. Assessment Requirements Your consultancy report should not exceed 4000words (±10%). The limit excludes diagrams, references and appendices. The structure of your report should have the following format: • Title page (with word count; no name, student id or course) • Executive summary (~80 words) • List of contents • Introduction (~500 words). The introduction should contain a brief description of the case, introduce the relevant sector and set the context. • Main body (~2,000 words). This should contain a thorough review of the literature and practice; evaluation of the role and use of social media and applications in the given sector; identification of the most suitable solutions for the specific scenario; impact analysis; analysis of the findings. • Conclusions and recommendations (~1,000 words). This should contain the conclusions following your analysis, your recommendations and the proposed social media strategy. • References. Follow the link to find out how to reference correctly.