

How LinkedIn and Facebook can have an effect on Recruitment

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Introduction: A Brief History of Social Media

Social media is an online communications medium that allows users to view and/or contact others and enabling them to network. People can post their views and stories, advertise goods and services or just share experiences such as holidays, favourite restaurants, food, pictures of themselves and friends and pets; all are involved. Social media provides instant access to information rather than wait for newspaper articles, books or journals which basically means information and contact at your fingertips.

With its collection of tools getting more advanced and with more options, the ability to share information and interact are all the greater. People can collaborate within the channels designed for networking. That said the impact of social media can be assessed by the way it has become an integral and fully incorporated part of the recruitment process.

Facebook and LinkedIn are online mechanisms that require a simple personal profile set up to establish an online presence. They are mediums where users connect with each other on a basis of direct communication, where experiences are shared and commented on. Facebook is more social and LinkedIn more businesslike. With a worldwide reach that targets passive and active candidates, they are ideal tools for recruitment.

Literature Review

LinkedIn

LinkedIn was founded by Reid Hoffman and Eric Ly in May 2003. Its users set up professional profiles that highlight their experiences, skills, education and achievements that prospective recruiters can see at a glance and assess the potentials. Direct contact can be made via messaging. Those looking for employment and seeking to recruit can both assess their potential contacts.

Through these medium professionals can build virtual networks with other professionals and colleagues to give themselves a wider reach in their areas of interest. In terms of searching for employment or to recruit, it is a comprehensive job board where users can search.

Benefits

Building a virtual network is easy using LinkedIn. Many people in business have a LinkedIn account. Whereas a business card can be destroyed or lost a LinkedIn account can be there and accessible at any time. Kratz.G (2024)

Connections made through LinkedIn has resulted in the hiring of over 36 million people. A handy by product of the fact that 87% of recruiters use LinkedIn regularly to find active and passive candidates who are looking for employment. Osman.M (March 29 2024)

A fast and effective way of reaching a wide ranch of people at low cost. The minimum outlay allows for growth and improving the application for the benefit of users. Due to its vast reach throughout the world of business professionals, even recruitment companies such as Reed and Indeed use LinkedIn as a source to engage prospective candidates.

Disadvantages

Slow responses in terms of communications with potentials due to the fact that both parties are trawling through other materials and weighing up options.

Candidates can exaggerate their skills set making it appear that they are more suitable than they are or to impress the recruiter.

Facebook

Facebook was founded by Mark Zuckerberg in 2004. It has 3.5 billion active users daily compared to just over 400 million monthly users on LinkedIn. The recruitment company Indeed have 350 million clicks monthly. Semetaite. J (25th Oct 2023)

These figures show that Facebook is clearly more highly effective in reaching both active and passive users. Primarily designed as a platform for students to connect online, setting up personal profiles and sharing experiences. It has now grown as an online tool used by over three billion people (half the world's population). As the name suggests Facebook was used for people to connect online in a social environment. It has now developed into a tool whereby businesses can market themselves and sell their goods and services.

Benefits

Due to its high profile and brand, Facebook is extremely likely to be recommended as an option within the recruitment market.

Businesses can reach a wide audience at minimal cost.

When recruiting through Facebook you are reaching a global market place.

Positions can be filled specifically whether through graduate hiring, seasonal or niche recruiting. Companies can recruit faster and better by attracting potential recruits effectively. Jet.(2022)

Disadvantages

Many candidates may be unwilling to engage in professional activities like recruitment on Facebook, preferring to keep things on a more business-like platform.

Not all candidates may be genuine, false impressions can be made.

There are no guarantees that candidates are suitable.

Conclusion

Social media networks being web based applications can aggressively be used in three key areas in the recruitment process; posting available jobs, searching available candidates and reviewing them. Greensing-Popal (2009)

With low cost, easy access and a global market, with the ability to target their perspective audience they are both ideal and effective options.

As demonstrated both LinkedIn and Facebook have their place in terms of online recruitment. Both produce results but are different in their targeted users. LinkedIn is business orientated that can develop into personal alliances.

Facebook is more on the social side with pictures of fun times, events and gatherings. Both Facebook and LinkedIn are vulnerable to hacking and scams therefore caution is to be observed at all times. People must be discerning in the contacts they make and how much information is passed within their interactions. Social media allows for views and comments that give insight into opinions and trends. Catering for these shows that the company takes their views into consideration. The aim being a rapid response and speedy action, which can only be good business for the brand and add to user loyalty, which is a valuable asset.

They are used as an essential part of advertising for recruitment medium which is free or at a very low cost. All in all, Facebook and LinkedIn have proved beyond shadow of a doubt that as social media platforms and they definitely have a positive role within the recruitment market.

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