

facebook®

Linked

DIGITAL SKILLS TASK 3

**LinkedIn and Facebook
Role in Recruitment Staff**

Turcanu, Alina

ST ID: 2321536

CERTHE BS T2BW1 GROUP 1

Lectures name: Suneth Fernando

Contents

INTRODUCTION	2
WHAT IS LINKEDIN	2
BENEFITS OF HAVING A LINKEDIN PROFILE	3

References

Anon., n.d. [Online].

Dijck, J. V., 2013. *MEDIA CULTURE AND SOCIETY*. [Online]

Available at: [MCS.SAGEPUB.COM](https://www.mcs.sagepub.com)

[Accessed 28 04 2024].

Hanna, K. T., 2024. *TechTarget*. [Online]

Available at: <https://www.techtarget.com/whatis/definition/LinkedIn>

[Accessed 14 april 2024].

Ltd, S. R. S., 2023. *slr-recruit.co.uk*. [Online]

Available at: <https://www.slr-recruit.co.uk/benefits-of-using-linkedin/>

[Accessed 07 04 2024].

MONTANA, U. O., 2024. *ELCS@UMONTANA.EDU*. [Online]

Available at: <https://www.umt.edu/experiential-learning-career-success/students/student-resources/resource-handout-files/elcs-linkedin-profile-guide-updated-9.23.pdf>

[Accessed 07 04 2024].

Sarah L. Bicky, L. K., 2014. *Social Media as an Recruitment Tool*, s.l.:

ScholarWorks@UMass.

1. Professional Networking:	3
2. Career Opportunities:	3
3. Personal Branding:	3
4. Industry insights:	3
WHAT IS FACEBOOK AND HIS ROLE IN RECRUTEMENT PROCESS	3
IMPACT OF LINKIN LINK AND FACEBOOK ON RECRITEMENT PROCESS	4
References	Error! Bookmark not defined.

IMPACT OF LINKEDIN AND FACEBOOK ON STAFF RECRUITMENT PROCESS

INTRODUCTION

In the modern digital landscape, the influence of social media platforms extend to recruitment practice, shaping how organisations identify and engaged with prospective employees.

This report delves into the pivotal role that platforms like LinkedIn and Facebook play in the contemporary recruitment landscape, exploring their impact and significance in sourcing and attracting talent.

WHAT IS LINKEDIN

- LinkedIn is a professional networking platform designed for individuals and organisations to connect, interact and engaged within a professional context. It allows users to create personal profiles highlighting their professional experience.
- LinkedIn serves as a virtual hub for professionals to network, share insights and discover career opportunity. . (Hanna, 2024)

BENEFITS OF HAVING A LINKEDIN PROFILE

1. Professional Networking:

LinkedIn facilitates connections with professional in your field, expanding your network.

2. Career Opportunities:

It help you find job openings, receive recommendations, and highlight your skills to potential employers.

3. Personal Branding:

You can establish a professional online presence by showcase your achievements and expertise, boosting your credibility.

4. Industry insights:

LinkedIn provides access to industry news and trends, keeping you informed and allowing you to participate in relevant discussion.

IS FACEBOOK AND HIS ROLE IN RECRUTEMENT PROCESS WHAT

Facebook is a website which allows people around the world who sign-up for free to share pictures, videos, music and articles. Now days Facebook also is been use as a tool for sales and also for promoting small business but not only.

Facebook is extensively utilized in the recruitment process by companies, serving various functions such as posting job vacancies, promoting openings through advertisement, connecting with potential applicants' suitability based on their profiles. Moreover, Facebook's targeted advertising capabilities enable recruiters to reach specific demographics or individuals with particular skill sets.

Facebook and LinkedIn are most popular among young professionals. In a study run on 430 employees LinkedIn and Facebook use is greatest number the employees who are aged 26 to 45. Moreover, 52% of attendants surveyed use LinkedIn and 49% of them use Facebook. (Sarah L. Bicky, 2014)

IMPACT OF LINKIN LINK AND FACEBOOK ON RECRITEMENT PROCESS

Social media offers access to a wider range of information about companies for potential job seekers, which can sometimes present conflicting viewpoints. However, there is limited understanding of how conflicting information's between social media platforms and corporate websites effects recruitment and appeal. Through an experimental approach, we presented participants with a fictitious company website emphasizing diversity as part of its employer's band. Subsequently, participants were randomly shown result page depicting either high or low employee diversity. Drawing on the instrumental-symbolic framework and warranting theory, we hypothesize that consistent information on LinkedIn will lead to more favourable perceptions of organizational appeal. The findings reveal that participants exposed to information aligning promotion rated the organization higher in agreeableness. Moreover, perceived agreeableness fully mediated the relationship between the experimental condition and organizational attractiveness. (Dijck, 2013)

References

Dijck, J. V., 2013. *MEDIA CULTURE AND SOCIETY*. [Online]
Available at: [MCS.SAGEPUB.COM](https://www.mcs.sagepub.com)
[Accessed 28 04 2024].

Hanna, K. T., 2024. *TechTarget*. [Online]
Available at: <https://www.techtarget.com/whatis/definition/LinkedIn>
[Accessed 14 april 2024].

Ltd, S. R. S., 2023. *slr-recruit.co.uk*. [Online]
Available at: <https://www.slr-recruit.co.uk/benefits-of-using-linkedin/>
[Accessed 07 04 2024].

