

LCLM4002: Digital Skills

Assignment title: Task 3- Written Report

“The role that social media tools such as LinkedIn and Facebook can have in the recruitment of staff”

Student name: Maria David

Student number: 2410490

Lecturer’s name: Koushik Modak

Table of Contents

Introduction	3
The role of social media tools in the recruitment of staff	3
The role played by social media.....	3
Advantages of using social media as a recruitment tool for businesses	4
Disadvantages of using social media as a recruitment tool for businesses.....	5
Conclusion	6
Reference list	7

Introduction

In the present digital age, a remarkable transformation in the ways businesses approach recruitment has emerged. In this era of information-sharing and connectivity, social media has ushered as a powerful tool that exceeds the boundaries of traditional recruitment methods. From Facebook to LinkedIn, Instagram to Twitter, the role of social media in recruitment have become highly important. Based on such context, this report explores the ways social media has redefined the recruitment landscape while highlighting its advantages and disadvantages for employers or businesses.

The role of social media tools in the recruitment of staff

The role played by social media

As put forward by Wowor *et al.*, (2022), a social media recruitment process involves the creation and management of profiles on popular social media networks such as Snapchat, LinkedIn, Instagram, Twitter, or Facebook that assist in inducing active engagement of potential candidates with job opportunities. Traditionally, recruitment relied mainly on professional networks, job boards, and company websites. On the other hand, Oncioiu *et al.*, (2022) pointed out that the emergence of social media platforms has significantly changed this landscape. Currently, these platforms have become more than just a medium to stay in touch with family and friends as they are acting as dynamic hubs for talent acquisition. Furthermore, social media offers an excellent opportunity for businesses to expand their brand in spaces where people across different time zones and locations gather. Social media recruiting is highly suited for top-of-the-funnel engagement that attracts passive candidates. However, combining social media with lower-funnel recruitment strategies can assist employers in having more engagement and interest from candidates as the businesses already have a favourable impression of the

brand through social media interactions. Thus, it can be stated that social media plays a vital role in the recruitment of staff for businesses.

Advantages of using social media as a recruitment tool for businesses

As expressed by Tammisuo (2022), social media enables businesses to reach a diverse and broader audience by job posting on different platforms such as Facebook and LinkedIn, which exposes vacancies to a vast network of professionals at the global level. This in turn increases the possibility to identify candidates with the right experience and skills while boosting active and passive engagement with job seekers. Furthermore, Darko, Kleib and Olson (2022) reflected that social media act as a powerful tool to showcase an organization's values and culture which assists in creating a strong online presence while improving brand image and the ability to attract top talent for the employers. For instance, businesses leverage platforms like Facebook and LinkedIn to offer potential candidates a glimpse of their employee stories, workplace, and team events which assist in improving the recruitment process for the businesses.

On the other hand pointed out that social media as a recruitment tool assists in boosting real-time interaction and communication between candidates and recruiters while supporting businesses to create highly specific and targeted job advertisements. For instance, social media supports recruiters in conducting background checks on potential candidates which supports to creation of targeted job postings for reaching candidates with specific interests, skills, or experiences. This in turn assists in attracting the right people while facilitating initial conversations. In addition, Dale (2022) stated that social media platforms such as LinkedIn and Facebook offer valuable insights and analytics into the performance of employer branding and job posting efforts.

Disadvantages of using social media as a recruitment tool for businesses

Social media can be an important tool for recruitment, but it certainly has some potential drawbacks. It has been well indicated by Farsi (2021), that social media raises privacy concerns and has the potential for biases in recruitment. For instance, the social profile of a person can contain personal information that may not be available on a job application. This increases the risks of bias and raises privacy concerns for people in terms of the recruitment process for the businesses resulting in the selection of an ill-fit person or losing the good fit for the organisation. On the other hand, Bejtkovský (2021) stated that social media recruitment strategies take additional time and training for recruiters. For instance, it takes significant time to engage the right people and build reach organically. This suggests that social media as a recruitment tool does not promise quick turnarounds. Specifically, when businesses need immediate applicants, social media recruiting takes additional time as it primarily brings people to the top of the hiring funnel for businesses.

Furthermore, Dale (2022) suggested that social media as a recruitment tool is highly prone to fraudulent job listings. For instance, social media job listings such as in platforms like Facebook and LinkedIn include unscrupulous schemes that are designed to steal personal information and money from unsuspecting job seekers. This potentially indicates that even if a business is legitimate, a candidate who has been burned due to a fake listing on social media may be less likely to respond to any online opportunities. As a result, it becomes a significant issue in the recruitment process for the business. On the other hand, Ashraf and Ani (2022) argued that the message put forward by an employer does not always reach the right audience. For instance, social media channels such as Facebook and LinkedIn spend a lot of research and time deciding which posts to show at the top of a person's or employer's feed. However, it cannot guarantee that the job listings

do not get buried under other posts which limits the engagement or connection of the business with the best candidates.

Conclusion

In conclusion, it can be stated that the role of social media in recruitment has evolved as a fundamental component in terms of the contemporary talent acquisition process for businesses. It has become imperative for businesses to harness the power of social media to attract and retain top talent using social media recruitment strategy. However, the disadvantages must be addressed in the pursuit of successful recruitment outcomes.

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