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REPORT

THE ROLE THAT SOCIAL MEDIA TOOLS
SUCH AS FACEBOOK AND LINKEDIN CAN
HAVE IN RECRUITMENT

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STUDENT'S NAME: ANDREEA GABRIELA BACUS

STUDENT'S ID: 2331305

GROUP: 1-WEEKENDS

LECTURER'S NAME: DR. SADEQUE IMAM SHAIKH



University of Wales
Trinity Saint David

(LONDON CAMPUS)

ROLE OF SOCIAL MEDIA TOOLS REPORT

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1.Introduction

In the era of digital expansion, it was only a matter of time before in the recruitment business, apparently rudimentary traditional work tools to be replaced with new, modern and automated ones, meant to facilitate the process of staff selection and improve the level of candidate-job matching, therefore social media platforms have transcended their primary aspirations of social interaction and have transformed into influential instruments for different business ramifications, including recruitment .(Landers& Schmidt p290-313)

The arrival of LinkedIn and Facebook have radically transformed the traditional recruitment process. According to Davidson et al (2011) social media coverage it's higher and has a larger potential to interact with the candidates in a more interchangeable and more energetic way.

While both mentioned platforms are offering unique opportunities and provocative situations, advantages and disadvantages, this report aims to examine their role in the recruitment process of headhunting by invoking the relevant literature and references, as well as to offer a personal touch when the writer's previous personal experience as a professional recruiter demands to be voiced.

2.Application

Amongst others, LinkedIn and Facebook are being more and more utilised by organisations to attract, source and hire talent.

2.a. LinkedIn in Recruitment

LinkedIn is known to be a professional networking and talent acquisition in recruitment, especially for acquiring highly skilled professionals. According to Koch, et al (2018) it is progressively being used to find active and passive candidates due to its large network and advanced search capacity

- **Targeted Talent Search:** LinkedIn's specific search and filtering tools allow recruiters to efficiently identify candidates with the desired qualifications, experience, and skills making it efficient for specialized roles in different industries (Koch et al., 2018).

- **Passive Candidate Engagement:** The platform is very effective for reaching out to passive candidates not actively seeking new jobs, but open to opportunities through InMail or other tactics, making LinkedIn an asset tool for building a talent channel. (Koch et al., 2018; Iqbal, et al, 2019).
- **Employer Branding and Corporate Identity:** Companies can use LinkedIn to build and nurture a strong corporate image by regularly sharing content that reflects their company culture, values, and achievements. A well-maintained LinkedIn company page can attract top talent who align with the company's ethos (Bakhaus& Tikoo, 2004).

2.b. Facebook in Recruitment

Facebook, initially a social networking platform, has become a key tool for recruitment, especially for attending a more diverse audience.

- **Audience Reach:** Facebook's various membership makes it effective for recruiting for job categories, that do not require professional qualifications (Davison et al., 2011).
- **Targeted Advertising:** Facebook's promotion mechanism, allow head-hunters to create precisely focused job ads, based on customer demographics, relevance, and behaviours, making it extremely useful for reaching individuals who fit a specific profile but are not actively seeking employment (Koch et al., 2018).
- **Employer Branding and Engagement:** Companies can utilise Facebook to create their employer brand by sharing appealing content, such as posts, videos, and live streams that accentuates their workplace, culture and community involvement, attracting candidates who value a friendly work environment and corporate social impact. (Ladkin & Buhalis, 2016).

2.c. Blending Facebook and LinkedIn in Recruitment:

Numerous companies productively use both platforms in their recruitment strategies, utilising the efficacy of each platform to target different hiring pools. For instance, LinkedIn may be

used to recruit professionals for leading positions, while Facebook might be used for wide outreach and community engagement (Sivertzen, Nilsen, & Olafsen, 2013).

3.Advantages/Disadvantages

3.a. Advantages

Facebook and LinkedIn in recruitment can reach a wider audience, LinkedIn has over 700 million users globally. (LinkedIn, 2023)

Cost effectiveness is another benefit, the use of digital platforms for employment reduces advertising costs and eliminates the need for intermediaries.

Social media platforms facilitate direct communication between recruiters and candidates.

According to Backhaus & Tikoo (2004), this direct interaction fosters a more personalized recruitment experience, allowing recruiters to answer candidates' questions, provide additional information about the role and build relationships.

“A major consequence of the rapid growth of the Internet and its increasing accessibility is that increasing numbers of organisations are recruiting and selecting applicants for jobs online. In addition, applicants for jobs and jobseekers are increasingly expecting to find work through the Internet rather than more traditional means” (Bartram, 2000)

3.b. Disadvantages

Artificial Intelligence professional standardisation such as LinkedIn algorithms, triggering individual's denying their emotions, invites to creating alter egos, highly compatible with the AI's functional patterns, the similarity enhancing employability perspectives, phenomena leading to misconceptions such as being professional means lacking flexibility, idea contradicted by a variety of studies in the emotional intelligence field, emphasising that the notion of “emotional intelligence” helps people to direct their cognitive-behavioural path. As defined by Goleman (1995, p52-150), the “emotional intelligence” is one's capacity to acknowledge its affects and those of others, for motivation and self-regulation, and the relationship with others.

To reach expectations countless individuals come up with fabricated work experiences leading to dishonest signalling. (Bangerter et al,2012)

Privacy and ethical concern when using Facebook to profile candidates can also be sabotaged by their private life, as the private and professional sectors of an individual are two different life areas and should be treated accordingly, so the informal nature of social media can lead to discrepancies between a candidate online presence and their actual professional capabilities.

The information available on social media profiles may not always be accurate or reliable. According to Davison et al. (2011), candidates might amplify their qualifications or experience on platforms like LinkedIn to increase their employability.

4.Conclusion

According to Nikolaou (2014) there are methodological limitations in the studies generated by the timing of data collection, self-accountability, using analysing techniques, “the lack of an external criterion to assess more objective issues and the use of cross-sectional research in a survey methodology”, and in the same note, the clarity of this report might have been affected by the lack of updated materials.

After comparing the results of researching for this report and my personal professional experience as a recruiter, I find that although LinkedIn might be a more performantly standardised tool, Facebook, it's more utilised and accessed in the world of essential workers, therefore the reality I would like to emphasise as a conclusion is the importance of business context in choosing the work tools, idea supported by the ad hoc survey in the classroom, that have highlighted the systemic reality of social diversity, the category of people of different ages and nationalities but with similar level of education, when only 2 out of 8 students present in class have already had and used LinkedIn accounts, making it 25% of the total of students, of which one profile was less than one week old.

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