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Introduction

Social media tools have become essential to both personal and professional life, offering infinite opportunities for communication, marketing, social activities and entertainment. Social media has been part of almost every aspect of business operations from branding to selling products to customers. The same goes for recruitment; however, Human Resource (HR) teams are not always trained on how to use social media tools, or they are not use to them. While some businesses post jobs on hiring websites such as LinkedIn or indeed, they miss out on promoting open positions on social media or reaching out directly to ideal candidates. Nowadays businesses need to accept the power of social media to improve recruitment by identifying the right candidates and persuade them to apply and accept the role.

What is social media, its use and developed in recent years from traditional to digital marketing

Social media is one of the most popular methods to recruit new employees, allows companies to gain access to potential candidates and reach out to them in a different way. It also allows to companies to be more creative with their recruitment methods since they don't have to be limited by physical location. Social media marketing utilizes platforms such as Facebook, Instagram, Twitter, LinkedIn and indeed to engage with audiences and promote products or services. Businesses and people can use tools like LinkedIn to find and apply for a job role.

Over the years, recruitment has had a significant evolution, from traditional manual methods to advance into digital tools. In the past, recruitment teams used to relied on physical job postings, like newspaper advertisements and referrals. However, with the arrival of digital technologies, the landscape has adapted towards online platforms, automated systems, and data-driven strategies.

The traditional recruitment process was labour-intensive, where recruiters had to manually checkup applications and interviews were conducted in the office. This method reduced the reach of recruiters and extended the hiring process; on the other hand, digital recruitment empowers businesses to source and track candidates

while smooth-running communication for greater efficiency and a quicker recruitment process.

In addition, digital recruitment platforms such as LinkedIn provide opportunities for better candidate interactions using engaging job portals, virtual interviews and online assessments. Candidates can show their skills and experiences in more dynamic ways, while recruiters are able to understand candidates more creatively. These methods of recruitment are more open and engaging for both parties.

Importance of recruitment for a company

Recruitment is not just about filling vacancies when they appear, it is also about having processes in place to anticipate the long-term needs of the business, creating a more strategies, and ensuring resources are used appropriately. A great hire can increase productivity, improve team dynamics, and create innovations; Furthermore, a poor hiring decision can cost a company up to 30% of the employee's first-year earnings due to lost productivity and the need to restart the recruitment process.

- Companies that invest in a strong candidate experience improve their quality of hires by 70%.
- Organizations with a standardized recruitment process are 3 times more likely to make a quality hire.
- A diverse workforce can improve innovation by up to 20%, displaying the value of comprehensive recruitment practices.

A report from American Express and the Centre for Economics and Business Research (CEBR) reveals small-and-medium-sized (SMEs s)companies have identified investing in their staff as a top priority for growing their business.

Recruitment it is crucial for employers, with more than one in five (23%) employers announcing that after launching their business, hiring new staff has been their biggest business decision. In other hand, staff hiring ranked above choosing suppliers (20%) and investing in technology (19%).

In fact, the research shows SMEs hold staff investment to have such importance, that more than one in five (22%) say that if their revenue were to double, their first investment would be to increase their staff numbers.

However, the study found SMEs believe skills shortages and a lack of funding are significant challenges to recruiting the talent they need.

Advantages and disadvantages of social media as a tool for recruitment.

Advantages:

- Target advertising: is a marketing strategy that uses variety of data to show advertising to specific audiences. Can be effective way to connect with potential customers and boost engagement rates
- Reaching passive jobseekers: identifying and engaging with professionals who are not looking for a job but may be open for the right opportunity. Basically, is targeting individuals who already have experience and skills making them an asset to companies.
- Enhance employer branding. Appeals to those who work for you and promotes working environment, internal culture, development opportunities and monetary incentives.
- It really is social: social recruitment can utilise the power of community engagement and word-of-mouth, especially when employees share job posting within their networks.
- Flexibility in content and interaction: social media platforms offer various ways to present job opportunities, including written copy, photos, videos, and interactive content.

Disadvantages:

- Time-intensive effort: effective social media recruitment often requires significant time investment to create regular content, engage with jobseekers and maintain an active presence on multiple platforms.
- Potential for discrimination: targeted advertising on social media can accidentally lead to discrimination.
- Risk of brand damage: negative comments or feedback on social media can quickly spread and potentially damage an employer's brand. Companies need to be prepared to manage their online reputation.

- Lack control over platforms changes: social media platforms frequently update their algorithms and policies, affecting how job postings are displayed and who sees them. Businesses have limited control over these changes.
- Costs of paid advertising: while organic social media is free, reaching a wider audience often requires paid advertising.
- Limited applicant information: unlike traditional CVs and job applications, social media profiles may not provide comprehensive information about a candidate's qualifications and experience.
- Risk of discrimination: candidates may present an idealised version of themselves on social media, which might not precisely reflect their qualifications or work ethic.

Conclusion

In conclusion, social media presents key opportunities for improving recruitment efforts, but it needs a good administration and a strategic mindset. By developing clear strategies, investing in trainings for recruiting teams, and maintaining a positive online presence, businesses can maximize the potential of social media as a recruitment tool. As digital platforms advance, staying agile and responsive to changes while maintaining professional standards will be the key to recruitment success. The future belongs to organizations that can strategically leverage the impact of social media while building genuine connections with potential candidates. In my opinion, businesses should use social media not only to attract the best candidates but also to establish best practices that allow them to stay ahead in the future.

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